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JUL 7 1970

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Broadcasters are stuck with paying FCC fees. p17

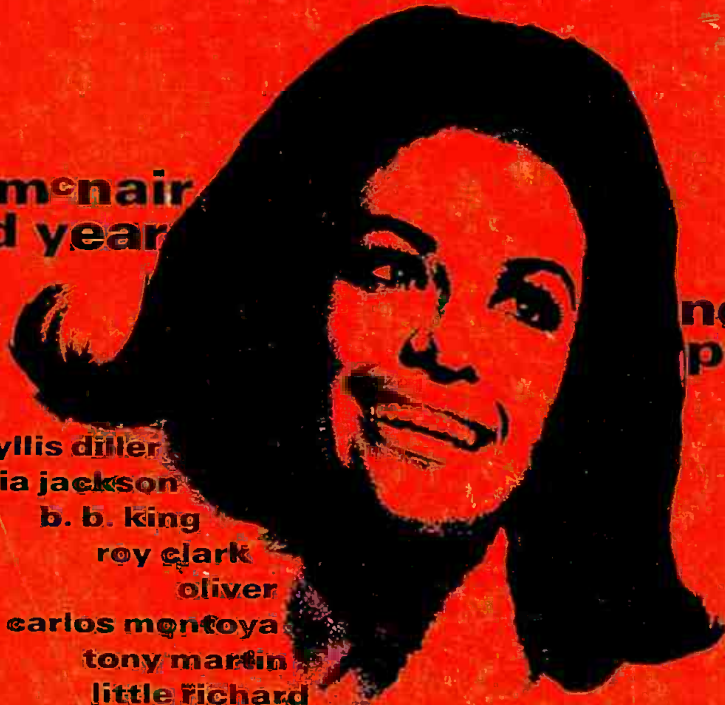
CBS spins off syndication, CATV activity. p19

TVC beefs up its television holdings. p27

TELESTATUS: A base for year-round spot buying. p46

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barbara mcneair
second year



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production**

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oliver
carlos montoya
tony martin
little richard
jose greco
sarah vaughn

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that will help fashion a dazzling 26
volume entertainment masterpiece
of one hour color video tapes.

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network. available this fall in syndication
throughout the u.s.



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He comes in three sizes.

So you can program a full 90 or 60 or 30 minutes of Steve. In The Allen Show. 90 minutes of topical talk, galloping guests, and loads of laughs that start fresh every half hour.

—five days a week. Daytime, nighttime, prime time there's a size just right for your time. All in color. All new. Call now to size up the Allen Show.

STEVE

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BROADCASTERS ASSOCIATION**

Annual Award

1970

BEST TELEVISION NEWSCAST

KTRK-TV

**TEXAS ASSOCIATED PRESS
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Annual Award

1970

BEST NEWS SPECIAL

KTRK-TV

Eyewitness News . . . judged the best in
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Eyewitness News . . . voted number one again
for the Best News Special.

There's a **Definite Difference** in newscasting in the Houston market and the
Texas Associated Press Broadcasters Association recognized it on

KTRK-TV, Channel 13.

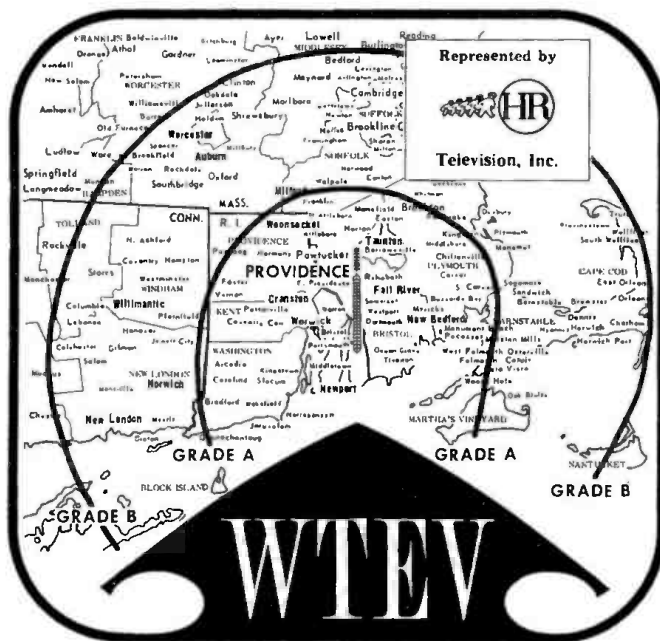
A Capital Cities Station

JUL 7 1970

THE RHODE ISLAND CAPITOL BUILDING in downtown Providence is a famous landmark, noted for the statue of the folklore figure, "The Independent Man," which tops the massive dome.



When you think of Providence, think of WTEV



The WTEV audience in the greater Providence TV area grows greater every day! The upward swing will continue because of the reach and penetration the 1,049-foot tower provides plus the programming format designed to attract viewers today and hold them tomorrow. Ratings in the average number of homes reached make the growth picture clear.*

UP 24%—5:00 pm — 7:30 pm Mon. thru Fri.
UP 14%—7:30 pm — 11:00 pm Sun. thru Sat.

*Based on Feb.-Mar. 1970 Nielsen estimates compared with Feb.-Mar. 1969, subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel

6
abc

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
WTEV Providence, R. I./New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

How it is at FCC

Fiscal 1970 ended June 30 with situation at FCC still touch-and-go. Although his term had expired, Commissioner Ken Cox attended meeting July 1, and presumably will serve until his successor qualifies, as law allows. (He has confided he might leave Aug. 1 (if there's still no word.) But whether it will be Commissioner Robert Wells or outsider for seven-year term was unresolved. John Snyder, state treasurer of Indiana, was in or out depending upon who in GOP command was talked to, but there seemed assurance he would get federal job, if not with FCC, then one of equivalent status.

Commissioner Wells, who could have had seven-year appointment weeks ago, had talk last Monday with presidential assistant, Peter Flanagan, and was said to be back at top of list. But other forces are at work. Support is emerging for an engineering member, and C. Phyll Horne, engineering assistant to Chairman Dean Burch of FCC, is getting some attention ("Closed Circuit," June 22). Organized blacks also are bucking for Negro appointment (see story, page 30). Mr. Wells's unexpired one-year term (if he succeeds Mr. Cox) last week seemed up for grabs.

Out with a bang

Philip Morris has sewed up on CBS-TV and NBC-TV last half-hour of last day before cigarette advertising ban goes into effect. Tobacco company has bought all three commercial availabilities on Jan. 1, 1970, from 11:30 p.m. to midnight in first half-hour of NBC's *Tonight Show* with *Johnny Carson* and first half-hour of CBS's *Merv Griffin Show*. As of last week, Philip Morris had scheduled no similar buy on ABC-TV's *Dick Cavett Show*.

Although plans for final minutes are under wraps, and it is not known what Philip Morris brands will be promoted, some authorities expect that flamboyant agency, Wells Rich Greene, will have client go out in blaze of glory. Philip Morris reportedly learned from cigarette ad-ban experience in Britain that last-minute burst pays off.

Basic training

August—dullest month for communications regulation—may mean boot camp for two new FCC executives. Dean Francis R. Walsh of San Francisco University Law School has tentatively accepted appointment as chief of FCC's

Broadcast Bureau to succeed George S. Smith, whose retirement is imminent. And Richard E. Wiley, 35-year-old Chicago attorney, is cleared for general counselship, taking over from Henry Geller who will move to special projects in areas to be assigned.

Dean Walsh, 46, is Georgetown Law School graduate and knows Washington. He had been candidate for FCC itself. Mr. Smith probably will remain with FCC as consultant until fall, mainly to indoctrinate Mr. Walsh, who has no communications background. Under Dean Walsh other changes are foreseen in Broadcast Bureau's top echelon.

Exodus

Management team of "Syncat," code name for spin-off company being formed to take over CBS's domestic cable-TV and international syndication operations (see page 19), is due to get at least three new members this week. Richard A. Forsling, executive vice president of CBS Television Services Division, who has also headed CATV operations, is to become vice president in charge of CATV for new company; Paul Sternbach of CBS law department, specialist in government affairs, moves over as vice president and general counsel, and James M. Leahy, CBS Inc. controller, will become vice president concentrating on finance, administration and planning. They'll join only two executives officially designated thus far: Clark B. George, president and chief executive officer, and Ralph M. Baruch, vice president, who presumably will head syndication operations.

Third leg?

Teleprompter Corp. and Hughes Aircraft Co. are scouting for major motion-picture production firm to join them in applying for domestic satellite system. Move would be good, it's thought, not only to spread investment risk but also to provide vehicle of distribution for first-run movies on cable pay TV. Executives of Teleprompter and Hughes met Wednesday and Thursday (July 1 and 2) in Culver City, Calif., to discuss details of satellite application. Their target date is Aug. 15.

House caller

Screen Gems Inc., in expansion move into closed-circuit TV field, is set to purchase West Coast-based company that has contracts to feed programming into number of hotel chains. SG will seek to attract various types of adver-

tisers—including cigarette and liquor companies and airlines—to buy time to reach hotel guests.

Burch's little league

Dean Burch, FCC chairman, is embarking upon new crusade. He wants to make life easier for little broadcasters, notably those in sparsely settled areas of West. He's exploring prospect of prompt relaxation of rules requiring employment of first-class operators; of permitting remote-control operations of VHF transmitters and any other means of contributing to economic viability of stations in all classes. Mr. Burch, whose home is Tucson, Ariz., was exposed to plight of small-market operators at first convention of Rocky Mountain Association of Broadcasters at Jackson Hole, Wyo., June 21-24, which he addressed.

Soul and sex

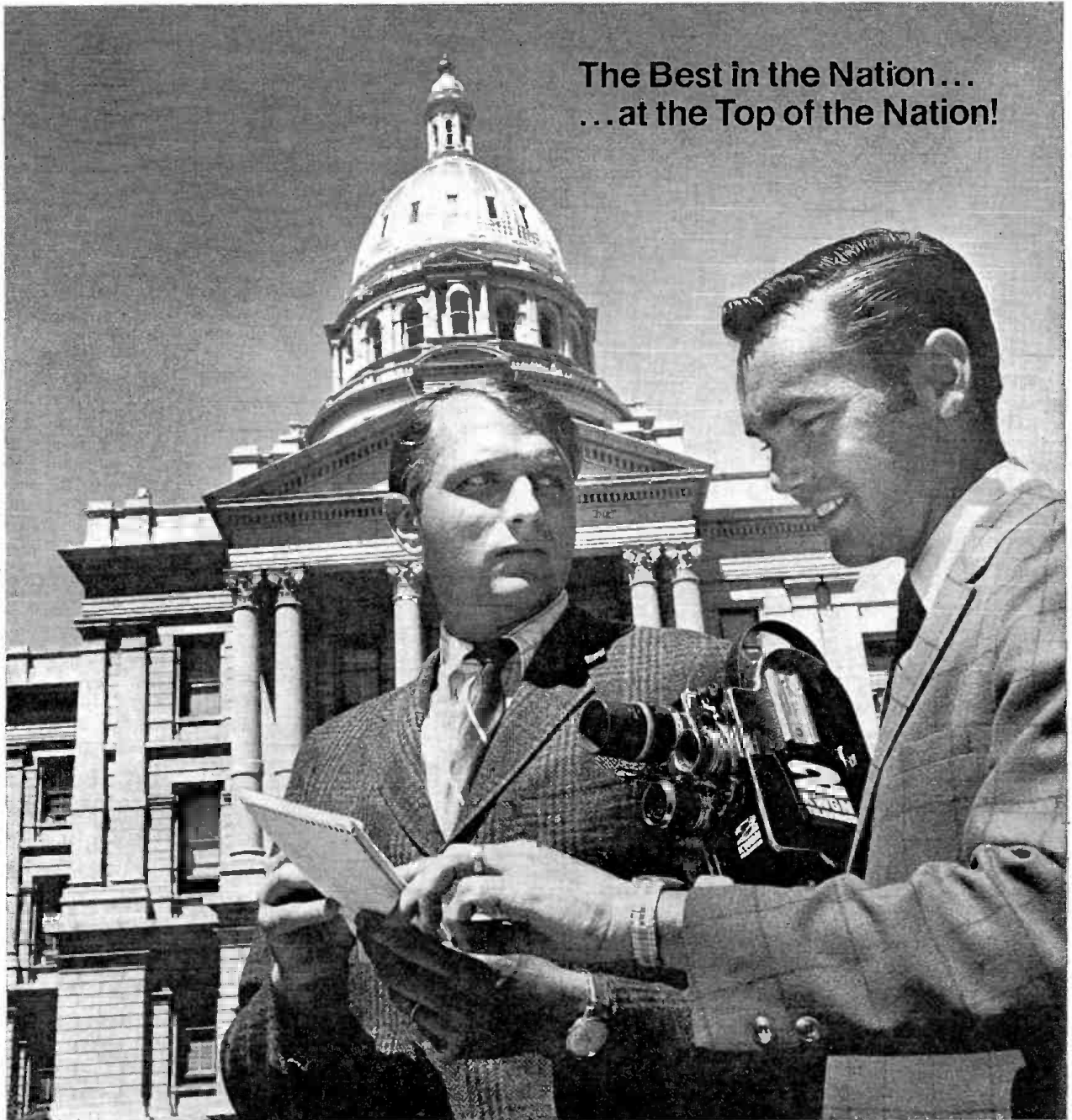
Possibility of producing and distributing capsule political commentary by Julian Bond, black leader and Georgia state legislator is under consideration at Metromedia. Short program would be on order of *Rona Barrett* Hollywood gossip show, which runs two to four minutes five times weekly and is syndicated by Metromedia Program Sales in 45 markets. Medical-news series with similar format also is being talked up at Metromedia. David Reuben, M.D., author of current best seller, "Everything You Always Wanted to Know about Sex but Were Afraid to Ask," is likely candidate for that one.

Triggybacks

Alberto-Culver, pioneer advertiser in TV spot piggybacking is sending up trial balloons over new way to split minute, 20-20-20, to accommodate multiple messages for associated products. Though now heavy user of 30's, some with closing six-second tag for related form of product, A-C reportedly already has gone direct to stations with this configuration and been turned down.

Publishing date

House Investigations Subcommittee report on CBS-Haiti affair is expected out this week, and harsh analysis of CBS's role contained in earlier draft report (BROADCASTING, June 22) will not be softened appreciably. Whether report will also be eventually released under imprimatur of parent Commerce Committee isn't decided, according to Harley O. Staggers (D-W. Va.), chairman of committee and subcommittee.



**The Best in the Nation...
...at the Top of the Nation!**

That just about says it all. □ KWGN Channel 2, Denver, has been named nationwide "News-film Station of the Year" by the National Press Photographers Association. □ The judges made their decision on the basis of the "concept and scope of the station's news coverage and how this approach is implemented through the use of television newsfilm." □ The recognition of Denver and KWGN didn't surprise Wayne Vriesman, KWGN's energetic news director. □ He just expects his topnotch staff to do even better in the future. □ **KWGN/Channel 2/DENVER**

2 KWGN
TELEVISION
"THE WGN OF THE ROCKIES"

A WGN Continental Broadcasting Company Station

REPORTING THE "BIG NEWS"
FOR A FULL HOUR AT 9 P.M.

FCC approves fee increases to the tune of \$20 million a year, effective Aug. 1. Broadcasters will bear brunt of hikes through annual license fees and increased charges for applications and transfers. See . . .

Broadcasters stuck with the check . . . 17

In move resulting from FCC's rules prohibiting networks from domestic syndication and CATV ownership, CBS announces plans to form independent company for its cable and program-syndication activities. See . . .

Spin-off: one way to prevent controls? . . . 19

National Educational Television and noncommercial WNDT(TV) New York announce long-awaited consolidation into expanded operation, Educational Broadcasting Corp., with initial grants totaling nearly \$20 million. See . . .

Merger and expansion—ETV style . . . 22

Ford Foundation announces \$100,000 grant to communications office of United Church of Christ for its campaign against racial discrimination in radio-TV programming and employment. See . . .

Funds for black broadcasting interests . . . 23

Newly incorporated Philadelphia firm is first to file for permission to operate pay-TV station. Vue-Metrics Inc. says it is developing decoder that will sell for substantially less than older ones. See . . .

First bid for pay-TV station . . . 26

Broadcaster and group-CATV-owner Television Communications Corp. plans to acquire WKJG-TV Fort Wayne, Ind., for stock valued at \$4 million. Seller, John F. Dille Jr., heads new TVC communications division. See . . .

TVC beefs up its TV holdings . . . 27

Representative of Black Efforts for Soul in Television says organization's next step in attempting to get black FCC member will be to pressure sponsors to force broadcasting industry to favor black commissioner. See . . .

BEST pushes for black FCC appointee . . . 30

Broadcasters balk at FCC proposal to expand fairness rules, arguing that commission's traditionally flexible policies are preferable to imposition of "artificial" standards by government agency. See . . .

Fairness plan is called too rigid . . . 34

Scott Paper Co. is breaking into TV with spot for sanitary-napkin product by approaching stations not subscribing to TV code, which prohibits such advertising. Testing draws mixed audience reactions. See . . .

Sanitary napkins on television? . . . 41

An aid to adjusting spot buying by season is found in this month's "Telestatus." It's data prepared by American Research Bureau from observation of month-to-month TV viewing patterns during 1968 and 1969. See . . .

A base for year-round spot buying . . . 46

Departments

AT DEADLINE	9
BROADCAST ADVERTISING	41
CHANGING FORMATS	38
CHANGING HANDS	28
CLOSED CIRCUIT	5
DATEBOOK	12
EDITORIALS	64
EQUIPMENT & ENGINEERING....	44
FATES & FORTUNES	52
FOCUS ON FINANCE	48
FOR THE RECORD	54
LEAD STORY	17
THE MEDIA	17
MONDAY MEMO	15

OPEN MIKE	14
PROGRAMING	34
TELESTATUS	46
WEEK'S HEADLINERS	10
WEEK'S PROFILE	63



Broadcasting

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Cable TV leaders loosen position on copyright bill

NCTA board also defers decisions on FCC proposals until September

Cable TV industry took single step forward, but held off making commitments on potpourri of actions and proposals put forth by FCC last month (BROADCASTING, June 29).

Board of National Cable TV Association, at Washington meeting Thursday (July 2), agreed to inform Senator John L. McClellan (D-Ark.), chairman of copyright subcommittee of Senate Judiciary Committee, that cable TV industry is willing to accept copyright elements of Section 111 of omnibus copyright bill revision without concurrent regulatory provisions (number of distant signals permitted to be carried, etc.).

This, according to Ralph Demgen, chairman of NCTA, should help move copyright law along without controversial "regulatory" elements (number of distant signals permitted, etc.) holding things up. But, Mr. Demgen emphasized, copyright law should contain provision holding implementation in abeyance until FCC acts on proposed "Public Dividend Plan."

Under copyright plan recommended by Senator McClellan's committee, CATV systems would receive compulsory license and pay percentage of revenues on sliding scale to Register of Copyrights who in turn would disburse funds to copyright holders. Present bill was recommended to parent committee last year.

On FCC proposals, particularly dividend plan, Mr. Demgen said committee received official FCC documents only day before meeting, providing little time for detailed study. He said board agreed to study FCC notices individually and submit comments to NCTA headquarters by July 20. Members also would be solicited for their views by that date. Then, on Aug. 10, he said, Gary Christensen, NCTA general counsel, would draw up rough draft of comments for submission to FCC and circularize them to board members. Board would be called back into session on Sept. 9 to make final decision on cable TV industry position. Comments are due to FCC by Oct. 7.

Nevertheless, Mr. Demgen said, board felt FCC move is encouraging, although he added "some of the language is not clear . . . needs clarification."

He noted, however, that NCTA

board resolved not to take any position on such other FCC moves as ban on crossownership between TV stations and cable companies in same market and network ownership of CATV anywhere in U.S., or pending proposals to extend such prohibitions to common ownership between radio stations and CATV systems in same communities or to newspapers and cable TV in same markets.

Dropout pact approved

Competing applicant for KNBC(TV) Los Angeles will withdraw bid for channel 4 facility under agreement approved by FCC. Commission said Friday (July 2) that Voice of Los Angeles Inc. will get over \$102,400—expenses it incurred in prosecuting application—as payment from NBC.

Commission said "the unique circumstances presented in the pending proceeding" warranted departure from its usual policy of disapproving reimbursement agreements.

Voice of Los Angeles filed for NBC facility in July 1969, but moved to withdraw its application after commission issued policy statement on license renewals. In that statement, commission said licensees who substantially meet community needs will get preference over competitors.

Commission said KNBC renewal application will be returned to processing line.

Vote on NBC-Voice agreement was mixed, with Commissioners H. Rex Lee and Nicholas Johnson concurring in part and dissenting in part, and Commissioner Robert Wells concurring in result.

Six more months given

In response to petitions by American Newspaper Publishers Association and National Association of Broadcasters, FCC Thursday (July 2) granted six-months extension to file comments on commission's one-to-customer proposal.

NAB and ANPA, in requests for extra time, said sweeping nature of proposed rules justified accumulation of as much data as possible on which to base decisions in proceeding.

Commission noted that further notice of proposed rulemaking involving one-to-customer was issued in April and that interested parties would have total

of nine months to submit initial comments. It added that "no further delay will be tolerated."

Comments formerly were due July 15, reply comments Aug. 17.

Proposed rules would limit ownership of stations to one in each market. Although they would not apply immediately to present ownership, rules would require owners to reduce holdings to one AM-FM combination, TV station or newspaper ownership in single market within five years.

Rogers protests CBS move

Republican National Committee Chairman Rogers Morton, told CBS President Frank Stanton in wire Thursday (July 2) that CBS plan to award Democratic committee regular time on air as "loyal opposition" (BROADCASTING, June 29) was delegation of journalistic responsibility and contrary to previous CBS policy statements. Mr. Morton said unless CBS position was "clarified", GOP would have to seek FCC intervention.

Dissents on fee order

Contrary to earlier report (see page 17), vote on adopting new FCC fee schedule was not unanimous. Only broadcaster on commission — Robert Wells—dissented, and outgoing Commissioner Kenneth A. Cox dissented in part.

In statement released with order Thursday (July 2), Commissioner Cox said he would have "exempted certain small stations" from annual operating levy, which replaces present fee accompanying license renewal application due every three years.

Commissioner Cox concurred with rest of document; Commissioner Wells did not issue statement.

Effective date for new schedule would normally be 30 days after publication in *Federal Register*. Since several days will elapse between adoption of order July 1 and publication, as practical matter effective date of Aug. 1 would appear uncertain.

But commission said in order released Thursday (July 2), "good cause exists for adoption of [Aug. 1] effective date," including necessity of commencing tariffs on first day of month and Congressional directive that new schedule cover as much of fiscal 1971 as possible. Commission said schedule should be published in *Register* not later than week of July 5-11.

In adopting new annual charges commission said it was aware fees could

Week's Headliners

Clark B. George, president of CBS Radio Division, designated president and chief executive officer of independent publicly held corporation to be created in spin-off of CBS program-syndication and domestic cable-TV operations. **Sam Cook Digges** promoted to succeed him as president of CBS Radio. **Ralph M. Baruch**, vice president and general manager of CBS Enterprises, named VP of new spin-off company (details, page 19).

In addition, **H. Russell Barry**, VP and general manager, CBS Radio Spot Sales, promoted to VP, CBS-owned AM stations, with supervision over CBS Radio Spot Sales as well as CBS's seven AM

outlets, succeeding Mr. Digges. **Charles H. Warner**, New York sales manager for CBS Radio Spot Sales, promoted to VP and general manager succeeding Mr. Barry.

Hazard E. Reeves, board chairman of Reeves Telecom Corp., New York, announced last Thursday (July 2) he has assumed duties of chief executive officer of corporation, replacing **Richard L. Geismar**, who held title of president. Mr. Reeves said that office of president is expected to be filled shortly. No reason was given for Mr. Geismar's abrupt departure. **Fred E. Walker** continues as president of broadcast/CATV division.

For other personnel changes of the week see "Fates & Fortunes."

place hardship on some stations, especially marginal operations. But it said fees should not "constitute significant burden in broadcast station's total operations."

Noting numerous comments protesting difficulty in computing consideration involved in assignment and transfer applications, commission said it would follow "rule of reason" in such cases.

For example, when properties are only portion of entire sale, it could in some cases accept valuation made for tax purposes. "Relative value of underlying assets," or "amount realized" criterion used by Internal Revenue Service could also form reasonable basis, commission added.

McGovern request denied

ABC President Leonard Goldenson late Thursday (July 2) rejected request of Senator George McGovern (D-S. D.) for equal time to answer President Nixon's "Conversation with the President" appearance on networks preceding night. Spokesmen for other networks said they had not received equal-time request.

Mr. Goldenson said "Conversation," was "major news program," and that ABC presents contrasting views on regularly scheduled and other programs. Network is also featuring three prominent Democrats on *Now* series tonight (July 6), Mr. Goldenson noted.

Republican spokesman was also quick to comment on McGovern request. House Minority Leader Gerald G. Ford (R-Mich.) called it "ridiculous on the face of it," and added: "If the television networks are to respond to such demands every time the President makes a TV appearance, we soon will

have government by equal time."

Meanwhile, NBC-TV scheduled live one-hour telecast from Washington Thursday (July 9) to dissect just-completed Cambodian incursion. Panelists, yet to be chosen, will represent administration and its critics, and will discuss constitutionality and military value of operation.

Protest time extended

Black group has won 30-day extension to file petition to deny Nashville license renewals, but similar Memphis group was denied extra time, FCC announced Thursday (July 2).

Both Nashville-based Middle Tennessee Coalition on Communications and Memphis group—comprising Allen Black, regional director of NAACP Legal Defense Fund and nine other individuals—are waging campaigns to change programming and hiring practices they regard as discriminatory.

They maintained they needed additional time to conclude "good faith" negotiations with stations (BROADCASTING, June 29).

Coverage for 'Day'

Late Thursday a CBS spokesman said that network had agreed to special coverage of "Honor America Day" entertainment activities after receiving assurances from event's organizers that proper clearances had been obtained for talent appearing. Earlier in day, CBS had responded to criticism by J. Willard Marriott, chairman of event, for failure to schedule coverage, by stating that CBS programming department had been in communication for three previous weeks with executive committee of event about necessity of obtain-

ing clearances and releases from those participating in entertainment portion of activities.

Spokesman stated that CBS would now comply with request of Mr. Marriott and carry special on entertainment portion of events 7:30-8:30 p.m. July 4.

In late Thursday telegram to Mr. Marriott, Elton H. Rule, president of ABC Broadcast Division, said ABC News would carry events live from 11 a.m. to noon and report on day's activities including part of entertainment program, that night at 11 p.m. in "the only late-evening network news program on Saturday night." In addition, he said, ABC's four radio network services would provide their 1,252 affiliates with "extensive coverage" in regular newscasts "throughout the day and evening."

Plans for coverage: NBC-TV is taping night entertainment portion of "Honor America Day" for broadcast from 11:45 p.m. Saturday to 1 a.m. Sunday and from 11:30 a.m. Sunday to 1 a.m. Monday.

NBC pool cameras were to be covering events for morning and evening ceremonies so all three networks could carry 11 a.m.-to-noon portion live. Despite absence of plans for live evening coverage, pool coverage was to be available for any station desiring it.

WETA-TV Washington planned to tape morning ceremonies and rerun portions at 6:30 p.m. then carry ceremonies live from 7:30 p.m. on. WETA-TV's coverage would be sent to Eastern Educational Network and other educational stations through Public Broadcasting Service.

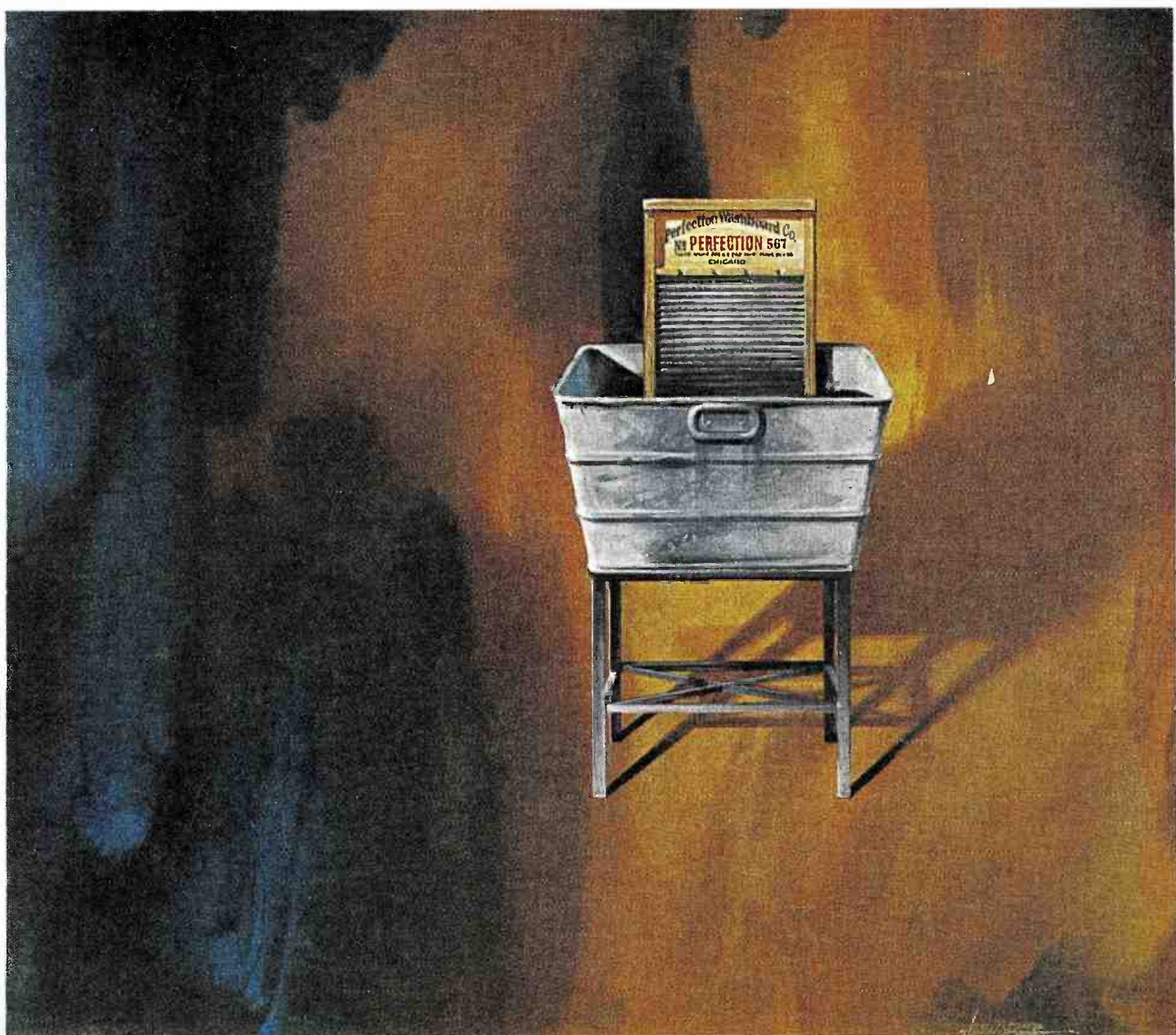
NBC radio planned coverage from 11 a.m. to 1 p.m., in addition to regular reports on *Monitor*: CBS Radio from 11:30 a.m. to noon, ABC from 11:30 a.m. to noon and Mutual from 10:35 on except for regular newscasts. Westinghouse's Washington bureau planned to provide live coverage from 11 to noon and spot coverage throughout rest of day.

