



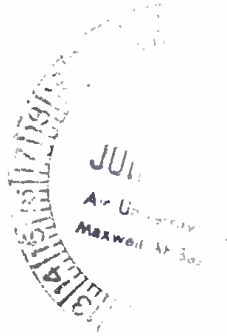
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

LBJ puts a familiar skipper at helm of FCC. p29
 CATV squares off with its problems in Miami. p22
 New BMI contract to put radio fees up 12.5%. p54
 SPECIAL REPORT: Radio talks its way to the bank. p75

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STREET ADDRESS
 IN DRIVE
 100 1402
 MAR 27 1966
 05 EXP 1/57



**We think we're the No. 1 radio station
 in New York.
 Pulse says we're No. 5.**



We say we're No. 1 because we're first in progress. Our audience is increasing faster than that of any other station in New York. In fact, all 9 of our weekday program periods increased their audiences in March over the previous period.

Here they are: Big Wilson, Joe Pyne, Fortune Phone, Mimi Benzell, Lee Leonard, Bill Mazer, New York News Hour, Long John Nebel, Brad Crandall.

But rather than talk about our audience size, we want you to consider the audience involvement inherent in our conversation format. We measure it in terms of sales results.

So do our advertisers.

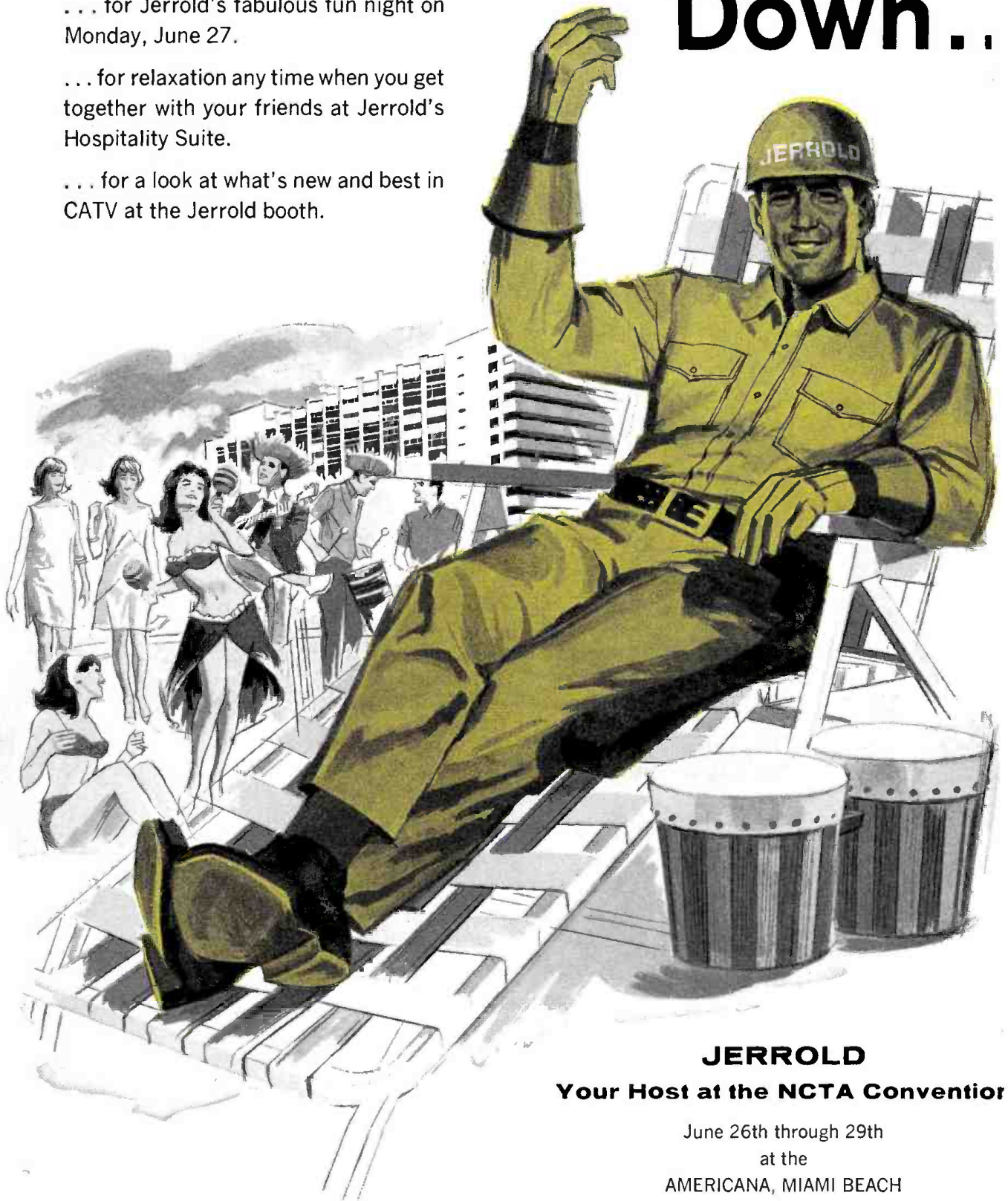
WNBC Radio 660 
The Conversation Station OWNED

Come on Down..

... for Jerrold's fabulous fun night on Monday, June 27.

... for relaxation any time when you get together with your friends at Jerrold's Hospitality Suite.

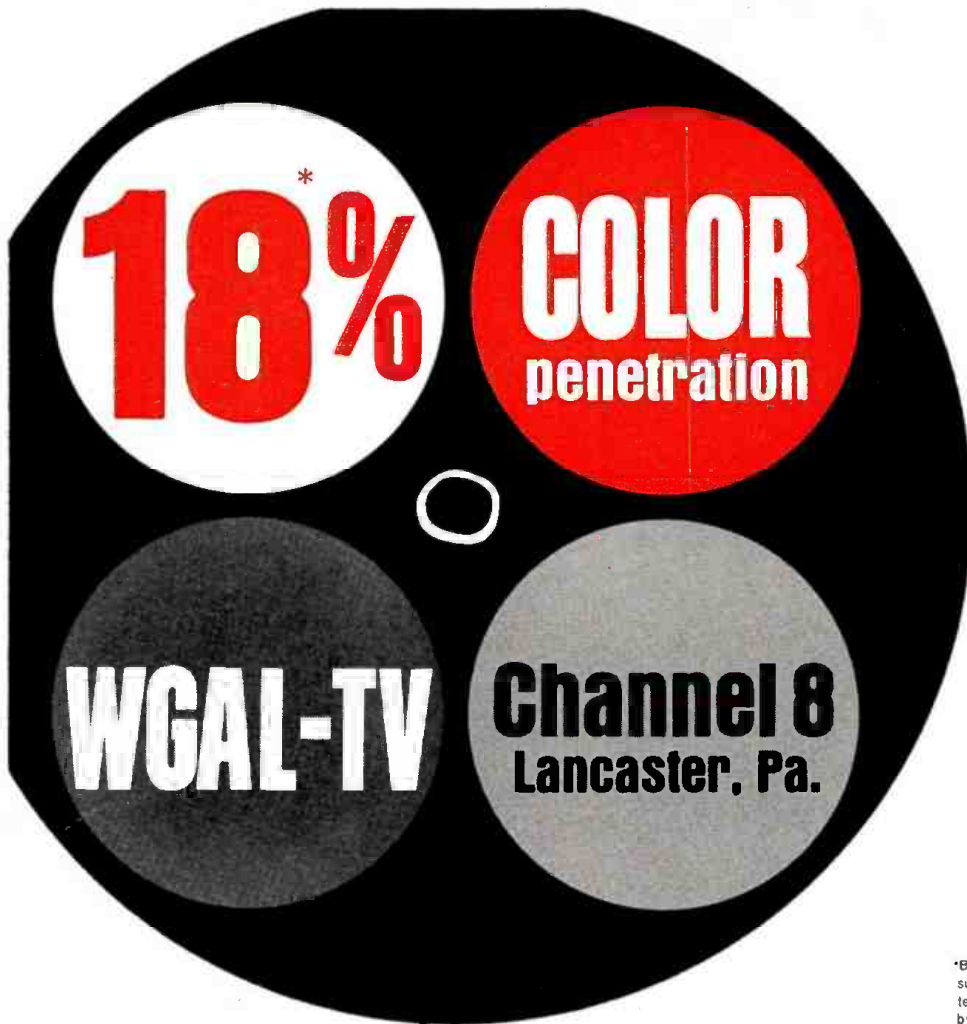
... for a look at what's new and best in CATV at the Jerrold booth.



JERROLD

Your Host at the NCTA Conventior

June 26th through 29th
at the
AMERICANA, MIAMI BEACH



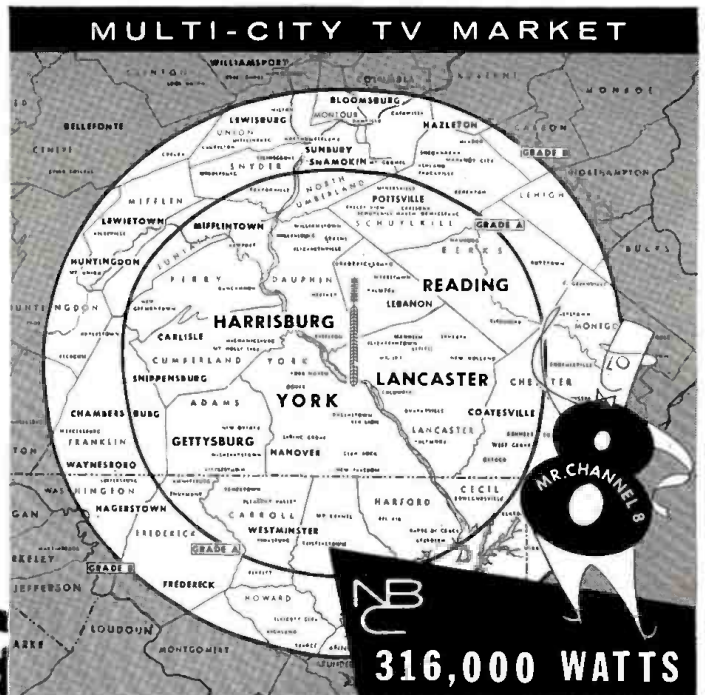
*Based on Feb. 1966 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

Channel 8 telecasts more color than any other station in Pennsylvania, including Philadelphia and Pittsburgh; colorcasts all local programs; affiliate of NBC, the full color network.

WGAL-TV
Channel 8
Lancaster, Pa.

Representative:

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



Steinman Television Stations • Clair McCollough, Pres.
 WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.

Is FCC's newest Commissioner-designate Nicholas Johnson, 31-year old 6-foot 3½-inch lawyer, being groomed for bigger things in government? While that was word around town there was no official confirmation. It is known, however, that he is held in high favor by namesake President Johnson (no relation) and that if things break right, he could be in line for FCC chairmanship three years hence. Newly appointed Chairman Rosel H. Hyde may retire at end of his new three-year term, June 30, 1969, when he will be in his 70th year. Seventy is mandatory retirement age.

As for young Mr. Johnson he's said to have no aspirations other than to return to campus life. He taught law at U. of California Law School at Berkeley as acting associate professor in administrative law and oil and gas. He would like to follow in his late father's footsteps on faculty of major university. Elder Johnson was professor at U. of Iowa (see page 33).

NBC's co-op promotion

NBC for first time in history is making available co-op money to all affiliates for promotion of new season's TV schedule. In past, co-op newspaper advertising for this purpose at NBC had been confined to top 30 to 50 markets. Decision was made known during regional meetings (New York on June 17, Houston June 21 and Los Angeles June 24) held on promotion, publicity and advertising plans under leadership of NBC's Robert Kasmire, vice president, corporate information.

MM's print expansion

Portending expansion in graphic arts field, Metromedia's John W. Kluge is expected to name Robert Luce, Washington journalist and publisher, to head MM's Magazine Division effective September 1. Metromedia owns monthly *Diplomat*, acquired last year, and recently acquired Raymond Dickie Inc. and O. E. McIntyre Co., direct mail companies.

In addition to broadcast properties it owns Foster & Kleiser Inc., outdoor advertising, and Metro Transit Advertising Inc., Los Angeles and San Francisco. Mr. Luce is now publisher of New Republic, has been independent book publisher and for decade was with Kiplinger Washington service in charge of book operations.

Group W's 7-Up

Westinghouse's Group W is now in bottling business. Parent Westinghouse Electric has acquired, for \$4.5 million, 7-Up bottling companies in portion of Connecticut and all of Puerto Rico and assigned operations to wholly owned broadcasting subsidiary. Venture is believed pilot in Westinghouse diversification to ascertain whether position can be established in soft drink field and with view toward development and recruitment of personnel. Connecticut franchise covers New Haven and Waterbury, west to New York state line.

Payola leaks

FCC isn't having much luck conducting payola hearing in Los Angeles in "nonpublic manner" it had in mind when it authorized hearings last month (BROADCASTING, May 23). Persons subpoenaed are proving cooperative, sometimes eager news sources (see page 63). But supermarket-opening type atmosphere in Los Angeles proceeding isn't necessarily going to surround all such hearings. In fact, commission did manage to conduct payola hearing in eastern city without word leaking out it was even underway. That hearing, reportedly, is now in recess pending success of effort to round up missing witness.

Payola delays KFVB sale

Fate of Westinghouse Broadcasting's \$10,750,000 acquisition of KFVB Los Angeles from Crowell-Collier obviously is hanging on FCC's current investigation of payola in Southern California (see page 63). Papers for purchase have been on file almost six months but rock 'n' roll-formatted station figures heavily in probe. J. J. (Joe) Bernard, vice president and general manager of KFVB, will appear as witness at hearings. He'll be joined by several of station's disc jockeys. Chances are FCC decision on change in station ownership will await evaluation of their testimony.

Rating glossary

New push for improvement in broadcast ratings is aimed at getting agreement on what words mean. Committee On Local Television Audience Measurement, headed by Howard

Mandel, research vice president of National Association of Broadcasters, is expected to come up soon with glossary, which it'll submit to broadcast rating council for possible adoption as standard for all rating services. Services have been shown draft and have submitted comments and suggestions. It's being put together by Gerald Glasser, New York University statistician and consultant to Coltam on project, with result that wags are referring to glossary as Glassery.

Lack of agreement on terms is more widespread than one might expect in business that's been going some 35 years. For instance: "Cooperation Rate," meaning extent to which members of research panels provide information, is calculated by some services in one way, by others in another—and both ways, according to experts, can have excellent justification. "Share of Audience" is even more pertinent example: Some services calculate share by using total number of tuning homes as base; others use total number of programs mentioned. When homes are used as base, shares may total more than 100% simply because of multi-set households being tuned to different programs—situation long prevalent in radio and increasingly so in TV.

Trouble abroad

TV program syndicators are challenged by paradox of foreign market situation. Television activity overseas can only grow and that's favorable. But as foreign countries become more TV-attuned they tend to do more local production and that's bad news for syndicators. West Germany, as an example, already is heavy producer of its own product and discriminating about what it will buy. Even exotic market such as Philippine Islands with six commercial stations serving 200,000 sets, is shunning foreign product. Today, more than half of programming is locally produced in Tagalog.

Scott to ABC-Washington

Top radio news job in Washington for ABC will be filled by Kenneth Scott, network radio news editor in New York for ABC during past three years. Mr. Scott is to be named manager of radio news for ABC News Washington bureau this week. He succeeds Martin Bush, who moves to New York with ABC News.

We've simplified wmca rates so they'll fit on a business card.



You'll be getting yours in the mail.
But if you can't wait
call Bob Mazur.
(212) MU 8-5716

wmca turns people on.

THE STRAUS BROADCASTING GROUP, 415 MADISON AVENUE, NEW YORK, N.Y. 10017 (212) MU 8-5700. wmca - NEW YORK - 570 KC. REPRESENTED BY ROBERT E. EASTMAN & CO., INC.



WEEK IN BRIEF

President nominates Hyde as FCC chairman. Also appoints maritime administrator Nicholas Johnson to fill vacancy. Senate confirmation expected soon after nominees sail through brief committee hearing. See . . .

NOW THE HYDE ERA . . . 29

Radio stations find gift of gab builds audience, profits. Talk programs now on 80% of outlets, many shift to all-talk to stand apart from music-and-news format. Special report also analyzes all-news stations. See . . .

TURN TO TALK . . . 75

CATV industry gathers in Miami Beach for 16th annual convention. Seeks to rally forces to meet challenges after recent setbacks of court copyright decision and House support of FCC regulation over field. See . . .

NCTA PREPARES PLAN . . . 36

Dille unanimously re-elected chairman of NAB joint board as Lee pulls out of race. Board meets on Red Lion appeal, discusses CATV problems, satellite communications and study of cigarette advertising. See . . .

DILLE WINS . . . 64

Study by consulting firm retained by station owners finds no concentration of control or threat of such possibility in TV industry. Report is effort to dissuade FCC from limiting ownership. See . . .

NO CONCENTRATION . . . 68

Broadcast Music Inc. and radio industry committee agree on 12.5% increase in rates for BMI music. Each station must make own decision on first rate increase in 26-year history of BMI. See . . .

BMI, RADIO AGREE . . . 54

CBS-TV to offer top prices for original drama scripts in hopes of launching new series of specials. Seeks to further drama renaissance begun by 'Death of a Salesman' production's success. See . . .

TV DRAMA GETS BREAK . . . 59

Broadcaster filings with FCC on proposed fairness ruling almost unanimous in opposition. Only one of 17 views filed supports commission proposal. One group seeks to test constitutionality all the way to Supreme Court. See . . .

MORE OPPOSE FAIRNESS RULE . . . 58

Common carriers win battle with Communications Satellite Corp. FCC rules Comsat cannot lease channels directly to noncarriers, including government. Commission voices displeasure over firm's practices. See . . .

CARRIERS WIN BATTLE . . . 52

In-store technique to test effectiveness of commercials is developed. Two shopper groups given cents-off coupons; one group shown commercials. Ad effectiveness computed by sales results. See . . .

ADS TESTED IN STORE . . . 50

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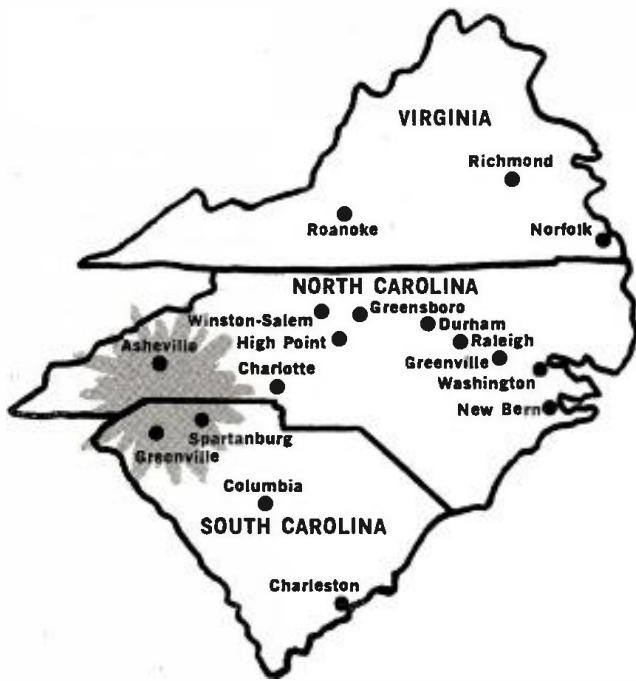
Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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**ARB Says . . .
We have the
largest TV
market in the
Carolinas and
Virginia**

RANK MARKET TOTAL HOMES
7:30-11:30 P.M.

1.	GREENVILLE - SPARTANBURG - ASHEVILLE	219,000*
2.	Norfolk	206,700
3.	Greensboro - Winston-Salem - High Point	191,500
4.	Charlotte	186,300
5.	Richmond	157,800
6.	Raleigh - Durham	143,500
7.	Roanoke	142,900
8.	Greenville (N. C.) - Washington - New Bern	105,100
9.	Columbia	80,200
10.	Charleston	75,400

* The Giant Share . . . 42% . . . of this prime time audience belongs to WFBC-TV, according to ARB.

For more facts, rates and availabilities, contact the Station or Avery-Knodel.

(Above figures are ARB estimates only and are subject to the limitations expressed in individual market reports.)

wfbc-tv

GREENVILLE, S. C. CHANNEL 4

Signal Coverage in the Southeast. . .

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

SOUTHEASTERN BROADCASTING CORPORATION

Greenville, South Carolina

WBIR-TV
Knoxville, Tenn.

WFBC-TV
Greenville, S. C.

WMAZ-TV
Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.

NAB wants some pros to evaluate building

MINORITY CRITICISM PROMPTS HUNT FOR EXPERT HELP

Wanted: three-member, blue-ribbon panel of architectural experts to go over plans for National Association of Broadcasters new \$1.8-million headquarters building. By voice vote, NAB joint board told building and executive committees to find such panel.

Decision came at closing session of board's Washington meeting Friday (June 24) and took more than hour of three-hour morning meeting. It was triggered by minority report of Kenneth Giddens, WKRG Mobile, Ala. member of building committee, who felt structure (see page 34) was "too ordinary, too commonplace, too commercial, too pedestrian too mediocre."

Committee's majority view was expressed by its chairman Clair McCollough, Steinman Stations, Lancaster, Pa., who said "now is the time to do what we've been talking about for 10 years." He said proceeds from annual NAB convention would pay financing costs.

Original timetable set by committee and Washington architectural firm of Mills, Petticord & Mills, would have had NAB moving out of present structure next March and moving into new building in May 1968.

If panel of experts approves building as best and most practical one for site and purpose, committee feels timetable would be put off only about month. However, board member who has been close to plans, said after meeting he felt there could be delay of "at least nine months" in project.

Board's vote called for building and executive committees to seek consultation from three architectural experts such as chairman of Washington Fine Arts committee or dean of architectural school. Selection of trio will be left to committees. If experts give green light to building then committee can move ahead on construction immediately.

Basis for Judgment - Mr. Giddens said broadcasters have become leaders, asserting "intellectual and positive action leadership." Buildings, he said, "must be an architectural gem" since leaders "of the arts" will use it to "measure our artistic and intellectual maturity."

Building should be "of beautiful and striking design . . . clean of line . . . of beautiful proportion . . . of fine quality . . . its plan should be orderly and its organization of space should be logical."

He criticized proposed model, say-

ing: "Its ground floor is cramped and contrived. It is not monumental. It is not impressive. It is poorly organized within an awkward shape. Its upper floors impose the same difficulty in creating functional office accommodations. The exterior design is not intellectually nor artistically fitting as the national home of American broadcasters. It is not an unforgettable building that lingers in the memory of the mind."

In other action, board approved sales management seminar for 1967; heard status report on NAB's coordination of plan to bring foreign broadcasters to U. S. for one-month stay at stations (cost would be about \$1,500 to each participating station); heard American Values committee report, and asked executive committee to select site of winter board meeting.

Executive committee had recommended Palm Springs, Calif., for January 1967 meeting, but action was deferred when Mexican Association of Broadcasters invited NAB board to hold meeting in Mexico City. Cost to NAB would be about same in either city, board was told.

Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla., chairman of American Values committee, said stations will be asked to supply editorial and documentary material for dissemination, without editorial comment, by NAB. Committee will also provide written summary of audio and video tapes.

Other members of committee, all newly named are: Charles Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N. C.; Harold Essex, WSJS Winston-Salem, N. C.; Carl E. Lee, Fetzer Stations, Kalamazoo, Mich., and A. Louis Read, WDSU-TV New Orleans.

Joint board also voted to ask broadcasters attending Inter-American Association of Broadcasters meeting in Buenos Aires in November to serve as official representatives of NAB.

WOOK fine, renewal final

FCC hearing examiner's decision granting wook Washington, renewal of license but imposing \$7,500 forfeiture has become final, commission said Friday (June 24).

Examiner Sol Schildhouse in May 4 decision proposed fine on basis of evidence station was guilty of violations

of engineering and logging requirements (BROADCASTING, May 9). Decision was not opposed by wook owner, Richard Eaton.

In home stretch

Senate Commerce Committee Friday (June 24) unanimously supported nominations of Rosel H. Hyde as chairman of FCC and Nicholas Johnson to fill commission vacancy. Action came less than day after committee held hearing on nominations (see page 30). Final Senate confirmation is scheduled for today (June 27).

Maxon Inc. moves into GMB's house

Agency merger plan announced Friday (June 24) has Maxon Inc. becoming Detroit office of Geyer, Morey, Ballard, New York, effective July 1. It will create agency with billings of approximately \$66.5 million, about \$20.3 million in radio-TV.

Maxon Inc. has been independent Detroit agency since it chose not to be part of earlier merger which resulted in Clyne Maxon, New York.

James G. MacPherson, Maxon's chief executive officer will be GMB senior vice president in charge of Detroit office.

George Oswald, president of GMB, who reported merger, announced intention to aim new business expansion program at package goods industry. Maxon Inc.'s 1965 billing dipped by estimated \$6 million from 1964.

FCC to look at 1st waiver request group

First batch of CATV requests for waiver of top-100 market rule are scheduled for FCC consideration this week. Five requests on agenda are unopposed; staff recommends complete grant in four, partial grant in fifth.

All told, commission has received 55 requests for waiver of rule requiring CATV to obtain FCC's permission in hearing before bringing beyond-grade B signal into any of top-100 markets.

Indications were that staff will recom-

WEEK'S HEADLINERS



Mr. Goldman

been VP and copy director before joining B&B in 1959. He continues to serve on board and as creative director of agency. **Gilbert T. Walker**, agency's personnel director, and **Robert F. Lyman**, controller, elected VP's.

Lawrence R. Nelson, vice chairman of board, Campbell-Ewald Co., Detroit, becomes chairman and chief executive officer of agency this fall upon retirement of **Henry G. Little**. **Colin Campbell**, executive VP, becomes vice chairman of board and will head Chevrolet account. Agency president **Thomas B. Adams** also will become chairman of newly formed executive committee.

John F. Dille Jr., Communicators Group of Indiana, re-elected chairman of National Association of Broadcast-

ers joint board. On TV board, **Robert Ferguson**, WTRF-TV Wheeling, W. Va., elected chairman, and **John T. Murphy**, Avco Broadcasting Corp., elected vice chairman. On radio board, **Grover Cobb**, KVGB Great Bend, Kan., elected chairman, and **George W. Armstrong**, WHB Kansas City, Mo., elected vice chairman (see pages 64, 65, 66).



Mr. Keating



Mr. King

Joseph F. Keating, VP in charge of programs and operations for Mutual, has resigned, effective July 15, to join ABC Radio News as executive producer, special events. **Charles A. King**, director of news at MBS, will continue in that post and will add responsibilities as VP in charge of programs and operations. Mr. Keating has been with MBS for 21 years.

wego, WALK-AM-FM Patchogue, WRIV Riverhead, WVOR-FM Rochester and WDDS-FM Syracuse. New Jersey \$100 fines: WKDN-AM-FM Camden, WTTM-FM Trenton and WCRV Washington. New Jersey \$25 fines: WDHA-FM Dover, WFMU-FM East Orange and WLVP-FM Franklin.

Broadcasters were advised to file applications in time to allow full 90-day processing period before expiration of their current licenses.

WNJU-TV takes new look at liquor ads

Cognizant of "the sensitivity and widespread interest" generated from its acceptance of hard liquor advertising, WNJU-TV Linden-Newark, N. J., "will not accept any additional liquor advertising for the length of the present contract." Rum Superior buy on WNJU-TV will run until end of October.

In letter to Vincent Wasilewski, president of National Association of Broadcasters, made public June 24, Edwin Cooperstein, president and general manager of station, said between now and end of Rum Superior schedule he'll give "full and further consideration and study to the question of liquor advertising on television in order to establish our future policy on this matter."

Two weeks ago Mr. Wasilewski had written Mr. Cooperstein urging reconsideration of Spanish-language commercials in prime time (BROADCASTING, June 20). WNJU-TV is not member of NAB or NAB code.

FCC reaffirms stand on intrastate rates

FCC is standing firm on decision to assume jurisdiction over rates charged by common carriers for intrastate service to CATV systems.

Commission last week denied petitions by AT&T and GT&E Service Corp. for reconsideration of April 6 action requiring common carriers to file tariffs covering such service with commission (BROADCASTING, April 11).

Commission vote was 4 to 1, with Commissioner Robert T. Bartley dissenting and Commissioner Lee Loevinger not participating.

AT&T and GT&E Service Corp. had argued that rates for service wholly within boundaries of one state were outside commission jurisdiction.

Commission said Communications Act gives it authority over charges for use of common carrier lines "in chain broadcasting or identical to radio communication of any kind," regardless of whether signals cross state lines.

For other personnel changes of the week see FATES & FORTUNES

mend hearings in most cases where CATV waiver requests are opposed. Of 21 opposed petitions that are ripe for commission action, hearings are expected to be recommended in 15.

Reynolds moving Camel out of Esty

Camel cigarette account, foundation of William Esty agency 33 years ago and now worth over \$10 million in billing, will be moved to another agency.

R. J. Reynolds Tobacco Co. states move is matter of business judgment and "does not reflect lack of confidence in Esty." Reynolds says there is question of how many of company's competing brands should be handled by single agency.

Company has been marketing Camel filters regionally and is expected to go national with this brand. Esty will continue to handle three other Reynolds brands: Tempo, Winston and Salem. It has been sole agency for all Reynolds cigarettes since 1933.

29 stations feel first crack of lateness whip

FCC announced Friday (June 24) it has issued fines to 29 New York and New Jersey stations for failing to submit renewal applications on time. Action is first of its kind since commission created in December 1965, that late renewals are subject to forfeiture (BROADCASTING, Dec. 6, 1965). FCC said step is being taken to facilitate processing of 300 to 400 renewal applications filed every two months.

Forfeiture schedule is \$25 for 1-15 days late, \$100 for 16-60 days, and \$200 for 60-90 days. After notification, broadcasters have 30 days to pay or contest the fines. New York stations cited for \$200 forfeitures: WBJA-TV Binghamton, WIRQ-FM Rochester, WNBZ Saranac Lake and wxkw Troy. New York \$100 forfeitures: WEEE Rensselaer, WRNW-FM Mount Kisco and WSPE-FM Springville. New York \$25 forfeitures: WSEN Baldwinsville, WBTA Batavia, WBUF-FM Buffalo, WGSU-FM Genesco, WLEA Hornell, WBAZ Kingston, WYBG Massena, WFUV-FM New York, WNDT(TV) New York, WSGO Os-

*Washington's most professional
and complete
local newscasts*

news 7
at 6:00 p.m.

**now
in natural
color**

news 7 final
at 11:00 p.m.

**WMAL-TV
has complete color facilities:**

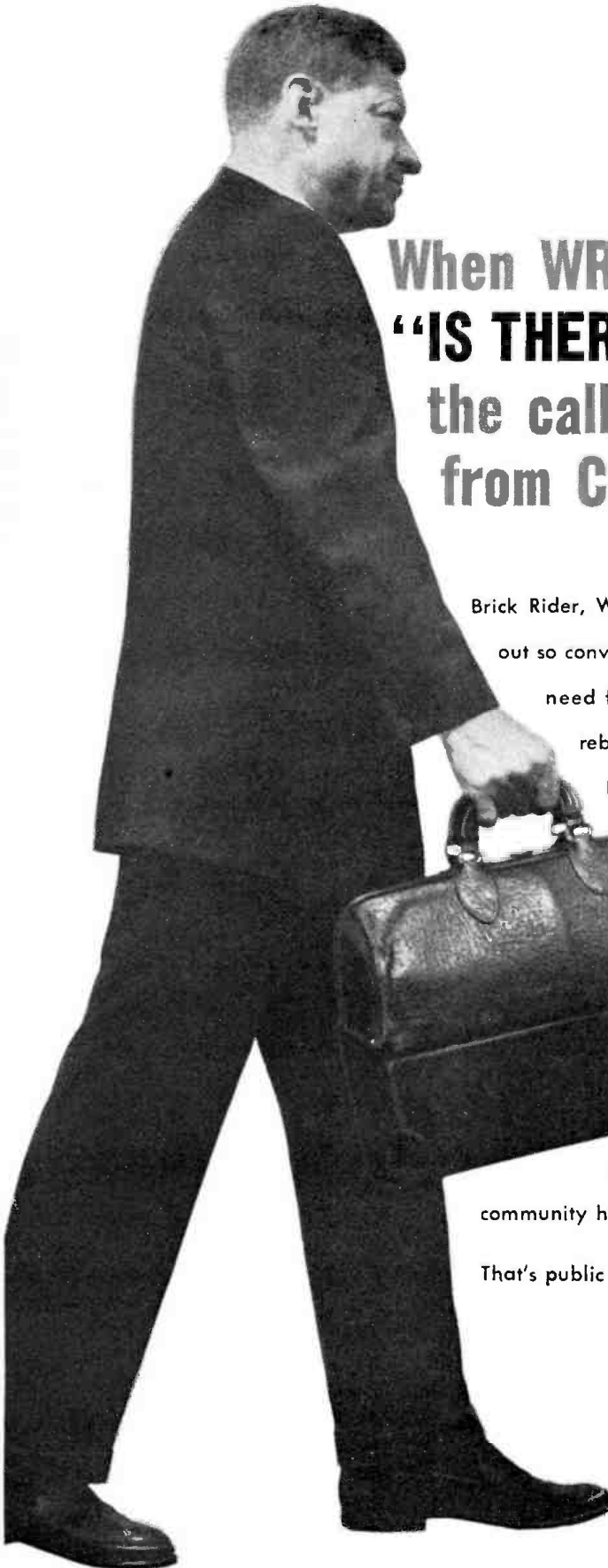
- Norelco Color Cameras
- Color film and slide chain
 - Color video tape units
- Our own Color Film Processor



*news voice
for the Nation's Capital*

wmal-tv 

Washington, D.C.
The Evening Star Broadcasting Company
National Representatives: Harrington, Righter & Parsons, Inc.



**When WRVA-RADIO asked,
“IS THERE A DOCTOR IN THE HOUSE”
the call was answered
from Colorado**

Brick Rider, WRVA-Radio's Program Director, spoke out so convincingly on tiny Tangier Island's critical need for a physician that NBC's "Monitor" rebroadcast the plea coast to coast. That's how the word traveled to Colorado and so impressed a doctor there.

WRVA's Trafficopter recently flew Dr. Watson from Richmond to Tangier . . . and for the first time in almost a year the isolated island community has a resident physician.

That's public service.

WRVA-RADIO



Richmond, Virginia

50,000 Watts AM, 1140 KC

200,000 Watts FM, 94.5 MC

National Representative:

Peters, Griffin, Woodward, Inc.

DATEBOOK

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

■Indicates first or revised listing.

JUNE

June 24-30—Annual convention of the Advertising Association of the West. Spokane, Wash.

June 25-28 — Annual summer meeting and election of officers of Georgia Association of Broadcasters. Speakers include George Bartlett, vice president for engineering, National Association of Broadcasters; FCC Commissioner James Wadsworth; Miles David, president, Radio Advertising Bureau, Jack W. Lee, WSAZ Huntington, W. Va.; William Ray, chief, FCC Complaints and Compliance Division; Representative James A. Mackay (D.—Ga.); John H. Battison, consulting engineer. Carriage Inn. Jerkyl Island.

June 26-30—Annual convention, National Community Television Association. Americana hotel, Miami Beach, Fla. (see page 36).

June 27-28 — Annual summer meeting of New York State Broadcasters Association. Otesaga hotel, Cooperstown.

JULY

July 5—New deadline for reply comments on FCC's proposed rulemaking which would incorporate into commission rules provisions of fairness doctrine relating to personal attack and to station editorials for or against political candidates.

July 8—New deadline for comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and prevent opposing sides from springing surprises.

July 11-22—Summer session in computerized simulation of market and competitor response sponsored by the Massachusetts Institute of Technology. M.I.T., Cambridge, Mass. For information contact Professor Amstutz, Sloan School of Management, M.I.T., 50 Memorial Drive, Cambridge.

■July 12—Annual meeting of stockholders of Taft Broadcasting Co. to elect eleven directors and to transact other business. 1906 Highland Avenue, Cincinnati.

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

July 17-19—Annual summer convention of Idaho State Broadcasters Association. Lewis-Clark hotel, Lewiston.

July 17-19 — Annual summer convention of South Carolina Broadcasters Association. Speakers include Wallace Johnson, assistant chief, FCC Broadcast Bureau; William Ray, chief, FCC Complaints and Compliance Division; Charles Stone, manager, National Association of Broadcasters radio code. Ocean Forest hotel, Myrtle Beach.

July 20-24 — National convention of the American Federation of Television and Radio Artists. Chicago.

July 22—New deadline for reply comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and

NAB FALL REGIONAL CONFERENCES

Oct. 13-14—Statler-Hilton hotel, Dallas

Oct. 17-18—Mark Hopkins hotel, San Francisco.

Oct. 20-21—Hilton hotel, Denver.

Oct. 24-25—Radisson hotel, Minneapolis.

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

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

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

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

prevent opposing sides from springing surprises.

July 22—Meeting of the Advertising Club of Memphis, featuring Stephen B. Labunski, president, NBC Radio, as guest speaker. The Summit Club. Memphis.

July 24-Aug. 5—Seminar in marketing management and advertising sponsored by the Advertising Federation of America. Harvard Business School, Boston.

■July 25—New deadline for submission by pay-TV companies to FCC of detailed specifications of their present or proposed systems for over-the-air subscription TV. Commission will use information to determine technical standards if it ultimately decides to authorize nationwide over-the-air pay television.

July 28-30 — Fourth annual National Broadcast Editorial Conference sponsored by the Radio and Television News Directors' Association and the Columbia University graduate school of journalism. Speakers include Robert Price, New York deputy mayor; Dr. Herta Herzog of Jack Tinker and Partners; Clark B. George, WCBS-TV New York; Eldon Campbell, WFBM-AM-FM-TV Indianapolis; A. Louis Read, WDSU-TV New Orleans; Howard Mandel, VP for research, National Association of Broadcasters; Reuven Frank, NBC News; Fred W. Friendly, journalism professor at Columbia University; FCC Commissioner Kenneth A. Cox, and Theodore Pierson, broadcast attorney. Hilton hotel, New York.

July 29-30—Annual meeting of the Florida AP Broadcasters. Monson Motor Lodge, St. Augustine.

AUGUST

Aug. 1—Deadline for comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems. Comments were invited as a result of ABC's request for permission to put its own satellite in sky.

Aug. 11-14—11th annual convention of the National Association of Radio Announcers. Theme of the convention is: "The New Image Means Preparedness." Waldorf-Astoria hotel, New York.

Aug. 12 — Fifth annual Georgia Association of Broadcasters TV Day. Marriott hotel, Atlanta.

Aug. 15—Deadline for reply comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited

is adventure
travel programming
in your plans
this fall?



Whether your answer is yes or no you should talk to us. Why? Well, to make any programming decision you should have all the facts. And that's what we're prepared to give you— all the facts—both pro and con regarding the Adventure-Travel concept for your station. Olas Corporation produces television's leading color-taped Adventure-Travel series—OF LANDS AND SEAS. We are specialists in this field. All we ask is the opportunity to share our experiences with you—who knows, you may agree with us that OF LANDS AND SEAS is the answer. The following stations did!

LOS ANGELES	KHJ-TV
CINCINNATI	WLW-T
INDIANAPOLIS	WLW-I
DALLAS	WFAA-TV
LANSING	WJIM-TV
SEATTLE	KIRO-TV
ST. LOUIS	KPLR-TV
MINNEAPOLIS	KSTP-TV
SPOKANE	KHQ-TV
BUFFALO	WGR-TV
FORT WAYNE	WPTA-TV
TOLEDO	WDHO-TV

OF LANDS AND SEAS

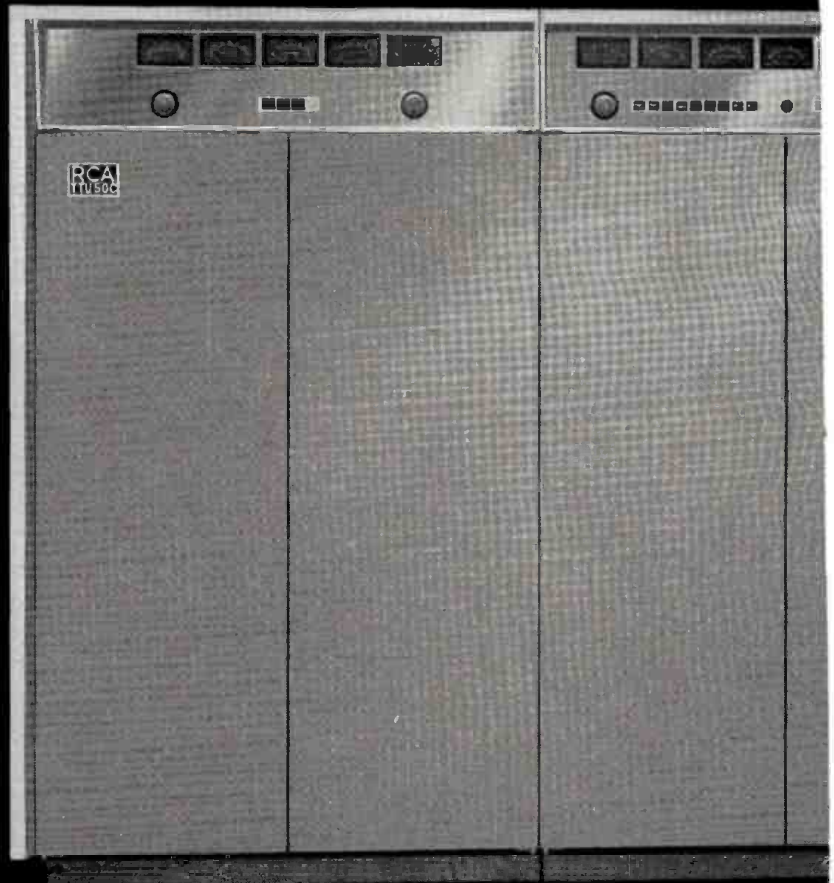
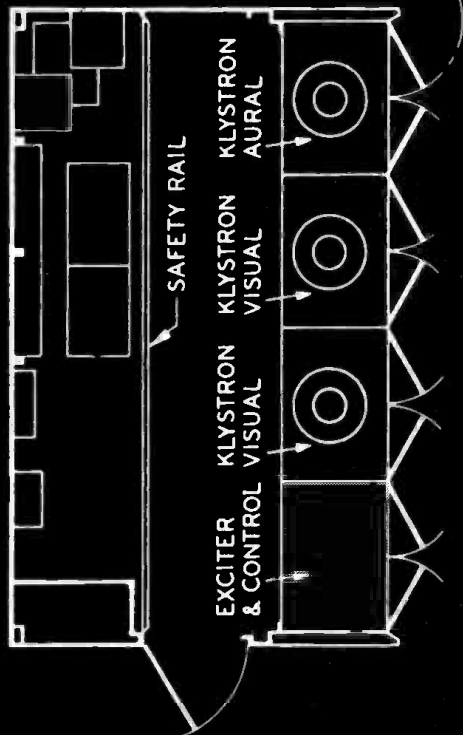


OLAS CORPORATION

2800 Euclid Ave., Cleveland, Ohio 44115, Phone: 216/241-6660



55 KW UHF transmitter



Diplexed Power Amplifiers...

Two separate visual power amplifiers in this new UHF Transmitter will mean it is never at a loss for power. One is always ready to back up the other thus providing a new high order of reliability for the transmitting plant. This is added assurance of uninterrupted operation.

2½ MILLION WATTS ERP

Combined with a TFU-46K antenna, this transmitter provides RCA's most powerful transmitter-antenna package, giving up to 2½ million watts, ERP.

KLYSTRON POWERED

Its unique integral cavity vapor-cooled klystrons are

the same klystrons used in proven RCA 30KW transmitters. They offer high reliability and long life.

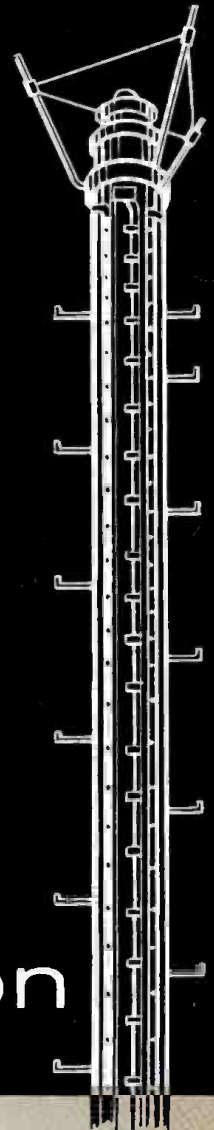
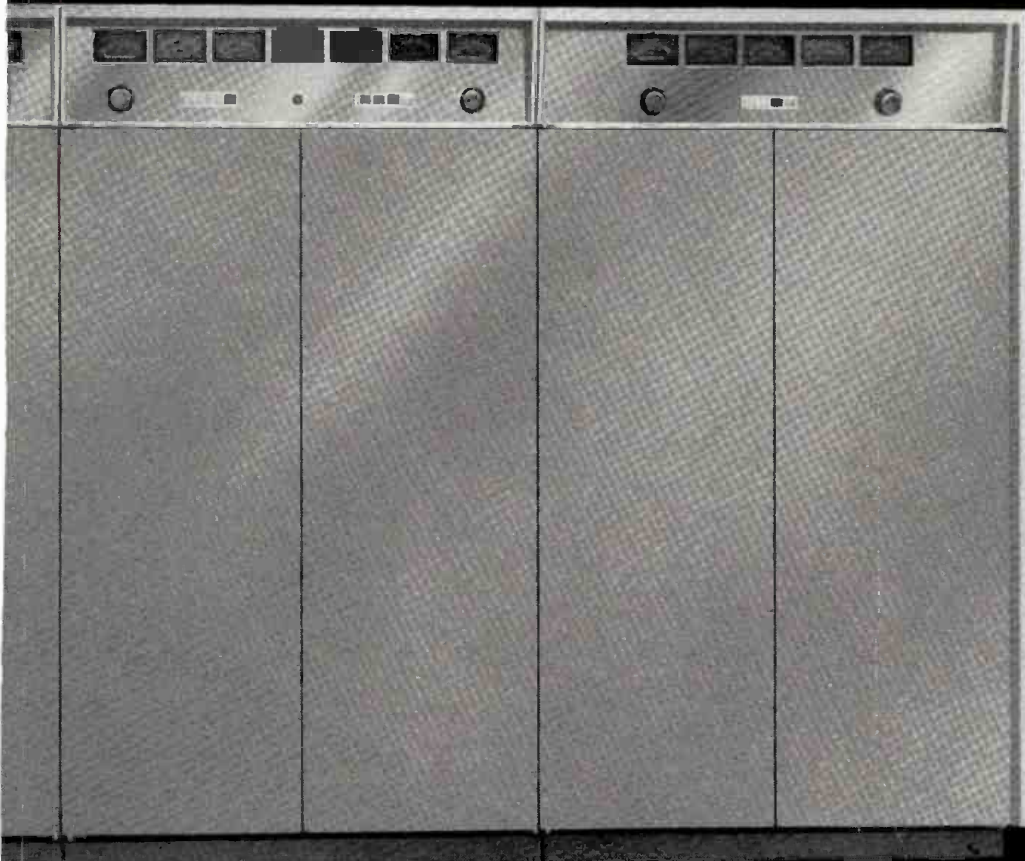
VAPOR COOLED

Vapor cooling is better than water cooling. Volume for volume, vapor cooling is more efficient resulting in lower transmitter operating expenses.

WALK-IN DESIGN

Walk-in cabinetry is not only an important factor in the reduced size of the TTU-50C, but also of value in speeding maintenance and reducing expense.

for 2½ million watts ERP



More Reliable Operation

ANTENNA CHOICES

A choice of three antennas is offered... the TFU-46K, delivering a gain of 46 and up to 2½ million watts; the TFU-30J delivering a gain of 27 (vertical with 0.5 electrical beam tilt); the TFU-25G delivering a gain of 25.

*For more information, call your
RCA Broadcast Representative.
Or write to RCA Broadcast and
Television Equipment, Bldg. 15-5,
Camden, N.J.*

OTHER UHF TRANSMITTERS

Also in this new line are the 30KW (with integral cavity, vapor cooled klystrons), a completely air cooled 10 KW, and a 2 KW that is easily expanded to a 10 KW.



The Most Trusted Name in Television

Best of Show - Squash
1965 Harris County Vegetable Day
Michael Sentesi, Houston, Texas



BEST SQUASH IN THE HOUSTON MARKET

Squash the NO SALE sign
Your customer products
SQUASH competition

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K·NUZ

THE PRODUCER STATION



THE KATZ AGENCY, INC.
National Representatives

In Houston Call Dave Morris JA 3-2581

contours. The MEOV method is used to measure radiation from directional antennas.

Aug. 16 — Annual shareholders meeting of Desilu Production Inc.

■Aug. 18 — Second annual Communications Clinic sponsored by the U.S. Housing and Urban Development Dept. Speakers include Gordon B. McLendon, president of McLendon Corp.; and Fritz Kuler, KRLD-TV Dallas-Ft. Worth. Sheraton-Dallas hotel, Dallas.

Aug. 19-21—Annual summer meeting of West Virginia Broadcasters Association. Greenbrier, White Sulphur Springs.

Aug. 23-26 — Annual Western Electronic Show and Convention including a technical exposition at the Sports Arena and Hollywood Park. Biltmore hotel, Los Angeles.

Aug. 26-27 — Annual fall meeting of Arkansas Broadcasters Association. Coachman's Inn, Little Rock.

SEPTEMBER

Sept. 1 — New deadline for comments on FCC's proposed rulemaking which would authorize TV translator operators to use microwave relays to bring in TV signals.

Sept. 1 — Deadline for comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for comments on FCC notice of inquiry into the possibility of pay TV by wire.

■Sept. 14-17—Annual fall meeting and election of officers of Michigan Association of Broadcasters. Hidden Valley, Gaylord.

Sept. 15—New deadline for reply comments on FCC's proposed rulemaking which would authorize TV translator operators to use microwave relays to bring in TV signals.

■Sept. 16-17—Annual meeting and election of officers of Maine Association of Broadcasters. Sebasco Lodge, Sebasco Estates.

Sept. 16-18 — Southwestern area conference of the American Women in Radio and Television. Skirvin hotel, Oklahoma City.

■Sept. 18-20—Annual meeting and election of officers of Nebraska Broadcasters Association. Holiday Inn, Norfolk.

Sept. 19-21 — General membership conference for 1966 of Institute of Broadcasting Financial Management. Brown Palace hotel, Denver.

Sept. 23-25 — Southern area conference of the American Women in Radio and Television. Robert E. Lee hotel, Winston-Salem, N. C.

Sept. 28-Oct. 1—1966 international conference of the Radio Television News Directors Association. LaSalle hotel, Chicago.

■Sept. 29-30—Annual fall meeting of Minnesota Broadcasters Association. Holiday Inn, Duluth.

Sept. 30-Oct. 2 — Northeastern area conference of the American Women in Radio and Television. Pine Tree Point Club, Alexandria Bay, N. Y.

OCTOBER

Oct. 1 — Deadline for reply comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for reply comments on FCC notice of inquiry into the possibility of pay TV by wire.

Oct. 3 — Deadline for comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more

than three television stations, not more than two of them VHF's in the top-50 television markets.

■Oct. 6-8—Annual fall meeting and election of officers of Alabama Broadcasters Association. Stafford motor hotel, Tuscaloosa.

Oct. 7-9 — East central area conference of the American Women in Radio and Television. Ambassador hotel, Chicago.

■Oct. 10-11—Annual fall meeting and election of officers of New Jersey Broadcasters Association. Shelburne hotel, Atlantic City.

■Oct. 13-14—Annual fall meeting of Ohio Association of Broadcasters. Speakers include George W. Bartlett, vice president for engineering, National Association of Broadcasters. Christopher Inn, Columbus.

■Oct. 13-14—Annual fall meeting and election of officers of Indiana Broadcasters Association. Indianapolis.

Oct. 14-16—Midwestern area conference of the American Women in Radio and Television. Pocono Manor Inn, Pocono Manor, Pa.

Oct. 15-16—Western area conference of the American Women in Radio and Television. Seattle.

Oct. 16-18 — Annual meeting of the North Dakota Broadcasters Association. Town House, Fargo.

Oct. 17-20 — Fall conference of the Electronic Industries Association. San Francisco Hilton, San Francisco.

Oct. 21-23 — West central area conference of the American Women in Radio and Television. North Star Inn, Minneapolis.

■Oct. 23-25—Annual fall meeting and election of officers of North Carolina Association of Broadcasters. Grove Park Inn, Asheville.

Oct. 23-26—Annual convention of Association of National Advertisers. Broadmoor hotel, Colorado Springs.

Oct. 25-Nov. 2 — Show-and-sell exhibition for advanced electronics production equipment sponsored by the Bureau of International Commerce of the Department of Commerce. U. S. Trade Center, Tokyo.

■Oct. 27-28—Annual meeting of Tennessee Association of Broadcasters. Sheraton-Peabody, Memphis.

NOVEMBER

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

Nov. 11 — Fall convention of Oregon Association of Broadcasters and the Washington State Association of Broadcasters. Portland, Ore.

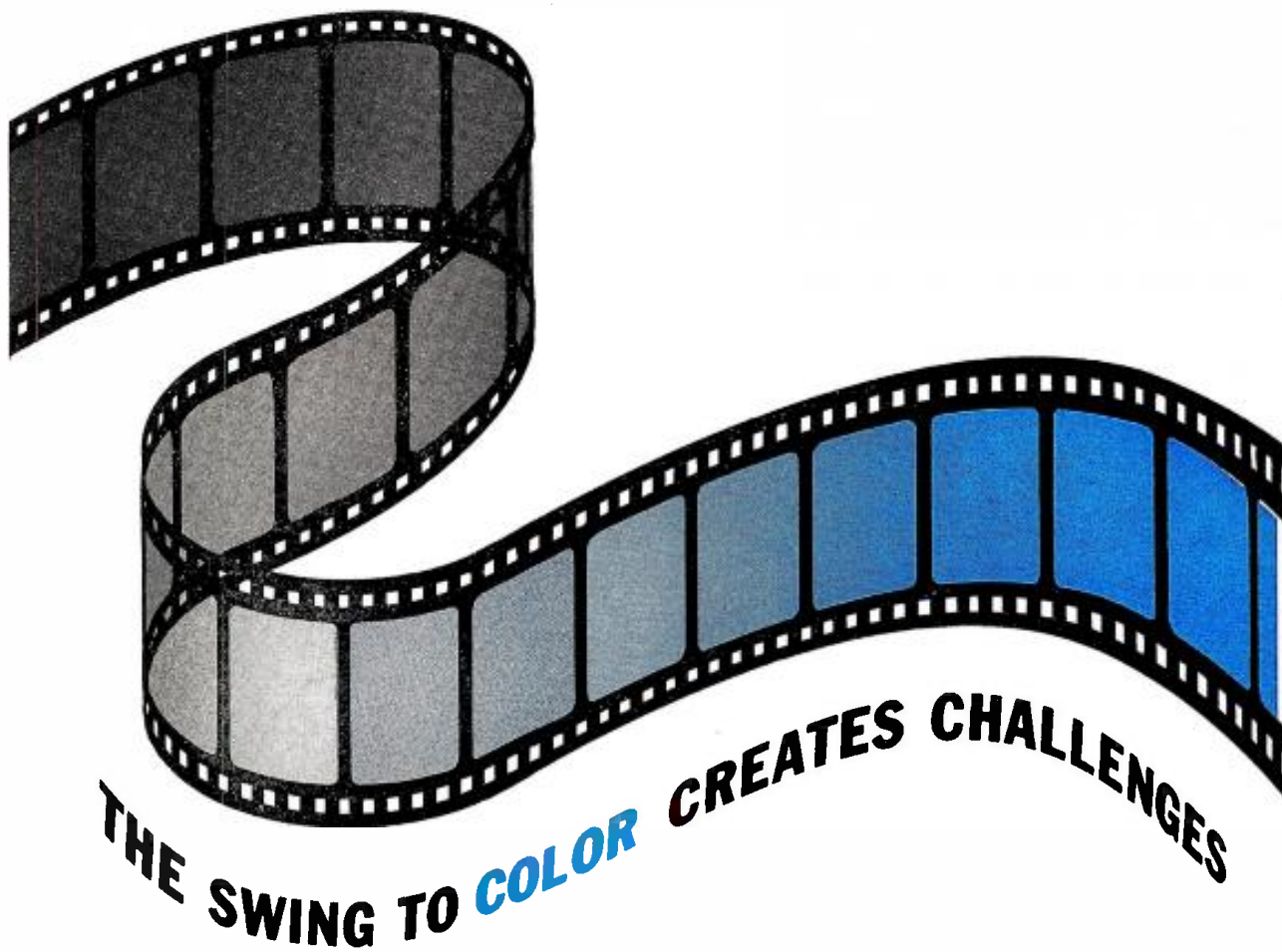
Nov. 13-16 — Annual convention of the Broadcasters' Promotion Association. Chase Park Plaza hotel, St. Louis.

Nov. 15-17—12th annual membership meeting of the Television Bureau of Advertising. Continental Plaza hotel, Chicago.

DECEMBER

Dec. 1—New deadline for reply comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's in the top-50 television markets. Former deadline was May 2.

■Indicates first or revised listing.



The Color Labmaster has arrived to meet them! ... The world's largest manufacturer of black and white film processing equipment is leading the swing to color. The Houston Fearless Color Labmaster takes its place in the same quality line of processing equipment that produced the black and white Labmaster. ■ Experience with the most widely used continuous film processing devices in the world provided the know-how for producing the superior Color Labmaster. Modular construction, a feature of the black and white equipment, is also a feature of the Color Labmaster. This "building block" construction concept allows for custom tailoring to any film process; and, the Color Labmaster is easily adaptable to any new requirements. ■ On all of our products, the Houston Fearless name means quality. And, only one 16/35mm color film processor makes quality and performance a byword – only one processor will perform when all other color film processors are outmoded – only the Color Labmaster from Houston Fearless! ■ Write today for complete information.



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Sun, sand and machine guns. In half-hour bursts. Rat Patrol.

In 1942, Tunisia belonged to Rommel's invincible Africa Corps. And everyone knew it. Everyone except the four men of the Rat Patrol. Experts in sneak attacks, surprise raids and sabotage. This is the story of that unusual desert war. Four cocky commandoes on one side. A tenacious German lieutenant assigned the baffling mission of stopping Rat Patrol on the other.

Chris George, Gary Raymond, Justin Tarr, Larry Casey and Hans Goodagas star. Initial assault: Monday, September 12, following Iron Horse. Filmed in Spain, Rat Patrol is another of the exciting new ABC television programs now in preparation for Fall '66.

ABC Television Network



'Bias against UHF'

EDITOR: I read the June 13 article captioned "Bills Would Reduce UHF Blackout Areas" in which you describe the bills introduced by Representatives Kirwan and Bow of Ohio which would liberalize blackouts of sports programs for UHF stations. You state: "According to industry sources, the reduction of

the mileage limit is a candid admission of the smaller coverage area of UHF stations."

It is high time that your magazine became aware of the bias against UHF that is ingrained in your "industry sources."

I confidently predict that within 10 years VHF station operators will be turning their worn-out interference-ridden channels in for crisp clean UHF . . .

—Commissioner Robert E. Lee, FCC, Washington.

(The comment to which Commissioner Lee refers came from a UHF station operator.)

A week well-spent in Lincoln

EDITOR: Congratulations to KOLN-TV Lincoln, Neb., and the broadcast division of the School of Journalism, University of Nebraska for thinking of and coordinating the first Television Audience Measurement Seminar held May 16-20 on the university campus (BROADCASTING, May 23).

This seminar was well worth the week's time and had good attendance. I was one of only five agency people participating—the biggest disappointment of the seminar.

There was much to be gained by agency people at the seminar. I hope this will be a yearly event and will draw more agency people in the future. You combine such lecturers as Dr. Seymour Banks of Leo Burnett Co.; Howard Mandel of the National Association of Broadcasters, Joseph Matthews, A. C. Nielsen, and a host of other well-knowns in every phase of the television field and you have a lot to profit from the knowledge put forth.—Ginny Grant, Tracy-Locke Co., Dallas.

Curtain calls for Bergin

EDITOR: BROADCASTING'S Monday Memo of June 13, a provocative article by John F. Bergin of BBDO on radio, is one of the best articles to date on the medium and I would like your permission to reprint it in our bimonthly publication, *The Dial*.

And I wonder if reprints are available in quantities of 2500?—Gary R. Posner, director, publicity and promotion, WGAR Cleveland.

EDITOR: We found the June 13 Monday Memo by Mr. Bergin of BBDO an exciting . . . point of view and would like very much to reproduce the article for sales promotion purposes.—James W. Keeler, promotion manager, WFLN-AM-FM Philadelphia.

(Permission granted in both instances)

Freedra was the star

EDITOR: Thank you for the fine story on Freedra, our computer (BROADCASTING, June 13).

Your story was factual and written in a highly entertaining and illuminating manner. I was surprised to find my picture accompanied your article, but actually a picture of Freedra would have been more appropriate. After all, the



ARB Coverage/65 credits us with NET DAILY VIEWING in 104,000 TV homes — not weekly viewing in 141,000 homes — in 39 counties.

**Our daily viewers spend
\$3,289,520* for
LAUNDRY SUPPLIES.**

**But you can't reach this market from
Detroit, Lansing or Grand Rapids.
WWTV/WWUP-TV is the ONLY way.**

YOU'LL miss about 17% of your potential retail sales in outstate Michigan if you put your TV dollars only where your Michigan wholesalers are.

Why? Because the retailers in our 39 counties buy downstate, but they sell up here! You reach their customers almost exclusively on WWTV/WWUP-TV — unless you want to use 20 radio stations and/or 13 newspapers.

Our daily viewers — 104,000 of them — buy \$3,289,520 of home laundry sup-

plies every year—well over a MILLION dollars in dry detergents alone.

Michigan wholesalers need your advertising support to move your products into our homes. Ask Avery-Knodel about WWTV/WWUP-TV's intense coverage and our audience's buying potential. They have the figures for your industry's products.

*Statistics on consumer expenditures used by permission of National Industrial Conference Board, whose study "Expenditure Patterns of the American Family," sponsored by Life Magazine, was based on U.S. Dept. of Labor Survey.

The Felzy Nations

RADIO
WKIP SALAMIS-OTTLE DICKS
WJEP GRAND RAPIDS
WJFM GRAND RAPIDS-SALAMIS
WWTV-FM CADILLAC

TELEVISION
WWTV-TV GRAND RAPIDS-SALAMIS
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WWTV-TV SAULT STE. MARIE
WFLN-TV LINCOLN, NEBRASKA
WWTV-TV GRAND ISLAND, NEB.

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9 CHANNEL 10
ANTENNA 1440' A. A. T. ANTENNA 1214' A. A. T.
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Avery-Knodel, Inc., Exclusive National Representatives

WA-HOOOO!



'MARVEL SUPER-HEROES'
are coming your way on TV!