Orders stations off air

Renewal applications of **WXUR-AM-FM** Media, Pa. were denied by FCC Wednesday (July 1) in unanimous vote, with Commissioner H. Rex Lee not participating.

Stations are owned by theological seminary headed by Dr. Carl McIntire, religious fundamentalist and syndicated radio personality. Dr. McIntire was accused of using stations as one-sided platform for his views.

In anticipated action ("Closed Circuit," June 22) commission overturned retired Hearing Examiner H. Gifford Irion's recommendation that **WXUR** licenses should be renewed and ordered stations to cease operation effective 12:01 a.m., Sept. 1, 1970.



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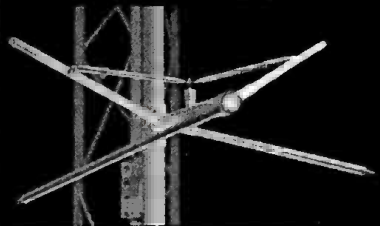


By eliminating the drudgery of household tasks, appliance manufacturers are continually expanding the dream. With ever more advanced labor-saving concepts. With constant improvements in the durability, efficiency, and economy of their products.

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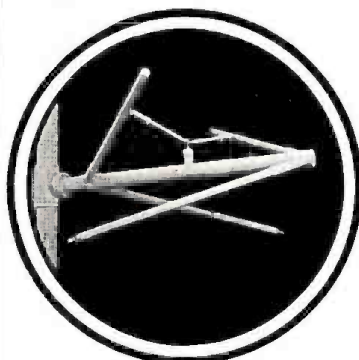
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Datebook®

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

■ Indicates first or revised listing.

July

■ July 5-17—Annual seminar in marketing management and advertising conducted by the *Harvard Business School*, Cambridge, Mass.

July 6-8—First national conference on films and television for children, sponsored by *Center for Understanding Media* under grant from Edward E. Ford Foundation, Commodore hotel, New York.

July 7—Deadline for commercial UHF-VHF's to file new Grade A and B field contour maps with FCC.

July 8—Meeting of *New England Cable Television Association*, Holiday Inn, Augusta, Me.

July 8—Annual meeting of *Technicolor Inc.*, Wilmington, Del.

■ July 8-10 — Annual meeting of *National Broadcast Editorial Conference*, Park City, Utah. Speakers include Herbert G. Klein, President Nixon's director of communications.

■ July 9-10—Membership meeting of *California Broadcasters Association*. Principal speaker will be Vincent Wasilewski, National Association of Broadcasters president. Other speakers include John Summers, chief counsel for NAB, and ABC-TV President James Duffy, Del Monte Hyatt House, Monterey, Calif.

■ July 10 — Annual stockholders' meeting, *Movielab Inc.*, Movielab Building, New York.

July 12-14—Annual summer management conference of *South Carolina Broadcasters Association*, Sheraton Fort Sumter hotel, Charleston, S.C.

■ July 12-15—Annual executive conference of *New York State Broadcasters Association*. Chief topic: "How to cover narcotics addiction and drug abuse," Cooperstown, N.Y.

■ July 12-17—*Eastman Kodak Co.* workshop at Hartford, Conn. Sessions planned to study techniques of newsfilm photography. Other workshops scheduled at later dates in Atlanta, Oak Brook, Ill., Rochester, N.Y. Write: 343 State Street, Rochester 14650.

July 12-24—Annual management development seminar of *National Association of Broadcasters*, Harvard University, Cambridge, Mass.

■ July 13—Deadline for reply comments on FCC's proposed rulemaking concerning obligations of licensees under fairness doctrine. Previous date was July 6.

July 13-14—Meeting of *New York State Broadcasters Association*, Otesaga hotel, Cooperstown.

July 13-15—Workshop for middle management personnel, *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

July 14—Annual stockholders' meeting, *Taft Broadcasting Co.*, Cincinnati.

July 17 — Board meeting of *Institute of Broadcasting Financial Management*, WCCO-TV Townhouse, Minneapolis.

■ July 17-19—Meeting of board of directors, *American Women in Radio and Television, Inc.* Quality Court motel, Aberdeen, Md.

■ July 23—Public hearings on proposed extended franchises for Cable TV to Manhattan Cable Television and Teleprompter held by *New York Board of Estimates*, New York City.

July 27-29—Seminar on system design for CATV technicians, sponsored by *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

August

■ Aug. 1-14—Annual meeting, *American Bar Association*. Sessions scheduled on copyright, administrative, antitrust and public utility law. Chase Park hotel and others, St. Louis.

■ Aug. 17-18—CATV engineering seminar, State College, Pa. For further information, contact Mr. George P. Dixon, with C-COR Electronics, State College, Pa. 16801 (814) 238-2461.

Aug. 19-21—Technician orientation program on use of C-COR equipment, State College, Pa. For further information, contact Mr. Tom Kenly, C-COR Electronics, State College, Pa. 16801, (814) 238-2461.

■ Aug. 20—Association of *National Advertisers* workshop on marketing information systems, Plaza hotel, New York. Program will be based primarily on presentations of case histories.

Aug. 20-23—Meeting of *West Virginia Broadcasters Association*, The Greenbrier, White Sulphur Springs.

Aug. 24-Sept. 4—Animation workshop conducted by *University Film Association* in conjunction with *Ohio State University*. Workshop will be conducted by Dr. Roy Madsen, executive director, film, San Diego State University. Program covers storyboards, sound tracks, shooting scripts, art and cinematography for animation, Ohio State University, Columbus.

August 25-28—Western electronic show and convention (WESCON), Los Angeles sports arena and Hollywood Park, Los Angeles.

September

■ Sept. 11-13—Meeting of board of trustees, *Educational Foundation of American Women in Radio and Television Inc.* St. Louis.

■ Sept. 14-15—CATV engineering seminar, Los Angeles. For further information, contact Mr. Phil Simon, Crown Electronics, 5657 Lankershim Blvd., North Hollywood, Calif. 91601 (213) 877-3550.

Sept. 11-13—Meeting of *Maine Association of Broadcasters*, Sebasco Lodge, Sebasco Estates.

Sept. 15—FCC hearing on renewal of Frontier Broadcasting Co. for KFBC-TV, Cheyenne, Wyo.

■ Sept. 15—FCC evidentiary hearing in competitive proceeding for WPIX(TV) New York, to be held there. Previously scheduled for July 20.

Sept. 16-18—Meeting of *Michigan Association of Broadcasters*, Hliden Valley, Gaylord.

■ Sept. 16-18—Technician orientation program on use of C-COR equipment, Los Angeles. Contact Mr. Phil Simon, Crown Electronics, 5657 Lankershim Blvd., North Hollywood, Calif. 91601 (213) 877-3550.

■ Sept. 21-22—CATV engineering seminar, Dallas. For further information, contact Mr. Bruce K. Frazier, Box 5387, Fort Worth 76108 (817) 244-3699.

Sept. 22-26—Conference of *Radio-Television News Directors Association*. National editorial conference is to run concurrently, Denver.

Sept. 23-25—Meeting of *Minnesota Broadcasters Association*, St. Paul Hilton, St. Paul.

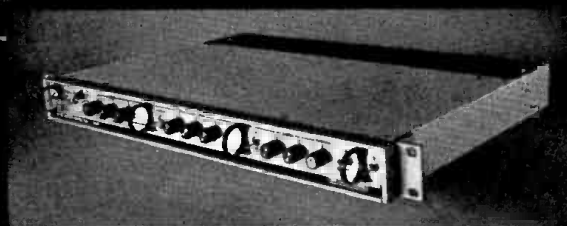
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Color Calisthenics?



Up Down, Up Down . . . despite all the advances in color receivers and broadcasting techniques, the only way the viewer can cope with color variations from one program segment to the next is to keep adjusting the hue control on his set. Even an athlete can't keep up with it! Now, the CBS Laboratories' Color Corrector changes all that. For the first time the broadcaster can correct encoded signals at a single viewing point to achieve consistent color values from a variety of signal sources. Program material from cameras, tapes and film with wide ranging color values can be matched to each other to reduce the viewer's subjective shock from one program segment to the next. The Color Corrector can be installed with cameras or VTR's or film chains or in the program line.

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*Reg. U.S. Patent Office.

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K. Frazier, Box 5387, Fort Worth 76108,
(817) 244-3699.

■Sept. 25-27—Western area conference of *American Women in Radio and Television*, Rainbow hotel, Great Falls, Mont.

October

■Oct. 1-2—Fall meeting of *New York State Cable Television Association*. Agenda and location to be announced.

■Oct. 2-4—West central area conference of *American Women in Radio and Television*, Omaha Hilton hotel, Omaha.

■Oct. 2-4—Northeast area conference of *American Women in Radio and Television*, Syracuse motor inn, Syracuse, N.Y.

Oct. 4-9—Technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers*. Joseph A. Flaherty, CBS-TV Network, conference chairman. Sessions include two-day symposium on cable TV, under chairmanship of G. Norman Penwell, director of engineering, National Cable TV Association. Hilton hotel, New York.

Oct. 4-6—Meeting of *North Carolina Association of Broadcasters*. Holiday Inn, Charlotte.

■Oct. 12—Midwest chapter meeting of *National Religious Broadcasters*. Mr. President motor inn, Grand Rapids, Mich.

Oct. 15-16—Meeting of *Tennessee Broadcasters Association*. River Terrace, Gatlinburg.

■Oct. 16-18—Southwest area conference of *American Women in Radio and Television*. Raiderland inn, Lubbock, Tex.

OpenMike®

Returns the compliment

EDITOR: I wish to express my very sincere appreciation for the generous "Week's Profile" on this displaced Yankee in the June 1 BROADCASTING. You have given me a high billing, and I shall do my best to live up to the challenge.—Donald V. Taverner, president, *National Cable Television Association*, Washington.

Some author's corrections

EDITOR: Your story, "Stanford Unit Opposes Media Combinations" (BROADCASTING, June 8), is seriously misleading in two respects.

First, the comments were not authored by the Research Center in Economic Growth. The title page of the report clearly indicates that the authors are James N. Rosse, Bruce M. Owen and David L. Grey. The title page and the cover letter to FCC Chairman Dean Burch both clearly state that the sponsoring institutions (of which the center was only one) shared no responsibility for the report.

Second, we certainly did not attack the Litwin study "... as suffering from partisan bias."

We have no doubt of the scholarly integrity of Mr. Litwin. We attacked

1970 National Association of Broadcasters conference schedule:

Oct. 19-20—Sheraton Biltmore, Atlanta.

Oct. 22-23—Palmer House, Chicago.

Oct. 26-27—Benjamin Franklin, Philadelphia.

Nov. 12-13—Monteleone, New Orleans.

Nov. 16-17—Brown Palace, Denver.

Nov. 19-20—Mark Hopkins, San Francisco.

(For list of NAB's 1971 fall conference dates, see BROADCASTING June 29).

■Oct. 16-18—East central area conference of *American Women in Radio and Television*. Pontchartrain hotel, Detroit.

Oct. 19-20—Fall conference of *National Association of Broadcasters*. Sheraton Biltmore, Atlanta.

■Oct. 19-20 — CATV engineering seminar. State College, Pa. For further information, contact Mr. George P. Dixon, Vice-President, C-COR Electronics, State College, Pa., 16801 (814) 238-2461.

■Oct. 21-23—Technician orientation program on the use of C-COR equipment, State College, Pa. For further information, contact Mr. Tom F. Kenly, C-COR Electronics, State College, Pa., 16801 (814) 238-2461.

Oct. 22-23—Meeting of *Ohio Association of Broadcasters*. Nell House, Columbus.

Oct. 22-23—Fall conference of *National Association of Broadcasters*. Palmer House, Chicago.

■ Indicates first or revised listing.

the study on the basis of its methodology which, we believed, led to biased statistical results. We also suggested that since the study was commissioned by a partisan group, the FCC might want to look at an independent study.—Bruce M. Owen, *Brookings economic policy fellow*, Springfield, Va.

Problems under the umbrella

EDITOR: Anent the matter of separating the trade organizations of radio and TV (BROADCASTING, June 22), I would like to point out that the place where the "Siamese" arrangement hurts the most is in government relations. Radio is certainly being burdened with TV's problems.

Reference is made to legislation (S. 3637) which makes use of such combination phrases as "electronic media" and "broadcasting stations" etc.

The final paragraph concludes: "Consistent with the other needs of the community, broadcast licensees shall make a reasonable amount of time available for legally qualified candidates for federal elective offices during the hours 7:30-10:30 post meridiem."

I don't know about TV, but I'd be happy to do so!—Harry Trenner, president, KCKC(AM) San Bernardino, Calif.

Reaching the 'televillage': Which ad agency will do it?

It is my contention that it is impossible to intelligently formulate any long-range strategy of a company's future without making some forecasts and some concrete predictions. The growing company of today values the future more than the present, and if you are trying to make some decisions about what it is that you want to be in the next 10 years, then I think you must look around you and make some assessments about our changing environment.

What is going to happen on the social scene to give more or less meaning to the things you do? Will advertising become stronger, more believable, more respectable—or less? If the public is disregarding a lot of advertising now, will the public disregard it totally within the next 10 years? What technological changes will take place that will affect our business? Will the technology change the kind of product or services you are delivering today?

What governmental changes will take place? Will advertising be subjected to more regulation than ever before; will advertising be taxed; will government pressure change our clients' attitudes about advertising?

These are some of the things that are changing in our environment and each of us must make some assessment of these changes, couple them with an assessment of our own resources, our strengths and limitations, then finally hold these conditions up against our own personal or corporate values—economic, social, esthetic or whatever—and only then, make some valid evaluation of what it is you want to be in the next 10 years.

Essentially, there are four major elements I believe will change the advertising business as we know it today. They are not dramatic predictions, because in my view, most of these things have already happened. They are just going to happen more so in the next 10 years. They are:

- The rising tide of consumerism and increased government interest and pressure on advertising affairs.
- The changing structure of the advertising agency.
- The changing nature of compensation for advertising agencies.
- The increasing interest in global marketing and what new technologies are going to provide.

There is no question today that we

are being faced with more public concern about advertising, the merchandising of products, television programming and television clutter than ever before. The concern is evidenced in more speeches, press releases, mail to advertisers and networks and stations, more committees formed to combat these things, more strident voices in Washington and more resultant pressure than ever before.

There is no question that we will see more government investigation, more legislation, regulations, limitations and more censorship, if you will, than ever before. A glance at the tobacco, liquor or drug industries shows what it's like trying to prepare advertising. Prepare for it to get worse.

Hopefully, with the cooperation of our industry, we may arrive at some new set of rules governing advertising that will make sense. It is my opinion that the present ones do not. In some areas the public is not being protected at all, while in others the public is being smothered with protection of the worst kind—the kind that ends up being the arbitrary censorship of one individual bureaucrat who is imposing his own taste, his own sense of morality and protecting his flanks from all sides to avert criticism of any kind.

Whether you are a large agency or a small one, you are going to be affected by these matters. Being large or small will only affect the kind of work you will probably find yourself doing the next 10 years.

There is a permanent place for business in the advertising-agency world. On the other hand, the growth of the outside services will make it possible

for a new kind of agency to flourish using these services. This new kind of agency will be dedicated to the creation and execution of ads. They will be conceptualizers and that's it. And I'm not referring to what we've come to know as the creative boutique. The accent is being placed on professionalism—the kind of creativity that is rooted in the marketing concept and is solid and responsible. It's a valuable commodity and can be sold by itself. The attendant services can be purchased elsewhere.

If you think advertising and marketing problems are complex now, watch and see what the communications technology of the 70's will bring. We are becoming a world economy faster than we imagine.

Radio and television are changing the world, and an enormous universal appetite for small luxuries has occurred even in the remotest regions of the planet.

Underlying this beginning of a world economy are the new media. First it was movies, then radio, now television. Communications satellites are lofted overhead everywhere. As we become one global shopping center, one giant "televillage," our clients are going to be looking to us to help them reach out and communicate with these new markets.

The new technologies are here and you can expect the 70's to be a period of high technological change. The companies that are going to emerge or maintain leadership are those that are going to make the most inventive use of it.



Cy Schneider literally started at the bottom, in the mail room, and worked his way into the presidency of Carson/Roberts, Los Angeles, a position he has held since 1967. He joined the agency in 1953 and all of his advertising experience has been with C/R. During those 17 years, Mr. Schneider assisted in production, did some copy writing, moved to copy contact, then to contact on many of the agency's accounts. He handled Mattel toys during its dramatic surge to a high position among TV advertisers.

You never hear the same WBAL radio twice.

The world is changing every day.
And we, along with it.

One morning Ted Steele may be
the funniest guy you ever heard.
The next morning, if the streets are
slick, he can be full of cautionary
remarks about safe driving.

We don't believe in freezing our
personalities into some artificial
mold. That's why listening to WBAL
is always such an involving
experience. And that's also why you

don't often hear the same record,
hour after hour.

Like your other good friends, we
change a little from day to day. So
if we're never quite the same, we're
never boring, either.

At least not twice in a row.

WBAL Radio 11 Baltimore

We talk to you like a person.



NBC Affiliate. **Call 301-467-3000 or contact McGavren-Guild PGW Inc. In Canada, contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario

Broadcasters stuck with the check

**They're billed for biggest part of fees
that are to make the FCC self-supporting**

In the face of massive opposition by its licensees the FCC last week unanimously voted to sock a \$20-million increase in fees to broadcasters and others subject to its regulation.

The fee hike, designed to produce revenues equalling the commission's \$24.9-million budget for fiscal 1971, is slated to become effective Aug. 1.

Broadcasters are expected to contribute a lion's share of the increase. Besides in effect subsidizing the Broadcast Bureau by providing the \$9.7 million it is expected to spend in fiscal 1971, they will also be helping to defray those costs allocable to broadcast regulation from other commission services.

A broadcaster now paying a \$150 filing fee for an application for a television construction permit—regardless of the size of the market or whether the facility is VHF or UHF—will pay \$5,000 for an application for a VHF in any of the top-50 markets and a new grant fee of \$45,000 if his application is approved. Comparable charges for a UHF will be \$2,500 and \$22,500.

His license-renewal application fee—also currently \$150—will be eliminated. But he will be charged a new annual license fee that could range into thousands of dollars. For television licensees the fee will be 12 times the station's highest 30-second spot rate; for radio licensees 24 times the highest one-minute spot rate. At the time the fee schedule was first proposed it was estimated that WCBS-TV New York could pay as much as \$90,000 a year and WNEW(AM) New York \$6,000 to maintain a license (BROADCASTING, Feb. 23).

Those tendering assignment or transfer applications will pay \$1,000 rather than the current \$150 fee—and in addition 2% of the sale price if the transaction wins approval.

CATV systems, heretofore regulated free of charge, will be paying an annual fee of 30 cents per subscriber, with systems having fewer than 200 subscribers exempted. Cable operators will also be charged for petitions for special relief

from most rules, \$50 for community-antenna relay-service construction permits and \$15 for a license in the CAR service.

The Cable Television Bureau, slated to spend \$1.1 million in the current fiscal year, is expected to support itself from cable-company fees.

The FCC has been prodded to become self-sustaining by Congress and the Bureau of the Budget. As it voted two weeks ago to give the commission all of the \$24.9 million recommended in the federal budget for fiscal 1971, a Senate Appropriations Subcommittee adopted language commending the commission for moving to adopt its new fee schedule.

FCC Chairman Dean Burch had pushed hard for the new fees. In testimony before the Appropriations Subcommittee last May he predicted that "we'll have a new schedule" within six weeks—a prophecy he fulfilled last week. The chairman reportedly instructed his staff to burn midnight oil if necessary to put finishing touches on the new schedule order so it could be

voted on last Wednesday.

The fee hikes had been vigorously opposed from every licensed quarter—broadcasters, cable operators, common carriers, safety and special radio services and hams. The National Association of Broadcasters said the fee increases represented "an extra and discriminatory tax" while small broadcasters contended the increases would cause a cutback in their operations. The National Cable Television Association went to court in an attempt to force the commission to produce records NCTA alleged existed showing the derivation of fees proposed for CATV systems and requested a stay.

Proposed fees for broadcast services will vary according to market location, type of service, hours of operation and authorized power. For example, a fee accompanying an application for an unlimited 50 kw AM would be \$1,000 plus a grant free of \$9,000. An applicant for a 250w daytimer would pay \$25 and \$225 respectively (see full schedule, page 18).

Television CP permits would range

How Hill prodding led to FCC action

There will apparently be few complaints from Congress about the FCC's decision to adopt new, vastly higher fees (see story, this page). Before the action reached its final form, it had won the solid endorsement of both the Senate and House Appropriations Subcommittees, which have long urged the FCC to become more nearly self-supporting.

The two committees differed only in their emphases. The enthusiastic House unit not only commended the FCC, but called on other federal agencies to "proceed aggressively in this direction, especially where valuable rights and privileges are being granted or licensed

by the federal government" (BROADCASTING, May 11). As these words indicate, no other federal agency has adopted anything resembling the FCC fee schedule.

The Senate committee—more cautious but still approving—had this to say: "The committee commends the commission for taking steps to revise its schedule of fees in order to recover the greater part of its operating costs. However, the committee hastens to urge the commission to proceed with caution in this regard in order to insure that the new fees will be equitable in every respect and will not make operations prohibitive, or unduly burdensome, for the smaller licensees, and in particular, those located in the less-populated areas of our country" (BROADCASTING, June 29).

The burdens broadcasters would bear

Here are the fees the FCC has voted to charge for radio and television applications, grants and station operation.

Construction permits (application for construction permit for new station or for major changes in existing station):

	Filing Fee	Grant Fee
VHF—top-50 markets.....	\$ 5,000	\$45,000
UHF—top-50 markets.....	2,500	22,500
VHF—next 50 markets.....	2,000	18,000
UHF—next 50 markets.....	1,000	9,000
VHF—balance.....	1,000	9,000
UHF—balance.....	500	4,500
FM—class A.....	100	900
FM—class B and C.....	200	1,800
AM—day-50 kw.....	500	4,500
AM—day-25 kw.....	400	3,600
AM—day-10 kw.....	300	2,700
AM—day-5 kw.....	200	1,800
AM—day-1 kw.....	100	900
AM—day-500 w.....	50	450
AM—day-250 w.....	25	225
AM—unlimited 50 kw.....	1,000	9,000
AM—unlimited 25 kw.....	800	7,200
AM—unlimited 10 kw.....	600	5,400
AM—unlimited 5 kw.....	400	3,600
AM—unlimited 1 kw.....	200	1,800
AM—unlimited 500 w.....	100	900
AM—unlimited 250 w.....	50	450
AM—class IV.....	100	900
For directional antenna in addition to the above..	50	450

¹ The fee for major changes in 100 w operations is the same as for 250 w operations.

Subscription television (application for subscription television authorizations):

Application filing fee (nonrefundable)..... \$1,000

Assignments and transfers (application for assignment of license or transfer of control, exclusive of FCC form 316 applications (where more than one broadcast station license is involved, the total amount of fees prescribed for each license so involved will be paid in the manner set forth below):

Application Filing Fee..... \$1,000
 Assignment and transfer fee to be paid within 30 days after commission consent to assignment or transfer..... 2% of consideration for assignment or transfer.

Other applications (the following fees shall accompany each application):

	AM	FM	TV	Auxiliary ²
Applications filed on FCC form 316 (where more than one broadcast station license is involved, the application must be accompanied by the total amount of the fees prescribed for each license so involved).....	\$250	\$250	\$250	0
Application for construction permit to replace expired permit, FCC Form 321.....	500	500	500	\$50
Application for modification other than a major change.....	50	50	50	50
Application for change of call sign for broadcast station.....	100	100	100	50
All other applications in the broadcast services (including television translators and auxiliaries).....	50	50	50	50

Annual license fees (Each broadcast station shall pay an annual license fee to the commission that is based on the station's rate card as of June 1 of each year. Annual fees for broadcast stations are payable on the anniversary date of the expiration of the license, and in the first year under the new fee schedule the fee is to be prorated over the number of full months of operation beginning Aug. 1, 1970, until the next payment date.

For AM and FM radio stations the annual fee will be a payment equal to 24 times the station's highest single one-minute spot-announcement rate, but in no event shall the annual payment for each AM and each FM station be less than \$52.

For television broadcast stations the annual fee will be a payment equal to 12 times the station's highest 30-second spot-announcement rate, but in no event shall the annual payment be less than \$144.

(b) Fees are not required in the following instances:

(1) Applications filed by tax-exempt organizations for the operation of stations providing noncommercial educational broadcast services, whether or not such stations operate on frequencies allocated for noncommercial educational use.

(2) Applications in the AM service requesting only authority to determine antenna power by direct measurement.

² With respect to applications for remote pickup broadcast stations authorized under Subpart D of Part 74 of this chapter, one fee will cover the base station (if any) and all the remote-pickup mobile stations of a main station, provided the applications therefore are filed at the same time.

from \$500 for UHF applicants in the smallest markets to \$5,000 for VHF applicants in the largest. Grant fees would be \$4,500 and \$45,000 respectively.

Two different types of fees for common carriers will be instituted, based, according to the commission, on the varying types of services they offer. Filing fees of from \$25 to \$1,000 will accompany each application. In some cases licensees will pay a grant fee based on the number of channel miles authorized for each service; in others, a flat fee. Flat fees will also accompany grants of applications to build communications-satellite earth stations and to construct and launch satellites.

Separate filing and license fees are not being levied in the Safety and Special Radio Service because of the great number of applications filed in those services.

Increases will be made in single fees for applications and licenses.

The fee accompanying applications for pay-TV authorizations soars from \$150 to \$1,000.

With its action last week the commission becomes the first federal agency moving to completely sustain itself, although Congress keeps alluding to the prospect of others following suit.

Name-calling earns an FCC rebuke

WQXL(AM) Columbia, S. C., was reprimanded by the FCC staff last week for broadcasting a listener's telephone number that resulted in him receiving harassing and threatening calls.

Dewey M. Duckett Jr., president of the Richland County Human Relations Council in Columbia, alleged that on Oct. 29 last year a station employee referred to him as a "spook" on the air. The employee allegedly charged that Mr. Duckett was trying to prevent Columbia from receiving the All America city award for the third time.

Counsel for Mr. Duckett explained last week that Mr. Duckett (also director of the Office of Economic Opportunity program for Richland, Lexington and Newberry counties) is spokesman for the human relations council, one of a number of groups opposed to Columbia receiving the award.

Mr. Duckett also asserted that WQXL broadcast his telephone number and suggested the audience call him, resulting in his receiving threatening and harassing calls.

In a letter to WQXL licensee, Statesville Broadcasting Co., William B. Ray,

chief of the commission's Complaints and Compliance Division, said the incident raised "serious questions" regarding Statesville's responsibility as a licensee. Mr. Ray noted that WQXL had denied a personal attack was made, but had offered Mr. Duckett time to respond (which he refused) and apologized for any inconvenience he suffered as the result of the telephone calls.

Mr. Ray concluded that the alleged reference to Mr. Duckett as a "spook" did not constitute a personal attack and that the station had met its obligation under the fairness doctrine by offering Mr. Duckett time to express his views.

However, Mr. Ray added that WQXL should have realized that broadcasting Mr. Duckett's phone number and suggesting that the public call him would result in harassment. He directed the station to submit to the commission a statement of its future policies and procedures for preventing such incidents.

Religious conference set

The first world conference on communications for religious sisters has been scheduled for Jan 4-9, 1971, at Loyola University, New Orleans.

Spin-off: one way to beat the system?

CBS puts its syndication, cable activities into new group in effort to circumvent bans on crossownership

In a move that may point the way for other major multiservice broadcasters, CBS announced last week that it would spin off its program-syndication and domestic cable-TV operations to CBS stockholders in an independent company whose stock will be publicly traded.

Ownership of the new company and of CBS would be identical at the outset, but the directorates and managements would be different and the public trading of the stocks would be expected to differentiate the ownerships over a period of time.

Clark B. George, president of the CBS Radio Division, was designated president and chief executive officer of the new company and went to work immediately on planning its formation, which CBS said it hoped would be completed by the end of this year.

Sam Cook Digges, executive vice president, CBS-owned AM stations, was named to succeed Mr. George as president of the radio division, also effective immediately.

CBS said the principal components of the new company—U.S. cable-TV systems and CBS Enterprises' domestic and foreign syndication operations—would have combined sales of about \$20 million this year, or slightly less than 2% of CBS's 1969 total sales of almost \$1.2 billion, and would have shown "a satisfactory profit" both last year and this year if operated as a single company.

Late last week the new company had no name, no board of directors, no operating capital and only two officers—Mr. George and Ralph M. Baruch, vice president and general manager of CBS Enterprises, who will be a vice president and member of the board.

It does, however, appear likely to have one and perhaps two new components. Authorities said the licensing department of CBS Enterprises, which licenses the manufacture of games, clothing and other items based on CBS-TV programs and talent, would be a part of the new company, and that the CBS Enterprises' Terrytoons division, which produces programs, might be.

Jules Arbib is currently director of licensing and development, and William M. Weiss is vice president in charge of Terrytoons.

CBS sources said virtually all of CBS Enterprises, except perhaps Terrytoons, would be spun off into the new

company, although decisions remained to be made as to whether individual executives would go or stay. For the most part, however, it was thought that most Enterprises people—there are about 150 in all—would go into the new company.

The CATV systems were said to involve about 250 people (for details of CATV and syndication operations, see pages 20 and 21).

Officials declined to estimate the value of the combined CATV and syndication interests, but other sources speculated that the CATV systems would be worth \$60 million to \$70 million. Of the 18 CATV companies wholly or partially owned by CBS, 16 were acquired in exchanges of CBS stock then valued at about \$25 million.

Nor would authorities break down the estimated \$20-million annual sales of the two operations. It was generally believed, however, that domestic and foreign syndication would account for \$14 million to \$15 million, and the CATV systems the rest.

The spin-off plan, a direct result of the FCC's adoption of rules to eject networks from domestic syndication and CATV ownership, appeared to startle other industry executives with its apparent simplicity and what one observer called "the net effect of giving the commission its cake and keeping it too."

CBS Chairman William S. Paley

and President Frank Stanton, notifying stockholders in a letter sent Monday (June 29), said that "we have looked at other alternatives and concluded that this is the course which is best for the two businesses [syndication and CATV] and thus best for our shareholders."