**THE GREATEST ARRAY OF COMIC BOOK
SUPER STARS EVER TO BLAST THEIR WAY
INTO MILLIONS OF TELEVISION HOMES!**

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FULL COLOR WINNERS

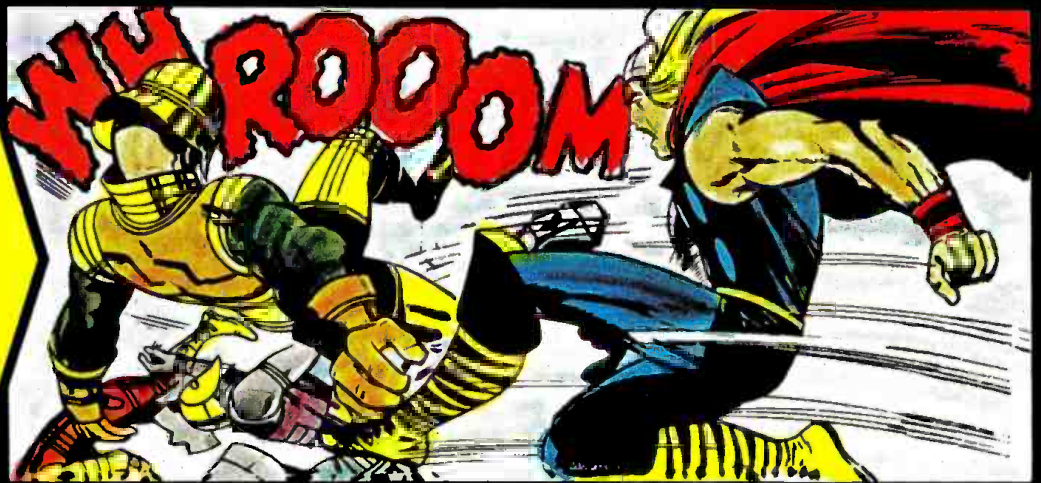
SEE CAPTAIN AMERICA!

As Steve Rogers—a soldier in the service of his country. In his secret identity as **CAPTAIN AMERICA** with his shining shield, he's a super-foe of super-villains.



SEE THE MIGHTY THOR!

His real name is Dr. Blake—a serious and dedicated doctor. As **THOR**—he can cause storms and can fly by swinging his enchanted hammer, letting go and holding on.



SEE The INCREDIBLE HULK!

His real name is Bruce Banner—but having been belted by gamma rays, he's **THE HULK**—a sort of Jekyll and Hyde arrangement. The jolly green giant is merely the strongest mortal to walk the earth.



READY FOR SHOWING!

SEE SUB-MARINER!

He is really Prince Namor—half human and half descendant of the underwater kingdom of Atlantis. In the water he is supreme. Strong as a whale. On land, many times stronger than any human. He can fly limited distances as his tasks demand with his offbeat little ankle wings.



SEE IRON MAN!

His handsome, debonair Tony Stark, he's the world's greatest inventive genius, owning the world's largest armament factory. Donning his suit of armor, with jet power, he can fly and with his transistorized gadgets—he's as strong as a tank.



EXACTLY AS THEY ORIGINALLY APPEARED

- ★ The same superhero artwork as in the MARVEL comic books.
- ★ The same authors and stories that have proven themselves with 60 Million readers of MARVEL Comics each year.

Now! 195 six and a half minute color cartoons with openings, closings and bridges to make up 65 half hours.

Produced by
GRANTRAY-LAWRENCE ANIMATION IN HOLLYWOOD
Robert Lawrence – Executive Producer



CAPTAIN AMERICA



THE INCREDIBLE HULK



SUB-MARINER



IRON MAN



THE MIGHTY THOR

Here's Why

"MARVEL SUPER-HEROES" WILL PRACTICALLY SELL THEMSELVES!

STATIONS PROGRAMMING **MARVEL SUPER-HEROES** WILL BE PROMOTED IN **MARVEL COMICS!**
WOW!

A FULL RANGE OF LICENSED ITEMS WILL CALL ATTENTION TO **MARVEL SUPER-HEROES**--FROM BUBBLEGUM TO TOYS TO GAMES, ETC..
CHOKES!

THE **MARVEL SUPER-HEROES** ARE THE BEST KNOWN TO YOUR AUDIENCE OF **ANY** GROUP OF COMIC BOOK CHARACTERS!
SHEESH!

MARVEL SUPER-HERO PROMOTION KITS IN GLORIOUS COLOR ARE PART OF THE PACKAGE TO YOUR STATION!
ULP!

THE MERRY **MARVEL MARCHING SOCIETY**--A CLUB OF **MARVEL COMICS FANS**--CAN TIE INTO YOUR STATION'S PROMOTION!
GASP!

THEY'RE **MARVEL-ous!**
ZOWIE!

Proven Audiences

• Sensational Animation

• Full Color

• **MARVEL-ous** Stories

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*Reg. U. S. Patent Office
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BROADCASTING, June 27, 1966

computer is the star of the piece.—
Robert F. Jamieson, director, station
clearances, CBS-TV Network, New
York.

Handled machines well

EDITOR: Your John Gardiner did a
splendid job in his several computer
pieces published in your June 13 issue.
Your staff handled an extremely com-
plex subject understandably and com-
prehensibly.—Eugene Katz, president,
The Katz Agency, New York.

Liked it, too

EDITOR: I thought the [computer] story
was extremely well-written, comprehen-
sive and most timely. My congratu-
lations.—Kenneth Schonberg, president,
Central Media Bureau, New York.

Urges caution with UHF

EDITOR: The May 30 "Week's Profile"
gave a rundown on D. H. Overmyer
and his entry into television via six UHF
stations in key cities in the U.S.

I hope Mr. Overmyer . . . is prepared
to put a lot of money into his planned
UHF empire. A lot of smart people
have learned the hard way, including
myself, about UHF.

It would be advisable to start with
one UHF station, make it a success, and
then move into other cities with UHF
operations.—Mel Lucas, Tele-Guard
Corp., P. O. Box 493, West Sacramento,
Calif.

Asks help on FM study

EDITOR: On several occasions I have
read articles in your magazine dealing
with various aspects of FM.

I am conducting a study for the de-
partment of agricultural information at
the University of Tennessee on agricul-
ture's place in FM.

Though primarily concerned with the
state of Tennessee, the department is
seeking all additional information that
would supplement and guide its study.
If you know where we might obtain in-
formation of a general nature that
would give us some idea as to the his-
tory and development of FM radio in
the U. S. (such as the number of FM
stations now in operation versus past
years and what do others foresee with
regard to FM's future growth) . . .
it would be appreciated very much.—
Ralph LePenna, assistant-in-informa-
tion, Cooperative Extension Work,
Agriculture and Home Economics, State
of Tennessee, P. O. Box 1071, Knox-
ville.

(Background information published in
BROADCASTING has been forwarded to
Mr. LaPenna.)



Sound familiar?

Many people have breathing
problems—shortness of
breath, persistent cough,
too much phlegm—and they
brush them off.

They hardly notice—until
their fun and work are
interrupted, their happiness
threatened, even their
lives.

Don't let it happen to you.
It might be emphysema or
some other respiratory
disease. See your doctor.
Use the coupon.

Paste on postcard

Form for requesting a booklet: NTA, GPO, Box 2400, New York, N.Y. 10001. Send me the free booklet, "Your Breathing Troubles: Understand Them, Face Them, Treat Them"*. Fields for NAME, ADDRESS, CITY, STATE, ZIP CODE.

*Published by
National Tuberculosis Association,
paid for by Christmas Seals.

Rubin's rules: How to keep a commercial from being a wild pitch

Next to personal salesmanship, television is the most direct form of selling. And, like the most direct form of salesmanship, a good television commercial must have certain ingredients to be effective. These ingredients may seem obvious, but all too often they are forgotten when it comes to selling on TV.

- (1) Be simple. You can't express several thoughts at the same time, nor do you want to double-talk or speak at a mile-a-minute clip.
- (2) Be believable. You don't want to appear to be insincere, uninterested, overly dramatic, or "high-falutin'."
- (3) Be tasteful or professional. You can't afford to be sloppy or discourteous, snobbish or selfish, uncouth or amateurish. The more style you radiate, the more your customer will be impressed.
- (4) Be interesting or memorable. A dull salesman has a dull future, but on the other hand, if you're too interesting or exciting, the customer may concentrate on you instead of the merchandise. Therefore, excitement should be related to the product or you may never get your customer back to the subject.

Obviously, all the visual techniques and tricks available on TV are for naught if used in a commercial that is a bad piece of salesmanship. So, you must naturally start with an idea that explains a product or service and its benefit and match it to the right customer.

The first rule of simplicity also might be said in another way: Simplicity is strength. We all know how hard it is to rub your stomach and pat your head at the same time, so how can you expect a viewer to watch too much action and retain anything? Further, your commercial may be sandwiched in with two or three others—it may come after a climatic ending to a dramatic sequence, or at the same time a dog barks at an unseen passerby.

Don't Dilute ■ That's why you must make your sale totally and thoroughly, not just with a quick product shot at the end. Search out and create one strong selling idea and make everything work to present it dramatically and convincingly. Don't dilute the sales message with lots of copy points. Be simple and direct, and you'll be strong in the marketplace.

Believability comes from many factors—copy that sounds natural and sin-

cere, casting that isn't artificial or caricatured, direction and photography that are real and not supersophisticated on the one hand, or dull and stupid on the other.

A sales story and selling claim, of course, must also be believable. An overclaim is just as unbelievable as a phony actor or actress. It is difficult to be believable. It is disastrous not to be!

The third rule, be professional, is especially important in today's competitive market. How you present yourself can enhance your sales effort 100%. A poor spokesman in a drab setting, coupled with a raucous sound track, will make it extremely difficult to sell your product, especially if your schedule calls for repeating the commercial a number of times.

Today's commercials generally are more professionally produced than most programs. The lighting, editing, music, photography and the graphics are better.

Insist on First Class ■ A large part of this is due to the fact that each scene in a commercial film is preplanned and worked over with a concentration that programs and most features simply couldn't afford. The range of talents used in commercials is staggering. But, that's an ordinary occurrence in the commercial field. It's expected. When you consider that each day hundreds of commercials appear on TV, you should, as an advertiser, insist on a first-class look for your commercials. Your image should be as much a part of your advertising as your copy.

There's a saying: "If an idea is good, there's nothing you can do in production to hurt it." Unfortunately, it isn't true. You can kill it! Bad taste in any part of a commercial can significantly reduce its effectiveness and its life. Taste, style and craftsmanship are important ingredients of a good commer-

cial. They can help make the idea more memorable, more palatable and more believable. They don't come easily. They take time and money and effort.

Finally, rule four, be memorable. Memorability can be achieved in a number of ways, assuming you have a good product and a good idea. It can be accomplished with music, sound effects, unusual camera effects, memorable talent, graphics, etc.

Examples of this rule include the Personna blade "bleep-bleeps," Jack Guilford for Cracker Jack, Arler Francis for Bufferin, the Viking ship for Erik and the "Go-Go Goodyear" graphics and music theme.

There is another dimension of memorability to consider. How many times have you, or someone you know, talked about a so-called memorable commercial, only to realize that you actually couldn't remember the product it was selling?

Van Heusen Does It ■ Memory devices that are unrelated to the product sale are relatively easy to come by. It's much more difficult to develop memorability that suggests the product clearly. But, it's worth working for, like the Van Heusen wash-n-wear shirt commercial when the shirt wearer came up out of the ocean. That way, the dog can bark or the baby can cry, and at the end of the commercial, the viewer will still know what's being sold and why to buy.

There you have Rubin's Rules in Order for an effective commercial:

- Be simple
- Be believable
- Be professional
- Be memorable

All of this must be based on having a good product and a sound creative strategy to sell it. Until you have those no rules will ever be enough.



Manning Rubin, a native of Charleston, S. C., is a writer turned commercial producer. He began in commercial production 11 years ago and was with Benton & Bowles for several years before joining Grey Advertising in 1962. The following year Grey elevated him to vice president in charge of commercial production. Mr. Rubin has served as vice chairman of the commercial production committee for the American Association of Advertising Agencies.

Don't lose nine counties.
Buy WHIO-TV



AVERAGE DAILY CIRCULATION

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

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

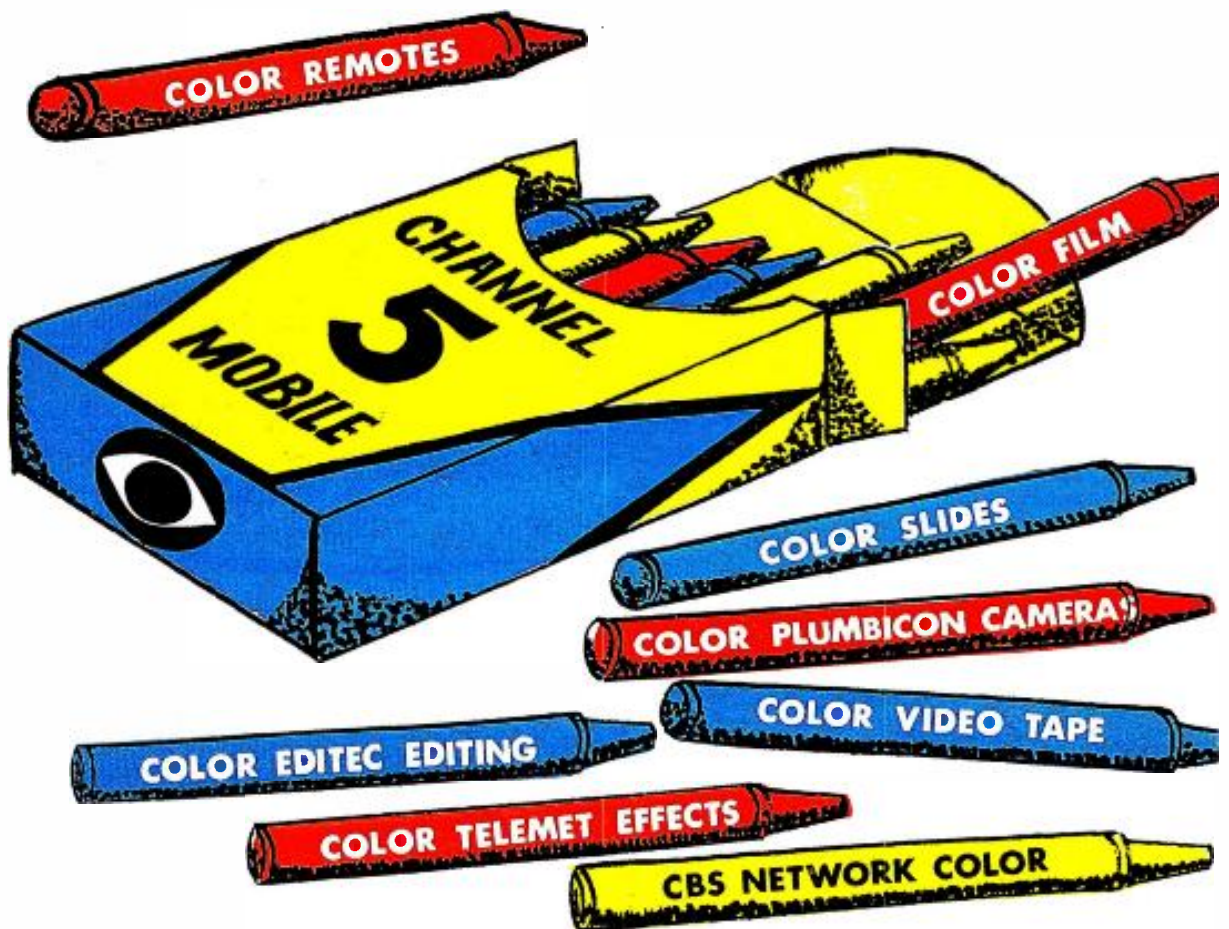


Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOB AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC TV, Pittsburgh

WKRG-TV

MOBILE, ALABAMA

FULL COLOR



Represented by H-R Television, Inc.
or call
C.P. PERSONS, Jr., General Manager



Now it's the Hyde era at the FCC

LBJ's appointment of veteran as chairman seems to end days of New Frontier; Nicholas Johnson's commission policies are still unknown quantity

The FCC began moving into a new era last week with a familiar skipper slated to take the helm and a new hand on deck.

The captain will be Commissioner Rosel H. Hyde, a 66-year-old, veteran member of the commission, a conservative Republican and a former chairman, whom President Johnson reappointed to the commission and designated as chairman to succeed E. William Henry. The new hand will be Nicholas Johnson, for the past two years federal maritime administrator.

Thus President Johnson formally brought to an end the New Frontier era at the FCC—an era that had been marked by controversy and studded with proposals that would affect the foundations of the broadcasting industry.

The Senate moved swiftly to formalize matters. Three days after the nominations were sent to the Hill, on Monday, the Senate Commerce Committee held hearings on them, and was expected to approve them this week (see page 30).

Commissioner Hyde, who was first named to the commission in 1946 and whose current term ends June 30, was named to fill out the remainder of Mr. Henry's term, which ends June 30, 1969. Mr. Johnson was appointed to the full seven-year term beginning July 1. That arrangement brings Commissioner Hyde to the end of his term 9 months before he turns 70, the mandatory retirement age.

Johnson's Policy Question ■ The character of the new Hyde era at the commission remains in some doubt, principally because of uncertainty over the policy line that Mr. Johnson will follow. As for Commissioner Hyde, there is little doubt. After 42 years in government, 38 of them with the FCC and its predecessor agency, the Federal Radio Commission, he is known as one who feels broadcasting will improve if the governmental climate is favorable.

His criticism of broadcasters in the

programming area has been limited to what he regards as their failure to fight back against government interference. He said last week he sees his job largely as getting the commission's work done—reducing backlogs and breaking logjams.

His track record in this regard is good. During his first term as chairman, in 1953-54, he was instrumental in breaking the procedural bottleneck holding up the grants for television stations, at a time, after the four-year freeze on grants, when the public was clamoring for service. With the agreement of the competing parties, procedures were devised for making grants on the basis of paper pleadings. The hearing process, involving lengthy delays, was sidetracked.

He sees the commission's major problems in the years ahead merely keeping on top of issues generated by the exploding communications technology. As ticked off by the chairman-designate

they are the AT&T rate investigation (for which he bears special responsibility as chairman of the commission's telephone committee), space communications matters, CATV and spectrum allocations (including particularly problems relating to mobile-land radio).

Those who know him best do not see him attempting to reverse completely commission trends. Policies will be carried out and rules enforced. But he would not be expected to favor any bold new moves, say, into programming or commercial practices.

Bright, Hard-Headed ■ But Mr. Johnson, a Democrat, is an unknown quantity. At 31, he is the youngest person ever named to the commission; Mr. Henry was 33; and as maritime administrator he won a reputation as a bright, hard-headed vigorous administrator, who didn't shrink from stepping on the toes of vested interests.

Those who know him were reluctant last week to attempt to anticipate his



FCC Commissioner-designate Nicholas Johnson (l), who at 31 is the youngest person ever named to the commission, chats with Commissioner

and Chairman-designate Rosel H. Hyde, who at 66 has served the commission longer (20) years, than any other member.

views on communications regulations. And Mr. Johnson won't discuss FCC matters until he has had a chance to study them. But one lawyer who had dealings with him said Mr. Johnson is "public-interest minded" and could wind up on the side of the hard-line regulators.

Broadcasters generally were delighted with news of the Hyde appointment. For while they knew little if anything about Mr. Johnson, they saw in the President's selection of Mr. Hyde as chairman a presidential view that the commission—after five years of Newton N. Minow and E. William Henry leadership, of tough, critical talk and sweep-

ing new proposals—should calm down.

There is substance for that interpretation. The President is said to have told Commissioner Hyde to be independent, and to run the commission in his own manner.

One expression of broadcasters' feeling for Commissioner Hyde was given last year, when the International Radio and Television Society awarded him its Gold Medal award for his "many long years of devoted service" as a member of the FCC.

Although there had been some speculation that the President might designate Commissioner Hyde chairman (he had been acting in that capacity since

Mr. Henry's resignation May 1) and name him to the short term (CLOSED CIRCUIT, May 23), the announcement when it came on Saturday, June 18 caught many observers by surprise.

Never before had a President named a person not of his party to the FCC chairmanship. If he did want to appoint from within, as he often does, there were three loyal and willing Democrats ready to respond to a call.

Vacant Since February ■ The weekend announcement climaxed a personnel search that began in February, when Mr. Henry notified the White House of his desire to resign. The President, who is not known for speed in reaching

Committee creates no problems for appointees

Rosel H. Hyde, nominated by President Johnson as chairman of the FCC, and Nicholas Johnson, also tapped to shift to the air waves of the FCC from the waves he rode as Federal maritime administrator, both sailed a calm sea through a congressional hearing on their nominations last Thursday (June 23).

The hearing on the presidential



Nicholas Johnson

appointments announced the previous weekend was held by the Senate Commerce Committee in a session which lasted barely an hour. Committee approval on the nominations is expected when the committee meets in executive session in about a week. Confirmation by the

full Senate should also occur in the near future.

Questions put to the nominees touched briefly on some of the issues presently before the FCC, but much of time was spent on comments of approval by the members of the committee and other congressmen.

Hyde Praised ■ Representative George V. Hansen (R-Idaho) and Senator Frank Church (D-Idaho), both of Commissioner Hyde's home state, appeared before the committee to praise his past performance on the commission and endorse his nomination. Sen. Ralph Yarborough (D-Tex.) also appeared on behalf of Mr. Johnson, who attended the University of Texas and its law school.

Mr. Hyde received praise from committee members Senators Norris Cotton (R-N.H.), Frank J. Lausche (D-Ohio) and Hugh Scott (R-Pa.). Sen. Lausche also said he deeply regretted Mr. Johnson's departure from the Maritime Administrator's post he has held since early 1964. He added that Mr. Johnson had been the only Administrator since Sen. Lausche came to Congress who had followed policies to build a merchant marine worthy of the United States. He told Mr. Johnson, "I hope you again will have the public in mind in your new post." Senator John O. Pastore (D-R.I.) said "This is just the kind of man we need at the FCC, one who is willing to stand up and be counted. We don't have enough public servants like that. You are sorely needed at the FCC." Senator E. L. Bartlett (D-Alaska) chimed in saying Mr.

Johnson would give "a new outlook, energy and intelligence," in his new post.

In questioning, members of the committee ranged into the problem of congestion in frequencies for two-way radio users, license fees charged by the FCC on required radios in aircraft and police use, the Communications Satellite Corp., educational and UHF television and briefly on TV programming.

In answer to questions by Sen. Bartlett, Commissioner Hyde said the FCC was "proceeding diligently" to meet the problems of two-way radio users.

Fees Discussed ■ Commissioner Hyde was questioned by Senator Peter H. Dominick (R-Colo.) and others on the fees the FCC levies on radio use by aircraft, required by the Federal Aviation Agency, and police radio. He responded the fees were only nominal but some committee members indicated a review of these charges might be in order. Sen. Dominick also asked Mr. Hyde to predict when TV viewers might be able to receive signals direct from satellite and about the growth of UHF since Congress passed a law requiring all sets to include all-channel reception. Mr. Hyde answered that direct satellite television was technically feasible but that there were many economic, political and social problems to be overcome. He added that he thought the all-channel requirement had been a wise one which had stimulated interest in UHF television.

Sen. Pastore also told Mr. Hyde the committee expected to hold extensive hearings in the near future

decisions on appointments, is said to have taken particular care in the case of the FCC because of his regard for the importance of the commission work, particularly in field of space communications. Some observers last week also pointed out the need for care in view of the President's family's substantial interests in broadcasting in Texas.

The President, in his announcement, said: "The combination of Rosel Hyde's long FCC experience and Nicholas Johnson's demonstrated and creative abilities will advance the public interest in the critically important work of this agency.

"The vital decisions relating to our

rapidly changing communications industry call for the high talents possessed by these fine public servants."

The appointments mean a boost in salary for both. Commissioner Hyde will move up from \$27,000 to \$28,500, as chairman; Mr. Johnson will get a raise to \$27,000 from his present \$26,000 salary as maritime administrator.

Members of Congress hailed the Hyde appointment. Senate Minority Leader Everett M. Dirksen (R-Ill.) said Commissioner Hyde would "stand out as one of the outstanding men serving in the regulatory services." Senator John Pastore (D-R. I.), chairman of the Senate Communications Subcommittee, called him "a dedicated and devoted public servant."

Mixed at FCC ■ Reaction to the announcement inside the commission was mixed. There was a universal expression of pleasure over the recognition given Commissioner Hyde, for he is highly regarded and respected by commissioners and staff members alike. But some activist staffers did not attempt to hide their disappointment. They see the commission becoming something of a backwater in the affairs of government. "With Hyde the feeling is to do less," said one lawyer. "He is no innovator or regulator."

As chairman, Commissioner Hyde will be in a strong position of leadership. Although, like other commissioners, he has only one vote, he has far more influence than they over the makeup of the agenda of commission meetings and in directing the staff. And as acting chairman he has shown no reluctance to use that influence. In addition, he is the commission spokesman, before Congress and on any speaker's platform to which he is invited.

Another lever he has is in the selection of key staff members. He declined last week to discuss reports of impending changes in the Broadcast Bureau, whose chief, James Sheridan, has been under sporadic fire from some commissioners. But he appeared to rule out the likelihood of any change in the general counsel's office.

He intends to retain as administrative assistant John Cushman, who has held that post since Mr. Minow's days as chairman. Arthur Stambler, who was Mr. Henry's special assistant, has accepted a request by Mr. Hyde to stay on as his legal assistant. The chairman-designate has not had a legal assistant. He will take with him to the chairman's office his engineering assistant, C. Phyll Horne.

Won't Thwart Majority ■ However, he said last week, he doesn't see his designation as chairman as requiring a "re-examination" of the sweeping proposals for rulemaking that the commission had put out over his objection. He had been asked specifically about pro-

posals to limit network ownership of prime-time programming and to bar multiple-ownership expansion into the top 50 markets, both of which have stirred considerable controversy.

He said the proposals would be studied in the light of the record made on them. "My function is to carry out the will of the majority, not to thwart it," he said.

Commissioner Hyde was informed that he was to be named chairman in a half-hour conference with the President at the White House, on June 14. Until then, the commissioner's principal preoccupation was concern over his re-appointment as commissioner.

The appointment caps a career that began in 1924, when Mr. Hyde, a native of Bannock county, Idaho, entered government service through a competitive Civil Service examination as a member of the staff of the Civil Service Commission. He attended Utah Agricultural College (1920-1921) and George Washington University in Washington (1924-1929), and earned his law degree from GW after he had joined the Federal Radio Commission in 1928.

Mr. Hyde was with the commission when it was absorbed into the newly created FCC, in 1934, and rose through the ranks to general counsel. In April 1946, President Truman gave him a merit promotion to commissioner.

President Eisenhower in 1953 named him chairman—but, in a departure from custom, for only one year. At the end of the year, when the President failed to act, the commissioners named Mr. Hyde acting chairman, a position he held from April 1954 until the following October, when George C. McConaughy was appointed chairman.

Long Career ■ Through his career, Commissioner Hyde has seen the development of radio and television, and has participated in the shaping of the present regulatory mould and in fashioning the allocations policies dating back to 1928. He participated in network investigation of 1938 which resulted in the inauguration of regular FM and TV broadcasting in 1941. He has also represented the U. S. in countless international telecommunications conferences.

Commissioner Hyde, who is married and the father of four grown children, has served as a member of the FCC longer than anyone else, and he is, in his 67th year, carrying a heavier burden than any of the other commissioners. But he appears fit, and his only regret last week seemed to be that he has only three more years to serve. The President then in office could waive the mandatory-retirement requirement, permit him to serve past the age of 70, but that is unlikely, and he knows it. But if he has to go out, he agreed last week, "it's nice to go out as chairman."

n the problems of the regulation of the Communications Satellite Corp. and the commissioner said the FCC would be glad to help.

Mr. Johnson was only asked a few questions, one by Sen. Dominick requesting his feelings on the role of the FCC in determining content of television broadcasting. Mr. Johnson answered that it was a very



Rosel Hyde

complex and sophisticated matter he would be hesitant to comment on without more experience and advice.

Both Commissioner Hyde and Mr. Johnson turned in personal financial statements to the committee and said they had no financial interests which would be inimical to their duties.

Logic not emotion

That's the approach to take with Nicholas Johnson, new appointee to FCC

Looking at him, one wouldn't think a harsh word could be said of Nicholas Johnson, the new FCC commissioner-designate. Tall (6 feet 3½ inches), slim as a reed, young (31) and looking, vaguely, like Huck Finn's nice-looking brother, he calls to mind the bright kid down the street who played basketball in high school and did well in college.

Nevertheless, plenty of harsh words have been said about him. In the 27 months he has served as maritime administrator he managed somehow to antagonize not only the shippers but the labor unions and some members of the Maritime Administration staff.

Engendering that kind of ill-feeling was the price he paid for doing the kind of job he was hired to do: develop ideas for infusing new life into the barnacle-encrusted merchant marine and make it more competitive in world commerce.

His ideas involved abandoning some, and modifying others, of the subsidies long enjoyed by U. S. ship builders and operators. Those ideas met with fierce resistance, and his appointment to the FCC was cheered nowhere more lustily than in the shipping industry.

For all of that, Mr. Johnson is highly regarded. Those who know him agree that he is bright, even "brilliant," aggressive and extremely hardworking. Some who have worked with him also say he is "ambitious" and "publicity oriented."

Firm Views ■ He is tough-minded, with firm notions of his own about such things as organization and management. One Maritime Administration staff member, sounding just a little weary, said of him: "He's not impressed by the people who deal with him. He has a lot of self-confidence. He has a fresh outlook. He's not awed by what's been done before."

For all his tough-mindedness, Mr. Johnson is said to be an imaginative man, one bubbling over with ideas on improving efficiency and, according to one congressional committee staff member, "enamored of scientific innovations."

FCC Commissioner Lee Loevinger, who met Mr. Johnson several years ago in Berkeley, when Mr. Johnson was

It runs in the family

Broadcasting is nothing new to the family of FCC appointee Nicholas Johnson: His younger sister, Katy, works for CBS News and in the past has done radio and television work in this country, Canada and abroad.

Miss Johnson, described as in her early 20's, joined CBS News in May and is currently on the assignments desk. Last week she was working the 4 p.m.-to-midnight shift.

Before joining CBS she was with the Canadian Broadcasting Corp. for three years in various capacities including story editor, researcher and research-interviewer, and worked on several public-affairs programs including *This Hour has Seven Days*, a widely acclaimed TV show.

Before that, while living in Europe, she had done radio interviews for NBC, CBS and WMT Cedar Rapids, and in Iowa had written and narrated children's shows for a number of radio and television stations. She is a graduate of the University of Michigan.

teaching law there, and who has seen him from time to time since, shares this view of him. "He's interested in science, new developments, the thoughtful exploration of new ideas," said Commissioner Loevinger, who expressed delight with Mr. Johnson's appointment.

Mr. Johnson is said to feel that the shipper's difficulty with him stemmed from what he regarded as their persistence in using emotion rather than logic in their arguments. He considers himself an "easy mark" for a well-structured, intellectually satisfying argument.

Mr. Johnson's appointment to the commission was interpreted in many quarters as an effort by the President to mollify angry shippers. But it's understood that the President was impressed by his job at the Maritime Administration and persuaded him to accept the commission appointment after he expressed a desire to return to teaching.

Hard Job ■ Mr. Johnson, who controls an annual budget of \$350 million and supervises the work of 2,500 employees at the Maritime Administration, found the job a difficult one. Only one other administrator has held it longer than he since the post was created in 1950.

Mr. Johnson, whose late father taught speech and speech correction at the

University of Iowa, was born in Iowa City, Sept. 23, 1934, played basketball at University High School there and went on to the University of Texas, where he graduated from undergraduate and law schools.

He was elected to Phi Beta Kappa as an undergraduate, and in law school was article editor of the *Texas Law Review* and was elected to the Order of the Coif. He went on to become a law clerk to Judge John R. Brown of the U. S. Court of Appeals for the Fifth Circuit. Later he clerked for Associate Justice Hugo Black of the U. S. Supreme Court.

Law Professor ■ He joined the law faculty at Berkeley in 1960 as an acting associate professor and taught administrative law and oil and gas. In 1963 he joined the Washington law firm of Covington and Burling, where he remained until being tapped for the Maritime Administration post on Feb. 19, 1964.

He is married to the former Karen Chapman of Iowa City. The couple has three children: Julie, 13; Sherman, 5, and Gregory, 2.

Mr. Johnson declined last week to discuss any of the issues confronting the commission. He confesses to complete ignorance about them. "I not only bring a professionally open mind but one that is practically open to this job" he said.

The communications industry has "virgin territory in me," he said.

"I want to hear all points of view," he added. "I want to get as much factual information as I can and do what I think is in the public interest."

At his confirmation hearing before the Senate Commerce Committee he refused flatly to be drawn into a discussion of the commission's authority to regulate programing. "That's a most sophisticated and involved matter," he said, adding, "I would be very hesitant to express any views at this time."

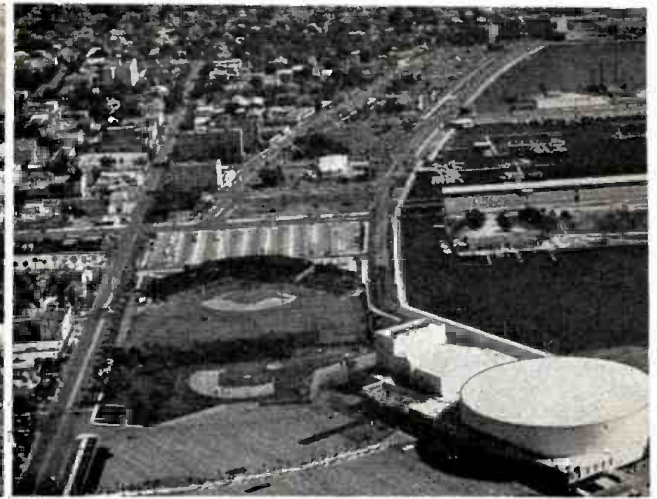
He also apparently considers it a sensitive matter. Following the hearing he declined to discuss his television preferences, if any, lest the industry interpret his remarks as constituting any kind of direction. "My viewing is irrelevant," he said.

However, he is an avid broadcasting fan. He has a five-inch Sony in his office.

And while he knows little if anything of the communications industry, that situation should change shortly. He has already begun reading material on it. He knew nothing of the maritime business when he became administrator but he learned fast. In the past two-and-a-half years, he said, "I spent 98% of my time directing all my energy to running the Maritime Administration. And that's what I intend to do about this job."



Tampa, Florida



St. Petersburg's new image shown in this air view of waterfront.

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President, WLCY-TV, Tampa-St. Petersburg, Florida

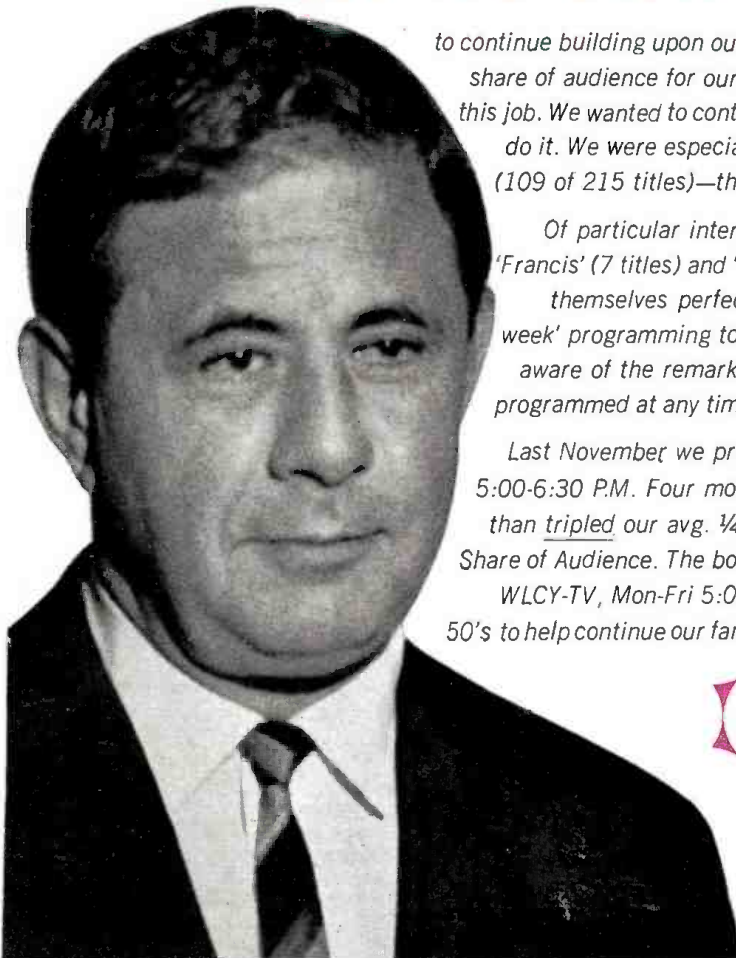
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to continue building upon our new 'Movie 10' success story and attract the greatest share of audience for our sponsors. Volume 9 was the best product to do this job. We wanted to continue producing results and we knew these films would do it. We were especially interested in the fact that 50% of Volume 9 was in color (109 of 215 titles)—that's a sizeable plus for WLCY-TV as well as for our clients.

Of particular interest to us in Volume 9 are the 'Abbott & Costello' (9 titles) 'Francis' (7 titles) and 'Ma and Pa Kettle' (8 titles) feature series which lend themselves perfectly to what we call 'segment programming' or 'day of the week' programming to fill certain specific time slots. We are very much aware of the remarkable rating power of these features programmed at any time during the day.

Last November we premiered our 'Movie 10' strip Monday through Friday 5:00-6:30 P.M. Four months later, the March A.R.B. report revealed we had more than tripled our avg. ¼-hour Rating across-the-board and nearly quadrupled our Share of Audience. The bottom line is that over 43,000 more viewers are watching WLCY-TV, Mon-Fri 5:00-6:30 P.M. We look for Seven Arts' Volume 9 'Films of the 50's to help continue our fantastic growth in the Tampa-St. Petersburg market."



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Hyde fan club extends to Hill

Senators have nice things to read into record on senior commissioner

Rosel H. Hyde received enthusiastic praise from several senators last week after the announcement by President Johnson of his nomination as chairman of the FCC.

A bipartisan show of support, led by Senate Minority Leader Everett M. Dirksen of Illinois, was displayed on the Senate floor for the long-time FCC official.

Senator Dirksen commented on Mr. Hyde's long service with the commission and added: "I have known the commissioner almost from the time I first went to the House of Representatives in the early thirties. He has been a very capable, competent and skilled servant of the public."

Outstanding ■ "Along with that," he

added, "he has plowed a very straight furrow, indeed. One cannot say too much for a man who has given his all to the public. I think that Rosel Hyde will stand out as one of the outstanding men serving in the regulatory services of the federal government."

Senator Wallace F. Bennett (R-Utah) pointing with pride at Mr. Hyde's Republican party affiliation, commended the President for his selection. "This real champion of free enterprise has built up an impressive record as a public servant and has made many, many contributions to the progress of the communications industry," he said.

"I have known Rosel ever since I came to Washington, but I knew his father long before, having sold paint to the family firm, W. A. Hyde & Co., in Downey, Idaho," he added.

"It has been my privilege to watch his work and his pioneering efforts on behalf of radio and television ever since 1950," he went on. "One of his many contributions has been in the field of educational television which is now so important to our school systems throughout the country. This dedicated public servant has responded to all of the challenges thrown his way with intelligent performances and his

credentials as he assumes the chairmanship are overwhelming."

Pastore Comments ■ Senator John O. Pastore (D-R. I.) added these words of praise: "It has been my privilege to have been chairman of the subcommittee on communications for a number of years. I have had very close contact and many relationships with Mr. Hyde. I have found him a very dedicated and devoted public servant."

"I admire Rosel H. Hyde greatly," commented Senator Jacob K. Javits (R-N. Y.). "I join senators in the many fine tributes which have been paid to him."

Senator Frank E. Moss (D-Utah) said he had known Mr. Hyde for more than 30 years and that "during the period of time that he served in the Federal Communications Commission, and when he was an employe of the commission, before he became a commissioner, he rendered devoted and dedicated service. He certainly deserves the recognition that has now come to him if he is chosen to be chairman of the commission."

Many other accolades were made on his behalf during the Senate Commerce hearing that followed last week on his nomination.

What the NAB's new home may look like

The National Association of Broadcasters may move into this seven-story 46,000 square foot building sometime in 1968. The \$1,838,000 headquarters, designed by Mills, Petticord & Mills, Washington, was authorized by the NAB joint board in January.

The building was shown to the board for the first time at last Friday's (June 24) meeting (see page 9).

A semi-elliptical structure, the building will be erected on the site of the NAB's present headquarters and the adjoining NAB-owned parking lot. The NAB staff could start moving into temporary facilities next March for an expected stay of about 14 months.

The proposed building would be faced with Italian travertine marble and will face on a large plaza surrounded by broad sidewalks and greenery. NAB would occupy 25,000 square feet on the first, fifth, sixth and seventh floors. The second, third and fourth floors, 21,000 square feet, would be rented out to organizations meeting the criteria set under special purposes zoning. There would be two



levels of parking beneath the building.

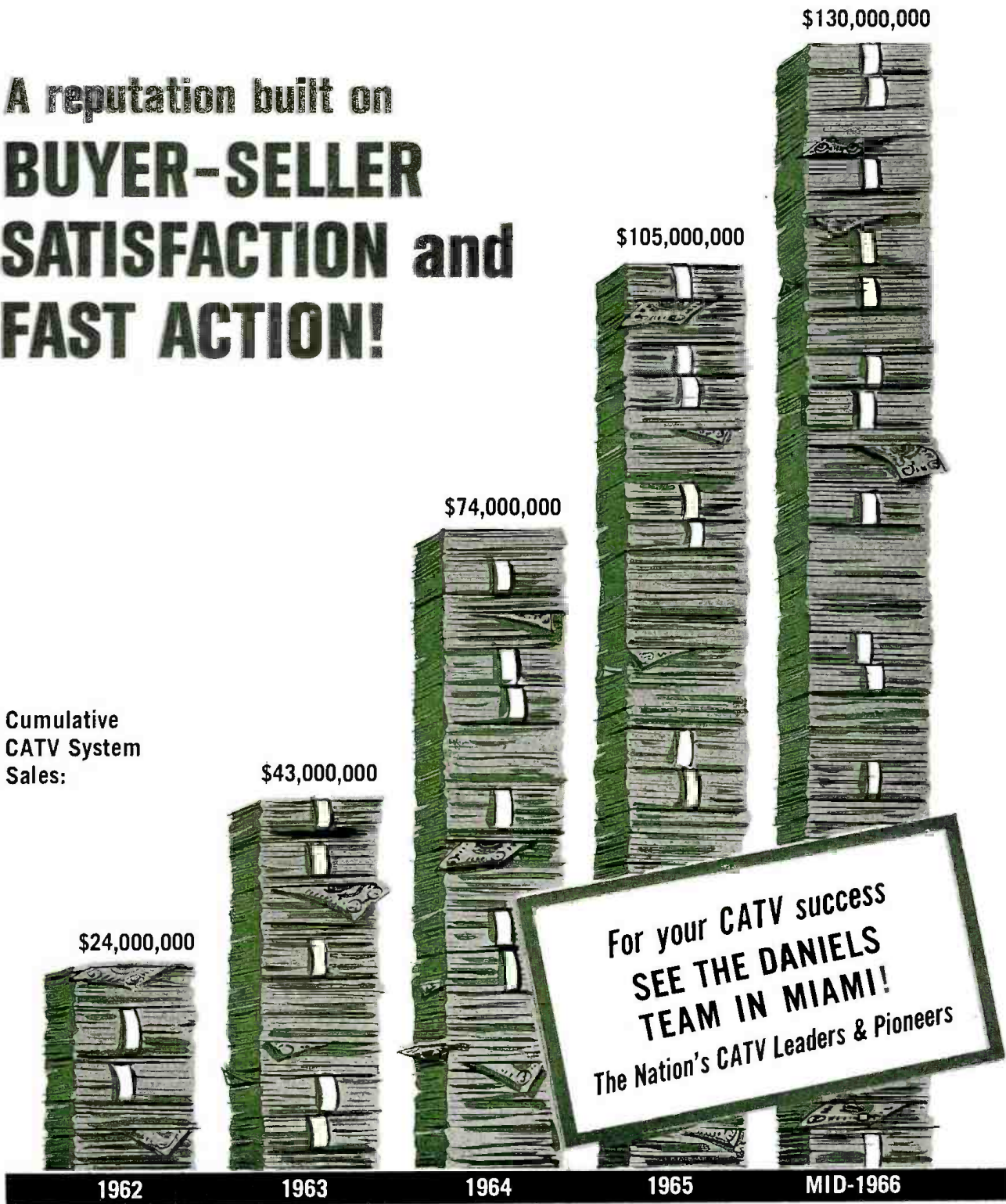
Making the status report Friday was the chairman of the building committee Clair McCollough, Steinman Stations, Lancaster, Pa. Other

committee members are: Joseph Baudino, Westinghouse Broadcasting Co., Washington; Ben Sanders, KICD Spencer, Iowa; Kenneth Giddens, WKRG Mobile, Ala., and Ben Strouse, WWDC-FM Washington.

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NCTA prepares its battle plan

Faced with new law, copyright charges and FCC control CATV owners may discard master-antenna concept, originate programs and accept advertising

Buffeted by triple blows during the last six months, the 2,000 CATV owners, operators and equipment makers attending the 16th annual convention of the National Community Television Association in Miami this week are expected to hold a short wake and, after the proper obsequies, revise the whole concept of what CATV is.

"It's a brand new ball game," NCTA Chairman Benjamin J. Conroy Jr., Uvalde, Tex., said last week.

His reaction typifies the feelings of many CATV operators who have shaken off the despair that enveloped them earlier this month when the House Commerce Committee reported out a bill giving the FCC virtually carte blanche authority over all CATV's. This followed by one month a ruling by a federal judge in New York that CATV systems must pay copyright fees, and the decision earlier this year by the FCC to assert jurisdiction over all CATV operations.

Mr. Conroy's attitude reflects a growing sentiment among a significant element of the CATV industry that the time has come to discard the "master antenna" concept. This view had been that CATV is only a passive antenna service doing for its subscribers what



NCTA Chairman Conroy
It's time for reassessment

they could do for themselves if they wanted to spend the money.

More Active Future ■ A number of well-established CATV operators make no bones about their feeling that it's time to begin using their systems more actively—to originate their own programs and, although this is still only discussed, perhaps sell advertising.

"We may as well be hung for a sheep as for a lamb," is the way Bruce Merrill, former chairman of NCTA and a multiple CATV entrepreneur (manufacturing, systems, microwave relays), puts it.

Even J. Leonard Reinsch, president of Cox Broadcasting Corp. which is heavily in CATV, predicts "a portent of the future" coming out of the Miami meeting. "Broadcaster opposition to CATV," he added, "is forcing CATV into origination and maybe the sale of time."

"Our long-time concept [master antenna] was completely justifiable in the past," A. J. Malin, Rochester, N. H., broadcaster-CATV operator, observed last week. "Now, I wonder if it isn't time for that concept to be reexamined in the light of the industry's position."

Must Progress ■ A more blunt appraisal came from a southwestern CATV owner. "Most of us have large financial investments in CATV," he noted, "based on the assumption of growth, not stagnation. We can't sit still."

The loyalty of CATV operators to their industry was best expressed, perhaps, by a mid-Atlantic states multiple owner: "Cable sare still the most logi-

ON TAP AT THE NCTA CONVENTION

Official agenda for the 15th annual convention of the National Community Television Association at the Americana hotel, Bal Harbour, Miami Beach, Fla. Exhibits were opened yesterday (Sunday) (see page 42).

Monday—June 27

Buffet Breakfast—All registrants. To honor old-timers and those attending convention for first time. Presiding: William Heminger, president, Florida CATV Assn. 7:45 a.m.

Opening Session—All registrants. **Welcome to Miami** presiding: Terry Lee, convention chairman. **Chairman's**

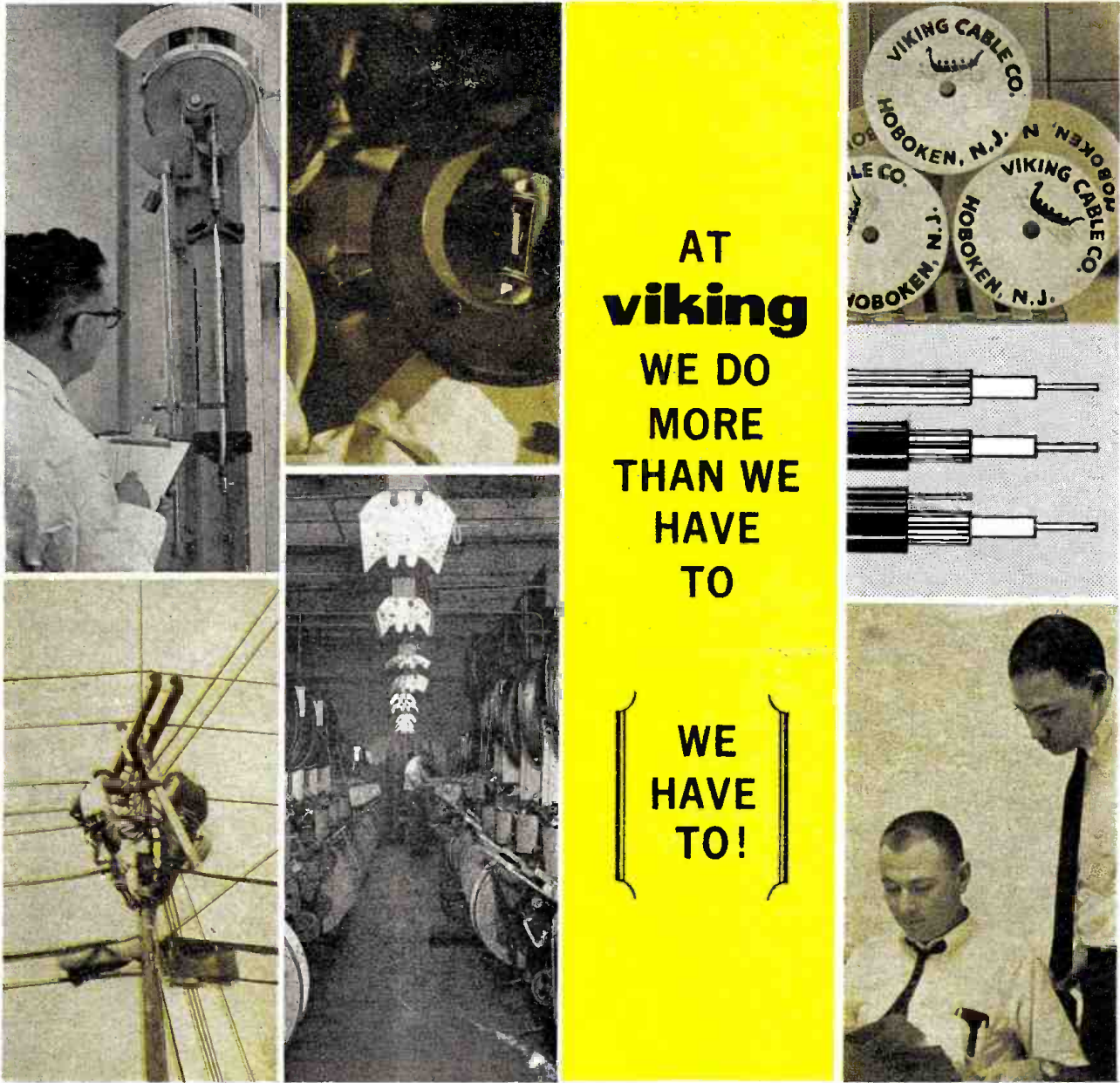
Annual Report—Benjamin J. Conroy Jr. 9 a.m.

Management Program — Presiding: Alfred R. Stern.

"Marketing," Fred Gree, president, Cable Promotion Services; **"Comparison of Leaseback and Owner-Constructed System,"** Edward Shafer, president, Edward Shafer & Co.; **"The Trend Toward Long-Term Financing,"** George Liebowitz, president, Leeder Associates, Inc.; **"Accounting as a Function of Management,"** Robert Sill, CPA, Tizzard, Sill & Plotkin. 10 a.m.

Technical Program — Presiding: Edward P. Whitney. **New Product Session.** The following companies will bring attention to many new and improved products and significant technological advances that have been made in CATV equipment: Ameco; CAS Mfg. Co.; Cascade; Collins Radio; Dynair; Entron; International Good Music; Jerrold Electronics, Inc.; Kaiser-Cox; Scientific-Atlanta;

Continues on page 38



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 THAN WE
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 TO!

Viking was always known as "that other company". The old Viking products weren't much to look at, but they worked. We continued engineering, testing and trying, and soon things began to happen.

Viking produced solid seamless, aluminum coaxial cable second to none! Every inch quality controlled with the lowest attenuation factor in the business. And, we make it in half mile lengths!

Last year we introduced the Solid State, Goldline Series of high level, modular, inline amplifiers. Now in full production, they are outperforming every other amplifier in the field.

Systems Construction Company, our turnkey division, is engineering new systems throughout the country.

Other Viking electronic equipment and accessory products are also better. New innovations, engineered

and designed for the technician are setting new standards in the industry.

Viking has come a long way and we appreciate the confidence so many CATV operators and technicians have in our products.

We've had to prove ourselves every step of the way — so when we say, "Viking gives you more", we mean it!

viking

... MOVING AHEAD WITH CATV

ON TAP AT NCTA CONVENTION—Cont'd

Spencer-Kennedy Laboratories; TeleMation; Times Wire & Cable; and Viking. 10 a.m.

Luncheon—All registrants. Presiding: Benjamin J. Conroy Jr., NCTA chairman; Speaker: Frederick W. Ford, NCTA president. 12:15 p.m.

Management Program—Presiding: Robert J. Tarlton. "Economics of CATV System Design," G. C. Kleycamp, Kaiser-Cox Corp.; "Tax and Economic Aspects of Start-up and Construction," Herbert A. Huene, tax partner, Lybrand, Ross Bros. & Montgomery; "Origination of Community Service Programming by CATV," Moderator: Bill Daniels. Panelists: Barry D. Stigers, manager, Pittsfield TV Cable; J. Tennent Hoey, manager, Chillicothe Telcom, Inc.; Richard Evanson, president, Total Telecable, Seattle; Melvin C. Pitts, manager, Southeastern Trans-Video, West Point, Ga.; Richard L. Cox, manager, Naples (Fla.) Tel-A-View; Vince P. Wood, Jr., Naples, Fla., city manager. 2:15 p.m.

Technical Program—Presiding: Archer S. Taylor. "Short Range Multichannel Microwave," Hubert Schlafly, TelePrompter Corp.; "Test Equipment and Methods," R. R. MacMillan, Kaiser-Cox Corp.; "Time Domain Reflectometry," I. Switzer; "Importance of Technical Training," I. S. Blonder, Blonder-Tongue Systems, Inc.; "Use of Sideband Analyzer in Maintenance," George Bates, Dynair Electronics; "Technical Problems of Non-Duplication," Lyle Keyes, TeleMation, Inc.

Jerrold Party—All registrants invited. Informal. 8 p.m.

TUESDAY—June 28

Technical Program—Presiding: James Palmer. "Adjusting Antenna Arrays for Co-channel Rejection," Adrian G. Roy Jr., Spencer-Kennedy Laboratories; "Analysis of CATV Antenna Array Characteristics Utilizing Radiation Pattern Measurements," J. B. Weston, Scientific-Atlanta; "Advanced CATV System Concepts," Bill Rheinfelder, Anaconda Astrodata Co. 8:30 p.m.

General Session—All registrants. **Legal Panel.** Moderator: Robert D. L'Heureux, NCTA general counsel. Panelists: Henry Geller, FCC general counsel; E. Stratford Smith, Smith & Pepper; John D. Matthews, Dow Lohnes & Albertson; Bernard Strasberg, Chief, Common Carrier Bureau, FCC; Arthur Stambler, Special Assistant to Chairman, FCC; Harry Plotkin, Arent, Fox, Kintner, Plotkin & Kahn. 10 p.m.

Luncheon—All registrants, Presiding: Benjamin J. Con-

roy Jr. Speaker: Commissioner James J. Wadsworth, FCC. Membership Contest Awards. 12:30 p.m.

Tuesday Afternoon open to visit Exhibits.

Wednesday—June 29

Management Program—"CATV In Other Nations." Presiding: Frank P. Thompson. "International Liaison Activities," Frank P. Thompson; "Canadian CATV Report," K. J. Easton; "Space Broadcasting and CATV," W. R. Wilson, technical advisor, Board of Broadcast Governors, Canada; "System Promotion in Vancouver," D. J. Paynter, Vancouver, B. C.; "Commercial Progress Under Government Regulations," Hugh Dundas, executive director, Rediffusion Ltd., London; "The Technical and Economic Aspects," Ralph Gabriel, executive director, Rediffusion Ltd.; "CATV in Argentina," Luis Maria Perfilio, president TeleSystema Argentino. 9 a.m.

Technical Program—Presiding: Hubert Schlafly. "Transient Response Testing of CATV Systems," Gaylord Rogness, Ameco Engineering Co.; "System Construction and Operation," Jay Hubbell, Viking Industries; "The Use of High Gain Amplifiers in CATV Systems," Brian L. Jones, C-COR Electronics, Inc.; "Reducing Reflections on CATV Feeders," Kenneth A. Simons, Jerrold Electronics Corp.; "UHF to VHF Converters for CATV," Edward Wuernser, Entron Inc.; "Spectrum Analyzer," Alan Ross, Nelson Ross Electronics; "New Concepts in CATV Cable," Allen M. Kushner, Times Wire & Cable Co.; "Effects of Cable Length on Return Loss," Clay Mahronic, Amphenol-Borg Electronics Corp. 9 a.m.

Luncheon—All registrants. Presiding: Benjamin J. Conroy Jr. Speaker: W. R. Wilson, Board of Broadcast Governors, Canada. 12:15 p.m.

General Session—NCTA members only. **Annual membership meeting.** Presiding: George J. Barco. Election of officers and directors and other business. 2:30 p.m.

Chairman's Reception—Honoring new NCTA Chairman and wife and President and Mrs. Frederick W. Ford. 6:30 p.m.

Annual Banquet—Presiding: Albert J. Ricci. Introduction of new officers. Larry Boggs award—presenter: Bill Daniels; Achievement awards—presenters: Albert J. Ricci, Edward P. Whitney; CATV Pioneer Recognition—presenter: Stan Searle. Entertainment: Anita Bryant, Johnny Morgan, Harry Blackstone Jr., and Tanya & Biagi.

THURSDAY—June 30

New board of directors meeting.

cal way to distribute entertainment to the public," he said, "and you can't quarrel with logic."

The movement toward originations was only being talked about last week; this week there is more talk and perhaps some action. During the convention a panel has been scheduled on originations and the ripple is expected to expand in widening circles in Miami and thereafter.

Regulation, legislation and copyright, however, are undoubtedly the three prime subjects to be discussed at

the convention.

The first, dealing with the FCC, is officially on the agenda. Commissioner James J. Wadsworth is expected to discuss it in his luncheon speech. An FCC group, headed by FCC General Counsel Henry Geller, is scheduled to debate the subject in a panel meeting with CATV lawyers.

One thing the CATV industry would like to see. This is the establishment of a CATV bureau in the FCC to handle CATV matters. CATV'ers don't want to be supervised by the commis-

sion's Broadcast Bureau, which they claim, justly or not, is broadcaster oriented (CLOSED CIRCUIT, June 20).

In Air ■ Legislation and copyright are not formally on the convention program, but both are due to be prominently discussed by many of the speakers, undoubtedly by Mr. Conroy and Frederick W. Ford, president of the association, as well as during the various general sessions of the five-day meeting.

On legislation, the consensus of most CATV'ers is to fight. "We will fight to the hilt," Robert J. Tarlton, Lansford,

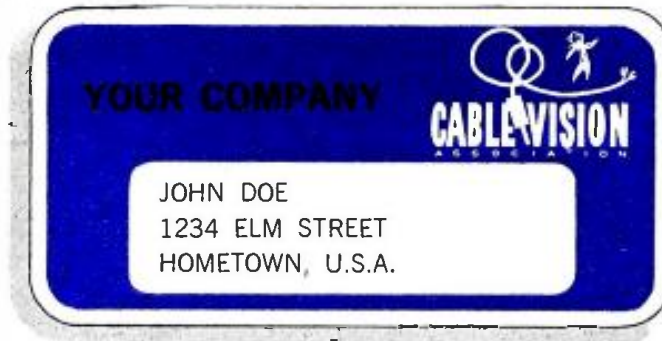
CATV

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five common problems:

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2. How can I protect myself from disconnects?
3. How can I speed up collections and reduce delinquencies?
4. How can I get relief from anticipated impact of the FCC Second Report and order?
5. How can I increase revenue in the face of impending copyright liabilities?

one common answer:



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NASHVILLE, TENNESSEE

Pa., CATV operator and vice chairman of NCTA, said last week. Mr. Tarlton is a candidate for the chairmanship of the organization; he is opposing Alfred R. Stern, Television Communications Corp., New York, the official nominee chosen by the association's nominating committee.

Although Mr. Tarlton's words may not be echoed exactly by fellow cable owners, his sentiments certainly are. There is an obvious determination, from the grass roots up to and including the national office, to battle the House Commerce bill on the floor—either to kill it, or to add amendments sufficient to severely limit the FCC's jurisdiction over CATV.

And failing any success on the House side, there's always the Senate.

The copyright issue is being considered on a different plane; there isn't as much bitterness about it. In fact there's an air of resignation and acceptance of what many in the television antenna business view as inevitable.

Fight Ruling — Nevertheless, the opposition to the New York judge's ruling is proceeding along two fronts. The lawyers for Fortnightly Corp., which lost the first round to United Artists, are appealing the ruling to the U. S. Court of Appeals in New York. If that court upholds the lower judge, they intend to ask for review by the U. S. Supreme Court. At the least, it is ad-



Mr. Tarlton



Mr. Stern

Vying for chairmanship

mitted, a final opinion is a year or 18 months away. If after all that the court's findings are still adverse, CATV lawyers note that further litigation is required to determine the amount of damages and other CATV liability.

On a second battlefield, CATV forces are urging congressional action. This is directed at the House Judiciary Committee, which has a subcommittee working on a revision of the entire copyright law. Representative Robert W. Kastenmeier (D-Wis.), chairman of the subcommittee, last month announced a proposed provision dealing with CATV. It would, in essence, excuse from copyright liability CATV's using programs in the regular, normal service areas of TV stations they are picking up, where the TV station already has paid the copyright fee. This

is the so-called "white" area. At the other extreme, the Kastenmeier recommendation is that CATV's must pay royalties where they are picking up distant TV programs, paid for by the distant TV station, into the territory of their home TV stations, the so-called "black" areas. In between is the "gray" area where CATV's would be urged to negotiate copyright payment on a case-by-case basis.

CATV copyright experts hope to persuade the congressional copyright lawmakers, however, to expand the areas falling under the "white" cover.

The attitude of the operating CATV owner to regulation, legislation and copyright is perhaps best exemplified by one group-system president, who asked not to be identified: "It's going to add to the complexity and the cost of doing business, but I can live with it."

At other levels during the meeting, CATV'ers are still anxious about telephone companies; especially those selling the idea of letting them put up the distribution facilities and leasing them to the franchise holder. This has been of concern to cable operators for the last several years, ever since the telephone companies awakened to the potentials of CATV (see page 45).

Pole Lines — Allied with this is the fear by many cable owners that the telephone companies may raise the price of pole line rights so high that they would be forced into using the telephone companies' facilities. Until a few years ago virtually all CATV systems strung their own cables from telephone, or utility poles. They paid a modest yearly sum to the utility for this privilege. More recently, however, more and more CATV systems, including some owned by broadcast interests moving into CATV as late starters, are leasing telephone facilities. These are still a minority.