"It is one which will enable the two operations to hold their talented and experienced organizations together by removing the uncertainties involved in other alternatives. At the same time, it will permit the new company to expand its current lines of business and move into new areas of activity. We believe all of us, as CBS shareholders, will benefit from the stronger position this plan should achieve for cable television and syndication operations."

The plan produced speculation that other major broadcasting groups might find the spin-off idea attractive if, for example, the FCC breaks up cross-ownerships of different media within communities, as proposed in current rulemakings.

In that situation, the speculation ran, a multistation owner such as ABC or some of the larger publicly owned groups might elect to spin off its radio stations, say, in a separate company whose stock would be distributed to present shareholders.

ABC officials declined to even consider such speculation, however, saying they had not discussed the CBS plan and that in any event the question of divestiture was a long way from being decided.

It seemed unlikely that NBC would take the spin-off route as a solution to the CATV and syndication bans. For one thing, NBC's CATV interests are relatively small—five systems serving some 18,000 subscribers, as against CBS's interests in 18 systems with more than 100,000 subscribers—and its syndication operations are generally regarded as smaller than CBS's. For another thing, NBC is owned by RCA, a much larger company than CBS, having more than two and a half times as many shares outstanding—over 66.7 million as compared with 26.5 million. The lesser total value of NBC's CATV and syndication operations and the far larger number of RCA shares combine, in the opinion of observers, to make such a spin-off much less feasible for NBC than for CBS.

ABC also was considered unlikely to do a spin-off, since it owns no CATV



Mr. Digges



Mr. Baruch



Mr. George

and its syndication arm was not regarded as large enough to "make a market."

The ideal circumstance, according to informed sources, is to have a widely held company and a spin-off property or properties whose value is compatible with the number of outstanding shares, so that shares in the new company will be attractively valued. Even then, a number of authorities thought that in the case of station divestiture, if it should come to that, most broadcasters probably would elect to exchange stations in involved markets for stations in other markets, or sell some stations and buy others.

(As for CBS, officials there emphatically denied reports that CBS-owned radio stations would be included in the spin-off. They said that in FCC's one-to-a-customer proceeding CBS would make "the strongest possible representations" to show that its ownership of radio stations is vitally important to radio networking, to local and network news services and to FM growth—and that they expected to win the case.)

CBS's spin-off move was widely regarded as meaning CBS would no longer seek to upset the FCC's ban on either network syndication or network ownership of CATV, although nobody in authority would confirm that belief. One CBS official said that "as a de facto matter" it would have that effect. Another said CBS would not "abandon" the fight against the bans until the new company was in operation.

Mr. Paley and Dr. Stanton told

shareholders that "we have felt that cable television and syndication have a bright future. We still do." But the FCC's restrictions, they said, are "impairing these two operations just at the time when they should be taking advantage of bright opportunities for growth."

"It is neither wise nor fair to shackle their prospects during the inevitably long process of seeking more equitable rules."

The spin-off, they said, is designed to free the two businesses from these restrictions "and permit CBS shareholders to participate more fully in the potential of these two fields of television."

CBS sources said that the plan needed no approval of any government agency but that CBS would seek Internal Revenue Service clearance for a tax-free distribution of the stock in the new company. It was understood that CBS also notified the FCC of the plan as a courtesy gesture shortly before the plan was announced.

FCC staff sources did not rule out the possibility that the commission might have some questions about the plan, although they were not sure that it would.

One question that was not entirely clear was whether top executives of CBS would be permitted to retain their stock interests in the new company. Top spokesmen for CBS said they definitely would, but legal sources reflected some uncertainty, and some lawyers outside CBS felt that "as a final step" at least Messrs. Paley and Stanton—biggest shareholders among CBS officers—

would have to sell their interests in the new firm or at least put it into nonvoting trusts.

Chairman Paley owns 1,725,433 shares or 6.56% of the outstanding common stock of CBS, according to the company's Feb. 27 proxy statement, and President Stanton owns 320,130 shares, or 1.21%.

Among other CBS directors, John A. Schneider, executive vice president, was listed as owning 4,542 shares; Richard W. Jencks, president of the CBS/Broadcast Group, 1,986 shares; Ralph O. Briscoe, president of the CBS/Comtec Group, 2,924 shares, and Goddard Lieberman, president of the CBS/Columbia Group, 42,479 shares.

Like all other CBS stockholders, these officers will have—at the outset—shares in the new company proportionate to their holdings in CBS.

Although insisting no conflict of interest would be involved in executives' ownership of stock in both companies, CBS spokesmen acknowledged that a different situation would be presented if the new company should acquire broadcast stations.

Station acquisition, according to CBS sources, is not ruled out as a possibility for the new organization—apparently, in fact, the company could expand into virtually any field except network operation. The Paley and Stanton letter specifically envisioned its moving into "new areas of activity," though it did not define the areas.

The letter also said "the profitable company was plan to transfer to your separate ownership will be comprised of

Where the CBS cable systems are

A complicated line-up of various ownerships will go to new company

In cable television, CBS has—and the spun-off company will have—sole ownership, directly or through subsidiaries, of 12 cable-television systems serving more than 45 West Coast communities, plus interests ranging from 28% to 81% in five other systems serving parts of San Francisco, Seattle and Salem, Ore., and six other West Coast communities. In all, the systems are said to serve more than 100,000 subscribers.

In addition, another subsidiary, 80% owned, has a CATV franchise application pending for Yakima, Wash.

Tele-Vue Systems Inc., 100% owned by CBS, has four divisions operating systems, is itself 100% owner of six

other CATV companies and owns 80% of two others, 50% of another and 28% of still another.

The Tele-Vue divisions are North Bay, based in San Rafael, Calif., and serving 12 communities in Marin and Sonoma counties; East Bay, based in Dublin, Calif., and serving three Alameda county communities and parts of Contra Costa county; Delta, of Pittsburg, Calif., serving four communities in Contra Costa county, and Everett, based in Everett, Wash., and serving six communities in Snohomish county.

The subsidiaries 100% owned by Tele-Vue are Contra Costa Cable Co. and Crockett Cable System Inc., both based in Pinole, Calif., with the former serving two and the latter three communities, all in Contra Costa county; Finer Living Inc., Redding, Calif., serving Redding and two other Shasta county communities; Finer Living of Red Bluff Inc., also of Redding, serving two Tehama county communities; Everett Cablevision Inc., based in Ev-

erett and serving that city and one other Snohomish county community; and Broadview Television Co., also of Everett, serving Monroe in Snohomish county.

Tele-Vue also owns 80% of Far West Communications Inc. in Salem, Ore., 50% of Oregon Cablevision Co., based in Salem but serving three nearby communities, 28% of United Community Antenna System Inc., based in and serving parts of Seattle, and 80% of West Valley Cablevision Inc., applicant for Yakima.

In addition to Tele-Vue, CBS owns 100% of Clear View Cable Systems Inc., based in San Rafael, Calif., but serving eight other Marin county communities; 100% of Marin Cable Television Inc., also based in San Rafael but serving Sausalito in Marin county, 81% of Television Signal Corp., based in and serving parts of San Francisco, and 40% of NorCal Cablevision Inc., based in Sacramento, Calif., but serving three nearby communities.

two sound elements which have proven records of achievement. It will have a seasoned, highly professional management and staff. Its prospects for growth in sales and earnings are excellent."

But they acknowledged that details remain to be worked out before the final plan can be submitted to the CBS board for approval, and that "there is always the possibility that complications may arise which will result in modifying the plan. We will keep you informed as we move toward our goal of having the new company in your hands before the end of 1970."

The announcement said the new company would be a Delaware corporation that would be expected to apply—and hopefully would qualify—for listing on the New York Stock Exchange.

The top executive roster and the founding board of directors, it said, will be announced shortly, drawing on "the present staff and management of the two CBS units." Other CBS sources emphasized that no CBS board members would be involved in the new organization.

The search for a corporate identification was under way last week. While lawyers researched prospective names, to be sure they were not already in use elsewhere, the new company was being referred to at CBS by the code name "Synctat," a hybrid abbreviation of syndication and CATV. Among possibilities reportedly under consideration were such names as TV Services Inc., Community TV Services Inc., Omnicasting and Syndi-CATV.

But the name appeared to be one of the lesser details needing resolution. There was also, for example, the question of where the new company would get its operating capital.

It will have, of course, the \$20 million projected as annual combined sales of the syndication and CATV arms, and CBS sources said several alternatives were available to make sure it would have adequate additional capital to get started. They said CBS might, for example, make loans to the new company, guarantee loans it would negotiate elsewhere, or set up a cash flow for an initial period, or perhaps take some other approach to insure adequate financing.

Another detail to be resolved—one in which transferring executives and employees would take a special personal interest—was the handling of pension rights of CBS people involved. Whether funds would be transferred to the new company for this purpose or some other method devised to protect pension rights remained to be determined, officials reported.

Somewhere along the way, Mr. George and associates will also have to

CBS stock slides on NYSE

CBS stock prices slipped last week in the first two days following its announcement late Monday (June 29) of plans to spin off its international syndication and U. S. cable-television operations (see page 19). On Tuesday, CBS shares on the New York Stock Exchange closed at 27½, down one-eighth of a point in a generally mixed market. On Wednesday the closing price was 25¾, off 1¼, in a market that showed a modest gain but was still marked by slow trading.

find new headquarters space. The new company, he said, will be moving out of the CBS building "by the end of the year."

Although the FCC restrictions do not ban foreign operations by networks in either syndication or CATV, CBS is spinning off the former but not the latter. Its foreign CATV interests, however, are in Canada, which has imposed a 20% equity limit on ownership by non-Canadians, and as a result CBS is in the process of selling its CATV interests in the Montreal, Quebec City and Toronto areas. It has indicated it may retain the allowable 20% maximum in its CATV interests in western Canada, chiefly around Vancouver, B. C.

The CATV and syndication operations are both in the CBS Television Services Division (headed by President Edward L. Saxe) of the CBS/Comtec Group (headed by President Ralph Briscoe). Neither Mr. Briscoe nor Mr. Saxe is expected to go into the new company.

Major elements remaining in the services division include international services; a joint-venture company recently formed with Memorex Inc., which operates in computed-related fields, and responsibility for new technology-oriented ventures, as well as foreign CATV's.

Whether Richard A. Forsling, executive vice president of the services division, will go with the new company or remain with the old was said to be undecided. He has recently had direct supervision of both foreign and domestic CATV interests.

The CBS/Comtec Group includes, in addition to the CBS Television Services Division, the CBS Laboratories and the CBS Electronic Video Recording (EVR) Division.

For Mr. George, the move to the new company's presidency will terminate some 25 years with CBS. He joined the company in 1946 and became manager of CBS-owned KNXT(TV) Los Angeles and of the CBS-TV Pacific Network in 1956, general manager of

WBBM-TV Chicago in 1960 and of WCBS-TV New York in 1965. He has headed the CBS Radio Division since May 1967.

Mr. Baruch, Mr. George's first and through Wednesday (July 1) only announced associate in the new company, has been vice president and general manager of CBS Enterprises and its predecessor organization, CBS Films, since 1967. Before that, he was vice president in charge of international sales for CBS Films, which he joined in 1954 after working with SESAC, the old DuMont Television Network and Consolidated Television Film Sales.

Mr. Digges, moving into Mr. George's post as president of the CBS Radio Division, joined CBS in 1949 and became general manager of CBS-TV Spot Sales in 1952, general manager of WCBS-TV in 1954, administrative vice president of CBS Films in 1958 and CBS Radio's executive vice president, owned AM stations, in August 1967.

CBS Enterprises seen as syndication leader

CBS Enterprises has had a long and successful tenure in the TV-program syndication business, dating back to 1950 when it was formed as CBS-TV Film Sales and its function was to distribute product to stations and, on occasions, to networks.

In 1958 the name was changed to CBS Films to reflect its intention to produce programing for the TV network, though this activity admittedly was not fruitful. In 1967 CBS Enterprises became the new name to indicate the broadened scope of the unit, which by that time encompassed not only the original function of domestic and international syndication, but also merchandising-licensing; Terrytoons; sale of educational films abroad, and recently CATV programing.

CBS Enterprises is regarded by distributors as a leading company and the most successful of the three network-syndication arms. Among its briskly sold programs domestically are *Perry Mason*, *Dick Van Dyke Show*, *I Love Lucy*, *Wild Wild West*, *Petticoat Junction* and *Gentle Ben*.

Petry: No TV drop-off

Contrary to some reports that TV viewing has declined, a study by the television division of Edward Petry & Co. indicates that audiences levels actually are rising. The company last week said it had completed a study in 42 Petry-respresented station markets, and that there was a 3.1% audience increase for the total day. The report compared the February-March 1969 Nielsen sweeps with those of 1970.

Merger and expansion—ETV style

**NET, WNDT(TV) join in new corporation
that already boasts \$20 million in grants**

The long-awaited consolidation of National Educational Television and non-commercial WNDT(TV) New York into an expanded Educational Broadcasting Corp. was announced last week at a news conference in New York.

The consolidation, according to President McGeorge Bundy of the Ford Foundation, educational TV's most consistent backer, will "create the most comprehensive and best-financed public television production center in the U.S." It may also produce a major step-up in the news operations of WNDT, according to James Day, president of NET, who will become president of the Educational Broadcasting Corp. (EBC) after he severs his ties with the soon-to-be-dissolved NET.

Educational Broadcasting Corp. is the name of the licensee of WNDT, but it will be expanded in both scope and structure under the consolidation.

Details of the new operational format remain to be worked out, a process that may take about six months, according to Mr. Day. Basically, however, there will be two EBC divisions, one for national programing (the function handled by NET in the past) and one for WNDT programing.

The national programing will be supervised by a new and expanded National Programing Board (NPB). On the EBC staff level, appointments of a national program director and a WNDT program director and general manager are contemplated.

While EBC concentrates on programing, program distribution to stations of the educational network will continue to be handled by the Public Broadcasting Service (PBS), a separate entity. PBS was formed last November by the Corp. for Public Broadcasting among

managers of the nation's 190 noncommercial TV stations.

CPB continues as one of the key funding agencies for both EBC and PBS as well as for other noncommercial TV interests.

Between grants to NET and WNDT, the new EBC will start off with close to \$20 million from the Ford Foundation and CPB. As of last Wednesday (July 1), when NET and WNDT received previously promised grants for the following year, here is how that total breaks down:

- NET gets \$9.25 million—\$6.5 million from Ford and \$2.75 million from CPB.

- WNDT gets \$5.9 million—\$2.4 million from Ford and \$3.5 million from other grants.

- Together they will get an additional \$3 million to \$5 million from CPB for development of a new television center. ("Planning starts immediately in the search for new facilities," according to Ethan Allen Hitchcock, chairman of EBC.)

Besides the already assigned funds, according to CPB Vice President Ward B. Chamberlin, there is a commitment from the Ford Foundation and CPB to "continue the general level of funding." So far, he reported, Ford has given \$20 million to NET and WNDT. Another \$3 million has been given to the station by CPB for its *Newsfront* and *Soul* programs, Mr. Chamberlin reported.

He noted, however, that Ford hopes to phase out its financial support as CPB's contributions increase.

The consolidation plans also contemplate another change: WNET's call letters will become WNET, assuming the FCC gives permission. Officials saw the change as "a symbol of unity" that will

also "keep the image that NET has created."

Norman Cousins, currently chairman of the NET board, will be chairman of the EBC's national programing board. He said it "will concentrate on all matters involved in the upgrading of programs."

The board of directors of EBC is expected to have 30 members, including the present 20-member WNDT board and all of the present NET board members who are not trustees of other stations. All will be subject to approval by the board of regents of the state of New York, according to board chairman Hitchcock.

For WNDT, Mr. Day expressed hope that it would become "A stronger force in the [New York] community" and that its news operation would be strengthened. "It's what I did in San Francisco," he said, referring to the newsroom show he originated as president and general manager of KQED(TV), NET's San Francisco affiliate.

"It's one of my very strong interests that where something happens, viewers can turn to the public channel," he said.

Impetus for an upgrading of the local news operation also came from Ford's President McBundy, who said in a statement that "this complex can provide the [WNDT] audience with a new vision of news and public-affairs programing."

It was also learned last Monday that Lee Hanna, former news director for WCBS-TV New York, was one of several persons who has met with EBC officials to discuss possible appointment as general manager of WNET—when the post is created. Mr. Hanna confirmed he had met with EBC representatives. No



Mr. Josephs Mr. Friendly Mr. Bundy Mr. Hitchcock Mr. Cousins Mr. Day Mr. Macy

other names of candidates were mentioned.

A key question still remaining is the disposition of the present staffs of WNDR and NET. "We have to merge the two organizations and the two staffs," Mr. Hitchcock said last week.

Also present at the news conference were: Fred W. Friendly, TV consultant to the Ford Foundation; John W. Macy Jr., president, CPB; and Devereux C. Josephs, former board chairman, EBC—current operators of WNDR—and a member of the original group that formed WNDR in 1960.

Ford funds for black TV-radio interests

Self-help program pushes ethnic shows and equal-employment practices

The communications office of the United Church of Christ announced last week the receipt of a \$100,000 Ford Foundation grant for its campaign to open radio-TV programming and employment to blacks.

Ford's new grant is retroactive to last April, continuing foundation funding that started in the spring of 1968 with the grant of \$160,000 to the church group for a two-year period (BROADCASTING, Feb. 26, 1968) and now fully spent. The newly allocated \$100,000 extends into the spring of 1972.

The foundation has acted as a major funding resource for the church group's broadcast activities, which accelerated in the past few years. The Rev. Dr. Everett Parker, veteran broadcast reformer, is director of the office.

It was Dr. Parker's office that battled at the FCC against the renewal of licenses of five Mississippi stations, ultimately narrowing its area to the renewal of WLBT-TV Jackson, Miss. Though initial thrusts before the commission and in the courts thwarted the church group's objectives, a landmark decision was achieved in 1969 when the U.S. Court of Appeals in Washington stripped the license from the station and directed the commission to invite new applicants for the Jackson channel (BROADCASTING, June 30, 1969).

Dr. Parker's office has lent its assistance to other community groups in battling over alleged discriminatory practices. In still another precedent case, protesting black groups, assisted by Dr. Parker's office, withdrew a petition to deny license renewal to KTAL-TV Texarkana, Tex., after an accord was struck with management to discuss programming (BROADCASTING, June 16,

1969). Similar agreements have ensued involving stations in Shreveport, La., Charlotte, N.C., and in Atlanta with activity progressing in still other markets.

According to Dr. Parker's office, citizen groups in 11 cities in the South have received technical and legal advice from the church.

These activities and other objectives and achievements of the office were reviewed in detail last week in a report, *Racial Justice in Broadcasting*. The report, issued by the United Church in conjunction with announcement of the Ford grant, described the action by citizen groups to which the church group lent a hand between March 7, 1968, and April 7, 1970.

The report noted that the United Church's office of communication "has not entered any community except by invitation, nor has it become a party to legal actions of the citizen groups." Most of its work, the office said, "has been keyed to the schedule of license renewals set by the FCC."

In reference to the various local accords between broadcast management and citizen groups, the report said, "it is always hoped that productive relationships can be established between public bodies and broadcasters without the threat of legal action to prevent license renewal."

The church group said its activity, since the time of the initial Ford funding, "has been geared primarily to work with blacks on problems that they want to solve." A "self-help" operation, the church gives "technical advice to citizen organizations," including what path of action should be followed.

In other areas, according to the report, the office has been instrumental in seeking FCC action in banning discrimination in employment by stations and in calling for stations "to conduct a positive program to attract black and other minority employees and requiring them to report annually on their policies and practices," and has been active in supporting the fairness doctrine in the courts.

The report noted that the church's project, instituted in 1968, has shown that "public efforts at broadcasting reform can be mounted locally without excessive cost and can be pursued successfully without recourse to legal action involving the FCC, although the possibility of such action must always be a factor in the proceedings."

The church group said in the report that the project has also demonstrated that blacks in Southern communities "can eliminate discriminatory practices in broadcasting."

In its report, the office of communications predicted that negotiations between station licensees and community groups seeking program improvements

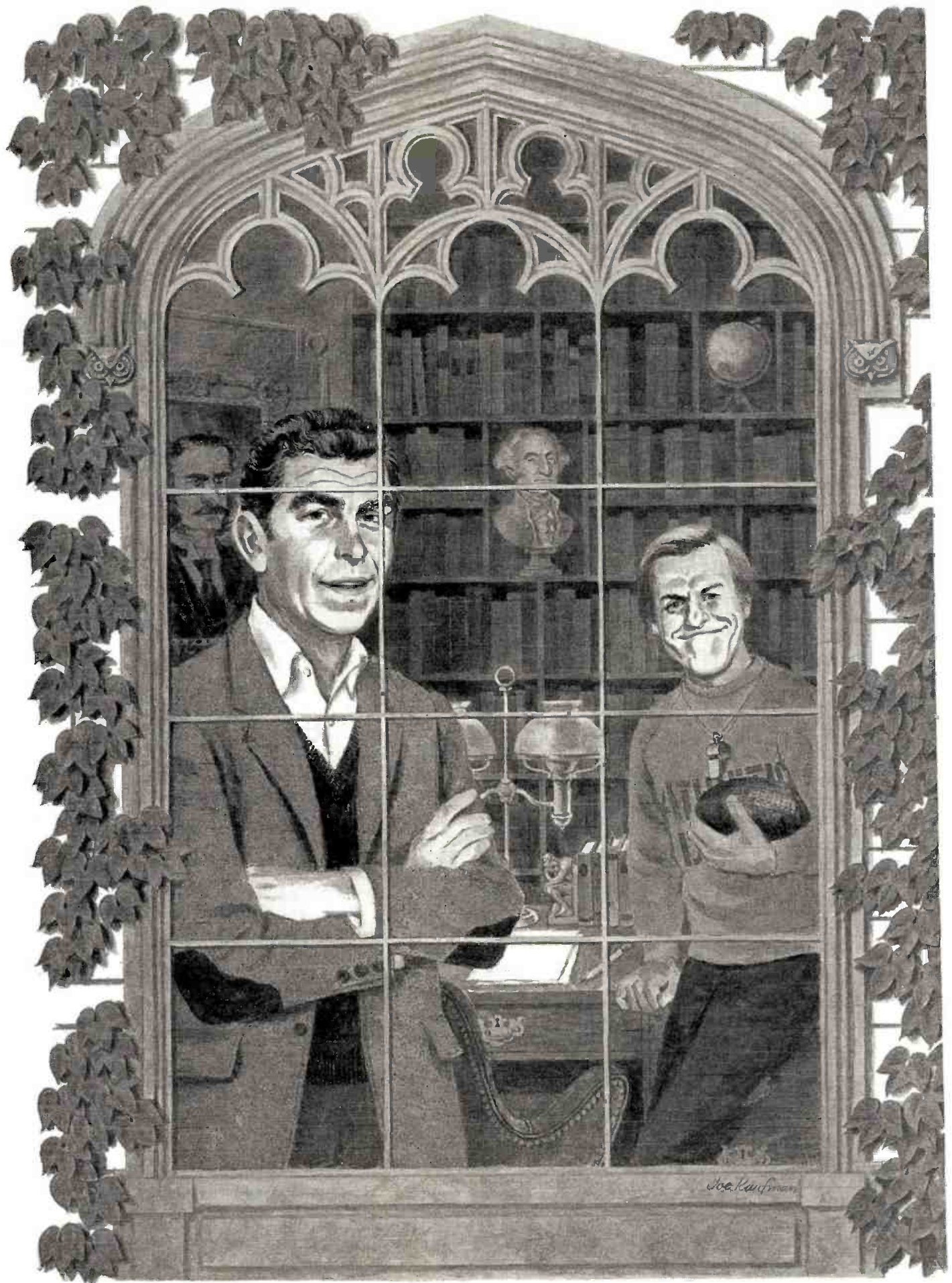


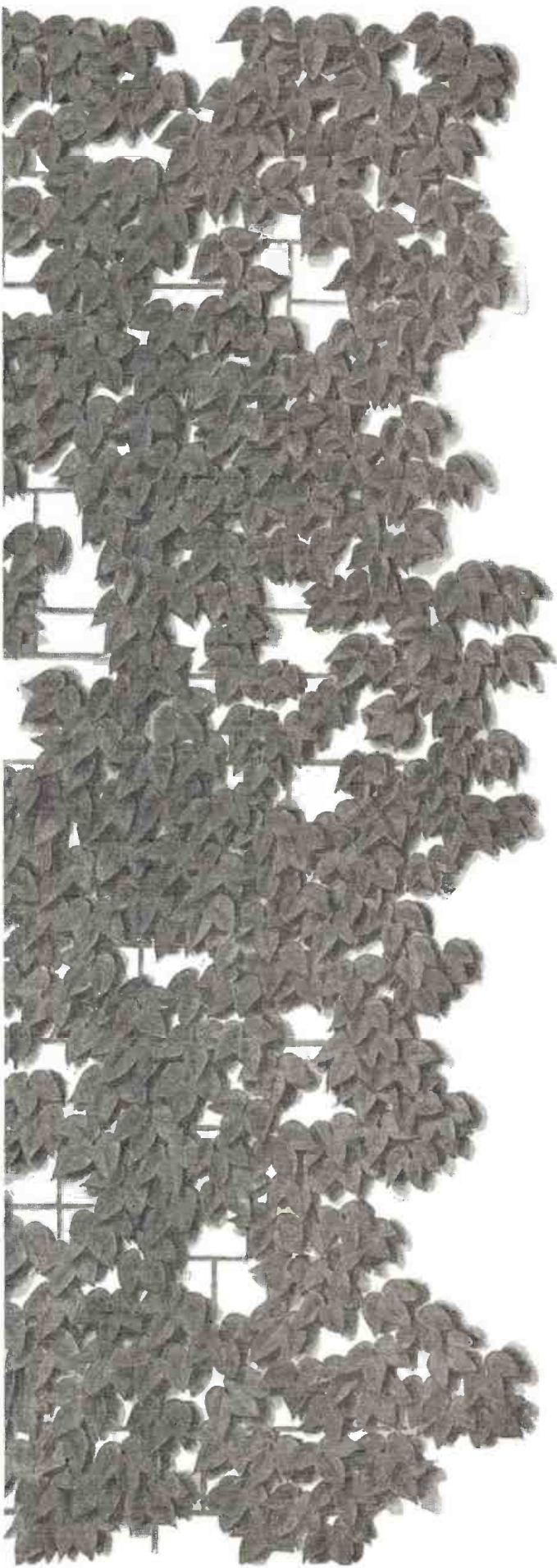
Dr. Parker

and elimination of discrimination in employment will become routine "in the foreseeable future." According to Dr. Parker, the new Ford grant will make it possible to expand from mostly in the South to the entire nation.

Meanwhile last week, a joint announcement was issued by Dr. Parker's office and by the United Methodist Church in New York that the Mission Enterprise Loan and Investment Committee (MELIC) of the board of missions of the United Methodist Church has granted a line of credit totalling \$300,000 to permit an integrated, non-profit corporation to run WLBT temporarily. The financial backing has been pledged to Communications Improvement Inc., which has applied to the commission for authorization to operate the Jackson television station on an interim basis until a permanent licensee is found. Lamar Life Insurance, original licensee of WLBT, is still operating the station.

Under the plan announced in New York, the financial commitment represents a maximum amount against which Communications Improvement can borrow to pay station operating costs. Any loans drawn against this would be secured by income from the station's sale of time. Station profits during the interim period would be turned over to other "nonprofit organizations engaged in activities relating to broadcasting primarily in Mississippi"—about one half to the development of educational TV in that state and one half to a predominantly Negro college in that state to train blacks in communication techniques.





This is a funny way to look at educational problems.

In case Andy Griffith and Jerry Van Dyke have you thinking that *Headmaster* is straight comedy, we'd better tell you that *Headmaster* takes up topics like sex education and student militancy.

And takes them pretty seriously, too.

But always with the understanding that most serious subjects today can also have a funny side.

That's an unusual attitude these days.

Headmaster, which premieres this fall, is an unusual series.

Andy Griffith stars as the headmaster of a private co-educational school in California. Jerry Van Dyke coaches the football team, which has never won a game. Broadway actress Claudette Nevins is Andy's wife, while Parker Fennelly (Titus Moody in *Allen's Alley*) plays a taciturn, philosophical caretaker.

The students are teen-agers, amused, involved and concerned with the same issues that now amuse, involve and concern teen-agers all over America.

Because it treats these issues with respect, we think *Headmaster* will be popular with the young.

Because it treats them with good humor, we think it will be popular with everyone.

CBS

We're putting it all together this fall.

First bid for pay-TV outlet

Applicant wants to use educational channel, has no hardware yet, plans public financing

An application for the first regular pay-TV authorization in the country was tendered to the FCC last week by Vue-Metrics Inc., a recently incorporated Philadelphia-based firm. Simultaneously the company filed an application for a construction permit for now-vacant educational channel 23 in Philadelphia, over which it eventually hopes to broadcast programs it says 60% of Philadelphia-area residents are willing to pay a fee to watch.

President of Vue-Metrics and designer of its projected subscription-television equipment is Sanford C. Curcie, formerly a senior staff engineer for a Bristol, N.Y., electronic-systems engineering firm.

The heart of Mr. Curcie's STV system is his decoder—the device which unscrambles the STV signal so it can be viewed by the subscriber. The decoder also computes the subscriber's monthly bill. Mr. Curcie says his decoder can be sold for substantially less than the \$150 which Zenith Radio Corp., technical pioneer in the field and long-time STV proponent, markets its decoder.

Although his decoder is not yet in the prototype stage, Mr. Curcie said negotiations were "now in progress" with a manufacturer.

Noting that the commission requires type-approved equipment to be specified in STV applications, Vue-Metrics is seeking a waiver of the requirement subject to the condition it will not commence operations until its gear is ultimately approved.

Another hurdle faced by the firm is the commission's possible reallocation of channel 23 to Camden, N.J., as an educational channel. In that event Vue-Metrics plans to seek reassignment of Philadelphia educational channel 57—also presently vacant—as a commercial station. It would then tender a CP application for that facility. Rulemaking would be required in either case.

Vue-Metrics said a survey of Philadelphia-area viewers indicated that 60% would be interested in subscribing to an STV service, while 30% were not interested and 10% expressed no opinion. The firm said it planned a programing schedule consisting of 30% sports, 20% feature films (first-runs and "old classics"), 10% plays and musicals, and 5% each of opera, ballet, concerts, specials, children's programing, and experimental and miscellaneous programing. It said it anticipated operation 18 months after receiving approval of its

applications and expected to have 30,000 subscribers within three years.

Programing schedules and information would be supplied to subscribers in a monthly magazine. Programs would also be announced in local newspapers and publications such as *TV Guide*.