Although the CATV industry has received setbacks in the realm of regulation, legislation and copyright, the number of equipment exhibitors at the Miami convention is 25% more than the number exhibiting in Denver a year ago. There are 55 individual compa-

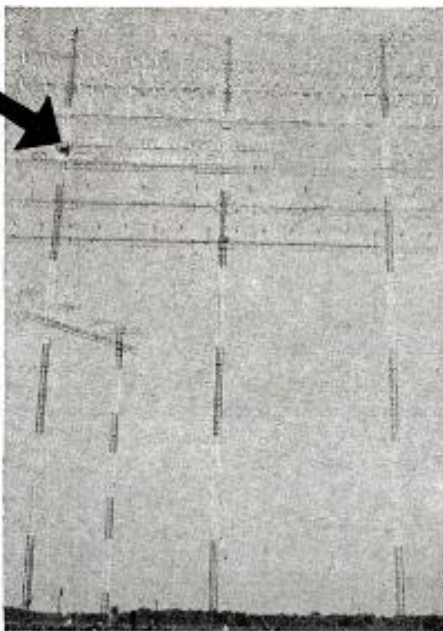
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Shown above is a series of 4 special ROHN towers for a Jerrold-Taco CATV antenna installation. Towers engineered, manufactured and installed under complete ROHN supervision.

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NCTA's Ford

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Many key broadcasters saw the new camera more than once—in action, and stripped down in private demonstrations. They discussed it in their rooms and hospitality suites. Many of them even bought the new camera before

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They learned that behind the new PE-250's amazing performance are 4 new plumbicons*, and G.E.'s leadership in 4 pickup tube color cameras—giving the new PE-250 its brilliant color, its mobility and lightweight (it weighs less than 150 lbs. fully equipped).

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Who's exhibiting and where they are

Aberdeen Co., 3833 Wilshire Blvd., Los Angeles, Booth 409.

Advance Industries, 705 Douglas St., Sioux City, Iowa, Booth 410.

Ameco Inc., 2949 West Osborn Road, Phoenix, Booths 200-202; 216-218.

American Electronic Labs., P. O. Box 552, Lansdale, Pa., Booths 508, 509.

American Pamcor, P. O. Box 1776 Paoli, Pa., Booths 607, 608.

Amphenol Cable Division, Amphenol-Borg Electronics Corp., 2801 South 25th Ave., Broadview, Ill., Booth 710.

Anaconda Astrodata, Communications Products Division, Sycamore, Ill., Booths 510-512; 603-605.

Benco Television Associates Ltd., 27 Taber Road, Rexdale, Ont., Canada., Booths 708, 709.

Blonder Tongue Systems, 9 Alling St., Newark, N. J., Booth 717.

Burnup & Sims, 1020 11th St., West Palm Beach, Fla., Booth 606.

Cable Promotional Services, Box 2701 Nashville, Tenn., Booth 411.

Cal-Tel Construction Co., 1698 East 25th St., Signal Hill, Calif., Booth 601.

Canada Wire & Cable Co. Ltd., Postal Station R, Toronto 17, Ont., Canada, Booth 408.

Cas Manufacturing Co., P. O. Box 47066, Dallas, Booth 500.

Cascade Electronics Ltd., Electronic Ave., Port Moody, B. C., Canada, Booth 602.

Channell Splicing Machine Co., 620 West Foothill Blvd., Glendora, Calif., Booth 502.

Collins Radio Co., 820 East Arapaho Road, Dallas, Booths 400-402.

Com-Tel Construction, 1721 West Monroe, Decatur, Ind., Booth 501.

Jack Kent Cooke Inc., 9888 Wilshire Blvd., Beverly Hills, Calif., Booth 722A.

Copperweld Steel Co., Wire and Cable Division, Glassport, Pa., Booth 212.

Craftsman Electronic Products, 133 West Seneca St., Manlius, N. Y., Booths 417-419.

Cummins-Chicago Corp., Allison Coupon Co., 4740 Ravenswood Ave., Chicago, Booth 103A.

Daniels & Associates Inc., 2930 East Third Ave., Denver, Booth 716.

Delta Electronics, 70 Ronson Dr., Rexdale, Ont., Canada, Booth 404.

Dynair Electronics, 6360 Federal Blvd., San Diego, Calif., Booths 719, 720.

Electroline Television Equipment, 980 N.E. 170 St., Apt. 204 North Miami Beach, Fla, Booth 309.

Electronic Systems Development, 1818 Westlake Ave., North Seattle, Booth 600.

Entron Inc., 2141 Industrial Parkway, Silver Spring, Md., Booths 203-205; 213-215.

Federal Electric Corp., 621-671 Industrial Ave., Paramus, N. J., Booths 701-703.

Fort Worth Tower Co., 5201 Bridge St., Fort Worth, Booths 206-208.

Gabriel Electronics Division Maremont Corp., P. O. Box 471 - North St., Saco, Me., Booth 716B.

Gilbert Engineering Co., 3700 North 36th Ave., Phoenix, Booth 713.

Henkels & McCoy, 1800 Johnson St., Elkhart, Ind., Booth 716A.

Hewlett-Packard, 1900 Garden of the Gods Road, Colorado Springs, Colo., Booth 704.

Holan Division Ohio Brass, P. O. Box 118 Griffin, Ga. Parking lot across from Americana.

International Good Music, P. O. Box 943 Bellingham, Wash., Booth 507.

ITT Wire and Cable Division, 172 Sterling St., Clinton, Mass., Booths 701-703.

Jerrold Electronics Corp., 401 Walnut St., Philadelphia, Booths 100-109.

Kaiser-Cox CATV, 2216 West Peoria Ave., Phoenix, Booths 300-302; 317-319.

Lenkurt Electric Co., 1105 County Road, San Carlos, Calif., Booths 714, 715.

Phelps Dodge Electronic Products

Corp., 300 Park Ave., New York, Booth 711.

The Plastoid Corp., 42-61 24th St., Long Island City 1, N. Y., Booth 503.

Preformed Line Products Co., 5349 St. Clair Ave., Cleveland, Booth 306.

Jack Pruzan Co., 1963 First Ave., South Seattle, Booth 700.

R. F. Systems Inc., 155 King St., Cohasset, Mass., Booth 405.

Raytheon Co., 141 Spring St., Lexington, Mass., Booths 412, 413.

Rohn Systems Inc., P. O. Box 2000 Peoria, Ill., Booths 721, 722.

Scientific-Atlanta Inc., P. O. Box 13654, Atlanta, Booth 310.

Sigma Industries, 1115 O'Brien Drive, Menlo Park, Calif., Booth 718.

Stan Socia Corp., 634 Fair Petroleum Bldg., Tyler, Tex., Booth 311.

Spencer-Kennedy Labs., 1320 Soldiers Field Road, Boston, Booths 209-211.

Superior Cable Corp., P. O. Box 489, Hickory, N. C., Booths 513, 514.

Systems Engineering Inc., 135 Belmont Court, Athens, Ga., Booth 712.

TCA Tower Co., 4325 Bankhead Highway, Route 1, Mableton, Ga., Booth 406.

Tape-Athon Inc., 523 South Hindry, Inglewood, Calif., Booth 403.

Telemation Inc., 2275 South West Temple St., Salt Lake City, Utah, Booths 110-112.

Telemet Co., 185 Dixon Ave., Amityville, N. Y., Booth 515.

Texas Electronics, P. O. Box 7151-Inwood Station, Dallas, Booth 707.

Times Wire & Cable Co., 358 Hall Ave., Wallingford, Conn., Booths 114-116.

Viking Industries, 830 Monroe St., Hoboken, N. J., Booths 303-305; 312-316.

Weather Scan, R. H. Tyler Co., 1410 Dallas St., Wellington, Tex., Booths 504, 505.

nies exhibiting in Miami, and they are occupying more space than ever before in the NCTA's history.

This indicates, observers believe, that manufacturers are not hurting. On the other hand there are reports that some, if not all, have begun to feel the impact of the adverse climate for CATV. This has taken the form, it's understood, of a slowdown in the rate of orders, not a cutback in sales or production.

Ameco's third-quarter report is the first decline attributed to regulation (BROADCASTING, June 20).

For this convention, three technical sessions are scheduled for that many days, compared to the single sessions in previous meetings of NCTA. Equipment and the technical papers to be presented promise a higher sophistication, particularly for color TV signals, than before, and better and more quali-

fied technicians operating CATV systems. This is the observation of Archer S. Taylor, Washington consultant, who is coordinator of the technical events at the convention.

One other straw in the wind as to the future of CATV was the NCTA board meeting earlier this month in Chicago. There the board agreed to expand the services of the national organization by authorizing the hiring of

Bruce Merrill Answers:



*Why have so many
broadcasters entered
CATV?*

Broadcasters know the American public has accepted television as the greatest entertainment and information source in the history of mankind. Consequently, the viewing public demands more and better television service. More than the scarcity of frequencies and network affiliations allow.

Television broadcasters know CATV takes no spectrum space. CATV can offer more reception service to the American television viewer without taking anything away from anyone.

Broadcasters consistently demonstrate they are good businessmen. They are used to a good return on their investments — 106% on their depreciated capital investment in 1964.

Television broadcasters enter CATV for profit. They profit from selling a superior television reception service. The viewing public profits from improved color reception, a wider choice of channels, and elimination of expensive rooftop antennas.

Broadcasters know that the growth of CATV is assured because of its tremendous public acceptance. They have already learned to surmount bureaucratic roadblocks to bring the American public what it wants.

Television broadcasters know a good thing when the American public sees it — CATV.



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BROADCASTING, June 27, 1966

an engineering director, public relations counsel, a research staff, and a revision of membership information services. . . It was at that meeting, which took place early in the week that the House Commerce Committee reported out its bill, that Mr. Ford received a vote of confidence. There had been some criticism of Mr. Ford's administration of NCTA, following the FCC's assumption of jurisdiction, the copyright ruling and the action of the House committee.

CATV firms bigger, stronger

Optimistic view shown in mergers; United Utilities adds systems

Even as the hour looked darkest for CATV, some elements of the industry continued to move forward, notably in the formation of merged groups that in the main constitute more muscle than the individual units had before. In the last month, two such forma-

tions have been announced: that of Jefferson Standard Broadcasting Co. and Carolina Telephone & Telegraph Co. and that of Gencoe Inc.

The first is a combination of a group broadcaster and a telephone company that seems to have blanket coverage of the Carolinas in mind, if not farther afield (BROADCASTING, June 13). The second is a grouping of purely CATV operators, backed by the financing of a Texas investment firm (BROADCASTING, June 20).

But perhaps the best indication of the relative optimism of CATV operators is the recent activities of United Transmission Inc., a subsidiary of United Utilities Inc., Kansas City. Untied Utilities is a holding company for independent telephone companies and power companies.

Only two weeks ago, United bought the 3,000-customer Kingsport, Tenn., cable system for \$1.5 million (BROADCASTING, June 20). Earlier Paul Henson, president of UUI, announced that the Kansas City firm planned to spend \$5 million in CATV this year, more than double its CATV investment in 1965.

Earnings High — Mr. Henson's remarks on CATV were made at the same time he reported that the company had net earnings of \$3.5 million on sales of \$24.2 million for the first quarter ended March 31. This compares to earnings of almost \$3 million on sales of \$21.3 million for the corresponding period last year.

In the last two years since UUI entered the CATV field, the company has acquired or built systems serving 18 communities, now having an estimated 10,000 subscribers. It also holds franchises for eight additional CATV's, with a total potential of about 8,000 customers.

By the end of this year, according to Mr. Henson, UUI hopes to be serving 20,000 subscribers.

Where are these systems? Most of them are in areas served by the affiliated telephone companies:

Operating — Abingdon, Gate City, Saltville, all Virginia; Bays Mt., Church

Hill-Mt. Carmel, Erwin, Greenville, and the recently acquired Kingsport, all Tennessee; Mansfield, Ohio; Hood River, Ore.; Claysburg, Roaring Spring, Martinsburg, Reedsville, all Pennsylvania; Tarkio, Fairfax, Rock Port and Waynesville, all Missouri.

Franchises—Russell and Hiawatha, Kan.; Galax, Va.; White Salmon, Wash.; St. Robert, Warsaw, Warrensburg and Lebanon, Missouri.

Buckeye gets first waiver of CATV rules

The FCC last week granted a request by Buckeye Cablevision Inc., Toledo, Ohio, for a temporary waiver of the commission rule that requires CATV systems to obtain FCC permission before transmitting TV signals beyond their grade B contour into the grade A coverage area of top-100 market TV stations. The waiver, first of its kind issued by the commission, will permit Buckeye to carry the signals of WTVS (TV) Detroit, and educational TV station, from July 1 to Sept. 6.

The commission said it was making this exception "in order to maintain continuity of educational telecasting during the period when educational station WGTE-TV in Toledo is not on the air."

The first order calling for a halt to violation of the new top-100 market rule was directed at Buckeye. The CATV last month was ordered to stop transmitting the signals of WJIM-TV Lansing, Mich., into Toledo (BROADCASTING, May 30).

Teleprompter starts its CATV in New York

Community antenna television in New York City got its official start last week as the Teleprompter Corp. demonstrated its first installation in an apartment complex at the northern end of Manhattan (BROADCASTING, June 20).

First customers for the Teleprompter service, about half the apartment dwellers in the first building connected, have been receiving the CATV service for two weeks.

L.A. to allow CATV in four areas

The CATV business, in trouble in Washington, got a helping hand in Los Angeles last week in a plan approved by a 13-to-0 vote. The Los Angeles City Council voted to draft an ordinance that would allow private companies to

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For further information write, call or wire:

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Phone: 948-3369

For NCTA delegates

National Community Television Association said last week that a message center has been set up for delegates to the Miami Beach convention. It is in the lobby of the Americana hotel and is operated by airlines' personnel. In addition, a newsroom has been established in the hotel's Aztec Room and the adjacent conference room.

Originating CATV shows is part of the service

A couple of weeks ago, commencement exercises for the graduating class of Chillicothe (Ohio) High School were held in the school auditorium. As usual, hundreds of relatives and friends of the graduates were turned away; there just isn't enough room in the auditorium to handle all who want to attend.

Instead of the anguish and disappointment of former years, however, the turn-away crowd—and hundreds of others who hadn't even tried to get into the commencement—participated in the ceremonies.

The answer was television; more particularly CATV; and most particularly the CATV system in Chillicothe which uses one of its 12 channels for daily local, live coverage of community affairs. Ever since the unfettered CATV industry found itself under shackles, from the FCC, from Congress and from copyright owners, more and more CATV operators have been murmuring about "going the Chillicothe way."

Chillicothe Telcom Inc. has been operating a CATV system in that city of 25,000 since 1964. From the beginning it has reserved channel 2 on the cable for local originations. Regularly, five days a week, from 5 p.m. to 7 p.m.—and longer when necessary, including weekends—Telcom has fed its 2,600 subscribers with local public service TV: the city council, which meets twice a month; civic association meetings, high school sports, garden clubs, elections, drives of all sorts—the myriad activities that go on in this south central area of the state.

Started With Studio ■ It all started when the independent Chillicothe Telephone Co. decided to enter the CATV business. One factor was the UHF allocation to Chillicothe. The time may come, the telephone officials felt, when it might want to apply for that TV assignment; as a start, they said, let's include a studio

and originating equipment in our CATV.

That's exactly what they did. The investment in the studio and equipment, including a mobile unit, was in the order of \$125,000, about 40% of the total cost of the cable installation. The studio, 28 feet by 28 feet, houses two vidicons, lighting, microphones, rear screen projector, 16mm and 25mm slide projectors, one tape recorder, dark room for news film developing, and associated gear. The mobile unit, housed in a large van, contains two image orthicon field cameras, tape recorder, microphones, and associated equipment.

The whole installation is the equivalent of a small TV station, and runs at an estimated cost of \$5,000 a month, according to J. T. Hoey, manager of the system. There are no special personnel for the originating activity; the whole CATV system is run by six permanent employes, including two newsmen, and two to three part-time cameramen, usually high school students taking a radio-TV course.

Varied Fare ■ Telcom brings its subscribers 10 TV signals in addition to the local origination channel, which carries the usual CATV time-weather-temperature feature as well as the in-school educational programming during the morning and afternoon hours. Chillicothe cable viewers can watch three commercial Columbus TV stations, two from Cincinnati, one from Dayton, all Ohio, and two from Huntington, W. Va., and two educational TV stations, one from Columbus and one from Athens, Ohio. Subscribers pay \$5 a month.

Chillicothe Telephone Co., principally owned by Robert and Thomas McKell and families, has over 21,000 telephone connections in its area; it grossed over \$2 million and netted, after taxes, over \$137,500 in 1965.

provide CATV service to household subscribers in four major areas.

The new franchise areas would include the Santa Monica mountains, the San Fernando Valley, Pacific Palisades and Eagle Rock. They would be opened to bidding after adoption of the ordinance within 60 to 90 days.

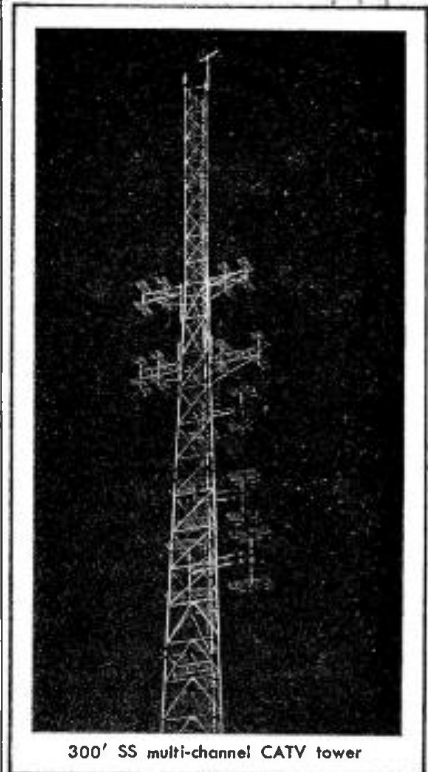
Franchises already have been granted in the San Pedro and Sunland sections of the city. More than a dozen CATV

firms are expected to bid on the renewable 10-year franchises, which will require installation of hilltop antennas and service lines.

It's estimated that between 30,000 to 40,000 homes in Los Angeles have poor reception because of natural barriers and other interference. It's also estimated that the new city franchises could eventually yield more than \$100,000 in revenue to the city of Los Angeles.

Stainless SS TOWER-

"space saver
for TV, CATV
and microwave"



300' SS multi-channel CATV tower

- Self supporting—no guys
- Ideal on mountain peaks, buildings and city lots
- Heavy loading capability
- Minimum maintenance



Get your
free book
describing
STAINLESS'
installations.

Stainless, inc.

NORTH WALES • PENNA. 19454
IN CANADA: Wilco, Limited, Toronto, Ontario

A new look at demographics

New Jersey research firm offers service to media interests

A new research service that goes behind audience demographics and defines a sponsor's best national medium in terms of the consumer attitudes of the audience it reaches is being sold by Herbert Kay Research, Montclair, N. J. (CLOSED CIRCUIT, May 9).

NBC is the first subscriber to the new twice-yearly reports. The research is being offered to media, agencies and advertisers. It will cover 170 national media vehicles including all prime-time network TV programs, network radio and leading magazines.

A premise of the service, called Prime-Prospect, is that audience demographics for many sponsored products are not the best indicators in choosing an advertising medium and may in fact be misleading.

Preliminary studies, according to Dr. Herbert Kay, president of the research company, have proven that susceptibility of the audience to advertising and propensity to change brands are often more important factors in analyzing a medium's effectiveness for a given product category. It was also determined that past brand switching doesn't indicate anything about the tendency of a consumer to switch again.

Dr. Kay notes that two media vehicles with apparently similar standard audience demographics such as age, sex and income may perform with marked-

ly different efficiency for the same product.

The Switchables ■ The best prospects for an advertising message are those who are brand convertible and susceptible to advertising according to the Kay organization, and it says it has developed a face-to-face interview that can accurately measure these two traits.

The two attitude factors were validated separately with actual consumer behavior the criterion in both cases. The research method was reportedly developed at an approximate cost of \$35,000, without the support of any advertising medium.

Field work for the first report will be done next November and December using an area probability sample of 5,000 women in the mainland U.S.

Dr. Kay says that although the initial study will be restricted to women and 50 women's products, eventually lower usage products and a parallel sample of men will be introduced.

Interviews will cover four weeks of televiewing, the previous day's radio listening and the last four issues of each magazine.

Cost of the study increases with the number of products covered.

Mediastat plans research changes

Mediastat last week praised the work of the All-Radio Methodology Study and reported that ARMS work and its own investigations will result in several changes in Mediastat research techniques.

The research company said it would shift to a diary method that collects both radio and television data from the same person but which is presented to the respondent as "a basically radio diary." The change will be effected with June/July 1966 reports.

The ARMS report suggested that radio-only diaries, personally placed and collected, are preferable to multi-media diaries.

Mediastat also said it will revamp its diary editing procedures on the basis of further experiments conducted by the company. These looked into the effects of omissions by less accurate diary keepers.

A special diary will be introduced that is meant for persons in a sample who are "normally incapable or unwilling to keep a diary." In these instances 24-hour recall personal interviews will be used in lieu of the regular diary.

The change is designed to get usable

information from all respondents in a sample including "certain ethnic groups and lower educational levels of the population."

Mediastat described an experiment conducted by it last May in Washington and Atlanta among samples of several thousand people. The company's current type of diary was run in tandem with the newly proposed diary and a third type in which respondents were asked to comment on their own accuracy in diary keeping. The three methods were tested in parallel population samples and concurrently.

ARB changes dates for its fall sweep

The American Research Bureau announced last week that it is changing the dates for its nationwide fall sweep to Nov. 2-22, with portions of the Nov. 6-8 pre-election and election period to be dropped out of the reports.

In addition, ARB said it had scheduled its regular October survey for Oct. 5-25 and expanded it to include all of the top-40 markets, representing nearly 70% of national spot-TV expenditures, in order to make as much early-season data available as possible.

The changes came after the research committee of the Station Representatives Association had formally protested ARB's earlier plan to conduct a fall sweep, embracing all TV markets, between Sept. 28 and Oct. 25 (BROADCASTING, June 13; CLOSED CIRCUIT, June 6).

The SRA committee had wanted the sweep delayed to Nov. 9, the day after elections, but Melvin Goldberg of John Blair & Co., committee chairman, said after the new dates were announced that he thought they were "fine."

The committee had contended that the Sept. 28-to-Oct. 25 dates would produce data based on "atypical viewing" due to mixed daylight and standard-time patterns, World Series coverage and proximity to the start of the networks' new fall program schedules.

Dr. Peter Langhoff, president of ARB, said in announcing the change in timing that "there are advantages and disadvantages associated with either date," but that ARB was now convinced that the "later date would be in the best interests of the industry, and those interests are paramount for ARB."

He said: "We won't abandon our continuing effort to produce the reports more quickly", which had been one of

AFA sets merger date

The Advertising Federation of America has set Jan. 1, 1967, as the target date for a merger with the Advertising Association of the West (BROADCASTING, May 9).

The AFA board of directors and members present at the organization's annual convention in Miami June 17 voted unanimously for the merger. The AAW was to vote on the proposal during its annual meeting June 24-30 in Spokane, Wash.

the reasons for ARB's earlier choice of September-October sweep dates.

"The expansion of our October survey is a reflection of our determination to provide at least a major part of the industry with the early-season data it desires, while at the same time maintaining the benefits of a November sweep," Dr. Langhoff said.

Agency appointments . . .

▪ Vita Food Products Inc., New York, has moved its Mother's Food Products division from Hirsch-Tigler-Fried Inc. to Solow/Wexton Inc., both New York. This fall S/W begins six-week saturation radio campaign in New York for Mother's gefilte fish and margarine.

▪ Hotel Sahara, Las Vegas, has appointed Geyer, Morey, Ballard, New York. Initial billing will be at least \$500,000. Media plans are not set.

▪ Wynn's Car Care Products, division of Wynn Oil Co., Azusa, Calif., has appointed Needham, Harper & Steers, Los Angeles. Continued emphasis is expected in network radio.

▪ Wilkins-Rogers Milling Co., Washington, has moved its Washington label products to Richardson, Myers, & Donofrio from Earl Palmer Brown and Associates.

Business briefly . . .

Buys on NBC Radio last week were RCA, through J. Walter Thompson, both New York, on *Monitor*; General Mills, Minneapolis, through Needham, Harper & Steers, Chicago, on *News of the Hour*; P. Lorillard, through Lennon & Newell, both New York, on *News of the Hour*; Savings and Loan Foundation, through McCann-Erickson, both New York, on *Monitor*, *Emphasis* and *News of the World*; Coca-Cola Co., Atlanta, through McCann-Erickson, New York, on *Monitor* and *American Motors Corp.*, Detroit, through Benton & Bowles, New York, on *News of the World*, *Emphasis* and *Chet Huntley's Perspective on the News*.

Four advertisers, described as major AM users by Quality Media Inc. (FM station representative), New York, have purchased spot schedules on FM stations. The advertisers: Ford Division of Ford Motor Co., through J. Walter Thompson; American Express Co. for Traveler's Cheques, through Ogilvy & Mather; P. Lorillard Co., through Grey Advertising, and Bulova Watch Co., through Atwood-Richards, New York. QMI-represented stations used by the advertisers totaled 12 by Ford, 14 by American Express, 11 by Bulova Watch and more than 15 by P. Lorillard.

The F&M Schaefer Brewing Co., Brooklyn, N. Y., through BBDO, New York, will sponsor two horse races as regional specials in the Northeast: The Saranac Handicap on 13 stations July 2, and the Suburban Handicap on 17 stations July 4, both from the Aqueduct race track in New York.

Household Finance Corp., Chicago, has purchased one-quarter sponsorship in 18 western markets for the scheduled Emile Griffith-Joey Archer middleweight title bout on July 13 in New York. Also announced: one-half sponsorship acquired by C. Schmidt &

Sons, Philadelphia, through Ted Bates & Co., New York, for 16 eastern markets. Telecast, on approximately 100 outlets, is being syndicated by Madison Square Garden-RKO General Sports Presentations, New York.

U. S. Suzuki Motor Corp., Santa Ana, Calif., motorcycle distributor, and Colgate-Palmolive Co., New York, for its teen-age facial medication Tackle, are uniting in a national promotion starting July 4 that will use heavy radio schedules in 138 prime markets. Drive runs two months and involves sweepstakes of 200 Suzukis plus \$2

TV-RADIO AND CATV FINANCING

gives you room
to grow and the
POWER to expand

MONEY for acquisitions
MONEY for new equipment
MONEY for expansion
MONEY for modernization

Our long experience can be helpful. A pioneer in cable system financing for many years (we have financed over 10% of the industry - in 42 states), we have since expanded our Communications Finance Division to include radio and television financing. Let us design a program to meet your specific financial needs in any area of communications. Call us collect. Ask for Gail Oldfather or Harold Ewen.

ECONOMY
FINANCE
CORPORATION

Communications
Finance
Division

Area Code 317 • 638-1331
108 East Washington St., Indianapolis, Indiana 46209

Financing the Economy of the nation.

million worth of free rides. Agency for both accounts is Stern, Walters & Simons, Chicago.

General Foods Corp. (Post division), White Plains, N. Y., through Young & Rubicam, New York, is using one-minute color spots to introduce Top Choice dog food in addition to commercials in GF shows on CBS-TV. Post, through Ogilvy & Mather, New York, is also using color spots in northern New York markets for the test-marketing of Start, an orange-flavored breakfast drink.

Union Carbide Corp., through Young & Rubicam, both New York, will sponsor the one-hour color series, *The 21st Century*, which goes on CBS-TV (Sunday, 6-6:30 p.m.), starting in the fall.

DuPont, Wilmington, Del., through BBDO, New York, will sponsor *Wonderful World of Wheels* in color on CBS-TV Sept. 8 (7:30-8:30 p.m.).

General Electric Co.'s housewares division, Bridgeport, Conn., has renewed sponsorship for the third NBC-TV showing of *Rudolph the Red-Nosed Reindeer* and *Return to Oz*, agency is Clyne Maxon Inc., New York.

56% of homes have FM in top-30 markets

An FM radio penetration study conducted by C. E. Hooper in 33 major markets indicates 56% of households in those areas are now FM equipped.

The study was underwritten principally by FM stations in 30 markets represented by Quality Media Inc., New York. In those 30 markets, which have a total of 22.7 million households, about 13 million, or 57.5%, have one or more FM receivers.

Highest FM penetration was recorded in Los Angeles where an estimated 66.7% of homes have FM sets. In second place was Philadelphia at 66.6%.

Only four of the surveyed markets were reported to have less than 50% FM penetration and none were under 45.7%. The 30 markets studied by Hooper for QMI-represented stations are New York; Chicago; Los Angeles; Philadelphia; Detroit; San Francisco; Boston; Pittsburgh; Washington; St. Louis; Cleveland; Baltimore; Houston; Minneapolis-St. Paul; Cincinnati; Buffalo, N. Y.; Fort Worth-Dallas; San Diego; Seattle; Atlanta; Kansas City, Mo.; Miami; Denver; Portland, Ore.; Columbus, Ohio; San Antonio, Tex.; Rochester, N. Y.; Memphis; Hartford, Conn., and Omaha.

Field work was done last May.

Insurance ad needs cited by TVB's Cash

By 1976 increased competition in the property and liability insurance business will open up 30 marketing and advertising vice presidencies with \$75,000 salaries.



Mr. Cash

Norman Cash, president of the Television Bureau of Advertising, made this prediction in a speech scheduled for delivery today (Monday) in Williamsburg, Va., at the 1966 Insurance Advertising Conference.

Mr. Cash observed that many insurance companies were among the approximately 200 U. S. firms a month that were merging before the recent stock slump. Competition, he said, will increase sharply by 1976 when today's 1,400 fire, casualty and liability companies will have merged down to about 130 national corporations and thriving regional organizations.

The key to survival, Mr. Cash said, will be the use of more sophisticated advertising methods than is current in the insurance business. The present advertising-to-sales ratio of all U. S. businesses averages seven times as much as P&L insurance's.

Also in advertising . . .

Creative shuffle ■ Foote, Cone & Belding, New York, is rearranging its creative department into two units, language and graphics. The move puts print, TV art and TV production under Raymond Betuel, vice president and associate creative director.

New studio ■ Studio One, offering TV commercial production and television work film, opened in Hollywood. Located at 733 N. Highland Avenue, Hollywood, it is headed by Jerry Young, former supervising engineer for David Wolper Productions.

Agency merger ■ H. M. Gross Co. and Elias, Sergey Advertising, both Chicago, are merging through exchange of stock and are becoming Elias, Sergey, Gross Advertising. Address: 410 North Michigan; phone 664-6140.

Duffy-Mott drops agency

Duffy-Mott Inc., New York, announced last week that it is terminating its relationship with Tatham-Laird & Kudner, New York, effective Sept. 1. The account bills approximately \$2

million, of which \$1.2 million is in TV-radio. The account includes Sunsweet prune juice, Mott's apple products and line of calorie-controlled items.

Commercials in production . . .

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

Filmfair, 10920 Ventura Boulevard, Studio City, Calif. 91604.

American Oil Co., Chicago (gasoline services); one 60 for TV, animation on film; three 30's for TV, animation on film, color. Ken Champin, director. Agency: D'Arcy Advertising, Chicago. Russ Young, agency producer.

General Telephone & Electronics, New York (institutional); nine 60's for TV, live and animation on film, color. Ted Goetz and Irv Anderson, directors. Agency: Tatham-Laird & Kudner, New York. Clair Callihan, agency producer.

Pepper Sound Studios Inc., 51 South Florence, Memphis, 38104.

Beneficial Life Insurance Co., Salt Lake City (insurance); one 60 for radio and TV, jingle. Gerald Clements, production manager. Agency: W. E. Featherstone Advertising, Salt Lake City. W. E. Featherstone, account executive.

American Savings & Loan Association of California, San Jose (savings and loan services); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Wenger-Michael Inc., San Francisco. Richard Levine, account executive.

Midas Inc., Chicago (mufflers); one 60 for radio and TV, jingle. Hub Atwood, production manager. Agency: Simons-Michelson Co., Detroit. Mort Zieve, account executive.

Hutchinson's Meats, Grand Prairie, Tex. (meats); two 60's for radio, jingle. Hub Atwood, production manager. Agency: Hemca Agency, Grand Prairie.

Belks Department Store, Columbia, S. C.; one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.

Quartet Films Inc., 5631 Hollywood Boulevard, Hollywood 90028.

Green Giant Co.; Le Sueur, Minn. (frozen vegetables); six 60's for TV, animated on film, color. Stan Walsh, producer. Agency: Leo Burnett, Chicago. George Bole and Chet Glassley, agency producers.

Bank of America, San Francisco (Bank Americard); two 60's for TV, Xerox animation on film, color. Arnold Gillespie, producer. Agency: D'Arcy Advertising, San Francisco. Warren Peterson, agency producer.

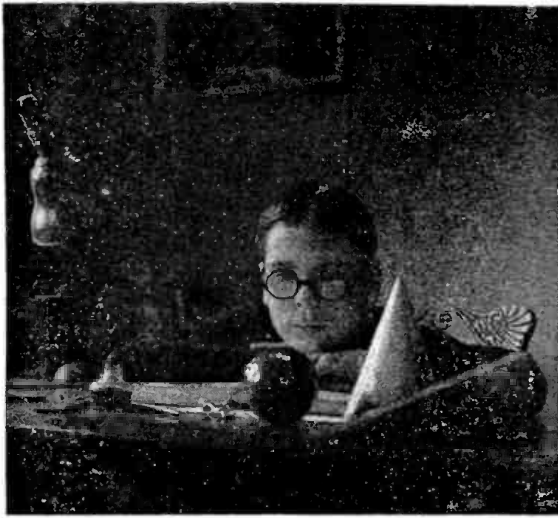
National Brewing Co. of Michigan (Altes beer); one 60 for TV, animation on film, color. Agency: W. B. Doner, Detroit.

Rep appointments . . .

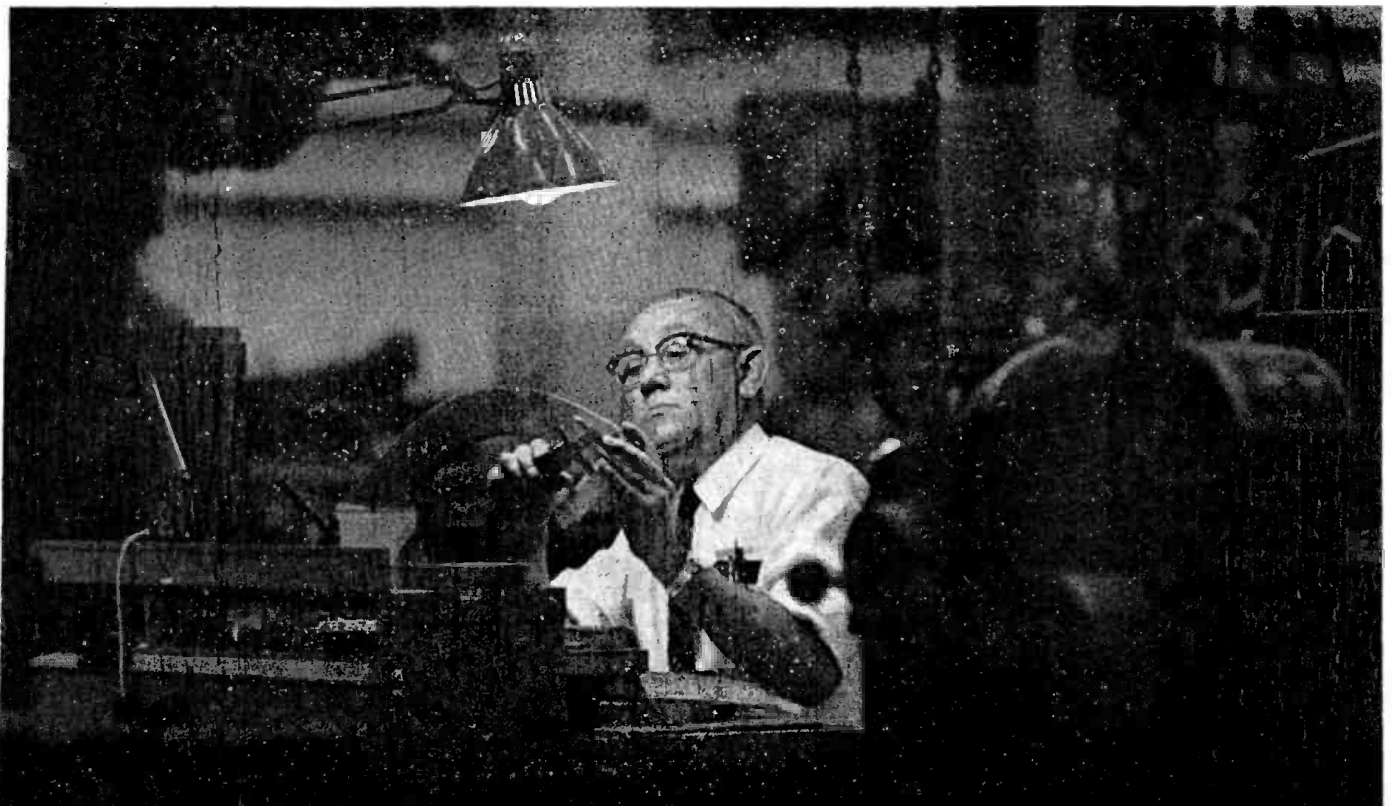
■ WNUS Chicago: The Katz Agency, New York.

■ WEEZ, Chester, Pa.: Meeker Radio Inc., New York.

■ WBE Marietta, Ga.: C. Otis Rawalt Inc., New York.



The Hungarian boy with a passion for science... now makes precision tools for General Motors



Louis Simonffy lived in a world of order. A world of laws and theorems and formulas. First as a student of the gymnasium in Miskolc, Hungary . . . later as a mechanical engineer at Budapest . . . and finally as head of his own factory.

Suddenly this orderly world so full of promise came crashing down in the inferno that was World War II. Louis and

his wife, Elizabeth, joined the vast army of displaced persons, and for six long years they drifted through the ruptured cities of Europe.

After much difficulty, the Simonffys were able to make their way to the United States, and the pieces started to come together again. First came a job as a drafting clerk, then a better one

as a draftsman, and finally, in 1950, a job with General Motors. Today, Louis Simonffy is one of the ablest and most respected toolmakers in the Company.

For him it was a long and arduous road from Budapest to Detroit. We, at General Motors, are happy to welcome such talented people aboard. GM turns out superior products because of them.



General Motors is People...making better things for you

In-store technique tests radio-TV ads

THOSE SEEING COMMERCIALS BUY MORE OF PRODUCT

An in-store technique for testing the relative effectiveness of commercials was reported last week in the June issue of the Advertising Research Foundation's *Journal of Advertising Research*.

Different groups of shoppers are shown different commercials for the same product—and one group is shown no commercials at all. Then all the shoppers are given cents-off coupons for a number of products, including the one being test-advertised. Researchers calculate the relative effectiveness of the commercials by seeing which group redeems the most coupons for that product.

The technique was developed by Tele-Research Inc. and described in the *ARF Journal* by Ward J. Jenssen, president of that company and of Ward J. Jenssen Inc., marketing consulting and consumer-research firm. He said it is useful in testing TV, radio or print advertising, and that two-and-a-half years of testing had shown it to have "very good reliability."

Mr. Jenssen said his method was developed "to overcome the shortcomings of basing costly marketing decisions" on what he calls "substitute measures"—on-air or in-theater testing as well as the method of "eye-camera" which denotes the degree of consumer pleasure or interest. These, he said, fall short of the mainstream area of actual sales of a product.

It's his contention that one comes closer to the issue by determining the extent to which various marketing influences motivate shoppers to spend their own money for an advertised product.

Alpha vs Beta ■ In his article, Mr. Jenssen drew up an outline of an actual test using a control sample of 392 shoppers who were shown no commercials, an "alpha" sample of 387 shoppers shown three commercials plus a 60-second commercial for "X" product, and a "beta" viewer sample of 390 other shoppers who saw the same three commercials but a different 60-second commercial for "X" product. Gift packets of 10 different cents-off coupons, including one for the "X" product, were presented to the shoppers taking part in the testing. The gift packet could be used only in the test store (food store or drug store) and only on that particular day.

From that point, the testing firm plotted the rate of redemption of coupons. Of those who had seen no advertising, 14.5% redeemed their coupons for product X; of those who saw the "alpha" commercial, 21.7% did,

and of those who saw the "beta" commercial, 30% did.

A by-product discovered in the technique, according to Mr. Jenssen, has been a finding that the effectiveness of a commercial is not influenced significantly by noncompetitive commercials shown along with it. Though Mr. Jenssen does not pursue this area, there has been a smoldering argument for years as to whether or not adjacent commercials influence the degree to which viewers concentrate on a particular TV advertisement.

As expressed by Mr. Jenssen, "when commercials for noncompetitive products are shown concurrently . . . it would appear that they have no significant interaction effect on each other."

Mr. Jenssen also reported that his research found evidence suggesting "that the bulk of TV commercials are relatively ineffective by way of inducing consumers to actually buy the advertised product." He did not elaborate, except to say that commercials for new products "often score at the 300 to 500 level," but that those for existing products have a median score of 138 and a mean score of 153.

Teen-age lingo can get ads in cool water

Broadcast or print advertising that attempts to use the language of the teenager to reach the youth market is treading on dangerous ground and can easily backfire, Paul C. Harper Jr., president and chief executive officer of Needham, Harper & Steers, said last week.

"Those of us who are required to establish some form of communication with teenagers should stick to our particular idiom of American English or risk making fools of ourselves," he told the Chicago Off-the-Street Club on Tuesday (June 21). The club serves under-

privileged children and is supported by the Chicago Federated Advertising Club.

Young people, he said, "are certainly as susceptible to advertising as the rest of us but they are good shoppers who want to have a good reason why before they buy."

Nor is there any such thing as a

typical teen-ager, Mr. Harper said. Further, they resent being lumped as a group despite their instinct for groupness, he added.

Teen-agers today represent \$13 billion in disposable income, Mr. Harper said, and they control upwards of \$30 billion worth of family purchasing aside from their own spending money. And that's really "bad," he observed, explaining "bad" means "good" to the teen.

So, Mr. Advertiser, are you ready to shout to the world your product actually is very "bad?"

New group aims for medium-sized advertisers

Advertising Communications Inc., New York, has been formed to handle specialized needs of medium-budget advertisers by offering the services of two advertising agencies, a research group, a public relations firm and a TV-film production company.

ACI has set up an executive management team drawn from the affiliates and "coordinated" services. They are Fred Tobey, William Tracy and James Crothers, all advertising agency executives; and Henry Dormann (public relations). The firms: advertising agencies William I. Tracy Co. and Tobey & Crothers; public relations firm Dormann, Auletta & Co.; Marketscope (research), and Three Arts Films and Publications (production). Offices of ACI are at 820 Second Avenue with affiliated offices in Boston, Chicago, San Francisco, Mexico City, London, Paris and Rome.

KXTV(TV) appeal fails

The Supreme Court has upheld a decision allowing union appeals to advertisers to discontinue patronage of a television station during a strike. The decision that the appeals did not violate the secondary boycott provision of the National Labor Relations Act was given by the U. S. circuit court in San Francisco (BROADCASTING, Feb. 28). The decision had been appealed to the Supreme Court by KXTV(TV) Sacramento, Calif. The American Federation of Television and Radio Artists and the National Association of Broadcast Employees and Technicians were the two unions involved in a strike with KXTV in 1960.

New name in Hollywood

The Hollywood Advertising Club has changed its name to the Hollywood Radio and Television Society. Reason for change: more than 90% of the club membership is in radio and TV.



Mr. Harper

WLBW-TV IS ON THE MARCH!

(CHECK MARCH 1964-1965-1966)*

ARB SHOWS 51% INCREASE IN PRIME TIME TOTAL HOMES 1964-1966

WLBW-TV HAS RACKED UP A WHOPPING 51% INCREASE IN PRIME TIME TOTAL HOMES, SUNDAY THROUGH SATURDAY OVER THE PAST TWO YEARS! ... CONTACT YOUR NEAREST H-R OFFICE FOR THE FULL WLBW-TV STORY AND COST-EFFICIENT AVAILS!

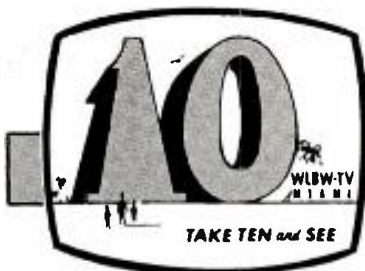
*SOURCE: ARB MARCH 1964 - MARCH 1966
Audience measurement data are estimates only, subject to defects and limitations of source material and methods. Hence, they may not be accurate measures of the true audience.



MARCH '64
71,300 HOMES

MARCH '65
82,400 HOMES

MARCH '66
107,700 HOMES



WLBW-TV, CHANNEL TEN, MIAMI, FLORIDA

AFFILIATED WITH WCKY, 50 KW, CINCINNATI, OHIO

Represented by



Common carriers win Comsat access battle

FCC decides they're the only ones authorized
to do business with satellite operator

Last week was a busy one for the FCC in international communications matters. In one action it handed the international common carriers an important victory by holding that the Communications Satellite Corp. may not, except in unique circumstances, lease channels directly to noncommon carriers. The U. S. government is among those barred from direct access to the space system.

In another action, the commission approved a Comsat application to participate in the construction of six communications satellites to be owned by Intelsat, an international consortium, but delivered a sharp rebuke to the company in the process.

The question of whether entities other than common carriers should be regarded as "authorized users" of Comsat facilities has been a hotly contested one, almost since the date of enactment of the legislation that created Comsat, in 1962.

Some broadcasters, including ABC and CBS, and other companies have argued in petitions filed with the commission that the law permits the commission to certify them as "authorized users" of the communications satellite system. The carriers, however, argued that they would suffer serious economic injury if Comsat were allowed to bypass them and furnish channels directly to noncommon carriers.

Economic Argument ■ The commission decision turned on the economic argument. The commission said that if the government or others were to deal directly with Comsat "there would be serious adverse effects upon the well-being of the commercial telecommunications industry and the general public it serves."

The commission noted, as an example, that since the government is a major source of overseas traffic and revenues for the common carriers, "substantial diversion" of government business to Comsat could jeopardize the availability of those carriers expected to maintain an efficient network of cable and satellite circuits that will serve the general

public.

Accordingly, the commission said, it would authorize direct service to the government only in unique circumstances, such as those involved in the current authorization given Comsat to deal directly with the government in connection with the Apollo man-on-the-moon program.

Carrier's Carrier ■ The commission said it concluded that Congress had intended Comsat's principal function was to be that of a carrier's carrier. It added: "It would be in derogation of the policy of the act, destructive of fair competition, and incompatible with the maintenance of a sound commercial telecommunications system for Comsat to compete with carriers that are required to secure international circuits from it in furnishing communications services to the public and the government."

The commission made the announcement ahead of the issuance of the text of the formal decision because of the considerable interest in the matter "and desirability of early clarification." The commission last year had asked for comments on the question of who, besides the carriers, should be permitted to deal directly with Comsat.

Six Satellites ■ The Comsat application approved last week provides for the construction of six satellites, at a cost of \$41 million, to be deployed in a synchronous orbit to provide a global communications service beginning in 1968. Each satellite will have the capacity of 1,200 voice channels or four television channels.

But in granting the application, the commission made clear it was displeased with the Comsat's procedures and was giving its blessing only because of pressure from the State Department.

Comsat, Intelsat's manager and majority stockholder, applied to participate in the project in February after getting its partner in the International organization to agree. The commission in its order last week complained that Comsat had not filed its application "in a timely manner so as to permit orderly process-

ing and consideration."

Economic Questions ■ The commission said that some questions concerning the economic aspects of the proposal remain to be settled. But it also said that the State Department had called "the foreign policy considerations" to its attention.

Accordingly, the commission said it decided to act promptly "and defer resolution" of the economic questions until later in the context of appropriate ratemaking or accounting proceedings. The commission stressed it wasn't approving, for ratemaking purposes, the costs of constructing the communications satellites.

The commission also said that its action was not intended to prejudge any future or pending applications for undersea cables or U. S. earth stations.

The commission action was unanimous. But Commissioner Kenneth A. Cox, in a concurring statement, was more explicitly critical of Comsat than was the official order. He said he recognized Comsat has special problems because of its role as a private-enterprise company serving as the U. S. representative to and manager of an international consortium. "But that does not excuse it from observing the domestic law which binds all our international communications carriers," he said.

He said that instead of following established procedures, Comsat made a proposal to Intelsat "which it had not cleared with its own government, and now seeks to speed acceptance of this fait accompli without the checks and procedures that we would normally require."

Mexican agreement is extended by Senate

The Senate last week ratified the extension of an agreement between the United States and Mexico on broadcasting procedures.

The two countries are currently renegotiating the agreement which expired earlier this month. The Senate action would extend the agreement until the end of 1967.

The agreement originally went into effect in 1961 and governs relationships in the use of radio frequencies in the standard broadcast band with the aim of minimizing harmful interference to the parties concerned.

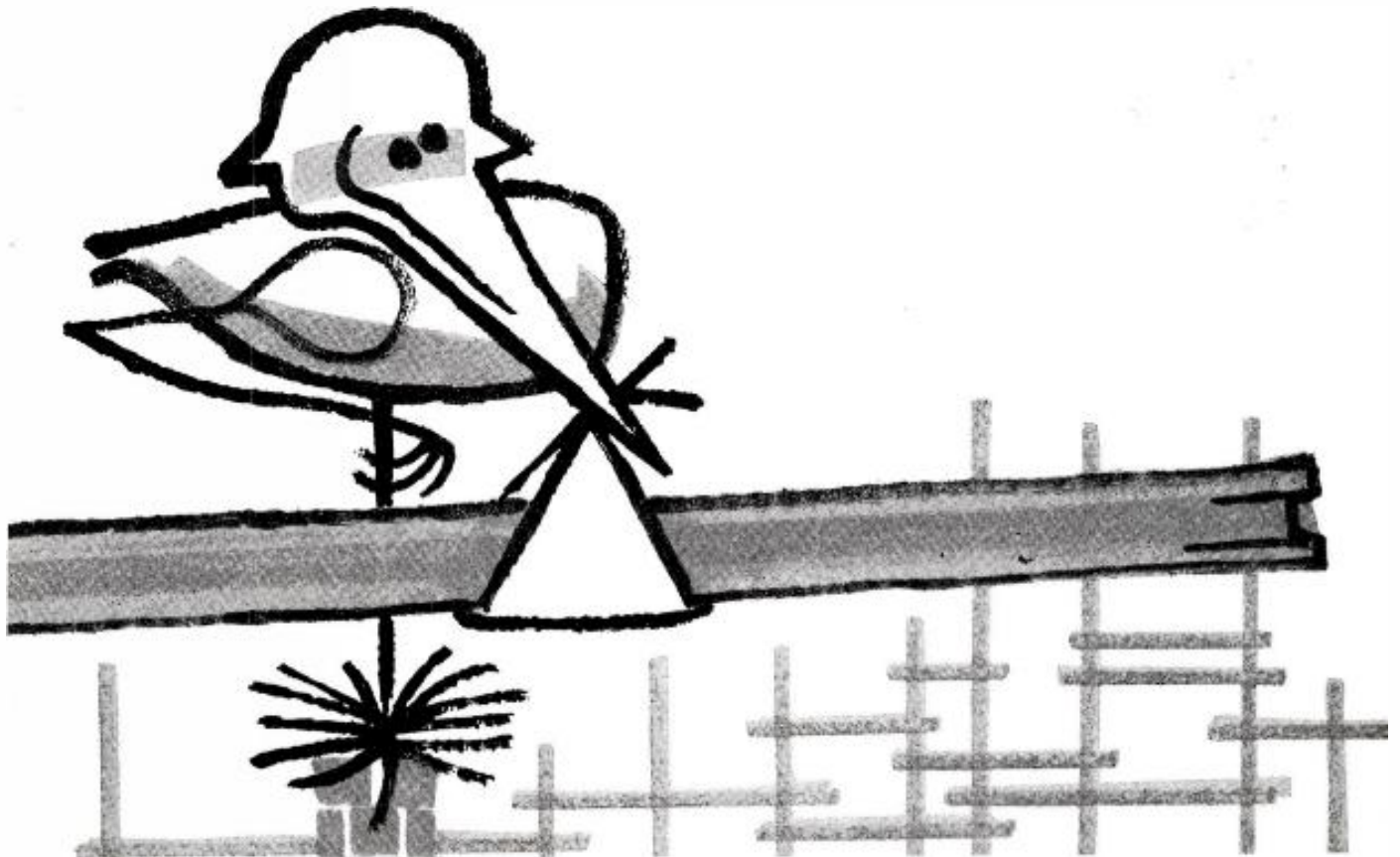
Because of certain Cuban assignments on Mexican clear channel frequencies, Mexico has steadfastly refused to associate itself with the North American Regional Broadcasting Agreement whose purposes are similar to the agreement between the U.S. and Mexico.

**Who makes the power
that brings
most new industries
to life?**

The electric company people

—the folks at your investor-owned electric light and power companies,*
who work constantly to keep good things happening for you
and your community.

*Names of sponsoring companies available through this magazine.



BMI, radio group agree on rate hike

New contracts, to take effect Oct. 1, call for 12.5% increase in music fees

Broadcast Music Inc. and the All-Industry Radio Station Music License Committee have reached agreement on a 12.5% increase in rates for the use of BMI music on radio stations.

The committee sent letters to all radio stations late last week recommending that they accept the new BMI contracts containing the increase. The committee letter also pointed out, however, that each station must make its own decision.

Stations that don't accept the new contracts will be without a license to use BMI music after Sept. 30. Three-month notices cancelling existing contracts and offering new ones, effective Oct. 1, will be sent out by BMI this week.

In the past, recommendations of all-industry committees, which handle rate negotiations with BMI and the American Society of Composers, Authors and Publishers, generally have been almost uniformly accepted by stations.

The new contracts are for two years, through Sept. 30, 1968. For BMI, the increase comes on its third straight try and represents the first in its 26-year history.

Earlier Tries ■ The committee, which is headed by Robert T. Mason of WMRN Marion, Ohio, staved off BMI bids for

higher rates in 1964 and again in 1965. This year, however, it was confronted with the BMI argument not only that radio stations are using more BMI music than ever but also that BMI (whose royalty payments to writers and publishers increase as the use of BMI music increases) was paying out more than it was taking in (BROADCASTING, Dec. 13, 1965, et seq.).

In its letter to stations the committee said that both its own figures and those submitted by BMI indicated a significant increase in the use of BMI music on local radio.

BMI figures showed that 36.7% of the music played by stations in 1959 was licensed by BMI but that this share had grown to almost one-half, or 47.4%, in 1965. BMI also claimed "a very high percentage of the top hits" in 1965 and 1966. The committee's own figures, supplied by ASCAP in the committee's still-pending court suit for lower ASCAP rates, indicated that the amount of non-ASCAP music played on local radio increased from 30.8% in 1959 to 40% in 1963.

"Moreover," the committee's letter continued, "BMI's rates, which are substantially lower than the rates of the



There are studios . . .



then there are studios . . .

And our Studio 3 in the NorthPark Shopping Center swing with the 'in' crowd . . . a showplace for local programming merchandising and production. Nothing like it anywhere else . . . a station within a station.

other major music-licensing organization [ASCAP], did not reflect this increased use of BMI music."

Authorities have estimated that at current rates radio stations pay BMI approximately \$5 million a year and pay ASCAP \$10 million a year.

ASCAP Fees ■ The committee's suit against ASCAP seeks a 22% reduction in payments to the society. One of its principal arguments is that radio station use of ASCAP music has declined significantly over the years.

The committee's letter said that BMI called for a 25% increase at the outset of the current negotiations. In accepting a 12.5% increase "after lengthy and protracted negotiations," the letter continued, BMI also agreed to cut back on its logging requirements for stations.

No station will be required to provide logs for more than two weeks a year, as opposed to the present six-week maximum.

BMI also agreed to permit stations to switch from a blanket license to a per-program license, or from per-program to blanket, at the outset of the new two-year contract and at the end of the first year of the contract, provided proper notice is given.

Virtually all stations currently have blanket licenses that permit unlimited use of BMI music. Few have per-pro-

gram licenses that relate payments to the amount of BMI music used by the station.

Committee authorities doubted that the switching privilege would lead to a significant shift to per-program licenses, although it was noted that the latter might prove desirable for some stations heavily committed to talk programing, for example.

The committee's letter said proposals that "would to some extent ease the accounting burden of the stations" in their dealings with BMI had also been discussed and might be worked out.

Deductions ■ "One of these proposals," the letter said, "is that stations with low gross billings, instead of itemizing deductions, could pay a reduced percentage on their gross receipts. Time has not permitted us to reach an understanding on this point, although we hope that an arrangement along these lines can be worked out while the new contract is in effect."

The deductions mentioned are items that the station may subtract from gross billings in arriving at a net-receipts base on which to figure its BMI payments. They include 15% sales commission, up to 15% agency commission, receipts from the sale of time for political broadcasts, and time, frequency and volume discounts.

The rates vary according to station income, but apply to this net-receipts base. Under the new blanket-license contracts the rate ranges up, in 18 steps, from 0.84% of net receipts of stations having not more than \$15,000 income, to 1.35% of net receipts for stations whose incomes exceed \$100,000. In current contracts the comparable range is from 0.75% to 1.2%.

The 12.5% increase applies to both blanket and per-program license rates and was described in the committee's letter as follows:

"BMI's blanket license rates for stations with station income in excess of \$100,000 would be increased from 1.2% to 1.35% of net receipts from advertisers after deduction, and the blanket license rates for stations with lower station income would be correspondingly increased.

"BMI's commercial per-program license rate for stations with station income in excess of \$100,000 would be increased from 4.0% to 4.5% of net receipts from advertisers after deduction of programs using BMI music, and the per-program rates for stations with lower station income would be correspondingly increased."

The letter also noted that the new top BMI rate of 1.35% compares with 2.125% charged by ASCAP and pointed



the **Quality touch**

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market

ABC, Channel 8, Communications Center
Broadcast Services of The Dallas Morning News
Represented by Edward Petry & Co., Inc.

Now a judge tries ban outside courtroom

A photographer for WLAC-TV Nashville, Tenn., was jailed for four hours on contempt of court charges after he took pictures outside the courtroom of a defendant in a murder trial.

Incident occurred June 16 at Springfield, Tenn. During the noon recess, according to photographer Lew Penuel, the defendant and circuit Judge Thomas Boyers III, the presiding jurist, were going down a back stairs. The photographer quoted the judge as telling him: "I have talked with the defendant and he doesn't want his picture taken. Don't take any pictures here."

Mr. Penuel said he continued taking pictures, reasoning "that if I was going to do my job and get the pictures, I would have to go ahead and shoot the pictures and take the consequences."

Placed under arrest and told he would have to serve two days in the Robertson county jail, Mr. Penuel was ordered released by the judge four hours later. The judge was quoted as saying he felt Mr. Penuel "had served enough time."

The camera that had been confiscated, in the meantime, had been turned over to a WLAC-TV reporter. The film was intact and was shown on the station's newscast later that day.

Mr. Penuel said that, prior to the incident, he had been informed that Judge Boyers did not allow TV cameras in the courtroom. The photographer added, that while he honored this rule, he felt the judge did not have authority to prohibit picture-taking outside the courtroom. The jury in the case was sequestered. Judge Boyers declined to com-



WLAC-TV photographer Penuel behind bars in the county jail.

ment.

The *Nashville Tennessean* did comment the next day. Labeling the incident as an "insulting blow to free press," the newspaper's editorial asked: "If a judge can prevent a newsman from doing his duty in a stairway outside the courtroom, there is no reason why he could not attempt to do the same in the street outside or in a restaurant a block away."

out that the all-industry committee is trying to get the ASCAP rate reduced.

22% ASCAP Cut Sought - The letter didn't say so, but it appeared that the committee hopes to win from ASCAP a reduction that will more than offset the 12.5% increase granted BMI.

In its own letters to all its radio station licensees this week, BMI reviews the increased use of BMI music that was pointed up in the all-industry group's letter.

"The rate increase of 12.5% tendered in the attached license renewal is thoroughly justified by the substantial increase in the use of music in the BMI repertoire," the BMI letter asserts, "and, indeed, it is a recognition in modest measure of this increased use

of music created by the thousands of independent copyright owners who have chosen BMI to license their performing rights. . . .

"Although the renewal will not become effective until Oct. 1, 1966, we ask that you return to us as promptly as possible both copies of the [enclosed] renewal agreement properly executed by you so that we may have an adequate opportunity to process it. This will assure that there will be no interruption of your BMI license."

BMI has given no indication that it will seek rate increases from radio networks or television broadcasters, presumably because music does not dominate their operations as it does radio-station programming.

In the BMI negotiations Mr. Mason and his committee have worked closely with their counsel, Emmanuel Dannett of the New York law firm of McGoldrick, Dannett, Horowitz & Golub, who also represents them in the ASCAP litigation.

Other committee members are Elliott M. Sanger, WQXR New York; George Armstrong, Storz Stations; Robert D. Enoch, WXLW Indianapolis; Herbert E. Evans, Peoples Broadcasting Stations; John J. Heywood, Avco Broadcasting Co., and Allen Jensen, KID Idaho Falls, Idaho.

The committee is supported by some 1,100 other radio stations.

Chief negotiators for BMI were Robert B. Sour, president; Sydney M. Kaye, chairman and general counsel, and Justin Bradshaw, vice president in charge of broadcaster relations.

Radio series sales . . .

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): KTMM Truman, Ark.; WWCH Clarion, Pa.; KIHN Hugo, Okla.; WTMA Charlestown, S. C.; WKYO Caro, Mich., and KCIL Houma, La.

Buy at Home Series (Broadcasters Exchange, Dallas): WCPS Tarboro, N. C.; WDAN Danville, Ill.; WHBB Selma, Ala.; KNCY Nebraska City, Neb.; KEYJ Jamestown, N. D., and KSUE Susanville, Calif.

The First Christmas and Easter The Beginning (Woroner Productions): WEW St. Louis, and KDET Center, Tex.

July 4, 1776 (Woroner Productions): WEW St. Louis and KZAK Tyler, Tex.

Close-Up (Woroner Productions): KDET Center, Tex., and KVIP Redding, Calif.

Point of Law (Signal Productions): WCCM Lawrence, Mass.; KATY San Luis Obispo, Calif., and KOIN Portland, Ore.

Sports Close-Up (Signal Productions): KOAG Arroyo Grande, Calif.

Doctor's House Call (Signal Productions): KICS Hastings, Neb., and WJCD Seymour, Ind.

12 Hours of New Year's (Triangle): WITY Danville, Ill., and WXVA Charles Town, W. Va.

Your Green Garden, Points on Pets and Tips on Tots (Woroner Productions): KDET Center, Tex.

The World of Money and Doctor's Vignettes (Signal Productions): WMIX Mount Vernon, Ill.

Strangest of All (RadiOzark Enterprises Inc.): KWBG Boone, Iowa; KJNO Juneau, Alaska; WBSM New Bedford, Mass.; WBLT Bedford, Va.; KGHL

Billings, and KMON Great Falls, both Montana; WIGS Gouverneur, N. Y.; WJMB Brookhaven, Miss.; WLOI Ottawa, Ill., and WCTA Andalusia, Ala.

Tennessee Ernie Ford (RadiOzark Enterprises Inc.): WRCO Richland Center, Wis.; WLKM Three Rivers, Mich.; WSNW Seneca, S. C.; WGSV Guntersville, Ala.; WORX Madison, Ind.; WLXN Lexington, N. C., and WSWN Belle Glade, Fla.

Red Foley (RadiOzark Enterprises Inc.): WRCO Richland Center, Wis., and KWCL Oak Grove, La.

Film sales . . .

Marine Boy (Seven Arts TV): WLWT(TV) Cincinnati; WLWD(TV) Dayton, Ohio; WFTV(TV) Orlando, Fla., and WPSD-TV Paducah, Ky.