Vue-Metrics' system would operate in this way: Each month a subscriber would receive a computer-type card to be inserted inside the decoder—a 6x6x2-inch device connected to the antenna terminals of a TV set. Each program scheduled during a specified month would carry an identifying code, appearing in the programing schedule and on the card. When a subscriber wished to watch a program, he would turn on the decoder and dial the appropriate code. The decoder would record the number of programs viewed and their respective costs and provide a cumulative total at the end of the month. The subscriber would send in his card and his check.

Vue-Metrics said the cost of programs would usually be less than "the cost of one ticket at the stadium, the theater or the concert hall" and would range from 50 cents to \$7.

Vue-Metrics said it would broadcast 29 hours and 45 minutes of conventional programing per week and 27 hours of subscription programing.

Besides Mr. Curcie, other officers of Vue-Metrics include James H. Smith, a shipping executive; George W. Sarcher, former congressman from Phil-

adelphia, and Harold W. Goldblatt, a Washington business consultant.

Funds are to be raised through stock subscriptions and a "sizable" bank loan, according to Vue-Metric's application. The physical facilities for operation on channel 23 would be leased. The group proposed to broadcast with an effective radiated power of 1.8 megawatts, which would be the highest for a UHF in the Philadelphia area.

Zenith expects that in from eight to 10 months it will be able to manufacture 100 to 150 decoders a day, which it would sell to franchisees. RKO General has already signed for Zenith franchises in six major markets. Zenith is presently seeking FCC type approval for its decoders.

Pending on Capitol Hill is a bill that would replace the FCC's pay-TV rules with severe legislative restrictions. The measure (H. R. 16418), approved by the House Commerce Committee nearly two months ago (BROADCASTING, May 25) has been bottled up in the House Rules Committee, but its backers hope to spring it loose by next week.

The bill, introduced by Representative John D. Dingell (D-Mich.), sets restrictions so severe that some consider it an attempt to ban pay TV by indirection. Ten Commerce Committee members registered a vigorous dissent when the bill was reported out (BROADCASTING, May 4) and they are expected to wage a tough floor battle against its passage.

A spokesman for Vue-Metrics said the pay-TV bill would probably be so "watered-down" by the time it was passed that it would not present unsurmountable difficulties to the firm.

The Supreme Court last February declined to review a lower court order upholding the commission's authorization of STV in September 1969.

Four CATV's sold by Cosmos Cablevision

Agreement for the sale of four CATV systems in the Columbia, S.C., market has been announced. The systems are those owned by Cosmos Cablevision Corp. (a subsidiary of Cosmos Broadcasting Corp.) in Florence, Sumter, Marion and Darlington, all South Carolina, serving in total about 5,500 homes. The buyer is Community Cablevision of South Carolina Inc., a subsidiary of multiple-CATV-owner American Finance System Inc., Silver Spring, Md.

The price was not announced, but it is understood to be in the neighborhood of \$1.5 million. The closing is planned for the end of this month. Sale of the Cosmos systems came the day after the FCC ordered divestiture of common ownership of CATV systems and



Sanford C. Curcie, president of Vue-Metrics Inc., was in Washington last week to personally turn in his company's application of Emmie Hunter of the FCC.

TV stations in the same markets (BROADCASTING, June 29).

Cosmos still owns 80% of the CATV system in Charlotte, N.C., with the other 20% owned by Cox Cable Communications Inc., principally owned by Cox Broadcasting Corp. Under the FCC rules, both owners will also have to sell this system, since Cox Broadcasting owns WSOC-TV there and Cosmos Broadcasting's WIS-TV Columbia, S.C., puts a grade B signal over Charlotte. Cosmos Broadcasting also owns WIS-(AM) Columbia, S.C., WSFA-TV Montgomery, Ala., and WTOL-TV Toledo, Ohio. Cosmos Broadcasting is a subsidiary of The Liberty Corp., Greenville, S.C.

American Finance System owns cable systems in Charlottesville, Waynesboro and Martinsville, all Virginia; Alexandria, La., and Shelby, N.C. With the South Carolina systems, AFS will serve more than 30,000 subscribers. AFS also is in the small-loan business and handles commercial paper. L. J. Holroyd is president, C. D. Weir, vice president-CATV, and H. Lex Walters, director of CATV for AFS. The broker in the Cosmos transaction was S.S. Street and Associates.

CATV in '80 is seen as \$4.4-billion business

Revenues of \$4.4 billion from almost 4,400 systems serving over 28-million subscribers is seen for CATV in 1980 by a New York research organization.

The forecast is included in a study of *Cable Television: Communications Medium of the 70's* issued last week by Quantum Science Corp. The report sees cable-TV systems and program methods becoming obsolete by 1980 as two-way systems, local programming, bi-directional educational programs and the growth of a wired-city distribution system come to the fore. The study also analyzes the CATV market, regulatory trends, technology and "the competitive environment."

CATV today is considered to be a \$250 to \$275 million-a-year industry, with 2,400 systems serving 4.4-million subscribers.

More schools offer radio-TV curricula

A survey by the National Association of Broadcasters reveals that 223 colleges and universities offer courses in radio and television compared with 147 two years ago.

Of the 223 four-year schools responding to an NAB survey questionnaire, 173 offer bachelor degrees, up 27; 87 offer masters degrees, up 12; and 23 offer doctorates, up five.

TVC beefs up its TV holdings

Fort Wayne UHF is latest acquisition in stock swap for growing cable group

Television Communications Corp., New York-based multiple CATV owner, is moving full-scale into broadcasting. It announced last week agreement in principle to buy WKJG-TV (ch. 33) Fort Wayne, Ind., from John F. Dille Jr. and associates and further reported that Mr. Dille is joining TVC to head its newly formed communications division. The division will operate TVC's broadcast properties and seek acquisitions in television, radio and newspaper publishing.

Mr. Dille, a former chairman of the joint boards of the National Association of Broadcasters and head of multiple-owner Communicana Group, stressed his belief that his association with TVC is an indication of the "amelioration" of the conflict between broadcasters and CATV. He also, in response to a question on a possible conflict of interest between his broadcast interests and his new CATV association, said: "I don't know of any CATV system having had any serious impact on a station in the same market." But, he hastened to add, "maybe there hasn't been enough time to make this judgment." He also stated: "I have always believed, and have demonstrated by my activities over the years, that the various elements of the mass media can be more complementary than conflicting."

Besides his former NAB position, Mr. Dille is the past chairman of the board of governors of the ABC-TV Affiliates Association and a past president and director of the Broadcast Pioneers. He is

also chairman and a director of the National Newspaper Syndicate (newspaper features) and a member of the American Society of Newspaper Editors.

TVC, a public company whose stock is traded over the counter, is paying the owners of WKJG-TV 600,000 shares of its common stock, placed at \$4 million at current market value. TVC posted a bid price of 6½ on July 2.

This transaction will give Mr. Dille and his associates about a 20% ownership in TVC, Alfred R. Stern, president of TVC, said last week in announcing the transaction. Mr. Stern also said that TVC is aiming to acquire additional TV stations principally in the top-100 markets.

WKJG-TV, an NBC affiliate, is 60% owned by the *Elkhart (Ind.) Truth*, which is principally owned by Mr. Dille and his family; 25% by Walter R. Beardsley, chairman of Miles Laboratories and 15% by Mr. Dille personally. Last year, WKJG-TV had net earnings of \$285,000 on sales of \$2 million.

Mr. Dille and his family are also the principal owners of other Communicana Group stations — WKJG-AM-FM Fort Wayne, WTRC(AM) and WFIM-FM Elkhart, and WSJV(TV) South Bend-Elkhart, all Indiana. The Communicana Group also has an interest in a cable-TV system that serves the South Bend-Elkhart area. Mr. Dille personally has a minor interest in a CATV system serving Lafayette, Ind., and at one time had a minority interest in a cable



John F. Dille Jr. (l), president of Communicana Group, is shown with Alfred R. Stern, president of Television Communications Corp., which last week agreed to acquire Communicana's WKJG-

TV Fort Wayne, Ind., in an exchange of 600,000 shares of TVC stock estimated to be worth \$4 million. This is the second and largest television-station acquisition for TVC.

system in Jamestown, N.Y.

The purchase of the Fort Wayne station is not the first broadcast acquisition by TVC; earlier this year, it bought WBNB-TV Charlotte Amalie, Virgin Islands, in a stock transaction valued at \$775,100, and also KNWA(FM) Fayetteville, Ark., in a stock exchange valued at \$60,000. Early last month, TVC announced an agreement in principle to acquire the Music Makers Group, New York, in a stock transfer deal valued at \$3 million. Music Makers produces programming, production and commercial services for TV and radio stations; it also owns movie theaters and has a 21% interest in WFEA(AM) Manchester, N.H. (BROADCASTING, June 15). TVC also owns The Record Plant, a firm that provides recording facilities in New York and Los Angeles.

TVC's basic business is CATV; it owns 17 cable systems serving 75,000 subscribers. It is building a major CATV system in Akron, Ohio, designed to serve a potential of 150,000 customers. Its Gridtronics Inc. subsidiary is engaged in producing a diversified four-channel program service for CATV systems.

Another purchase for TVC

In the same week that Television Communications Corp., New York, announced its purchase of WKJG-TV Fort

Wayne, Ind. (see page 27), it also acquired two cable TV systems in Virginia.

The two operations are in Hampton and Williamsburg, serving an estimated 1,000 customers, and were owned by Peninsula Broadcasting Corp. (WVEC-TV Norfolk-Hampton, Va.). Consideration was in the form of a stock swap with TVC paying principal Peninsula Broadcasting owners T. P. Chisman and associates 33,000 common shares for 100% ownership of the cable subsidiary.

Changing Hands

Announced:

The following sales were reported last week and will be subject to FCC approval:

■ WKJG-TV Fort Wayne, Ind.: Sold by the Communicana Group (John F. Dille Jr. and Walter R. Beardsley) to Television Communications Corp. for stock valued at \$4 million (see page 27).

■ KXMB-TV Bismarck, N. D.: Sold by John W. Boler and others to Chester Reiten, Lloyd Amoo and William Hurley for \$882,832 and \$317,168 in obligations. Sellers own KXJB-TV Valley City (Fargo), N. D. Buyers own KXMC-

TV and KCJB-AM-FM Minot and KXMD-TV Williston, all North Dakota. KXMB-TV is an affiliate of CBS-TV and ABC-TV and operates on channel 12 with 278 kw visual.

■ KLPR(AM) and KJAK(FM) Oklahoma City: AM sold by L. M. "Jack" Beasley and FM sold by Mr. Beasley, Leon Nance and Omer Thompson to Ed Sossen for \$750,000. Messrs. Beasley and Thompson have interests in KFAY(AM) and KKEG(FM) Fayetteville, Ark., and Mr. Nance is principal of an elementary school in Oklahoma City. Mr. Sossen is former personality for KWTW-TV Oklahoma City. KLPR is a daytimer on 1140 kc with 1 kw. KKEG is on 100.5 mc with 40 kw and an antenna height of 340 feet above average terrain and has a construction permit for operation with 100 kw and an antenna height of 500 feet above average terrain.

■ WPPA(AM) Pensacola, Fla.: Sold by Kevin P. Reilly and others to William C. Woodall Jr., John H. Chastain, Alton R. Woolbright, Cecil H. Grider and Owen W. Paracott for \$398,333. Sellers own WMEN(AM) Tallahassee, Fla. Mr. Woodall has interest in WDWD(AM) Dawson, WGRA(AM) Cairo, WBBK(AM) Blakeley, all Georgia; WDSR(AM) Lake City, Fla., and WGSW(AM) Greenwood, S. C. Mr. Chastain is a student at the University of Georgia, Athens, Ga., and Mr. Woolbright is announcer for WDWD. Mr. Grider owns WIMO(AM) Winder, Ga. Mr. Paracott has interest in WBBK and is program director for WDWD. WPPA is a daytimer on 790 kc with 1 kw.

■ WKAT-FM Miami: Sold by Mrs. A. Frank Katzentine to San Juan Racing Association for \$175,000. Mrs. Katzentine is retaining WKAT(AM) Miami Beach, Fla. H. N. Glickstein is board chairman and president of San Juan Racing Association, owner of El Comandante Race Track in San Juan, P. R., and real-estate holdings in and around San Juan. Association also owns WUST(AM) Washington and WJMD(FM) Bethesda, Md., and is buying WKLS(FM) Atlanta for \$750,000, subject to FCC approval (BROADCASTING, Jan. 26). WKAT-FM is on 93.1 mc with 17.5 kw and an antenna height of 265 feet above average terrain.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 54).

■ KLUC-AM-FM Las Vegas: Sold by Mike Gold to Peer Pedersen, Richard C. and William R. Phalen for \$625,000. Mr. Gold has interest in KLOM-AM-FM Lompoc, Calif. Mr. Pedersen is a Chi-

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cago attorney. Richard Phalen is a sales representative for Mutual Broadcasting System and has interest in KIKI-(AM) Honolulu. William Phalen is sales representative for a publishing firm. KLUC(AM) is a daytimer on 1050 kc with 500 w; KLUC-FM is on 98.5 mc with 5.78 kw and an antenna of 193 feet above average terrain.

■ WxVA(AM) and WZFM(FM) Charles Town, W. Va.: Sold by Arthur W. Arundel to John P. Luce for \$225,000. Mr. Arundel owns WAVA-AM-FM Arlington, Va. (Washington), and the *Loudoun* (Va.) *Times-Mirror*. Mr. Luce is an electronics engineer with the National Aeronautics and Space Administration's Goddard Space Center, Greenbelt, Md. WxVA is a daytimer on 1550 kc with 5 kw. WZFM is on 98.3 mc with 3 kw and an antenna height of 110 feet above average terrain.

Cable television:

■ Plant City, Fla.: Sold by Al Berry and associates to TM Communications Co., a subsidiary of the Times Mirror Co., Los Angeles (*Los Angeles Times*). System is under construction. Consideration was not disclosed. TM Communications owns 22 systems in Florida, with a total of 22,000 subscribers. Parent Times Mirror also owns systems in California. Mr. Barry is president of WPLA-(AM) Plant City.

Cut-off dates set for CATV comments

The FCC last week set deadlines for filing comments and reply comments on the CATV rulemaking actions it adopted June 24.

Comments on the extent of local, state, and federal regulation of CATV, and on limitation of franchise fees are due Oct. 7. Reply comments are due Nov. 23. The same deadlines apply to the commission's proposal to permit CATV systems to import distant signals, subject to a specified payment for public broadcasting, deletion of commercials and substitution of commercials of local UHF stations.

The deadline for comments on the proposed "anti-siphoning" rule is July 31; reply comments, Aug. 14. This proposal would prevent sports events from being broadcast live over subscription television or via CATV if they have been televised live on a nonsubscription, regular basis during a five-year period.

Regarding a proposal to prohibit TV broadcasters from local crossownership of cable systems, and one on CATV technical standards, and the desirability of minimum channel requirements for future cable systems, the FCC set Oct. 7 as the deadline for comments. Reply comments are due Oct. 28.

Pioneers library set for 1970 opening

That's projection given at luncheon honoring Quaal, Clipp, Jahncke

Campaign leaders announced last week they were calling time-out in fund raising for the Broadcast Pioneers library and reference center and would proceed immediately with its construction. They said they hope to have it open by the end of the year.

The fund drive, started in the spring of 1968, has raised \$660,470 in pledges, almost half of which have been paid, according to G. Richard Shafto, president of Broadcast Pioneers Educational Fund Inc., sponsor of the project.

This represents about 88% of the original goal of \$750,000, but the latter figure was to include the costs of operating the library for seven years. "The times being what they are," Mr. Shafto said in an allusion to the current softness of the economy, "we decided to call a respite in the fund drive and go ahead with the library now."

The announcement by Mr. Shafto and John F. Dille Jr., president of Communicana Stations and vice president of

the educational fund, followed a luncheon at which they and about a dozen other leaders of Broadcast Pioneers and the fund honored Ward L. Quaal of WGN Continental Co. and Roger W. Clipp, broadcast consultant, who were co-chairmen of the fund drive, and Ernest Lee Jahncke Jr., consultant and executive director of the drive. All three were presented silver trays in recognition of their service. The luncheon was held Monday (June 29) at the Plaza hotel in New York.

Mr. Shafto said architectural plans for the center, to be housed in the National Association of Broadcasters headquarters in Washington, were in final stages of approval and that construction was expected to start within 60 days.

The library will contain documents, manuscripts, books, photographs, tapes, films and related materials detailing highlights and history of television and radio. In time, plans call for an index covering all such material housed at universities and other centers throughout the country.

Mr. Shafto said surveys had shown an overwhelming belief that one of the greatest needs in such a library was for a referral system—an index, probably computer-based, detailing all such information that is available and showing where it is located—rather than for the collection of all the material at a

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single center. Developing such an index, he said, will probably take four or five years or more.

Much of the initial collection at the Washington library will be documents, articles, taped interviews and other material gathered by William S. Hedges, director of the Broadcast Pioneers history project. The most recent inventory of that project, issued a year ago, listed thousands of articles, tapes, speeches and other items in more than 500 different categories.

The Broadcast Pioneers Educational Fund was set up by Broadcast Pioneers in 1967 as an independent, nonprofit corporation. Space for the library was made available without charge by NAB on condition that the fund raise the money to equip and staff it.

Editorial may affect Florida AM license

Examiner Sharfman suggests one-year renewal for WEBY(AM) Milton, Fla.

FCC Hearing Examiner Herbert Sharfman, in an initial decision released last week, recommended a one-year probationary renewal of license for WEBY(AM) Milton, Fla.

The renewal hearing, ordered Aug. 1, 1967, included issues involving a WEBY editorial on a candidate for local public office, John C. Boles, broadcast April 22, 1966; alleged misrepresentations to the commission, and a fairness-doctrine issue concerning the political editorial.

The hearing resulted from a complaint by Mr. Boles, who alleged that a WEBY news reporter broadcast a personal attack against him. Mr. Boles alleged that he called and visited the station but received no answer to his request for reply time, and that a copy of the editorial supplied to the commission by the station differed from the one aired.

Examiner Sharfman said Clayton W. Mapoles, owner of WEBY, had failed to explain two alleged misrepresentations to the commission: that Mr. Boles never responded to the station's offer of time for a reply or visited the station, and that no entries were made in the station's program logs April 22 through 29, 1966, to show that any editorials had been aired during the news program in question.

Examiner Sharfman added that the misrepresentation concerning Mr. Boles's reply and visit and the incorrect logging "do not justify a more severe administrative action than a one-year probationary renewal."

BEST pushes for black FCC appointee

Wright says next step will be to put pressure on sponsors; Comstock restates NAB position

Black activists representing Black Efforts for Soul in Television want a black person appointed to the FCC position being vacated by Commissioner Kenneth A. Cox and they vow to "go to the market place" to force broadcasting-industry support, implying a don't-buy campaign against sponsors' products.

William Wright, national coordinator of BEST said last week: "I'm tired of practicing law. We know what the law is. Instead of attacking [areas] where we have to practice law we will get at the products. This way the sponsors, the manufacturers, will be our paid lobby for us by putting pressure on broadcasters," he said.

The BEST comments, largely repetitious of earlier statements (BROADCASTING, June 22), came following a long panel session called "Black Perspective on the Media" sponsored as part of a two-day conference by the Capitol Press Club in Washington. The Capitol Press Club is an organization of newsmen that are predominantly black.

During the panel discussion the group kept Paul Comstock, National Association of Broadcasters general counsel and vice president, government relations, under fire for several hours. The main thrust of the questioning was to pro-

duce an industry commitment in favor of a black appointee to the FCC.

Mr. Comstock described the NAB's stand as outlined last month by NAB President Vincent T. Wasilewski (BROADCASTING, June 22). Essentially, Mr. Comstock said, NAB does not support any individual but supports the appointment of any "qualified" person. The word "qualified" brought loud laughter from the audience of more than 100. Black questioners indicated they view "qualified" as a word overused by whites when discussing the status of blacks. Pressed to define "qualified," Mr. Comstock said NAB wants to see a man appointed who has "integrity, honesty, objectivity, constructive approach to the industry and public service, intelligence and education." He said the NAB does not believe the appointee must represent any particular profession. And he said NAB would not object to appointment of a member of a minority group.

Mr. Comstock rejected the contention that the term "qualified" is only used in reference to blacks and said he had never understood it as such.

Mr. Comstock outlined steps NAB has been taking to encourage the employment of blacks in the industry. He said it was obvious his questioners were particularly interested in obtaining more management-level positions for blacks. He explained NAB's efforts to encourage programs for training, recruiting and placing minority groups.

Mr. Wright said later: "Blacks are becoming aware of the importance of appointments to federal agencies such as the FCC and of the importance of the communications industry. He said the rumored appointment of John Snyder, state treasurer of Indiana ("Closed Circuit," June 1, et seq.) would be opposed with vigor and that his group was sending the names of two "qualified" Negroes to the White House for possible appointment.

Participating in the panel in addition to Mr. Comstock, were Daniel R. Ohlbaum, deputy general counsel of the FCC; Dave Hepburn, executive producer of Metromedia's *Black News*; Sonny Fox, executive vice president, National Academy of Television Arts and Sciences; Tony Brown, executive producer of NET's *Black Journal* and Alvin Dixon, president of the National Association of Television and Radio Announcers.

Sponsors of the affair, in addition to the press club, were the National Urban Coalition and the Community Relations Service of the Department of Justice.



Mr. Wright



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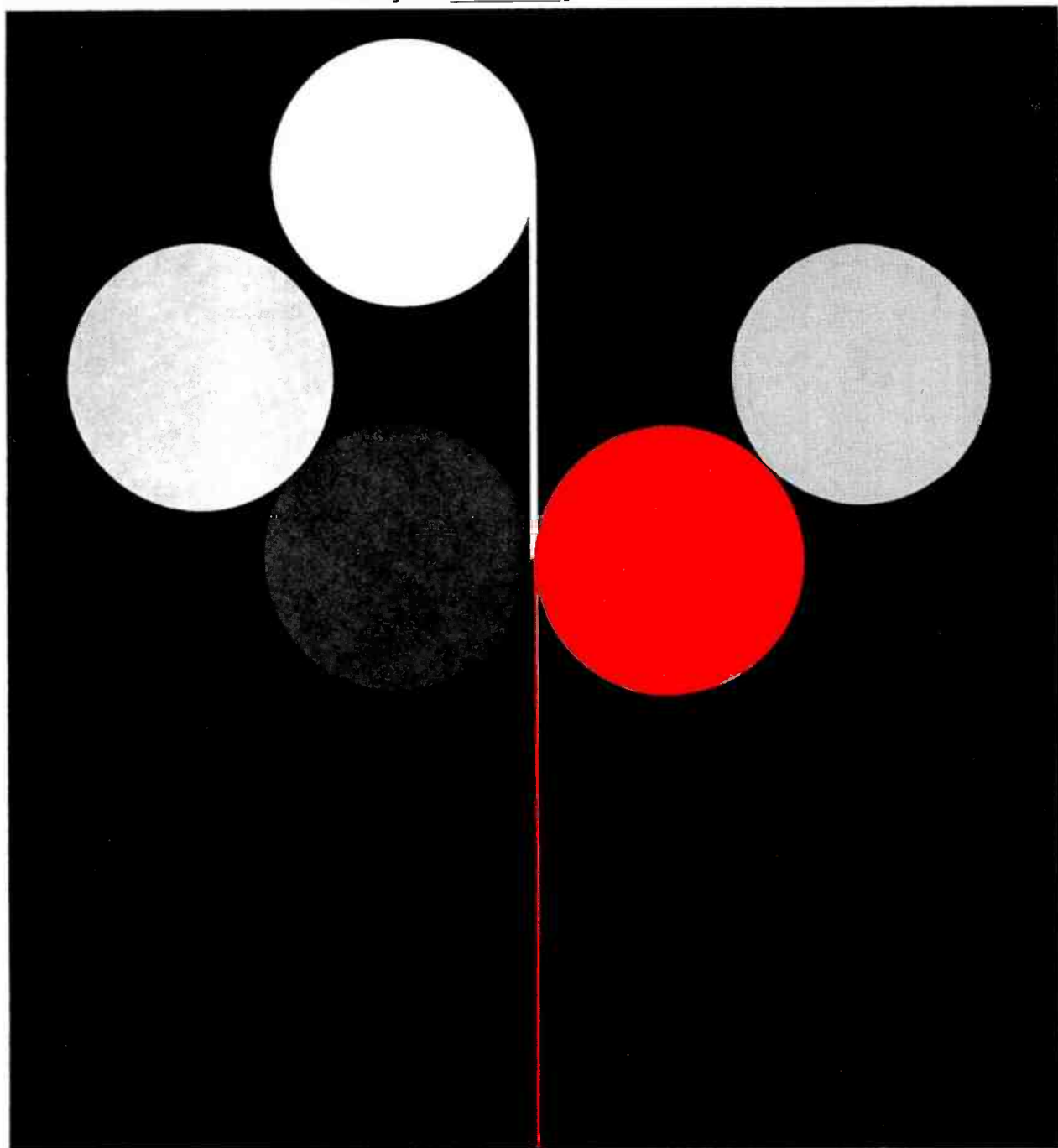
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FCC affirms sales of daytimer with FM's

Whatever the outcome of petitions for reconsideration of the FCC's one-to-a-customer rule, the commission intends to permit acquisitions of AM daytimers with companion FM's in the same markets. That advisory has been given in a delegation of authority to the Broadcast Bureau chief, made public June 26.

The commission said it had authorized the chief of the Broadcast Bureau to approve the sales of two daytime-only AM stations and their affiliated FM's.

By delegating such authority, the commission empowered the chief to consider all applications for simultaneous sale or transfer of a daytime-only AM and its affiliate FM.

The one-to-a-customer rule prohibits acquisition of more than one full-time station in a market.

The Broadcast Bureau head approved the sale of KLUC-AM (daytime only)-FM Las Vegas by Meyer Gold to KLUC Broadcasting Co. for \$625,000 on June 24. (For details see "Changing Hands," page 28.)

Transfer of control of daytimer WXVA(AM) and WZFM(FM) both Charles Town, W.Va., also was granted from Arthur W. Arundel to John Luce for \$225,000. Mr. Luce will be sole owner of licensee WXVA Broadcasting Corp.

RCA shuts down hall open 23 years to public

RCA closed its Exhibition Hall in New York last Thursday (July 2). The hall, which displayed various RCA products, was first opened to the general public in 1947.

RCA said expenditures presently allocated for the hall will be used for other promotional activities aimed at enhancing the company's image, products and services. No reason was given for closing the hall, but it was believed that attendance had slipped markedly and its novelty value had diminished in recent years. RCA said the Johnny Victor Theater, the 75-seat auditorium located below the main display area, will continue to be available to business and other groups for special meetings or film showings.

On-job TV training set for underprivileged

Brooklyn College, New York, and Central Brooklyn Model Cities, a housing and urban-development agency, have signed a cooperative agreement calling for the use of television and other media to provide Central Brooklyn residents with on-the-job training for

professional employment in communications, with emphasis on television.

Model Cities donated approximately \$1 million to the year-long project.

The project will include preparation of educational television programs in pre-school education, remedial education, adult literacy, health and budgeting, for group viewing at Central Brooklyn viewing centers.

The Brooklyn College television center is making its equipment, teaching and production facilities available for the training program. Seminars in broadcasting history, studio operation in radio and television, trips to stations and networks and production procedures are planned.

HEW largess to aid three educational TV's

Grants to help put two new noncommercial, educational TV stations and an educational radio station on the air, plus help to "colorize" an existing ETV, were announced last week by the Department of Health, Education and Welfare. The grants were made under the 1967 Public Broadcasting Act on a matching basis.

The grants are as follows:

- Illinois Valley Public Telecommunications Corp., to activate channel 47 at Peoria, Ill., \$341,250 out of an estimated total of \$455,000.

- State Board of Education of Idaho, to activate channel 4 at Boise, Idaho, \$339,627 out of an estimated total of \$452,836.

- WYES-TV New Orleans, \$230,365 to equip station for color, out of an estimated total of \$437,154.

- Bethel Broadcasting Inc., to activate noncommercial, educational FM station in Bethel, Alaska, \$40,345 out of estimated total of \$53,793.

Media notes:

When the smoke cleared ■ Noncommercial KSDB-FM Manhattan, Kan., which has been operating from the studios of KMAN(AM) Manhattan since fire destroyed its facilities in December 1968, has found a permanent home. The FM station, operated by students of Kansas State University, will be located in the university's new library addition and will include equipment purchased with a \$69,000 state allotment. The station will be behind glass windows so that the operation can be observed by students and visitors.

New home ■ WWJ-AM-FM Detroit, pioneer station, will open another permanent broadcast studio on July 18 on the mall of suburban Southgate shopping center. Opening concurrently with the

shopping center, the studio will originate live broadcasts as do other WWJ remote studios in other Detroit suburban shopping centers.

From sermons to Saigon ■ ABC News has named Jim Giggans as a correspondent with the Saigon bureau, effective Sept. 1. Mr. Giggans has been a trainee with ABC News since August 1968 and has written and produced several programs in the *Directions* series of religious documentaries.

Expelled from Moscow, CBS newsman back home

CBS News correspondent William Cole, expelled last week from the Soviet Union for what Russian officials described as "activities incompatible with the status of a foreign journalist," was expected back in the U.S. this week.

Mr. Cole told CBS News officials that he was given "no details as to my crimes. So far as I see it, my only crime here is associating with those few Russians who are brave enough to talk to foreigners, and I consider that a reporter's job."

Mr. Cole was named a CBS News correspondent and bureau chief in Moscow in October 1968. No replacement for him in Moscow has been selected, according to CBS officials.

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Ala. ETV upheld on right to reject

FCC rules on complaints about black-oriented and Vietnam protest programs

Alabama's educational television system can drop certain programming supplied by National Education Television as a discretionary matter of "licensee taste or judgment," the FCC ruled last week as it renewed the eight ETV licenses held by the Alabama Educational Television Commission.

A number of complaints had been received by the commission protesting the deletion by the AETC of such NET-supplied programs as *Soul*, *Black Journal*, and *On Being Black*, as well as the network's entire coverage of Vietnam moratorium activities last November.

In response to commission inquiries, AETC contended that it had cut the black-oriented programs in question because they allegedly contained "lewd, vulgar, obscene, profane or repulsive material," and had not carried the moratorium activities because the commercial networks had provided adequate coverage.

The stations involved are WAIQ(TV)

Montgomery, WBIQ(TV) Birmingham, WCIQ(TV) Mt. Cheaha State Park, WDIQ(TV) Dozier, WEIQ(TV) Mobile, WFIQ(TV) Florence, WGIQ(TV) Louisville and WHIQ(TV) Huntsville.

In voting to renew the Alabama ETV licenses, FCC Chairman Dean Burch and Commissioners Robert E. Lee, Robert Wells and Robert T. Bartley said broadcast regulation could not concern itself with "matters essentially of licensee taste or judgment. . . . The licensee necessarily and properly has wide discretion in choosing the programming to meet the needs and interests of the community."