It's a Great Life, This Is Alice, How to Marry a Millionaire, U. S. Marshall, Official Detective, Mantovani, African Patrol, Assignment Underwater and *Lilli Palmer Theater* (National Telefilm Associates): KTVA(TV) Anchorage, Alaska.

Horror Six and Incredibly Strange Creatures (National Telefilm Associates): KENS-TV San Antonio, Tex., and WZZM-TV Grand Rapids, Mich.

Dual in the Sun and Ruby Gentry (National Telefilm Associates): WYTV(TV) Youngstown, Ohio.

A Matter of Who (National Telefilm Associates): WZZM-TV Grand Rapids, Mich.

Secret Agent (Independent Television Corp.): KTVU(TV) Oakland-San Francisco; WTVT(TV) Milwaukee; KVOS-TV Bellingham, Wash.; WLEX-TV Lexington, Ky.; KHTV(TV) Houston; WTTV(TV) Bloomington-Indianapolis; WEHT(TV) Evansville and WANE-TV Fort Wayne, all Indiana, and KOIN-TV Portland, Ore.

Lena Horne Specials (Independent Television Corp.): WBKB-TV Chicago; KHTV(TV) Houston, and WSJV-TV Elkhart-South Bend, Ind.

Seaway (Independent Television Corp.): WHEN-TV Syracuse, N. Y., and KHTV(TV) Houston.

Out of the Inkwell (Seven Arts TV): WWAY-TV Wilmington, N. C.

Podrecca Piccoli Theater (Triangle): WLUC-TV Green Bay, Wis.; KLBK-TV Lubbock, Tex., and WLUC-TV Marquette, Mich.

Action Theater (Independent Television Corp.): KPHO-TV Phoenix.

Man in Space (Seven Arts TV):

WVLP(TV) Springfield, Mass., and WHNT-TV Huntsville, Ala.

The Discophonic Scene (Seven Arts TV): WWAY-TV Wilmington, N. C., and KMBC-TV Kansas City, Mo.

Big Night Out (Seven Arts TV): WNCT-TV Greenville, N. C.

Senate group plans CATV copyright study

A Senate subcommittee grappling with a complex new copyright law is studying the possibility of considering parts dealing with CATV separately to speed action on this segment.

The Senate Judiciary Subcommittee on Patents, Trademarks and Copyrights, which is weighing a revision of the copyright laws introduced by Senator John L. McClellan (D-Ark.) identical to a House version also being considered, has sent letters to interested parties asking their views.

The move results from the probability that the group will not be able to reach agreement on the entire package before the end of this session of Congress. Members feel the CATV question is urgent enough to try to work out separately.

The subcommittee has sent letters to parties that testified in the House copyright hearing to ask their comments on such a move. These included the TV networks, CATV operators, trade groups and others.

Such action was urged on the floor of the Senate in a speech by Senator Lee Metcalf (D-Mont.) last week. He said he was disturbed by the recent New York decision requiring CATV systems to pay royalties for TV programs they transmit (BROADCASTING, May 30). He called this an "undue and unfair discrimination upon those people (viewers) who by their purchase of the products which are advertised on television have contributed their share of revenues to the advertisers which are used to pay the copyright fees." He feels that if CATV is required to pay royalties, higher fees might be charged viewers.

If the court decision is upheld by the Supreme Court, he forecasts a "chaotic condition will result insofar as television reception in thinly populated areas is concerned." He urged that the CATV aspects of the copyright bill be considered in a separate special bill so that immediate action can be taken to establish "appropriate and fair" copyright policies for CATV systems.

In the meantime, the House subcommittee studying the same bill held its 33d executive session on the subject, but is not considering working on the CATV part separately.



Somebody's going south with my money

said the worried client.

Fear no more, sir, said the man assigned to the case. We at our advertising agency have the leak plugged. From now on not one penny of your Madison, Wisconsin tv allocation will be squandered extravagantly on a lot of duplicated coverage south of the border in Illinois. We'll put your commercial instead on WKOW-tv*, the Madison station that feeds it to 200,000 unduplicated homes in the Madison/Midwisconsin market.

☛ You said WKOWtv? asked the client.
☛ Yes, replied the man from the advertising agency. ☛ Great WKOW, said the client.

*MADISON'S WKOW-LAND-tv

WKOW-tv (interconnected) WAOW-tv

Represented by Adam Young

More oppose fairness rule

Of 17 comments filed, only one, Pacifica, favors adoption of doctrine

Broadcasters have made abundantly clear their opposition to the FCC's proposed rulemaking that would adopt as commission rules certain fairness doctrine provisions relating to personal attacks and to station editorials for or against political candidates (BROADCASTING, April 11). Of the 17 different comments filed last week with the FCC, only one, that submitted by the Pacifica Foundation, expressed support for the commission's proposal.

Most ambitious of the various positions was that provided by the joint effort of 12 broadcast licensees, owners of a total of 49 AM, FM and TV stations plus the Radio and Television

News Directors Association (BROADCASTING, June 20). This particular group appears determined to test the constitutionality of the equal-time rules (Section 315) of the Communications Act and, accordingly, the fairness doctrine.

The personal-attack rule proposes that a broadcaster notify a person or group that has been attacked on his station and that he offer to his party a "reasonable opportunity to respond over the licensee's facilities." The editorial rule would require a licensee, who endorses a candidate, to notify the opposing candidates and to offer a reasonable opportunity for response, either by a candidate or his spokesman within 24 hours.

The National Association of Broadcasters also opposed the proposed rule in comments filed last week (BROADCASTING, June 20). NAB argued that the proposed fairness-doctrine rules constitute an abridgement of the broadcasters' constitutional right of free speech, and would inhibit rather than encourage the broadcast of controversial programming.

Network Views ■ Two of the three

television networks filed comments. CBS stated that the "rules come dangerously close to, if they do not actually encroach on, the boundary lines of the First Amendment." Referring to past FCC pronouncements on the doctrine, the network noted that the commission once said the licensee must have complete discretion to determine "what subjects should be considered, the particular format of the programs to be devoted to each subject, the different shades of opinion to be presented, and the spokesmen for each point of view." CBS also suggested that the private interests of persons who may be the subject of personal attacks are protected by the law of defamation and that the protection of individual interests inherent in the fairness doctrine is not an objective of that doctrine and, therefore, is not an appropriate subject for "rigid administrative regulation."

NBC argued that the fairness doctrine does not apply to personal attacks on individuals but rather to the discussion of controversial issues of public importance. It suggested that the proposed rule would in effect "legislate a

Ross-Gaffney enlarges its 'one-stop' studios to keep up with the rush

Ross-Gaffney Inc., New York, has completed an expansion in its studio facilities to meet the growing needs of producers of filmed commercials, TV programs, features and documentaries for film editing, sound effects, music scoring, sound recording and dubbing services.

The company reported that it had invested more than \$50,000 to remodel its 21 West 46th Street studios and to add to its film editing and sound recording equipment. Ross-Gaffney now has more than \$250,000 worth of such equipment on the premises on several floors, according to company partners Angelo Ross and James Gaffney.

Ross-Gaffney facilities now include 20 cutting rooms, which often are rented by outside companies such as networks and program producers. The studios are equipped with 20 movieolas, six Ampex machines and 35 Westrex recorders for transfers. Mr. Gaffney noted that the company employs a staff of 25, including eight sound editors. Val Peters, a 10-year employe with R-G, is chief sound engineer.

The partners formed the company in 1955 with a single cutting room and it has grown to what they call

the largest "one-stop" film service of its kind in the East. They pointed out that some organizations may be larger in one specialty (perhaps sound recording or film editing) but



Creating a sound effect for a TV commercial is Angelo Ross, partner in Ross-Gaffney, 'one-stop' film service which has completed an expansion in its New York studio facilities.

R-G's forte is that it offers a multiplicity of services under one roof.

R-G's music library consists of 700 hours of recorded music, indexed with cross-references so that producers of commercials and programs can locate the exact mood or sound required, according to Mr. Gaffney. Its sound effects library is extensive, covering tens of thousands of different effects.

Better Than Life ■ "Commercial producers, for example, use our effects in their commercials to reproduce such sounds as a car screeching to a halt or the opening of a can of beer," Mr. Ross pointed out. "They are more authentic than the sound actually reproduced during the filming of the commercials."

R-G is particularly proud of one future assignment. A decade ago, when TV program production in New York was at its zenith, the company was involved in projects for syndicated and network series.

"We're delighted that Screen Gems has engaged us to handle sound effects and music editing on *The Hawk*, the only weekly network action-adventure series to be produced in New York next season," Mr. Gaffney reported.

requirement that the public broadcast channels be used to afford a private remedy for a private wrong for which the remedy at law has sufficed for many years." The network said that "if rejected or restricted the rule (a) should under no circumstances apply to statements in any paid political program or announcement or to any statements by a candidate or his supporters, and (b) should not require the licensee to take affirmative action in offering time for reply, except where the attack has been made by the licensee or at his direction, or in the case of a partisan licensee editorial; and except in either of the latter situations, the person or group attacked should have a limited time, such as seven days, within which to request time for a reply." ABC did not file comments on the proposed rule-making.

Mutual's View ■ The Mutual Broadcasting System noted the "grave" constitutional questions raised by the proposed actions. It also wondered why the problem of unfairness had arisen since there were so few broadcaster violations on record. Of primary concern to the radio network was the complexity of network-station relations in this area. Mutual, which is affiliated with over 500 radio stations in the U. S., said that if adopted the rules should provide machinery that would allow the network to notify all affiliates of the time being offered for reply. Such provisions would enable stations to determine whether they must carry the response. Without such machinery, Mutual suggests that some stations, which did not carry the original attack from the network, might inadvertently carry the reply.

Cape Fear Telecasting Inc. charged that promulgation of the fairness rules would encourage broadcaster "pusillanimity," cause them to play it safe and not endanger their licenses or finances by broadcasting controversial material. The corporation suggested that "if there is to be a fairness doctrine, then its administration can best be handled on an ad hoc basis." A body of case law and commission rulings already exists, said Cape Fear, and if the FCC "would then promptly extend further interpretive rulings upon the request of licensees, this would afford a much more feasible alternative."

Describing the proposed rules as "inflexible," Storer Broadcasting Co. stated that Congress recently gave the FCC authority to assess fines and forfeitures for violations of its rules, but said "it is doubtful that Congress contemplated the adoption of rules under which a government agency would determine what speech is fair and whose speech is fair, while holding the threat of immediate penalty over the re-

mainder."

Mission Broadcasting Co. felt the proposal left too many questions unanswered, pointed out that the FCC policy implied the broadcaster is relieved of any responsibility for airing a personal attack if he complies with the notice and script furnishing procedure. Regarding political editorials, the company said that the FCC has indicated it doesn't have sufficient experience in electioneering, which relates to political editorials, to provide detailed answers. Asked Mission: "What is there about political editorials that gives the commission confidence that it has had enough experience to warrant the adoption of detailed rules?"

Another Mayflower? ■ Interstate Broadcasting Co., a subsidiary of the *New York Times* and licensee of WQXR-AM-FM New York, said in recent years the FCC had actually encouraged editorialization by its licensees, but that the commission's proposed rules would now permit an effective return to the days of the Mayflower doctrine. In the famous 1940 Mayflower case the FCC put an outright ban on broadcast editorials.

Filing separate comments but employing the same legal counsel were Golden Empire Broadcasting Co., WIBC Inc., Meredith Broadcasting Co., and Trigg-Vaughn Stations Inc. They all stated that the proposed regulations would deprive the licensee of "the full use of its discretion" in solving the problems involved and all urged that the proceeding be terminated without the adoption of any rules.

Carroll M. Barringer, licensee of WLCO Eustis, Fla., said that the FCC's role would be more successful if it imposed more stringent qualifications on license applicants. "The complete responsibility for program content is licensee's and flagrant violations could be settled in a court of law," she said.

Especially critical of the time limitations in the proposed rule were Griffin-Leake TV Inc., WBEN Inc. and KBIF Inc. in comments filed jointly. They stated that the time limits for notification (seven days in cases of personal attacks and 24 hours in editorials concerning political candidates) would require broadcasters to make practically spontaneous judgments in an area where "answers turn upon complicated factual situations and intangible legal considerations" and that it is "simply not realistic to expect a licensee whose talents lie in the specialized area of broadcasting to also be qualified as a legal scholar."

More comments filed jointly by eight licensees, including Post-Newsweek Stations and Indiana Broadcasting Corp., emphasized that the proposed personal-attack rule left unanswered such mat-

ters as (a) within what time a person must accept a station's invitation to respond to an attack or to a candidate endorsement or opposition editorial and (b) the time or other limitations a station may impose on a response to a candidate endorsement or opposition editorial.

Sole supporter of the FCC's fairness doctrine last week was the Pacifica Foundation, owner and operator of three noncommercial radio stations in California and New York. The foundation urged all broadcasters to support the doctrine "if it actually achieves fairness," and suggested that the proposed rules were not unconstitutional or illegal since the constitutional status of the FCC and government regarding regulation of broadcasting "is already firmly established." According to Pacifica "it is becoming clear from Supreme Court cases that broadcasters may be regarded as exercising governmental power through grant of licenses, and, therefore, have some obligations of government to treat those who seek their services without improper discrimination."

Drama on TV gets big break

CBS-TV offers top prices without restrictions in original TV drama project

CBS-TV last week said it was putting money where its hopes are in reviving original drama on the network.

The hopes: original drama scripts written expressly for TV and, if enough materialize, to put some on beginning next season. They would be specials at a frequency of no more than one a month under an umbrella title of *CBS Playhouse*. They could run an hour, 90 minutes or two hours and fall within the 9-11 p.m. time periods.

The funds: CBS-TV President John T. Reynolds, who said he has given the project a priority since assuming the presidency in February, said the network has set aside \$500,000 to lure writers. Ceiling payment for each script commissioned is \$25,000, name and much-sought-after writers getting top price and others negotiated at lower fees.

Mr. Reynolds and Michael H. Dann, vice president-programs, said that while they believed the most productive source for scripts would be New York, home of the legitimate theater, scripts would be sought on both coasts. All of the

productions will be live-on-tape and in Hollywood.

A Top Price ■ Mr. Reynolds said the \$25,000 top guarantee represents about twice that paid for a *Playhouse 90* script when that drama series was on the network several years ago. He said CBS hoped to return to TV some of the "great writers" who left for other areas and to attract many new writers with "challenging ideas." He said the network would be amenable to plays that deal honestly and convincingly with modern social and cultural problems.

Once the program department commissions a script, the writer will receive payment from CBS without restriction on the drama's length or time limitation on the script's completion. Residual rights would be negotiated.

The CBS executives, while applauding the trend toward quality drama on all the networks, said advertiser and producer enthusiasm had been noted at CBS since the May 8 telecast of a *Death of a Salesman*, a two-hour \$450,000 production. It was indicated that the original specials envisioned in *CBS Playhouse* would come in at about that level. Though the specials will be offered for sponsorship, the network is prepared to show them sustaining.

Rise in Specials ■ Mr. Reynolds noted CBS's upswing in the showing of specials—and the planning for them in the next season. He saw scheduled production of "The Crucible," "The Glass Menagerie," Sir John Gielgud's production of "Ivanov" and Emlyn Williams's program of Dickens as adding further to the "drama renaissance" that *Salesman* began.

Mr. Dann has assigned Barbara Schultz, a member of the network's program department since last April and associated with The Playwrights Company for three years, as story executive for the series. Charles H. Schultz, who is not related to Miss Schultz and who is a program executive on the West Coast, will be in charge of the project in Hollywood. He served as an associate producer for *Playhouse 90*.

In discussing the project, CBS executives said a two-hour form would be a logical evolution in original drama on TV from the one-hour *Philco Playhouse*, *Studio One* or *Robert Montgomery Presents* to the 90-minute *Playhouse 90*. Guidelines would appear to rule out adaptations, encourage very few—if any—comedies and seek out most of all playwrights who write for Broadway or off-Broadway.

Mr. Dann indicated the network would be pleased to come up with one "good" script out of each six commissioned. He said he has talked to such producers as Herbert Brodtkin, Fred Coe, George Schaeffer and Worthington Minor.

News 'show' draws darts

TV newsmen complain about staged rehash of LBJ conference

President Johnson's latest experiment with television coverage of his news conferences succeeded last week in raising the hackles on Washington TV newsmen. But 200 miles away, in New York, network executives were less disturbed.

At issue was a doubleheader conference, on Saturday, June 18, that President Johnson held in an effort to meet requests for television coverage—without overriding his apparent reluctance to open his conferences to such coverage.

First he held a news conference in the big oval office, from which television and newsreel cameras were barred. Then he went to the White House television studio and submitted to questions from three network newsmen, one from each, from among those that had been asked the first time around.

Robert Fleming, deputy White House news secretary, said the arrangement was designed to meet the requests of television newsmen who have been unhappy with the President's continued preference for informal nontelevised news conferences. Mr. Fleming said no decision had been made as to whether the procedure will be repeated.

Unhappy Newsmen ■ The television newsmen clearly weren't satisfied. Bill Small, director of news for CBS in Washington, said that if the simulated news conference format is used again CBS might announce on the air the circumstances under which the conference was filmed.

"The technique is unsuitable for television and is unfair to the President," he said. "We're not giving adequate coverage this way."

John Lynch, his counterpart at ABC, said: "We'd like cameras in for coverage of the making of any statements and the entire question-and-answer period. The special arrangement puts us in the position of second-class citizens."

In New York, it was learned that at least two networks have authorized their Washington personnel to attempt, unofficially, to get treatment for television more in line with that given the press.

But the predominant feeling was that, distasteful as the simulated news conference is, the President has the right

to conduct the conferences as he sees fit. "After all," one top news executive said, "you can hardly tell the President of the United States that this is unacceptable." He said the simulated conference was an experiment that he hoped would not be repeated.

Another said newsmen have generally been able to work out news-coverage problems in talks with the White House. But he added: "We can understand the type of conference" the President prefers.

Executives also pointed out their newsmen were free to report what was said.

Heavier burden sought for WLBT(TV)

The FCC was asked last week to place a heavier burden of proof on the shoulders of WLBT(TV) Jackson, Miss., in its license-renewal hearing.

The request was made by the Office of Communication of the United Church of Christ and three co-complainants whose petitions resulted in a U. S. Court of Appeals decision ordering the hearing (BROADCASTING, March 28).

Principally at issue are allegations that the station failed to comply with the commission's fairness doctrine, had discriminated against Negroes in its programing and had misrepresented itself to the public and the commission in connection with programing dealing with the racial issue (BROADCASTING, May 30).

The Office of Communication, civil rights leaders Aaron Henry and Robert L. T. Smith, and the United Church of Christ at Tougaloo, Miss., in a petition for reconsideration, asked that the station bear the burden of proof on all three. The commission had directed that the petitioners bear the burden of the first two and the commission's Broadcast Bureau, the third. It said the station would bear the burden of proof as to whether a renewal grant would be in the public interest.

They also asked the commission to clarify its order to the hearing examiner to admit evidence that "is not unduly remote in time." They noted that the commission's opinion granting the one-year renewal dealt with matters dating back to 1955.

The commission, in addition, was asked to reconsider its decision to permit evidence of operation after the renewal application was filed. "To permit subsequent lawful operation to satisfy the public-interest statutory requirement, and cure their 11-year record of improper operation, is unsound," the petitioners said.

Depositions denied in ASCAP-TV case

A bid by television stations to take depositions in their rate-making lawsuit against the American Society of Composers, Authors and Publishers has been denied by the court.

The bid was made by the All-Industry Television Stations Music License Committee, which contends that much of the ASCAP music used on television stations, particularly the music on the soundtracks of old movies, cost little to produce and is of little value to stations.

The committee, headed by Charles Tower of Corinthian Broadcasting, has asked the court to set a "reasonable rate for TV stations' use of ASCAP music and is trying to show that the current rate, which ASCAP offered to continue for five years, is too high. It had wanted to take depositions from two motion-picture producers, Warner Brothers and MGM, and three music publishers, Mills Music, Music Publishers Holding Corp. and Robbins Music.

Chief Judge Sylvester J. Ryan of the U. S. southern district court in New York, who is presiding over the case, ruled that, as he had said before, taking depositions would "unnecessarily delay" the trial and decision on rates.

No date has been set for the start of the trial. Still pending are a committee motion for a statement of the issues and for additional information from ASCAP's files, and an ASCAP motion for the right to examine a wide range of financial and other material in the files of the approximately 375 TV stations represented by the all-industry committee (BROADCASTING, Dec. 20, 1965).

FCC changes its mind on letters

The FCC last week officially changed its mind about what had appeared to be a new move into programing regulation. By a 4-to-2 vote it decided to renew the licenses of 19 stations that had been tentatively earmarked for letters concerning programing proposals.

The commission did, however, vote to send letters of inquiry to applicants for eight other AM and FM stations, whose answers to a program-form question on ascertainment of programing needs failed to satisfy the commissioners.

All are in New York or New Jersey stations, whose license-renewal date

was June 1.


The commission had appeared to be developing a new policy in connection with programing when, four weeks ago, it instructed the staff to defer action on the renewal applications for the 27 stations (BROADCASTING, June 6).

The 19 constituted the group of June 1 renewal applicants proposing the lowest minimum percentage (less than 5%) of time to be devoted to public affairs and "other" (agricultural, religious and instructional) programing. The commission asked the staff to draft letters asking how such a proposal

would meet community needs.

The Minimum — The action was interpreted as indicating a commission determination that 5% of such programing constituted an acceptable minimum. Several commissioners, however, indicated they had not committed themselves in acquiescing in the instructions to the staff. And in the meetings that followed, they made clear they would vote to approve the stations' license-renewal applications (CLOSED CIRCUIT, June 20, June 13).


Granting of the applications, however, is being held up pending the filing



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of a dissent by Commissioner Kenneth A. Cox, who with Commissioner James J. Wadsworth, voted for the letters.

The eight stations that will get letters submitted answers to question one in the renewal form, dealing with ascertainment of community needs, that the commissioners felt were too general.

The stations will be asked to supply more specific detail as to what they did to determine community programming needs, what suggestions they received, what their evaluation of those suggestions is and what programs they developed as a result of their investigation.

Commissioner Robert T. Bartley, who had originally drafted what some of his colleagues considered too tough a letter on the matter, softened it, and got the votes of all of his fellow commissioners, except Acting Chairman Rosel H. Hyde, who abstained.

The stations that will receive the letters are WJRZ Newark, WHWH Princeton, and WTOA-FM Trenton, all New Jersey; WWOL-AM-FM Buffalo, WUFO Amherst, WINR Binghamton and WSYR Syracuse, all New York.

RTNDA sets deadline for competition

Entries in this year's news awards competition of the Radio-Television News Directors Association will be accepted commencing July 1 and must be postmarked before midnight, Aug. 1.

Awards will be given for both radio and TV in three categories: (1) documentaries, (2) editorials, and (3) on-the-spot news reporting. Entries must

have been broadcast during the period July 1, 1965, through June 30, 1966.

Radio stations should send entries to Professor Jack Shelley, Department of Technical Journalism, Iowa State University, Ames. There is a charge of \$3 per entry.

Television entries should be sent to Professor Baskett Mosse, Medill School of Journalism, Northwestern University, Evanston, Ill.

Awards will be announced at the 1966 international conference of RTNDA in Chicago, Sept. 28-Oct. 1.

FOI bill lands on LBJ's desk

Amid growing concern over the "credibility gap" in government, Congress, after 10 years of delay, last Monday cleared and sent to President Johnson a "freedom of information" bill granting every American access to federal records.

Passage came on a 307 to 0 vote in the House of Representatives. The action was greeted with immediate approval by the news media and scores of congressional supporters. It was also acclaimed as achieving a right Americans thought they had gained when the nation was established and as a personal victory for its two chief sponsors, Senator Edward V. Long (D-Mo.) and Representative John E. Moss (D-Calif.).

Although several government officials spoke out against the measure and it was felt the Administration was cool

to it, Representative Moss said the bill "has been worked out carefully with cooperation of White House officials and representatives of the major government agencies." It has been speculated that President Johnson might veto the bill.

Court Remedy ■ The House bill, identical to one passed by the Senate last year, will grant any person the right of access to official records of the federal government, with certain exceptions, and provides for judicial review of the refusal to grant such access. Any person refused such a request will be able to seek remedy in the courts and the burden of proof will be on the government agency or official denying the request, a reversal of past policy.

This is accomplished by amending the Administrative Procedures Act. It permitted withholding of records if secrecy is required "in the public interest," or if they relate "solely to the internal management of an agency." Government information, under the 20-year-old act, could also be held confidential "for good cause" and made available only "to persons properly and directly involved."

The new measure lists nine categories of federal documents that may be withheld to protect the national security or permit effective operation. The bill also opens the files to any person, not just those "properly and directly involved."

The measure had strong bipartisan support and many congressmen hailed it as fulfilling the constitutional guarantee of the right to know and leading to a truly free press. Senator Sam J. Ervin (D-N. C.) said it "should go far

Convention chaos: Republicans search for remedies

The Republican party is taking a close look at its nominating conventions with a view toward avoiding a repetition of the wild scenes witnessed by millions of TV viewers in 1964.

The Committee on Convention Reforms, appointed by GOP National Chairman Ray Bliss after former President Dwight D. Eisenhower criticized convention procedures a year ago, met in Washington last week to study the problem.

Among the main points discussed were ways to reduce congestion on the convention floor caused in part by reporters and radio and television equipment. The committee began its inquiry last month when it met in New York with TV network officials and viewed video tapes of the 1964 convention. At that time it also questioned the networks on possible ways to relieve

the situation.

Last week the study shifted to Washington, where the group met with representatives of the working press to hear their views.

The GOP group is headed by national committeeman Harley B. Markham of Idaho, who is in the outdoor advertising business.

The problem was also spotlighted again by former President Eisenhower who, in the July issue of *Reader's Digest*, urged the barring of "all reporters—television, press and radio," from the convention floor.

He added that the conventions, as presently constituted, are "exercises in chaos and tumult—unmannerly, undignified, ridiculous."

Press, radio, television reporters, he said, roam aisles at will, chattering into walkie-talkies. They could be pro-

vided with ample facilities off the floor, he added. "This recommendation may bring loud protest from some of our public media," he said. "But I think it is highly necessary."

The Democratic party said it has no plans to review its policy on convention coverage. One party staffer said a proposal was once made in jest to have competitive bidding by the TV networks, with the highest bidder being allowed to cover the convention, in order to pay off the party debt.

A GOP spokesman said all parties, including the news media, had expressed a great desire to eliminate some of the confusion on the floor, but added it was uncertain whether the news organizations would be willing to sacrifice any of their privileges. No decision on any reform is expected soon, he added.

to promote a climate of open government throughout the country, and discourage the recent trend toward control of government information by public relations and information specialists in the departments and agencies."

House Minority Leader Gerald Ford (R-Mich.) applauded the measure but said it falls short since it will not take effect until a year after it is signed into law. "That means the voters cannot feel assured of a full flow of government information between now and November." He added the Johnson administration has acquired a reputation for unnecessary secrecy and a habit of classifying information that in many instances should be made public. Many charges have been leveled at the administration recently accusing it of news management, lack of candor or even lying in many areas ranging from the Vietnam war to the state of the economy. Some critics pointed to a recent statement by an assistant secretary of defense that defended an official's right to lie.

However, the bill would not apply to information from Congress, to presidential privilege or state governments. Thirty-seven states now have "open records" laws similar to the one passed last week.

FCC opens payola probe in L.A.

After simmering for some six years, payola, broadcasting's personal frying pan, has come to a boil again. In Los Angeles last week, the FCC, clothed in the tightest of wraps, began a closed-door hearing into alleged under-the-counter payments or "push" money involving Southern California radio executives and disk jockeys and record manufacturers and distributors. The inquiry, which got underway on Wednesday (June 22) in the federal courthouse in downtown Los Angeles, was ordered by the commission in Washington last May 19.

The order calls for the inquiry to be conducted in closed sessions with the public and news media barred. The hearing is expected to continue into this week and upon its completion the record of testimony heard will be submitted to the FCC in Washington. No decision will be made by commission investigators conducting the session in Los Angeles.

Jay A. Kyle, assistant chief FCC hearing examiner, is in charge of the Los Angeles inquiry. He is assisted by Joseph Stirmer, an FCC attorney.

Although names of witnesses were

being closely guarded, it's believed that some 50 disk jockeys, program directors, record promoters and record manufacturing and distributing company personnel have been subpoenaed to appear at the hearing. It also was indicated that a civil suit filed in Los Angeles two years ago by a former record promoter triggered the FCC's latest probe into payola.

The promoter, Al Huskey, now studio manager in Los Angeles for the commercial production house of Filmex Inc., and Currie Grant, another promoter, reportedly were the first witnesses in the opening session of the inquiry. The suit, filed in Los Angeles Superior Court in 1964, asks \$230,000 damages and named 25 defendants who work for five record companies, three record distributor and rock 'n' roll programmed radio stations KFWB and KGFJ, both Los Angeles, KDAY Santa Monica, KMEN San Bernardino, KDEO El Cajon and KRLA Pasadena, all California. The suit contends that bribes were given to radio personnel by record firms through promoters in return for favorable air play of recordings. Mr. Huskey claims that his refusal to become part of the payola racket caused him to be ostracized from the record promotion business.

It appears that action on Mr. Huskey's suit has been held up pending the results of the current FCC investigation. The last widespread payola investigations were held in 1959 and 1960. After revelations that came out of those inquiries, the Communications Act was amended to make payola participants subject to a \$10,000 fine, one year in jail or both.

FCC officials in Los Angeles suggest that the current hearing is being conducted behind closed doors "because there might be violations of the law" and to prevent possible "character assassinations in the open." The same officials would not confirm, but still indicated that similar inquiries may be held in other parts of the country.

Over 40 specials in NBC-TV's plans

More than 40 TV documentaries probing such topics as space, American morality, Russia and air safety will be presented by NBC News in the 1966-67 season.

The specials, the first set for Sept. 11, will be divided between prime time on week nights and the 6:30-7:30 p.m. NYT time period on Sunday. All will be one-hour programs and most will be in color.

William R. McAndrew, president of

NBC News, also announced the concept of the "topical special." The new format is contrasted to NBC's "instant news specials," designed for fast breaking news, and the above-mentioned hour "planned specials," produced over a four to 12 month period.

"The topical special will permit serious examination of a significant happening still in the news, a program that would take only a week or two at the most to produce," Mr. McAndrew said.

NAB to dig into editorial practices

An in-depth survey is being conducted by the National Association of Broadcasters to learn about the editorial practices of the nation's broadcasters.

Last week the NAB sent out a two-part questionnaire, containing 59 questions, to every commercial licensee, whether a member or not. Part I covers the personal opinions and attitudes on editorializing by top station management. Part II attempts to learn the actual policies and practices of the station.

In an accompanying letter, NAB President Vincent Wasilewski notes that although the questionnaire is long, it was designed following a "pilot depth study of broadcast editorial practices and in consultation with broadcasters."

Program notes . . .

American life ■ Wolper Productions will produce six one-hour color specials on life in America for the 1966-67 season. The series, *U. S.—That's Us*, is the fifth package of specials Wolper has scheduled for the coming season.

Three more trustees ■ William R. McAndrew, president of NBC News; Sol Taishoff, president, editor and publisher of *BROADCASTING* and *Television Magazine*, and John H. Johnson, president of Johnson Publishing Co. and president of *Ebony Magazine* have been named as additional trustees of the Washington (D. C.) Journalism Center. The new center is an educational endeavor sponsoring advanced study and research on problems of reporting national and international affairs.

Meet Señor Dali ■ Seven Arts Television and Coty Television Corp., Paris, will co-produce a one-hour color TV special on painter Salvador Dali intended for network presentation in the U. S. The program will be produced in Spain at Mr. Dali's villa.

Dille wins without a shot fired

Lee quits NAB chairmanship race, but maintains stand against self-succession; board meets on Red Lion appeal, CATV and convention streamlining

John F. Dille Jr. was unanimously re-elected chairman of the National Association of Broadcasters joint board last week after his only opponent, Jack W. Lee, WSJZ Huntington, W. Va., decided not to run and instead nominated Mr. Dille.

The election took only seven minutes from the time the selection committee report was read to the applause that greeted the vote.

Mr. Dille, Communicana Group of Indiana, had been the unanimous choice of the eight-man selection committee for a second term as chairman. In his first year he was a fulltime chairman. Under a new concept, adopted by the joint board in January, he will spend an average of a week a month at the NAB headquarters.

Mr. Lee's opposition, which was called off only hours before the Washington meeting Tuesday (June 21), was based on the feeling that a joint

board chairman should not succeed himself.

Funds for Red Lion ■ In other actions at the opening session, the joint board approved an appropriation of "up to \$10,000" to support the court appeal of WGSB Red Lion, Pa., in seeking to have the FCC enjoined from enforcing the fairness doctrine (BROADCASTING, June 20).

It heard a report on the CATV-broadcasting problem by Roger W. Clipp, Triangle Stations, Philadelphia; heard the Future of Broadcasting committee report on CATV and satellite communications; heard a status report on the NAB code authority's study of cigarette advertising, and was told the 1966 NAB convention brought in \$145,000.

The election, which many board members had expected to take the form of a drawn-out floor fight between Mr. Dille and Mr. Lee, chairman of the

radio board, became a rallying call for NAB unity.

Harold Essex, WSJZ Winston-Salem, N. C., chairman of the selection committee, told the board that the committee felt "it would be to the distinct advantage of the NAB membership to have this man [Mr. Dille] with one year of experience in the job continue for another year. . . . Members of the committee agreed that . . . Jack Dille had performed exceptional services for NAB during the past year and had gained highly valued experience and knowledge which could benefit the organization greatly during a second year. It appeared to be a 'bonus' for the NAB, which the committee felt that the organization could not, in good conscience, ignore."

Mr. Lee's decision to withdraw from the race was "an agonizing conclusion" made that morning by the candidate himself. It was understood he had talked to some of his supporters and some "neutral" board members before deciding nothing would come from a "Mexican standoff" that would not serve the best interests of NAB. However, he said he was still opposed to the principle of a second consecutive term for the chairmanship.

He was the first to be recognized following the selection committee report and he asked that it be accepted unanimously by the board. Charles Tower, Corinthian Broadcasting, seconded the nomination.

CATV Considerations ■ Much of the afternoon's session was spent on CATV: the extensive Triangle study (see page 65) and the Future of Broadcasting committee report.

Dwight Martin, WDSU-TV New Orleans, chairman of the committee, requested no action from the board on either CATV or satellite communications and he received none. He said any NAB position on satellite ownership would be premature and that there is no great rush for the association to decide if it should favor private satellite ownership by station or network as opposed to public ownership by Comsat.

Everett E. Revercomb, NAB secretary-treasurer, reported that 5,036



John F. Dille Jr. (c), re-elected chairman of board of National Association of Broadcasters gets congratulations from NAB President Vincent Wasilewski (r) and Jack W. Lee, outgoing radio board chairman. Mr. Lee withdrew

from chairman's race and nominated Mr. Dille for second term.

The weeklong meeting in Washington also elected new chairmen and vice chairmen for the TV and radio boards (see page 65, 66).

The facts supporting Clipp's CATV proposal

When the 44 board members of the National Association of Broadcasters got to the item marked "CATV" on their opening day agenda last Tuesday (June 21) they found a 2¼-pound volume containing a plethora of facts on the relationship of CATV ownership to broadcasters and what effect CATV's have had on the weekly circulation of UHF's in Binghamton, N. Y.

The material was presented by Roger Clipp, Triangle Stations, Philadelphia, to show that "broadcasters have a stake in community antenna television and the extent of that interest is likely to broaden."

It preceded by two days his ill-fated suggestion that the television board approve creation of a CATV department within NAB (see below).

The five-part study, prepared by Triangle's research department, shows 548 licensees (WFIL-AM-TV Philadelphia, would be considered two licensees) with CATV interests. Of these, 363 are radio licensees and 185 are TV's. Of the 548, 364 are

NAB station members—225 radio and 139 TV.

The 548 have 833 franchises with approximately 501,000 subscribers and a potential of 1.4 million subscribers. The 364 NAB members have 538 systems with 305,000 subscribers and a potential of 751,000.

Triangle, a major station owner, is also one of the larger CATV franchise holders. Its subsidiaries, Empire Cable TV Co. and Suburban Cable TV Co., have franchises in New York and Pennsylvania, respectively. With Time-Life, Triangle's Fresno Cable TV Co., is seeking a franchise in Fresno, Calif.

CATV, Mr. Clipp said, is "a child of broadcasting and our best policy as broadcasters is to embrace it and not put it up for adoption." He said NAB was wrong to "ask government for assistance in thwarting the growth of what we suspect might be a competitive force. . . . I do not believe that CATV represents the economic threat that some think it does."

The Binghamton UHF-CATV

study, based on material prepared by the American Research Bureau, showed, Mr. Clipp said, that people with CATV watch UHF more than non-CATV homes. In Binghamton, there was an 83.5% increase in viewing in CATV homes compared with non-CATV's.

On a station basis, the figures showed WINR-TV (ch. 40) had a non-CATV net weekly circulation of 35.3% and a CATV home circulation of 58.5%, for a 65.7% increase in CATV homes.

For WJBA-TV (ch. 34), the circulation in homes without CATV was 36.3% and with CATV it was 45.2%, a 24.5% increase in CATV homes.

These figures, Mr. Clipp said, "indicate clearly that UHF is benefited, and greatly so, by CATV rather than harmed."

Triangle has asked the FCC to grant a controlled test in the Philadelphia area to see if UHF's are harmed by CATV carriage of distant signals (BROADCASTING, June 6).

registered for the 1966 Chicago convention, that 50,978 square feet of display space at \$3.50 per square foot was sold and that excess income over expenses was about \$145,000 compared with \$69,447.13 in 1965.

The 1966 exhibit space sales, he said, increased about \$44,000 over the previous year, while registration sales went up about \$15,000 and expenses declined some \$17,000.

Proposed Revisions ■ Looking toward the 1967 Chicago convention, Mr. Revercomb said several recommendations would be offered to the convention committee. Among them: increasing the price of exhibit space to \$5 per square foot; limiting exhibitors to the same amount of space they had this year; offering two types of registrations, a \$30 fee to include luncheon tickets and a \$15 fee without luncheons; schedule more sessions at the Pick-Congress hotel where some larger rooms are available.

The room movements would include the FM day session from the Waldorf Room (450 capacity) of the Conrad Hilton to the Great Hall (1,500) of the Pick-Congress; the engineering sessions from the Crystal Ballroom (600) of the Sheraton-Blackstone to the Pick's Gold Room (700) and from the Grand Ballroom (2,700) of the Hilton to the Great Hall; the Wednesday television session from the Hilton's Waldorf Room to the Grand Ballroom.

If there are more requests for management luncheon tickets than the International Ballroom capacity of 2,285, he suggested serving 1,965 in the ballroom, an additional 580 in the Boulevard Room and then moving the 580 to assembly type seats in the ballroom, creating an audience of 2,545.

NAB vetoes CATV section

TV board also gives
money for multiple-owner
project; UHF set count

A proposal to create a CATV division within the National Association of Broadcasters was defeated last Thursday (June 23) by the NAB television board. The recommendation came from Roger W. Clipp, Triangle Stations, Philadelphia, who urged the formation to serve broadcasters now in CATV or those who plan to enter the field.

The board allocated \$25,000 to help sponsor the research projects of the Council for Television Development; appropriated \$6,600 to help underwrite a UHF-and-color-set count this sum-

mer; approved TV-code amendments on disparaging advertising and time standards, and reaffirmed its traditional stand against pay television, either off-air or via wire.

Robert W. Ferguson, WTRF-TV Wheeling, W. Va., vice chairman of the TV board, was elected chairman. John T. Murphy, Avco Broadcasting Corp., Cincinnati, was elected vice chairman over Joseph S. Sinclair, Outlet Stations, Providence, R. I., on a vote of 8 to 7.

Mr. Clipp's request for a CATV division came two days after he had presented a survey of broadcaster-owned CATV's to the joint board (see above). According to his figures, 225 radio and 139 TV station members of NAB have CATV interests. Broadcasters have a stake in CATV and that interest is "likely to broaden," he told the board.

Low Percentage ■ It was argued that the figures were less than 10% of NAB's radio membership and less than a third of its TV membership.

Another part of the Clipp study relating to circulation of UHF stations in Binghamton, N. Y. in homes with CATV vs. non-CATV homes, did not actually show the audience shares of the stations. The shares, it was charged, show how a station is doing, not just that someone tunes it in once during a week as reflected by circulation figures.

Originally, the proposal to create the CATV department was defeated for lack of a seconding motion. It was

brought up latter as a motion to have the subject studied by the executive committee. This was also defeated.

The allocation of \$25,000 to the CTD came on the same day that the FCC was being briefed on the results of the council's research studies (see page xx).

Sought \$50,000 • The council, made up of group operators opposed to the FCC's interim policy on ownership in the top-50 markets, had asked NAB for \$50,000 to help underwrite its research efforts. At its January meeting, the TV board discussed the council's project, commended it and then asked the executive committee to determine if the research would be beneficial to all broadcasters.

CTD's counsel Theodore Pierson briefed the executive committee last month (BROADCASTING, May 23). He showed that the project, being conducted by United Research Inc., Cambridge, Mass., does have value to the whole industry.

The \$6,600 special appropriation was NAB's portion of the \$33,000 required to study UHF and color set penetration in a coming Bureau of Census survey. Traditionally, NAB, the Television Bureau of Advertising, ABC-TV, CBS-TV and NBC-TV have been appropriating \$6,600 every two years to have TV-set counts included in a census survey. The project is handled by the Advertising Research Foundation for the five sponsors.

The last survey in August 1965 was reported by census and ARF in January. It showed 23% UHF penetration and 7.4% color penetration (BROADCASTING, Jan. 31).

The request for an interim survey this summer was generated by FCC Commissioner Robert E. Lee in talks with ARF. It is understood the FCC's proposed 1967 budget, which is still before Congress, contains \$30,000 earmarked for the survey. If the FCC funds are appropriated, the five sponsors will have to put up only \$600 each to get this year's survey and will still have funds to have the regular two-year report in 1967.

If the FCC money is not forthcoming, there is a possibility that NAB, TVB and the networks will not underwrite another study until 1968, continuing on the bi-annual plan.

Code Amended • Also approved by the TV board were code amendments on derogatory advertising claims and time standards. The new language on derogation, which closely parallels the radio code wording, calls for advertisers to offer products or service on "positive merits" and not to discredit, disparage or unfairly attack competitors by using product names.

In the area of time standards the



Mr. Murphy



Mr. Ferguson

amendment exempts public service announcements in prime time from being counted as commercials. The board, at its January meeting, had turned down an amendment that would have included PSA's as commercial content and had asked the TV-code board to take another look at the subject.

In other action the board heard Roy Danish, director of the Television Information Office, say TIO is "adding stations in increasing numbers." The board approved the appointment of Eldon Campbell, WFBM-TV Indianapolis to a vacancy on the TIO committee and was told that Donald Foley would be the new ABC-TV representative on the committee.

Power issue bypassed

NAB radio board amends code on derogatory ads

Higherpower and CATV took up much of the Wednesday (June 22) session of the National Association of Broadcasters radio board meeting in Washington. In both areas the board did not act.

The board did elect Grover Cobb, KVGB Great Bend, Kan., chairman and George W. (Bud) Armstrong, WHB Kansas City, Mo., vice chairman. It approved an amendment to the radio code on derogation; approved a cam-



Mr. Cobb



Mr. Armstrong

paign to put transistor portable AM-FM sets in all homes, and urged radio audience measurement firms to use findings of the All-Radio Methodology Study.

The case against superpower stations, those with more than 50 kw, was put forth by Al Ross, KGEK Sterling, Colo., a freshman member of the board. He suggested that the Defense Department "purchase, install and maintain operability of superpower equipment" in designated stations or stations that have applied for such power.

This equipment, he said, "outside of brief testing at specified times, would be completely inoperative except upon request of the emergency defense system and never commercially. This would assure superpower signals would be available to the general public should the need arise . . . at a time of national emergency."

The proposal never came to a formal vote. However, Mr. Ross said it was designed more to "reactivate thinking" by broadcasters about the problem and to get them to work through their state associations and legislators for legislation banning superpower. Thirty-two state associations already are on record in opposition to such high-power grants by the FCC.

'Where Do We Go?' • The discussion of radio and CATV was generated by Jack Lemme, KLTF Little Falls, Minn., one of the radio board's two representatives on the Future of Broadcasting Committee. He said "this is the proper time to receive new instructions . . . as to where we should go from here." But the instructions from the board were simply to keep watching the situation.

In his report, Mr. Lemme noted that "attempts to find" a present adverse effect on radio as a result of CATV "have proven unsuccessful and is further complicated by the belief by staff and some committee members that there is no concern for this whole problem on the part of the majority of radio broadcasters" in the country.

He didn't question this opinion, but felt the radio board has "an obligation to lead and in some ways alert the radio broadcasters to problems we foresee in the future. It is also our responsibility to act and not always react."

He noted that the NAB's original position against any originations by CATV "has been softened" to one that feels a ban against time and weather boards "is not logically defensible." Mr. Lemme also pointed to developments in pending copyright legislation that would also exempt news originations from the origination ban.

In the elections, Mr. Cobb, who has been vice chairman of the radio board this year, was unopposed. Mr. Armstrong was elected by a 15-to-13 vote



These two radio board members shattered precedents when they took part in their first National Association of Broadcasters board meeting last week. Marianne Campbell, WJEH Gallipolis, Ohio, is the first woman director in NAB history, and Kenneth Harwood, KUSC-FM Los Angeles, is the first NAB director from a non-commercial station.

over Dan Kops, WAVZ New Haven, Conn.

Code Amended - The board approved an amendment to the radio code that strengthens the section on disparaging advertising. The new language, which goes into effect Sept. 1, calls for products to be advertised on their merits and not discredit, disparage or unfairly attack competitors.

Howard Mandel, NAB vice president for research, told the board that the complete ARMS study should be delivered by Audits & Surveys this week.

The radio board also adopted a resolution, essentially identical to one passed by the Radio Advertising Bureau board last month (BROADCASTING, May 30). Offered by Harold Krelstein, WMPS-FM Memphis, who is also chairman of the RAB board, the resolution urges that the methods developed by ARMS "be utilized" by ratings firms "since it is the most definitive study made to date comparing techniques of measuring radio validly."

It also calls on NAB and RAB, co-sponsors of ARMS, to "disseminate the findings and the implications" of the study throughout the radio industry and among advertisers and agencies.

It was understood that once this initial project is completed the day-to-day exploitation of the ARMS report to sell radio will be left to RAB.

A campaign to promote ownership of AM-FM battery-powered radios was endorsed by the NAB board. The project, which will be covered by existing funds, would cover recorded jingles and/or announcements, written continuity for local station use, campaign ideas for use in local communities and suggested printed material.

Lee answers charges against all-channel law

FCC Commissioner Robert E. Lee says the all-channel-set law is succeeding. It is increasing the use of UHF channels—and without increasing the cost of sets to consumers.

Commissioner Lee made the comments in a letter, published last week in *Home Furnishings Daily*, that was a reply to critical articles on the all-channel law written by that newspaper's Earl Lifshey.

Mr. Lifshey had said the law, which became effective two years ago, has added \$15 to \$25 to consumer costs. But, Commissioner Lee said, while those increases were predicted, they never occurred, despite inflationary factors pervading all industries.

He said the all-channel law has promoted the development of both educational and commercial television. Without the law, he said, "I know we wouldn't have UHF stations in New York, Los Angeles, Chicago, Philadelphia, Boston, Toledo, Detroit, Dayton, Jacksonville, Washington and many smaller cities."

The commissioner also disputed Mr. Lifshey's assertion that the government demands more of the manufacturer than of the broadcaster in developing UHF television. "Will somebody explain to me what demands are made on manufacturers," he said. Added costs in set manufacture are passed on to the consumer, the commissioner said, and set sales in 1965 were the largest in history.

The broadcasters' risk, the commissioner added, "is infinitely greater than the manufacturers', and it often takes years of operation to get into the black. With these considerations it would be a heartless commission that assumed a tougher policy than we now pursue."

He noted that since 1960 the commission revoked 65 construction permits from holders that could not give assurances that their station would be constructed within a reasonable time.

Mr. Lifshey, in a reply published in the trade paper last Wednesday, insisted that the government was making demands on the manufacturer without making proportionate demands on the broadcasters. The manufacturer, he said, must build into a set UHF equipment "most new-set owners" can't use, without requiring broadcasters to provide their necessary share of the service."

He said the "chickens are starting to come home to roost," and said Congress may soon decide to ask the commission "some very embarrassing questions."

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No concentration in ownership

That's preliminary finding of consultants retained by group owners to study effects of multiple ownership on TV competition

The television industry was pictured last week as one where concentration of control doesn't exist and isn't threatened. The one possible danger to that state of affairs is an FCC proposed rule that is designed to stimulate competition.

This was the picture drawn for members of the FCC last week by consultants to United Research Inc., of Cambridge, Mass., which has been retained by the Council for Television Development, comprised of 36 corporate owners, most of them group owners, to do an exhaustive study of the structure and economics of the television industry (BROADCASTING, Feb. 28).

The consultants also said that group-owned stations don't have an advantage over individually owned outlets in major markets, but, on the whole, do a better job of serving the public.

URI was retained by CTD in connection with its effort to dissuade the commission from adopting its proposal to limit broadcasters to ownership of three television stations (no more than two of them VHF's) in the top-50 markets. The proposed rule wouldn't affect the existing over-all limit of five VHF's and two UHF's, nor would it require divestiture of existing holdings.

The URI report is not expected to be completed until August. But sufficient progress has been made to permit the URI consultants to give the commission a preview and progress report in an informal conference last Thursday (June 23). The research included studying financial and other data on file with the commission and conducting interviews with personnel from 35 stations, group and nongroup, affiliated and independent.

Thought Control ■ A section of the report dealing with noneconomic factors, including the question of whether group ownership poses a threat of thought control, is not completed. But it is far enough along for the consultants to state that there is no danger of thought control.

Commissioners were impressed by the presentation, but they were withholding judgment. Commissioner Lee Loevinger said the consultants had given a "very sophisticated" presentation based on "a real understanding of economic concentration." But he also said he

hadn't "the vaguest idea where we'll come out on the rulemaking."

Commissioner Kenneth A. Cox called the presentation "interesting" but said he wanted to see the material in writing before attempting to reach any conclusions as to the validity of the study.

The report is expected to cost the group owners more than \$300,000. The National Association of Broadcasters TV Board voted last week to contribute \$25,000.

The commission issued its proposal in a notice that expressed concern over



Commissioner Cox
Wants time to properly evaluate

"the growing concentration of control" over television stations. The notice was issued last year on a 4 to 3 vote (BROADCASTING, June 25, 1965). But a major URI conclusion was that, if the standards spelled out in the Clayton Antitrust Act and applied to television (exclusive of the networks, whose situation was not covered) no undue concentration of control is found to exist or to be threatened.

The report notes that 317 separate entities are in television. This is 12 less than in 1956 but, according to URI,

still a healthy number of competitors.

The study found that the top three group owners owned a smaller percentage of the industry (in terms of total homes covered) than they did 10 years ago. This was taken as an indication that the number of groups has been growing.

Lower Average ■ The report also noted that the average number of stations owned by the group owners has actually dropped slightly over the years from 3.7 in 1956 to 3.3 in 1964.

The report further noted that in view of the competition within markets, and the competition that groups face in each other nationally, there is no chance of collusive activity. URI found only two cases of two group owners having stations in two or more of the same markets. URI also found only one group owner whose stations were affiliated with the same network.

This kind of structure, URI said, would tend to make it impossible for groups to find the kind of uniform situations in all markets that would permit them to engage in collusive activities.

URI found that, in terms of advertising, there is no evidence of anything but aggressive competition among all elements in the industry, group and nongroup. And in programming, URI found that stations were compelled by economic considerations to satisfy local needs and interests, regardless of the national policies of absentee owners. Interviews with station personnel supported this view, URI said.

Competition Potential ■ URI also concluded that the potential for increased competition in television is tremendous—but not by excluding group owners from entry into the major markets. The report saw the lighting up of unused UHF's as the answer to any need for increased competition.

And group owners, the report said, have a better chance of putting UHF's on the air, and keeping them there, than do owners without the resources provided by multiple ownership. Consequently, URI said, the commission proposal is more anti-competition than pro.

At the same time, URI found that group owners do not put singly owned stations at serious economic disadvan-

tage. In fact, singly owned stations in large markets, those with more than 600,000 homes, are more profitable than group-owned stations. One reason was said to be that group owners' expenses in programming are twice that of singly owned stations. Higher administrative costs are another. The only cost advantage for the groups was said to be in technical operations.

The report concluded that profitability of a station in the top-50 markets depends on whether it's a UHF or VHF, on the size of the market and on the age of the station (older ones do better); not on whether its group or individually owned.

Comparison ■ URI based its conclusion that group-owned stations do a better job than individually owned outlets on five criteria. It found that groups did better in terms of hours broadcast, nonnetwork program production, and local-live programming. There was no "significant difference" in terms of the other two: commercialization and program balance (entertainment vs. non-entertainment).

In its study of the noneconomic factors involved in multiple ownership, URI found that groups neither could, nor would, attempt to manipulate public opinion.

Stations' motivation, the report said, is profit. And they feel that their money-making potential increases along with the respect in which the community holds them. Accordingly, URI said, stations won't risk their image by indulging in propaganda.

Impossible Job ■ Furthermore, the study noted that the task of manipulating opinion is beyond the means of any group owner. It notes that competition for attention from other stations and the multiplicity of other media, plus the so-called primary relationships (family, church, union, etc.) are too great to be overcome.

The noneconomic side of the report will also develop the thesis that multiple ownership provides another approach to program diversity, a long-sought commission goal. The URI consultants said that only those who produce programs contribute to diversity of programming—and multiple owners, they say, are performing this function.

The URI representatives who participated in the preview given the commission were Paul W. Cherington, senior consultant to URI; Edward M. Glick, professor of government and politics at the University of Maryland; Paul W. Cook Jr., associate professor of business administration at Harvard Business School (and president of Wabash College, as of July 1); Harvey J. Levin, professor of economics at Hofstra University, and Martin H. Seiden, economic consultant who directed a study on CATV and the television industry for

the FCC (BROADCASTING, March 8, 1965).

Present also at the meeting were Ward Quaal, WGN Continental Broadcasting Chicago, chairman of CTD, and Hathaway Watson, RKO General Inc., chairman of the research committee, and W. Theodore Pierson, counsel for the organization.

Other corporate owners represented on CTD are Avco Broadcasting Corp., Capital Cities Broadcasting Corp., Crafts Industries Inc., Corinthian Broadcasting Corp., Cox Broadcasting Corp., Evening News Association, Gerity Broadcasting Co., General Electric Broadcasting Co., Hearst Radio Inc., Hearst Corp., Houston Post Co., Jefferson Standard Broadcasting Co., Kaiser Broadcasting Corp., Metromedia Inc., Metropolitan Television Co., Newhouse Broadcasting Corp., Northwest Publications Inc., Outlet Co., Royal Street Corp., Scripps-Howard Broadcasting Co., Storer Broadcasting Co., Taft Broadcasting Co., Sarkes Tarzian Inc., Time-Life Broadcast Inc., Triangle Publications Inc., Washington Post Co., WAVE Inc., WJRT Inc., WKY Television System Inc., Wometco Enterprises Inc., WPIX Inc., WTAR Radio-TV Corp., WTRF-TV Inc. and Kst. Inc.

California CATV gets cease and desist order

The FCC last Wednesday (June 22) ordered Mission Cable TV Inc. (owner) and Trans-Video Corp. (operator) to cease and desist the importation of signals from KCET(TV) Los Angeles, an educational TV station, to their CATV system in Poway, Calif. The commission gave the CATV two days to obey the ruling and stipulated that an additional 14 days will be provided if the CATV decides to appeal and seek a stay of the order from the U. S. Court of Appeals.

Mission-Trans-Video will still be allowed to transmit signals from seven other Los Angeles stations because the commission has determined that some portion of the Poway system lies within their grade B contours. A show-cause order issued in April by the FCC had questioned the right of the CATV to import any of the eight Los Angeles signals (BROADCASTING, April 11).

At issue is the commission rule that requires that CATV systems obtain FCC permission before transmitting TV signals beyond their grade B contour into the grade A coverage area of TV stations in the top-100 markets. The Mission-Trans-Video CATV at Poway is within the predicted grade A contour of KFMB-TV San Diego, the 54th market.

Last March KFMB-TV asked the com-

mission to stop the CATV from importing Los Angeles signals because the Poway system began operating after Feb. 15, the effective date of the rules (BROADCASTING, March 21).

In its cease-and-desist order the commission stated that it would determine in a separate hearing upon proper request for waiver whether the public interest would be served by carriage of KCET(TV)'s educational signals provided that Mission-Trans-Video complies with the CATV rule.

This was the second cease-and-desist order issued by the commission under the new top-100 market rules. Last May the first FCC order required Buckeye Cablevision Inc., Toledo, Ohio, to stop importing grade B signals of WJIM-TV Lansing, Mich., into Toledo (BROADCASTING, May 30).

WCIU-TV stockholders deny Schatz charges

An accusation made by Jay J. G. Schatz, major investor in WCIU-TV (ch. 26) Chicago, that two principal stockholders had assumed control of the station without prior commission approval, has been denied. John W. O'Connor and Howard Shapiro, who are seeking control of WCIU-TV, last week filed their oppositions to this and other charges made by Mr. Schatz in his petition to deny transfer of control.

Messrs. O'Connor and Shapiro claim that options granted to them by the station's shareholders give them the legal right, subject to FCC approval, to purchase additional shares bringing their total to 50% or more, but that ownership of these shares cannot be attributed to them until they exercise the options. They add that by applying to the FCC for consent to gain control of the station "on the basis of exercising options to acquire the number of shares to have control, Messrs. Shapiro and O'Connor have obviously recognized that they must obtain commission approval before they can buy additional shares."

They also charged that Mr. Schatz had not established himself as a party of interest in the case because of his failure to substantiate the claim that he would suffer direct and immediate economic injury if the transfer of control was granted. The two applicants stated that the station's business is gradually improving, that WCIU-TV is still on the air only because of their financial contributions.

Mr. Schatz had alleged that a transfer of control to Messrs. O'Connor and Shapiro had already taken place without FCC approval and that the two applicants lacked the resources to make WCIU-TV a financially viable operation (BROADCASTING, May 23).

Lee sees Hill approval of longer license term

FCC Commissioner Robert E. Lee drew cheers from the members of the Florida Association of Broadcasters last week with bullish comments on the likelihood of longer license periods for broadcasters.

The commissioner, speaking in Jacksonville Monday (June 20), noted that a number of bills to extend the license period had been introduced in Congress. And he said: "I think that there is an extremely good chance that the bills will pass." He said he favored an "open-end" type of license where the stations would not have to file for renewal unless the commission sought it.

The bills Commissioner Lee referred to were five introduced in the past few weeks and now before the House Interstate and Foreign Commerce Committee. The bills were proposed by Representative Robert N. C. Nix (D-Pa.), Arnold Olsen (D-Mont.), John Buchanan (D-Ala.), Paul J. Krebs (D-N. J.) and John Dowdy (D-Tex.). All the bills, except the one introduced by Rep. Dowdy, which would extend the license period up to seven years, would grant an extension up to six

years.

All the bills also propose that, to avoid needless expenses to applicants for renewals, the commission shall not require the applicants to file any information previously furnished or not material to a decision. But the commission could require any new or additional facts it deems necessary. Pending any hearings and final decisions or rehearings the commission shall continue such license in effect.

They would also allow the commission to prescribe the period for which such licenses shall be granted and renewed, but the FCC could not make any policy or rule which would preclude it from granting or renewing a license for a shorter period if it is deemed in the public interest.

Initial decision in ch. 26 Houston

Hearing Examiner Chester F. Naumowicz Jr. last week recommended that channel 26 in Houston, be granted to the Crest Broadcasting Co., Houston. He would deny the competing application of Kxyz Television Inc., Houston.

Mr. Naumowicz said that Crest was financially qualified to construct and

operate the new station. It was also determined that approval of the Crest application would permit a better diversification of interests in the area. Leroy J. Gloger, president of Crest Broadcasting, is the owner of KKKK Pasadena, Tex., which secures some 90% of its business from the Houston market. The company does not have other broadcast interests in Houston.

Mr. Naumowicz stated that Kxyz did not offer a realistic estimate of construction costs and operating expenses. According to the examiner there was doubt that Kxyz would be able to provide the funds necessary to operate the UHF during its first year of operation. He therefore concluded that Kxyz "has failed to establish its financial qualifications to construct and operate its proposed station."

Kxyz's present interests in Houston (KXYZ and KXYZ-FM) were also cited by the examiner as a primary factor in the hearing decision. Mr. Naumowicz concluded that "a grant to Kxyz, while it would represent a somewhat more perfect effectuation of the integration goal, would tend to concentrate, even if not greatly, the control of mass media in Houston and in Texas. In all the circumstances of this case, the fuller diversification is to be preferred to the more perfect integration."

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Changing hands

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

■ WPAC-AM-FM Patchogue and WAPC-AM-FM Riverhead, both Long Island, New York: Sold by Lee, Morton and Herbert Morrison, original builders and owners, to the Adams-Getschal Broadcasting Co. for in excess of \$700,000. Principals of Adams-Getschal Broadcasting are Robert F. Adams, president, Adams Broadcast Services Inc., broadcast consultants; and Budd Getschal, president, the Getschal Co., advertising agency. Mr. Adams will be president and Mr. Getschal board chairman of Adams-Getschal Broadcasting. WPAC is a daytimer on 1580 kc with 10 kw. WAPC-FM is on 106.1 mc with 10 kw. WAPC operates on 1570 kc with 1 kw daytime, and WAPC-FM is on 103.9 mc with 250 kw. Broker: Blackburn & Co.

■ KXO-AM-TV El Centro, Calif.: Sold by Marco Hanan, William J. Ewing, Gordon Belson and J. Edgar Snively to Bruce Merrill for \$430,000. Mr. Merrill is licensee of KIVA(TV) Yuma, Ariz. and also owns Ameco Inc., CATV equipment manufacturers, and American Cable TV Inc., which owns CATV systems in Imperial, Calif., and Christmas, Ariz., as well as controlling others. Kxo,

founded in 1927, operates fulltime on 1230 kc with 250 w. KXO-TV (ch. 7) is not yet on air, but has a CP for 251 kw visual to broadcast from a tower 1,469 feet above average terrain and 279 feet above ground.

▪ **KBOA-AM-FM** Kennett, Mo.: Sold by Kennett Broadcasting Corp. to KBOA Inc., local Kennett and Chicago businessmen, for about \$250,000. KBOA Inc. is composed of Maurice F. Dunne Jr., Chicago businessman; John Hough, Chicago attorney, and Charles C. Earls, vice president and general manager of KTHS Berryville, Ark. KBOA is on 830 kc with 1 kw day. KBOA-FM is on 98.9 mc with 6.9 kw. Broker: Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week* (For other commission activities see FOR THE RECORD, page 107).

▪ **KPOL-TV** Los Angeles: Sold by Hugh R. Murchison Sr. and others to Thomas S. Bunn, Harry E. Straub, Frederick D. Custer and Robertson C. Scott for \$400,000. KPOL was owned by Coast Television Inc., which in turn was 90% owned by Coast Radio Corp. Mr. Murchison Sr. is 52% owner of Coast Radio, licensee of KPOL-AM-FM which is being sold to Capital Cities Broadcasting Corp. for \$7.8 million (BROADCASTING, March 7). Buyers are all minority stockholders in Coast Television. KPOL-TV, founded in 1963, operates on channel 22.

▪ **KKIS** Pittsburg, Calif.: Sold by W. Ernst Minor, 100% owner of Major-Minor Corp., to Coastal Communications Corp. for \$350,000. Coastal Communications is 98.77% owned by Wadsworth Manufacturing Associates Inc., and is licensee of KPTL Carson City, Nev. Price also includes an agreement not to compete in radio or TV broadcasting for five years within 50 miles of Pittsburg. KKIS, founded in 1949, operates fulltime on 990 kc with 5 kw.

▪ **WHYE** Roanoke, Va.: Sold by Justin Dover, Homer Quann and others (Dove, Doyle and Quann Broadcasting Corp.) to Impact Radio Inc. for \$169,000 plus \$5,000 noncompetition agreement for 10 years. Impact Radio is principally owned by Buford Epperson and Charles F. Barry who have interests in WBZB Selma, N. C. and wcfv Clifton Forge, Va. WHYE is a daytimer on 910 kc with 1 kw.

▪ **Correction:** In reporting the ownership history of KJEO(TV) Fresno, Calif., in connection with its acquisition by Subscription Television Inc. (BROADCASTING, June 20), it was stated that the previous owner, Shasta Telecasting

Co., had purchased the station in 1961 for \$1 million. The price should have been \$3 million.

COMMUNITY TELEVISION

▪ **Highlands Cable Television Corp.** CATV in Sebring-Avon Park, Fla., has been sold for \$600,000 to W. Clarke Swanson Jr., New York. The system is reported to have 1,000 subscribers. Broker: LaRue Media Brokers, New York.

New TV station

KAIL-TV (ch. 53) Fresno, Calif., returned to the air on June 16. The station, which had been black for a month, presently operates on 15.4 kw visual, 2.1 kw aural, from an antenna 350 feet above average terrain, and 395 feet above ground. It has been granted a CP to increase to 104 kw visual, 11 kw aural, from an antenna 1,897 feet above average terrain, and 142 feet above ground. There is presently pending before FCC an assignment of license from B. L. Golden and Lynn W. Fawns to Voice of Fresno, owned by Lewis Food Co. (85%), B. L. Golden (10%) and L. W. Fawns (5%).

Court upholds denial of KSHO-TV renewal

The first FCC decision denying the renewal of a television license in a contested case was affirmed by the U.S. Court of Appeals last week.

The court, in a brief unsigned judgment, ruled against KSHO-TV Las Vegas on the ground it had based its case on arguments that had not been made to the commission.

KSHO-TV, which is being operated by a receiver in bankruptcy, had told the court that the commission had treated the station differently than it had others in similar circumstances.

"Since this claim of disparate treatment was not made to the commission, however, although an opportunity for doing so . . . was available, it cannot be considered now," the court said.

The commission had denied the station a license renewal last year on the ground the corporate owner, Nevada Broadcasters Fund Inc., had been guilty of unauthorized transfer of control, late filings and failure to file reports (BROADCASTING, Aug. 2, 1965).

The commission also killed bids to transfer control to a new owner, Arthur Powell Williams, an executive of a food company.

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Pay-TV firms submit technical data

International Telemeter Corp. and Thomas A. Banning Jr. submitted detailed specifications of their present and proposed subscription television systems to the FCC last week. The commission will use all such technical data filed by interested pay-TV operations to determine a set of technical standards if it ultimately decides to authorize nationwide over-the-air pay television (BROADCASTING, March 28).

International Telemeter operated prototype pay TV systems in Palm Springs, Calif., in 1953-54 and in Toronto, Canada, in 1960-65. For the past four years the corporation has had experimental licenses for broadcasting its system on channels 5 and 83 in Los Angeles.

In the Telemeter system, both picture and sound components of pay-TV programs are transmitted in such a way that the normal receiver only presents announcements of Telemeter programs and scrambled pictures. Satisfactory reception of the programs themselves is possible only on a receiver that is equipped with a Telemeter decoder, which attaches to any conventional TV set, black and white or color, and is connected only to the antenna terminals of the subscriber's receiver.

Telemeter has two kinds of decoders: those that operate for credit and those that operate for cash. The cash subscriber must deposit sufficient coins in his decoder to pay for a program, whereas the credit subscriber merely has to push a button to gain program reception. The credit decoder produces a bill that the subscriber pays at the end of a billing period.

In the pay-TV system proposed by Mr. Banning, who filed for himself, picture and sound components are transmitted over a coaxial line (or equivalent medium), that extends from the sending station to each subscriber's receiver. This line is accessible only to subscribers and, therefore, forbids the reception of pay TV signals on non-subscriber sets.

The Banning system would enable subscribers to receive conventional black-and-white programming (with or without commercials) as well as subscription TV. Reception of regular monochrome programming without commercials would be possible when the subscriber's set is receiving signals over the Banning coaxial cable. A switching unit normally attached to the outside

of the receiver enables the subscriber to view pay-TV signals and conventional black-and-white signals with or without commercials.

The commission has extended its deadline for the submission of technical data by pay-TV systems from June 22 to July 25.

In other pay-TV matters the FCC last week received comments from Skiatron Electronics & Television Corp., which supported the commission's proposed rules to provide nationwide over-the-air pay television. Skiatron operated a closed-circuit subscription TV system that provided color and monochrome programming to approximately 7000 subscribers in Los Angeles and San Francisco before pay TV was outlawed by a referendum. The referendum was challenged in the courts, declared unconstitutional and the case is now being appealed to the Supreme Court by the state of California. In its statement Skiatron said that it "asks only for the right to compete freely and openly with advertiser-sponsored television and for the opportunity to put an economic base under the television industry."

Multimillion lab near D.C. planned by Comsat

The Communications Satellite Corp. last week disclosed plans to build a \$7 million-\$9 million research and development laboratory in the Washington suburbs which would eventually house some 200 workers to work on projects that have been handled by outside contractors.

The space-age communications venture, which is scheduled to shift operations from present leased facilities to a new headquarters building in southwest Washington late next year, is reportedly eyeing land in nearby Prince George's county, Md.

Joseph V. Charyk revealed the plans in an offhand remark before a Space Club luncheon in Washington. The firm is currently negotiating for suitable sites and expects to have the facility ready by mid-1968. It is also actively recruiting technical persons to staff the new laboratory. It is expected that about 100 engineers and scientists will be employed there with about another 100 clerical and administrative persons in supporting jobs.

The firm hopes to assume more of the work of developing and designing satellites, stations and equipment, although it does not expect to go into the manufacture of satellites.

Zenith gets patents for its FM stereo

Zenith Radio Corp. announced last week that it has received basic patents on the stereo FM system now in use by more than 475 FM stations throughout the country as well as those incorporated in most radio-phonograph sets and FM tuners now in use.

Zenith said that to "foster the continuing growth and development of the FM industry" it will issue licenses to equipment manufacturers "on a reasonable royalty basis." Zenith said its FM stereo system was approved in 1961 by the FCC "with minor modifications" for general use. Zenith developed its system with the help of its Chicago station, WEFM(FM).

The primary Zenith patent, No. 3,257,511, was issued with 25 claims and provides broad coverage for both transmitting and receiving systems, Zenith said. Co-inventors of the system are Carl G. Eilers, chief engineer for both Phonevision, Zenith's pay-TV system, and product circuit engineering; Dr. Adrian J. De Vries, research engineer, electronic devices, and Dr. Robert Adler, vice president-director of research.

Zenith said a companion patent, No. 3,257,512, which was granted to Mr. Eilers, contains eight claims and covers "a preferred type of stereo FM transmitting apparatus." Applications for both patents were filed April 18, 1960, and were assigned to Zenith.

Zenith recalled that numerous stereo-system proposals had been submitted to the FCC but its system prevailed because it assured true compatibility with the existing monaural FM system.

FCC to seek end to land-mobile jam

The FCC has told a House subcommittee it will give prompt attention to developing a program to relieve frequency congestion in the land-mobile radio field.

Rosel H. Hyde, chairman-designate of the commission, in a letter to the House Small Business Subcommittee on Regulatory and Enforcement Agencies, said that he had directed his staff to study the situation. The subcommittee had written Commissioner Hyde requesting him to provide "a specific program of the steps which the commission will take to provide appropriate relief in the form of additional frequency

spectrum for land-mobile radio users."

The subcommittee's interest is a result of a hearing it held. Several witnesses told of acute shortages in land-mobile radio frequencies.

Mr. Hyde wrote the group that his staff would report on the matter in a manner "properly responsive" to the subcommittee's request, as quickly as possible.

He also gave a similar reply to Representative Silvio O. Conte (R-Mass.), who wrote to him on behalf of the subcommittee minority.

Equipment lack cited in NAB plea to FCC

The FCC has a rule that goes into effect July 5. But hundreds of stations affected by the rule don't have the equipment needed for compliance. And odds are they won't be able to get it for months.

As a result the National Association of Broadcasters has requested a six-month stay of the FCC's rule requiring

FM stations engaged in stereo programming or subcarrier operations to have frequency monitoring devices.

NAB noted that the commission's May 27 directive does not spell out a requirement that frequency monitors be used, but it does say the licensee must have some means of determining the frequency tolerance measurements. Now that the order is on the books, NAB said, stations are finding equipment "is not readily available" to make these measurements and such equipment "is back-ordered several months."

FINANCIAL REPORTS

Shapp sells his Jerrold stock

A syndicate headed by a Philadelphia investment banker has been formed to buy more than 500,000 shares, or about 25% of the stock outstanding, of the Jerrold Corp. It is to be purchased principally from Milton Shapp, who is the Democratic candidate for governor of Pennsylvania, and his wife.

The buying syndicate, headed by Howard Butcher III of the firm of Butcher & Sherrerd, also includes several of the company's present top executives. These shares, with a current market value of about \$10 million, are the largest block of stock in the firm.

Mr. Shapp, the firm's chairman, who has not been active in the company's day-to-day affairs in recent months, his wife and the company's legal counsel will resign from the board of directors. There will be no change, however, in the firm's present management. Robert H. Beisswenger, president and chief operating officer, will become chief executive officer as well. Some syndicate members will also probably take seats on the board of the large CATV equipment manufacturer.

It had been reported that such a move was imminent but Mr. Shapp had said there would be "a well planned and orderly transition in the turning over of my duties as chairman" (BROADCASTING, June 20).

Meanwhile, Mr. Beisswenger announced that Jerrold's first-quarter consolidated sales and pretax earnings were at the highest levels for any quarter in the firm's history.

Sales of CATV equipment and construction services, residential antennas and master antenna systems all contributed to the volume increase, and these activities continue at record rates, Mr. Beisswenger said. He also reported that the backlog of orders remains at \$14 million, compared to \$5.3

million in the same period last year. For the quarter ended May 31:

	1966	1965
Earnings per share	\$0.53	\$0.32
Sales	11,745,622	8,269,144
Net income	1,149,143	*691,823
*Exclusive of federal income taxes, due to federal tax loss carryover.		

Avco Corp. lists its highest first half

Avco Corp., parent of Avco Broadcasting (formerly Crosley), announced the highest first-half sales and earnings in the firm's 37-year history occurred in the six months ended May 31. Net earnings were up 39% and sales were up 32% over the same period in 1965.

Avco owns WLW and WLWT(TV) Cincinnati; WLWC(TV) Columbus; WLWD(TV) Dayton, all Ohio; WLWI(TV) Indianapolis; WWDC-AM-FM Washington; WOAI-AM-TV San Antonio, Tex., and has acquired, subject to FCC approval, KYA and KOIT-FM San Francisco (BROADCASTING, June 20)

For the six months ended May 31:

	1966	1965
Earnings per share	\$1.14	\$0.83
Sales	265,914,690	201,673,144
Net earnings	15,732,748	11,301,128
Average shares outstanding	13,785,806	13,693,255

Outlet Co.'s earnings up sharply in quarter

The Outlet Co., Providence, R. I., has reported increased sales and earnings for the first quarter ended April 30.

The Outlet Co. owns WJAR-AM-TV Providence, WDBO-AM-FM-TV Orlando, Fla., 50% of Salt Lake City Broadcasting Corp., one of eight owners of WNYS-TV Syracuse, N. Y. (an interim operation), plus department stores in the Providence area.

For the quarter ended April 30:

	1966	1965
Earnings per share	\$0.27	\$0.20
Sales and broadcasting revenue	6,891,959	6,409,921
Earnings before Federal taxes	531,803	377,981
Net earnings	274,140	201,850
Average outstanding shares	1,032,563	1,009,216

RCA offering sold out

A secondary offering of RCA common stock, 280,710 shares with a market value of \$14,982,896, was sold out quickly last week.

The shares, which reach the market at \$53.375, were sold by an underwriting group headed by Bache & Co. Proceeds went to an unidentified group of selling shareholders, not to RCA.

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BROADCAST ADVERTISING



Mr. Ward

Marshall Ward Jr., account supervisor of Geyer, Morey, Ballard, New York, elected senior VP.

E. M. (Mard) Leaver, VP in charge of marketing, Kellogg Co., Battle Creek, Mich., named executive VP, domestic marketing. He also has been president of Kellogg Sales Co. since 1956.

Charles Hendrickson, general sales manager of KARD-TV Wichita, Kan., named VP and general sales manager for Kansas State Network. **Gene Canfield**, regional sales manager for KSN, named VP, regional sales and stations relations. Kansas State Network consists of KARD-TV and KCKT(TV) Great Bend, KGLD(TV) Garden City, both Kansas; and KOMC(TV) McCook, Neb.



Mr. Powley



Mr. Dorritie

Mark Powley and **John F. Dorritie**, account executives at Sudler & Hennessey, New York, named VP's and account supervisors.

Jacques Wajsfelner, with Arnold & Co., Boston, elected VP.



Mrs. Stone

Muriel Stone, in charge of media planning at Delehanty, Kurnit & Geller, New York, named VP.

Robert J. Lavidge, president of Chicago research firm of Erick & Lavidge, elected president of American Marketing Association, succeeding **Schuyler Otteson** of Indiana University.

Stanley Simon, who has been in charge of radio research at Capital Cities Broadcasting Corp. since July of last year, named director of research and sales development for all firm's radio and TV stations. He joined Capital Cities in March, 1962.

Alfred Sembrich and **Richard B. Edwards**, with John B. Caldwell Associates, named heads of agency's creative

staff in Stamford, Conn., and New York.



Mr. Pace

Julian Pace, formerly VP and creative supervisor in New York and Paris offices of Ted Bates & Co., rejoins BBDO as associate creative director in Chicago office.

Bertrand Mangel, TV art director/producer, **Leslie W. Collins**, senior TV producer, and **James K. DeVoe**, senior associate research director, elected VP's, BBDO, New York.

Alan A. Ragland, account executive at Continental Broadcasting, Chicago, appointed manager of Chicago office.

Donato R. Bronzino, senior media buyer at Young & Rubicam, New York, joins Firestone & Associates, that city, as director of media operations.

Richard N. Hughes, promotion manager for WXYZ-TV Detroit, appointed to newly created position of director of advertising and community affairs.

Walter Cooper, with Dreher Advertising, New York, appointed director and producer of radio and TV.

Ken Keoughan, associate media director at Gardner Advertising Co., New York, appointed media director.

Ron Etter, formerly sales manager of WKFM(FM) Chicago, named sales manager of WEFM(FM), that city.

David Russell, creative supervisor at W. B. Doner and Co., Detroit, appointed director of radio and television production in Baltimore. **Barry Wiseman**, with Doner in Baltimore, named production manager of radio and television department.

Murray Howard, with WNLC New London, Conn., appointed local sales manager.

John E. Lauer, former radio account executive, WCAU Philadelphia, appointed sales manager, CBS Radio Spot Sales, same city.

Chuck Dwyer, assistant general sales manager for KHJ-TV Los Angeles, appointed general sales manager. He replaces **Don Balsamo** who is going into radio ownership.

William V. Dtero, former sales executive for Grace Lines, appointed international sales representative for Wynn Oil Co., Azusa, Calif. **Jack F. Payne**, Wynn sales executive, appointed district sales manager for Midwest.

Michael W. Feeley, with Feeley Advertising Agency, New York, named

manager of operations.

Dick Rakovan, former account executive, WKBW Buffalo, N. Y., appointed Midwest sales manager, WPAT Paterson, N. J.

Robert R. Brady, former controller, Peters, Griffin, Woodward, New York, appointed assistant treasurer.

Oliver H. (Pete) Petersen, with American Oil Co., Chicago, for more than 30 years in audio-visual, sales promotion and merchandising capacities, retires July 15.

Allan Wikman Jr., with Pepsi-Cola Co., New York, named associate advertising director.

Jerry Gibbons, VP of Naegele Outdoor Advertising, Oakland, Calif., joins Blair Radio, San Francisco, as account executive.

Lionel L. Schaen, former account executive, Harrington, Righter & Parsons, New York, appointed account executive, ABC-TV Spot Sales, same city.



Mr. Slade

Richard P. Slade, formerly VP and manager of Rogers & Smith Advertising, Kansas City, Mo., joins Galvin/Lane/Farris Inc., that city, as VP.

George J. Stoltz, assistant advertising manager for Reynold C. Johnson Co., Burlingame, Calif., West Coast Volkswagen distributor, appointed advertising and promotion director for KGO San Francisco.

Richard Lembitz, formerly with Miller Motors Buick, Baltimore, joins WBAL-TV, that city, as account executive.

Edward M. Saron, with WYDD(FM) New Kensington, Pa., appointed account executive for KDKA-AM-FM Pittsburgh.

David Bradshaw, formerly media buyer for Grey Advertising, New York, appointed account executive at WJXT-TV Jacksonville, Fla.

David Schaeffer, with Bofinger-Kaplan Advertising Inc., Glenside, Pa., named supervisor of production department.

David Saxon, former film editor at Wolper Productions, appointed supervising editor for Gerald Schnitzer Productions, Hollywood, producer of TV commercials.

John C. Miller, formerly with Greater Philadelphia Magazine, Philadelphia, appointed account executive

at WIBG-AM-FM, that city.

John J. McNamara, account executive with Albert Frank-Guenther Law Inc., New York, joins Doremus & Co. there as account executive.

Cindy Weaver, with Strong Productions, Gaithersburg, Md., appointed account executive.

Richard E. Jacobson, formerly with Adam Young Inc., Los Angeles, joins sales department of KBLA Burbank, Calif.

Walter Collins, who most recently headed own production firm, joins Hixson & Jorgensen Inc., Los Angeles, as broadcast copy supervisor in radio and TV.

William Sudbrook, former account executive, American Research Bureau, Chicago, appointed to sales staff of Advertising Time Sales, same city.

Donald W. O'Connor, formerly associated with Chubb & Sons Inc., insurance underwriters, New York and Chicago, joins television sales staff of Avery-Knodel Inc., Chicago.

Alan A. Appleton, for three years with Young & Rubicam, Chicago, joins account service staff of McCann-Erickson, Detroit.

Patricia Cory, formerly with Edward H. Weiss & Co., Chicago, joins media staff of Sander Rodkin Advertising there.

MEDIA



Mr. Kelley



Mr. Gietz

Gaines Kelley, general manager of WFMY-TV Greensboro, N. C., retires effective July 15. **William A. Gietz**, VP and assistant general manager, succeeds Mr. Kelley.

Bob McMahan, KREX-AM-FM-TV Grand Junction, elected president of Colorado Broadcasters Association. Other officers elected: **George Jeffrey**, KXTV(TV) Colorado Springs-Pueblo, president-elect; and **Cliff Hendrix**, KCSJ Pueblo, secretary-treasurer.

Darwin D. Tucker, formerly VP and director of advertising for Meredith Publishing Co., Des Moines, Iowa, elected president. He succeeds **Fred Bohan**, who continues as board chairman and chief executive officer.

Chick Hearn, sports director for KNBC(TV) Los Angeles, appointed di-

rector of communications for California Sports Inc., organization owned by Jack Kent Cooke.



Mr. Davis

Clarke W. Davis, formerly operations director for Southern Broadcasting, named VP and general manager for WBMO-TV Atlanta, scheduled to go on air in early fall.

Howard B. Hayes, WPIK Alexandria, named president of Virginia Association of Broadcasters. Other officers named: **William R. Preston**, WRVA-AM-FM-TV Richmond, VP; and **Frank Soden**, WRNL-AM-FM Richmond, secretary.

Roger A. Anderson, formerly with The Equity Corp., New York, named assistant to president of Rollins Inc., Wilmington, Del. **William G. Rhodes**, VP and director of radio and television at Sykes Advertising, Pittsburgh, named assistant to executive VP of media communications for Rollins, Wilmington. **Philip D. Marella**, previously sales manager of WHC-TV Pittsburgh, joins Rollins' WCHS-TV Charleston, W. Va., as general manager.

Don Tener, controller for Kansas State Network, Wichita, Kan., named VP-controller.

John B. Callum, formerly with WWAY(TV) Wilmington, N. C., appointed manager of WKLM, that city.

Judith Diane Gross, sales research coordinator for KABC-TV Los Angeles, appointed director of research for KHJ-TV Los Angeles.

John C. Lee, sales manager of KOB Albuquerque, N. M., appointed station and national sales manager for KRZY, that city.

Don Karnes, with WCUM-AM-FM Cumberland, Md., named station and national sales manager.

Bill Kardaley, with WDVR(FM) Philadelphia, named business manager.

Don Atchison, with Ameco Inc., Phoenix, named manager of Decatur Cable TV Inc., Decatur, Ala.

Mike Dime, formerly with WKAN Kankakee, Ill., joins WJON St. Cloud, Minn., as assistant manager.

PROGRAMING

Kurt E. Kanis, sales manager for DeLuxe Laboratories Inc. plant in New York, and **Albert R. Landers**, West Coast production manager in charge of DeLuxe and General Film Laboratories plants in Hollywood, both elected VP's. Mr. Landers will be VP, West Coast operations and Mr. Kanis, VP, New York operations for both DeLuxe Labs. and its division, General



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Film Labs. **Donald E. Quigley**, personnel manager for Carborundum Co. refineries division, Perth Amboy, N. J., appointed personnel administrator for DeLuxe Laboratories Inc., New York.

Perry E. Massey Jr., former commercial producer, NBC-TV's *The Tonight Show Starring Johnny Carson*, appointed manager, nighttime programs. **Thomas Kuhn**, NBC contract administrator, named manager, live night program operations, NBC-TV, West Coast. **Alex Quiroga**, color film expert for NBC-TV, named manager, film technical operations, NBC-TV, West Coast.

Theodore M. Wrobel, formerly national sales manager for WBZ-TV Boston, and manager of Metro TV Sales, Philadelphia, joins Broadcast Sales Inc., New York, as sales manager.



Mr. Wrobel

C. Wylie Calder, formerly southeastern sales manager for Ziv-United Artists, appointed southern division manager for Independent Television Corp., New York.

Bill Sikes, program director for KARD-TV Wichita, Kan., named VP and program director for Kansas State Network [KARD-TV and KCKT(TV) Great Bend, KGLD(TV) Garden City, both Kansas; and KOMC(TV) McCook, Neb.].

Klaus A. Werner, New York liaison producer for Delta Films International, San Juan, P. R., named VP.

Mel Berman, former director of program development, Radio New York Worldwide Inc., named director of programming.

William A. Redlin, independent motion picture producer, joins Harold Goldman Associates, Hollywood, as executive producer for coordinating production for all filmed products.

Frank C. Baxter, teacher, and former Peabody award winner, signed by KNBC(TV) Los Angeles to produce and be host of 26 half-hour color programs entitled *Milestones of Man*.

Charles Marquis Warren, creator of *Rawhide* series and formerly of *The Virginian* and *Gunsmoke* programs, named executive producer of *The Iron Horse*, hour Screen Gems series scheduled to start on ABC-TV in fall. He replaces **Herb Hirschman**, who has been reassigned to work on new series projects for Screen Gems.

Deane Johnson, program director for WITX New Orleans, named program manager of WKYC-AM-FM Cleveland.

Gerald Feifer, former research coordinator for Screen Gems, New York,

appointed research director, 20th Century-Fox TV, same city.

Charles Offutt, promotion manager for WCUM-AM-FM Cumberland, Md., named program director.

David C. Groot, formerly with Carson/Roberts/Inc., joins Fraser Productions, San Francisco, as executive producer.

Otis L. (Jerry) Smith, eastern division sales manager for ABC Films, New York, also appointed UHF station specialist.

David L. Phillips, formerly production manager at WMBD-TV Peoria, Ill., joins noncommercial WPSX-TV Clearfield, Pa., as producer/director.

Baird Searles, with noncommercial WBAI(FM) New York, named drama-literature director.

Norman Stein, controller for DeLuxe Laboratories Inc., New York, elected assistant secretary.

NEWS

Lemuel Tucker, assistant on central news desk, NBC News, New York, appointed assistant to Ron Steinman, NBC News bureau chief in Saigon. **James E. Harden**, supervisor of news, NBC News, Chicago, appointed field producer for *The Huntley-Brinkley Report* in Los Angeles.

William Peters, writer and producer of several of programs in *CBS Reports* series, joins staff of ABC's African project as producer.

Bill Hartnett, formerly with news department of WPTA(TV) Roanoke,

Ind., joins WDHO-TV Toledo, Ohio, as news director. **Joe Jansen**, former news director, WFIN-AM-FM Findlay, Ohio, joins news department of WDHO-TV.

Taylor Brown, formerly with WTAY Robinson, Ill., appointed news director of KSHE(FM) Crestwood, Mo.

Donald J. Brydon, business manager of southwestern division of United Press International, Dallas, appointed general manager for Asia at UPI, Tokyo. **James R. Whelan**, UPI manager for Venezuela at Caracas, named manager of newly created Caribbean division with headquarters in San Juan, P. R. **Jack G. Brannan**, news editor, Buenos Aires, succeeds him in Caracas. **William W. Hamilton Jr.** of UPI's Latin American department, New York, appointed news editor succeeding Mr. Brannan.

Fred Walters, editor with KYW Philadelphia, named chief of parent Westinghouse Broadcasting Co.'s Harrisburg (Pa.) news bureau. **Jay Strassburg**, news writer at KYW, succeeds Mr. Walters. **Malcolm Poindexter**, reporter at KYW, named news editor.

James Van Sickle, reporter and newscaster, WABC-TV and WNEW, both New York, appointed news director of WPAT Paterson, N. J.

Jack Spencer, news director for KIRO-TV Seattle, joins news team at KVI Seattle.

Lansing Christman, news editor at WGY-WRGB(TV) Schenectady, N. Y., leaves post July 10 to devote more time to historical work and to free-lance writing.

Douglas G. Poling, with WGAR-AM-FM Cleveland, named night news editor.

Herbert L. Katz, formerly with WAST(TV) Albany, N. Y., joins WGR-TV Buffalo, N. Y., as night and weekend news editor.

Steve Daily, formerly newscaster and writer for KDKA-AM-FM Pittsburgh, appointed to news staff of WINZ Miami.

Irwin Krakowsky, following nine-month leave as CBS Foundation News Fellow at Columbia University, New York, resumes post as assistant director of news and public affairs at WCBS, that city.

FANFARE

Sandra Marshall, assistant director of advertising and sales promotion for KTVU(TV) Oakland-San Francisco, appointed publicity manager.

Gregg R. Borland, formerly promotion writer-producer for NBC, New York, appointed publicity manager of noncommercial WNEB-TV Buffalo, N. Y.

Charles A. Panama, advertising-publicity director for Arcola Pictures

Greisen goes to Television

Arch B. Greisen, former general manager and account supervisor for J. Walter Thompson in Atlanta and Cincinnati, has been appointed national sales manager of *Television* magazine. He will headquarter in New York City.



Mr. Greisen

After 15 years with J. Walter Thompson Mr. Greisen held executive sales positions with *Television Age*, *Advertising Age* and *Tuesday Magazine* before accepting the *Television* position.

He is graduate of University of Wisconsin, 46, married and father of two children.

Co., co-producers with Fespar of 20th Century-Fox Television's *Daniel Boone* series, named West Coast director for John Springer Associates Inc., New York, with headquarters in Los Angeles.



Mr. Barrington

John R. Barrington, senior associate of Bilderssee Public Relations Inc., New York, named executive VP of Richards Associates, Washington.

Bert Snow, former PR director for Los Angeles public library system, named PR director for noncommercial KCET-TV Los Angeles.

Tony Furman, formerly media placement director with Sydney S. Baron Public Relations, New York, forms own PR firm, Anthony M. Furman Inc., 527 Madison Ave., New York 10022.

Todd Raven, formerly with WHAR Clarksburg, W. Va., named promotion manager for WCUM-AM-FM Cumberland, Md.

EQUIPMENT & ENGINEERING

Edward J. McGuinness, head of CATV department at Stromberg-Carlson Corp., Rochester, N. Y., appointed manager of sales planning for firm's telecommunications group. **F. Leo Granger**, chief sales engineer of S-C's CATV department in Rochester, N. Y., succeeds Mr. McGuinness as program manager of CATV department.

John M. Richards, chief engineer of WAGM-AM-TV Presque Isle, Me., appointed chief engineer of parent Hildreth Radio and Television Network, Bangor, Me.

James A. Lang, with RCA broadcast and communications products division, Camden, N. J., appointed manager, sales, microwave department.

J. G. Sonneborn, general works manager for Aerovox Corp., Olean, N. Y., appointed general manager.

Robert J. Ream, with Ameco Engineering Corp., subsidiary of Ameco Inc., Phoenix, named administrative assistant.

ALLIED FIELDS

David Ross, formerly with American Research Bureau, Beltsville, Md., appointed production manager for Mediastat, Silver Spring, Md.

Thomas P. Becherer, formerly with news department of KTVI-TV St. Louis, joins United Fund of Greater St. Louis Inc. as radio/TV representative.

Richard D. Heffner, university professor of communications and public policy at Rutgers University, New

Ed Wynn dies at 79

Ed Wynn, 79, vaudeville comic who went on to become the Texaco Fire Chief on radio and later to star on own show on television, died June 19 of cancer at his Los Angeles apartment. Mr. Wynn started in radio in the 1920's broadcasting *The Perfect Fool* over WJZ New York (now WABC).

He began his first regularly scheduled TV program in October 1949, and in 1950 won both a George Foster Peabody Award for bringing "the best techniques of stage, screen and radio" to TV and an Emmy from the Academy of Television Arts and Sciences. He later became successful in TV drama in more serious roles.

In the 1930's Mr. Wynn was connected with the formation of the Amalgamated Broadcasting System, a fifth radio network that failed. He is survived by his son, actor Keenan Wynn.



The last major award to Mr. Wynn was the Gold Medal Award presented to him by the Pennsylvania Association of Broadcasters (BROADCASTING, March 28). Shown are Mr. Wynn (r) and Kenneth W. Stowman, WFIL Philadelphia, PAB president.

Brunswick, N. J., and head of his own firm of communications consultants, named chairman of newly formed editorial advisory board of school and college division of Bantam Books Inc.

DEATHS

Harold Halvenston, 63, TV producer for Armed Forces Radio and TV Service on West Coast, died June 14 of heart attack in Los Angeles. Previously, Mr. Halvenston was associated with Paramount Pictures, Walt Disney Pro-

ductions, Don Lee Broadcasting network, KTTV-TV and KTLA-TV, both Los Angeles and Aladdin TV Productions. He is survived by his wife and daughter.

Chester L. Morrison, 66, died June 21 at Mount Sinai hospital in New York. During World War II, Mr. Morrison was sent by CBS to cover war in North Africa. Mr. Morrison had been senior editor with *Look* magazine for past 15 years.

Carlo Vinti, 70, founder and president of Vinti Advertising Inc., New York, died June 19 of heart attack in his home in New York. Early in television, Mr. Vinti produced weekly program called *Opera*



Mr. Vinti

Cameos, condensed version of world's most famous operas. He also conceived and produced *La Grande Famiglia (One Big Family)* and *Bishop Fulton J. Sheen Program*. Surviving are his wife, Beatrice, two daughters and two sons.

Julius Rothkopf, 69, Yugoslav economics expert and former staff member of Radio Free Europe, died June 14 at his home in New York. He worked as script writer and as expert on Yugoslav economic affairs for Radio Free Europe from 1950 until he retired in 1963. He is survived by his wife, former Zora Ilic.

Norman (Red) Benson, 49, star of nighttime talk show on WPEN Philadelphia, died of apparent heart attack June 19 at his home in Philadelphia. Mr. Benson was master of ceremonies in mid-1950's for NBC-TV's *Name That Tune* and joined WPEN in 1956. Surviving are his wife, Fleurette, daughter and two sons.

Robert B. Griffin, 56, former owner of KHSJ Hemet, Calif., died May 28 at Hemet Valley hospital. He sold KHSJ last August and acquired KCIN Victorville, Calif. He had also been assisting in management of KCAL Redlands, Calif. Surviving are his wife, Alice, and three sons.

Eugene Gilbert, 40, president of Gilbert Marketing Group Inc., died June 18 at Beth Israel hospital in New York after having suffered heart attack previous day. His firm specialized in making surveys of college and teen-age market. He is survived by his wife, Nancy, daughter and son.

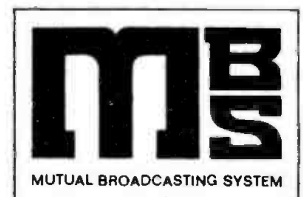
Barbara M. Stewart, 41, wife of David V. Stewart, TV sales manager and assistant treasurer of WKBN Broadcasting Corp., licensee of WKBN-AM-FM-TV Youngstown, Ohio, died June 20 after long illness.



"When Van talks 40,000,000 people listen!"

Mutual Sports Director Van Patrick talks sports a lot. 17 times a week. And his 2,500,000* listeners consider Van something of a spellbinder. Multiply their numbers by Van's frequency—and it all adds up to this: Van Patrick is the most-listened-to sportscaster in all network radio. Are you listening, media types?

*2.5 million—average audience per program (16 reported time periods)—Sindlinger, Feb., 1966





Want to be different? Turn to talk

STATIONS TAKING THE STEP FIND RATINGS, PROFITS ON THE RISE

Running a radio station that sounds like all the rest? Got no ratings and not enough business? Looking for a way to stand out?

Start talking.

That's the solution more and more stations are turning to. It's nothing new. Talk goes back to the beginnings of radio, and what today's talkers call "audience involvement" has probably never been surpassed, at least in terms of pure audience effort, since those first days when stations discovered the tune-in appeal of setting-up exercises.

Music-and-news is still by long odds the dominant radio station format and seems in not the slightest danger of losing its grip. Its dominance is so overwhelming, in fact, that it has been the single biggest force—perhaps the only major force—behind the talk trend.

The best available estimates indicate that at least 80% of all radio stations regularly carry some talk programming aside from news, and two dozen or so are fully or almost completely committed to the talk format. More than anything else, it was the desire to be different that led them to take the talk route (for profiles of many of these stations, see page 82).

Desire to be Different ■ "We had no

choice," one station reported, "because we sounded like all the other music stations in the market. We had no image of our own."

That was the nub of the explanations offered by most of the stations in BROADCASTING's study, and the nub of the results they reported was success—in both audiences and sales.

Big ratings gains from far down on the audience totem pole, in some cases from so far down that the audiences didn't meet the minimum reporting levels of the rating services, were widely reported, while others said they moved up from moderately competitive rating positions into striking range of the top.

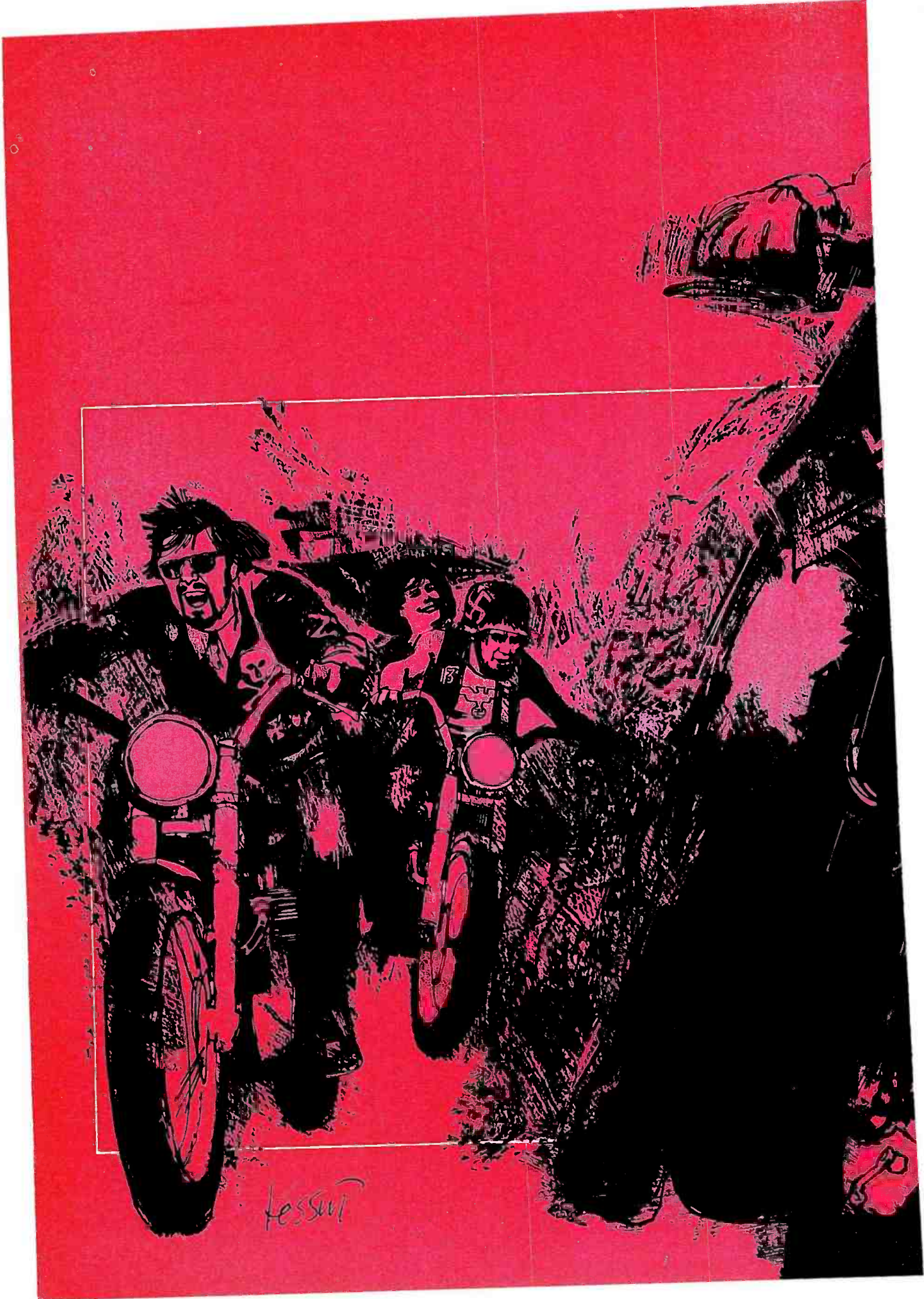
All this didn't happen overnight, of course. In some cases it took a year and a half—or longer. In at least one case, however, it happened fast enough that the station, which said it was "dead last" in the ratings before it switched to all-talk two and a half years ago, has since put through four rate increases and plans a fifth on July 1.

Other reported sales gains ranging from 25% to 250% since moving deeply into talk. Several said sales now are running at record high levels.

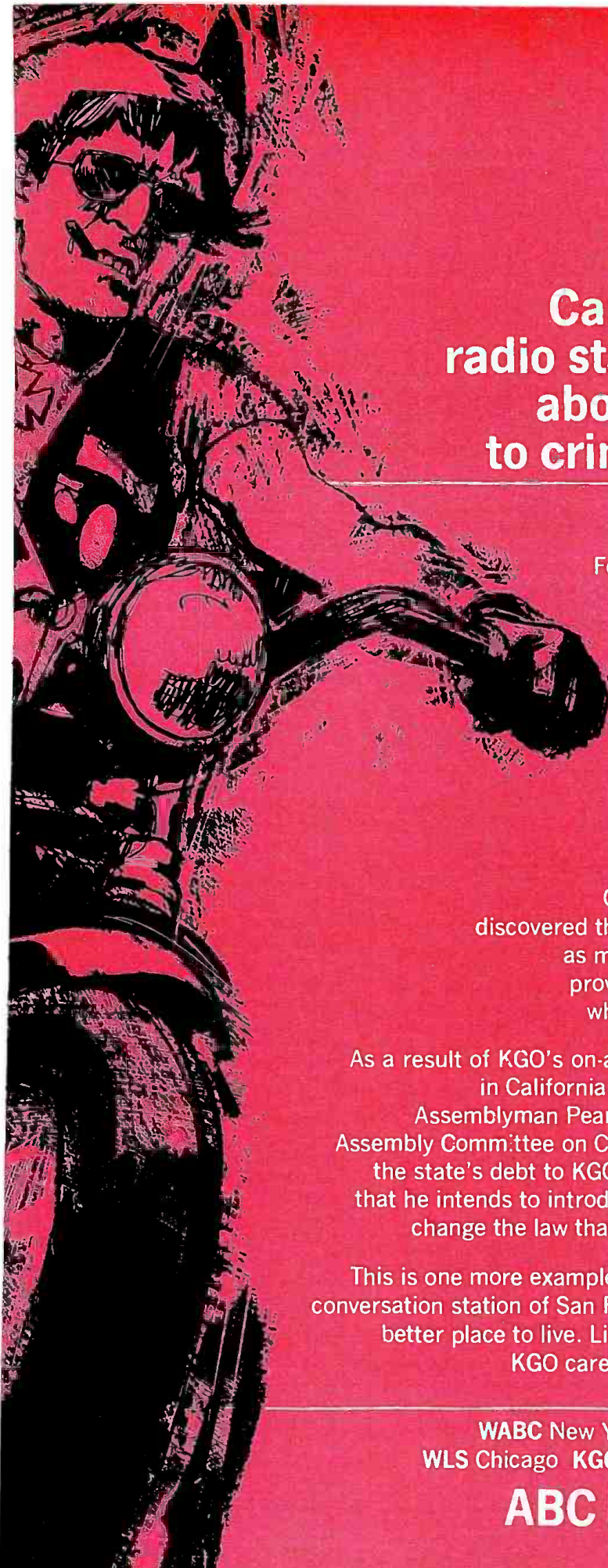
Their formats vary, but may be grouped roughly into four categories: (1) Those relying heavily or exclusively

on telephone conversations with listeners who call in; (2) those that mix telephone conversations with substantial proportions of studio or taped interviews, discussions, advice and other talk and information in which there is no on-air participation by the audience; (3) those, relatively few,

Talk station programming covers a wide range of subjects. KMOX St. Louis (upper left) broadcasts from the lobby of a downtown theater interviews with people concerned with an Ebony Magazine fashion show; Traffic reporter Lu Hurley (upper center) takes off to report traffic conditions for KGO San Francisco; Dick Provost and Paul Benzaquin (upper right) broadcast WEEI Boston's high-rated 'Conversation Piece'; KABC Los Angeles (lower left) airs daily the Paul Condylis interviews, in this case with Tony Curtis (l); WNAC Boston's Gus Sanders (lower center) autographs his 'Boston Kitchen' cookbook for two fans; WINS New York food editor Patricia Lahrmer checks fresh vegetables at a supermarket produce counter for reports on prices and products several times a day.



Kessner



Can a San Francisco radio station do anything about the "30¢ ticket to crime" in California?

KGO Radio decided it could.

Following up a news story of a brutal beating by six members of the notorious Hell's Angels, the KGO Radio news staff found the motorcycle gang had traced their victim to his home simply by noting his car license number and paying a 30¢ fee to obtain his name and address from the Motor Vehicle Department.

On further investigation, the station discovered that such information was requested as many as 2,500 times a day — with no provision for screening the purpose for which the information would be used.

As a result of KGO's on-air exposé, this dangerous loophole in California law was brought to the attention of Assemblyman Pearce Young of Napa, Chairman of the Assembly Committee on Criminal Procedures. Acknowledging the state's debt to KGO news, Assemblyman Young stated that he intends to introduce legislation in the near future to change the law that allows the "30¢ Ticket To Crime."

This is one more example of how KGO Radio — the news and conversation station of San Francisco — makes its community a better place to live. Like every ABC Owned Radio Station, KGO cares — enough to make things happen.

WABC New York KQV Pittsburgh WXYZ Detroit
WLS Chicago KGO San Francisco KABC Los Angeles

ABC Radio Stations 

that have no telephone shows, or virtually none.

News Important ■ The one common denominator in all three categories is strong reliance on news—which leads to the fourth category, made up of all-news stations (see page 100).

Whatever the format, the idea is to get the listener interested and involved. The approach of the on-air personality—interviewer, conversationalist, talk jockey, communicaster, or whatever he is called—may be solicitous, insulting, soothing, serious or flip, and the subject matter may be almost anything under the sun.

The point, most talk experts agree, is that the programing must never be boring—must be centered on “what people are interested in, not just what you’re interested in,” and must not run on too long before shifting to another subject.

Some stations let the listeners choose their own subject matter; others pick the subjects and require the listeners, if it’s a call-in show; to hew to it. The callers almost never are permitted to identify themselves, and the calls usually are run through a tape machine that provides a safety margin of a few seconds in which to hit the panic button if obscenity or libel turns up.

Some stations screen the calls and

pick the ones that the on-air man will take; others let the personality take them blind as he comes to them, relying only on the tape-delay to avoid unduly strong language.

In various ways, the heavily talk stations stress the strong community identification that talk programing gives them.

A clue to how extensive this may be was suggested by CBS Radio, which has six of the seven CBS-owned stations deeply committed to talk and is moving the seventh, WCBS New York, further in that direction. In a single month, CBS Radio officials reported, busy-signal counters recorded more than one million attempted phone calls to the seven stations.

Universal Appeal ■ This sort of audience involvement is cited by virtually all of the talk stations, not only as proof of listener interest but also as a primary explanation of their image as stations that, in the words of one broadcaster, are “at the heart of community life.”

Success in the talk format doesn’t come cheap, however. Almost to a man, broadcasters questioned by BROADCASTING said their expenses increased—by anywhere from a few percentage points to as much as 300%—when they switched from music to all talk or mostly talk. The main reason: It takes

more people to support a talk operation than a music operation.

They disagreed, however, on whether disk jockeys can be converted to successful talk jockeys. Some said their DJ’s had made the transition in great style; others contended it could never be done.

But they agreed that being a talk jockey requires a lot more work both on and off the air. The DJ can plan ahead while his records are playing, but the TJ is “on” constantly—and when he’s not on the air, the amount of homework he must do to keep abreast of all the things he may need to know, is, as several broadcasters pointed out, “phenomenal,” “incredible” and “back-breaking.”

Reward is Great ■ If talk radio is more expensive and more demanding, its adherents also find it more rewarding. Those who reported substantial increases in operating costs took pains to point out that these have been more than offset by sales gains. Individually, they also described many other “advantages” in being a talk station.

Most of them stem from, or relate to, the concept that people who listen to talk radio are consciously listening. As one advocate put it, “they wouldn’t tune in for background talk.” This is also one of the most forceful sales arguments a talk station can offer an advertiser, especially in the weeks and months before it has developed a strong rating position.

Another “advantage” frequently cited is that the talk audience is “an adult audience,” and several stations reported that surveys also showed this adult audience to be, in addition, a more affluent audience.

Further, they say, the community involvement that any talk station must engage in increases the respect in which it is held, gives it a rare degree of rapport with the community and adds authority to its commercials as well as its news and other programing.

On the basis of findings like these, a study commissioned by the CBS-owned radio stations—which have spent close to half a million dollars on radio research in the past five years—concluded that “a radio advertiser would be justified in spending up to twice as much, on a cost-per-thousand basis, for a talk station’s audience as he would for some music stations’ audience.”

Along with the advantages of talk radio go disadvantages.

Expense, the problems in finding the right talent, the need for more people topped most lists.

In addition, however, some operators felt the number of prospective advertisers was more limited than on a music station (they said that kids’ products, for example, would be automatically

Talk’s quality audience helps the salesman

What happens to the human factor, the station employe trying to earn a living, when talk takes over? Six years ago George Green, a bright, energetic man in his thirties, was a time salesman for KABC Los Angeles. He didn’t have much of a sales story to pitch. The station’s music and news format was pretty much nondescript. Yet he was making good money and was relatively content. He certainly didn’t want anything so drastic it would rock the boat.

When told the station was converting to a talk format, George Green felt that manager Ben Hoberman was out of his mind. “How the hell do you expect us to sell? How do you run a radio station without playing records?” he argued. “Don’t worry,” countered Mr. Hoberman. “You’re going to sell talk on the basis of success stories you’re going to get from advertisers. Don’t even worry about ratings. Long before you ever sell talk on the basis of

numbers, you’ll be selling its qualitative advantages.”

And George Green found it to be true. The station has compiled numbers that are competitive, but salesman Green mostly pitches the qualitative characteristics of KABC’s audience. He points out how attentive the audience is. They want to listen, he says. They become involved in the programing. They participate in it. There’s no reason for anyone to tune in talk unless it’s to listen. There can’t be the same logic to background talk as there is to background music.

Advertisers seemingly have listened to this sales line. Almost 40% of KABC’s total business—both local and national—comes from 52-week advertisers. The station prides itself on its repeat business and on the many different advertisers that buy time.

How did George Green make out through all of this? He’s now KABC’s general sales manager.

Can a news and conversation station succeed in San Francisco?

KGO Radio does!

IN RATINGS

The Feb.-Mar., 1966, San Francisco 9-county Pulse places KGO in the #4 spot, M-F, 6 A.M.—12 Midnight.

In the Jan.-Feb., 1966, ARB San Francisco Market Report, KGO ranks 3rd in net weekly circulation.*

IN TIME SALES

1965 set an all-time station record, as have the first and second quarters of 1966.

How did it all happen? We found out what was missing — full-time “news and conversation” in San Francisco.

So KGO Radio developed a crack local news team, coupled with ABC's fast-moving coverage — and hired the best telephone talk talent available.

It paid off. Big.

We're pretty proud of the progress, but care enough about success to stay on the move — with San Francisco's only “news and conversation station.”

Represented nationally by Blair Radio

KGO RADIO 810

An ABC Owned Radio Station

*Any figures quoted are estimates only or are based on estimates, and are not accurate to any precise mathematical degree.



Hot Line to Help

**The story of Allstate's 8,000-mile
Private Wire Communication System—
how it keeps any Allstate location
in constant touch with any
policyholder's records, anywhere**

It could happen anywhere in the United States. Let's say it happens ten miles out of Denver on the coldest day of the year. The phone rings at Allstate's Denver office:

"Hello. I'm driving through from Orlando, Florida. I just had an accident. I'm insured with Allstate. I have to be in Seattle in two days. Can you help me get going again?"

His records are in the St. Petersburg Regional Office which serves all of Florida—two days away, even by air-mail . . . many dollars away by telephone.

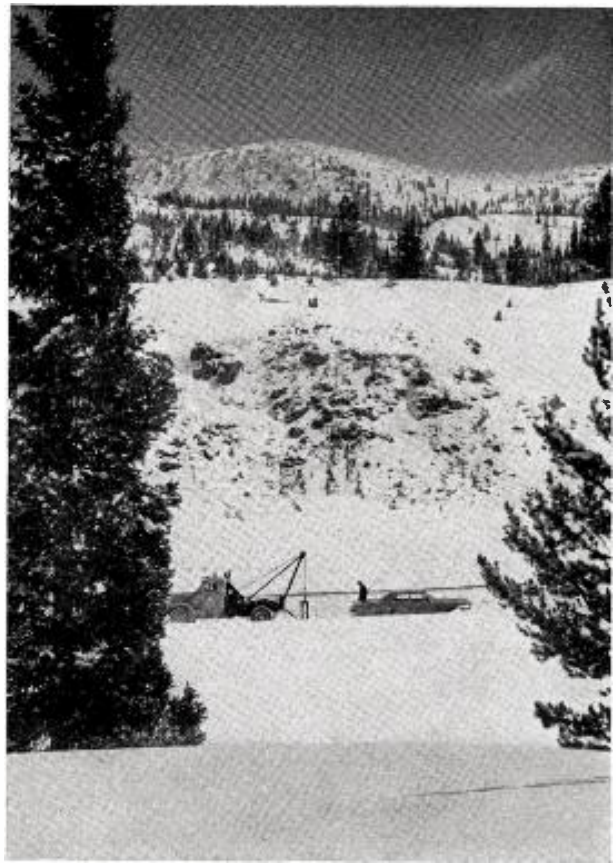
"Can you help me?"—Denver takes his name and policy number

and feeds it into Allstate's 8,000-mile Private Wire System. At 100 words a minute, the message whirls through to St. Petersburg.

There, a policy check is made. Approval speeds back. A short time later, the man's car is on a repair rack in Denver.

Meanwhile, hundreds more messages have been swiftly criss-crossing the country on Allstate's Private Wire System.

"Emergency! Emergency! Get me Allstate!"—Whether the next call reports a smashed windshield or a fire in California, a hurricane in Florida or a tornado in Oklahoma, every Allstate policy-



Trouble strikes a thousand miles from home. But this Allstate policyholder's car will be on its way again—fast. His insurance coverage will be checked at his home Region via the "hot line" and claim approval will be flashed back on Allstate's Private Wire Communication System.

holder involved will be assured of personal attention.

By the time the news of a major disaster hits the nation's headlines, Allstate will be speeding special claims teams into the stricken area from Allstate offices all over the U.S.

Anytime...anywhere...it's there

—Fortunately, national disasters don't happen every day. And coverage verifications don't keep the Private Wire System tied up constantly. But Allstate keeps the system busy—normally 12 hours a day, every business day—serving a wide variety of functions. Actually it's available 24 hours a day; and it's used for a host of other matters much less critical than disaster services. For example, the Allstate Motor Club uses the system for last-minute trip planning assistance. If an Allstate Motor Club member's trip plan request reaches Allstate's Central Tour Bureau by 4 p.m., it'll be air-mailed to him that same evening—and it will be based on the very latest road information.



What's the best route to Cheyenne? Allstate Motor Club members get expert trip-planning assistance. This includes the very latest road information from any part of the country, gathered with the help of Allstate's Private Wire Communication System.



A raging storm pounds inland. And even before the winds subside, special Allstate claims crews pour into the area, alerted by the call for help over Allstate's Private Wire system. Tornado, earthquake—whatever the disaster—Allstate's Hot Line assures fast help for policyholders.

Allstate's Private Wire has proved invaluable whenever a policyholder changes address. Relocating his policy records is quick and easy, thanks to the Private Wire Service. With 20% of our population moving every year, this is no small boon.

It even cuts down phone bills— The system also helps pay its way by allowing Home Office to keep

close check on departmental expenses . . . by sending out news releases and company announcements . . . by saving money on long-distance telephone calls.

It keeps Home Office in constant touch with all Regional Offices, and thus with the activities of thousands of Allstate Agents. It brings in weekly sales reports, waits for them to be compiled into

a master report, and immediately fires the national figures back to the field.

In short . . . it lets a big company stay small—Most importantly, Allstate has found that its Private Wire Communication System keeps the company together.

It helps make it possible for Allstate to be big enough to have thousands of Agents and millions of policyholders . . . yet stay small enough to serve each one as an individual.

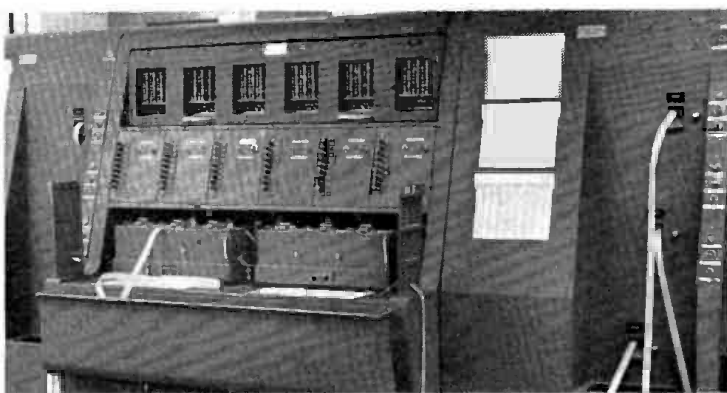
The Private Wire Communication System is another reason why we can tell our customers, and mean it . . .

**You're in
good hands with
Allstate®**

Insurance Companies

Home Office: Skokie, Ill

Founded by Sears



The master console at Allstate's Home Office in Skokie, Illinois. Messages speed in and out 12 hours a day, linking Allstate Regional offices coast to coast. Allstate is the industry's largest user of this type of equipment.

ruled out); that there is less management control over talent; that it's harder for a talk station to become the top-rated station in its market and takes longer for it to make the top brackets; that no guidelines have been developed to smooth the way for stations going deeply into talk and that, as one talk broadcaster put it, "it's just much easier to run record shows."

Continuing Trend ■ Weighing the advantages and disadvantages, however, nobody seemed overly disturbed by the balance, and all thought the talk trend would—and should—continue. Just how far it might go was something else again.

There are all-talk stations in markets of a million population and in markets well under a million, as well as in the biggest population centers. Some talk

enthusiasts think that stations in markets of 10,000 to 15,000 can successfully offer substantial blocks of talk programming—but not all-talk programming. Others feel that heavy talk commitments can be sustained only in the bigger markets, where there are ample resources from which to draw guests and other program material.

If there was a consensus in BROADCASTING's findings, it was that the market for a heavily committed talk station should be big enough in population to keep long periods of talk programming going; big enough in program resources to provide the experts, specialists and special program material that will be needed, and big enough in radio service to have available, from other stations, most, if not all, of the more conventional radio program services.

If a station finds itself in a market like that, and in addition finds itself suffering from an inability to distinguish itself from its competition, the feeling was that it would be smart to start talking. Or at least start thinking about talking.

Before making the switch, however, there was one last piece of advice: Check some of the other talkers and see how they do it. There aren't enough of them yet to make them afraid of more competition, and for the most part the newcomers to the ranks have found the old hands willing to give advice freely—a willingness that has saved more than one new talker six months to a year of mistakes, not to mention money in amounts that can't even be guessed at.

Profiles of the most heavily committed talk stations are below.

Here's how the all-talk stations do it

THESE 18 STATIONS ARE AMONG MOST SUCCESSFUL WITH TALK FORMAT

Talk radio is at the same one of the oldest and one of the newest of the programming formats.

While nearly every station has its own talk programs it has not been until comparatively recent years that any station has attempted to program virtually the entire broadcast day with talk programs.

Following, in alphabetical order by cities, are profiles of some of the leading stations that are now in this classification:

WATV found its niche with talk in Birmingham

As a 1 kw daytimer on 900 kc in the 13-station Birmingham, Ala., market, WATV was having troubles. It had never really found its place in the market.

It came under new ownership in January 1965. The conversion to an all-talk station began immediately. It was completed four months later and Buddy Moore, operations manager, says the format was accepted faster than WATV thought it would catch on.

As a music and news station, he says, WATV didn't even show up in the ratings books. Today it turns up as one of the top three stations in the market, depending on the ratings service and the time of day. The audience reaction to the new format was good from the beginning. After six months it had become "phenomenal," Mr. Moore says.

With the larger audience has come increased income. Billings have increased about 250% he reports.

Even the local sponsor picture has changed. WATV is now getting "prestige accounts" who don't buy saturation but buy for the long haul.

The rate card has already doubled from its pretalk days and another increase is anticipated in the fall.

Costs have also risen for WATV and have gone up almost 300% from the old format. WATV has a seven-man programming staff with five on the air plus three newsmen.

If you assemble the right staff, Mr. Moore feels, "you can get by with almost the same amount of people." He finds, though, there is an "extreme shortage" of people capable to handle a talk format and an equal shortage of those "willing to learn how to handle it."

The average disk jockey, he adds, isn't good talent for a talk operation, because "even if he's intelligent he talks too much. Our people aren't entertainers, we leave that to the audience."

Mr. Moore studied several talk stations before switching the WATV format and found them "most cooperative." Now that WATV is firmly in the talk arena, he finds that he gets calls daily from other broadcasters interested in the format.

He feels there is a cutoff point for talk success. He doubts that this format could be successful in a market of less than 250,000 because the station would be unable to charge enough to offset the increase in operating costs.

At WATV all the programs have topics and guests and the audience response apparently supports this decision. Mr. Moore calls it the "most responsive

audience I've ever dealt with."

The WATV schedule includes 6-9 a.m., 11:30 a.m.-12 p.m. and 4-6 p.m. news blocks that are heavy on local news actualities. The newsmakers now call WATV with statements, Mr. Moore finds, "because if they don't, they know we'll be calling them for information 10 minutes later."

The morning lineup includes the *Bee McCutcheon Show*, which is aimed at women. In the afternoon, Horace Pumphrey conducts a two-hour program, *Dialogue*, which Mr. Moore says is a "no-holds barred program monitored by newspapers and wires for the news it makes."

The afternoon schedule also includes the syndicated one-hour *Joe Pyne Show*, which WATV splits into two sections, allowing listeners to call in after each guest because when it ran as a solid hour, the avalanche of calls clogged the lines.

WEEI audience stirred by talk on 'gut' issues

WEEI Boston has a straightforward reason for going to talk programming: "Because we had to do something different." The station says it "had no music image—no image at all."

When Don Trageser, general manager of the CBS-owned property, came to WEEI in September, 1963, "ratings had reached an all-time low, revenue had been steadily declining and the station was floundering."

Now with 16 hours of talk daily WEEI claims to be vigorous, healthy and still growing. The station's success with

talk began early in 1964 when former Boston newspaper reporter Paul Benzaquin was installed as the host of a program given the title of *Conversation Piece*.

The program gained audience steadily and WEEI now claims this show is first in the market from 2 to 6 p.m. with a March-April Hooper report giving it a 20 share.

A four-hour evening telephone show (7:30-11:30 p.m.) was instituted following the success of the Benzaquin program and an hour-and-a-half news show, *PM Report*, was placed at 6-7:30 p.m. The latest Hooper survey shows WEEI with an average 16.2 share between 6 and 11 p.m.

A conventional morning show at WEEI wasn't delivering ratings for the station so manager Trageser went to three hours of hard news and features from 6 to 9 a.m. and the result turned out to be "substantially higher" ratings.

WEEI employs 23 people in its program-news department, 13 of them on-air personalities, a slight increase over pretalk days.

The station's advice on conversation topics: "Steer toward 'gut' areas when you can; money, taxes, religion, sex, marriage, teenagers, politics, race troubles. WEEI claims a vigorous editorial policy, averaging two or three editorials a week.

The station says the busy signals bouncing off its switch board number 20,000 to 25,000 per week. Phone response has indicated that "open forum" telephone shows are preferred to guest interview programs.

WEEI claims to have risen from fifth to second place in the Boston market within a year's time. Sales for the first quarter of this year are reported 51% ahead of those reported in 1965's first quarter.

Will talk radio talk itself out? No, says Mr. Trageser. "We're convinced that radio listeners want more news and information and this will be the primary role of radio."



At WKAT Miami moderator Fred Hall talks to a group of youngsters on the station's highly rated program 'Young Miami Speaks.'

Boston welcomes new talk format on WNAC

It was inevitable that radio's lusty new format would boom in Boston, which aside from its Back Bay and Brahmin heritage, is a modern radio town. WNAC, after a careful study of Boston radio, slipped out of its adult music and limited talk mantle last September, instituting all-talk. In the nine months since, the station has been gratified by increases in audience and sales.

WNAC notes its audience has enjoyed a growth that's been "slow and steady" chiefly because the new format caused a complete turnover in listeners. Along with picking up a plus factor of prestige, WNAC states it accomplished a change from appeal to the 39-65 age group to "young and middle-age adults." The scoreboard in sales is bright: locally they're up 7% and nationally 12%. But with the new programming, costs have gone up, too—an estimated 5%.