"Here we are dealing with a few programs which in the licensee's opinion contain certain offensive material. In view of the foregoing, there is no substantial problem warranting further inquiry."

Commissioner Nicholas Johnson—who along with Commissioners Kenneth A. Cox and H. Rex Lee dissented to the action—in a separate statement said that "the FCC's undistinguished record in the area of race relations has not been improved by today's action." Commissioner Johnson charged that during the past year Alabama ETV had apparently presented "integrated" programming less than 10% of the time, and said he was "appalled" at his colleagues' refusal to fully investigate the facts.

An hour with Nixon on foreign affairs

For only the fourth time since President Kennedy inaugurated the format in 1961, the President of the United States was questioned by newsmen of the three networks on national television last Wednesday night. It was the first hour-long program of its kind to be broadcast live.

Howard K. Smith, ABC, Eric Sevareid, CBS, and John Chancellor, NBC, asked the questions, all but four about American involvement in Southeast Asia. Three were on the Middle East. The fourth, by Mr. Chancellor, asked the President why he had chosen this form of broadcast exposure "at this time." Mr. Nixon said he had been following the "instant analysis" that had been accorded his statements and press conferences and felt that by talking directly with the newsmen he could "follow-up" his statements and perhaps clarify their analysis. He added that in

regular news conferences he had "28 minutes for 24 answers." He thought that the longer format with only three newsmen present would permit him to go into foreign affairs in more depth.

The site of the broadcast was ABC-TV's Hollywood studios. Mr. Nixon had been staying at the Western White House in San Clemente, Calif. Only a security force, the production crew, a White House photographer, the three network newsmen and Mr. Nixon were in the studio during the broadcast. The rest of the press corps watched on closed circuit from an adjoining studio. The program occupied precisely an hour—10-11 p.m. EDT.

The President began the broadcast by announcing the appointment of David Bruce as the chief negotiator at the Paris peace talks.

He then answered 23 questions, eight each from Mr. Smith and Mr. Chancellor and seven from Mr. Sevareid. There was no "instant analysis" by network commentators following this broadcast.

Fairness plan is called too rigid

Broadcasters say proposal would be burden and would discourage 'robust' debate

The National Association of Broadcasters last week urged the FCC not to adopt formal rules tightening fairness-doctrine obligations but to rely instead on a policy statement "reflecting the latitude which has generally been permitted broadcasters in fulfilling their fairness-doctrine responsibilities."

NAB's comments were directed toward an FCC proposal that would require licensees to actively recruit persons to present contrasting views on controversial issues if no response is received on broadcast invitations for opposing spokesmen (BROADCASTING, May 18, June 29).

NAB said that while the commission's proposal has some merit in relation to certain types of programming, it was "so encompassing as to impose an onerous and unnecessary burden upon all stations, but particularly on those with program formats conducive to the presentation of a broad range of conflicting viewpoints on controversial issues of public importance."

CBS urged the commission to adopt "neither new rules or policies," arguing that while the Red Lion decision recognized the commission's right to make certain rules relating to the fairness doctrine it did not provide a mandate for the proposed rules, which CBS said would deprive "licensees of their freedom to do well out of unsupported fear that they will do badly."

"There is not any showing of a failure to provide contrasting points of view that would warrant the adoption of additional rules," CBS concluded.

NBC said the proposed rules "threaten to reduce broadcasting's ability to function as a news and public affairs medium" and "give rise to a substantial burden on the journalistic function of licensees to comply with artificial standards deterring rather than encouraging the 'robust debate' sought by the commission."

The fairness doctrine should remain a "broad general principle," NBC asserted, adding, "At best the proposed rule would divert money and talent to record keeping and routine entailed in compliance. At worst it would reduce the amount of such programming carried

by stations or substitute for the genuine and robust debate presented in varying formats most suited to its natural development a pallid, artificial presentation of pros and cons on pre-selected and limited issues."

Metromedia maintained that the commission's rulemaking is not justified by Red Lion which it said concerned the fairness doctrine's personal-attack and political-editorial rules. These "embrace a certain amount of precision," Metromedia argued, where the general fairness doctrine is "wholly imprecise." Metromedia warned that the proposals could have a "chilling effect" on discussion of public issues.

Storer Broadcasting Co. told the commission that "the additional burden imposed by the proposed policy—in terms of personnel, time, expense, and jeopardy—may well render all editorial activity unfeasible." Storer said the proposed rules combine an unrealistic appraisal of the industry with an oversimplified reading of Red Lion and propose "an unworkable solution to a non-existent problem. . . ."

In joint comments licensees including

KBOX-AM-FM Dallas, WKRG-TV Mobile, Ala., and WSIX-AM-FM-TV Nashville said the proposed rules were unnecessary. A better course, they argued, would be "continued deference to licensee discretion tempered only by an alertness to possible abuses. . . . A specific rule would merely formalize and add more rigidity to broadcast situations inherently requiring flexibility."

Wells lauds work done by farm broadcasters

Observing that advances in technology have wrought fundamental changes in the nation's agricultural economy, FCC Commissioner Robert Wells had strong praise last week for the job done by farm broadcasters in staying on top of developments and communicating them to the farmer.

Mr. Wells, speaking to nearly 200 radio and television members of the National Association of Farm Broadcasters at the Shoreham hotel in Washington, noted that "farm broadcasters have become the experts needed to relay this information. The impact of the

farm broadcaster has been great as he has funneled the diverse information necessary in today's farming to the farmers," he said.

The commissioner praised the activity of farm broadcasters in the field of consumer education, also of interest to the city dweller. But for the future he urged NAFB members to "continue to pass on the information from national sources . . . cover local news of interest . . . but "be journalists as well and do investigative reporting of events of importance to the farmer."

"We all need to take a hard look at what we are doing from time to time, and rededicate ourselves to doing it better," he said.

"You are articulate and knowledgeable spokesmen. You should speak not only to the farmer, but should occasionally speak for him," Mr. Wells said.

The farm broadcasters in two and a half days of sessions were addressed by Clifford M. Hardin, secretary of agriculture, participated in a hard-hitting panel discussion on environmental problems posed by pesticides and fertilizers and a panel on rural development.

Can You Top This?

IN PORTLAND, OREGON ON KGW...

**WE MOVED THE
STATION'S THIRD
PLACE MEN, TEENS
AND CHILDREN
DELIVERY INTO
A TIME-
PERIOD
WIN***



**WE BEAT
MIKE DOUGLAS,
CANDID CAMERA
AND THE FLINT-
STONES IN DIRECT
COMPETITION†**



**WE IMPROVED
OUR "WHAT'S MY
LINE" LEAD-IN BY
57% AMONG
YOUNG ADULTS,
TEENS AND
CHILDREN‡**





555 Madison Avenue,
New York, N.Y. 10022 · 212-421-4444

*Portland, Ore., 5:00-5:30 P.M. Mon.-Fri.

	Nov. '69 What's My Line TSA (000)	Rank	Feb./Mar. '70 Can You Top This TSA (000)	Rank
Women	28	2	26	2
Women 18-49	4	3T	12	3T
Men	16	2	23	1
Men 18-49	2	4	9	1
Teens	2	3	11	1
Children	2	3	4	3

SOURCE: ARB Nov. '69-Feb./Mar. '70

†Portland, Ore., 5:00-5:30 P.M. Mon.-Fri.

	KGW Can You Top This	KATU Candid Camera	KOIN Mike Douglas	KPTV Flint- stones
Women 18-49	12	12	16	14
Men 18-49	9	8	5	6
Teens	11	9	3	10
Viewers 12-49	32	29	24	30

SOURCE: ARB Feb./Mar. '70 (Total Survey Area 000)

‡Portland, Ore., 5:00-5:30 P.M. Mon.-Fri.

	(Lead-In) What's My Line	Can You Top This	Can You Top This Advantage
Total adults	47	49	+ 4%
Young adults 18-49	15	21	+40%
Teens and children	8	15	+88%
Viewers 12-49	20	32	+60%

SOURCE: ARB Feb./Mar. '70 (Total Survey Area 000)

The funniest, most entertaining new first-run comedy series in syndication . . . 195 half-hours in color for strip or selective programming.

Golf Network plays in more tournaments

Firm has tentative plan to provide five-minute features for MBS network

Golf Network Inc., New York, has expanded its local radio coverage of Professional Golfers' Association tournaments from six cities in 1969 to 23 in 1970, and has a conditional agreement with Mutual for coverage next year of 20 tournaments.

The company was established a year ago by Robert I. Angelus, former vice president of Pepsico International, and Donald E. Degnan, president of his own New York public relations firm (BROADCASTING, July 7, 1969). The firm's announcer, Pat Hernon, is now a vice president of Golf Network, and Dave Marr, a former golf professional, is vice president in charge of player activities.

The list of national advertisers buying on Golf Network has expanded, and the prices of spots have increased

in this second year of operation.

Golf Network buys local broadcast rights from the tournament city, and broadcasts the golf matches from 10 a.m. to 6 p.m. on a local station. Advertisers a year ago paid about \$1,500 per tournament, receiving a 30-second spot each half-hour, or 16 commercials per day. The rates now are \$3,000, on the basis of a minimum of 20 tournament cities purchased, and scaled on up to \$5,000, the price for buying fewer than five tournaments. Mercedes Benz, Westclox and Bristol-Myers are the advertisers added to what has essentially consisted of a mixed list of advertisers that either manufacture golfing equipment or sell products to the sports-minded audience.

Mr. Angelus said, 15 tournament broadcasts had been covered as of last week and eight additional tournaments are scheduled through the rest of this "season," which, roughly, ends before the onrush of football. It started in January with the Los Angeles Open on KRHM(FM) Los Angeles. He said top tournaments handled by Golf Network across the country also include, among others: Westchester Classic on wvox-FM New Rochelle, N.Y.; Atlanta

Classic on WKLS(FM) Atlanta; Western Open in Chicago on FM's, WTAS Crete and WRSV Skokie, both Illinois; IVB Philadelphia Classic on WRCP-FM Philadelphia; Cleveland Open on WCUY(FM) Cleveland Heights, Ohio; Avco Classic on WAAB(AM) Worcester, Mass.; Andy Williams San Diego Open on KSEA(FM) San Diego; Doral Open on WOCN-FM Miami Beach, Fla.; Greensboro Open on WMDE(FM) Greensboro, N.C.,

The MBS arrangement, which hinges on national advertising sponsorship, calls for Golf Network to produce five-minute wrap up and interview shows from the tournament site, broadcast on the hour over a six-hour period starting at noon.

Klein leaves NBC, forms cable-service firm

Paul Klein, NBC vice president, audience measurement, for the past five years, has resigned effective in early August to form a company that will supply programing to cable systems.

Mr. Klein has been with NBC for 10 years and has been a vocal proponent of the value of demographic appeal of programs, rather than their sheer ratings. He claimed often that NBC surpassed the other networks in reaching target audiences through its programing.

Mr. Klein told BROADCASTING that his projected programing company will specialize in supplying first-run feature films to cable systems, adding he has devised an approach for showing motion pictures that will be profitable to producers and to systems operators. He said he plans also to sell other "unusual" programs to cable companies. He has several partners in his new venture and their identities and the name of the new company will be disclosed in August.

Warner Bros. would rather be in Burbank

Following the trail blazed by Metro-Goldwyn-Mayer early this year when it moved its executive staff to Hollywood from New York, Warner Brothers-Seven Arts has decided to move home-office operations from New York to its Burbank, Calif., studios. The transfer was confirmed "in principle" by Ted Ashley, chairman and chief executive officer.

He said the change in location had been considered when Warner Brothers was first acquired by Kinney National Services in July 1969 (BROADCASTING, July 14, 1969).

"We decided to await the experience of recent months in order to be fully satisfied the move would achieve the desired operational and economic benefits," Mr. Ashley said.

Johnson seems to have ready access to medium

FCC Commissioner Nicholas Johnson, stressing "the influence of television in politics," charged the networks last week "with taking the position that they are going to lie down and play dead; whenever the President asks for television time, they're going to let him have it."

Commissioner Johnson appeared on ABC-TV's *Dick Cavett Show* last Tuesday (June 30). It was his second appearance on an ABC-TV *Cavett* program in a year. Engaging in several exchanges with him was CBS News correspondent Mike Wallace, also a guest on the *Cavett* program.

Recalling that Senator George McGovern (D-S.D.) "couldn't even buy time on two of the networks" to answer President Nixon's address on Cambodia, Commissioner Johnson commented:

"Now obviously that's wrong. It's wrong not just because we have to have a balance between the Democratic party and the Republican party; it's also because we have a government that's supposed to be made up of three equal branches . . . and unless we're going to totally lose the effectiveness of the Senate and the House in an age in which power is measured in access to the mass media, we're going to have to deal with this problem in some way."

Mr. Wallace cited CBS's latest offer of at least four 25-minute segments per year to all candidates (BROADCASTING, June 29). "This is a very serious problem that you're bringing up," Mr. Wallace told the commissioner, "but I think that you're not really being fair."

Commissioner Johnson responded: "You see, based on what the networks are doing at this time, is that they're saying—don't deal with the problem, FCC."

"We'll take care of it. We, in our largess and our concern, we will dispense the power that access to our networks represents, and we will dispense it fairly to those people to whom it ought to be dispensed at those times when it ought to be dispensed. But let us retain the power. . . ."

"I think the time ought to be made available free," continued Commissioner Johnson. "I don't think if there is an American Nazi Party that has something worthwhile to say, it ought to be required to pay for it any more than the League of Women Voters. . . ."

Commissioner Johnson also charged that "there is censorship on American television by the people who run the shows. . . ." He referred to the blooming of remarks made about the "Chicago Seven" by folksinger Judy Collins on the *Cavett* show (BROADCASTING, Feb. 16) and the "blue-out" of Abby Hoffman on CBS-TV's *Merv Griffin Show* (BROADCASTING, April 6).

TV network showsheets: 3d quarter

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsorship. Abbreviations: sust., sustaining; part., participating; eff., effective; R, repeat. All times Eastern. Showsheets are published in BROADCASTING at the beginning of each quarter.

Sunday morning

8:30-10 a.m.

ABC-TV 8:30-9:30 No network service; 9:30-10 *Dudley Do Right*, part. (eff. 9/13 *Smokey the Bear Show*, part).
CBS-TV 8:30-9 *Sunrise Semester*, part.; 9-9:30 *Tom and Jerry*, part.; 9:30-10 *The Batman Show*, part.
NBC-TV No network service.

10 a.m.-noon

ABC-TV 10-10:30 *Fantastic Voyage*, part.
 (eff. 9/13) *Jonny Quest*, part.; 10:30-11 *Spi-
 derman*, part.; (eff. 9/13) *Cattanooga Cats*,
 part.; 11-11:30 *Bulldozer*, part.; 11:30-12
Discovery, part.
 CBS-TV 10-10:30 *Lump Unto My Feet*, part.;
 10:30-11 *Look Up and Live*, part.; 11-11:30
Camera Three, part.; 11:30-12 *Face the Na-
 tion*, part.
 NBC-TV No network service.

Sunday afternoon-evening

Noon-1 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Directions*, part.; 1:30-2
Issues and Answers, part.
 CBS-TV No network service.
 NBC-TV 1-1:30 *Meet the Press*, Allstate,
 part.; 1:30-2 *Guideline*, sust.

2-5 p.m.

ABC-TV No network service.
CBS-TV *AAU International Track & Field Champions*; *NFL Action*, part. (various times).
NBC-TV No network service.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:30 No network service; 5:30-6
Ted Mack & The Original Amateur Hour,
part.
NBC-TV No network service.

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *CBS Sunday News with Roger Mudd*, part. (2 feeds); 6:30-7 No network service.
NBC-TV 6-7 *The Frank McGee Report*, (2 feeds) part. (eff. 8/9 *NBC Sunday Evening News*, part.).

7-8 p.m.

ABC-TV *Land of the Giants*, part. (eff. 9/20)
The Young Rebels, part.).
 CBS-TV 7-7:30 *Lassie*, part.; 7:30-8 *To Rome*
With Love, part. (eff. 9/20 *Hogan's Heroes*,
 part.).
 NBC-TV 7-7:30 *Mutual of Omaha's Wild*
Kingdom, *Mutual of Omaha*; 7:30-8:30 *The*
Wonderful World of Disney, part.

8-9 p.m.

ABC-TV *The FBI*, Ford.
CBS-TV *Ed Sullivan*, part.
NBC-TV 8-8:30 *Disney*, cont.; 8:30-9 *Bill
Cosby Show*, part.

9-10 p.m.

ABC-TV *The ABC Sunday Night Movie*, part.
CBS-TV *Glen Campbell Show*, part. (eff.
7/5-9/6 *Comedy Tonight*, part.).
NBC-TV *Bonanza*, part.

10-11 p.m.

ABC-TV *Movie*, cont.
CBS-TV *Mission Impossible*, part. (eff. 9/20
Tim Conway Show, part.).
NBC-TV *The Bold Ones*, part.

11-11:15 p.m.

ABC-TV Weekend News.

CBS-TV CBS Sunday News with Harry Reasoner, part.
NBC-TV No network service.

Monday-Friday

7-10 a.m.

ABC-TV No network service.
CBS-TV 7-8 *CBS Morning News With Joseph Benti*, part. (2 feeds); 8-9 *Captain Kangaroo*, part. (2 feeds); 9-10 No network service.
NBC-TV 7-9 *Today*, part; 9-10 No network service.



The WJEF Countrywise buyers
...they know what they want
and can afford it!

Today's WJEF Countrywise buyers are very particular families.

Typically, they're under thirty, own their own homes, have two cars and three children. If they live in Kent County they have a family income of about \$10,117. Ottawa County families have an average income of \$9,193. They're solid citizens with buying power to get what they want. And they learn about products from WJEF.

WJEF-ers may be bankers, businessmen or farmers. But more likely, they're among the 70 thousand or so working in the area's 880 manufacturing plants—part of an expanding economy already accounting for \$902,087,000 in retail sales. Their particular like is WJEF. If you'd like these particular people, contact Avery-Knodel. They'll give you some wise advice on our Countrywise buyers.



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WDEZ-TV GRAND RAPIDS KALAMAZOO
WVTV GADSDEN INDEPENDENT CITY
WVTV/WVTV FM GADSDEN
KOLM-TV LINCOLN, NEBRASKA
KOLM-TV GRAND ISLAND, NE
KING-TV SIOUX CITY, IOWA

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY
Avery-Knodel, Inc., Exclusive National Representatives

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *The Lucy Show*, part.;
10:30-11 *The Beverly Hillbillies*, part.
NBC-TV 10-10:25 *It Takes Two*, part. (eff.
8/3 *Dinah's Place*, part.); 10:25-10:30 *News*,
part.; 10:30-11 *Concentration*, part.

11 a.m.-noon

ABC-TV 11-11:30 *Bewitched*, part.; 11:30-12
That Girl, part.
CBS-TV 11-11:30 *The Andy Griffith Show*,
part.; 11:30-12 *Love of Life*, part.
NBC-TV 11-11:30 *Sale of the Century*, part.;
11:30-12 *The Hollywood Squares*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *The Best of Everything*,
part.; 12:30-1 *A World Apart*, part.
CBS-TV 12-12:25 *Where the Heart Is*, part.;
12:25-12:30 *CBS Midday News with Joseph*
Benti, part.; 12:30-1 *Search For Tomorrow*,
part.
NBC-TV 12-12:30 *Jeopardy*, part.; 12:30-12:55
The Who, What, Where Game, part.; 12:55-1
News, part.

1-2 p.m.

ABC-TV 1-1:30 *All My Children*, part.; 1:30-2
Let's Make a Deal, part.
CBS-TV 1-1:30 *Sunrise Semester*, part.; 1:30-2
As the World Turns, part.
NBC-TV 1-1:30 No network service.; 1:30-2
Life With Linkletter, part.

2-3 p.m.

ABC-TV 2-2:30 *Newlywed Game*, part.; 2:30-3
The Dating Game, part.
CBS-TV 2-2:30 *Love is a Many Splendored*
Thing, part.; 2:30-3 *The Guiding Light*, part.
NBC-TV 2-2:30 *Days of Our Lives*, part.;
2:30-3 *The Doctors*, part.

3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4
One Life to Live, part.
CBS-TV 3-3:30 *The Secret Storm*, part.; 3:30-4
The Edge of Night, part.
NBC-TV 3-3:30 *Another World*, part.; 3:30-4
Bright Promise, part.

4-5 p.m.

ABC-TV 4-4:30 *Dark Shadows*, part.; 4:30-5
No network service.
CBS-TV 4-4:30 *Gomer Pyle-USMC*, part.;
4:30-5 No network service.
NBC-TV 4-4:30 *Another World—Somerset*,
part.; 4:30-5 No network service.

5-7:30 p.m.

ABC-TV 5-6 No network service.; 6-7:30
ABC Evening News with Frank Reynolds
and *Howard K. Smith*, part. (3 feeds).
CBS-TV 5-7 No network service.; 7-7:30 *CBS*
Evening News with Walter Cronkite, part.
NBC-TV 5-6:30 No network service.; 6:30-7:
30 *Huntley-Brinkley Report*, part. (2 feeds)
(eff. 8/3 *NBC Nightly News*, part. [2 feeds]).

11 p.m.-1 a.m.

ABC-TV 11-11:30 No network service.; 11:30-1
The Dick Cavett Show, part.
CBS-TV 11-11:30 No network service.; 11:30-1
The Merv Griffin Show, part.
NBC-TV 11-11:30 No network service.; 11:30-1
The Tonight Show Starring Johnny Carson,
part.

Monday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *It Takes a Thief*, part.
(eff. 9/21 *The Young Lawyers*, part.); 8:30-11
The ABC Monday Night Movie, part. (eff.
9/21 8:30-9 *The Silent Force*, part.).
CBS-TV 7:30-8:30 *Guns, Smoke*, part. 8:30-9
The Lucy Show, part. (eff. 9/14 *Here's Lucy*,
part.).
NBC-TV 7:30-8 *My World and Welcome To*
It, part. (eff. 9/14 *The Red Skelton Show*,
part.); 8-9 *Rowan and Martin's Laugh-In*,
part.

9-10 p.m.

ABC-TV *Movie*, cont. (eff. 9/21 9-concl. *NFL*

Monday Night Football, part.).
CBS-TV 9-9:30 *Mayberry R.F.D.*, part.; 9:30-10
The Doris Day Show, part.
NBC-TV 9-11 *Monday Night at the Movies*,
part.

10-11 p.m.

ABC-TV *Movie*, cont. (eff. 9/21 *Football*,
cont.).
CBS-TV *The Wild Wild West*, part. (eff.
9/14 *The Carol Burnett Show*, part.).
NBC-TV *Movie*, cont.

Tuesday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *The Mod Squad*, part.;
8:30-10 *Movs of The Week*, part.
CBS-TV 7:30-8:30 *Lancer*, part. (eff. 7:30-8
To Rome with Love, part.; 8-8:30 *The Mary*
Tyler Moore Show, part.); 8:30-9:30 *CBS*
Tuesday Night Movies, part.
NBC-TV 7:30-8 *Jeannie*, part.; 8-8:30 *The*
Debbie Reynolds Show, part. (eff. 9/15 7:30-8:
30 *The Don Knotts Show*, part.); 8:30-9
Julia, part.

9-10 p.m.

ABC-TV *Movie*, cont.
CBS-TV 9-9:30 *Movie*, cont.; 9:30-10 *The*
Governor and J.J., part.
NBC-TV 9-11 *NBC Tuesday Night at the*
Movies, part.

10-11 p.m.

ABC-TV *Marcus Welby, M.D.*, part.

Changing Formats

The following modifications in program schedules and formats were reported last week:

■ **WBGH(FM)** Tallahassee, Fla.—Publishers Broadcasting Corp., effective July 1, commenced 100% nonduplicated programming with a stereo, good-music format. For several years the FM has been simulcasting affiliate **WONS(AM)** Tallahassee during the day with an "up-beat" middle-of-the-road format, and programming separately from 5:30 p.m. to 12 midnight.

■ **WAFT(AM)** Grand Rapids, Mich.—Hill Corp., effective June 29, switched from a middle-of-the-road, up-tempo format to what Alan Blank, programming manager, said is a fare of "nonbubble-gum top-40 sounds and not-too-heavy album cuts."

■ **WLAS(AM)** Jacksonville, N.C.—Seaboard Broadcasting Corp., effective June 6, switched from middle-of-the-road format to 100% country-and-western music. Jerry Popkins, president, told the FCC the change was dictated by a "large public demand" for C&W music.

■ **KCOR(FM)** San Antonio, Tex.—Inter-American Radio Inc., effective May 24, expanded its "blend of Latin and continental music" format by extending its broadcast day to 24 hours. Previously the station signed off at 12 midnight Monday through Saturday. Station is silent between 12 midnight Monday and 6 a.m. Tuesday.

CBS-TV *CBS News Hour*, alternating with 60 Minutes, part.
NBC-TV *Movie*, cont.

Wednesday evening

7:30-9 p.m.

ABC-TV 7:30-8 *Nanny and the Professor*, part. (eff. 9/23 *The Courtship of Eddie's Father*, part.); 8-8:30 *The Courtship of Eddie's Father*, part. (eff. 9/23 *Make Room for Granddaddy*, part.); 8:30-9 *Room 222*, part.
CBS-TV 7:30-8 *Where's Huddles*, part.; (eff. 9/16 7:30-8:30 *Store Front Lawyers*, part.); 8-8:30 *Gomer Pyle—USMC*, part. (eff. 9/16 *Store Front Lawyers*, cont.); 8:30-9 *The Beverly Hillbillies*, part.
NBC-TV *The Virginian*, part. (eff. 9/16 *The Men From Shiloh*).

9-10 p.m.

ABC-TV *Johnny Cash Presents the Everly Brothers*, part. (eff. 9/23 *The Johnny Cash Show*, part.).
CBS-TV *Medical Center*, part.
NBC-TV *Kraft Music Hall*, Kraft.

10-11 p.m.

ABC-TV *The Smothers Brothers Summer Show*, part. (eff. 9/23 *Dan August*, part.).
CBS-TV *Hawaii Five-O*, part.
NBC-TV *Then Came Bronson*, part. (eff. 9/9 *Four-In-One: "McCloud," "The Psychiatrist," "Rod Serling's Night Gallery," "San Francisco International,"* part.).

Thursday evening

7:30-9 p.m.

ABC-TV 7:30-8 *Animal World*, part.; 8-8:30
That Girl, part. (eff. 9/24 7:30-8:30 *Matt Lincoln*, part.); 8:30-9 *Bewitched*, part.
CBS-TV 7:30-8 *Family Affair*, part.; 8-9
Happy Days, part. (eff. 9/19 8-9 *The Jim Nabors Hour*, part.).
NBC-TV 7:30-8:30 *Daniel Boone*, part. (eff. 9/17 *The Flip Wilson Show*, part.); 8:30-9:30 *Ironsides*, part.

9-10 p.m.

ABC-TV *This is Tom Jones*, part. (eff. 9/24 9-9:30 *Barefoot in the Park*, part., and 9:30-10 *The Odd Couple*, part.).
CBS-TV 9-11 *CBS Thursday Night Movie*, part.
NBC-TV 9-9:30 *Ironsides*, cont.; 9:30-10 *Drag-net*, part. (eff. 9/17 *Nancy*, part.).

10-11 p.m.

ABC-TV *Paris 7000*, part. (eff. 9/24 *The Immortal*, part.).
CBS-TV *Movie*, cont.
NBC-TV *The Dean Martin Show*, part.

Friday evening

7:30-9 p.m.

ABC-TV 7:30-8 *The Flying Nun*, part. (eff. 9/25 *Brady Bunch*, part.); 8-8:30 *The Brady Bunch*, part. (eff. 9/25 *Nanny and the Professor*, part.); 8:30-9 *The Ghost and Mrs. Muir*, part. (eff. 9/25 *The Partridge Family*, part.).
CBS-TV 7:30-8 *Get Smart*, part.; 8-8:30 *The Tim Conway Show*, part. (eff. 9/18 7:30-8:30 *The Interns*, part.); 8:30-9 *Hogan's Heroes*, part. (eff. 9/18 *Andy Griffith*, part.).
NBC-TV 7:30-8:30 *High Chaparral*, part.; 8:30-10 *The Name of the Game*, part.

9-10 p.m.

ABC-TV *Here Come the Brides*, part.; (eff. 9/25 9-9:30 *That Girl*, part.; 9:30-10 *Love, American Style*, part.).
CBS-TV *CBS Friday Night Movie*, part.
NBC-TV *The Name of the Game*, cont.

10-11 p.m.

ABC-TV *Love American Style*, part. (eff. 9/25 *This is Tom Jones*, part.).
CBS-TV *Movie*, cont.
NBC-TV *Bracken's World*, part.

Saturday

8-10 a.m.

ABC-TV 8-8:30 *The Adventures of Gulliver*, part. (eff. 9/12 *The Reluctant Dragon* and Mr. Toad, part.); 8:30-9 *The Smokey Bear Show*, part. (eff. 9/12 *Motor Mouse*, part.); 9-10 *Cattanooga Cats*, part. (eff. 9/12 *Lancelot Link and the Secret Chimp Hour*, part.); CBS-TV 8-8:30 *The Jetsons*, part.; 8:30-9:30 *The Bugs Bunny/Road Runner Hour*, part.; 9:30-10 *Dastardly & Muttley in Their Flying Machines*, part.; NBC-TV 8-9 *The Heckle and Jeckle Show*, part. (eff. 9/12 8-8:30 *The Heckle and Jeckle Show*, part. and 8:30-9 *The Woody Woodpecker Show*, part.); 9-9:30 *Here Comes the Grump*, part. (eff. 9/12 *The Tomfoolery Show*, part.); 9:30-10 *The Pink Panther Show*, part. (eff. 9/12 *The Bugaloos*, part.).

10-11 p.m.

ABC-TV 10-10:30 *Hot Wheels*, part. (eff. 9/12 *Will the Real Jerry Lewis Please Sit Down*, part.); 10:30-11 *The Hardy Boys*, part. (eff. 9/12 *Scooper and the Doubledeckers*, part.); CBS-TV 10-10:30 *The Perils of Penelope Pitstop*, part.; 10:30-11 *Scooby-Doo, Where Are You!*, part.; NBC-TV 10-10:30 *H. R. Pufnstuf*, Hasbro (eff. 9/12 *The Further Adventures of Dr. Dooblittle*, part.); 10:30-11:30 *The Banana Splits Adventure Hour*, part. (eff. 9/12 10:30-11 *The Pink Panther*, part.); 11-11:30 *H. R. Pufnstuf*, part.).

11 a.m.-noon

ABC-TV 11-11:30 *Sky Hawks*, part. (eff. 9/12 *Hot Wheels*, part.); 11:30-12 *George of the Jungle*, part. (eff. 9/12 *Skyhawks*, part.); CBS-TV *The Archie Comedy Hour*, part.; NBC-TV *The Banana Splits*, cont. (eff. 9/12 11-11:30 *H. R. Pufnstuf*, part.); 11:30-12 *The Flintstones*, part. (eff. 9/12 *Here Comes the Grump*, part.).