Perry S. Ury, vice president and general manager, and Robert W. Henabery, program director, are credited as WNAC's talk architects. They sought to widen appeal while setting a personal relationship of station and individual listener—"talk radio, not talk for talk's sake but talk for fun" as well as for information. The format that seeks "total involvement by listeners" is light on controversy until the later night periods. But nearly every segment is heavy on call-ins, guests, various interviews and comments and during daytime hours on hints and tips to homemakers, hobbyists, pet owners, bird-watchers and others of the audience with special interests.

The right climate helps a talk station, says WNAC. In Boston, several factors are cited: "a higher intelligence level and a greater liberality here in expression with less malice and no big hatreds as in the deep South." Also noted is the city's large college, medi-

cal, shipping and business community, and, talk stations just "seem to do well on both coasts."

The station obviously sought greater identity in a market where it competes with 13 AM's and 10 FM's (sister WRKO-FM also programs talk). With identity have come sales successes. On June 7, an eight-unit \$32,000 motel in Concord, N. H., offered as available during the afternoon *The Classified Page of the Air* quickly got a new owner. On the same show, Pete Johnson talked with a caller who had a \$450 boat for sale. It sold within the hour.

An offer of a \$15 breadmaker for \$8 by King Arthur Flour on Gus Saunders' *Boston Kitchen*, afternoon call-up recipe show, was snapped up by more than 1,200 housewives—an estimated near \$10,000 response. A brief mention of an industrial non-home paint marketed by the Shawsheen Chemical Co., Ballardvale, Mass., brought in a "windfall" of 50 inquiries on the *Ask Roy Leonard* household hint talk show.

Previously, WNAC's talk programs were limited to two: *Mary's Mail* in which Mary Sparks counsels listeners who write in about their personal problems, and Fred Gale's *Comment* show. These continue on the air but with several talk additions: *Mary and Jim*, in which Miss Sparks and Jim Dixon hold interviews and report what's new in the world of plays, books and the arts; *Boston Forum* that features Palmer Payne who interviews guests and invites listeners to phone in comments and questions; a Jean Shepherd evening commentary. The *Comment* show has guests and open phones, often bringing controversy by moving into such subject matter as LSD, the "God Is Dead" movement and draft-card burning. Untouched is emphasis on news. News fills 3½ hours of morning drive-time and two hours in the evening plus 15 minutes every hour on the hour through the broadcast day. Weekend talk may be a little lighter or brighter as special interest shows are slotted.



Sol Hurok (l) and San Francisco financier Lou Lurie (r) during a fierce debate on San Francisco culture which was heard on KCBS.

NOW, WHAT'S ALL THIS TALK ABOUT CONVERSATION?



PAMELA MASON's uninhibited conversation on KABC has a phenomenal audience!



MORNING NEWS/WATCH. Don Allen fronts this 3-hour comprehensive News block, and is backed with the largest radio News operation on the West Coast.



EVENING NEWS/WATCH. Pat McGuinness heads up a team of 30 top newsmen for Los Angeles' most complete News round-up—3 full hours of in-depth news, views and commentary.



BOB GRANT continues to be Los Angeles' most controversial figure on nighttime radio.



JIM HEALY sparks excitement and controversy on sports with the listeners at home.



PAUL CONDYLLIS airs comedy and exclusive Hollywood interviews

The talk-trend on radio is utterly fantastic! People are talking, talking, talking. But, most important of all, people are LISTENING! Conversation radio gives you an ear-conditioned audience, an ATTENTIVE audience that tunes in just to LISTEN to News, Conversation, controversy, commentary, sports—and, your commercials! KABC Radio was the first total-News and conversation station in the nation (nearly 6 years ago) and is still speaking out with a more far-reaching, money-moving voice than any of its echoes. Our only record is a track record of satisfied advertisers who have found that an ATTENTIVE AUDIENCE IS A RESPONSIVE AUDIENCE THAT PRODUCES RESULTS! More advertisers use KABC Radio than any other station in Los Angeles.* There must be a reason. Let's talk about it. Call your local Katz Representative or contact KABC direct. KABC RADIO—An ABC Owned Radio Station.

*CREST MONITORING REPORT



BREAKFAST CLUB with Don McNeil has been a morning favorite for nearly 33 years on ABC.



WILLIAM THOMAS, full-time financial editor reports 3 times daily to an affluent audience.



DICK WHITTINGTON, the top "wit" of Los Angeles radio draws listeners with his zany, daily show.



JACK WELLS holds an attentive and responsive audience and sells on "KABC Open Line?"



ALLIN SLATE gets first-hand report from Sandy Koufax.

THE NEWS AND CONVERSATION STATION OF LOS ANGELES



A SOUND BUY FOR SOUTHERN CALIFORNIA

Switch to talk at WBBM result of careful study

When CBS-owned WBBM Chicago made its basic format switch last September to become the "Talk of Chicago," the move was both evolutionary and the result of basic policy decision by management.

Either way, it has paid off in both business and audience, according to E. H. Shomo, CBS radio vice president and general manager of WBBM. The operating costs to achieve this via the talk route, however, are "substantially higher," he admitted.

"We felt it was time for a change to a new and distinct program format in the city of Chicago," he recalled.

As explained by Leon Schlosser, program director, "we found that information broadcasting for radio was a natural extension because of the strong news and public service image that WBBM radio has always had."

WBBM's initial experiment in talk programming began in 1963 with a one-hour nighttime telephone talk show, *Conference Call*. Then the station discovered a child authority, Dr. Freda Kehm, and she was added at 11:30 a.m. in a new vehicle, *Call Dr. Kehm*, that also proved very popular.

The talk testing proved out so well that WBBM finally made the basic move in September 1965 to "Talk of Chicago" format for the 11:30 a.m. to 11 p.m. period Monday-through-Friday. A few months ago Saturday was made chiefly talk too.

There is much information and talk in the pre-11:30 a.m. period but also some music and network variety features like Arthur Godfrey and Art Linkletter.

Sales are not only "excellent" now but significant audience gains also have been scored, WBBM reported. Based on the latest Pulse WBBM's research department claims, the "Talk of Chicago" is first in total adults (18 and up) Monday-Friday 10 a.m. to 4 p.m. and also first in women (18-49) for that period. WBBM is second in the Monday-Friday 12 noon-6 p.m. period, up 40% over a year ago, the station contends.

The 8-11 p.m. period now featuring Jerry Williams, formerly controversial conversationalist with WMBX Boston, has jumped from No. 8 to No. 2 in total adults, WBBM claims.

One of talk radio's best sales stories at WBBM is that of Miracle White, a new national product by Water Specialties Co., Chicago, which was launched in early 1964 with exclusive full sponsorship of *Call Dr. Kehm*.

Since then the sponsor has tripled its WBBM budget and is expanding via radio elsewhere.

One announcement in the "current" show during the noon hour recently sold 4,000 pairs of brand-name men's socks for a local retailer, WBBM reported. Again the sponsor has increased his radio budget substantially the station said.

The talk and information format "requires more people and more expensive personnel," WBBM said.

Of hazards to consider by any station thinking of going all talk, Mr. Schlosser warned that in getting into controversial issues "you can't win them all and you leave yourself wide open to be accused of favoring either side of the fence."



Joe Pyne used to be 9 p.m. to midnight man on KLAC Los Angeles, then he was shifted to from 6 to 10 a.m. and was an instant success.

WACE finds there's a way to tame the talk tiger

When Richard R. Ferry Jr., general manager of WACE Chicopee, Mass., changed from pop music to talk on June 7, 1965, he caught a tiger by the tail.

He lost an \$1,800 advertiser; had to fire a salesman who wouldn't sell "a lot of yak," saw his costs rise 15%; experienced blistering criticism from some listeners, and found his on-the-air personalities suffering from incipient "battle fatigue."

Mr. Ferry himself, he admits, became a trifle shaky inside, though he maintained an unflappable exterior for the sake of his crew.

One consolation was that WACE, holding seventh place in the eight-station Springfield-Chicopee-Holyoke

market, couldn't go much lower.

But the tiger was soon nibbling at the market. A September Pulse gave the station, a daytimer broadcasting from sunrise to sunset, a 2% market share. Then came a six Pulse and later a nine in November-December.

Winning Formula ■ Right now the WACE tiger is moving with such gusto that Mr. Ferry and his tribe are doing a victory dance.

"Our over-all sales have reached a record high for the station's 20-year history; national sales have doubled; the May-June Pulse pegs us No. 2 in the market and No. 1 adult . . . and I've gotten a raise," Mr. Ferry exults.

"However, not everyone who calls in on our programs is an 'intellectual'; many callers are average housewives and laborers who are just angry or enjoy trading insults," Mr. Ferry said.

WACE broadcasts *The Joe Pyne Confrontation* 2-3 p.m. The station originates Jack Hurley's *Viewpoint*, a phone program on local and national issues (9-10 a.m.); Bill MacIver's *Open House*, recipes and household hints (11 a.m.-noon); Dennis Richards, with phone discussions on controversial topics (3-5 p.m.), and Jon David's sports phone show (5-6 p.m.).

The phone shows are balanced by Bill MacIver with news and music at 6-9 a.m. and CBS Radio's Arthur Godfrey, 10-11 a.m.

Costs rose because of the salaries needed for higher-caliber performers (all four on-the-air men have been hired for talk); high telephone bills and the employment of a full-time sports man. The programming staff remained at four.

Climbing sales reflect advertiser awareness of the ratings and loyalty that talk generates in the audience, Mr. Ferry observes.

"If you're willing," he noted, "to give your personalities an extra vacation when their nerves wear thin, you'll stay on top." That is, on top of the talk tiger instead of inside.

KTLN turned toward talk first with debate format

The first talk program that KTLN Denver broadcast was called *Controversy*. The station started it in 1958. It was programed from 8 to 11 p.m., Sunday with the news director of the station as moderator. It's still on the air.

The station's real entry into talk came about five years later, in January 1963, when Joe Finan, KTLN program manager, who was doing a morning show, began taking a few calls from people who wanted to express an opinion or discuss a particular matter. Gradually

**You say
you fly faster,
friendlier, quieter,
and more often than
any other airline?**

**KMOX Radio says
talk is cheap.**

Airlines aren't just selling transportation anymore. They're zeroed in on service and convenience. And their profit charts are climbing higher than ever.

One reason could be that airline media people are right on course when it comes to spending their \$75 million-a-year advertising budget. They schedule a big hunk of their money for the kind of radio stations people really listen to.

Here's how they chart it. Which is more likely to hold a person's attention: good talk or some background music? That's why News/Talk/Information stations like

KMOX in St. Louis and all the CBS Owned radio stations keep talking. To keep people involved. It's only common sense.

Now it's more than just common sense. A new research study, *Mike and Mike*, gives you down-to-earth facts and figures that show exactly how much more attention people pay to talk stations... Audience Involvement Radio. Make us prove it. Send for a copy and convince yourself of the simple truth.

Talk is cheap.

THE CBS OWNED RADIO STATIONS

Audience Involvement Radio.

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



HERE'S HOW THE ALL-TALK SHOWS DO IT continued

the discussion part of the program was increased in length to an hour and later due to its popularity, was expanded to two and then to three hours.

Many people who could not join in the discussions in the morning asked the station to program a similar show in the evening. KTLN management felt there was a need for this kind of program so it started *Denver P.M.* in May 1964. It was gradually expanded and now is heard from 7:30 p.m. to midnight.

Over a period of several years, KTLN fleshed out its programming with other talk shows. Some are question and answer programs such as *Housecall*, which features a doctor responding to listener's medical questions. Another is *At Your Service*, which has a recognized authority on a particular subject to answer questions. *Sportsline* is a discussion of sports questions fielded by the station's sports director and his guests.

In a different vein are KTLN's total news and information programming such as *Denver this Morning* and *Denver this Afternoon*. Also programmed are straight discussion shows such as *Nightline* (from midnight to 6 a.m.), *Feedback* and *Denver P.M.*

KTLN recently extended its talk to include Saturday and the major part of Sunday. Thus the station now is virtually all talk.

KTLN general manager Richard B. Wheeler explains the personality changes necessary: "We needed personalities who were well-educated, versed in current affairs and who had an interest in local problems."

The change to talk brought KTLN primarily a new audience. The latest studies show that talk "has brought us higher quality audiences," says Mr. Wheeler. The average age has increased from about 27 to 34.

"Our local billing has increased materially," says Mr. Wheeler, "because the advertisers found that they could get better results than on music stations. National billing has also increased materially with our increased ratings and the interest in talk programming today."

The hazard of making the change to talk was very real for KTLN. When *Feedback* was first broadcast in 1963, station management was afraid that a discussion program would turn over its audience completely and that it would have to be won back again when music programming was resumed. This apparently didn't happen as extensively as was thought.

As KTLN has increased its talk segments, it found the audience to be more loyal. Explains station manager Wheeler: "We believe that with the de-

cision that talk should be our basic format we must go with it completely by devoting our entire broadcast day to discussion. The transition has been very smooth due to the step-by-step method by which we undertook it."

WTAK finds audience likes controversial talk format

Detroit's "conversation station," WTAK Garden City, Mich., got that way simply because of the audience demand for talk radio, not because of any uni-



Long John Nebel and his provocative all-night sessions on WNBC New York take up discussion of nearly everything.

lateral decision on the part of ownership or management. The total talk format began last January 3.

Up until that time WTAK (formerly WERB) had been part music and part conversation. "We didn't change just for economic reasons," according to Dave Millan, general manager.

A daytime-only station, WTAK encompasses three basic areas of talk: controversy, service and news-information. Some syndicated material is used each day, including *The Joe Pyne Show*, *The Barry Farber Show* and *Heloise*. The Farber program is new from WOR New York while the others are nationally available vehicles. WTAK has its own strong local air personalities too.

Already WTAK has enjoyed improved positions in both audience ratings and sponsor acceptance, Mr. Millan reported.

However, Mr. Millan continued, "let there be no illusions concerning talk programming. It is expensive, demanding, dangerous and unpredictable. To

program talk it takes a completely aware, articulate and intelligent staff—from the telephone receptionist to the talk personalities themselves—and that costs money."

"The dangerous side of the talk business is self-evident," Mr. Millan noted, "since even with tape delay many things can get on the air which cause ulcers." Sponsors become very much involved in discussion of the programming either with their own customers or with the station when the controversy heats up, he said.

A large market of at least 500,000 people is required for all-talk to succeed, Mr. Millan believes.

One typical local success is the Westland Shopping Center account, Mr. Millan reported. Westland is owned by Detroit's big department store, J. L. Hudson Co., and it was having trouble with tenants who lease the lower level of Westland. The WTAK campaign, using both humor and straight copy based on the theme of "When you shop Westland Center, shop 'downstairs' too!" Helped to jump traffic 17%, brought a WTAK renewal and also demands by "upstairs" tenants for their own promotion as well.

Another case is that of a WTAK campaign using humor to help a bagel factory crack the gentile market. New to radio, Samuel Ambender's Detroit Bagel Factory renewed for a year after the initial test. "The response was tremendous, overwhelming," Mr. Ambender told WTAK.

A listener is a listener, not a set in use, at KTRH

The audience is larger, sales have never been better, the station is a potent force in the community. Those facts spell out what has happened at KTRH Houston since the station went to a news-talk-information format two-and-a-half years ago.

From an "old-line CBS station" KTRH found it had become a success "even before we really realized it," says Frank Stewart, general manager. Under its old format, KTRH was "dead last" in the ratings, now it's second or third, depending on the ratings report, he says.

Since the new format began, commercial rates have gone up four times and a fifth increase will be effective July 1. Starting with January, itself a record month for KTRH, each successive month has set another record and topped its predecessor.

The station has gained the "respect of civic and business leaders," Mr. Stewart feels. "Instead of just thinking of newspaper editors, they also think of us. They're asking each other: 'Have

Hartwest

talks ratings

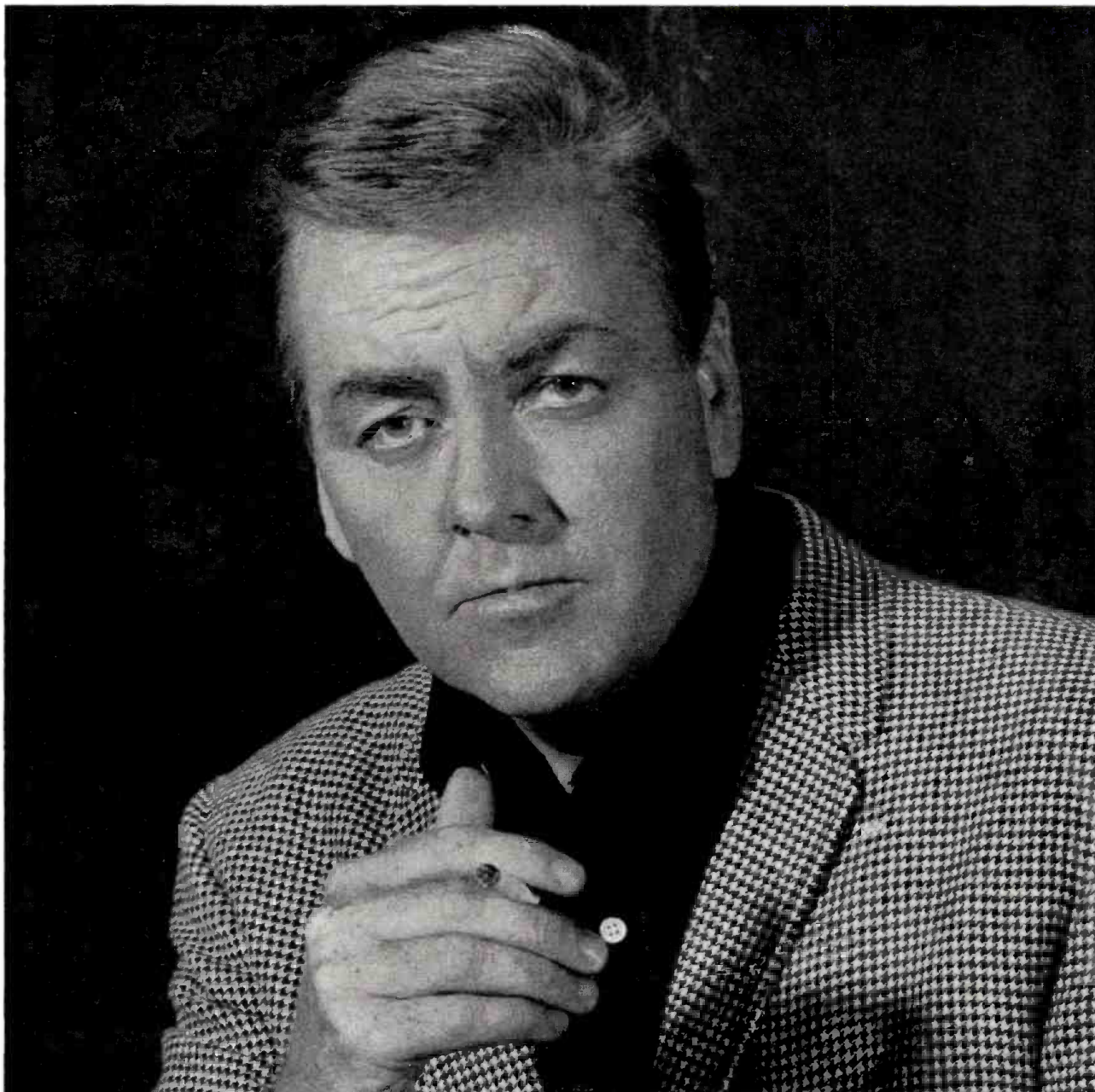
TWO OF THE HARDEST TALKING
TWO OF THE LONGEST RUNNING
TWO OF THE STRONGEST PULLING

TALK PROGRAMS

to build high ratings and sales —
in your market

two of the exciting programs
produced for broadcasters by

HARTWEST...



Joe Pyne

the talk of the town in New York City; Muleshoe, Texas; Los Angeles; Tuscaloosa; Miami, Oklahoma and Miami, Florida... Joe Pyne has been bought by well over 200 stations throughtout the United States and Canada... the renewal rate is over 95 %.

Stations carrying the exciting program consistently report increased ratings with Pyne, plus fantastic telephone and mail response.

The Joe Pyne Show has proved compatible with all formats, including: good music, contemporary music, top 40, country and western, middle of the road, talk, news, sports...

Because, audiences may agree or disagree with him but they can't turn him off.

He can turn on a sales and rating success program for your market produced by **HARTWEST**.



Barry Gray

A pioneer among talk broadcasters, Barry Gray holds a host of radio "firsts"—

He has "talked up" more than 20,000 interview hours.

He has captured, and held, the largest evening radio audience in the nation's largest city—New York.

He has interviewed more guests than anyone else on the air—30,000 over the course of 19 years.

Barry Gray delivers, to his audience, in depth, the "greats" of the world, such as—Vice-President Hubert Humphrey, Senator Robert F. Kennedy, Berlin's Willie Brandt, India's Mrs. Nehru, The Rockefellers and the Roosevelts . . . as well as the near greats and the notorious.

And, now, at last, this best-rated talk show is ready for your market from **HARTWEST**.

Hartwest talks ratings success



with
**Barry
Gray**

Latest rating figures for The Barry Gray Show in the New York market show 50% more than #2 station and more than the combined ratings of the next three stations.

CORONET MAGAZINE

calls Barry Gray "the man who launched the 'talk' shows."

LOOK MAGAZINE

calls The Barry Gray Show "the best in the business."

THE NEW YORKER — John Lardner, "There is an eloquence and an easy confidence in Mr. Gray's talk... The Gray formula has the special flavor, the colorful two-rings-from-the-bull's-eye quality, that I have associated with the work of this interviewer ever since I began to follow it, several years ago."

CALL HARTWEST and let's talk Facts and Figures on Barry Gray and Joe Pyne — Hartwest, the source for higher ratings and bigger and better audiences for your station.



with
**Joe
Pyne**

In its first month on WNBC, New York, The Joe Pyne Show doubled the stations rating in its morning time period.

A station in a 4-station market

in Virginia reported jumping from third with 17% to first with 56% after programming the series from 1:00 to 2:00 P. M.

Other stations have said:

"We went from last place in the market to a tie for first in three weeks..."

"tops in the market with a 33% share, a 50% lead over the #2 station..."

HARTWEST TELEVISION, INC.

gives you the power and rating pull of Joe Pyne for new tv excitement...in color or black and white.



HARTWEST Productions, Inc. 65 W. 54th Street, New York, NY JU 6-7272

HERE'S HOW THE ALL-TALK SHOWS DO IT continued

you talked to the papers and KTRH?"

Look Around First ■ Before starting a talk station Mr. Stewart advises an operator "to get some airplane tickets and visit a half dozen" all-talk stations. Such visits, he feels, probably saved him a year of mistakes and "I wouldn't venture how much money."

The talk-news-information format can make you "absolutely unique" in a market and gives a station "instant image," Mr. Stewart says.

But an aggressive well-informed news and programing staff isn't the easiest thing to find, he adds. In switching to the format, KTRH had to get almost 100% new personnel. It now has a 54-man programing staff, with 27 on-air voices and 10 newsmen. Prior to going talk, it had an on-air staff of eight and three newsmen.

Newsmen and sports announcers, Mr. Stewart feels, "adapt very well to a talk format while the 'real hard-core disk jockey' doesn't."

The increased staff has meant increased operating costs.

KTRH is all talk Monday through Saturday and goes to religious activities and music on Sunday simply because of the limitations of staff and ideas.

Begin with Farm Show ■ The KTRH daily schedule starts from 5-6:45 a.m. with a farm show and a "good farm director who doesn't play records or read U. S. Department of Agriculture bulletins; from 6:45-8:15 a.m. and 4-7 p.m. it's the news-weather-sports blocks.

An hour in the morning is devoted to *Tradio*, a modern version of the swap shop. There is an hour of news from noon to 1 p.m. From 1-2 p.m. it's *Anything Goes*, which "has charm because it has no format." *It's a Woman's World* runs from 2-3 p.m., featuring guests in a running battle of the sexes. From 3-4 p.m. *Ask the Expert* is carried, and Mr. Stewart recalls the funniest show in the series was "Ask the Vice Squad."

In the evening male-oriented information, interview and call-in shows are featured with a one-hour call-in sports show from 10-11 p.m.

With a talk format commercials are in the foreground because you have to listen to the station. "I don't think you can imagine background talk," Mr. Stewart says, "it's either leave it on or turn it off. With this format a listener is a listener—not a set in use."

News and conversation are popular KABC combination

KABC Los Angeles sells only two program ingredients, news-in-depth and (TALK RADIO: A SPECIAL REPORT)

conversation. The conversation is of the people-to-people kind rather than a lecture or talk-to approach. Disseminating the talk for the station is a lineup of distinctive and strongly opinionated personalities.

This has been its programing format since August 1960.

"What we did in the middle of 1960," explains ABC Vice President and station General Manager Ben Hoberman, "is take a good, long, hard, objective look at ourselves and tried to figure out where we belonged in the spectrum of the market. We realized that talk was an area that was not being filled."

There was no dramatic reaction from



John A. Gambling, son of John Gambling, blends conversation, traffic reports and news at the beginning of WOR New York's broadcast day.

listeners once KABC switched from music to conversation.

Adult Appeal ■ But a drastic change in the demographics of the audience listening to the new KABC format was evidenced.

"We ended up with an audience that was 98% or 99% adult at any given moment," Mr. Hoberman says. "We have nothing for children and admit we have nothing for them. We're probably heaviest in the 25-to-45 age group."

And as the people on the outside listening in changed so, too, did the people at the station. "All the on-the-air personnel changed," Mr. Hoberman recalls, "because the people who had been with us were all disk jockeys. You just can't take a telephone and put it in front of a disk jockey and have him conduct a telephone opinion show. It involves a talent that not a lot of people have. The talent is simple to describe and hard to find: that is you've got to come up with somebody who knows a little bit about a lot of things."

Overall, KABC, which had about six

regular disk jockeys working for it in the music days, maintains a staff of about eight or nine on-air conversationalists.

According to Mr. Hoberman, the rise in the station's cost of production was "sizeable," increasing "well over 100%." And while the conversational change took place all at once, the station also was gradually changing its news operation. It switched its traffic time format to three solid hours of news both between 6 a.m. and 9 a.m. and between 4 p.m. and 7 p.m. KABC now claims to have the biggest local radio news operation in the West, with a staff of more than 20 writers, mobile reporters and on-the-air contract performers.

Special Image ■ Mr. Hoberman feels that one of talk's most important advantages is that it has given KABC a unique image, "totally different from any other station in the market." It isn't the kind of format that a lot of stations can do in one market, he points out.

He contends that a preponderance of old-age listeners—the complaint most often voiced by advertisers about talk stations—have not been attracted to KABC. Certain kinds of talk appeal to older adults, he claims, and other kinds will attract younger adults. KABC's type of talk, apparently, has greater meaning for the silver than for the golden anniversary set.

It's not a case of blind love with Ben Hoberman and talk radio. He sees the pitfalls. To stations contemplating a switch from music to talk, he has some advice wrought from experience. "The chances are you will be throwing away everything you have built up until now," he offers.

Ben Hoberman is convinced there will be a lot more stations doing talk in the future. "They'll do it for the same reason we did," he says. "They have to separate themselves from their competition."

While the results of the new talk identification can't be assured in KABC's case, at least, they seemed to have paid off. Comments station manager Hoberman: "Talk has given the station a reputation and prestige it never enjoyed before. This was exactly what we were after when we made the change."

Pyne's success in talk led KLAC into the format

One of talk radio's most recent and least equivocal converts is KLAC Los Angeles. Last February the Metromedia Inc.-owned station began a 24-hour-a-day, seven-days-a-week telephone-talk format. It calls its programing "two-way radio."

Two-way radio at KLAC actually began last October with Joe Pyne, perhaps

HERE'S HOW THE ALL-TALK SHOWS DO IT continued

radio's most controversial, flamboyant, practiced and successful talker. (His talk shows on KLAC are now syndicated to WNBC New York and about 165 other stations across the country.) Joe Pyne used to be a 9 p.m. to midnight man. Then KLAC Vice President and General Manager Jack Thayer did a drastic thing: He meddled with success. Joe Pyne was shifted to 6-10 a.m., a time when there was a serious doubt as to whether anyone would listen to him, much less bother to make a phone call. But Mr. Pyne had instant success, prompting KLAC to become a full-time conversational station.

Before going this route, KLAC was a middle-of-the-road, personality-type station.

Explains Mr. Thayer: "Radio stations today are becoming so specific in their broadcasting formats that not to have an individual identity in a market, especially in a market as large as Los Angeles, with as many AM stations as it has, would be disaster."

Missing Audience ■ "A rock 'n' roll station," points out Mr. Thayer, "may have a tremendous audience and be number one but there's a great deal of the audience the advertiser feels he's missing."

When making the switchover to talk programming, KLAC did another unusual thing: it fitted all of its former disk jockeys into the new format.

"We called them all in," recalls Jack Thayer, "and asked them basically to be truthful, that if they didn't know the answers they were to tell the audience that they didn't know or hadn't formed an opinion, but would look into the question."

But the conversion of disk jockeys to radio conversationalists had many more ramifications. KLAC had to turn its music library into a reading room and also found it necessary to stock it with about 30 leading periodicals. Now all the former disk jockeys, who have switched their reading habits from *Billboard* to *New Republic*, spend hours of research in the reading room before and sometimes after broadcasts.

Business Up ■ According to the station, audience and sales reactions to the programming changeover have been both immediate and highly encouraging. Jack Thayer says there's been about "a 100% improvement in sales since we made the change," as compared to the first quarter of last year. National advertisers apparently have recognized the advantages of the talk format first, especially being aware of the Pyne success. Local sales have been slower to respond, tied down by a "let's wait six months and see what happens" attitude. Overall, national advertising at the sta-

tion has picked up about 30% more than local advertising since the change went into effect.

But seemingly there's more to KLAC's sales story than percentages can tell. "We have found from our experience," notes station manager Jack Thayer, "that we now have a more attentive audience."

Mr. Thayer says that KLAC's aggregate rating increase since the coming of talk has taken the station from about 10th in the market—as low as 15th in some areas—to an overall third or fourth position.

"We're very strong in the morning,

Cooking show boosts sales

In 1962, chef Mike Roy joined KNX Los Angeles as the cooking expert for the station. He had just come off of a long career as a performing chef on television. His half-hour talk program, *At Your Service with Chef Mike Roy*, has produced one of KNX's best sales stories.

Inglehoffer's Mustard and Dixie Fry are made by the Prepared Products Co., Pasadena. Using the *Mike Roy* program as their only advertising medium, Dixie Fry is said to have increased its sales in Los Angeles for the first quarter of 1966, 15% over a comparable first quarter in 1965. Inglehoffer's Mustard, again advertised only on chef Roy's program in Southern California, garnered an impressive 34% increase during the same period.

have a weak point around noon and pick up again in the early and late evening," he observes.

When a listener calls asking about, say Medicare, the show's producer, who will screen the call before passing it on to the personality (even then it will be on a five-second delay) may say, "We're conducting a survey at the station. Do you mind telling us how old you are?" If the answer comes back something like, "72 years old," the producer will add, after referring to a nearby file:

"We suggest you call the social security office. The man to talk to is Mr. Johnson. His number is Orange 5-4231. It may be 20 minutes before you can get on the air and we don't want to hold you up."

Age Group Control ■ With such tactics, KLAC claims that it has been able to keep more than 50% of its listeners focused in the 18 to 49 age group.

KLAC augments its two-way radio programming with what it terms "free-form" news and newsmaker calls. The station has no regularly scheduled newscasts between 10 a.m. and 4 p.m. Whenever news happens—whether it be a bulletin or a completely new story or a development in an already reported story, the station's news department has control of the show in progress.

Since talk replaced music on the station, KLAC has added two people to its news staff, plus two copy boys who help make the newsmaker calls. The radio station now numbers 12 people in its news department including a news director.

KNX reaches sales peak on wings of talk format

In the mid-fifties, radio stations depending on full-time network programming were hurt seriously by the collapse of radio drama. KNX Los Angeles was the point of origination for CBS from the West Coast; thus the evolution of radio programming affected it more than most stations.

In 1958, KNX began broadcasting *This is Los Angeles*, with George Walsh, a telephone-oriented show during which Mr. Walsh called newsmakers and key news sources and interviewed them while on the air.

Opinion Please, which began in 1959, was believed to be the market's first talk program heard during evening hours.

Storyline, with Ralph Story, was developed in 1959, beginning for an hour and a half on weekdays, eventually expanding to a full four hours.

A New Audience ■ Since the changeover in programming concepts, beginning in 1959, KNX has shown a gradual changeover in audience, with, it's claimed, "ratings that reflect the growth of the new talk format."

According to the station, its sales record has increased every year, with gross sales now higher than at any previous time in KNX's history.

At KNX, news, sports and programming divisions have been combined "into a unified force in operation." Thus the station has 40 people directly concerned with on-the-air material.

Overall—increased staff being only a part answer—the station points out that "programming costs have risen enormously" since it first went talk. However, it's stressed, "rising profits have absorbed the increased expenditures." Still, it's estimated that KNX's production costs have soared 66% since 1960.

Nobody at the station, though, thinks the price was too much to pay for talk programming. Frank Goerg, KNX program director, cites three distinct advantages of talk. "First," he says, "there

WHO'S TALKING ABOUT WNAC TALKING RADIO?



Y&R's Whisper Jet Set, BBDO's Unswitchables, McCann's Tigers . . . and everyone else who wants to talk to Bostonians!

And what's got Madison Avenue so keen for WNAC?
A refreshing and revolutionary talk format that actually
integrates radio into the community.

Unlike ordinary talk programs, WNAC's unique
Companion Radio has listeners doing the bulk of the
talking . . . its personalities serving as listening hosts!

WNAC's Companion Radio has given the medium the
voice that's been missing — the listener's. It's a great
idea — and Bostonians have bought it.

Put your product or service aboard and they'll buy
that, too!

You want to talk on WNAC? Call a WNAC-RKO Radio
representative . . . at LO 4-8000, in New York. If you
want to put it in writing, the address is:

National Sales 1440 Broadway, New York, New York
10019

WNAC RADIO 68 21 Brookline Avenue, Boston,
Massachusetts 02115

Your RKO General Station in Boston

HERE'S HOW THE ALL-TALK SHOWS DO IT continued

is a believability of product and of program content. Second, there is more public service, which we feel is a greater fulfillment of our broadcast license. Third, talk programming tends to increase listenership as people come to use our brand of radio as an open forum for community affairs and events."

Danger, too ■ With all of this honey, talk programming still has its taste of the bitter. Says Mr. Goerg about the disadvantages of talk on radio: "There is a monotony, the sameness of topics and the tendency to allow a subject to continue beyond its listenable limit."

KNX officials feel there are five outstanding hazards ready to confound the new talk station. It lists them as follows:

- Creating a format of substance with a man incapable of handling the subject matter.

- Hiring a creative man with genuine talent who cannot handle long periods of talk.

- Not enough operational engineers on the staff.

- Talking *about* a subject instead of looking *into* a subject.

- Going ahead with a talk format without the necessary production staff to beef it up.

Still, KNX is confident that any market in the U. S. can support a talk program or a talk station, providing the management and the on-air staffers have enough imagination to see what is available and meaningful for the local population.

Switch from music, news boosts WKAT's audience

In the spring of 1965 WKAT Miami Beach was programing middle-of-the-road music that everyone loved "except the people. It was not a particularly commercial sound." Then the move to a talk-information format began.

From a rating that ran "no worse" than eighth or "no better" than sixth, the station reports Mediastat puts them fourth overall for the week and second in the market between 10 a.m. and 4 p.m.

WKAT began moving into talk on an hour-by-hour basis, Sidney Levin, general manager, notes. It began with 1-2 p.m., expanded to 12-2 p.m., then 11 a.m.-2 p.m., then news blocks were added on either end and it spread to 9 a.m.-5 p.m. Today it's all talk.

Taking advantage of other stations' success and mistakes, Mr. Levin sent his program director, Bill Smith, on a three-week trip to 13 markets where talk was already established. The trip, Mr. Levin says, "saved us at least six

months, maybe a year in mistakes."

Ready to Act ■ When the study tour was over, WKAT had an idea of which way to go and it established its sound of live and syndicated shows. "We make no bones about it," Mr. Levin says, "we stole some of the best shows in the country from other stations."

The move to a talk operation has not been cheap for WKAT where program costs have just about doubled. But the overall sales picture is "phenomenally ahead" of anything the station had ever recorded. The first quarter of 1966 showed the best gross in the station's 29-year history.

The WKAT programming department now has 41 people with 12 of them on the air. In addition the station has a nine-man news department.

Unlike many talk operators, Mr. Levin feels there are many good disk jockeys who fill the bill.

The talk format has given WKAT "an unduplicated sales story and a direct line of communication with the audience," he says. Since going to talk, Mr. Levin finds he gets a lot more calls from listeners, "who don't know me at all" with tips, comments, ideas and gripes. The audience feels it's part of the station.

A Team Task ■ Much of the responsibility for success must rest with the staff, he feels.

The schedule, he says, is planned a month in advance. There are daily meetings to go over it again in attempts to stay on top of the news to "anticipate what people are talking about and get to them first."

WKAT's program lineup includes the morning and afternoon news sections; *Radio*, the updated swap shop; the *Talk of Miami*, which brings "two sides together and let them scream"; the *Mayor's Beef Session*, with mayors from the communities in the WKAT market answering listeners' questions; *At Your Service*, featuring experts in a field who field questions from the listeners.

Mr. Levin feels WKAT has something unique in its *Young Miami Speaks*, a 4-5 p.m. program covering a different topic each day and handled by a different teen-age panel daily.

Although the show is done by kids, it is not aimed at the teen-agers, he adds. "It's really adults getting the word on what the kids think."

The program requires the services of a fulltime producer, who has been "affectionately dubbed the 'baby sitter'" since he must deal with the many subgroups of the 80-member Youth Advisory Panel. This panel, which changes yearly, actually guides the workings of the series.

Always open to new ideas, Mr. Le-

vin says, if a program works somewhere else, there's no guarantee it'll work in Miami, but it might be worth a try.

New York seems to like WNBC's switch to talk

In March 1964, WNBC New York, began pulling the plugs on its record turntables, gradually silencing a popular music format and turning to conversation programming.

Previously casting about for a new identity the station had tried interspersing country & western numbers between popular tunes. George Skinner, who had served the Katz Agency as a programming consultant, found this eclectic approach in force when he arrived on the scene as station manager in 1963.

Before long his order was "talk" with the emphasis on telephone shows. Program hosts were encouraged to express their own opinions and they were soon doing so with a vengeance.

Brad Crandall, itinerant radio and advertising man, was brought in from a Toronto talk assignment at CKEY to do his outspoken stuff on a nighttime phone interview show and was quickly controversial and successful. Former opera singer Mimi Benzell was hired for an afternoon interview program and sports expert Bill Mazur came in for early evening over-the-phone sports talk. The morning man was and is Big Wilson who, "very occasionally," will spin a record.

Added to these early WNBC talkers have been the syndicated Joe Pyne; Sterling Yates, who hosts *Fortune Phone*, a telephone participation game show with cash and other prizes; Long John Nebel with evening and late-night talk shows, and Lee Leonard for "light conversation" over the phone in the afternoon.

WNBC's talk changeover was made in several stages and was accomplished within six months.

Station manager Skinner says 1965 billings moved well ahead of the previous year's sales with some months running as much as 50% ahead. WNBC, which had been Pulse-rated at tenth or eleventh place in New York radio prior to the change found itself in fifth position in the latest Pulse report.

Mr. Skinner says the complexity of the New York market slows down audience reaction to a format change, that the station is just beginning to enjoy audience gains. Higher sales precede rating advances, he explains, because agencies recognize the "retention value" of conversation format and will buy it in advance of the ratings.

Operating costs at WNBC are up approximately 30% according to Mr.

Skinner, because of the new talent and production expense involved in a talk format.

WNBC prevents callers on its telephone shows from identifying themselves for three reasons: to eliminate egocentrics who want to hear their own names on the air, as protection against impersonators, and to encourage candid comment.

Mr. Skinner describes the audience participation concept as a "sort of telephone Russian roulette" that takes a lot of talent to play.

Successful talk format at WOR for 20 years

WOR New York, is a pioneer "talk" station, having introduced this format more than 20 years ago. The station maintains it is "the largest grossing radio outlet in the country" and has been at or near the top of the New York ratings race consistently over the years.

Approximately 95% of its broadcast time is devoted to talk. The exceptions: Records are played occasionally during the John Gambling early morning program; broadcasts of the Metropolitan Opera and the New York Philharmonic are carried on Saturday and Sunday respectively in season, and the Martin Block record program is carried for approximately three hours each Saturday and Sunday.

The WOR formula is to provide talk over a wide range of interests. The station begins its broadcasts with John A. Gambling, who is continuing a tradition begun 41 years ago by his father, John Gambling. The program blends light-hearted conversation with traffic reports and in-depth news, including the station's regular 15-minute reports on the hour. This is a seven-day-a-week program running about three and a half-hours a day. It often has a waiting list of prospective sponsors.

WOR's team of personalities and newsmen extend the talk formula up to midnight. WOR's programming staff totals 50 individuals of whom 30 are on-the-air personnel.

One of the long-running shows is the daily, 55-minute program featuring Martha Deane. Miss Deane interviews leading statesmen, authors, actors and other names in the news. There have been three Martha Deanes, and the current name-holder is Mrs. Marian Young Taylor, who has held the assignment for 25 years.

Other personalities in the WOR talk corral are Peter Lind Hayes and Mary Healy (chit-chat and interviews); The McCanns (their specialty is food and eating places); The Fitzgeralds (the

accent is on books and authors); Jack O'Brien (provocative discussions with well-known guests); Fay Henle (tips on everyday finance for the American household); Walter Kiernan (outspoken editorializing by a well-known newsmen); Barry Farber (in-depth interviews over a broad spectrum of topics); Jean Shepherd (imaginative story-telling that appeals particularly to the youth); Tex McCrary (discussion of arts and politics).

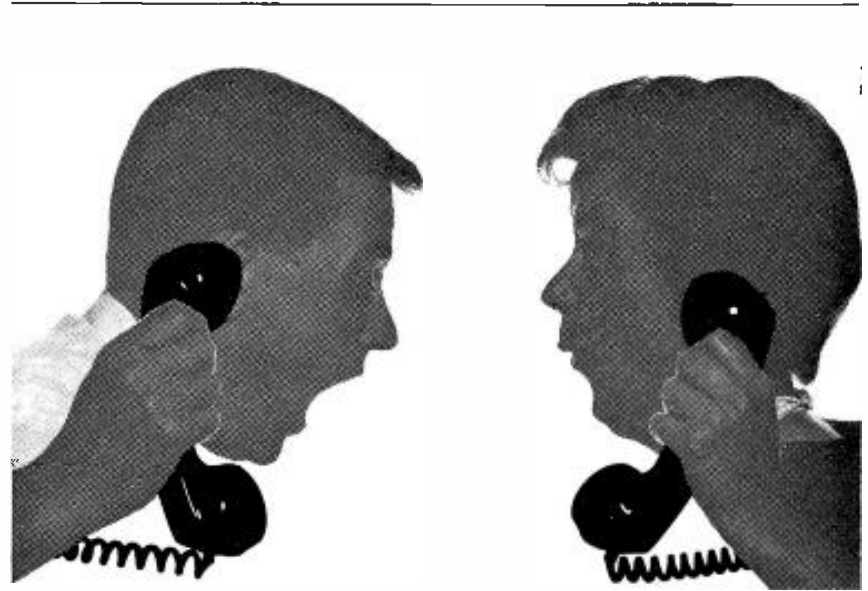
WOR is heavily news-oriented. It maintains a staff of 23 newsmen to gather, write and broadcast 15-minute news programs every hour on the air. In addition, from 4-6 p.m., it carries *Ra-*

dio New York, a compendium of news, interviews and public service announcements.

The strength of talk programs, according to Robert Smith, vice president and station manager of WOR, is in their appeal to a large segment of the public with superior purchasing power.

Mr. Smith notes talk programming is costly in terms of salaries paid to the large number of on-the-air personalities, but WOR has found this to be a worthwhile expenditure. He added this note of caution:

"Talk programs must maintain audience interest; talk for talk's sake is not enough."



"TALK" RADIO

in Omaha is exclusively

KBON

In the big, bustling Omaha market KBON is the *only* thing on the dial that's different. Yes, KBON has stopped the music in favor of more provocative "get-together" radio. This new KBON format means that more listeners really hear your commercial messages. It's no idle boast that KBON People *Know What's Going On.*

KBON 1490 OMAHA

ABC Network

National Representatives: Advertising Time Sales - Kansas City Area: Midwest Time Sales

WCAU finds listeners to its talk attentive

The network comes up with some fine programming but it's not a great deal of help in building an individual station's position in a large market.

That's the opinion of WCAU Philadelphia, one of the CBS-owned stations.

Six years ago WCAU was carrying the network 40 minutes out of every hour. The programs were "very important," says Mike Grant, program director, but the station was unable to compete with the independent music and news stations. "We felt it was necessary to develop our own individualistic format."

Gained Stature ■ Since the move to talk, WCAU has come up from fifth or sixth in the market to a "very healthy third," Mr. Grant says, and a large majority of the audience are new listeners. The audience, once it gets hooked on a talk station, is "harder to steal than any other kind of audience," he adds.

However, it's not easy to get the big audience. Getting to be number one with a talk format, Mr. Grant feels, is "more difficult and more of a long haul" than with any type of music and news operation.

The talk format has meant a \$50,000 increase in operating costs, but it has not meant any major change in staff size. WCAU has 12 employees in the program department; 10 permanent on-air personalities; three outside personalities and a news staff made up of nine members.

A responsibility on the staff, Mr. Grant says, is to see that they or the station do not take themselves too seriously. "While acknowledging the responsibility in reporting on a variety of subjects, do not let yourself fall into the trap of becoming a be-all and know-all, spouting pedagogic profundities instead of programs."

The talk format, as opposed to the background music format, creates a more attentive listening atmosphere for advertisers, WCAU feels and a good talk station can really deliver commercials with strong impact. This is reflected in WCAU's case with increased billings which are up 28% in the past three years.

WCAU perhaps differs slightly from other talk operations since listeners can phone in their questions and comments to virtually every show, including the three-hour news report, *Evening Edition*. Nine shows on the daily schedule are open to call-ins.

KCBS started down talk path back in the '30's

KCBS San Francisco claims to be one of the pioneer talk stations. The CBS-owned station says it has been in the talk format business since the thirties. But until the mid-fifties KCBS, of course, was heavily programed by the CBS network. When network service gradually declined, the station made the transition to local talk programing.

In 1959, KCBS started *Viewpoint*, said to be San Francisco's first phone-in show. Over the years it has been followed by other talk show concepts. In May, for example, KCBS started a night-

King series offered

King Features Syndicate is placing its fourth radio series in syndication over the period of a year. KFS reported last week it had signed the comedy team of Marty Allen and Steve Rossi to star in a one-minute, five-a-week series, which will be offered to radio stations for a September start. KFS began its radio syndication operation a year ago, and since that time has been producing and selling *Here's Heloise*, *Starscope* and *Sports Shorts*.

time game show that the station reports is getting 12,000 calls an hour.

What is talk's effect on audiences as far as KCBS is concerned? Says a station spokesman: "In a market whose music audience is split approximately 25 different ways, KCBS's talk has naturally resulted in substantial comparative audiences. Recent ratings (subject to qualifications) show us in number one, two and three positions during many parts of the day and year.

"Demographically," he continues, "our audience is made up almost entirely of adults. Our research shows, additionally, that these adults are generally more affluent than a cross-section of the general population."

Apparently these are participating adults, too, for KCBS says it recorded 75,000 telephone calls placed to its programs during the last week in May.

Response Good ■ Can this audience response be translated into advertiser response? The station does not elaborate

on the answer, only dwells on it long enough to indicate that sales have been good, with "a good chunk of the day" having been sold out for the last six months.

There are 30 people in the KCBS programing department implementing its talk format. Its news department always has been large. It now numbers 12 people, a 25% increase over that of several years ago.

As the personnel numbers would indicate the station's operating costs are on the rise. Since 1955 KCBS's total cost of operation has gone up about 40%.

Have the results been worth the costs? KCBS believes that only through a talk format can a radio station become "the center of its community."

If talk radio has these advantages, among others, it also has its disadvantages. KCBS costs more to operate. Its talk type of programing needs a larger, more experienced staff than a record-playing station.

Few Changes ■ KCBS never made any radical changes to the talk format. It had been doing talk all along. Yet station officials realize there are hazards involved in adopting a talk format. Talk, it's emphasized, "requires a careful selection of personnel who can field many topics without seeming dull, overly intellectual, or didactic."

What is the type talk programing KCBS does? There are basically two types of talk programing in San Francisco. The CBS station's chief competitor broadcasts about nine hours a day of listener-personality conversation. KCBS, on the other hand, does very little listener-personality conversation. Its emphasis is on bringing famous, knowledgeable guests from all fields to discuss their specialties with listeners. The station, for example, has a program about raising children, programs on gardening, a game show, sports commentaries, editorials and a swap-shop, among others. It feels that this type of talk programing "is decidedly more ambitious than the other kind," and also "is decidedly more interesting and decidedly more effective for our advertisers."

Talk proves answer to KGO's search for format

When Don Curran was given the assignment of running KGO San Francisco in December 1962, the station's image was that of a fine electronic facility (50kw, 810 on the dial) with soft ratings. Indeed, KGO ranked number eight in the market in the November/December 1962 six-county Pulse. The station's programing format at the time

was middle-of-the-road background music hosted by staff announcers. This policy was backed by approximately two hours of evangelical religious programming each weekday evening. Saturdays and Sundays were virtually filled with solid commercial religious broadcasts.

"It was obvious," says Mr. Curran, now vice president and general manager of the station, "that to succeed in the highly competitive San Francisco market KGO had to choose a new programming direction. We noticed there was no outstanding radio news operation in the market. Also, KGO had the only telephone talk conversation-type show on-the-air with Les Crane from the 'hungry i' night club. This program had a 12% share of audience for KGO at 11:30 p.m., the highest share of audience it had at that time all day."

Talk Made the Difference ■ According to the station executive, KGO's sales success, once it went to talk radio, "has been just short of fantastic." As an example, he points out that 1965 was the highest year in sales in the station's history and that the first quarter of 1966 set an all-time quarter sales record that far exceeded the same quarter of 1965, both locally and nationally.

While, perhaps, not as dramatically as with sales, talk radio's effect on the

rating structure at KGO, Mr. Curran claims, still has been considerable. He points out that the February/March nine-county Bay Area Pulse shows KGO to be the fourth station in the market.

Says Mr. Curran: "The demographics for a talk format are certainly attractive from an advertiser's point of view as the great preponderance of the audience is adult men and women."

KGO's type of talk programming is called news and conversation. It consists of nine hours a day of news, nine hours a day of telephone talk conversation shows, a one-hour game show and a two-hour remote interview show. KGO has followed the philosophy of taking the station to the people by the technique of every day remoting at least five-and-a-half-hours of its programming (a three-and-a-half-hour night-time telephone show emanates from the "hungry i," where the now departed Les Crane started it four years ago).

Radio for Drivers ■ The station makes use of its own helicopter and reporter for traffic reports each morning and evening at commute periods.

On the weekends the station once again concentrates on various talk formats including *Comedy Time*, which features recorded comedy albums, and *Trading Post*, a program designed to

allow the listener to advertise unusual items for sale or trade at no cost.

To keep this programming format operating at top efficiency, KGO employs 23 people in its program department. Of this total, 18 are on-the-air personalities. In the news department, the station has a complement of 10 people to keep it abreast of happenings. Obviously, the station's total operating costs have gone up since pre-talk days. By how much? Don Curran's very exact answer: 36.6%.

Don Curran has a concluding word of caution for stations contemplating a switch to conversational programming. "Don't underestimate the responsibilities," he says, "incurred in terms of adhering to the fairness doctrine." He also warns against underestimation of the costs involved and lack of experienced talent as other hazards in changing to a talk format.

KMOX turn to talk wins both prestige and profit

KMOX St. Louis has earned more than veteran's stripes for helping to pioneer talk and information programming. It has earned substantial measures of audience and sponsor response and



V. P. and Program Manager Joe Finan: Denver's top talk personality.

Point of Payoff!

...KTLN... the only "talk radio" in **DENVER**

Intermountain Network Affiliate

National rep., Edward Petry & Co., Inc.

respect, KMOX feels, which obviously has resulted in goodly portions of profits and prestige as well.

CBS-owned, KMOX began its information format in February 1960. It had been experimenting with increasing amounts of talk from 1956 on. Earlier KMOX had carried the CBS network lineup, middle-of-the-road records, heavy local news, play-by-play sports and live variety shows. Sports continue to be an important segment of the KMOX format and the station feeds a 100-outlet network for the Cardinals.

"KMOX radio launched its talk and information for two basic reasons," according to Robert Hyland, vice president of CBS radio and general manager of KMOX. These, he said, are "to enable our station to fulfill its potential for community service through broader scope programming and to meet the growing needs of adult listeners to be informed in our complex modern world."

KMOX chooses to make a distinction between its brand of "information" programming and what is usually conceived of as the talk format.

As Mr. Hyland explained, "in our talk programming the spotlight is on the expert and his ability to impart information rather than on the host's ability to entertain with repartee. We do not permit verbal exchanges between callers and host but maintain a rapid-fire pace of questions and answers enabling us to handle more than one call a minute."

Answers to Queries ■ Six hours daily of this sort of "ask the expert" programming is carried. Other programs include drive-time blocks of news, news analysis, sports, weather and news features. Daily drive-time documentaries include such topics as prisoners' views of prison riots or descriptions of Ku Klux Klan terrorism. Remotes are extensive.

KMOX feels that its style of information programming does not depend on market size or geographic location and could be adapted to any community economically able to support a station.

"The biggest single change in requirement is closer ties with all segments of the community," KMOX reported, "a minute-by-minute finger on the pulse of

the area served."

The format's impact on audience "has been to increase KMOX's lead in the market," Mr. Hyland said.

Before the talk format, KMOX claimed an average audience of 90% adults. Today it claims the 18-years-old and up category to range 96% and up with the bulk of the audience in the 25-49 group.

The information format is credited with boosting local sales substantially, from 39% of total revenue in 1959 to 51% in 1965, a record revenue year for KMOX. The talk format also has added a new breed of sponsors, both local and national, KMOX notes, "accounts previously committed to print media strategy."

One big department store tested KMOX's information format with direct mail. Of 2,000 letters sent out, the pull totaled 65. One announcement on KMOX outpulled this result by seven to one, KMOX said. A morning drive time inspirational message, KMOX added, averages 200 responses a week for savings and loan sponsors.

All-news format is winning friends

FOUR U.S. STATIONS AND ONE MEXICAN PROVE NEWS SERVICE CAN SUCCEED

The urge for a different sound that has led many radio stations into talk programming has led a few of them to go one step farther and deal exclusively in news.

It's a relatively new concept and there are so few stations in it that one more would increase the total by at least 20%, but all the basic signs indicate that for these stations, at least, all-news is a viable and can be a profitable operation—and probably could be for a substantial number of others as well.

The principal all-news stations in the

U. S. are Westinghouse Broadcasting's WINS New York and KYW Philadelphia; Gordon McLendon's WNUS Chicago, and Arthur W. Arundel's WAVA Arlington, Va. in addition, XTRA Tijuana, Mexico, has been serving Southern California with an all-news format since 1961.

The U. S. all-news stations have been all-news for periods ranging from less than two years at the longest to less than three months at the shortest. Despite their relative newness, however, all four report promising gains in both audience and business, and two are

already turning a profit on operations.

■ The oldest, WNUS, which adopted the all-news format Sept. 3, 1964, moved past the break-even point this past March.

■ The second oldest, WINS, which celebrated its first anniversary as an all-news station on April 19, turned the financial corner after about six months and is now "nicely in the black."

■ KYW, which went all-news last September 21, hopes to see black ink before the end of this year.

■ The youngest of the quartet, WAVA, reports sales gains and notes a "higher quality" in its client list after less than three months in the all-news form, which it adopted April 1.

Westinghouse Broadcasting Co.'s decision to convert its newly acquired WINS from a popular-music to an all-news station hinged on a combination of economic and audience considerations.

According to WBC President Donald H. McGannon, the audience potential in New York was "the greatest," but the economic potential was something else again. There were and are more than 40 radio signals originating in or reaching into New York, and it was estimated that popular-music stations, in total, were getting about \$7 million a year in business.

Takes More ■ Thus even if WINS as a popular-music station could get

"THE CONVERSATION STATION"

W A C E

**WESTERN
NEW ENGLAND'S
MOST INFLUENTIAL
STATION—**

R A D I O

**Better Coverage—More Response—
Lower Cost Per Thousand—More of
The Right People—Exciting, Many-
Faceted Radio That Produces Sales
Results**

SPRINGFIELD, MASS. Get the full story from GILL-PERNA, Inc.

730KC—5000 WATTS—CBS

—ANOTHER TELE-MEASUREMENTS STATION—



Donald H. McGannon, Westinghouse Broadcasting president, established two news stations, WINS New York and KYW Philadelphia, in what proved to be a successful effort to earn a distinctive place in their markets.

half of all the business placed on pop-music stations, its potential would still be limited to about \$3 or \$3.5 million. This didn't seem enough "to really do well in New York."

The problem, then, became one of deciding "how to distinguish oneself" and carve out a more profitable niche. All-news, Mr. McGannon points out, provided innovation, offered "focus programing" and at the same time "gave us a chance to pick up a little audience from all the other stations in the market."

Much the same reasoning figured in the decision later to convert KYW to all-news, after Westinghouse got the station back from NBC in the Cleveland-Philadelphia swap-back.

At both WINS, which is under the general managership of Joel Chaseman, and KYW, under Richard Harris, the Westinghouse news operations have successfully defied some of the most outspoken advice offered them on how an all-news station should be run.

Mr. McLendon, on the basis of his experience with WNUS, had said that an all-news station to succeed should concentrate on hard news, pass up features and actualities, avoid mobile units like the plague and make itself "monotonous."

A Service ■ An all-news station is a service like the telephone time and weather services, he had contended shortly before WINS went all-news, and for maximum results should turn out one quarter-hour of hard news after another, all day long. If WINS succeeded with its plans to do things differently, he said, "it will mean that less than the purist form will succeed in New York" (BROADCASTING, April 19, 1965).

WINS and KYW didn't—and don't—

buy or follow that prescription. They have four mobile units apiece, dispatch their own reporters to cover news events throughout their areas and lard their newscasts liberally with features, depth studies, actualities, and reports from Westinghouse newsmen overseas and in Washington as well as those from their own staffs.

They rotate their on-air newscasters every half-hour but do not confine themselves to rigid schedules although they do try to keep the hard news compact and present several concise summaries every hour "so the listener won't have to wait 40 minutes to get the news."

The summaries give the highlights, and then the major stories are developed in greater detail, along with other news, features, services (weather, time, stock market reports, sports, theater reviews, etc.), commentaries, editorials and in-depth studies of issues and problems of the respective markets.

Complete Coverage ■ "We think we're working toward as complete electronic coverage of news as can be achieved," says Mr. McGannon. "We keep our format fluid—not to change merely for the sake of change or for lack of discipline, but to be free to adjust our coverage and techniques as we see ways to improve them. The all-news station, after all, is an entirely new art form in the journalism field."

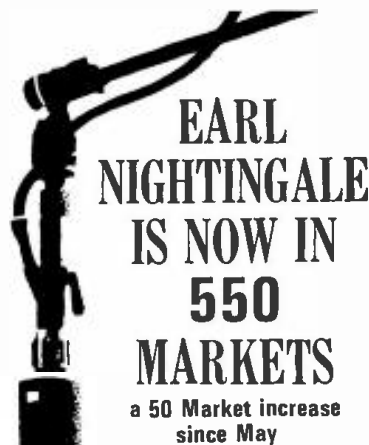
In their approaches to programing there is little difference between WINS and KYW. "The casual listener would hardly notice the difference," according to Mr. McGannon. For the most part the differences reflect individual approaches by different people, rather than differences in concept or purpose.

Organizationally, they are almost identical: WINS has a newsroom of 28 people of whom 21 are full-time on-air men, aside from occasional part-time reports; KYW has 28 in the newsroom, with 20 of them full-time on-air men.

WINS authorities say studies indicate that its men listeners tend to listen for a total of about an hour a day; women listeners, about 90 minutes.

The all-news station, according to Westinghouse officials, attracts an audience that "ranges across the whole socio-economic spectrum of people." But it is in the daily and weekly cumulative audience figures, rather than the standard quarter-hour measures, that the all-news station—presumably, any all-news station—finds one of its most effective sales tools.

In unduplicated audience, for example, WINS says the latest Pulse report (March) shows it fourth in the New York market in weekly comes—second among stations with predominantly adult audiences, and with a larger percentage of younger adults in its audience than the number one



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The program becomes your exclusive property in your market. Your station, your sponsor is the only station, the only sponsor in your market who can use the Earl Nightingale program and promotions. Earl Nightingale helps your station build a larger, more loyal audience.

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"Our Changing World" has established an amazing track record. Local ratings are phenomenal. Enthusiastic letters from stations and sponsors alike flood the mails daily. Listener action? . . . in 1965 alone, more than a half-million requests for "Our Changing World" broadcast reprints.



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The Earl Nightingale Radio Program
Nightingale-Conant Corporation
333 North Michigan Avenue
Chicago, Illinois 60601



ALL-NEWS FORMAT IS WINNING FRIENDS continued

station.

Special Salesmen ■ Westinghouse has set up a special sales force, called All News Sales, under Alan Henry, to handle both local and national sales for WINS, and national sales for KYW.

WINS, according to officials, not only reached the break-even point in the third and fourth quarters last year and is "nicely in the black" now, but is continuing to record new gains "month after month."

KYW is following the same progress curve that WINS did, according to Mr. McGannon, except that KYW started all-news from "an extremely depressed position"—dead last in the Philadelphia ratings—which is why he thinks it may take KYW a little longer to find black ink. But its revenues have tripled since last December, and he hopes KYW will reach the cross-over point by the end of this year.

That an all-news station takes persistence, patience and plenty of cash can be attested by Gordon McLendon—who predicted that those attributes would be vital even before he took the all-news plunge.

Two Years Old ■ Come September 3, WNUS (pronounced W-news) will have been on the air two years with nothing but news 24 hours a day, seven days a week serving a distinctly adult audience.

At the present pace of progress his associates confide Mr. McLendon feels it will still take about another two years to establish WNUS as solidly in every program service and advertising respect that he envisions it can be.

Already today its present audience and advertiser success is so good, they note, "that if you or I were owner we'd feel we should give ourselves a nice vacation in Acapulco right about now."

WNUS this year has marked two events significant of the state of its success: In March the station moved out of the red ink into the black as far as day-to-day operating costs go and last month as well as again next month rates are being increased.

The May rate raises applied to certain package combinations. The July 1 rate increase is general with the basic open-minute rate going up to \$65 from the present \$50.

WNUS on July 1 will have a new national representative, the Katz Agency. The station also has moved its Michigan Avenue business offices to new and larger quarters in the Wrigley Bldg. (new phone 321-0001) and there have been many days in recent weeks when the station is "sold out" during the 6 a.m. to 10 p.m. period according to the third general manager of WNUS since its start, Art Holt, a

McLendon Corp. vice president who also is assistant to President McLendon. Mr. Holt was assigned to WNUS last year on a temporary basis when it appeared the station's audience had hit a plateau still short of the goal for that period.

Appeal for Women ■ While the profile was chiefly adults, it was predominantly male. Mr. Holt's work in building up the WNUS staff and personnel competence has been designed to make the half-hour newscasts better and more attractive to the ladies.

Pulse proves the effort successful, he



Gordon McLendon sees to it that his WNUS Chicago concentrates on hard news, avoiding features. He also has sales rights for the Mexican station XTRA Tijuana.

claims, with WNUS now enjoying better than a 4% share of audience generally and 7% in the morning. In the 6-9 a.m. spot WNUS ranks no. 2 in adult males, he adds.

WNUS began with 15-minute newscasts each succeeding one updating the previous. Then a 20-minute format evolved and this since has been replaced by the 30-minute format. All copy is based on "hard news," but done with suitable light touch when possible.

Because of its frequency and transmitter location problems, WNUS has had "holes" in its coverage of some far suburban areas, Mr. Holt admitted, but the acquisition of WNUS-FM has answered this. WNUS-FM duplicates the AM.

Originally WNUS had a total staff of 35, including 15 newscasters, eight engineers and four salesmen. There were 10 wire services at the start, eight today. The staff totals 40 today, including nine newsmen, five writers, four studio news assistants, eight engineers and six salesmen.

An all-news station can't be promoted

in the market with contests or stunts as easily as a standard music station, Mr. Holt said, but it can do newsworthy things to win attention. Currently WNUS in cooperation with the Lions Club is sending Dr. Richard Kinney around the world to tape his observations in world capitals. Doctor Kinney, associate director of the Hadley School for the Blind, Winnetka, Ill., is both deaf and blind, the only person other than Helen Keller to complete college despite such handicap.

Another indication of WNUS' strength in the marketplace: There is scarcely a parade or social event of any size in any community about Chicago that doesn't request participation of one of the WNUS mobile units with its flashing news sign.

In Arlington, meanwhile, WAVA is just getting started down the all-news route.

For several years the station had an extensive news schedule, particularly in drive times, and it tossed in a little middle-of-the-road music to fill out the schedule. But being across the Potomac River from Washington, it felt there was a "definite need in the news capital of the world" for an all-news station. On April 1 WAVA moved to fill the void and went to all-news.

John Burgreen, general manager of the 1 kw daytimer, says "we're still learning and fumbling" our way through the format. A successful all-news operation, he feels, can't be set up in one market and just used in others, it has to be geared to the community. He cites as an example the varying amount of "drive time" in each locality. WAVA has a 20-minute format during drive time and 30 minutes the rest of the day. In other markets a 30- or 40-minute drive time format might be better.

Although WAVA has been all-news for only three months, there has been a noticeable turnover in clients, Mr. Burgreen says. Business is up and the sponsors coming on are of a "higher quality" than those that used to buy time. However, he points out that selling the all-news format requires changing the sponsor's concept 100% and "buyers don't like to change their minds. He feels a good portion of the business upswing is coming from the clients themselves who "are becoming conscious of us, not from what we tell them, but because they listen" to the station.

Operating costs for WAVA have risen about 30%, Mr. Burgreen says, because of the need for more people and extra wire services. WAVA went from a five-member staff with three on the air to a 10-member news staff with five on air as all-news.

The all-news format, he says, means



Arthur W. Arundel felt that WAVA Arlington was in an ideal spot for a news station. Covering as it does the "news capital of the world," Washington he felt that it would win an important audience.

the staff and management have to change their concept of radio. "They are offering a news service, not a radio station."

He also feels the audience of such an operation is a highly mobile one. "We get them from 20 to 30 minutes or longer then they go back to music. We do find they tune in more frequently to all-news because they know we're here. When anything happens our phones light up. We've become the news authority and as such people expect more of you."

The new WAVA audience, Mr. Burgreen finds, has an average age of about 40 and has a higher socio-economic level than before going all-news. "It's a strictly adult audience, a more intelligent audience," he adds.

The difficult area for an all-news operation, he continues, is getting the "big, big numbers." This type of format is "impossible to measure because listeners are asked to what station they're tuned, not where do they get their news."

Began in 1961 - Billed as the world's first all-news radio station, XTRA is a 690 kc, 50kw radio station serving Los Angeles and San Diego, among other Southern California markets. Actually it's a Mexican station with a Tijuana allocation for call letters XETRA. In all of its promotion, indeed, in its entire U. S. thrust, the station simply is identified as XTRA News.

It converted to 24 hours a day of news on May 6, 1961. Previously, the station's format was modern music with news given limited importance. XTRA decided to go all news after surveying the Southern California radio market and finding 147 stations specializing in music and talk with news only as a marginal service. The feel-

ing was that one station should and could provide the exclusive service of all news.

This was the concept of one of radio's most consistent innovators, Mr. McLendon owner of WNUS Chicago. For, although XTRA has Mexican ownership, the station's U. S. sales rights belong to the McLendon group.

The programming theory behind XTRA is that it offers the same advantage as a telephone time service: It's there, 24 hours a day, when the listener wants it. According to William J. McDowell, vice president and general manager, an all-news radio station forms exactly the same type of listening habit that people form for their telephone time or weather service. "At a single spot on the dial," he says, "the news is there constantly, instantly, dependably — around the clock."

The basic XTRA news format is two 30-minute newscasts per hour, 24 hours per day. The station tries to present 30 different news items during the half-hour. Sports are given twice, at 10-minutes and 20-minutes after the half-hour. Financial news is given in the middle, at the quarter hour.

XTRA maintains strict standards for advertising content and length. Only 16 minutes of commercial time per hour is permitted. Maximum commercial length is 60-seconds, and such spots are never put on the air back-to-back.

Since switching to an all-news format, XTRA has found that it's reaching an audience that's more than 90% adult. It's also heavily male, but says station general manager Bill McDowell, "the longer we're on the air, the more women we seem to attract."

But if XTRA's all-news programming has its advantages, Bill McDowell is the first to concede that there are some hazards in making the conversion to such a format. He says that when the station first made the move to news there was a long period before advertisers were ready to accept the concept. XTRA's new operation is an expensive one. Out of a total staff of 50, the station employs 20 full-time, on-the-air newsmen, with a supporting staff of 16. The news staff, except for the men who are in charge of two mobile news cruisers in Los Angeles, live in San Diego.

"Manpower is the big thing," says station chief Bill McDowell. "Good newscasters are tough to find and you have to be sure you're not getting one with a biased point of view. That's mainly why I don't think you can run an all-news operation in any but a major metropolitan area. There's just not enough of a talent draw and probably not enough of an audience available to make such a costly operation pay off."

KLAC ON THE MOVE



TWO-WAY TRAFFIC reports are provided by KLAC's new Land Air Control units. Fast flying plane coverage is coordinated by colorful Cal Worthington, a veteran pilot, while "singing" Sam Benson rides the freeways in one of KLAC's mobile ground units. Southern California's listeners-on-wheels who are vitally concerned with traffic conditions find reports on KLAC frequent, accurate...and even entertaining.



TWO-WAY CONTEST—KLAC listeners were invited to design a symbol for TWO-WAY RADIO and to suggest an appropriate title for the station's telephone-talking personalities. Thousands responded with painstakingly prepared drawings and lists of names. A committee of the Los Angeles Junior Ad Club judged the entries and selected "communicaster" as the most likely to succeed "disc jockey."



TWO-WAY ADVERTISING—Even as TWO-WAY RADIO ratings rise, KLAC continues to go after new listeners with multi-media promotions. Discussing a new design for 30-sheet billboards are KLAC General Sales Manager Hal Knutson, Vice President and General Manager Jack G. Thayer, and Advertising-Promotion Manager Bob Harris.

People are listening... and talking... more than ever to TWO-WAY RADIO

KLAC RADIO

METROMEDIA RADIO IN LOS ANGELES

Represented nationally by Metro Radio Sales

Talk keeps syndicators busy

Drama, sports, interview, discussion and 'how to' programs are snapped up by stations with new format

The thrust toward "talk" programing by radio stations is proving to be a boon to program syndicators who have been expanding their offerings in the radio drama, sports, interview, discussion and "how to" classifications.

Distributors are optimistic that the FCC ruling requiring FM stations to be unduplicated half of the time after Jan. 1, 1967 will prove to be a "shot-in-the-arm" to their industry. They report that inquiries are being received from FM operators in increasing numbers over the past few months.

There's something for everybody in the radio syndication cornucopia. Distributors tend to break down by specialties though some offer programing that cuts across various segments of the talk area.

Drama is an integral part of radio's talk resurgence. This form encompasses mystery, romance, adventure and includes both original presentations and revival of old series.

One of the leading distributors in

the radio drama sector is Charles Michelson Inc., New York, which handles sales for more than 50 serials. Michelson's best-sellers over the past three years have been revivals of old series, such as *The Shadow*, *The Green Hornet*, *Gangbusters*, *Famous Jury Trials*, *Dangerous Assignment* and *Night Beat*.

Many of the dramatic series available in the U. S. emanate from Australia. A sampling of such series and distributors include Amalgamated Wireless Ltd., Sydney (*Mystery Theatre*, *The Big Squeeze*, *Sealed Orders*); Grace Gibson Radio Productions Pty. Ltd., Sydney (*Emergency Line*, *Drama of Medicine*, *Drama of the Courts*); Fidelity Radio Pty. Ltd., Sydney (*Brand of Justice*, *Broken Circle*).

Among U. S. distributors with drama series are Tucker Productions Ltd., New York (*To Love and Honour*, *Beyond The Green Door*); RCA Recorded Program Service, New York (*Magic Christmas Window*, *Dr. Paul*); Jewell Radio/TV Productions; Chicago (*The Mouny—Silver Eagle*); Alan Sands Productions, New York (*Great American Women*) and Triangle Program Sales (*Theater Five*).

Dramas range in length from five minutes to a half-hour. The highest rate in the large markets is reported to range from \$50-\$60 for a half-hour program with \$25-\$35 an average for the country as a whole.

The movement toward "talk" has

Talk radio reprints

A limited number of reprints of BROADCASTING's special report on talk radio will be available on a first-come first-served basis.

Please address your orders to BROADCASTING Reprints, 1735 DeSales Street, N.W., Washington, D. C. 20036.

Prices for the 32-page reprint are 1 to 25 40¢ each, 26 to 100 30¢ each, over 100 25¢ each.

sparked interest in programs spotlighting personalities in interviews or discussions. Among the syndicated talk-fests are *The Joe Pyne Show*, *Jean Shepherd Show*, *Paul Gibson Show* and recently *Barry Gray Show* from Hartwest Productions.

Hartwest has placed its programs on over two hundred radio stations in the United States and Canada in a two-year period—and most of them are presented as hour-long productions on five and six-day-a-week schedules.

Other widely used talk programs include *Our Changing World with Earl Nightingale* from Earl Nightingale Productions, Chicago; *William F. Buckley Jr. News and Comment* from Stephens Associates, New York; *Pamela Mason* (an ABC Radio production) from Triangle Program Sales; *Joyce Brothers* from ABC Radio special program features.

News commentary and features are available in quantity from the UPI Audio Network and from Triangle Program Sales (*Window on Washington*, *Word Picture*, *Anniversaries In Sound*);

NOW...

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Author, syndicated columnist, 15,000,000 readers follow Bill Veeck's column each week in the nation's leading newspapers. The country's most articulate, most colorful, most amusing, least awed—and soundest—sports authority—Now Available to You for Radio—5 Minute Show, 5 Days a Week!



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Chicago, Illinois 60611, Phone 337-4518

Illegal AM's—a new teen-age fad?

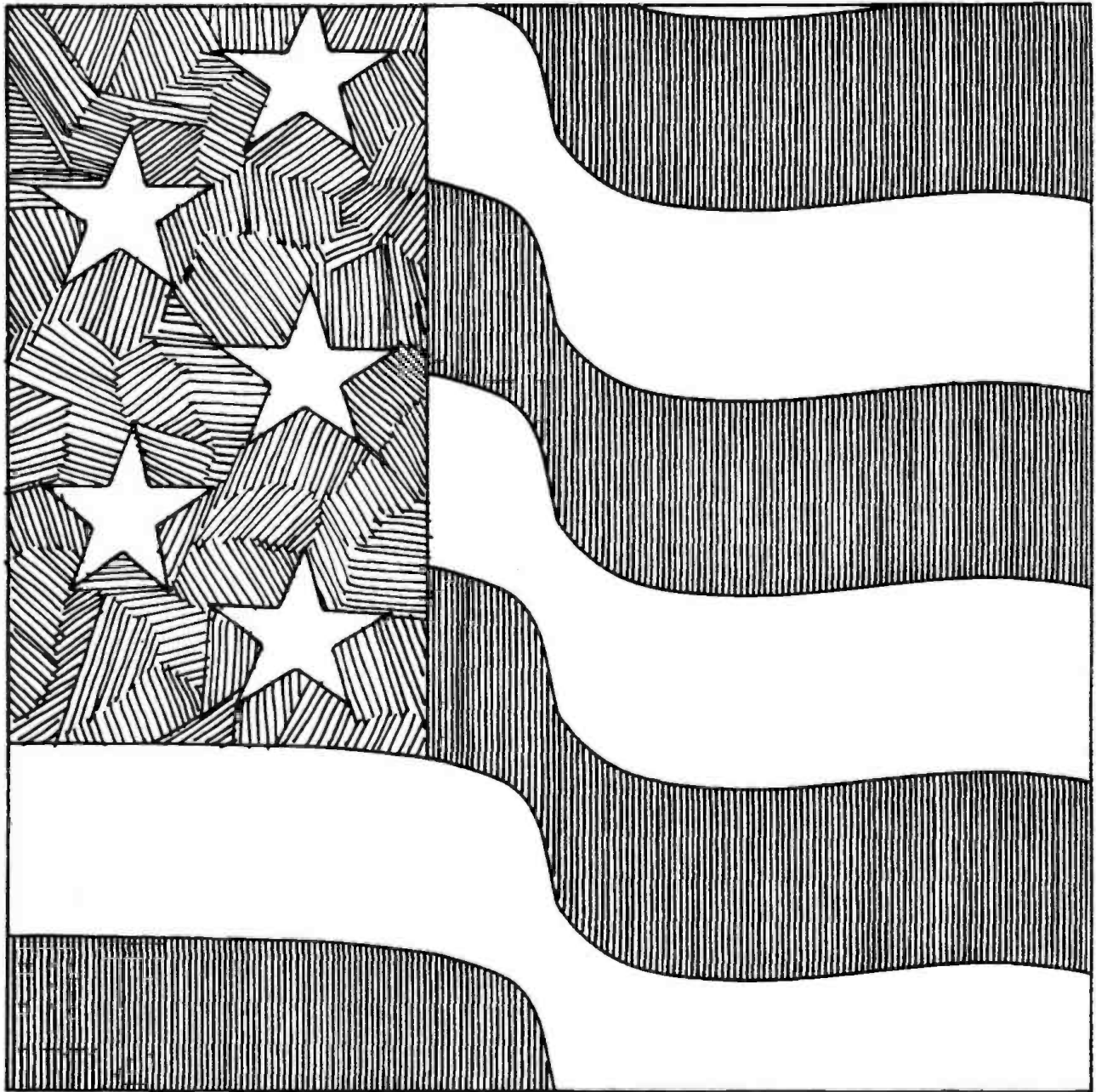
LSD and protest marches aren't the only hobbies that today's teenagers pursue. Professional quality, if illegal, radio-station operations are another. Just ask the FCC Field Engineering Bureau's monitoring service.

The commission has reported that the Boston district office has uncovered, and closed down, a station that featured the "live" conversations of a husband and wife—a sort of real-life version of *The Bickersons*.

It seems a teen-age son, adept at electronics, had put a transmitter in the basement of the home and concealed a microphone under the dining-room table. He was unhappy about his parents' quarreling, and

had decided to "air" his problem. A "highly unorthodox family situation drama" was the result, commission investigators reported.

Then there was the case in Buffalo, N. Y., of a 19-year-old broadcaster and his illegal station, WINO, on 1600 kc. Investigators said the operator, who was cooperative in answering questions expressed pride in his well-equipped studio and other facilities. He also said the gumshoes had caught up with him just in time to avert an "RF war." A friend of his was operating another illegal station (WCNG/WKRA) on the same frequency and had refused to enter a time-sharing arrangement. The inspectors closed that station, too.



More Than a Gift

Last July, Humble dealers gave 1,800,000 small American flags to their customers. This was the largest single flag order ever received by the manufacturer and it took six months to complete the job. □ The flag was part of a kit that also included the words and music to "The Star-spangled Banner," a history of the song, and a cardboard flag holder on which was reproduced

a painting of the historic moment when the song was written. □ Humble's customers were not surprised to receive these packages of patriotism from America's leading energy company. They have come to expect such evidences of friendliness and good will. □ And we hoped the little flags would remind them that freedom is more than a gift.

HUMBLE

OIL & REFINING COMPANY... THE PEOPLE WHO "PUT A TIGER IN YOUR TANK!"

Talk gets results for WEEI advertisers

WEEI Boston has more than one advertiser convinced that its talk format is a good context for a sales message.

A testimonial from the Wellington Sears Co. Martex Towel division credits the station as being the most effective medium for a recent promotion of its Luxor towels.

"If we had co-opped with every Luxor account in the Boston market with a half-page two-color ad, we would not have one quarter the comment we received from our radio effort," says a Martex official.

In a two-week campaign Martex used WEEI and three other Boston radio stations, and said WEEI's adult audience appeal was a major reason for the success of this particular

campaign.

Another sponsor pleased with results on WEEI is Water Specialties Co. (Miracle White water additive), Chicago. Water Specialties used a two-station Boston campaign with its purpose "to introduce and secure distribution" of the product in that market.

Miracle White apparently is enamored with talk programming generally—it has used a number of talk stations, and talk programs on stations that also offer a substantial schedule of music. Of its results in Boston the station said consumer response was "excellent" and that complete distribution had been secured in every major retail outlet in the Boston market.

Radio-TV Roundup Productions, Maplewood, N. J. (*Radio USA Newsreel*) and Mark Century Productions with groups of news documentaries on events and historical figures.

Among the Woroner Productions, Miami, talk programs are three holiday spectaculars for Easter, July 4 and Christmas; specialty programs on children, pets and gardens; a Viet Nam series and others. Planned are more major holiday programs.

A wide range of "how to" features in segments from one to five minutes and covering sports, household hints, health, gardening, pet care, cooking, personal finance are available from such distributors as Alan Sands Productions Inc., Clarence, N. Y.; Purcell Productions, New York; Enterprise Broadcast Features, New York; Signal Productions, Hollywood, Calif.; Arnold Palmer Enterprises Inc.; King Features

Inc.; RCA Recorded Program Services and ARB Productions, Baltimore.

Sports programming also is a backbone of "talk" syndicated offering and represented with packages in this area, including coverage of outstanding events, are Triangle Program Sales; Mark Century and Tucker Productions.

An upswing in comedy programs is evident. Mark Century, for example, is syndicating monthly satire shows based on current fads, such as Muscle Beach and Satan Place. Triangle is distributing a daily ABC Radio comedy series featuring Coyle and Sharp.

Special historical and holiday programming is a staple of conversation radio. Among distributors active in this specialized sphere are Triangle; Woroner Productions; Mark Century; Hardman Associates Inc., Pittsburgh and Ken Gaughran Productions, New Rochelle, N. Y.

Soldier interviews from Vietnam comprise two series of syndicated shows being offered by Hotline Productions, Chicago. Program Associates Chicago is producing *The Bill Veck Show*, a series featuring the colorful former baseball figure. LaSalle Research Inc., Minneapolis, has syndicated a series of 260-minute shows, *Adventures in Real Estate*.

Syndicators acknowledge that theirs is not the lucrative, glamorous business that is TV. But they contend there are opportunities in radio today on a scale that is considerably more widespread than ten years ago. Many agree that the radio syndication industry has lacked sufficient sales, promotional and advertising support in the past but indicated that the current favorable environment is the time for a strengthened effort to put radio syndication back on the broadcast map.

Code station list

adds 17, loses 34

The National Association of Broadcasters radio code recorded 15 additions and 32 withdrawals from March 15 to April 15. In the same period the TV code had two additions and two withdrawals.

KWGN-TV Denver and KBAK-TV Bakersfield, Calif., were added to the TV code; KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, were withdrawn.

Radio additions: WSAF Sarasota, Fla.; WCGA Calhoun, Ga.; WMPP East Chicago Heights, Ill.; WJCO Jackson, WQDC(FM) Midland and WUOM(FM) Ann Arbor, all Michigan; KWEB Rochester, Minn.; WCOS Columbia, S. C.; WJFC Jefferson City and WJSO Jonesboro, both Tennessee; WKBA Roanoke, Va.; WKOW Madison, WFHR-AM-FM Wisconsin Rapids and WCUB Manitowoc, all Wisconsin.

Radio withdrawals: WAGF Dothan, Ala.; KLAN Lemoore, KLBS Los Banos, KSBW-AM-FM Salinas and KNKS Hanford, all California; WWOQ(FM) Boca Raton, Fla.; WWSN Statesboro, Ga.; KRXX Rexburg, Idaho; WJOB Hammond and WNUW New Albany, both Indiana; KROS-AM-FM Clinton, Iowa; WACE Springfield and WCAP Lowell, both Massachusetts; KOTE Fergus Falls, Minn.; WCPC Houston, Miss.; KICS-AM-FM Hastings and KNEB Scottsbluff, both Nebraska; KENM Portales, N. M.; KTJS Hobart, Okla.; KPAM-AM-FM Portland, Ore.; WCVI Connellsville, Pa.; KDSJ Deadwood, S. D.; WYSH Clinton, Tenn.; KPMK(FM) Houston, KJBC Midland, KCOM Comanche, KNOW Austin and KSNY Snyder, all Texas.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 16 through June 22, and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV.—community antenna television, CH.—critical hours, CP.—construction permit, D.—day, DA.—directional antenna, ERP.—effective radiated power, kc.—kilocycles, kw.—kilowatts, LS.—local sunset, mc.—megacycles, mod.—modification, N.—night, SCA.—subsidiary communications authorization, SH.—specified hours, SSA.—special service authorization, STA.—special temporary authorization, trans.—transmitter, UHF.—ultra high frequency, U.—unlimited hours, VHF.—very high frequency, vis.—visual, w.—watts, *—educational.

New TV stations

ACTION BY FCC

Omaha, Neb.—Iowa TV Inc. Granted CP for new UHF on channel 39 (620-626 mc); ERP 585 kw vis., 87.5 kw aur. Ant. height above average terrain 448 ft., above ground 468 ft. P.O. address c/o Francis P. Matthews, 1145 Omaha National Bank Bldg., Omaha 68102. Estimated construction cost \$440,000; first-year operating cost \$256,000; revenue \$300,000. Studio and trans. locations both Omaha. Geographic coordinates 41° 15' 43" north lat., 96° 02' 52" west long. Type trans. RCA TTU-30A(LA), type ant. RCA TFU-30J. Legal counsel Welch & Morgan, consulting engineer George C. Davis, both Washington. Principals: Leo A. Daly, Francis P. Matthews (each 45%), W. W. Keenan (10%). Mr. Daly is majority owner of Leo A. Daly Co., architecture-engineering-planning corporation, and is sole owner of Daly Co., real estate consulting company. Mr. Matthews is law partner, director of Central National Insurance Group, and 26% stockholder of Buttercup Foods Inc. Mr. Keenan is vice president of Storz Brewing Co., Action June 9.

APPLICATIONS

Sarasota, Fla.—Tamiari TV Inc. UHF channel 40 (626-632 mc); ERP 229 vis., 34.43 kw aur. Ant. height above average terrain 573 ft., above ground 593 ft. P. O. address: c/o Ken Hart, 2100 Constitution Blvd., Sarasota Fla. Estimated construction cost \$637,800; first-year operating cost \$200,000; revenue \$200,000. Studio and trans. both to be located in Sarasota. Geographic coordinates 27° 21' 19" north lat., 82° 29' 14" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-30J. Legal counsel Leo J. Resnick, consulting engineer George C. Davis, both Washington. Principals: Republic Investments Inc. (49.8%), Ray E. Littrell (10%), John W. Hasson, W. R. Littrell, George E. Youngberg Sr., Louis H. LaMotte, (each 8%) and others none over 4%. Ray Littrell is in various real estate businesses. Mr. Hasson is lawyer, W. R. Littrell is in concrete products business. George Youngberg is 40% owner of First National Bank of Venice, Fla. Mr. LaMotte is member of board of directors of IBM. Ann. June 22.

Newark, N. J.—Clifton S. Greene UHF channel 68 (794-800 mc), ERP 782 kw vis., 78.2 kw aur. Ant. height above average terrain 1,197 ft., above ground 1,465 ft. P.O. address: 1060 A Sterling Pl., Brooklyn, N.Y. 11213. Estimated construction cost \$1,329,262; first-year operating cost \$400,000; revenue \$450,000. Studio to be located in Newark; trans. to be located on Empire State Bldg., New York. Geographic coordinates 40° 44' 54" north lat., 73° 59' 10" west long. Type trans. RCA TTU50C1; type ant. RCA TFU 30J Special. Legal counsel Lauren Colby, Washington; consulting engineer Pete Johnson, Charleston, W. Va. Mr. Greene is owner of liquor store, publisher of magazine and in real estate investment. He has no other broadcast interests. Ann. June 17.

*Erie, Pa.—Educational Television of Northwest Pennsylvania Inc. UHF channel 54 (704-710 mc); ERP 569 kw vis., 56.9 kw aur. Ant. height above average terrain 880 ft., above ground 690 ft. P. O. address: c/o Robert J. Chitester, Box 1795, Erie 16507. Estimated construction cost \$414,697; first-year operating cost \$234,834. To be supplied by various civic groups and individuals as well as state and local funds. Studio and

trans. both to be located in Erie. Geographic coordinates 42° 02' 20" north lat., 80° 03' 45" west long. Type trans. Townsend TA25AG; type ant. CO. EL. CO-29. Legal counsel Stratford Smith, Washington. Consulting engineer George R. Townsend, Springfield, Mass. To be administered by board of directors.

Existing TV stations

New call letters assigned

WATL-TV Atlanta—D. H. Overmyer Communications Corp. Assigned WBMO-TV.

New AM stations

APPLICATIONS

Lineville, Ala.—Clay County Broadcasters 1540 kc, 1 kw D. P. O. address: Box 143, Talladega, Ala. 35160. Estimated construction cost \$24,913; first-year operating cost \$25,188; revenue \$27,000. Principals: Robert E. Haynes, Deny L. Jackson and Jimmy E. Woodard (each 33 1/3%). Mr. Haynes is sales manager for WEYY Talladega, Ala. Mr. Woodard is 25% owner of WEYY Talladega. Mr. Jackson is 20% owner of WEYY, 10% owner of WGSV Gunterville, and 17% owner of WGAD Gadsden, all Alabama.

Leominster, Mass.—Nashua Valley Broadcast Inc. 1000 kc, 1 kw D. P.O. address: c/o Clarence O. Allain, 19 Water St., Leominster 01435. Estimated construction cost and first-year operating cost total \$99,784. Principals: Clarence O. Allain (98%), Robert J. Allain and Francis S. Wyman (1% each). Messrs. Allain and Wyman are all public accountants with no other broadcast interests. Ann. June 21.

Existing AM stations

ACTIONS BY FCC

By letter, commission denied petition by Emerald Broadcasting Co. for expedited consideration of its application to change operation of KTHO Tahoe Valley, Calif., from daytime to unlimited hours with 500 w-N and change from DA to DA-N, continued operation on 590 kc with 1 kw-LS; but advised licensee that, because of difficult weather conditions at present site, it would process expeditiously application for minor modification to permit change in transmitter site. Action June 22.

By letter, commission denied request by Friendship Broadcasters Inc., for waiver of Sec. 1.569 of rules and returned its application to change frequency of WUSM Havenlock, N. C., from 1330 kc to 1130 kc, continued operation with 1 kw, D. Commissioner Lee abstained from voting. Action June 22.

By letter, commission denied request by Boyce J. Hanna for waiver of Sec. 1.569 of rules and returned his application for new AM to operate on 1170 kc, 1 kw, D, in Monroe, N. C. Commissioner Lee abstained from voting. Action June 22.

By letters, commission granted requests

by Smiles of Monroe Inc., and Old Hickory Broadcasting Corp. for waiver of Sec. 1.569 of rules and accepted for filing their applications for new AM's to operate on 1190 kc, 500 w, D, in Monroe, N. C. Commissioner Lee abstained from voting. Action June 22.

Commission gives notice that April 29 initial decision which looked toward denying application of H. M. Griffith Jr., and C. V. Lundstedt db/as The Kent-Sussex Broadcasting Co., for renewal of license of WKSB Milford, Del., for lack of financial qualifications and violations of various technical rules, became effective June 20 pursuant to Sec. 1.276 of rules. Action June 21.

Commission gives notice that April 27 initial decision which looked toward granting application of Charlottesville Broadcasting Corp. to change facilities of WINA Charlottesville, Va., from 1400 kc, 250 w-N, 1 kw-LS, to 1070 kc, 5 kw, DA-N, U, became effective June 16 pursuant to Sec. 1.276 of rules. Action June 21.

Members Nelson, Pincock and Kessler of review board on June 17 adopted decision (1) granting application of Flathead Valley Broadcasters to change operation of KOFI Kalispell, Mont., from 930 kc, 5 kw, D, to 1180 kc, 10 kw, DA-N, U, and (2) denying application of Garden City Broadcasting Inc., to change operation of KYSS Missoula, Mont., from 910 kc, 1 kw, D, to 1180 kc, 50 kw-LS, 25 kw-N, DA-N. Nov. 23, 1965, initial decision looked toward this action.

Commission released memorandum opinion renewing license of Trans America Broadcasting Corp. AM KTYM Inglewood, Calif., with comment and explanation in view of opposition to renewal by Pacific Southwest Regional Office of Anti-Defamation League of B'Nai B'rith on ground that certain broadcasts of Richard Cotten's Conservative Viewpoint over KTYM disseminated anti-Semitic material and contained personal attacks on that organization and its officers and staff. Action June 17.

Commission is advising Semrow Broadcasting Co. (WNMP Evanston, Ill.) and Maricopa County Broadcasters Inc. (KALF Mesa, Ariz.) that their petitions for waiver of Sec. 73.24 of rules to change operation of their respective AM's from daytime to unlimited time were, by reason of the vote, denied on May 25. Ann. June 16.

Existing AM Stations

NEW CALL LETTERS ASSIGNED

WPRH Franklinton, La.—Parish Broadcasting Co. Assigned WFCG.

APPLICATIONS

KNX Los Angeles—CP to install DA-D. Ann. June 20.

KFAX San Francisco—Construction permit to increase night power from 1 kw to 50 kw change from DA-D to DA-1, eliminate separate night site and nighttime trans. Ann. June 17.

KRZY Albuquerque, N. M.—CP to increase daytime power from 250 w to 1 kw. Ann. June 9.

NCTA

EDWIN TORNBURG

& COMPANY, INC.

Hospitality Suite 548-50-52

BALMORAL HOTEL

ED WETTER

DOUG KAHLE

New FM stations

ACTIONS BY FCC

Ville Platte, La.—Ville Platte Broadcasting Co. Granted CP for new FM on 93.5 mc, channel 228, 3 kw. Ant. height above average terrain 219 ft. P.O. address: Box 556, Ville Platte 70586. Estimated construction cost \$14,125; first-year operating cost \$8,000; revenue \$15,000. Principals: Thomas A. DeClouet, Paul H. DeClouet (each 20%), Lionel B. DeVillie, Vincent L. Riehl, Roland Fink, Joseph Riehl (each 15%). Principals have corresponding holdings in KVPI Ville Platte. Messrs DeVillie and DeClouet each own 23 1/2% of KFRA Franklin, La. Principals, with exception of Mr. DeVillie, control 100% of KEUN Eunice, Ala. Action June 20.

Houston, Miss.—Robin H. Mathis, Ralph C. Mathis, Rad W. Mathis and John B. Skelton Jr. db/as WPCP Broadcasting Co. Granted CP for new FM on 99.3 mc, channel 227, 100 kw. Ant. height above average terrain 460 ft. P.O. address: Box 569, Houston 38851. Estimated construction cost \$45,993; first-year operating cost \$14,400; revenue \$18,000. Principals: in combination Mathis brothers and Mr. Skelton have interest in WPCP Houston, WSJC Magee, application for WKTN Lexington, WSAO Senatobia, all Mississippi. Action June 20.

Syracuse, N. Y.—William Price Hillgartner, Granted CP for new FM on 100.9 mc, channel 265, 1.15 kw Ant. height above average terrain 73 ft. P.O. address: 1033 James St., Apt. F-3, Syracuse 13203. Estimated construction cost \$8,606; first-year operating cost \$19,000; revenue \$20,000. Mr. Hillgartner is member of faculty of Syracuse University and production director for Commercial Concepts Inc., Syracuse. Action June 20.

Minot, N. D.—Big K Inc. Granted CP for new FM on 97.1 mc, channel 246, 30.4 kw. Ant. height above average terrain 834 ft. P.O. address: c/o Chester Reiten, Box 1886, Minot 58702. Estimated construction cost \$21,350; first-year operating cost \$12,000; revenue \$17,000. Principals: Big K owns KCTB Minot and is owned by KXMC-TV (49.0%), Chester Reiten (20.4%), W. L. Hurley (15.3%), Lloyd R. Amos (15.3%). Action June 21.

APPLICATIONS

Yazoo City, Miss.—Gateway Broadcasting Co. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 38 ft. P.O. address: 310 Schackelford Dr., Greenville, Miss. 38702. Estimated construction cost \$49,455; first-year operating cost \$25,000; revenue \$25,000. Principals: J. P. Sartain (80%) and Joel Netherland (20%). Mr. Sartain is owner of contracting, home building, general real estate and subdivision development business. Mr. Netherland is presently employed with WGVM Greenville, Miss. Ann. June 20.

Springfield, Mo.—Ozarks Broadcasting Co. 96.7 mc, channel 254, 100 kw. Ant. height above average terrain 313 ft. P.O. address: 1121 S. Glenstone, Springfield 65804. Estimated construction cost \$78,576; first-year operating cost \$27,890; revenue \$31,360. Principals: Lester E. Cox (49.9%), Mildred L. Cox (1%), R. D. Foster (33.8%) and R. D. and Harriet J. Foster as joint tenants (16.2%). Mr. Cox is 12 1/2% owner of KOAM Pittsburg, Kan. Ann. June 17.

*Lexington, Va.—Washington and Lee University 91.5 mc, channel 218, .01 kw. Ant. height above average terrain 100 ft. P.O.

address: c/o O. W. Riegel, Box 1153, Lexington 24450. Estimated construction cost \$4,021; first-year operating cost \$2,921. To be supported by state funds. To be administered by board of trustees. Ann. June 17.

Existing FM Stations

NEW CALL LETTERS ASSIGNED

Mackinaw City, Mich.—Vacationland Radio. Assigned WRIW(FM).

WYFS(FM) Winston-Salem, N. C.—WAAM-FM Inc. Assigned WAAA-FM.

WJBY-FM Gadsden, Ala.—Gadsden Broadcasting Co. Assigned WLMJ(FM).

WYAK(FM) Sarasota, Fla.—Pan Florida Inc. Assigned WSAF-FM.

WJSC-FM Wilberforce, Ohio—Central State University. Assigned WCSU-FM.

KMBC-FM Kansas City, Mo.—Metromedia Inc. Assigned KMBR(FM).

WIP-FM Philadelphia—Metromedia Inc. Assigned WMMR(FM).

Ownership changes

ACTIONS BY FCC

KPOL-TV Los Angeles—Granted transfer of control of permittee corporation, Coast Television Broadcasting Corp., from Coast Radio Broadcasting Corp. (90%) and Frederick D. Custer and Robertson C. Scott (each 5%) to Thomas Bunn (none before, 24.375% after), Frederick D. Custer (5% before, 10% after), Joanne I. Custer (none before, 5% after), Edna M. Jones (none before, 7.5% after), Hugh R. Murchison Jr. (none before, 10% after), Straub Family Foundation Inc. (none before, 10.9% after) and Robertson C. Scott (5% before and after) and others. Coast Radio Broadcasting, licensee of KPOL-AM-FM, is being sold to Capitol Cities Broadcasting Corp., which does not wish to purchase Coast Television. Consideration \$400,000. Action June 17.

KKIS Pittsburg, Calif.—Granted assignment of license from Major-Minor Corp., owned by W. Ernst Minor 100%, to Coastal Communications Corp., owned 98.77% by Wadsworth Manufacturing Associates Inc. Coastal is licensee of KPTL Carson City, Nev. Consideration \$350,000 and five year noncompete agreement within 50 miles of Pittsburg. Action June 20.

WRIZ Coral Gables, Fla.—Granted assignment of construction permit from Mission Broadcasting Co. to Mission East Co., a subsidiary of Mission Broadcasting owned by Jack Roth, Bob A. Roth (each 41.12%), James M. Brown (12.25%) and Eugene Roth (5.51%). Mission Broadcasting Co. is licensee of KONO and KITV(FM) and parent corporation of Mission Telecasting Co., licensee of KONO-TV, all San Antonio, Texas. No consideration. Action June 17.

WDUV-TV Jacksonville, Fla.—Granted assignment of CP from Duval Television Corp. to Canasta Broadcasting Co. owned by Al Lapin Jr., Jerome M. Lapin and Irving A. Lapin (each 20%) and others. All are officers in restaurant and franchising corporation. Consideration \$24,646. Action June 22.

WHWH Princeton, N. J.—Granted relinquishment of positive control of licensee corporation, Nassau Broadcasting Co., from Herbert W. Hobler (51.89% before, 42.5% after) and others to Herbert W. Hobler et al. No consideration, result of expansion of capital base of company. Action June 20.

KSMO Salem, Mo.—Granted assignment of license from William B. Smith tr/as The

Zola Broadcasting Co. (100% before, none after) to W. Earl Dougherty db/as EmErl-Ann Broadcasting Co. Mr. Dougherty is stockholder and executive of Audrian Broadcasting Co. (KXEO) Mexico, Mo. Consideration \$80,000. Action June 15.

WTOA Trenton, N. J.—Granted relinquishment of positive control of licensee corporation, Nassau Broadcasting Co., from Herbert W. Hobler (51.89% before, 42.5% after) and others to Herbert W. Hobler et al. See above WHWH Princeton, N. J.

WNXT-AM-FM Portsmouth, Ohio—Granted assignment of license from The Zanesville Publishing Co. to T/R Inc., wholly owned subsidiary of The Zanesville Publishing Co. The Zanesville Publishing Co. is owned by Clay Littick and Arthur S. Littick (47.5% each) and William O. Littick (5%). Allan H. Land, group manager for all stations owned by The Zanesville Publishing Co. will purchase 500 shares of stock of T/R Inc. for \$5,000. Zanesville Publishing Co. is licensee of WNXT-AM-FM Portsmouth, WZIP-AM-FM Cincinnati, both Ohio; WTAP-AM-FM-TV Parkersburg, W. Va.; is 100% owner of T/R Inc., licensee of WOMP-AM-FM Bellaire, Ohio; owns 60% of stock of Southeastern Ohio Broadcasting System Inc., licensee of WHIZ-AM-FM Zanesville, and owns 63% of Southeastern Ohio Television System Inc., licensee of WHIZ-TV Zanesville, all Ohio. No consideration. Action June 16.

WHIZ-AM-FM Zanesville, Ohio—Granted assignment of licensee from Southeastern Ohio Broadcasting System Inc., owned by The Zanesville Publishing Co. (60%). Ernest B. Graham and Clarence A. Graham (each 20%) to T/R Inc., 60% owner with Messrs. Graham continuing to hold 20% each. For further detail see WNXT-AM-FM Portsmouth, Ohio, above.

WHIZ-TV Zanesville, Ohio—Granted assignment of license from Southeastern Ohio Television System Inc., owned by The Zanesville Publishing Co. (63%), Southeastern Ohio Broadcasting System Inc. (20%), Ernest B. Graham (11%) and Clarence A. Graham (6%) to T/R Inc. (63%) with other principals continuing to hold their respective percentages. For further details see WNXT-AM-FM Portsmouth, Ohio, above.

KHTV Houston—Granted assignment of CP from Houston Television Co. to WKY Television Systems Inc. (parent corporation of Houston Television Co.). Assignment is for liquidation of assignor corporation. No consideration. Action June 17.

KDOX Marshall, Tex.—Granted assignment of license from Orman L. Kimbrough and Delwin W. Morton db/as Gemini Enterprises (50% each before, 25 1/2% each after) to Orman L. Kimbrough, Delwin W. Morton and John D. Mitchell (none before, 49% after) db/as Gemini Enterprises II. Mr. Mitchell is 25% stockholder in Carroll Broadcasting Co., licensee of KWCL Oak Grove, La. Consideration \$20,000. Action June 15.

KPAR Sweetwater, Tex.—Granted transfer of control of licensee corporation Texas Key Broadcasters Inc. from A. R. Elam Jr. and others to Grayson Enterprises Inc., principally owned by Dr. Ellis Carp, Theodore Shanbaum and Lee Optical and Associated Companies Retirement Pension Plan Trust. Grayson is licensee of KLBK-TV Lubbock, and KWAB(TV) Big Spring, both Texas. Consideration \$625,000. Action June 15.

WHYE Roanoke, Va.—Granted assignment of licensee from Dove, Doyle and Quann Broadcasting Corp. to Impact Radio Inc. Impact Radio Inc. is principally owned by Buford D. Epperson (40.7%), Charles F. Barry Jr. (25.93%) and T. Marshall Thompson (11.11%) and others. Messrs. Epperson, Barry and Thompson are all executives and stockholders of WCFV Clifton Forge, Va., and WBZB Selma, N. C. Consideration \$169,000 plus \$5,000 noncompete agreement. Action June 17.

WTAP-AM-FM-TV Parkersburg, W. Va.—Granted assignment from The Zanesville Publishing Co. to T/R Inc., owned 100% by The Zanesville Publishing Co. See WNXT-AM-FM Portsmouth, Ohio, above.

WSPZ Spencer, W. Va.—Granted assignment of license from Community Radio Inc. to Nubro Broadcasting Co., owned by Jesse D. Newman (75%), Richard D. Brooks (20%) and Joseph Barker (5%). Messrs. Newman, Brooks, and Barker are all employed by Upshur County Broadcasting Co. Buckhannon, W. Va. Mr. Newman owns 50% of WBUC Buckhannon. Consideration \$49,000. Action June 17.

APPLICATIONS

KBMX Coalinga, Calif.—Seeks assignment of license from Charles E. Kelly to James



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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 23

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,047	22	77	386
FM	1,478	25	230	236
TV-VHF	472	21	21	181 ¹
TV-UHF	90	30	97

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 23

	VHF	UHF	Total
Commercial	516 ^a	214	730
Noncommercial	69	69	138

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30, 1966

	AM	FM	TV
Licensed (all on air)	4,042 ^a	1,454	558 ^a
CP's on air (new stations)	21	33	49 ^a
CP's not on air (new stations)	78	218	106
Total authorized stations	4,142	1,705	719
Applications for new stations (not in hearing)	294	173	123
Applications for new stations (in hearing)	68	37	56
Total applications for new stations	362	210	179
Applications for major changes (not in hearing)	200	43	29
Applications for major changes (in hearing)	40	1	6
Total applications for major changes	240	44	35
Licenses deleted	2	1	0
CP's deleted	0	2	0

¹ Breakdown on UHF and VHF applications not available.

^a Includes three noncommercial stations operating on commercial channels.

^b In addition, one AM operates on Special Temporary Authority.

^c In addition, two licensed VHF's and two licensed UHF's are not on the air.

^d In addition, two VHF's operate with Special Temporary Authority.

M. Strain. Mr. Strain is TV program syndicator and has no other broadcast interests. Consideration \$52,250. Ann. June 7.

KOLR Sterling, Colo.—Seeks relinquishment of positive control of licensee corporation United Broadcasting Co. by Jack Rogers (60.9% before, 45.1% after) through sale of stock to F. Loren Ellis (none before, 25% after). John Catron, who owned 39.1% of stock before, will now control 29.9%. Mr. Ellis was a stockholder in KVOM Riverton, Wyo. Consideration \$7,000. Ann. June 21.

WABR Winter Park, Fla.—Seeks assignment of license from Contemporary Broadcasting Co. to Norfolk Broadcasting Corp., owned 100% by Louis H. Peterson. Norfolk Broadcasting is licensee of WNOR-AM-FM Norfolk, Va., 50% owner of Delta Teleradio Corp., assignee for assignment of construction permit for KHMA-TV Houma, La. Norfolk Broadcasting is also owner of two outdoor display companies. Consideration \$375,000 plus \$10,000 for consultation. Ann. June 21.

WNWC(FM) Arlington Heights, Ill.—Seeks assignment of license and CP from Northwest Suburban Broadcasters Inc. to WNWC Inc., 100% owner of Northwest Suburban, owned 100% by Lester Vihon. Transfer is from one corporation to another. No consideration. Ann. June 21.

WVOB Bel Air, Md.—Seeks transfer of control of licensee corporation Bel Air Broadcasting Co. from Lee L. and Mickey B. Case, joint tenants, Frank B. and Susan R. Case, joint tenants, LeRoy B. and Jessie M. Stokes, joint tenants, John D. Worthington III, executor of estate of John Worthington, John D. Worthington III and Richard W. Worthington, joint tenants (together 100% before, none after) to John D. Worthington III, Richard W. Worthington, individually and as trustees with Annie McCurdy Worthington, under will of John D. Worthington, deceased. Worthington family owns 100% of Shield Press Inc. Stock transfer, no consideration. Ann. June 17.

WTYM East Long Meadow, Mass.—Seeks acquisition of negative control of New England Radio Corp., 87% owner of licensee corporation Executive Broadcasting Corp., by Michael Schwartz and Donald L. Wilks (none before, each 50% after) through purchase of stock from Peter B. Matthews

(100% before, none after). Consideration \$10,000.

WLIR(FM) Garden City, N. Y.—Seeks assignment of license from John E. Rieger Jr. db/as High Fidelity Music Co. to Stereo Broadcasters Inc., owned by John Rieger (51%) and Dorothy C. Rieger (49%). Transfer is from individual to corporation. No consideration. Ann. June 21.

WGHQ-AM-FM Kingston, N. Y.—Seeks assignment of license from Skylark Corp., subsidiary of VIP Radio Inc., to VIP Radio Inc., owned by Whitney Communications Corp. VIP Radio Inc. was, until several weeks ago, licensee of WVIP-AM-FM, which was sold to Martin Stone. No consideration as this is merger with parent company. Ann. June 21.

WLAR Athens, Tenn.—Seeks assignment of license from Helen M. Arterburn tr/as Athens Broadcasting Co. to Athens Broadcasting Co., 90% to be owned by Helen M. Arterburn and 10% by William P. Atkins, manager of WLAR. Consideration \$12,000. Ann. June 21.

KHUL(FM) Houston—Seeks transfer of control of licensee corporation Nor-Temp Broadcasting Corp. from Charles Temple, Ted Norman, Howard B. Nisbet and Elizabeth Ann Moore (together 100% before, none after) to Industrial Broadcasting Co., owned 100% by Leroy J. Gloger. Industrial Broadcasting is licensee of KIKK Pasadena, Tex. Mr. Gloger is also 19% stockholder in Crest Broadcasting Co., applicant for new TV in Houston. Consideration \$126,500. Ann. June 17.

Hearing cases

INITIAL DECISIONS
 ■ Hearing Examiner Millard F. French issued initial decision looking toward revoking license of Palmetto Communications Corp. for WHHL Holly Hill, S. C. Examiner stated: "The misrepresentations of material facts to the commission concerning ownership and control, the failure to file financial reports, and the repeated violations of the technical operating rules of the commission are in themselves grounds for revocation of this license. However, more serious and conclusive as to the qualifications of the

licensee is the fact that all of these representations appear to have been made willfully, repeatedly and with a deliberate attempt to conceal from the commission the facts developed on the record in this proceeding." Action June 22.

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of Crest Broadcasting Co. for new UHF to operate on channel 26 in Houston, and denying similar application of KXYZ Television Inc. Action June 22.

FINAL ACTIONS

■ By memorandum opinion and order in proceeding on applications of Saul M. Miller and A-C Broadcasters for new AM's to operate on 1510 kc in Kutztown and Annville-Cleona, both Pennsylvania, respectively, which were denied June 25, 1965, by review board, commission (1) denied Miller's application for review of board's decision and (2) granted A-C Broadcasters application for review of that decision, waived dual-city identification requirements of sec. 73.30-(b) of rules, and granted its application; condition, Commissioner Bartley dissented; Commissioner Cox not participating. Action June 22.

■ By memorandum opinion and order in proceeding on applications of Arthur A. Cirilli, trustee in bankruptcy, for renewal of license of WIGL Superior, Wis., and for assignment of license to D.L.K. Broadcasting Co., and of Quality Radio Inc. for new AM in Superior, commission granted petition by Quality for partial reconsideration of hearing designation order and deleted presunrise conditions which had been specified as to Quality's application. Action June 22.

■ By order in proceeding on application of Fitzgerald C. Smith, tr/as Southington Broadcasters, for new AM in Southington, Conn., commission denied applicant's petition for review of May 11 order of review board dismissing previous petition for reconsideration of March 10 action enlarging issues. Commissioner Lee dissented. Action June 22.

■ By memorandum opinion and order review board denied motion by H. H. Huntley to enlarge issues as to Cosmopolitan Enterprises Inc. in proceeding on their applications for new AM's in Yoakum and Edna, both Texas, respectively. Action June 20.

■ By memorandum opinion and order review board denied petition by Ubiquitous Frequency Modulation Inc. for reconsideration of decision of March 28 which granted application of Nelson Broadcasting Co. for new FM to operate on channel 249(A) in Kingston, N. Y., and denied Ubiquitous for same facility in Hyde Park, N. Y. Action June 20.

■ Members Berkemeyer and Slone, with Member Nelson concurring in part and dissenting in part and issuing statement, on June 17 adopted decision denying applications of Edina Corp. for new AM to operate on 1080 kc, 10 kw, DA-1, U. in Edina, Minn., and Tedesco Inc. for new AM on same frequency with 10 kw-N, 50 kw-LS, DA-2 in Bloomington, Minn. August 5, 1964, initial decision looked toward this action.

■ In proceeding on applications of Valparaiso Broadcasting Co., Porter County Broadcasting Corp. and Northwestern Indiana Radio Co., for new FM's in Valparaiso, Ind., review board dismissed as moot petition by Porter County to enlarge issues as to application of Northwestern Indiana Broadcasting Corp., whose application has been dismissed. Action June 15.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission (1) designated for hearing application of Black Hawk Broadcasting Co., Waterloo, Iowa, to reduce ERP from 316 kw to 83.1 kw, increase antenna height from 1,130 ft. to 2,075 ft., change trans. site to a point 10½ miles southeasterly toward Cedar Rapids near present site of tower of WMT-TV, Cedar Rapids, directionalize ant. and make other changes; (2) on own motion, made WMT-TV and Association of Maximum Service Telecasters Inc., which filed objections, parties respondent; and (3) denied Black Hawk's motion for leave to file additional pleadings and dismissed same, and dismissed as moot related pleadings. Action June 22.

OTHER ACTIONS

■ In proceeding on applications of Television San Francisco and Jall Broadcasting Co., for new TV's to operate on channel 26 in San Francisco, review board granted petition by Jall for leave to amend its application to reflect new broadcast interests

(Continued on page 118)

TELEVISION

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June 27, 1966

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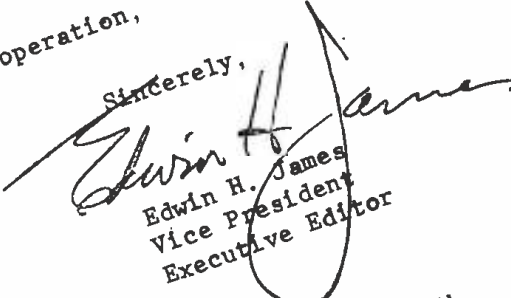
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Florida high-powered FM is looking for high-powered sales manager to take over complete sales department of newest stereo voice on the Gold coast. Experienced, mature person only. Permanent position. Full details, references first letter. Box F-292, BROADCASTING.

Salesman/announcer for eastern North Carolina full time network station. Good salary plus commission. Want only southerner. Reply with tape, photo, resume to Box F-303, BROADCASTING.

Salesman for top-rated and respected station who loves selling, good base and active accounts. KOOK radio is in God's Country. Send complete resume to manager, Box 2557, Billings, Montana.

New station in single station market needs self starter. Ground floor opportunity. Complete details to Bob Smith, Tilton Publications, Rochelle, Ill.

Manufacturers representatives for the west coast, established in broadcast industry. Interested in product lines for TV-AM-FM or CATV. Contact McRae Co., 1420 N. Seward Ave., Hollywood 28, California.

Nelson Boswell program "Challenge and Response" is expanding rapidly and needs representatives. This prestige talk program is a sure sale and the company that owns the program is setting up a nationwide organization. This is excellent opportunity for the right men. To see if your area is available write LordHouse, Inc., Box 22179, Fort Lauderdale, Fla.

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Drive-time personality for number one rated top 40 format. Great Lakes area. Dynamic station with much to offer. For full story tell us what you have to offer. Include tape and photo. Box F-62, BROADCASTING.

Need now—Top 40 announcer with first—one of five most powerful in state—Airmail resume, tape, photo to Box F-132, BROADCASTING.

Jersey shore resort area, good music station has immediate opening for experienced announcer-newsman. Send tape & resume to Box F-140, BROADCASTING.

Announcers—(cont'd)

Announcer for good small market South Carolina radio station needed at once. Split shift, 9 a.m. to 1 p.m., 7p.m. to 10 p.m., six days, 42 hours weekly. Pay in line with experience and ability. Send audition tape, photo and complete resume. Box F-146, BROADCASTING.

Wanted—Mature, authoritative announcer for general board work, also broadcast engineer for transmitter. Ideal community. Cultural environment. Box F-159, BROADCASTING.

Fast growing top 40 chain has immediate opening for 1st class engineer-announcer. Get in on ground floor of station with real future. New York state swinger. Box F-170, BROADCASTING.

Suburban Cleveland AM needs pro morning man to keep garden green. First show necessary. Send tape, resume now. Box F-172, BROADCASTING.

University market with pop standard format seeks announcer with imaginative approach to programing and production. Send photo, tape, and resume. Box F-189, BROADCASTING.

Wanted: Announcer with experience and third class telephone license with an endorsement. Send resume to Box F-228, BROADCASTING.

Excellent opportunity for announcer with limited experience to advance training with progressive adult station in western New York. Send resume—tape. All replies answered in confidence. Box F-240, BROADCASTING.

Immediate opening for production-minded disc jockey who can read news. If you do play-by-play and want to sell, so much the better. This full-timer is in a southern city of 18,000. Contact Box F-252, BROADCASTING.

Big Ten—play by play sports combined with entertaining adult morning man, working newsman, or aggressive salesman. Salary open. Box F-256, BROADCASTING.

Long Island station looking for male, female, or man and wife team for morning radio show. Must be capable selling own show. Send resume, photo, tape. (Also looking for all-night personalities—similar arrangements.) Box F-258, BROADCASTING.

Expanding Michigan regional station looking for two announcers. One with news background and one with first class license. Starting salary to \$600 monthly. Box F-260, BROADCASTING.

Red hot—good rocking dj wanted. Top jock with at least three years experience and plenty of life needed now. Our station is building new plant now and expanding facilities. Negro appeal programing only. Send air check, picture, resume first reply. Box F-269, BROADCASTING.

Top Hudson Valley station has September opening for professional community-minded announcer, 1st ticket preferred. Send resume, tape to Box F-296, BROADCASTING.

Attention Ala., Miss., Tenn., Ga., if you want to stay in this general area yet want to move up, answer this ad with tape, resume and photo. Sales ability desirable but not required. Ambition is a must in our organization. Box F-302, BROADCASTING.

KBUD Athens, Texas, seeking experienced, mature staff announcer. No top 40.

Announcers—(cont'd)

Wanted by September 1st—Mature announcer for Minnesota resort city and agricultural community. Opportunity plus. No rockers or kids. Send tape and resume to KDLR Radio, Detroit Lakes, Minnesota. Our announcers average 7 years with the organization. Openings have resulted from expansion and promotions within the staff.

Openings for 1st phone MOR announcers with flair for news, programing, and/or production. Send complete details or phone Gene Loffler, KGEZ Kallispell, Montana 406-756-4331.

Morning man for 5,000 watt, top 40 day-timer in southeastern New Mexico. Must be family man with good personal and credit background. No drifters or booze hounds wanted. Excellent fringe benefits, excellent working conditions, and salary commensurate with ability. No beginners please. Send salary requirements, resume, tape, picture, to Tom Wall, P.D. KHOB Hobbs, New Mexico.

Experienced announcer. Good mature sounding voice needed. KLVT Levelland, Texas.

Wanted—First class announcer-engineer for middle of the road music station fifty miles from New York City. Experienced man preferred, but will consider everyone. Top salary. WBNR Beacon, New York.

News director. Professional reporting ability with news background required. Salary open. WCCW Traverse City, Michigan. 616-946-6211.

WDBO Radio, Orlando, Florida. We are still looking for the right man. Our station is one of the oldest and influential in the southeast and we need an experienced dj who can handle a middle of road music show. Send tape & resume to Program Director, WDBO, P.O. Box 1833.

Opening for morning man capable of news, sports and announcing. Permanent position. Send tape and resume, WDDY Gloucester, Virginia.

Losing rock jock to Army—need announcer with 1st phone for evening show, excellent facility. Wonderful living area. Award winning station. Call Manager, WEMD Easton, Maryland, TA 2-3301.

Established Mississippi station wants married first phone announcer. Age 23-27. Send tape, resume and photo to Carroll Hines, WHNY McComb, Mississippi.

We need another deep voice, no regional accents, first phone, air salesman. 135 wk to best man. Rush tape and resume to WPVL Painesville, Ohio.

Immediate opening for experience, mature voiced announcer-board man. No license necessary. Better than average salary. 5 day week. Hospital and life insurance plus retirement benefits and savings opportunity. Multiple radio & TV ownership. Opening for sign-on shift. Man we need must be reliable and in good health. Prefer married man. Strong on commercials. Please send complete information of experience, education, physical description, plus tape of broadcast abilities. Include recent photo. Address all inquiries to Hal Barton, Program Director, WTAD Quincy, Ill.

Still looking for the right men to fill announcing positions. Opportunity for television and/or part-time sales. WTAP Parkersburg, W. Va.

Immediately—Announcer—some experience—good salary. WVOS Liberty, N. Y.

One morning man, one afternoon with first ticket for new station, MOR format. Adult sound. Must be versatile. Resume, tape, photo, to Bob Smith, Tilton Publications, Rochelle, Ill.

Disc jockeys, announcers, engineers wanted for big offshore stations Radio England & Britain Radio, 32 Curzon Street, London W1, England Tele MAYfair 3742.

Announcer—Minimum 1 year experience, very tight board, wants to swing. Will help to move up when ready. Resume and tape to Box 966, Avon Park, Florida 33825.

Immediate opening for: 1st phone announcer with play-by-play experience. Call Manager, mornings 217-446-1312.

Technical

Engineer—1st class license for maintenance. Some announcing included. New York state regional. Top salary Box E-300, BROADCASTING.

Great Lakes area 5 kw AM-FM stereo station seeks first phone engineer with maintenance background to add to engineering staff. Send complete resume to Chief Engineer, Box F-232, BROADCASTING.

Young first class man who likes to construct and maintain good equipment. Good work environment with benefits and growth opportunity. Strictly engineering. East. Box F-245, BROADCASTING.

Needed immediately—good first class engineer that can maintain 1000 watt directional night-time transmitter plus other equipment, including outstanding studio and mobile news unit facilities. Enclose all your requirements first letter. Everything confidential. Box F-247, BROADCASTING.

Will train experienced radio engineer who wants to learn television. Studio tape & color film equipment. Medium sized mid-west city. State present salary 1st letter. Box F-299, BROADCASTING.

Wanted: Chief engineer for 5,000 watt KLMR Lamar, Colorado. Also companion CATV. First phone. Experience determines salary. Announcing ability will be helpful. Phone 303-336-2206. C. A. Denney.

First phone man for transmitter. No announcing. WAMD, Aberdeen, Md.

Chief engineer for northwestern Ohio AM. Start July 15. Call 224-2040. Richard Riggs, WCIT Lima.

1st phone. 5 kw, AM, Transmitter operating engineer. No announcing. Good working conditions, fringe benefits. Beginners considered. WFMD, Frederick, Maryland.

1st phone needed. FM & Manufacturing experience helpful. \$7,800 and growth opportunity. WQAL Philadelphia, Pa. 19118.

Good opportunity for a boardman who can also do production and news. Contact Blair Eubanks at Radio Station WPAQ Mount Airy, North Carolina.

The chief engineer at WRAP, Norfolk, Virginia, is retiring under a company retirement plan in July 1968. Require experienced, capable engineer as replacement. Write or call G. R. Chambers, Director of Engineering, Rollins, Inc., Wilmington, Delaware, 302-OLS-7127.

Chief-Immediate opening—Central Florida daytimer. Heavy on maintenance. Relief air-time. P. O. Box 966 Avon Park, Fla.

If you are an experienced engineer with 1st class ticket, and average or better announcer, here is an outstanding opportunity in an excellent radio station located in one of the most ideal places to live in America. Cody, Wyoming. The man we select will be one that enjoys security and outdoor life, with a desire to raise a family in wonderful community. This is one of the highest rated stations in the state. Write resume or better still phone area code 307-587-2212, Lyle Ellis, Owner, Cody, Wyo.

NEWS

Five-man Missouri news department needs newsman, or announcer wanting to do news. Will train. Box E-375, BROADCASTING.

Midwest regional offers \$150.00 per week to qualified newsman. News gathering and air work required. Fringe benefits and opportunity good. Send tape and resume to Box F-153, BROADCASTING.

WINR Binghamton, N. Y. has opening for experienced, hardworking, aggressive early morning newsman. Send tape and resume to Program Director, WINR, 70 Henry St., Binghamton, N. Y.

NEWS—(Cont'd)

Cape Kennedy calls. Highly successful station serving "Missileland, U.S.A." looking for man to gather, write and air local news on top rated modern format station. Must have nose for news and be aggressive. Writing ability of primary importance. Journalism grads looking for opportunity to prove themselves considered. Send tape, resume, sample stories and salary requirements to Program Director, WKKO, Box 3188, Cocoa, Fla.

New station needs man for airing and gathering news. Excellent opportunity for young energetic person. Resume, tape, photo to Bob Smith, Tilton Publications, Rochelle, Ill.

Production—Programing, Others

Needed at once. Mature, experienced man for radio production, continuity, strong air voice, good typist, flair for comedy. Southwest Ohio metro market. Salary open. Prefer man in similar job wanting to move up. Box F-144, BROADCASTING.

Up to \$10,000 per year for a man to program our top 30, medium market, full-timer. You must be a talented person who can do the best three-hour show on our station and be able to motivate a staff of your own choosing to achieve your standard of excellence. If you are able to supervise the entire internal operation, write Box F-222, BROADCASTING.

Program director for southern radio station in city of over 600,000 population. Opportunity for capable board man who has knowledge of programing and equipment operation. Must have record of stability and success in previous positions. Liberal pay program. Box F-282, BROADCASTING.

Instructors, commercial electronics school requires instructors in basic electronics, transistors, communications and industrial phases. Should have some teaching experience. For information and application form, contact Ben Smith, Institute of Electronic Technology, 205 S. Fifth Street, Paducah, Kentucky.

RADIO

Situations Wanted—Management

Ten years radio—four years management—first phone—excellent record—top references. Family man—desire manager-general manager small-medium market upper midwest. Box F-231, BROADCASTING.

Family man, 40, progressive. Presently GM in top 10 market. Availability due to pending sale. Box F-238, BROADCASTING.

Midwest, 33, college, family. Announcing, management, sales. Newspaper, radio 9 successful years. Box F-249, BROADCASTING.