Noon-1 p.m.

ABC-TV 12-12:30 *Get It Together*, part. (eff. 9/12 *Hardy Boys*, part.); 12:30-1:30 *American Bandstand*, part.; CBS-TV 12-12:30 *The Monkees*, part.; 12:30-1 *Wacky Races*, part.; NBC-TV 12-12:30 *Jambo*, part. (eff. 9/12 *Hot Dog*, part.); 12:30-1 *Underdog*, part. (eff. 9/12 *Jambo*, part.).

1-2 p.m.

ABC-TV 1-1:30 *Bandstand*, cont.; 1:30-2 No network service.; CBS-TV 1-1:30 *Superman*, part.; 1:30-2 *Johnny Quest*, part.; NBC-TV No network service.

2-5 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

5-7:30 p.m.

ABC-TV 5-6:30 *The Wide World of Sports*, part.; 6:30-7:30 No network service.; CBS-TV 5-6:30 No network service.; 6:30-7:30 *CBS Evening News with Roger Mudd*, part. (2 feeds); NBC-TV 5-6:30 No network service.; 6:30-7:30 *The Huntley-Brinkley Report* (2 feeds), part. (eff. 9/8 *NBC Nightly News*, part.).

7:30-9 p.m.

ABC-TV 7:30-8 *Let's Make a Deal*, part.; 8-8:30 *The Newlywed Game*, part.; 8:30-9:30 *The Laurence Welk Show*, part.; CBS-TV 7:30-8:30 *The Jackie Gleason Show*, part. (eff. 9/19 *Mission Impossible*, part.); 8:30-9 *My Three Sons*, part.; NBC-TV 7:30-8:30 *The Andy Williams Show*, part.; 8:30-9 *Adam-12*, part.

9-10 p.m.

ABC-TV 9-9:30 *Lawrence Welk*, cont.; 9:30-10:30 *Engelbert Humperdinck Show*, part. (eff. 9/26 *Most Deadly Game*, part.); CBS-TV 9-9:30 *Green Acres*, part.; 9:30-10 *Petticoat Junction*, part. (eff. 9/19 *Arnie*, part.); NBC-TV 9-11 *Saturday Night at the Movies*, part.

NBC schedules Benny, rhinos for TV specials

NBC-TV announced a group of specials last week that will be presented during the 1970-71 season, paced by two new Jack Benny one-hour programs to be sponsored by Timex Corp., New York, through Warwick & Legler, New York. They will be telecast in November 1970 and March 1971, with dates and time to be announced.

The Monsanto Co. will be the sole advertiser of *Monsanto Night Presents Carol Channing* on Sept. 9 (9-10 p.m.), on which Art Carney and Fred MacMurray will be guest stars. The agency is Doyle Dane Bernbach, New York.

The first of three specials being prepared for the 1970-71 *GE Monogram Series* is *Rhino*, focusing on the life of the rhinoceros in Africa. It will be presented on Nov. 12 (7:30-8:30 p.m.) under the sponsorship of the General Electric Co. through BBDO, New York.

10-11 p.m.

ABC-TV 10-10:30 *Humperdinck*, cont.; 10:30-11 No network service.
CBS-TV *Mannix*, part.
NBC-TV *Movie*, cont.

11 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *The Saturday Tonight Show Starring Johnny Carson*, part.

Specials in third quarter of 1970

ABC-TV

July 11, 3:30-5 p.m. *British Open*.
July 31, 9:30 p.m.-12:30 a.m. *College All-Star Football*.
Aug. 1, 5-6:30 p.m. *Westchester Classic Golf*.
Aug. 2, 4-6 p.m. *Westchester Classic Golf*.
Aug. 14, 10:30-11 p.m. *PGA Golf*.
Aug. 15, 6-7:30 p.m. *PGA Golf*.
Aug. 16, 5-7 p.m. *PGA Golf*.
Aug. 28, 8:30-11:15 p.m. *NFL Exhibition*.
Aug. 29, 4-5 p.m. *Dow Jones Open Golf*.
Aug. 30, 5-7 p.m. *Dow Jones Open Golf*.
Sept. 5, 6:30-7:30 p.m. *U.S. Men's Amateur*.
Sept. 9, 7:30-8:30 p.m. *Unseen World*.
Sept. 16, 7:30-8 p.m. *Mad, Mad, Mad, Comedians*.
Sept. 17, 9-10 p.m. *Don Rickles*.
Sept. 26, 9:30-10:30 p.m. *Howdy*.

NBC-TV

July 14, 7:30-11 p.m. *Baseball All-Star Game*.
July 16, 7:30-8:30 p.m. *Migrant—An NBC White Paper*.
July 25, 5-6 p.m. *PGA 4-Ball Laurel Valley Golf Tournament*.
July 26, 4:30-6 p.m. *PGA 4-Ball Laurel Valley Golf Tournament*.
Aug. 3, 8-8:30 p.m. *Monday Theatre: Southern Fried*.
Aug. 4, 9-11 p.m. *First Tuesday*.
Aug. 6, 8:30-9:30 p.m. *G-E Monogram Series: Once Before I Die*.
Aug. 10, 8-8:30 p.m. *Monday Theatre: TBA*.
Aug. 14, 8:30-11:30 p.m. *Football: Baltimore vs. Kansas City*.
Aug. 17, 8-11 p.m. *Baseball*.
Aug. 22, 5-6 p.m. *Avco Golf Classic*.
Aug. 23, 4:30-6 p.m. *Avco Golf Classic*.
Aug. 30, 9-12 p.m. *Football: New York vs. Minnesota*.
Sept. 1, 9-11 p.m. *First Tuesday*.
Sept. 3, 7:30-8:30 p.m. *G-E Monogram Series: The Wolf Men*.

Sept. 5, 9-12 p.m. *Football: Kansas City vs. Dallas*.
Sept. 10, 7:30-8:30 p.m. *The Eskimos*.
Sept. 12, 5-6:30 p.m. *World Series of Golf*.
Sept. 12, 7:30-9 p.m. *George M!*.
Sept. 12, 9-10 p.m. *All-Star Circus*.
Sept. 12, 10-12 p.m. *Miss America Pageant*.
Sept. 13, 5-6:30 p.m. *World Series of Golf*.

CBS-TV

July 11, 10-11:30 p.m. *Miss Universe*, Procter & Gamble.
Aug. 8, 5-6 p.m. *American Golf Classic*.
Aug. 9, 4:30-6 p.m. *American Golf Classic*.
Aug. 22, 9:30 p.m.-concl. *Football: Minnesota vs. Houston*.
Aug. 30, 6 pm.-concl. *Football: Green Bay vs. Oakland*.
Sept. 5, 4-6 p.m. *U.S. Open Tennis Championships*.
Sept. 12, 4-6 p.m. *U.S. Open Tennis Championships*.
Sept. 13, 3:30-5:30 p.m. *U.S. Open Tennis Championships*.
Sept. 13, 9 p. m.-concl. *Football: New York vs. Dallas*.

Eastman Kodak clinics in four more cities

Eastman Kodak Co., Rochester, N. Y., is holding workshops around the country in techniques of newsfilm photography.

Instruction includes such concepts as continuity and editing, lighting for TV systems, photography from moving vehicles, and adapting to varying filming situations.

Developed and coordinated by Ernie Crisp, Kodak marketing education specialist and current president of the National Press Photographers Association, the series of seven workshops is being conducted throughout 1970.

Workshops remaining for 1970 are scheduled at Hartford, Conn., July 12-17; Atlanta, Sept. 13-18; Oak Brook, Ill., Oct. 11-16, and Rochester, N. Y., Nov. 15-20. Earlier this year workshops were held in Dallas, San Francisco and Seattle.

For applications write Eastman Kodak Co., Marketing Education Center, 343 State Street, Rochester, N. Y., 14650.

New firm offers CATV's 'TV Guide'-type program

A sort of *TV Guide* of the air is the thrust of a new program supplier for cable TV—composed principally of a group of former Northwest *TV Guide* employees. Gower Enterprises Inc., Seattle, in announcing its CATV service, said it has two group systems on the verge of signing contracts.

The new round-the-clock service, under the name "Cableguide," proposes to furnish CATV systems with program listings for those TV stations carried by the cable systems, plus about 10 minutes of news, sports, weather and public service announcements. All are to be tailored for the individual CATV system market.

David E. Warmuth, most recently Northwest regional manager for *TV*

Program notes:

Under production ■ Hyperion Production Co. has created two new daytime serials for network presentation, a non-serial dramatic property for syndication and a game show for network or syndication. Hyperion is located at 119 West 57th St., New York. Phone: (212) 586-5930.

Radio documents ■ Westinghouse Broadcasting Co. will begin four new series of radio documentaries in the fall: *The State of Welfare*, *The History of Dis-sent*, *The Breakdown of Systems*, and *Can Man Survive?* Each series will consist of 13 half-hour programs and will be broadcast on the seven WBC radio stations.

BBC meets NET ■ A series of five one-hour programs will be co-produced by the British Broadcasting Corp. and non-commercial KCET(TV) Los Angeles. The shows will deal with interpersonal relationships, according to Dr. James L. Loper, executive vice president and general manager of KCET. The series, titled *Communication*, will air in the fall of 1971 on the National Educational Television Network.

World Cup games in syndication ■ *The Best of the World Cup*, a video tape series of the best 25 games played during the recently concluded World Cup Soccer Championships in Mexico, is being offered to television stations and networks worldwide by Telesistema Mexicano, Mexico City. TM produced the live, color coverage of the games last month.

Educational auctioned ■ The on-the-air auction by noncommercial KCET-

(TV) Los Angeles raised \$203,122 through the sale of over 4,000 items, according to James L. Loper, general manager. Some 53 hours of broadcast time were used for the auction from May 31 to June 7. Parts of the fund raising were also simulcast on KABC-TV Los Angeles. Studio space was provided by KTTV(TV) there.

Life of a GI ■ *Company C*, portrait of the day-to-day life of U.S. combat soldiers in Vietnam is scheduled as a CBS News special on Tuesday, July 14, 10-11 p.m., with CBS News correspondent John Laurence as reporter.

Programs for sale ■ National General TV Inc. has signed TeleWorld Inc. as executive sales representative for National General TV programming in the western states. Primary sales responsibility in the western area is under Dalton Danon, vice president of TeleWorld.

Four-hour TV movie ■ A four-hour dramatization of the novel *Vanished* will be seen as a World Premier movie on fall NBC-TV season ("Closed Circuit," May 25). The program will be seen on consecutive nights. Universal Studios will produce this television movie. The story involves the disappearance of the top advisor to the President of the United States at a time in the near future. Dean Riesner has already written the teleplay. Production begins next month.

Four-way tie-in ■ A four-channel stereo telecast is being planned by KPIX(TV), KIOI(FM) and KCBS-FM, all San Francisco. The broadcast of *Celebration* is planned for July 11 from midnight to 1:30 a.m. Each FM will broadcast two of the four channels while KPIX-

(TV) will transmit a monaural signal, according to TV station program manager Bill Jackson. Although two FM stereo receivers are the minimum required for the effect to be felt, Mr. Jackson is suggesting several TV sets as well. "We will attempt, through special lighting effects, to create both a four channel rock concert and a television light show in the homes of viewers," Mr. Jackson said.

Spot report ■ An annual report in the form of a one-minute spot is being distributed to TV stations by Cancer Care Inc., New York, an organization which provides services to advanced cancer patients and their families in the New York City area. The spot, which is described as "a good, clear, quick way to tell the organization's story," is narrated by veteran actor E. G. Marshall.

Sailing away ■ The America's Cup trials, prelude to international yacht racing events, is being filmed by the Hughes Sports Network during June and August. Three American ships, the *Heritage*, *Intrepid* and *Valient*, are competing in Long Island Sound, New York, for the honor of representing the U.S. in September. HSN has signed 110 stations to date to carry the one-hour special, *Duel in the Wind*, on Wednesday, Sept. 10-11 p.m. EDT. Program is being produced by the editors of *Life* magazine and sponsored by Aluminum Co. of America, Pittsburgh.

Title change ■ *Dial Hot Line*, starting Thursday, Sept. 24 (7:30-8:30 p.m. EDT), starring Vince Edwards in the role of a psychiatric social worker, has undergone a title change. Series will be called *Matt Lincoln*.

Guide magazine, is president. Clarence N. Gosanko, also a former *TV Guide* executive, is secretary-treasurer.

New film pact for WPIX

Fifty-four feature films produced by Samuel Goldwyn have been bought by WPIX(TV) New York for telecasting solely in prime time, starting in the fall. The purchase price is estimated at \$500,000. The features were placed initially on the market by Goldwyn in 1963 and were bought by CBS-owned TV stations, including WCBS-TV New York, which carried them in late afternoon and late evening periods.

Circle's first film

First production of ABC-TV's new subsidiary, ABC Circle Films, will be a feature film called "The Man," an adaptation of the Irving Wallace novel about a Negro senator who is elected President of the U.S. ABC formed Cir-

cle Films for the purpose of producing features for TV presentation starting in 1971 (BROADCASTING, June 22). Production on "The Man," a joint venture with Lorimar Productions, will begin in the fall on location in Hollywood and in Washington. Lee Rich of Lorimar is executive producer and Steve Gethers, who wrote the screenplay, is producer.

TV product distributor goes south of the border

ABC Films Inc., distributor of television programs, announced an expansion in the theatrical distribution field last week. It has signed an agreement with Lionel International Films Ltd. to distribute a group of motion pictures throughout Latin America for theatrical and TV exhibition.

Kevin O'Sullivan, president of ABC Films, said the organization's first venture into theatrical distribution consists

of a package including *The Third Man*, *Loneliness of A Long Distance Runner*, *They Who Dare*, *Lions Are Free*, *One Potato*, *Two Potato*, and *The Leather Boys*.

CPB makes two more major program grants

Corp. for Public Broadcasting has announced a grant of \$453,000 to non-commercial, educational WTTW(TV) Chicago for the production of two new series: *Kukla, Fran and Ollie*, 26 half-hour color programs, and *Just Jazz*, hour-long music entertainment series, and continuation of a third, *Book Beat*, with Robert Cromie, returning for its eighth season.

CPB also announced a \$150,000 grant to the National Center for Experiments in Television, San Francisco, and \$100,000 to the American Film Institute, Washington.

Sanitary napkins on television?

Claiming tests prove viewer acceptance, Scott looks for time

The Scott Paper Co., which pioneered the acceptance of bathroom-tissue spots on television, is now seeking the approval of broadcasters for a Confidets sanitary-napkin commercial ("Closed Circuit," June 15).

In a presentation put together by Scott's agency, BBDO, the results of test-market research into the "taste" issue are being laid before the managements of stations not subscribing to the industry's television code, which outlaws the entire sanitary-protection product category.

The 30-second Confidets spot, which stresses the convenience of the disposable bags that accompany the product, was tested earlier this year in Minneapolis and Erie, Pa. The research firm of Marketing Studies Inc. determined that exposure to the spot raised viewer-acceptance levels in those markets, in addition to building sales.

Despite all the evidence of positive viewer reaction, one noncode station group has turned down the Confidets spot, which, Scott has stipulated, must be shown in late fringe time to minimize exposure to children. This station group's refusal was not on grounds of taste, but because the Scott buy would be so substantial that the late-fringe time period would be turned over almost exclusively to the advertising of Confidets and other personal-hygiene products. Late fringe on some stations is already carrying a large number of personal-products spots.

The BBDO presentation points out that Confidet's market position, third to Kimberly-Clark's Kotex and Johnson & Johnson's Modess, makes it necessary for Scott paper to take the initiative and break into TV. To Kotex and Modess—which have strong leads and are committed to print—"maintaining the status quo in the marketplace is in their best interest," the presentation notes. It is also pointed out that the sanitary-napkin industry spends over \$14 million annually on print advertising.

The Minneapolis and Erie tests were begun in February on KMSP-TV Minneapolis and on WICU-TV, WJET-TV and



In the 30-second spot there is no audio as the wrapped package is displayed and then torn open to show the inside package and the label. Then a feminine

voice-over simply tells the "news" that Confidets "is the first feminine napkin to give you disposal bags in every box . . . And we're the only ones who do . . ."

WSEE(TV), all Eric. Schedules are still running in those initial markets. During the test, each market carried 85 gross-rating points weekly of Confidets advertising.

Scott kept tabs on the number of viewer complaints, either phone calls or letters, received by the four stations. Of the complaints, 80% were received in the first three weeks of the test. A total of 24 phone calls and eight letters were recorded over a 16-week period.

Consumer attitudinal interviews were conducted prior to the on-air test and six weeks later a total of 908 interviews were conducted with adult females, both users and nonusers of sanitary-protection products. Interviewees rated the taste of TV advertising in four product categories: bathroom tissue, bras and girdles, feminine-hygiene sprays and sanitary napkins.

While the "poor taste" responses in the sanitary-napkin category were about even with the "poor taste" responses in other categories, the largest number of respondents were undecided about the taste of sanitary-napkin commercials, both before and after the test. Research showed, according to the presen-

tation, that of the group that found sanitary-napkin advertising offensive, 69% also found one or more of the other product categories in questionable taste.

The presentation characterized them as "chronic complainers."

What TV viewers say about sensitive spots

The following table indicates the percentage of women polled that registered approval or disapproval of personnel-product advertising, or indecision, according to the Scott Paper Co. research. Wave 1 represents the first set of interviews, prior to the on-air test, and Wave 2 is the second group, interviewed six weeks after the television spots went on the air.

Erie/Minneapolis Average					
	Bath Tissue		Bras & Girdles		
	Wave 1	Wave 2	Wave 1	Wave 2	
	79.8%	78.5%	76.4%	79.5%	
Good taste	14.8%	13.0%	17.5%	13.0%	
Poor taste	5.9%	8.5%	6.1%	7.5%	
Don't know	Feminine-Hygiene Spray		Sanitary Napkins		
	Wave 1	Wave 2	Wave 1	Wave 2	
	76.4%	76.9%	35.4%	42.9%	
	13.6%	11.8%	10.5%	12.3%	
Good taste	20.0%	21.3%	54.1%	44.8%	
Poor taste					
Don't know					

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended June 21, 1970
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended June 21	Total dollars week ended June 21	1970 total minutes	1970 total dollars
	Week ended June 21	Cume Jan. 1-June 21	Week ended June 21	Cume Jan. 1-June 21	Week ended June 21	Cume Jan. 1-June 21				
Monday-Friday Sign-on-10 a.m.	\$ \$		\$ 103.7 \$ 3,037.9		\$ 327.6 \$ 8,084.8		83	\$ 431.3	2,088	\$ 11,122.7
Monday-Friday 10 a.m.-6 p.m.	1,676.3	43,466.8	2,960.1	78,173.1	1,712.6	45,923.1	902	6,349.0	21,408	167,563.0
Saturday-Sunday Sign-on-6 p.m.	661.9	25,716.7	756.2	34,367.2	698.4	17,864.5	245	2,116.5	7,175	77,948.4
Monday-Saturday 6 p.m.-7:30 p.m.	435.8	5,888.7	731.8	20,348.4	406.2	14,829.6	82	1,573.8	1,937	41,066.7
Sunday 6 p.m.-7:30 p.m.	230.0	3,182.5	200.4	6,806.2	84.7	5,953.9	23	515.1	544	15,942.6
Monday-Sunday 7:30-11 p.m.	4,988.8	135,104.2	6,243.7	175,740.6	5,482.6	172,809.4	452	16,715.1	10,746	483,654.2
Monday-Sunday 11 p.m.-Sign-off	283.9	7,144.4	337.3	9,822.3	640.5	16,623.6	118	1,261.7	2,785	33,590.3
Total	\$8,276.7	\$220,503.3	\$11,333.2	\$328,295.7	\$ 9,352.6	\$282,088.9	1,905	\$28,962.5	46,684	\$ 830,887.9

30's now rule NBC O&O's rates

Conversion came because smaller unit is considered 'predominant' spot vehicle

The five television stations owned by NBC will make the 30-second announcement rate their basic unit charge to advertisers, starting with the 1970-71 season, it was announced last week.

Bernard Hirsch, vice president, NBC Spot Sales, said that the minute rate will be twice that of the 30-second unit. At present, the stations sell time based on the 60-second rate, with shorter announcements scaled down accordingly. The 30-second rate has been priced at from 50% to 70% of the one-minute rate, depending on the time period and competitive considerations in the market.

In the past 18 months, the 30-second unit has moved increasingly to the fore as the preferred length of advertisers, many broadcasters setting the 30-second spot at 50% of the minute rate in various day parts but not necessarily in all time periods, as is the case with NBC Spot Sales.

Several reps said all their stations have priced the 30 at 50% of the minute rate in nonprime positions. Others said the 30 is priced at 50% of the one-minute rate on some stations and at 55% and 60% on other stations, depending on the competition in the market.

Mr. Hirsch said the decision to convert the rate card was made because the 30-second commercial "is now predominant in spot and local advertising." He reported that tabulations by Broadcast

Advertisers Reports (BAR) show that for the first three months of 1970, 42% of all spot and local announcements were 30's, while less than 30% were single-product 60's.

The television stations owned by NBC are WNBC-TV New York, WRC-TV Washington, WMAQ-TV Chicago, WKYC-TV Cleveland and KNBC-TV Los Angeles. New rates for the fall are now in the process of being prepared.

More ads in smaller packages

Spot-radio flights are becoming shorter but the average number of announcements in a campaign is increasing, according to a study released last week by Robert E. Eastman & Co., national representative. The study covered 100 markets from January 1968 through May 1970. It shows that the most popular flight is for four weeks and only 8% of all buys are for 14 weeks or longer. A similar conclusion was reached in a study announced recently by Alan Torbert Associates (BROADCASTING, June 1). Eastman noted that the average number of announcements per week per flight rose from 13 in 1968 to 15 in 1969 and 19 in 1970.

'Class-action' bill could touch broadcasters

The Senate Commerce Committee last week approved a bill that would permit consumers to band together and file "class-action" suits against allegedly unfair business practices.

The bill goes beyond an administration proposal which would allow such suits only after a business had been cited for fraudulent practices by the Justice Department or Federal Trade Commission. Under the Senate version, individual consumers with claims of

more than \$10 could join forces in a single legal proceeding against an individual firm. A similar bill has been approved by a House commerce subcommittee.

The bill could have a direct affect on broadcasters. Informed sources have acknowledged that nothing in either pending class-action bill prevents consumers from suing both the advertiser and the medium in cases involving charges of deceptive advertising. The National Association of Broadcasters opposed this aspect of the bill, arguing that "mere opportunists" would seize the chance to attack the media.

In the past, consumers with small grievances against advertisers have technically been able to sue, but have not done so because the legal cost to an individual would render such a lawsuit useless. Class-action legislation would permit these individuals to band together so that the legal cost to each one would be minimized, while the damages against firms could potentially be considerable.

FC&B sees 4th quarter upturn for TV networks

Foot, Cone & Belding predicts that the TV networks will achieve a "total prime-time sell out" for the fourth quarter of this year.

In *Channel One*, an internal agency publication reporting trends in broadcast advertising, FC&B's broadcast department in New York said it was forecasting a good sales period in October to December "at a time when others are talking about a 'soft market' for the last three months of this year."

The broadcast department's publication said: "A generally healthy situation is also foreseen for weekend daytime

and sports. In spite of unsettled economic conditions, particularly among the automobiles, the upcoming third quarter [July-September] is already 90% sold out during the evening hours."

FC&B said that "most tobacco firms are spending at a heavier rate than ever before, in anticipation of the January black-out." Cigarette advertising drops out of radio and TV as of Jan. 2, 1971.

Said *Channel One*: "At the same time, a number of new or returning to TV advertisers (such as our own, The Equitable) are establishing franchise positions, looking to the future. For these reasons, we have urged our own accounts to follow the urging of the post office, and do their holiday shopping early." The Equitable Life Assurance Society of the U.S., New York, is an FC&B client.

There also have been sporadic reports of an encouraging resurgence of network-TV business, particularly in third-quarter unit sales (BROADCASTING, June 22; "Closed Circuit," June 15).

L&N agency sets up new Midwest operation

Formation of Lennen & Newell/Midwest as a division of Lennen & Newell Inc. was announced in Chicago last week by Adolph J. Toigo, board chairman and chief executive officer of the parent firm.

The new autonomous operation, with headquarters in Chicago and offices also in Racine, Wis., and Omaha, is an outgrowth of the former Geyer-Oswald agency which merged with Lennen & Newell last March. L&N's continued billings now top \$177 million.

Lennen & Newell/Midwest is at 645 North Michigan in Chicago; phone (312) 664-8400. Among accounts are La Choy Foods, De Kalb Agresearch; Illinois Central Railroad, U.S. Gypsum, John Morrell & Co., Union Pacific Railroad, Continental Steel Corp. and J. I. Case Co.

B&B takes dim view of prime-time rule

Benton & Bowles says the FCC's proposed cutback of network-television programing in prime time "can only be viewed in a negative light by prime-time network advertisers." The reason, according to the agency, is that "any rule which limits the amount of prime-time network programing will also reduce commercial inventory in this day part. On this basis there would be fewer opportunities for prime-time network advertisers and the simple law of supply and demand suggests that what time is available would carry a higher price tag."

The agency's thinking was revealed

Smoke gets in your eyes

A reminder that the federal government's left hand may not always coordinate with its right was prompted last week by Department of Agriculture Secretary Clifford M. Hardin's continuation of the flue-cured-tobacco price-support and production-control program for three more years, beginning in 1971. Price support from the government totaled \$4.9 million in fiscal 1969, culminating in \$58.8 million worth of governmental aid for tobacco farmers from 1933 to June 30, 1969. Earlier this year Congress passed, and the President signed, a bill banning all broadcast cigarette advertising as of Jan. 2, 1971. As one of its chief sponsors then noted: "Generations of Americans will benefit greatly because of the steps we have taken to inform everyone of the health hazards involved in this habit."

with distribution of the June issue of *Impressions*, published by B&B's media and programing department.

Should the TV networks place the three hours they can program nightly under the commission's rule into the 7:30-10:30 p.m. period, B&B speculates that stations would then shift late-news programs to 10:30 p.m., permitting late-evening 90-minute sofa-desk shows to start at 11 p.m. This, according to the agency, would benefit advertisers in "slightly higher viewing levels," but "costs can be expected to increase at least proportionate with the audience gain."

The effect of the limitation rule in spot TV, *Impressions* comments, would be to increase availabilities, which in a soft economic situation would depress price levels further and in a tight market could help stabilize cost levels. On the other hand, failure of stations to "at least match the current level of 'network quality' programing" could "drive current viewers away from the set, thus producing a negative effect for advertisers generally." *Impressions* observes: "In a very real sense . . . the type of programing available to the viewer under the FCC rule will be the critical determinant of the effect of this rule on advertising investments."

New creative shop is set up

Paine/Zdinak Associates Inc., a creative service agency, has been formed by two former art directors. Bob Paine, a creative consultant for the past year and a half, was, prior to that, a TV art director, producer and vice president at Geyer-Oswald. Bill Zdinak has been an independent consultant for over 10 years. Paine/Zdinak will work with

both advertisers and agencies. While work for all of the agency's present clients is being done on a free-lance basis, the principals are hopeful that future business will be handled on retainer or under contract. Paine/Zdinak offices are at 1414 Avenue of the Americas, New York.

FC&B plans spots for occult magazine

A test campaign for a British magazine dealing with the occult and astrology is being conducted by Foote, Cone and Belding, Los Angeles, in California, Oregon and Washington. The magazine, *Man, Myth and Magic*, is being represented in the U.S. by Purnell Inc., Los Angeles, a subsidiary of British Printing Corp., Ltd., London.

According to the agency, the major portion of the advertising budget will be spent in broadcasting. Some \$68,050 is being spent in radio for 30's and 60's during the initial two-week advertising period, Sept. 5-14 in 27 markets in the three states. The largest amount scheduled for any market is \$30,000 in Los Angeles. No TV is currently planned.

Magnavox's new agency

Lois, Holland, Callaway, New York, agency has been named to create Magnavox advertising. Magnavox Co., which severed relations with Kenyon & Eckhardt (BROADCASTING, June 29), indicated it will be using independent advertising services exclusively to produce and place advertising for its TV, high-fidelity, stereo and radio products.

Rep appointments:

- KCAL(AM) Redlands, Calif., and WARA(AM) Attleboro, Mass.: AAA Representatives, New York.
- KCSJ(AM) Pueblo, Colo.: Avery-Knodel Inc., New York.

Agency appointments:

- Plymouth Manufacturing Co., Boston. men's rainwear maker, has named Powell, Schoenbrod & Hall, Chicago, to handle major national spot TV campaign to begin this fall. Plymouth's other advertising is handled by Henry S. Kaufman & Associates, Washington.
- Stanback Co. Ltd., Salisbury, N.C. pharmaceutical company, has named Henderson Advertising Agency Inc., Greenville, S.C., to handle advertising for its line of proprietary products. Former agency was Piedmont Advertising, Salisbury.
- Swift & Co., Chicago, names McCann-Erickson there to handle \$1.5 million Allsweet margarine account. Former agency was Kenyon & Eckhardt there.

Whitehead named first OTP director

**Quick Senate approval
foreseen on nomination
of young Nixon aide**

The nomination of Dr. Clay T. Whitehead, special assistant to President Nixon, to be the first director of the new Office of Telecommunications Policy, has been referred to the Senate Commerce Committee for confirmation. Because of the intervening holiday last weekend, no date for hearings has been scheduled.

President Nixon announced on June 26 that he intended to nominate the 31-year-old native of Kansas to the new post (BROADCASTING, June 29).

Dr. Whitehead, who joined the Nixon administration during the transition period following the 1968 election, has handled telecommunications matters at the White House, including domestic satellite communications and the Intelsat negotiations. Previously, he was with the Rand Corp., a California think tank for the Defense Department where he concentrated on arms control, air defense, spacecraft engineering, and health. He also served as a consultant to the Bureau of the Budget during this period. He served in the Army, leaving as a captain. He received his B.S. and M.S. degrees in electrical engineering, from the Massachusetts Institute of Technology. His doctoral degree, also from MIT, is in management, with concentration on policy analysis, economics and research and development management.

Due also from the White House is an executive order spelling out Dr. White-



Dr. Whitehead

head's responsibilities, although many of them are obvious from the reorganization plan that resulted in the establishment of the OTP three months ago. Some observers feel that the executive order may not be issued until after Dr. Whitehead's confirmation by the Senate, which as of late last week seemed assured. At least, no voices have been raised in opposition to the appointment—as happened when word spread that 37-year-old Dr. William Niskanen, an economist with the Institute for Defense Analysis and a former Rand Corp. staffer, was being considered for the OTP directorship (BROADCASTING, April 27).