Small market principals. Brother team and wives offer complete staff to turn your investment into profit maker. Drastic cut in overhead and solid salesmanship can show immediate black. Track record and business savvy. Box F-259, BROADCASTING.

Twenty three successful years. Manager, salesman, sportscaster, newsman. Prefer upper-midwest. Available now. Box F-266, BROADCASTING.

Sales

Sales manager. Creative. Aggressive. 15 years experience, local and national. Excellent track record and references. Currently in executive position with valid reason for change. Available within 30 days. Box F-165, BROADCASTING.

Married, young, 24, radio/TV psychology graduate wants to pick your brain. Believes in radio and working for the client, hates newspapers and is creative as heck. PH: 405-FR 2-7662, 913 Lakeridge Drive, Stillwater, Oklahoma.

Situations Wanted—Announcers

Experienced C&W announcer with nine years broadcast background and excellent musical knowledge in all phases from writing through promotion available late June. Age 29. Prefer Ohio, Kentucky, Tennessee or Indiana area. Quality voice, outstanding Nashville contacts. \$120 minimum. Call 218-452-9623 or write Box F-180, BROADCASTING.

Contemporary Personality: Nine years. Great ratings. Top markets. Box F-191, BROADCASTING.

Girl dj, top 40, tight board, news writing. Box F-217, BROADCASTING.

Top 40 dj . . . third endorsed . . . tight board, experienced, Box F-218, BROADCASTING.

Experienced top 40 man, delivers authoritative newscast, writes original copy, creates imaginative production spots. Age 29, married. Box F-225, BROADCASTING.

Mature, experienced talk type announcer, enjoys interview, 2-way phone, live programs, women's shows. Personal interview audition. Wire or write Box F-233, BROADCASTING.

One of America's top morning personalities. No. 1 in major market, wants freedom from top forty and small minds. If you try to sell ideas, not music, we need each other. Box F-235, BROADCASTING.

Highly creative and experienced. Can sell, promote, produce. Strong on news and writing. Above all else can do excellent air show. Married and deferred. College. Box F-243, BROADCASTING.

Morning man . . . top professional. Years of experience. Ten years with present connection. Adult, relaxed, intelligent approach. Want permanent connection with large station offering five figure salary, benefits in return for high calibre work and stability. Box F-248, BROADCASTING.

Pro staffer, mature, stable, family, college, excellent salary. Box F-255, BROADCASTING.

Good music interests. Light announcing, engineering. First phone. Box F-257, BROADCASTING.

Need good music or mid-road personality? Need ear-catching production spots? Creative announcer/copywriter, mature, married, 3rd endorsed, background in writing, music, theatre. Leisurely, witty style and tasteful programing boosted my shift to station's highest rating ever. Box F-265, BROADCASTING.

Interested in experienced announcer? 13 years experience—news; sports; play-by-play; a.m. show. No problems! Debt free. Excellent character references. Box F-268, BROADCASTING.

Negro, drive-time personality dj. Authoritative newscaster. School trained. 3rd phone, middle-of-road, rock, jazz, gospel or C&W. Box F-270, BROADCASTING.

Disc-jockey, young, ambitious, tight board, happy sounding. Box F-285, BROADCASTING.

Ratings slow? Add go. Punch competition in Pulse. Top 40 swinger with college awaits. Box F-288, BROADCASTING.

DJ announcer, authoritative newscaster. Married, Negro. Some experience. No floater. Box F-289, BROADCASTING.

Authoritative dj/newscaster will do any show. No floater, will settle. Box F-290, BROADCASTING.

Negro lady dj/announcer, well trained beginner. Bright personality, and "definitely different." Third class endorsement—will relocate. Box F-291, BROADCASTING.

First phone—combo top forty . . . five years experience, presently employed as chief and MD . . . 24 . . . family. Box F-293, BROADCASTING.

Negro dj. Strong voice, swinging show. 3rd endorsed, will travel right now! Box F-297, BROADCASTING.

Announcers—(cont'd)

First phone. Prefer top 40 or C&W, 1 year experience; willing to learn. No sales. Will relocate in southeast. Paul Bowden, P. O. Box 1183, Clewiston, Fla. 33440.

Available immediately, bright, intelligent, announcer with over 2 years experience. Can handle middle-of-road or top 40. Heavy on production. Contact Mike Morris, 4107 N. Tacoma Ave., Chatanooga, Tennessee or phone 615-877-1003.

Well-trained gal Friday, announcing, news, all types of programing; writes copy, logs; 3rd ticket. Sharon Pearce, 4445½ N. Paulina, Chicago 60640. Phone 878-9430.

Immediately: Strong voiced, created jock. School trained married, deferred. Call Bill Quirk, 212- WE 3-9061.

Technical

Transmitter supervisor mountain top installation, seeks relief from this height. Want same or Asst. chief position. 5 years. Supervisor, 1 year asst. chief. Experienced in MW, diesel, FM, AM, TV transmitters. Box F-282, BROADCASTING.

Chief engineer \$8,000. Reasonable hours or overtime. August. No cigarette commercial stations. Box F-271, BROADCASTING.

NEWS

Experienced newsmen. College graduate with radio and television speech degree. Presently, Washington correspondent for several newspapers, radio and TV stations, a position held for past five years. Would like to get back into fulltime electronic journalism. Age 31, Box F-229, BROADCASTING.

Young man, 25, seeking employment as a radio station newsmen or news-writer anywhere. Previous experience on a major Baltimore radio station. Contact John Lutz, 1642 Northbourne Road, Baltimore, Maryland, 21212.

California, Nevada, announcer-salesman, 3rd phone seeks better opportunity. 4 years experience in radio & TV. Excellent on news delivery and direction. Will consider other areas also. Married, college copywriter; J.L.H., 41882 Chadbourne Drive, Fremont, Calif. 415-657-4411.

Photographer experienced in news and commercial B&W and color. Optical and magnetic SOF and all lab work. Prefer news work. Jon Hill, 518 A Palm Ave., Clearwater, Florida. Phone 466-9622.

Production—Programing. Others

Recently displaced FM program director with AM-FM copy, traffic, manual and automation experience desires position in established or growing firm. Liberal Arts BA in speech, 1964. Two years experience, including air and Ed. FM. Will consider copy, traffic, promotion, PR. Box F-236, BROADCASTING.

Serious business, this radio . . . and it's been my serious business for the past ten years, five in this medium market. Even more serious business have been the market's 15 competing AM's (mostly metro) signals. Community involvement and imagination have been regarded with consistent #1 ratings, but financial advancement makes relocation inevitable. Successful background in contemporary, middle and golden. Sparkling production! 1st A.B. Look forward to your inquiry! Box F-242, BROADCASTING.

Working PD for growing station. Presently employed with solid #1 in 300M market. No hurry. All responses answered. References. 10 years experience. Box F-244, BROADCASTING.

Hilarious spots and promos require a specialist. We are specialists! We write them to fit your requirements. You produce them. "Ideas Unltd.", 11754 Kiowa Ave., Los Angeles, California 90049.

TELEVISION

Help Wanted

Sales

Local sales manager for VHF in top 15 market. Needs aggressiveness, good administration, and ability to create new business. Excellent remuneration and benefits. Send picture and full information. Box F-296, BROADCASTING.

Management position soon to be available sales department of Washington, D. C. Television station. Need go-getter who knows the Washington-Baltimore market and can turn up business, as well as fine service. All replies to Box F-300, BROADCASTING will be given strictest confidence.

Announcers

Leading midwestern station needs mature on-camera and booth announcer, good commercial presentation, must be capable of handling master control, directing. Box F-237, BROADCASTING.

Help Wanted—Technical

Vacation engineer needed immediately for work in Los Angeles radio station. Must be available for personal interview. Must have first class FCC license. Write Box F-198, BROADCASTING.

Working chief with administrative ability. Thoroughly experienced in UHF, CATV, microwave, VTR and studio operations. Must be stable, settled, efficient organization man interested in joining an ETV station planning growth into a mobile unit, and color. A position with a real future. Progressive community, pleasant climate, excellent facilities, congenial staff, good hours, competitive salary scale. Send resume. Box F-227, BROADCASTING.

Licensed operator with good electronic knowledge, interested in broadcast engineering. Rocky Mountain area, excellent hunting, fishing, skiing, and boating. Box F-283, BROADCASTING.

Studio and transmitter supervisor for UHF fast-growing ETV station in the northeast. Starting salary \$7500. Write Box F-267, BROADCASTING.

Grow with south Florida VHF. Opening for studio maintenance. VTR experience essential. Salary commensurate with experience. Box F-283, BROADCASTING.

Broadcast studio technician: Immediate permanent position with Phoenix licensed ETV station KAET. VHF station operated by University with 20,000 enrollment. Studio located on campus 9 miles from downtown Phoenix. Write Lynn Dryer, Arizona State University, Tempe, Arizona.

Need immediately first phone engineer. Wonderful opportunity for unexperienced to gain experience. Contact Chief engineer, KCND-TV Pembian, North Dakota. 701-825-6292 collect.

Engineer with first phone for southwestern VHF. Accent on maintenance. Responsibilities and compensation commensurate with training, experience and ability. Send resume, references and salary requirements to Chief Engineer, KOAT-TV, Box 4156, Albuquerque, New Mexico 87106.

Need July 1—Experienced TV engineer, 1st phone, for maintenance of both studio and transmitter equipment. Expanding ETV station going full power and local color in new building. Excellent working conditions, State benefits, month's paid vacation and ideal climate. Contact immediately, Chief Engineer, KUAT-TV, Channel 6, Radio-TV Bureau, University of Arizona, Tucson.

Immediate openings for two experienced engineers with first class license at new television station in central Wisconsin's ideal vacation land. Fast growing community. You will enjoy living and working in this beautiful central Wisconsin area. Salary commensurate with ability. Liberal vacation, hospitalization and medical plan. Would also consider AM chief engineer with extensive construction experience. Contact John Gort, Chief engineer, WAOW-TV, Telephone A/C 715-842-2251.

Technical—(Cont'd)

Wanted—Experienced engineer for major market UHF station. Must be technically qualified and experienced master control switcher. \$140.00 weekly. Contact Tom Sleeman, WBMG-TV, P. O. Box 6146, Birmingham, Ala.

Immediate opening control room engineer in progressive full color operation. Color experience desirable. Promising graduates of Electronic Technology Vocational courses will be considered. Contact Chief Engineer. WJBF-TV, Augusta, Ga.

Immediate opening for 1 more 1st phone engineer. Radio/TV operation and maintenance. Salary to \$130 depending upon experience. Air mail full details first letter. Pat Finnegan C. E., WLBC AM/FM/TV, Muncie, Indiana 47302.

Immediate opening for engineer with first-class license. Experience not necessary. Call Jack Schuster, WSBA-TV, York, Pennsylvania, 717-843-0043.

Broadcast engineer looking for opportunity to join top-rated WSBT & TV and outstanding technical staff. Prefer midwesterner with some experience but still consider recent tech school graduate with first class license and military obligation satisfied. Progressive operation with many industry firsts, latest equipment and attractive benefits. Send resume to Personnel Director, South Bend Tribune, South Bend, Indiana 46626.

Television recording engineer—to supervise operation and maintenance of television tape recorders. Experience in video, audio and videotape duplication necessary. Contact Indiana University Personnel Division, 1000 East 17th Street, Bloomington, Indiana.

Broadcasting engineer: Outstanding opportunity with a pioneer, educational radio and television station. Western university with small town atmosphere. Wonderful family community. Salary commensurate with experience. Write office of Staff Personnel, Washington State University, Pullman, Washington. An equal opportunity employer.

NEWS

Midwest NBC affiliate needs news reporter who can gather, write and compile. TV background not vital. If you are a reliable radio man, would like to hear from you also. Or is there a woman journalist in the audience? Let's hear from you too. Box F-168, BROADCASTING.

Newsreporter for midwest NBC full color group owned TV station. Announcing ability desired but not essential if experienced in reporting and writing. Will also consider radio announcer willing to learn TV news. Well equipped, growing news operation in medium size city. Send picture, job history and audio tape (if announcer) to Box F-223, BROADCASTING.

TV-Radio news operation in Iowa's second largest city needs sharp man to handle night TV news spot. Must write well and look good on the air. Send resume, photo, tape and financial requirements to: Dave Carter, News Director, KCRG-TV, Cedar Rapids, Iowa 52404.

Newscaster/newswriter for professional news staff of group-owned station. Challenging opportunity for man with mature on-air delivery who is also a proficient writer. Send resume, photo and audio tape to John North, News Director, Fetzer Television, Box 627, Cadillac, Michigan. Dial 616-775-3478.

Production—Programing, Others

New station in top eastern market has immediate opening for experienced TV artist. Excellent opportunity for a man from a smaller market, or No. 2 man ready to move up. You will enjoy the creative challenge offered by this position. Send sample of work and resume to Box F-278, BROADCASTING.

Top eastern independent station with heavy live schedule, offers creative potential to experienced producer/director. Send complete details to Box F-287, BROADCASTING.

Production—Programing, Others

continued

Station in top eastern market has immediate opening for an experienced switcher. Should be young, aggressive, quick witted, and have the ability to make clean crisp station breaks. Send resume to Box F-295, BROADCASTING.

Producer/director for ETV station in north-east. Must be able to produce as well as direct. \$8,000. Box F-304, BROADCASTING.

Film editor—Immediate opening for experienced man. Send resume and expected starting salary to Art Michaud, Film Director, WTOL-TV, Toledo, Ohio.

Traffic manager—We have an opening for a person who has served at least three to five years as a TV Traffic Manager and has demonstrated his ability to establish and administer an efficient traffic operation and train and supervise subordinates. We offer top pay, excellent fringe benefits, and opportunity for growth in our expanding broadcast activities. Send a complete confidential resume to the Personnel Office, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer, m/f.

TELEVISION—Situations Wanted

Management

General manager/General sales manager. In depth experience national/regional/local sales. Proven professional and executive ability all phases. Box F-160, BROADCASTING.

General sales manager. Prefer medium or major market. Experience includes local sales, national rep. Over 7 years in broadcast sales. Currently employed. Married, 3 children. Will relocate. Box F-161, BROADCASTING.

Sales

Available immediately. Sales manager with over 10 years television sales and programming background wishes larger market. Creative, hard-working, college graduate with sales facts and figures that speak for themselves. Excellent references, superior sales knowledge, exceptional record of sales success. Double your dollar income tomorrow. Write today! Box F-175, BROADCASTING.

17 years of top local, regional and national sales and management available in July. Box F-264, BROADCASTING.

Announcers

Radio announcer and news broadcaster desires graduate to TV. Hard working, intelligent, mature. Salary no object. Box F-286, BROADCASTING.

Technical

Ten years experience in UHF, VHF, AM, FM and microwave. Currently employed in the field by a large eastern corp. Technical college graduate. Interested in chief or supervising position in Alaska, but will consider all offers. Box F-261, BROADCASTING.

Production—Programing, Others

TV program-operations director — experienced, creative. Seeking professional challenge. Midwest or west. Box F-102, BROADCASTING.

Producer-director—with five years experience in major market wanting to relocate. Strong in creative areas. Box F-147, BROADCASTING.

Career minded young director seeks position with quality oriented station. College graduate—Broadcast major—Theater background. Now employed medium market. Willing to wait for right opportunity. Please write if you have present opening, or want my resume for your files. Box F-230, BROADCASTING.

Director . . . Year experience all phases production, desires better chance to progress. Box F-284, BROADCASTING.

TV executive looking to move up. Ten years of experience as Operations, programing and production manager in sales oriented medium markets. Available this summer. Box F-294, BROADCASTING.

WANTED TO BUY

Equipment

We need used 250, 500, 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Iturbide St., Laredo, Texas 78040.

Equipment Wanted: UHF transmitter 10 or 12 kw. Box E-131, BROADCASTING.

Wanted TV 5 kw equipment, channel 4, price, trademark. Homero Rios D., P. O. Box 1324, Mexico City, Mexico.

Used Filmline model R-15 TC 16mm Reversal processor or Houston Fearless L 16R Reversal Labmaster. Five full description and price—WSAV-TV, Savannah, Georgia.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Ind, 440 Columbus Ave. N.Y.C.

Co-axial cable—Heliac, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list, Sierra-Western Electric Co. Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

Ampex VR1000B videotape recorder and accessories. Excellent conditions, now in network use. Affiliated TV, 164 East 38th Street, N.Y.C.

UHF television equipment. Enough to put station on air from camera to antenna, \$50,000.00 cash. Box F-22, BROADCASTING.

Whatever your equipment needs. Check first with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

RCA 50 kw BTA-50G now in service will be available in approximately six months due to change in sites. If interested at \$22,500 complete, write Box F-142, BROADCASTING.

One Ampex VR-1001 video tape recorder in excellent condition. Mounted in 66" racks for mobile operation. Full monitoring equipment included and equipped with Allen mod-demod for color recording. Make offer. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

Gates ST101 spot tape recorder, 1961 model. Excellent used conditions. \$375 at WBKV, West Bend, Wisconsin.

RCA 96A limiter, RCA 66A modulation monitor—no cover, RCA Power Max (as new), Schafer Automatic—Model #60—2 Seeburg record changers—model 200, Fairchild cutting lathe with one head and equalizing amplifier and speaker, General Radio—400 cycle noise and distortion meter—type 732A—Serial #309, Langevin—model 119—Guardian amplifier. Box F-246, BROADCASTING.

Sparta a-500 studio control units, near new, \$550 and \$750. Galen Gilbert, GL 1-1420, Neosho, Mo.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc. \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service, 1735 E. 26th Street, Brooklyn, N.Y. 11229.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Century. No Hollywood, Calif. 91605.

Personalize your correspondence the Photo Stamp way! \$3/100. D. E. Scutt Enterprises, Box 2367, Philadelphia, Pa. 19103.

Have you got a musical Fungus? Exclusive one-liners in your market. LYN Publications, 2100 Divisadero, #4, San Francisco, California. Free sample.

INSTRUCTIONS

FCC license and A.S.E.E. degree programs by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash. and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog, Dept. 5-K, Grantham Schools, 1506 N. Western Ave., Hollywood, Calif. 90027.

Learn Radio-TV announcing, programming, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$13 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Aug. 1—Sept. 5—Oct. 10—Nov. 14. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results, day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

See our display ad under Instructions. Don Martin School of Radio & TV.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory Class starting August 1st. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653 N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

RADIO

Help Wanted—Management

GENERAL MANAGER

for top station in major market, with top 40 experience.

Send complete resume with picture.

Box F-306, Broadcasting.

Help Wanted—Sales

It's Time to Think of the Future

Are you managing or selling for a small radio station, a small television station, or a small newspaper? How long have you worked in a small market? How long since your last raise? Have you come as far as you can in your field? Why not make a change?

Outdoor advertising is on the move. In the next 10 years, outdoor advertising will have the largest business increase of any media. Why don't you get in on the ground floor?

Send your complete resume, salary requirements, and a recent picture to:

Box E-123, BROADCASTING

RADIO SALES MANAGER

UP TO

\$15,000 +

KBTR-DENVER, COLO.

ABC-H-R

TOP 40 FORMAT

Acquisition-minded group ownership of radio, television and outdoor promises great opportunity for right person.

WRITE

OR

CALL:

Ev Wren

Gen. Mgr.

Announcers

ATTENTION TOP FORTY JOCKS AND NEWSMEN!

Growing chain of large market format stations has immediate openings for capable people! We want only pro's, not beginners or floaters. Starting salaries from \$175.00 to \$300.00.

Send tape and resume today.

Byron Holton—Suite 600
645 North Michigan, Chicago, Ill.

All replies will be answered

Announcers—(Cont'd)

Top 100 market Station

Contemporary Format—Seeks man able to deliver adult sound with personality. No news. Pleasant locale. Adequate monetary reward for right man. Send tape to

Box F-163, Broadcasting.

ANNOUNCER WANTED

Smart, established Illinois' regional fulltimer will pay attractive salary, plus bonus and other extras, for versatile, creative dj who can gather, write news. Best working conditions, sparkling, up-beat program, permanent future with generous increases, prosperous community. Station part of prestige group. Send details, experience, reference.

Write: WKAN, Kankakee, Ill.

WHATEVER YOU'RE FIGHTING

Forget it. Come settle down and really live in Florida's most beautiful area. Are you 50kw caliber? Come work for one of Florida's great stations. If you're young, bright, run tight board, like adult contemporary sounds, you'll like working our afternoon show.

We pay well. Offer full benefits. Send complete resume, photo, tape & salary requirements.

Box F-273, Broadcasting.

Technical

RADIO ENGINEERS

WMCA, NEW YORK

Needs engineer, experienced with fast paced board work. Must know care and maintenance of equipment. First class phone license is required. Send resume to WMCA, New York, N.Y., 10017 or call Mike Peshkur, MU 8-5700.

An Equal Opportunity Employer

NEWS

EXPERIENCED NEWS DIRECTOR

Mature man who wants to settle down and become part of a growing community and a community-minded station. Tape and resume to

Arthur L. Martin, WMRN,
Marion, Ohio

WMCA NEW YORK STAFF NEWSCASTER

Must be strong writer, dynamic reader. Extensive radio news experience. Prefer working New York City newsman.

Send tapes, and resume to Barrie Beere, News Director, WMCA, 415 Madison Ave., New York, N.Y.

An Equal Opportunity Employer

RADIO

Situations Wanted

Announcers

WANTED: STATION IN NEED OF "A SPECIAL KIND OF MAN"

Major market middle road air personality with group operation desires relocation. Air slot or programing position. 11 year exp with excellent references, plus solid radio background. Intelligent—Responsible—Family man. Don't underestimate this ad, there's a good man behind it. Box F-276, Broadcasting.

TELEVISION

Help Wanted

Management

CATV MANAGER

Excellent opportunity with expanding operation in suburbs of large midwestern city. Proven sales and administrative experience essential. Write in confidence to

Box F-272, Broadcasting.

Our people know of this ad.

Help Wanted—Technical

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: D. K. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

An Equal Opportunity Employer M&F
RADIO CORPORATION OF AMERICA

TV ENGINEER

Opening with Calif. major market TV station. Applicant must have broad experience in BW & Color operation. Salary commensurate with experience. Excellent benefits. Position to be filled in early July. Inquiries confidential. An Equal Opportunity Employer.

Box F-254, Broadcasting.

NEWS

Top 50 market

Radio-TV operation in the northeast needs newsman with news editor qualifications and on camera experience. Send tape and resume to

Box F-305, Broadcasting.

Production—Programing, Others

Position available now

at NBC affiliate for experienced television director in new, modern facilities; no switching or other duties. Address resume, snapshot, requirements to

Program Director, WOC-TV
Davenport, Iowa

ART DIRECTOR

One of largest VHF stations in upstate New York needs experienced man to run one-man department. Apply only if you are now working in TV and can handle all phases of TV art, including set design and construction and promotion material. Salary in vicinity of \$7500. Send samples only if you don't want them returned.

Box F-234, Broadcasting.

TELEVISION

Situations Wanted

Management

ATTENTION STATION MANAGERS

with an eye on future growth. ASSISTANT TO THE MANAGER available immediately. College Television graduate. 11 years production and sales experience. Managerial background. Excellent references from coast to coast! Over a million and one half dollars in local sales to my credit. Complete production background as well. For a man with proven ability, drive and organizational ability, contact

Box F-174, Broadcasting.

EXPERIENCED BROADCASTER BROAD TV & RADIO BACKGROUND AVAILABLE

for negotiation. Last five years SUCCESSFUL SALES AND MANAGEMENT OF WPEG, Winston-Salem. Call or write Charles R. Mitchell, age 40, Manager-Sales Manager, WPEG, Winston-Salem, N.C., P.O. Box 4168 (zip 27105). Phone WPEG, (919) 723-9627/Night 767-4509. CURRENT POSITION SECURE PENDING FCC approval of purchase of WPEG by new owners. PREVIOUS BACKGROUND includes 8 years radio PLUS 6 years TELEVISION WITH JEFFERSON ..STANDARD ..BROADCASTING STATIONS in the Carolinas: TELEVISION ANNOUNCING, HEAVY ON NEWSCASTING, WRITING & RE-WRITE; also former staff announcer on 50,000 watt WPFT, Raleigh. All inquiries INVITED & ACKNOWLEDGED. Radio or TELEVISION: management, sales NEWS or RESPONSIBLE ANNOUNCING. QUALIFIED REFERENCES ASSURED.

Feel free to contact: W. B. Reisenweaver, Current Owner & President of WPEG, Inc.

NEWS

South Atlantic, Florida, Gulf coast

News & Public Affairs Specialist
Excellent voice & camera presence. 18 years R/TV. Writer-reporter-producer-cinematographer-talent. Many awards for news & documentaries. Now heading large, Washington, D.C. bureau of international news agency. Want station or group that believes in high quality news & public affairs.

Box F-277, Broadcasting.

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ANNOUNCERS—1st NEWSMEN—ENGINEERS DJ's—SALESMEN

If you need a job, we have one for you!

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Sell us your land & tower and we will lease it back to you. Long term leases arranged

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in 6 weeks or Less
at America's Foremost

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OF RADIO & TV
1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

MISCELLANEOUS

PROGRAM MANAGER Does Your Money Manage You?

Bring the big names from the money world into your listener's homes via an interview show that wees listeners in major metropolitan market. Good public service plus entertainment. Specify Length—For rates and sample tape.

Box F-274, Broadcasting.

MISCELLANEOUS—(Cont'd)

OFFER \$39,000 CASH PRIZES
 With exciting new "LUCKY INITIALS" program in 13 weeks. No Risk to Station. We (not you) pay all prizes to local residents who hear their initials broadcast. Winners Guaranteed. Low Cost. Boosts Ratings. Boosts Time Sales. Proven Successful. For details write or phone collect,
 Dept. B, Azrael Productions, 913 N. Charles St., Baltimore, Md. LE 9-7575.

**FOR SALE
 Equipment**

**RCA BTA-50G, 50KW
 AMPLIPHASE AM TRANSMITTER**
 in daily operation and in excellent condition. This fine value available only because a site move necessitates installation of transmitter at new location before shutting down old. Less than 1/3 original price to first qualified buyer. Available about Jan. 1.
 Box F-307, Broadcasting.

WANTED TO BUY—Stations

CATV
 Soundly financed and experienced CATV operating company desires to increase their investment in CATV. Will purchase joint venture or finance existing systems or undeveloped franchises.
 Box F-150, Broadcasting.

**WILL TRADE FOR TV
 or
 METROPOLITAN
 RADIO STATION**
 Going subdivision in large Southern city. 165 lots with all utilities and 135 adjoining acres. Near schools, shopping centers. Finest addition in city. Write
 Box F-228, Broadcasting.

Seeking Profitable West Coast, Ariz., Nev., AM-FMs 100M to 1,000M.
 Box F-275, Broadcasting.

FOR SALE—Stations

**VHF TELEVISION STATION
 FOR SALE**
 Now available half-interest in established VHF station in Southeast. Over 350,000 TV homes and Network affiliated. Full details available.
 Box E-447, Broadcasting.

(Continued from page 110)

recently acquired by its stockholders. Action June 22.
 ■ In Southington, Conn., limited consolidated proceeding in Docs. 15871 et al., review board granted petition by Cedar Broadcasters to extend time to June 24 to respond to oppositions and comments directed to its motion to strike. Member Nelson not participating. Action June 22.
 ■ In Syracuse, N. Y., TV channel 9 proceeding in Docs. 14368 et al., review board granted petition by seven of eight applicants to extent of extending time to June 30 to file replies to oppositions to petition by Syracuse Television Inc. to enlarge issues. Action June 22.
 ■ By memorandum opinion and order in proceeding on applications of James L. Hutchens for new AM in Central Point, Ore., and Faith Tabernacle Inc., to change frequency, power, etc. of KRVC Ashland, in Docs. 16525-6, review board held in abeyance petition by KRVC to determine (a) nature of program service proposed by it and need for such service within its proposed service area, (b) extent to which programming of existing stations in Medford and nearby cities meets needs and interests of Central Point; and denied in all other respects its petition to enlarge issues. Action June 20.
 ■ In proceeding on applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp. for new UHF's on channel 29 in Dallas, review board granted request by Maxwell to extent of extending time to June 21 to file opposition to supplement to petition by Overmyer to enlarge issues. Member Nelson not participating. Action June 16.

**FOR SALE—Stations
 continued**

**PACIFIC NORTHWEST
 REGIONAL**
 Single market 1 KW fulltime facility located in a lovely community of nearly 10,000. Ideal suburban living within easy commuting distance of major city. Located on five acres of valuable land, the combination studios, offices and transmitter building is a showplace of 2,500 square feet. All new equipment within last two years. Grossing \$80,000 and needs sales oriented owner-manager to develop full potential. Priced at \$150,000 with \$75,000 down required. Balance over six years.
 Box F-301, Broadcasting.

**50% of Nebraska AM
 Grossing 80M
 \$60,000 cash**
 Box F-281, Broadcasting.

Ta Rue Media Brokers Inc.
 116 CENTRAL PARK, SOUTH
 NEW YORK, N. Y.
 265-3430

Ind.	single	daytime	\$ 60M	\$15M
N.Y.	suburb	daytime	500M	terms
M.W.	metro	FM	150M	terms
South	metro	AM&FM	160M	29%
N.E.	major	daytime	200M	assume

CHAPMAN ASSOCIATES
 2045 PEACHTREE, ATLANTA, GA. 30309

■ In proceeding on applications of Kansas State Network Inc., and Highwood Service Inc., for new UHF's on channel 29 in Topeka, Kan., review board granted motion by Kansas State to extent of extending time to June 22 to file responses to petition to enlarge and delete issues. Action June 16.
 ■ In proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex., review board granted petition by Mid-Cities and rescheduled oral argument from June 21 to July 7. Action June 16.
 ■ In proceeding on applications of Ocean County Radio Broadcasting Co. and Seashore Broadcasting Corp. for new FM's in Toms River, N. J., review board granted motion by Ocean County and rescheduled oral argument from June 28 to July 6. Action June 16.
 ■ Review board granted petition by Broadcast Bureau for extension of time to June 24 to file reply briefs in proceeding on application of West Central Ohio Broadcasters Inc., for new AM in Xenia, Ohio. Action June 15.
 ■ Review board granted petition by Broadcast Bureau for extension of time to June 24 to file response to petition by Norristown Broadcasting Co., Norristown, Pa., for leave to amend its application and return to processing line. Action June 15.

Routine Roundup

ACTIONS ON MOTIONS

By the Office of Opinions and Review
 ■ In Syracuse, N. Y., TV channel 9 proceeding in Docs. 14368 et al., granted request by seven of the eight applicants to extend time to June 30 to file reply to oppositions of Syracuse Television Inc. and Broadcast Bureau to petition and petition for leave to amend and joint request for approval of agreement and consideration to be paid. Action June 21.
 ■ In proceeding on liability for forfeiture of McLendon Pacific Corp. Oakland, Calif., in Doc. 16214, granted petition by Broadcast Bureau to extend time to July 8 to file reply briefs to KABL's exceptions to initial decision. Action June 21.
 ■ Granted petition by Broadcast Bureau to extend time to June 24 to reply to petition by Star Stations of Indiana Inc. for reconsideration in proceeding on its application for renewal of license of WIFE-AM-FM, Indianapolis. Action June 20.

**By Chief Hearing Examiner
 James D. Cunningham**

■ Designated Examiner Forest L. McClenning to preside at hearing in proceeding on application of Island Broadcasting System Inc., for new TV to operate on channel 55 in Riverhead, N. Y.; scheduled prehearing conference for July 19 and hearing for Sept. 20. Action June 20.
 ■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on applications by WUST Inc. (now Atlantic Broadcasting Co.) to increase power of WUST, Atlantic Broadcasting Co. for renewal of license of WUST and Bethesda-Chevy Chase Broadcasters Inc. for new AM, both Bethesda, Md.; scheduled prehearing conference for July 18 and hearing for Sept. 14. Action June 20.
 ■ Designated Examiner Herbert Sharfman to preside at hearing in proceeding on applications of Tri-State Broadcasters Inc. and Emmet Radio Corp. for new AM's in Sioux Center and Estherville, both Iowa, respectively; scheduled prehearing conference for July 19 and hearing for Sept. 20. Action June 20.

By Hearing Examiner Basil P. Cooper

■ In proceeding on AM applications of Sawnee Broadcasting Co., Cumming, and Hall County Broadcasting Co., Gainesville, both Georgia, granted petition by latter for leave to amend its application concerning financial qualifications, more detailed basis for estimates of revenues, show change in type of equipment, etc. Action June 17.
 ■ In proceeding on applications of Theodore Granik, All American Television Features Inc. and T.C.A. Broadcasting Inc., for new UHF's on channel 50 in Washington, granted petition by Granik for continuance of further hearing from June 20 to June 23. Action June 14.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of Boardman Broadcasting Co., and Daniel Enterprises Inc., for new AM's in Boardman and Warren, both Ohio, respectively, granted petition by Boardman for leave to amend

its program segment of application. Action June 14.

By Hearing Examiner Walther W. Guenther
■ In proceeding on applications of Brown Broadcasting Co., and Dixie Broadcasting Corp. for new AM's in Jacksonville and Aurora, both North Carolina respectively, granted request by Dixie for further prehearing conference on June 22. Action June 15.

By Hearing Examiner Charles J. Frederick
■ In proceeding on applications of Gordon Sherman and Omicron Television Corp. for new TV's to operate on channel 35 in Orlando, Fla., granted request by applicants and continued date for exchange of exhibits from June 15 to July 7 and hearing from June 22 to July 12. Action June 20.

By Hearing Examiner Millard F. French
■ In proceeding on application of Dwight L. Brown tr/as Brown Radio & Television Co. for renewal of license of WBVL Barbourville, Ky., and Barbourville-Community Broadcasting Co. for new AM in that city, issued order which formalized ruling made at hearing of May 31 which, among other things, granted petition by Barbourville-Community for leave to amend its application so as to designate existing 950 kc radio station presently operated by Brown as to trans., ant., studio, equipment and other elements of the physically operating plant of WBVL in lieu of constructing new station. Action June 21.

By Hearing Examiner Walther W. Guenther
■ Pursuant to mandate of commission of May 13, certified to commission record of hearing which was closed on June 17 in proceeding on order to Muskegon Television System and Booth Communications Co. to show cause why they should not be ordered to cease and desist from further operation of CATV system in Muskegon, Mich., in violation of sec. 74.1107 of CATV rules. By separate action, on examiner's own motion, corrected in various respects transcript of record. Action June 20.

By Hearing Examiner Isadore A. Honig
■ Pursuant to agreement reached at June 17 prehearing conference, continued hearing from July 12 to July 13 in proceeding on application of Haddox Enterprises Inc., for new FM in Columbia, Miss. Action June 17.

■ Pursuant to agreements reached at June 17 further prehearing conference in proceeding on applications of Arthur A. Cirilli, trustee in bankruptcy, for renewal of license of WIGL Superior, Wis., et al., scheduled certain procedural dates and continued hearing from June 21 to Sept. 7, and scheduled further prehearing conference for June 29. By separate action, granted petitions by WIGL and D.L.K. for waiver of sec. 1.594 of rules and accepted their certification of publication. Actions June 17 and 16.

By Hearing Examiner H. Gifford Irion
■ In proceeding on applications of Iowa State University of Science and Technology, Ames, Iowa, continued further hearing in Des Moines, from June 27 to July 25. Action June 20.

■ In proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM's in Port Arthur and Vidor, both Texas, respectively, granted motion by latter to change certain procedural dates, and, on examiner's own motion, cancelled hearing of July 6 and scheduled further hearing conference for June 24. Action June 17.

By Hearing Examiner Jay A. Kyle
■ Continued without date hearing conference of June 27 in proceeding on applications of WMGS Inc. for renewal of license of WMGS Bowling Green, Ohio, and Ohio Radio Inc., for new AM in that city. Action June 20.

■ Granted request by Broadcast Bureau to continue from June 17 to June 24 time to file proposed findings and from June 24 to July 1 for replies in proceeding on applications of Elyria-Lorain Broadcasting Co. for renewal of licenses of WEOL-AM-FM Elyria, Ohio, et al. Action June 14.

■ Rescheduled prehearing conference from June 29 to July 6 in proceeding on applications of Lamar Life Broadcasting Co. for renewal of license of WLBT(TV) Jackson, Miss. Action June 15.

■ Pursuant to hearing conference, cancelled date for exchange of exhibits and continued without dates hearing conference and hearing in proceeding on applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp. for new UHF's on channel 29 in Dallas; dismissed

as moot motion by Overmyer to postpone hearing and related dates. Action June 14.

By Hearing Examiner Forest L. McClenning
■ Formalized by order certain procedural dates reached at prehearing conference of June 20 and continued hearing from July 13 to Sept. 20 in proceeding on applications of American Colonial Broadcasting Corp. for new FM in Caguas, P. R., et al. Action June 20.

■ In Costa Mesa-Newport Beach, Calif., AM consolidated proceeding in Docs. 15752 et al., denied request by Robert Burdette to extend time for filing motion to limit the scope of examination of Burdette. Action June 17.

■ In proceeding on revocation of licenses of Quality Broadcasting Corp. for WKYN and WFQM(FM) San Juan, and Radio Americas Corp. for WORA-FM Mayaguez, both Puerto Rico, granted request by George A. Mayoral to reopen record and admit into evidence his Exhibit 1, and again closed record. Action June 14.

By Hearing Examiner Herbert Sharfman
■ Granted petition by James J. B. Scanlon for leave to amend his application to show ground system in use at KCAT Pine Bluff, Ark., in proceeding on his AM application and that of George T. Herrreich. Hot Springs. Action June 16.

■ In Boston, TV channel 5 proceeding in Docs. 8739 et al., reopened record of hearing and scheduled conference session for June 30 to consider stipulation of counsel on corrections to transcript of hearing. By separate action, granted request by WHDH Inc., to extend from June 30 to July 18 time to file Step IV reply findings. Action June 16.

By Hearing Examiner Elizabeth C. Smith
■ In proceeding on applications of The Tidewater Broadcasting Co., and Edwin R. Fischer for new AM's in Smithfield and Newport News, both Virginia, respectively, by separate actions (1) granted requests by Big T Corp., Newport News, and WTAR Inc., Norfolk, to extend time to July 15 to file answers to written interrogatories; and (2) granted petition by The Tidewater Broadcasting Co. to continue hearing from June 20 to June 21. Actions June 17 and 16.

BROADCAST ACTIONS By Commission

■ Commission, by Commissioners Hyde, Bartley, Lee, Cox and Loevinger, on June 22 granted request by Buckeye Cablevision Inc. for temporary waiver of sec. 74.1107 of rules to permit carriage of noncommercial educational TV WTVS(TV) Detroit, on its CATV system in Toledo, Ohio, commencing July 1 and terminating Sept. 6, in order to maintain continuity of educational telecasting during period when educational WGET-TV in Toledo is not on the air. Commissioner Bartley voted to grant, without condition.

■ By decision, commission ordered Mission Cable TV Inc., and Trans-Video Corp. to cease and desist within two days from operation of their CATV system at Poway, Calif., in such way as to extend signals of any TV station beyond its grade B contour in violation of sec. 74.1107 of rules, and specifically to cease and desist from supplying to its subscribers signal of Los Angeles noncommercial educational TV KCET. Commission stated it would determine whether public interest would be served by carriage of the distant educational UHF signal in separate proceeding upon proper request for waiver, but only if respondents are in compliance with rule. Action June 22.

BROADCAST ACTIONS By Broadcast Bureau

Actions of June 21

KTYM-FM Inglewood, Calif.—Granted license covering use of old main trans. as auxiliary trans.; granted renewal of licenses, including auxiliaries.

WSIX Nashville—Granted mod. of license to operate trans. by remote control.

*WRH(FM) Easton, Pa.—Granted CP to make changes in ant. system; ant. height 67 ft.

KLYR Clarksville, Ark.—Granted CP to change ant.-trans. and studio location and install new type trans.

KRFM(FM) Phoenix, Ariz.—Granted CP to install dual output type trans. and ant.; ERP 100 kw, ant. height 1,550 ft.; remote control permitted.

WVOX-FM New Rochelle, N.Y.—Granted CP to install new ant.; increase ERP to 3 kw, and decrease ant. height to 145 ft.; remote control permitted; condition.

WVOE-FM Welch, W. Va.—Granted mod. of CP to change type trans., install ant.;

ERP 3 kw, ant. height 275 ft.; remote control permitted; condition.

Granted renewal of licenses of following stations and co-pending auxiliaries: KPOI Los Angeles; *WNYE(FM) Brooklyn, N. Y.; *WKCR-FM New York; *WRPI(FM) Troy, N. Y.

Actions of June 20

WTTR-FM Westminster, Md.—Granted CP to install new type trans. and ant.; increase ERP to 20 kw and ant. height to 350 ft.

WAVO-FM Decatur, Ga.—Granted CP to install new type trans. and ant.; increase ERP to 97 kw, and decrease ant. height to 130 ft.; remote control permitted; condition.

WWL-TV New Orleans—Granted CP to install alternate main trans. at main trans. and ant. location.

KCCN Honolulu—Granted mod. of CP to change ant.-trans. location, specify studio and remote control point and make changes in ant. system.

WXTV(TV) Paterson, N.J.—Approved engineering data submitted pursuant to order of May 28, 1965, in Doc. 15092 with respect to construction of station on channel 41.

Remote control operation permitted WRSC State College, Pa.; condition; and granted change of remote control authority to WRSC-FM

Actions of June 17

KUAM-FM Agana, Guam—Granted mod. of CP to change ant.-trans. and studio location; change type trans. and type ant.; increase ERP to 370 w.; and decrease ant. height to 77 ft.; condition.

Granted change of remote control authority for following stations: WAIL Baton Rouge, La.; and KCON Conway, Ark.

WFSO Pinellas Park, Fla.—Granted license for AM station; condition.

KOAG Arroyo Grande, Calif.—Granted license covering change in hours of operation; ant.-trans. location; installation of DA system and new trans.; condition.

KTLA(TV) Los Angeles—Granted CP to change type trans.; condition.

*KASU(FM) Jonesboro, Ark.—Granted CP to change ant.-trans. and studio location; install new ant.; increase ERP to 3.5 kw; ant. height to 185 ft.; remote control permitted.

WRIZ Coral Gables, Fla.—Waived Sec. 73.30(a) of rules and granted mod. of CP to the extent of permitting establishment of main studio beyond corporate limits of Coral Gables; and change type trans.; condition. Coral Gables station identification to be followed when operation is commenced.

Granted renewal of licenses of following stations and co-pending auxiliaries: WDHA-FM and SCA Dover, N. J., WLIR(FM) and SCA Garden City, N. Y., WNYR Rochester, N. Y.

Actions of June 16

WEHT(TV) Evansville, Ind.—Approved engineering data to specify operation on channel 25 in lieu of channel 50 and change type ant.

WPIX(TV) New York—Granted CP to make change in transmission line.

WAEO-TV Rhinelander, Wis.—Granted mod. of CP to change type trans. and make other equipment changes.

WSPA-TV Spartanburg, S. C.—Granted CP to change type trans.

*WHKW(FM) Chilton, Wis.—Granted mod. of SCA to change subcarrier frequencies to 22 kc and 67 kc.

WQAL(FM) Philadelphia—Granted mod. of SCA to change subcarrier frequency to 67 kc.

KDKO Littleton, Colo.—Granted mod. of license to operate trans. by remote control.

WNXT-FM Portsmouth, Ohio WTAP-FM Parkersburg, W. Va.—Granted licenses for new FM's.

Granted extension of completion dates as shown: WSEB-FM Sebring, Fla., Dec. 21; KCER Redding, Calif., Nov. 1; KCEE-FM Tucson, Ariz., Dec. 20; KACO St. Louis, Dec. 20.

Actions of June 15

Granted remote control authority to KVSO Ardmore, Okla., and KATZ St. Louis; and change of remote control authority to WSJS Winston-Salem, N. C.

Regents of University of California Riverside, Calif.—Granted mod. of CP for noncommercial educational FM to change type ant. and frequency to channel 201.

KFMW(FM) San Bernardino, Calif.—Granted mod. of license to change studio location and remote control point; condition.

KHOE Truckee, Calif.—Granted renewal of license, without prejudice to whatever action commission may deem appropriate as result of its decision in Docs. 16676-7.

Action of June 13
Granted change of remote control authority for WGBB Freeport, N.Y.

Rulemakings

DENIED

Commission denied by memorandum opinion and order petition by WGCM Gulfport, Miss., to initiate proposed rulemaking looking toward amendment of FM table of assignments by adding channel 270C to Gulfport, and deleting 270C from New Orleans, Action June 15.

PETITIONS FOR RULEMAKING FILED

KSLN-TV Salina, Kan.—Requests (1) institution of rulemaking proceedings looking toward amendment of rules to reassign channel 9, Lincoln Center, Kan., which is reserved for educational use, to Salina, for commercial use and reserve channel 34, currently allocated to Salina as commercial assignment, for educational use; and, (2) issue order directing petitioner to show cause why order of license modification should not be issued to require operation of KSLN on channel 9 in lieu of channel 34. Received June 13.

Kenneth E. Lawrence, Cullman, Ala.—Requests amendment of FM table of assignments so as to add channel 221A to Cullman. Received June 10.

The Graphic Printing Co., Portland, Ind.—Requests issuance of notice of proposed rulemaking looking toward addition of channel 265A to Portland to FM table of assignments. Received June 10.

Commonwealth Telecasting Corp. Utuado, P. R.—Requests institution of rulemaking proceedings to provide first unreserved UHF assignment for Utuado. Received June 9.

D. H. Overmyer Communications Corp., Dallas—Requests study looking toward revision of assignments to Dallas in TV allocation table by deleting channel 27 from Tyler, Tex., and channel 29 from Dallas and adding channels 27 and 33 to Dallas. Received June 1 and 3.

CATV requests for waiver

Holly City Cable TV Inc., Millville, N. J., requests waiver to carry WCMC-TV Wildwood, N. J.; WBAL-TV, WMAR-TV, WJZ-TV, all Baltimore; WPIX (TV), WNEW-TV and WOR-TV, all New York.

Multi-Channel Cable Co., Whitehall, Ohio, requests waiver to carry WKEF (TV), WHIO-TV, WLWO (TV), all Dayton; and WHIZ-TV Zanesville, all Ohio.

Booth American Co., North Muskegon, Muskegon, Muskegon twp., Muskegon Heights, Norton twp. and Roosevelt Park, all Michigan, requests waiver to carry WMAQ-TV Chicago; WTMJ-TV, WMVS-TV, WISN-TV, WITI (TV), all Milwaukee, and

WWTV (TV) Cadillac, Mich.

Long Island Cable Vision Corp., Riverhead, Sag Harbor, Bridgehampton, Southampton and Greenport, all New York, requests waiver to carry WNHB-TV New Britain-Hartford Conn.; WABC-TV, WCBS-TV, WNBC-TV, WNDT (TV), WNYC-TV, WNEW-TV, WOR-TV, WPIX (TV), WDHT (TV) all New York, and WPRO-TV Providence, R. I.

New call letters requested

Rochelle, Ill.—Tilton Publications Inc. Requests WRHL.

***Pensacola, Fla.**—Pensacola Junior College. Requests *WSRE (TV)

Ithaca, N. Y.—Ceracche Television Corp. Requests WCIC (TV).

Burnsville, N. C.—James B. Childress. Requests WKYK.

Holland, Ohio—Maumee Valley Broadcasting Association. Requests WSTT-FM.

Buffalo, N. Y.—Beta Television Corp. Requests WBAU-TV.

Fortuna, Calif.—Dale A. Owens. Requests KIXF

KRAC Alamogordo, N. M.—Radio Alamogordo Inc. Requests KINN.

WSPZ Spencer, W. Va.—Community Radio Inc. Requests WVRG.

Gallatin, Tenn.—Ellis F. Jones Jr. Requests WAMG.

***KSHD (TV) Spokane, Wash.**—Spokane School District No. 81. Requests KSPS-TV.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through June 22. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

*Indicates franchise has been granted.

■ Glenwood Springs, Colo.—Western Colo-

rado Television Co. (Jerry Fitch, manager, KLGW Glenwood Springs, president) has been granted a franchise. Subscribers will pay \$10.95 for installation plus a \$5.95 monthly service charge. The city will receive 2½% of the firm's yearly gross. Glenwood Cablevision Inc. also has applied.

■ **Albany, Ga.**—The Albany Herald Publishing Co. has been granted a franchise. The system will be known as Gray Cable Vision.

■ **Elkhart, Ind.**—The Board of Public Works and Safety denied franchise applications of Community Teleception Inc. (group CATV owner, Indianapolis; attorney D. Russell Bontrager, representative), and G. T. & E. Communications Inc., New York. A franchise application by Valley Cablevision Corp. was approved, subject to changes in the application. Teleception attorney Bontrager reportedly will "probably" contest if Valley Cablevision is awarded a franchise on the ground that the latter has a "virtual monopoly" of the area news media. Valley Cablevision is formed by WNDU-TV, WSBT-TV, both South Bend, and WSJV (TV), Elkhart-South Bend, Ind.

■ **Kokomo, Ind.**—Kokomo Television System (Booth Broadcasting Inc., Detroit) is seeking a nonexclusive franchise. Booth had been selected about a year ago to receive an exclusive franchise, but following an opinion by the Indiana attorney general to the effect that a city council could not award an exclusive franchise, the contract was never completed. Kokomo CATV Inc. (Time-Life Inc., Indianapolis) previously had applied.

■ **Warsaw (Kosciusko county), Ind.**—Valley Cablevision Corp. (Louis C. Chapleau, representative), has been granted a franchise, which additionally permits the company to provide service outside the town and city limits. Valley Cablevision is owned by WNDU-TV, WSBT-TV, both South Bend, and WSJV (TV), Elkhart-South Bend, Ind., also is seeking a franchise in Warsaw, Ind.

■ **Des Moines, Iowa**—All-Channel Cable Television Corp. and Stewart Broadcasting Co. (KMNS Sioux City, Iowa) have applied for franchises. Sioux City Cablevision Co. Inc. (KVTV [TV] and KTIV [TV] Sioux City) and KTRI Sioux City applied previously. All 4 firms seek exclusive franchises.

■ **Somerset, Ky.**—Chuck Dunbar, Aspen, Colo., has offered the city \$10,000 for a franchise plus 2½% of the yearly gross profits although he refused to identify the firm he represents. The finance committee has advised the city council to rescind the franchise it granted previously to TV Reception Corp. which would pay the city \$600 annually plus 6% of the gross revenue. Comex Cable Co. also applied.

■ **Batesville, Miss.**—Batesville Cable Vision Inc. has applied for a franchise. The firm proposes to pay 2% of its gross receipts to the city.

■ **Cape Girardeau, Mo.**—Cape Telecable Inc. (Edward L. Downs, representative) has applied for a 20-year exclusive franchise. The firm asked that its proposition be put to the voters and is prepared to submit \$1,200

to pay for the referendum.

■ **Haverstraw Village, N.Y.**—Rockland Cable Vision Inc. has been granted a franchise. Other applicants are High Tor Cable Vision Inc., Good-Vue CATV Inc., and Haverstraw-Stony Point Cable Vision Co.

■ **Manlius, N.Y.**—WSYR-TV, Syracuse, N.Y., has applied for a franchise.

■ **Millport, N.Y.**—Elmira Video, Elmira, N.Y. (a subsidiary of Teleprompter Inc.), is seeking a franchise.

■ **South Corning, N.Y.**—Corning Community Television (Charles W. Fribley, owner) belatedly was awarded a franchise after the village council realized that the firm had paid a \$25 franchise fee last November. The issue was raised when the new owner, New Channels Corp. (Newhouse Broadcasting Co.) represented by Charles Brayton, Elmira, N.Y., and Albert Eicholzer, chief engineer of WSYR-TV Syracuse, N. Y., appeared before the council. Mr. Eicholzer announced that the new 12-channel system, replacing the five channels, will entail a \$1 increase in the monthly fee.

■ **Raleigh, N.C.**—A joint application has been filed by Jefferson Standard Broadcasting Co., Charlotte, and Carolina Communications Corp., Tarboro, both North Carolina. The system would be owned and operated by a new corporation formed between the two companies. Southeastern Cablevision Co., Raleigh, had applied previously.

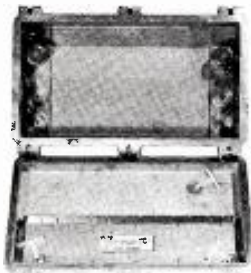
■ **Reynoldsburg, Ohio**—Multi-Channel Cable TV Co., Portsmouth, Ohio (Edward Glockner, president) is seeking a 15-year franchise. Taft Broadcasting Corp., Peoples Broadcasting Corp., WBNS-TV, Columbus, Ohio, Avco Broadcasting Co., and a spokesman for the Ohio Independent Theater Owners based opposition on the New York court ruling that Fortnightly Corp. had infringed on copyrights held by United Artists Corp. (BROADCASTING, May 30), and whether CATV is "needed." Multi-Channel is proposing eight nonlocal channels.

■ **Conneautville, Pa.**—George K. Kerr, Butler, Pa., has been awarded a 10-year exclusive franchise at a fee of \$1 per year. No installation and service rates have been set. The franchise cannot be sold or transferred without the borough council's approval. Mr. Kerr recently acquired Valley Master Cable Inc. from Charles Shuster, Kittanning, Pa.

■ **Lititz, Pa.**—Peoples Broadcasting Co., Lancaster, Pa., has applied for a franchise. The borough council reportedly is expected to draw up a nonexclusive franchise. Other applicants include Television Community Services of WGAL-TV Lancaster, Pa., and Denver and Ephrata Telephone Co.

■ **South Greensburg, Pa.**—WHJB Inc., Greensburg, has been granted a 25-year franchise. The borough will receive \$500 of gross annual rental receipts, or a percentage ranging from 3% to 13%, whichever is greater, depending on the number of subscribers.

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WHEN James S. Gilmore Jr., a successful young Michigan businessman, faced the decision to go deeper into politics or venture into radio-TV a few years ago, it didn't take him long to cast his ballot for broadcasting.

Three things largely influenced him to found his growing station group, Gilmore Broadcasting Corp.

One was the fine public service performance of The Fetzer Group's WKZO-AM-TV Kalamazoo, Mich., which he came to appreciate when mayor of that city. Another was the friendship and example of a veteran broadcaster, WKZO's Carl E. Lee. The third was the advice of a Washington communications attorney, Percy Russell, whose candid reviews of the FCC and the broadcaster's broad public responsibilities especially challenged Mr. Gilmore when he saw great opportunities there rather than problems.

Mr. Gilmore in the past few years has evidenced his faith in broadcasting by investments of nearly \$8 million for the acquisition of station properties.

These have included KODE-AM-TV Joplin, Mo.; KGUN-TV Tucson, Ariz.; WEHT(TV) Evansville, Ind., and WSVA-AM-FM-TV Harrisonburg, Va. "Eventually we hope to expand our radio and television properties to the full limit," Mr. Gilmore says, but this is a long-range plan.

Political Surprise ■ Mr. Gilmore still recalls the "great shock and the sudden confrontation of reality of the grave responsibility one has" when he learned he had been chosen mayor of Kalamazoo in 1959. "I started getting gray that first night" he says, because it was something he never dreamed would occur.

He had been one of 18 candidates running for seven offices of city commissioner. The commissioner having the plurality of ballots automatically becomes mayor. He made history on two points: Becoming the city's youngest mayor and being elected by the most votes to date.

He feels that this experience, however, apart from his extensive other business interests, helped especially to give him a maturity in determining the public need and working to fulfill it. Such a sense of responsiveness to the community is at the very heart of successful station operation, Mr. Gilmore believes. He also gives much credit to the guidance of his father during his nearly dozen years of work in department store retailing, including advertising. This face-to-face dealing with the customer is vital in learning how to build sales and profits based on service, he explains, and in keeping in tune with the public pulse.

Newsmaker ■ As mayor, Mr. Gilmore recalls, he quickly became the focal point for many controversies over such issues as public housing and the

Community need a mandate to radio-TV

development of the city's unusual downtown shopping mall. The latter is one of many civic improvement projects of which he is most proud to have been a part. These events obviously made news, he relates, and so he opened the city council meetings to broadcast as well as print-media coverage.

"Carl Lee and the Fetzer Stations came in first," he remembers, "and they did it so professionally and so gentlemanly that it has enhanced our city meetings ever since. I believe good broadcast coverage actually can stimulate better civic performance by our public officials."

Mr. Gilmore and his group station managers are endeavoring to enlarge

their news coverage activities as part of the overall project of enhancing the programs and physical facilities of the stations. Present partial color facilities are being expanded to full local live color capability, he says, since color is so important to TV advertising's impact.

When he concluded his term as mayor, Mr. Gilmore explains, his interest in broadcasting had become so stimulated he began serious research of the radio-TV field at the local library and elsewhere. In meetings with Mr. Russell, now his Washington counsel, he became convinced of broadcasting's potential and gave up further political ventures. The KODE properties were the first obtained.

Taking Part ■ Mr. Gilmore indicates that during two trips abroad, one as a state director for Radio Free Europe and another as a mayor-delegate chosen by the U. S. State Department, he has been able to appreciate more fully the role of communication in both world and personal affairs. Thus he sees the importance of station staffs being workers as well as members of local organizations. He has given them considerable example, being active in numerous church, hospital, charitable, educational and civic groups as well as Michigan's Republican Party.

In all of his business ventures both in and out of the broadcasting field, Mr. Gilmore places particular emphasis upon people and their personal contributions to the growth and stability of any organization. D. T. Knight of the KODE stations and Hamilton Shea of the wsva properties are typical of broadcasters who have become key leaders in their communities, he notes.

Mr. Gilmore makes a fetish of sparing no effort to brighten and improve the working surroundings for his employees whenever he acquires a business. "I am also a great believer in business systems that are practical," he says, and he enjoys converting work-saving techniques from other fields to station operation.

Growth Cycle ■ Apart from boosting morale, he feels, more efficient systems and tools help to free people from dull detail so they can be more creative and have more time to get out into their community for contact in selling or service. "We are adding people all the time," he notes. Such partial automation doesn't mean less people but more since greater efficiency produces greater effectiveness and this in turn means more business, requiring added personnel, he indicates.

Mr. Gilmore is reserved about CATV but is now entering the field to protect his TV investments. His chief concern for TV itself: Will the industry awake from its so rich-so-soon apathy and endeavor to fulfill its greatest destiny before some Ralph Nader-type captures the headlines?

WEEK'S PROFILE



James Stanley Gilmore Jr.—president-owner Gilmore Broadcasting Group (KODE-AM-TV Joplin, Mo.; WEHT(TV) Evansville, Ind.; KGUN-TV Tucson, Ariz.; WSVA-AM-FM-TV Harrisonburg, Va.); b. Kalamazoo, Mich., June 14, 1926; attended Culver Military Academy, Western Michigan University and Kalamazoo College; Air Force overseas service 1943-45; active in family-owned Gilmore Bros. Department Store, Kalamazoo, 1947-58 when he resigned to enter politics; mayor of Kalamazoo, 1959-61; VP-major owner, McLain & Associates Advertising, Kalamazoo; president, General Enterprises and Jim Gilmore Cadillac-Pontiac Inc., both Kalamazoo; m. Diana Holdenred Fell of Kalamazoo May 21, 1949; children—Bethany 16, Sydney 14, James S. III 12, Elizabeth 9 and Ruthie 6; chief hobby, enjoying water sports and other activities with family at summer home, Gull Lake, Mich.

The new FCC

PRESIDENT Johnson's selection of Rosel H. Hyde for the FCC chairmanship is a clear manifestation of the chief executive's desire to have that agency assert its independence in what is the most vital period in the history of mass communications. Satellites and other developments that have contributed to the communications revolution pose new problems of national and international importance that affect public policy.

Mr. Hyde is the FCC's dean, having served since 1946—longer than any other commissioner. He is the first to serve as chairman during two separate administrations. He now becomes the first chairman to cross party lines—a Republican in a Democratic administration.

Although Mr. Hyde's appointment had been the subject of speculation (BROADCASTING, May 23, et. seq.) there were those who thought the President too practical a politician to name a Republican to head an important agency. But if Mr. Hyde's appointment was not a genuine surprise, the naming of 31-year old Nicholas Johnson, maritime administrator, a brilliant lawyer with good credentials, to the seven-year term, certainly was a typical Johnsonian scoop. Nick Johnson is described as no "crack-down artist" but he has been far from a docile figure during his two years-plus as the maritime Administrator—a post he planned to leave to return to teaching law until intercepted by the President.

There is deep significance for broadcasters in Mr. Hyde's appointment. He has the confidence of most of his colleagues and is respected by licensees. The FCC is in deep trouble because of the genius of its erstwhile ultra-liberal majority for creating issues that did not exist and invading areas of program and economic controls that legally are none of its business. Whether the Hyde-directed commission can undo the mischief is doubtful. He faces an almost insuperable task.

In his first tenure as chairman in 1953-1954 Mr. Hyde accomplished the bureaucratic impossible by clearing television allocations in less than a year when the allotted time was four to five years. And he accomplished this without using funds appropriated by Congress to expedite action.

No one should be misled. There is no soft era ahead. While Mr. Hyde is not a headline hunter or a phrase-turner he is and always has been one who believes in enforcing the letter of the law. Obviously he was selected after long deliberation because the President regarded him the best man for the job, based on integrity, maturity and the utter impartiality of his judgments.

The talk of radio

RADIO is enjoying a lively upturn in business. As this magazine has reported in some detail in the past few weeks, both national spot and network sales are moving at a rate unmatched in recent years—and local business, of course, never really faltered.

There are undoubtedly many reasons for the surge, but one of them, and a basic one, has to be programing. That's what gets the audience that makes radio a superior buy, and the listener has never had so many different kinds of programs literally at his fingertips as he has today.

Along with this diversity, and contributing to it, has come the "specialized" station. The original and still overwhelmingly dominant "specialty" format, of course, is music-and-news, which itself has long since been further stratified into sub-specialties concentrating on specific types of music. In more recent years, music specialization has been refined still further, "talk" programing in various formats has proliferated, the all-news station has come into

being, ethnic programing has expanded and—in what may be the ultimate commercial refinement of specialization—the FCC has been asked to approve a station that would carry nothing but want ads.

In this issue we present a detailed study of talk and conversation programing, one of the fastest growing trends in radio, and the related phenomenon of all-news stations. In future issues we will examine other significant elements of specialty radio. They deserve close attention.

For many radio stations, specialization in one form or another, to one degree or another, is or will become an economic necessity. The simple multiplicity of stations makes it inevitable. As our study of talk radio demonstrates, the need to stand out from the crowd, the desire for a "different" image, is imperative for many stations.

Whether they do it and how they do it will be up to the stations individually. The decision depends on many factors—the market, the competition, the stations' position in the market. Whatever the decision in specific cases, however, specialization is growing and is one of the forces giving all radio a new liveliness, its listeners a more exciting choice of services and its advertisers a better buy. It may not be radio's wave of the future, but it has shown that, given the right circumstances and handling, it can help to improve on the past.

News isn't show biz

PRESIDENT Johnson is having a difficult time making up his mind about how to handle news conferences, meaning live pick-ups as well as the pencil-and-pad method. He is still experimenting, it seems, but his last such attempt to find a formula was not only a fiasco but a delusion as far as the broadcast media are concerned.

At his most recent sudden Saturday conference (at which he announced the Rosel Hyde-Nick Johnson appointments to the FCC among others) the President tried a double-header. First the regular news conference and, immediately afterward, ostensibly to satisfy radio-TV, he moved into his seldom-used, expensively outfitted and network-maintained studio and answered three questions that had been asked at the off-the-cuff session.

This was no news conference at all. It was a show that had already been rehearsed. News is something that happens spontaneously. We respectfully suggest that as far as broadcast journalists are concerned they can live without this latest innovation.



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