The new OTP, which became official last April when the veto period passed without congressional action to deny it, takes over the functions of the Office of Telecommunications Management, and adds new duties.

The OTP office, according to the administration's reorganization plan, serves as the President's principal advisor on

telecommunications policy, coordinates that policy as well as appropriate activities of the executive branch and formulates national telecommunications policy.

It also represents the executive branch on telecommunications policy matters, including matters involving nongovernment use of the spectrum before Congress and the FCC.

It also is empowered to assign radio frequencies to government users. And it is authorized to carry out the President's responsibilities under the 1962 Satellite Communications Act.

Earlier this year, when a draft of the executive order was circulated among departments and agencies of the government, the FCC is understood to have raised some questions about the fact that its own role in telecommunications got little mention. Specifically, the draft reportedly had nothing to say about the commission's power to conduct economic, technical and systems analyses in formulating national policy in this field; its participation in international telecommunications activities; its development of plans, policies and programs designed to provide the nation with maximum use of the spectrum through more efficient frequency management; coordinating plans, programs and policy for the use of telecommunications in emergencies, and coordinating federal assistance to states and local governments.

The commission is also said to have asked that the executive order specify that OTP be directed to coordinate its activities with the commission and that it submit recommendations applying to "the private sector" to the FCC for action.

Among other items understood to have been raised by the commission, were those relating to computer and data transmission, the FCC sponsored National Industry Advisory Committee, and a fear that OTP funding may result in a diminution of FCC appropriations. And, it also is said to have asked that the research and analysis functions given to the Department of Commerce be coordinated with the FCC for maximum benefit.

Senate committee prods the FCC on land mobile

The Senate Appropriations Committee is still pressing the FCC for further action to alleviate the frequency congestion on land-mobile radio channels. In its report on the independent-offices appropriations bill for fiscal 1971, the

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committee said this year's FCC actions on land mobile were not enough.

The report had faint praise for a decision to permit sharing of UHF frequencies in the 10 largest markets but noted that the action "does not provide relief for the vast portion of the country." Another decision, to reallocate frequencies in the upper part of the UHF band, was also criticized; it "will not alleviate congestion," the committee said, "for the practical reason that possible users do not have a technical capacity to effectively handle communications in the upper UHF frequencies."

The Senate unit has recommended that the FCC be given its full budget request of \$24.9 million in fiscal 1971 (BROADCASTING, June 22). It has also commended the commission for moving to adopt new filing fees (see page 17) while expressing its hope that the fees will be equitable and not "unduly burdensome" on smaller licensees.

Plea for accord on home-tape gear

Electronics show panel pitches for standardization in video-tape formats

The merits of standardization in the budding home-entertainment/cassette-cartridge TV-tape market were debated last week during and after a panel session of the Consumer Electronics Show in New York.

The debate came as Gerry Citron of North American Philips Corp., manufacturer of the yet-to-be-demonstrated VCR system, pleaded for standardization as "absolutely imperative."

Concurring was Alfred Medica of the Admiral Corp., the first TV set manufacturer to adopt the new Cartrivision system, developed by Avco Corp. and Cartridge Television Inc. (BROADCASTING, June 1). The new home-entertainment industry, Mr. Medica said, "will never reach its potential" without standardization.

Panelist Robert E. Brockway, president, CBS Electronic Video Recording (EVR) Division, responded to the plea with competitive glee. "It gave me some satisfaction," he said after the discussion. "I hope they keep fighting forever."

Mr. Brockway was the only panelist whose product uses film, not tape. Noting that manufacturers of video-tape devices have continuously called for standardization but have done nothing about it, Mr. Brockway observed, "they'll be unable to compete with us or RCA unless they do standardize."

"They have a complete lack of sensitivity to program requirements. I

What's in a name?

Dr. Stanton, we presume

As a CBS spokesman put it last week: "If you are asking if the *real* Frank Stanton of CBS would please stand up, it would have to be *Dr. Frank Stanton*."

The question came up last week with the emergence of a new broadcast-related company, Avco CTV Cartrivision, New York, of which another Frank Stanton is president (see this page). Cartrivision's Stanton — Franklin J. Stanton — has a varied business background, including foreign trade and domestic marketing.

Another Frank Stanton, who was an electronics securities dealer in New York, was responsible some years ago for the now common use of "Dr." in identifying CBS's Stanton, according to sources there. "The securities dealer was calling up people in New York and selling stocks. Inevitably, many of the people called CBS and asked, 'was that *the* Frank Stanton who recommended stocks?'" The upshot of this episode was the use of Doctor — Frank Stanton, president of CBS Inc., received a doctor of philosophy degree from Ohio Wesleyan, after he switched from pre-medical studies to psychology and had earned a masters degree in that subject — to differentiate the broadcast executive from the securities dealer.

CBS authorities are aware of still other potential mixup in names. At

one time, a Frank Stanton at Benton & Bowles, the New York advertising agency, was a senior vice president and management supervisor ("the guru of all General Foods business," as explained by a B&B official). The agency executive subsequently left the company and now is vice president of marketing of Universal Education Corp., New York, which operates 70 "Discovery Centers," mostly in New Jersey, for the educational enrichment of pre-school children.

It is also noted at CBS that the proper Stanton identification is important in parochial New York City. A lengthy article was printed in the June 8 issue of the weekly *New York Magazine* depicting a reception last January for leaders of the Black Panthers and attended by cultural and social leaders — the "radical chic" — at the Park Avenue home of Mr. and Mrs. Leonard Bernstein.

Most of the names of the guests mentioned in the article were without identification because of their prominence or place on the social register. Frequent references made of the "Stantons" apparently did not satisfy the author, who was obviously aware of the possible problem of mixing identities.

With every mention, "the Stantons" were identified as "Frank and Donna Stanton." Where the man's name appeared alone, it was "Frank Stanton, the entrepreneur, not the broadcaster. . . ."

don't think they really thought this out. None has a vested interest in a system; each just tries to come up with a sexier model. All are going their separate ways. It would be smart for them to standardize. . . ."

RCA, according to Jack Wayman, staff vice president, Consumer Products Division of the Electronic Industries Association, sponsor of last week's show, "was invited but refused to appear" on the panel. An RCA spokesman confirmed the invitation, commenting, "since we weren't participating in the consumer show, we felt it inappropriate to participate in any panel discussion." RCA last fall announced plans for a Selectavision color-TV tape player.

Joining Messrs. Citron, Medica and Brockway in the discussion of home-video systems were representatives of other companies with entries in the home-entertainment market. They were Frank Stanton, president, Cartridge Television Inc. (Cartrivision); Lloyd Singer, Motorola Inc. (EVR); and S. Inagaki, Sony Corp. of America (Video player).

Intermingling sales pitches for their individual products, the panelists also

discussed merits and demerits of the playback-only equipment and the record-playback equipment.

Cartrivision's Stanton was bolstered in his presentation by the overwhelming reception — measured by crowds at his booth — for the first public showing of Cartrivision. Among other capabilities, Cartrivision can record programs off the air and allow showing of home movies on the TV screen. In conjunction with the initial demonstration last week, it was announced that "Darling," "Divorce, Italian Style," "8½," "Hercules Unchained," "Robbery," and "Romeo and Juliet" had been added to the film library Avco is assembling for home use on its cartridge.

New way to duplicate tapes

E. I. du Pont de Nemours & Co., Wilmington, Del., reported last week it has developed new thermal technology for duplicating video tape that it claims is 10 times faster, is less expensive and is of better quality than present electronic re-recording methods. Du Pont said that practical application of this technology is expected to play a role in the growth of the extensive consumer market predicted for prerecorded video tapes.

A base for year-round spot buying

Viewing habits can vary drastically according to season, suggesting use of this formula for adjusting schedules

The composition of the television audience, like a bowl of Jell-O, doesn't hold still.

That is one of the greater challenges to the timebuyer seeking pinpoint accuracy in placing spot schedules. The numbers, times and make-up of the viewing audience vary by season, reflecting changes in living patterns. The buyer outlining his schedules must adjust past audience figures to compensate for the seasonal variations.

The following tables, prepared by the American Research Bureau from the month-to-month patterns observed in report markets during 1968-69, provide a basis for this adjustment. Individual market data has been reworked into census regions; November 1969 is used as the base. Monthly television usage is indexed to November and is reported separately for all major spot day-parts and by five audience groups.

The tables can be used this way:

A buyer wants to make an early-fringe buy in Rochester, N.Y., to run in October. The latest rating book available for this market is February-March. The target audience

is the women in the 18-49 bracket. The goal is 100 rating points per week.

The buyer locates the day-part (early fringe is 5-7 p.m.); target group (women, 18-49); region (Rochester is in the Middle Atlantic region), and the schedule month and report month (October index is 83, and the comparable February-March index is 104).

The schedule month is then divided by the report month (83 divided by 104% or 1.04, provides an 80 figure).

The desired 100 gross rating points are divided by the new 80% index to provide a new GRP goal of 125.

This indicates that 125 early-fringe GRP's in the February-March book will deliver 100 GRP's in October because of October's lower TV viewing levels.

Note that these seasonal adjustments reflect only changes in viewing patterns. Audiences are strongly affected by other factors, not readily measured, such as programing and competition.

"Teletatus" is published by BROADCASTING in the first issue of each month.

Mon.-Fri., 5-7 p.m.	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Adults								
New England	68	85	100	—	98	107	—	85
Middle Atlantic	64	84	100	102	104	103	98	78
South Atlantic	65	86	100	—	107	101	—	75
East North Central	72	84	100	91	104	101	96	77
East South Central	—	76	100	—	—	93	—	70
West North Central	73	85	100	—	106	101	—	77
West South Central	84	93	100	—	114	104	—	85
Mountain	—	85	100	—	—	94	—	83
Pacific	66	85	100	93	103	101	86	80
Men								
New England	68	86	100	—	101	108	—	82
Middle Atlantic	66	86	100	112	107	107	103	80
South Atlantic	62	83	100	—	107	100	—	72
East North Central	71	82	100	98	107	103	101	92
East South Central	—	72	100	—	—	88	—	68
West North Central	72	83	100	—	109	105	—	78
West South Central	81	90	100	—	111	100	—	85
Mountain	—	81	100	—	—	98	—	75
Pacific	64	85	100	97	101	101	87	77
Women								
New England	68	84	100	—	96	106	—	87
Middle Atlantic	62	82	100	96	103	101	95	77
South Atlantic	67	89	100	—	107	102	—	76
East North Central	74	86	100	87	102	99	93	78
East South Central	—	80	100	—	—	96	—	71
West North Central	74	86	100	—	105	98	—	76
West South Central	85	95	100	—	116	107	—	85
Mountain	—	87	100	—	—	91	—	87
Pacific	68	85	100	90	104	100	85	83
Men, 18-49								
New England	64	77	100	—	102	103	—	78
Middle Atlantic	68	84	100	111	111	106	103	75
South Atlantic	63	81	100	—	110	99	—	65
East North Central	65	80	100	93	109	100	89	69
East South Central	—	83	100	—	—	92	—	72
West North Central	72	84	100	—	105	102	—	64
West South Central	85	93	100	—	115	101	—	84
Mountain	—	77	100	—	—	78	—	66
Pacific	62	83	100	96	101	98	90	71

Mon.-Fri., 7-7:30 p.m.	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Women, 18-49								
New England	64	80	100	—	101	108	—	86
Middle Atlantic	62	83	100	95	110	104	105	78
South Atlantic	86	90	100	—	112	102	—	69
East North Central	68	83	100	84	102	95	93	72
East South Central	—	84	100	—	—	93	—	71
West North Central	73	89	100	—	105	103	—	75
West South Central	82	93	100	—	109	104	—	77
Mountain	—	95	100	—	—	86	—	90
Pacific	68	84	100	88	101	99	86	77
Adults								
New England	56	101	100	—	107	114	—	84
Middle Atlantic	58	92	100	99	108	107	99	76
South Atlantic	64	89	100	—	106	101	—	73
East North Central	63	88	100	97	104	103	92	74
East South Central	—	79	100	—	—	100	—	70
West North Central	66	85	100	—	104	103	—	77
West South Central	73	85	100	—	109	100	—	85
Mountain	—	86	100	—	—	96	—	81
Pacific	65	91	100	94	103	102	93	83
Men								
New England	57	103	100	—	106	107	—	80
Middle Atlantic	59	97	100	105	111	111	104	76
South Atlantic	63	88	100	—	106	100	—	71
East North Central	64	90	100	101	105	103	94	73
East South Central	—	78	100	—	—	95	—	68
West North Central	65	84	100	—	106	108	—	77
West South Central	68	83	100	—	104	97	—	84
Mountain	—	79	100	—	—	95	—	74
Pacific	63	94	100	97	104	102	94	81
Women								
New England	55	100	100	—	108	119	—	87
Middle Atlantic	58	89	100	95	106	105	95	77
South Atlantic	64	90	100	—	106	102	—	75
East North Central	64	87	100	93	103	103	90	75
East South Central	—	80	100	—	—	103	—	72
West North Central	67	85	100	—	103	99	—	77
West South Central	77	87	100	—	113	102	—	85
Mountain	—	91	100	—	—	97	—	88
Pacific	66	90	100	92	102	101	92	84

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Men, 18-49								
New England	53	96	100	—	105	103	—	71
Middle Atlantic	56	95	100	102	115	110	102	69
South Atlantic	60	89	100	—	106	99	—	62
East North Central	62	91	100	105	97	102	86	67
East South Central	—	84	100	—	—	96	—	65
West North Central	61	84	100	—	102	101	—	64
West South Central	65	86	100	—	107	96	—	84
Mountain	—	81	100	—	—	84	—	68
Pacific	61	93	100	96	103	98	96	74

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Women, 18-49								
New England	51	100	100	—	119	126	—	80
Middle Atlantic	56	89	100	92	113	107	99	76
South Atlantic	63	92	100	—	111	105	—	68
East North Central	57	84	100	94	105	100	92	69
East South Central	—	79	100	—	—	101	—	69
West North Central	60	82	100	—	100	98	—	68
West South Central	69	87	100	—	108	99	—	78
Mountain	—	89	100	—	—	90	—	90
Pacific	65	91	100	90	100	98	91	80

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Sun.-Sat., 7:30-9 p.m.								
Adults								
New England	59	102	100	—	109	110	—	84
Middle Atlantic	55	94	100	98	105	103	97	78
South Atlantic	57	97	100	—	108	107	—	77
East North Central	53	94	100	94	105	102	94	75
East South Central	—	93	100	—	—	102	—	75
West North Central	52	90	100	—	114	109	—	73
West South Central	63	88	100	—	107	103	—	75
Mountain	—	87	100	—	—	99	—	72
Pacific	70	100	100	97	108	106	100	86

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Men								
New England	61	103	100	—	110	110	—	83
Middle Atlantic	57	95	100	101	107	104	99	78
South Atlantic	57	95	100	—	105	104	—	73
East North Central	54	93	100	97	106	102	94	73
East South Central	—	91	100	—	—	96	—	71
West North Central	51	89	100	—	114	111	—	70
West South Central	61	84	100	—	103	100	—	71
Mountain	—	85	100	—	—	101	—	68
Pacific	69	102	100	99	107	106	101	85

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Women								
New England	57	102	100	—	108	111	—	84
Middle Atlantic	53	94	100	96	104	102	95	78
South Atlantic	56	98	100	—	111	109	—	80
East North Central	52	94	100	91	103	103	93	76
East South Central	—	94	100	—	—	108	—	78
West North Central	52	91	100	—	115	107	—	76
West South Central	64	90	100	—	110	105	—	78
Mountain	—	88	100	—	—	98	—	75
Pacific	70	98	100	95	108	106	99	88

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Men, 18-49								
New England	58	95	100	—	109	108	—	79
Middle Atlantic	55	94	100	98	107	103	97	74
South Atlantic	53	95	100	—	107	103	—	68
East North Central	53	96	100	98	107	102	91	70
East South Central	—	95	100	—	—	94	—	71
West North Central	49	91	100	—	110	110	—	63
West South Central	61	87	100	—	106	100	—	70
Mountain	—	86	100	—	—	92	—	64
Pacific	65	100	100	98	106	103	101	80

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Women, 18-49								
New England	54	101	100	—	113	115	—	83
Middle Atlantic	51	95	100	96	106	102	94	77
South Atlantic	53	99	100	—	112	111	—	75
East North Central	47	94	100	86	100	99	93	71
East South Central	—	94	100	—	—	105	—	75
West North Central	50	93	100	—	116	113	—	73
West South Central	59	91	100	—	104	103	—	73
Mountain	—	86	100	—	—	95	—	78
Pacific	68	99	100	95	108	105	100	83

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Sun.-Sat., 9-11 p.m.								
Adults								
New England	72	98	100	—	102	104	—	87
Middle Atlantic	73	96	100	97	101	99	96	87
South Atlantic	75	102	100	—	103	104	—	89
East North Central	68	97	100	92	99	98	93	84
East South Central	—	99	100	—	—	100	—	91
West North Central	61	98	100	—	104	101	—	79
West South Central	73	99	100	—	103	102	—	84
Mountain	—	94	100	—	—	99	—	82
Pacific	81	102	100	96	99	100	93	90

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Men								
New England	73	99	100	—	103	104	—	87
Middle Atlantic	75	96	100	100	104	100	96	89
South Atlantic	76	99	100	—	101	102	—	88

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
East North Central	70	96	100	95	100	99	94	84
East South Central	—	99	100	—	—	95	—	90
West North Central	60	98	100	—	104	103	—	79
West South Central	73	98	100	—	103	100	—	84
Mountain	—	94	100	—	—	101	—	80
Pacific	80	104	100	99	98	101	94	90

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Women								
New England	71	97	100	—	102	103	—	87
Middle Atlantic	71	96	100	95	99	98	96	86
South Atlantic	74	103	100	—	105	105	—	89
East North Central	67	97	100	90	98	98	93	84
East South Central	—	100	100	—	—	103	—	91
West North Central	62	97	100	—	104	100	—	78
West South Central	73	100	100	—	103	103	—	84
Mountain	—	94	100	—	—	97	—	83
Pacific	81	100	100	94	100	100	92	90

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Men, 18-49								
New England	71	95	100	—	102	104	—	86
Middle Atlantic	72	97	100	96	104	98	93	84
South Atlantic	71	100	100	—	101	101	—	86
East North Central	70	98	100	93	99	96	91	83
East South Central	—	105	100	—	—	96	—	91
West North Central	57	98	100	—	99	101	—	73
West South Central	71	98	100	—	101	99	—	82
Mountain	—	98	100	—	—	94	—	76
Pacific	76	104	100	100	98	97	93	86

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Women, 18-49								
New England	72	99	100	—	106	106	—	88
Middle Atlantic	72	98	100	95	100	99	97	86
South Atlantic	73	105	100	—	105	107	—	87
East North Central	64	97	100	84	96	95	92	80
East South Central	—	100	100	—	—	100	—	91
West North Central	61	99	100	—	105	104	—	78
West South Central	69	99	100	—	96	100	—	79
Mountain	—	99	100	—	—	95	—	86
Pacific	79	101	100	96	99	99	92	87

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Mon.-Fri., 11-11:30 p.m.								
Adults								
New England	88	91	100	—	100	106	—	92
Middle Atlantic	85	97	100	93	99	100	92	92
South Atlantic	95	107	100	—	114	115	—	98
East North Central	92	100	100	96	103	98	99	94
East South Central	—	100	100	—	—	104	—	110
West North Central	85	102	100	—	108	105	—	96
West South Central	92	107	100	—	109	104	—	102
Mountain	—	103	100	—	—	108	—	106
Pacific	93	107	100	105	111	108	99	99

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Men								
New England	88	92	100	—	100	105	—	93
Middle Atlantic	85	98	100	96	100	104	87	95
South Atlantic	97	105	100	—	112	107	—	99
East North Central	95	99	100	98	102	98	100	95
East South Central	—	98	100	—	—	100	—	114
West North Central	84	101	100	—	109	106	—	98
West South Central	92	105	100	—	109	102	—	103
Mountain	—	104	100	—	—	110	—	106
Pacific	91	111	100	104	107	108	95	101

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Women								
New England	89	91	100	—	99	106	—	91
Middle Atlantic	85	97	100	91	98	97	96	90
South Atlantic	94	108	100	—	115	110	—	97
East North Central	90	100	100	95	104	98	99	94
East South Central	—	101	100	—	—	108	—	107
West North Central	86	102	100	—	108	103	—	94
West South Central	92	108	100	—	109	105	—	101
Mountain	—	102	100	—	—	105	—	106
Pacific	95	104	100	106	113	108	102	99

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Men, 18-49								
New England	89	91	100	—	107	113	—	101
Middle Atlantic	82	99	100	92	99	105	84	91
South Atlantic	90	105	100	—	112	104	—	101
East North Central	96	103	100	96	102	95	96	95
East South Central	—	104	100	—	—	103	—	118
West North Central	83	102	100	—	106	105	—	91
West South Central	88	105	100	—	106	101	—	103
Mountain	—	106	100	—	—	106	—	107
Pacific	85	104	100	95	102	102	88	91

	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
West South Central	89	109	100	—	100	101	—	97
Mountain	—	111	100	—	—	107	—	118
Pacific	94	103	100	106	110	107	104	94
Mon.-Fri., 11:30 p.m.-1 a.m.								
	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
Adults								
New England	92	76	100	—	87	89	—	83
Middle Atlantic	93	92	100	94	96	98	92	90
South Atlantic	118	100	100	—	129	111	—	93
East North Central	99	92	100	95	95	99	86	83
East South Central	—	108	100	—	—	105	—	111
West North Central	96	94	100	—	103	102	—	89
West South Central	101	93	100	—	100	98	—	94
Mountain	—	99	100	—	—	121	—	111
Pacific	104	98	100	95	108	100	81	92
Men								
New England	91	97	100	—	87	93	—	84
Middle Atlantic	91	91	100	93	99	105	85	93
South Atlantic	113	95	100	—	127	107	—	95
East North Central	99	92	100	96	97	101	88	84
East South Central	—	108	100	—	—	95	—	118
West North Central	92	91	100	—	100	101	—	91
West South Central	95	91	100	—	97	96	—	91
Mountain	—	106	100	—	—	120	—	120
Pacific	103	103	100	97	109	106	77	101
Women								
New England	93	79	100	—	88	86	—	82
Middle Atlantic	94	92	100	95	94	94	96	87
	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
South Atlantic	122	103	100	—	130	114	—	93
East North Central	98	92	100	94	93	97	85	82
East South Central	—	108	100	—	—	113	—	106
West North Central	99	95	100	—	105	103	—	88
West South Central	106	95	100	—	102	100	—	97
Mountain	—	93	100	—	—	121	—	106
Pacific	105	95	100	93	108	97	83	87
Men, 18-49								
	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
New England	100	78	100	—	101	105	—	98
Middle Atlantic	89	87	100	92	94	106	82	91
South Atlantic	106	89	100	—	120	105	—	96
East North Central	98	95	100	92	96	98	83	83
East South Central	—	117	100	—	—	98	—	122
West North Central	92	93	100	—	100	101	—	90
West South Central	92	90	100	—	94	95	—	92
Mountain	—	112	100	—	—	128	—	122
Pacific	104	97	100	86	107	97	75	93
Women, 18-49								
	July	Oct.	Nov.	Dec.	Jan.	F/M	Apr.	May
New England	100	87	100	—	95	91	—	86
Middle Atlantic	97	90	100	89	94	95	98	91
South Atlantic	122	101	100	—	123	108	—	91
East North Central	97	92	100	88	92	93	84	78
East South Central	—	113	100	—	—	110	—	104
West North Central	101	89	100	—	102	104	—	90
West South Central	103	93	100	—	92	96	—	93
Mountain	—	99	100	—	—	125	—	111
Pacific	111	94	100	90	101	92	88	86

FocusOnFinance®

Corinthian reports record earnings, sales

Corinthian Broadcasting Corp., New York, group television owner and publisher awaiting FCC approval of its merger with Dun & Bradstreet Inc., New York (BROADCASTING, Dec. 8, 1969, et seq.) has announced that earnings for the year ended April 30 were up a record 12%. Record sales were reported.

Corinthian also announced the termination of Corinthian Editions Inc., a small publishing subsidiary, which affected earnings for the year by eight cents per share. Corinthian still owns Standard Reference Library Inc. and five TV stations — KHOU-TV Houston; KOTV(TV) Tulsa, Okla.; KXTV(TV) Sacramento, Calif.; WANE-TV Fort Wayne,

Ind., and WISH-TV Indianapolis.

For the year ended April 30:

	1970	1969
Earned per share	\$1.40	\$1.25
Sales	31,931,706	25,469,095
Net income	4,716,982	4,215,428

NH&S accents the upbeat in first annual report

While not a publicly owned agency, Needham, Harper & Steers, New York, issued its first annual report last week, characterizing 1969 as a year of "unprecedented growth."

Board Chairman Paul Harper placed billings at \$115.6 million, up from \$103 million in 1968 and \$96 million in 1967, and he estimated that 1970 billings would reach \$135 million.

Mr. Harper said in the report that

1969 was the biggest new business year in NH&S history. He added that the agency acquired its biggest single account, the Atlantic Richfield Co., in 1969. For the year ended Dec. 31:

	1969	1968
Earned per share	\$1.13	\$0.75
Revenues	15,787,000	14,010,000
Net income	913,000	588,000

Plough Inc. to merge with drug manufacturer

Plough Inc., Memphis group broadcaster and producer of drugs, cosmetics and home products, has announced an agreement in principle to consolidate its operations with Schering Corp., Bloomfield, N. J., pharmaceutical manufacturer.

Under the proposal, Plough and Schering would retain their independent identities as operating subsidiaries of a new company—Schering-Plough Corp.

Schering shareholders will receive common stock in the new company on a share-for-share basis and Plough stockholders would receive 1.3 shares of Schering-Plough for each share of Plough common. Schering-Plough will apply for listing of its shares on the New York Stock Exchange, where the common shares of both Schering and Plough are now traded. The agreement is subject to approval by the boards and shareholders of both companies and to a favorable tax ruling.

Abe Plough, president of Plough, will be chairman of the new company and W. H. Conzen, president of Scher-

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ing, will be its president and chief executive officer.

Based on 1969 figures, the consolidated organization will have a combined sales volume of about \$355 million, net income of \$43 million and net worth of \$202 million.

General Instrument posts 1st-quarter rise

General Instrument Corp., Newark, N.J., diversified electronics producer, reported a 41% hike in share earnings and an 8% increase in sales for the first quarter.

Moses Shapiro, board chairman, at the annual meeting held in Newark, was also optimistic about the company's future earnings based on several factors, among them: the FCC's move to permit CATV systems to import distant signals into the top-100 markets—with General's subsidiary, Jerrold Corp., CATV-equipment producer and major operator of cable systems, expected to benefit—and development of two new products, a new-type VHF television tuner and a two-way cable-TV concept.

For the three months ended May 31:

	1970	1969
Earned per share	\$0.17	\$0.12
Net sales	64,993,347	60,105,609
Net income	1,462,698	1,100,689

Cowles sells a newspaper

Cowles Communications Inc. last week sold the *San Juan* (Puerto Rico) *Star*, the city's only English-language daily newspaper, to Fairchild Publications for \$9.75 million. Fairchild is a division of group-owner Capital Cities Broadcasting Corp. The *Star*, founded in 1959 by Cowles—another group owner and publisher of *Look* Magazine—has a paid circulation of 43,400.

Company reports:

Kaufman and Broad Inc., Los Angeles, engaged primarily in housing but with CATV holdings through Nation Wide Cablevision Inc., a wholly owned subsidiary, reported a 42% increase in sales and an increase in net income for the six months ended May 31:

	1970	1969
Earned per share	\$0.48	\$0.34
Revenues	59,338,000	41,733,000
Net income	2,802,000	1,898,000
Shares outstanding	5,875,556	5,623,895

A. C. Nielsen Co., Chicago, reported increased sales and profit for the nine months ended May 31:

	1970	1969
Earned per share	\$1.05	\$0.93
Sales	78,921,221	73,179,480
Net income	5,564,852	4,924,055

Movielab Inc., New York, motion picture processing company, reported an increase in net sales but a net loss, attributed in part to "the slump in major

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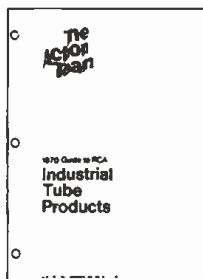
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In power tubes, for example, brand preference studies by leading electronic publications have listed RCA as the first choice of professional designers year after year!

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Need more reasons? Call your local RCA Broadcast Tube Distributor. For starters, ask him for the new 1970 Guide to RCA Industrial Tube Products, or write: RCA Electronic Components, Commercial Engineering, Dept. 21G-1, Harrison, N. J. 07029.

P.S. Your RCA Broadcast Tube Distributor is also the man to call for RCA Starmaker Microphones.



RCA

film production," for the year ended Jan. 3, 1970:

	1969	1968
Earned per share	\$1.88	\$0.25
Net sales	18,475,358	9,892,250
Net income	(2,654,918)	352,586

Doyle Dane Bernbach Inc., New York, attributed the addition of new accounts to an 11.2% increase in billings and a rise in earnings for the six months ended April 30:

	1970	1969
Earned per share	\$0.92	\$0.83
Gross billings	136,042,000	122,384,000
Net income	1,765,000	1,746,000
Average shares outstanding	1,920,573	2,104,144

Kansas State Network Inc., Wichita, Kan., reported increases in both revenues and net income for the first nine months of its fiscal year. The KSN stations are KARD-FM-TV Wichita, KCKT-TV Great Bend, KGLD-TV Garden City and KOMC-TV Oberlin, all Kansas. For the nine months ended May 31:

	1970	1969*
Earned per share	\$0.386	\$0.371
Revenues	4,221,853	4,117,356
Net income	571,579	549,676

*Restated to include acquisition of Wichita Ice and Cold Storage Co. on a pooling-of-interest basis.

Teleworld Inc., New York, TV-film dis-

tributor, announced a decrease in gross revenues and net income for the year ended Feb. 28:

	1970	1969
Earned per share	\$0.09	\$0.55
Revenues	1,117,859	1,292,763
Net income	26,983	129,203

Financial notes:

■ **Kinney National Service Inc.**, New York, has declared regular quarterly dividends of 6¼ cents per share on common stock, 22½ cents per share on series A convertible preferred stock, \$1.0625 per share on \$4.25 series B convertible preferred stock and 31¼ cents

The Broadcasting stock index

A weekly summary of market activity in the shares of 102 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing July 1	Closing June 25	Closing June 18	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	21¼	22	24	39¼	19¼	7,073	166,215
ASI Communications		O	3¼	3¼	3¼	7	3¼	1,789	6,262
Capital Cities	CCB	N	22¼	22¼	24¼	36¼	19¼	6,061	133,342
CBS	CBS	N	25¼	25¼	27¼	49¼	24¼	26,512	682,684
Corinthian	CRB	N	23¼	24¼	24	33¼	19¼	3,384	73,602
Cox	COX	N	12	13	13¼	24¼	10¼	5,789	75,257
Gross Telecasting	GGG	A	11	11¼	11¼	17¼	10¼	803	8,632
Metromedia	MET	N	10¼	10	11¼	22¼	9¼	5,731	63,729
Pacific & Southern		O	9	9	9¼	23	8¼	1,636	13,906
Rahall Communications*		O	6¼	7¼	7¼	16¼	6	1,040	7,800
Reeves Telecom	RBT	A	3¼	4¼	5¼	15¼	3¼	2,288	9,427
Scripps-Howard		O	16	16¼	18¼	24	15¼	2,589	40,130
Sonderling	SDB	A	14¼	14¼	16¼	34¼	10¼	991	13,131
Starr Broadcasting		O	7¼	8	8	18	8	461	3,688
Taft	TFB	N	14¼	15¼	16¼	29¼	15	3,585	57,790
Total								69,714	\$ 1,355,595
Broadcasting with other major interests									
Avco	AV	N	12¼	12¼	14¼	25¼	12¼	11,469	160,566
Bartell Media	BMC	A	4¼	4¼	5¼	14	4	2,292	10,314
Boston Herald-Traveler		C	28	26¼	27	43	25	574	14,350
Chris-Craft	CCN	N	5¼	5¼	6¼	11¼	4¼	3,660	19,215
Combined Communications		O	6	6¼	6¼	16¼	6¼	1,938	15,020
Cowles Communications	CWL	N	3¼	4¼	4¼	10¼	3¼	3,969	19,845
Fuqua	FQA	N	9¼	9¼	11¼	31¼	9	6,069	54,621
Gannett	GCI	N	19¼	20¼	21	29¼	19¼	7,117	140,561
General Tire	GY	N	15¼	14	14	20¼	12¼	18,434	262,685
Gray Communications		O	4¼	4¼	4¼	7¼	4¼	475	2,019
Lamb Communications		O	3¼	3	3¼	6	2¼	2,650	7,288
Lee Enterprises		A	12¼	12¼	14¼	20¼	12	1,957	25,441
Liberty Corp.	LC	N	13¼	13	14¼	21¼	13	6,744	97,788
LIN		O	3¼	4¼	4¼	11	3¼	2,174	7,609
Meredith Corp.	MOP	N	18¼	19¼	19	44¼	18¼	2,779	56,608
Outlet Co.	OTU	N	10¼	12¼	12¼	17¼	10¼	1,342	14,762
Plough Inc.	PLO	N	66¼	68	66	85	55	6,880	380,946
Post Corp.		O	10	10¼	10¼	17¼	8	713	5,704
Ridder Publications		O	12¼	12¼	11¼	22	9¼	6,217	59,062
Rollins	ROL	N	22¼	21¼	22¼	40¼	21¼	8,029	233,768
Rust Craft	RUS	A	19¼	20¼	20	32¼	18¼	1,168	22,192
Storer	SBK	N	14¼	14¼	16¼	30¼	14¼	4,223	66,512
Time Inc.	TL	N	27¼	27	27	43¼	25¼	7,257	205,010
Trans-National Comm.		O	¾	¾	¾	4¼	¾	1,000	2,000
Turner Communications*		O	3¼	3¼	3¼	8¼	2¼	1,328	4,980
Wometco	WOM	N	16	15¼	16¼	20¼	13¼	5,814	90,117
Total								116,272	\$ 1,978,983
CATV									
Ameco	ACO	A	6	6¼	6¼	16	4¼	1,200	7,044
American TV & Comm.		O	12¼	13¼	13¼	22¼	10¼	1,775	19,081
Cablecom-General	CCG	A	10¼	10¼	12¼	23¼	7¼	1,605	14,445
Cable Information Systems		O	2	2	1¼	2¼	¾	955	716
Citizens Finance Corp.	CPN	A	10¼	10¼	10¼	17¼	9¼	1,094	11,214
Columbia Cable		O	7¼	8	8¼	15¼	7¼	900	7,425
Communications Properties		O	6¼	6¼	6¼	10¼	6	644	3,864
Cox Cable Communications		O	13¼	14¼	14¼	24	12	3,550	42,600
Cypress Communications		O	10	10	10¼	17¼	8	854	8,327
Entron		A	3¼	3¼	3¼	8¼	2¼	1,320	3,788
General Instrument Corp.	GRI	N	13	30	13¼	30¼	11¼	6,238	87,332
H & B American	HBA	A	17¼	18	20¼	30¼	12¼	5,129	75,653
Sterling Communications		O	5	5	4¼	7¼	3	500	1,875
Tele-Communications		O	10¼	10¼	10¼	20¼	9¼	2,704	25,688
Teleprompter	TP	A	64¼	66	69¼	133¼	46	1,007	50,723
Television Communications		O	6¼	7	7	18¼	5¼	2,816	16,192
Vikoa	VIK	A	8¼	9¼	10¼	27¼	6¼	2,000	16,740
Total								34,291	\$ 392,707

per share on the \$1.25 series D convertible preferred stock, all payable Aug. 15 to shareholders of record July 15.

■ Outlet Co., Providence, R.I., has declared quarterly dividends of \$1.37½ per share on 5½% convertible preferred stock and 16¼ cents per share on common stock, both payable Aug. 5 to stockholders of record July 17.

■ John Blair & Co., New York, has declared a cash dividend of 12 cents per share on the common stock, payable Aug. 14 to shareholders of record July 15.

■ Scott/Thomas Associates, formed in

1968 as a New York radio and TV broadcast production and packaging company, has been acquired by MTM Communications Corp., Miami, and will be operated in Miami as a subsidiary of Florida Media Representatives Inc., a division of MTM. Thomas Winters, president, S/TA, heads Florida Media Representatives.

RCA to acquire real-estate firm

A price tag of about \$25.6 million in RCA stock was placed last week on the proposed acquisition by RCA of Cush-

man & Wakefield, a New York-based commercial real-estate company. Following approval of the transaction by the boards of directors of both companies and Cushman shareholders, Cushman would become a wholly owned RCA subsidiary.

The agreement in principle for the acquisition, as announced by Robert W. Sarnoff, RCA chairman and president, and Leone J. Peters, president and chief executive officer, Cushman & Wakefield Inc., called for payment to Cushman of 1.25-million shares of RCA common stock.

	Stock symbol	Ex- change	Closing July 1	Closing June 25	Closing June 18	1970 High	Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Programming									
Columbia Pictures	CPS	N	10¼	10¼	11¼	31¼	10	5,942	67,561
Disney	DIS	N	119¼	124¼	128¼	158	96¼	5,133	544,098
Filmways	FWY	A	9	9¼	9¾	18¼	8¼	1,700	16,575
Four Star International		O	1¾	2¼	2¼	4	1¼	666	1,832
Gulf and Western	GW	N	12¼	12¼	14¼	20¼	9¼	16,310	191,643
Kinney National	KNS	N	22¼	22	25¼	36	21	9,067	214,163
MCA	MCA	N	14	15¼	15	25¼	12¼	8,195	112,681
MGM	MGM	N	13¼	13¼	16¼	29¼	12¼	5,843	81,802
Music Makers Group		O	4	4	4¼	9	3¼	589	20,615
National General	NGC	N	10¼	11¼	12¼	20¼	9¼	4,910	58,282
Transamerica	TA	N	12¼	13	14¼	26¼	12¼	63,169	963,327
20th Century-Fox	TF	N	7¼	8¼	10¼	20¼	7¼	8,562	79,199
Walter Reade Organization		O	3	4	4¼	13¼	3	2,342	8,783
Wrather Corp.	WCO	A	5	5¼	6¼	10¼	4¼	2,161	11,064
							Total	135,617	\$ 2,371,625
Service									
John Blair	BJ	N	11¼	11¼	12¼	23¼	10¼	2,604	31,248
Comsat	CQ	N	30¼	32¼	29¼	57¼	25	10,000	286,200
Creative Management		O	6¼	6	5	14¼	4¼	1,029	4,631
Doyle Dane Bernbach		O	14¼	14¼	14	24¼	14	1,924	28,860
Foot, Cone & Belding	FCB	N	7¼	8¼	8¼	12¼	7¼	2,167	17,878
Grey Advertising		O	7¼	7¼	7	13¼	7	1,140	8,550
LaRoche, McCaffrey & McCall		O	12	12	13	17	12	586	7,032
Movielab	MOV	A	2¼	2¼	3	7¼	2¼	1,407	3,869
MPO Videotronics	MPO	A	5¼	5¼	6¼	9¼	4¼	556	2,780
Nielsen		O	29¼	30¼	31	42	26¼	5,299	140,424
Ogilvy & Mather		O	15¼	15¼	15¼	22¼	15	1,096	16,440
PKL Co.	PKL	A	3¼	4	4¼	12¼	3	739	2,392
J. Walter Thompson	JWT	N	23	23¼	23¼	36	23	2,773	65,165
Wells, Rich, Greene		A	5¼	6¼	6¼	8¼	5¼	1,582	10,473
							Total	32,902	\$ 625,942
Manufacturing									
Admiral	ADL	N	7¼	7¼	8¼	14¼	6¼	5,158	41,264
Ampex	APX	N	17	17¼	19¼	48¼	13¼	10,825	192,143
CCA Electronics		O	2¼	2¼	3	5	1¼	800	1,600
Collins Radio	CRI	N	12¼	13	15	37¼	12¼	2,968	47,844
Conrac	CAX	N	12¼	13¼	14	32¼	11	1,254	16,808
General Electric	GE	N	67¼	68¼	68¼	77¼	60¼	90,884	5,713,877
Harris-Intertype	HI	N	38¼	39	41¼	75	36¼	6,357	250,339
Magnavox	MAG	N	22¼	23¼	24¼	38¼	22¼	16,401	397,724
3M	MMM	N	73¼	77¼	81¼	114¼	75¼	56,093	4,620,380
Motorola	MOT	N	32¼	34¼	43¼	47¼	34¼	6,655	292,820
RCA	RCA	N	20	20¼	21¼	34¼	20	66,757	1,435,276
Reeves Industries	RSC	A	2¼	4¼	3¼	5¼	2¼	3,446	9,477
Telemation		O	11	11¼	13	24	9	1,080	9,720
Visual Electronics	VIS	A	1¼	2¼	2¼	10¼	2¼	1,357	4,071
Westinghouse	WX	N	63¼	65¼	65¼	69¼	53¼	39,685	2,301,730
Zenith Radio	ZE	N	25¼	24¼	25¼	37¼	22¼	19,020	475,500
							Total	328,740	\$15,810,573
						Grand total		717,536	\$22,535,425
Standard & Poor Industrial Average			80.26	81.29	84.11				

N-New York Exchange
A-American Stock Exchange
O-Over-the-counter (bid price shown)

Shares outstanding and capitalization as of May 27.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.
*New addition to index.

Broadcast advertising

Saul Frischling, executive VP-administration, H-R Representatives, appointed national radio sales manager. He replaces **John Butler**, also executive VP at H-R before accepting position of VP and general manager of KRLD(AM) Dallas ("Closed Circuit," June 29). Mr. Frischling was national sales manager of Stone Representatives and joined H-R last year when Stone merged with H-R Representatives.

Eugene V. Amoroso, director of merchandising, American Motors Corp., Detroit, appointed to newly created position of general marketing manager, responsible for advertising, merchandising, sales promotion, market planning and other functions. **James R. Bostic**, director of marketing services for Jeep commercial vehicles, appointed director of advertising and merchandising at AMC responsible for passenger car and Jeep vehicle advertising.

Joseph W. Daly, associate media manager, Lever Bros., New York, appointed media manager.

Donald F. Baldwin, account supervisor, BBDO, Detroit, named VP.



Mr. Daly

Robert Patton, account supervisor, Tatham-Laird & Kuder, New York, elected VP.

Richard G. Kuhl and **Frank C. Perkins III**, account supervisors, Ted Bates & Co., New York, named VP's.

J. Joseph Larsen, media planner, J. Walter Thompson, New York, joins CBS Radio network sales there as director of special projects.

Philip J. Shiffman, media research director, Kenyon & Eckhardt, New York, joins Benton & Bowles there as associate media director, media analysis.

Russ Coughlan, freelance writer-producer and former general sales manager of KGO-TV San Francisco, joins Recht & Co., Los Angeles-based agency, as manager of firm's newly opened San Francisco office. Branch address: 680 Beach Street, suite 416, San Francisco. (415) 771-3585.

Jack Brennan, with WNHC(AM) New Haven, Conn., appointed local sales manager.

Deane S. Geier, with N. W. Ayer & Son,

Philadelphia, joins Arndt, Preston, Chapin, Lamb & Keen there as account manager.

Sherman Harris, formerly with WEXT(AM) West Hartford, Conn., joins WCCC-AM-FM Hartford, Conn., as local sales manager.

James N. Miho, **John R. Murray** and **Robert Petrocelli**, with Needham, Harper & Steers, New York, appointed associate creative directors.

Robert W. Hemfling, local sales manager, KBBQ(AM) Burbank, Calif., appointed sales manager.

Bruce Benefield, with Noble-Dury, Nashville, joins Buntin & Associates, agency there, as account supervisor.

Stuart L. Iselin, formerly with Grey Advertising, New York, joins Kane, Light, Gladney there as manager for TV and radio. He will have both creative and account supervisory responsibilities.

Louis E. Duncan, with WOW-FM Omaha, appointed sales manager.

Wynn Beck, with KSFM(FM) Sacramento, Calif., appointed sales manager.

John A. King, local sales manager, WSPD-AM-FM Toledo, Ohio, appointed regional sales manager.

Sam Smith, associate media director, McCann-Erickson, San Francisco, named to newly created position of marketing director at KPOL-AM-FM Los Angeles.

William M. Skelton Jr., local and regional sales manager, WSLS-TV Roanoke, Va., appointed general sales manager.

Dennis Mergen, with Niefeld, Paley & Kuhn, Chicago, appointed group media supervisor.

Media

George Castrucci, assistant to executive VP, Taft Broadcasting Co., Cincinnati, group owner, appointed to newly created position of business manager-broadcast division.

Orison Marden, assistant director of labor relations, CBS, New York, appointed to head new office at CBS Studio Center, Los Angeles, responsible for administration of labor contracts involving film production. He is succeeded in New York position by **Robert Werner**, manager of organizational development in CBS management resources department. **Eugene J. McHale**, manager, financial control and analysis, CBS Radio Division, New York, appointed assistant controller, financial control and

analysis, succeeding **Ken Gorman**, appointed director, financial analysis, for CBS Broadcast Group. **Earle Marsh**, administrator of sales development, NBC Radio Division, New York, joins CBS Television Stations Division there as assistant director, research.

Dan D. Hayslett, executive VP, Strauss Broadcasting Co., elected president and chief operating officer and **Theodore H. Strauss** elected vice chairman of board. **Jay Spurgeon**, manager, and **Robert Strauss**, sales manager, both of KCEA-AM-FM Tucson, Ariz., and **William H. McCain**, station manager, WGKA-AM-FM Atlanta, elected VP's. Strauss Broadcasting, Dallas, in addition to Tucson and Atlanta stations, owns and operates KIXL-AM-FM Dallas.

David M. Baltimore, VP. WBRE-TV Wilkes Barre-Scranton, Pa., named chairman of All-Channel Television Society, Washington-based all-UHF organization. He succeeds **W. Robert McKinsey**, WJRJ-TV Atlanta.

Ed Giller, general manager of WFBG(AM) Altoona, Pa., also appointed general manager of WFBG-FM Altoona.

W. C. Porsow, former VP and general manager, KCFI(AM) Cedar Falls, Iowa, joins WGSB(AM) Geneva, Ill., as general manager.

Carl Falvo, general manager, WCPA-AM-FM Clearfield, Pa., named executive VP.

Raymond Goscinski, general manager, WDAD(AM) and WQMU(FM), both Indiana, Pa., named executive VP. Both are licensed to WDAD Inc.

P. A. Taylor, with sales department, WNCT(AM) Greenville, N.C., appointed general manager.

Robert Brown, former newscaster with WIOD-AM-FM and WINZ(AM), both Miami, joins WAVS(AM) Fort Lauderdale, Fla., as operations manager. He will also supervise news operation of station which is to go on air this month (BROADCASTING, June 29).

George Dooley, executive VP and general manager of noncommercial WPBT-TV Miami and of Community Television Foundation of South Florida, named first full-time paid president of foundation. Community Television of South Florida, which shares operating license for channel 2 with Dade county Board of Public Instruction and is responsible for WPBT-TV, has previously been headed by volunteer member of community. Mr. Dooley will also continue as station general manager.

Programing



Mr. Katleman

Mr. Katleman will oversee sales of specials and series for network and syndication airing plus sales of movies made for television.

Douglas G. Leonard, VP in charge of programing. Connecticut Educational Television Corp., Hartford, joins New Jersey Public Broadcasting Authority as director of programing. He will be in charge of programing and production personnel at Trenton, N.J., studios.

David Wilson, executive producer, KYW-TV Philadelphia, joins WNHG-TV New Haven, Conn., as program director.

Philip McEneny, managing director, Eastern Video Production Services, New York, video-tape operation which provides studio, post-production and mobile-van services, named president. EVPS is subsidiary of Transcommunications Corp.

Arden D. Moser, in CATV programing field, appointed sales manager of National Telesystems Corp., Los Angeles. Company is distributor of soft-ware programs, equipment and service for CATV local origination and includes school for production and sales training.

J. T. Snowden Jr., VP and general manager, WNCT(AM) Greenville, N.C., joins SESAC, music licensing group, as member of field staff servicing stations in Virginia, North Carolina, South Carolina and Florida.

Robert E. O'Connor, VP and program director, WTTG(TV) Washington, named to same position with KTTV(TV) Los Angeles. Both are Metromedia stations. This corrects item (BROADCASTING, June 29) which stated that Mr. O'Connor was general manager of WTTG and was moving to similar position with KTTV.

Milton B. Kaye, production manager, RCA Thesaurus, division of RCA Records, New York, joins MusiCues Corp., distributor of the Chappell background music library there as general manager.

Vic Skaggs, former program manager, WHIC-TV Pittsburgh, joins WTAE-TV there as executive producer.

Michael B. Styer, executive producer, WJZ-TV Baltimore, appointed to same capacity with KYW-TV Philadelphia.

Bob Lyons, program manager, WKYC-AM-FM Cleveland, resigns. No successor

has been appointed.

Harvey Seslowsky, formerly director of TV program-buying division of TV Stations Inc., joins Film Service International, New York office, as VP. His responsibilities will include programing consultation, film buying and station relations.

News

Norman Heffron, managing director of news, KGW-TV Portland, Ore., appointed to same position with KING-TV Seattle.

Gary Clark, with KDB-AM-FM Santa Barbara, Calif., elected chairman of California AP Radio-Television Association.

Art Kent, news director, KUTV(TV) Salt Lake City, appointed NBC News correspondent and assigned to Saigon bureau.

James Anderson, national security correspondent assigned to departments of state and defense, with Washington bureau of Westinghouse Broadcasting Co., elected VP of State Department Correspondents Association.

Vic Burton, news director, KRON-TV San Francisco, elected president of Northern California Radio and Television News Directors Association.

Earl Green, news director, WTVN-TV Columbus, elected president of the Ohio AP Broadcasters Association.

Ken Taylor, with WGBS-AM-FM Miami, appointed news director. He succeeds **Barry Sheft** who moves from news director to editor with increased reporting responsibilities.

Michael Tuck, newscaster, KENS-TV San Antonio, Tex., and **Ron Fortner**, executive producer, WPTV(TV) West Palm Beach, Fla., appointed news announcers, KTVU(TV) Oakland-San Francisco.

Irene Cornell, general assignment reporter, WMCA(AM) New York, joins WCBS(AM) there as reporter.

Richard J. Bottkol, reporter, WAOW-TV Wausau, Wis., joins WTMJ-AM-FM-TV Milwaukee in same capacity.

Judy Woodard, reporter with Public Coast News Service, Sacramento, Calif., joins KOGO-AM-FM-TV San Diego as general assignment reporter.

Equipment & engineering

Gene E. Owens, manufacturing manager and chief engineer, Techno-Components, Van Nuys, Calif., equipment manufacturers, subsidiary of Oak Electro/netics Corp., named VP, manufacturing for Techno-Components.

Robert C. Bitting Jr., with RCA for 21 years, named staff VP, SelectaVision business development. He was formerly

Easy rating



Then Came Bronson

26 colorful episodes now available

Network Share: 30%
Audience Comp 18-49: 48%

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TELEVISION

*NTI/NTA 1969-70

director of pre-recorded video playback venture group for SelectaVision, RCA's video playback system.

Morton J. Fink, formerly president of Television Presentations, subsidiary of Sterling Communications, New York, named VP, special projects, CBS Electronic Video Recording division, that city. Mr. Fink will be active in expanding EVR marketing in sponsored film field, cable TV and related areas.

William A. Fink, formerly with International Video Corp., Sunnyvale, Calif., joins Westel Co., Mountain View, Calif., as commercial marketing manager.

Arnold Smeltzer, with International Good Music, Bellingham, Wash., equipment manufacturers, appointed engineering sales and service representative with headquarters in Atlanta.

Deaths

George M. Perkins, 59, director of network programs, CBS Radio Network, died June 29 at United hospital, Port Chester, N.Y. Mr. Perkins started in radio as announcer in 1930 and he joined CBS Radio's program department in 1960. He is survived by his

wife, Phyllis.

Richard Wright, 57, VP and account executive with Carl Byoir & Associates, New York-based PR firm, died June 30 in Point Pleasant, N.J. hospital, of heart attack. He is survived by his wife, Lois, and two daughters.

F. M. (Jim) Randolph, 59, radio-TV director of U.S. Savings Bonds division of Department of Treasury, Washington, died June 29 at George Washington hospital there, after short illness. Earlier he was writer-editor for Voice of America. He is survived by his wife, Virginia, one daughter and one son.

ForTheRecord®

As compiled by BROADCASTING, June 23 through June 29 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. PSA—presunrise service authority. 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

Other actions

■ Review board in Boston TV proceeding. Docs. 18759, 18760 and 18761. denied petition to enlarge issues, filed Jan. 19 by RKO General Inc. Action June 24.

■ Review board in Boston TV proceeding. Docs. 18759-61. denied appeal from hearing examiner's interpretation of renewal policy statement and discovery rulings pursuant thereto, filed May 27 by RKO General Inc. Action June 25.

■ Review board in Boston. TV proceeding. Docs. 18759-61. granted petition to accept late filing, filed June 2 by The Dudley Station Corp. and denied appeal from adverse ruling of hearing examiner, filed June 2. Action June 26.

■ Jackson, Mich.—FCC granted Jackson Television Corp. stay of FCC denial of extension of commission to consider newly-filed petition for extraordinary relief (Doc. 18699). Action June 24.

Existing TV stations

Final actions

■ KBLU-TV Yuma, Ariz.—Broadcast Bureau granted CP to change ERP to 120 kw vis.; 12 kw aur.; condition. Action June 23.

■ KNEW-TV San Francisco—Broadcast Bureau granted license covering changes; specify studio location as 1011 Bryant St., San Francisco; granted license for new alternate main driver; granted license covering permit for changes. Action June 23.

■ WHYY-TV Wilmington, Del.—Broadcast Bureau granted license covering installation of auxiliary trans. for educational TV. Action June 22.

■ KYTV(TV) Springfield, Mo.—Broadcast Bureau granted CP to change ERP to 95.5 kw vis. to 14.1 kw aur.; change trans. location approx. 50 ft. north east of present site and change ant. height to 2,040 ft. Action June 22.

■ KMEC-TV Dallas—Broadcast Bureau granted mod. of CP to change ERP to 339 kw vis. and 33.9 kw aur. and change type ant.; granted mod. of CP to extend completion date to Dec. 22. Action June 22.

■ KNDO(TV) Yakima, Wash.—Broadcast Bureau granted license covering changes. Action June 22.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Hartford, Conn. (RKO General Inc.) for CP to make changes in WHCT(TV) ordered further proceedings suspended without date to await action by commission on petition by RKO General Inc. for reconsideration and for conditional grant without hearing (Doc. 18821). Action June 25.

■ Hearing Examiner Arthur A. Gladstone in Charlotte, N.C. (Jefferson Standard Broadcasting Co. [WBT(TV)]), TV proceeding, designated Hearing Examiner James F.

Tierney presiding officer; scheduled pre-hearing conference for Aug. 4 and hearing for Aug. 31 (Doc. 18880). Action June 22.

■ Hearing Examiner Isadore A. Honig in Cheyenne, Wyo. (Frontier Broadcasting Co.), renewal of KFBC-TV granted request by applicant and extended to June 29 time for applicant to respond to Broadcast Bureau's written interrogatories and motion to produce (Doc. 18797). Action June 22.

■ Hearing Examiner Isadore A. Honig in Cheyenne, Wyo. (Frontier Broadcasting Co.), renewal of KFBC-TV, ordered counsel for Cheyenne Enterprises Inc. to notify other counsel of decision on initiating further discovery within seven days from release date of commission action on petition soon to be filed for reconsideration of Joinder of Cheyenne Enterprises Inc. as party herein; by separate action, granted requests by Frontier Broadcasting Co. and extended certain procedural dates and postponed hearing to Oct. 15 in Cheyenne (Doc. 18797). Actions June 24.

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, granted motion by WTAR-Radio-TV Corp. and extended to July 20 time to file either answers or objections to initial interrogatories filed by Hampton Roads Television Corp. (Docs. 18791-2). Action June 23.

■ Hearing Examiner Chester F. Naumowicz Jr. in Florence, S.C. (Daily Telegraph Printing Co. [WBTW(TV)]), TV proceeding, denied request by applicant to continue hearing and procedural dates (Doc. 18650). Action June 22.

Designated for hearing

■ Miami—FCC set for hearing mutually exclusive applications of Post Newsweek Stations, Florida Inc., licensee of WPLG-TV, for renewal of license to operate on ch. 10, Miami, and Greater Miami Telecasters, Inc. for CP for new TV on ch. 10, Miami. Action June 23.

New AM stations

Other actions

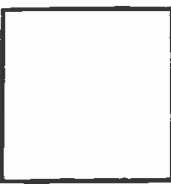
■ Review board in Globe, Ariz., AM proceeding. Docs. 18225-26. granted motion filed June 25 by Mace Broadcasting Co., and extended to July 6 time to file responsive pleadings to appeal from adverse ruling of presiding officer, filed June 16 by Willard Shoecraft. Action June 26.

■ East St. Louis, Ill.—FCC set oral argument allotment time and order of presentation by parties in AM proceeding to be held July 9 (Docs. 17256-7). Action June 24.

■ Review board in Jacksonville, N.C. AM proceeding. Docs. 18549, 18513-14. denied petition to enlarge issues, filed April 17 by SENCland Broadcasting Systems Inc. Action June 26.

■ Greenwood, S.C.—FCC denied application by Radio Greenwood, Inc., licensee of

(Continued on page 61)

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Help Wanted 30¢ per word—\$2.00 minimum.
All other classifications 35¢ per word—\$4.00 minimum.
Display ads \$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.
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RADIO

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Crackerjack sales manager. Leadership and organization essential. If you haven't got what it takes go on to the next ad. Salary plus car plus commission or bonus plus insurance plus working with real people. Indiana medium market with 50% Pulse and ARB. Send resume, references and picture (recent) to Box F-343, BROADCASTING.

Wanted: Two radio time salesmen. One to become sales manager. Good salary plus commission. Tell all first letter. Call or write Bob Templeton, WMKC, Box 257, Oshkosh, Wisconsin. 414-233-3030.

Three station group of young broadcasters is expanding again and needs aggressive street salesmen not afraid of hard work, for Hartford market. For the guy who can cut it in our sales oriented group, there is plenty of management possibilities. Two of our men are now managers, one with an interest in station. Start at \$12,500. Must travel for interview at your expense. Start after your summer vacation. Call or write Michael Schwartz, 1-203-521-1550 or 998 Farmington Avenue, West Hartford, Connecticut.

C&W Sales—Announcing replacement for happy, helpful, hard-working small staff. Large active account list available. Bill or Vivian Warren, Oneida, N.Y. 315-363-6051.

Announcers

Wanted: Adult air personality for AM Drive on MOR southern station. Top dollar paid for man who will have the town talking and listening. Must cater to adults, be alert, intelligent and news minded. . . . Not just a Time & Temperature disc jockey. Reply Box F-292, BROADCASTING.

Announcer. Mid-Atlantic adult operation is seeking a well-rounded announcer, capable of handling board shift. Must be experienced for sports, play-by-play and production spots. \$170. per week. Box F-294, BROADCASTING.

Mature announcer with first. Do up-tempo show on Virginia NBC affiliate. Service some accounts. Extra money for sports oriented man. Can advance to assistant manager. Want steady family man. \$8,000.00 to start. Insurance plus other benefits. A good job for a good radio man. No rush. Box F-321, BROADCASTING.

Mid-day heavy sought by major market east coast rocker. Superb opportunity for ambitious-mature pro. Must be stable and have excellent references. Send air check, resume and picture to Box F-354, BROADCASTING.

Progressive southwest, medium market MOR seeks first phone announcer, mid-day, bright voice. Need air check and resume. Box G-16, BROADCASTING.

Soul jock, experienced preferred—heavy on production. 3rd phone. Send picture, resume and tape to Box G-18, BROADCASTING.

100,000 market midwest station looking for bright sign-on announcer-production combination. Prefer someone from the midwest with experience. Salary open, send tape, photo, resume and salary requirements to Jim Miller, Program Director, KCRG, Cedar Rapids, Iowa.

Alaska's most popular adult radio station needs professional announcer. No beginners. Adult-MOR format. Starting salary \$825.00. Send tape, resume, to Ken Flynn, KHAR, Pouch 7-016, Anchorage, Alaska.

Wanted combo announcer with first phone, some engineering ability desirable, salary dependent on ability. Apply Radio KOLT, Scottsbluff, Nebr.

Announcer for public radio AM-FM operation in the Upper Midwest. Good fringe and vacation benefits. Start September first. \$540 per month. Send resume, tape, and good references to Martin Busch, KUSD AM FM, Vermillion, So. Dak. 57069.

Announcers continued

Announcer wanted: Commercial and news plus some MOR. Prefer some experience and first phone. If you're tired of the rat race, want some fishing and hunting and a good place to raise a family send tape and resume to Joe Herold, KVML, Sonora, Calif. 95370. Sierra foothills, good schools, Junior College and a progressive station.

WMAY Radio, with the finest facility in Central Illinois, is looking for a professional morning man; bright sounding; tight board essential; on the air production know how required. This is an Up-tempo MOR radio station, and a member of a chain, with room to grow for the right individual, will consider experienced man only. Please send resume and salary requirements to: J. Martin Kay, Operations Manager, WMAY Radio, P.O. Box 460, Springfield, Illinois 62705. Call: Area Code 217-525-0200.

WMGW and WZPR-FM are interested in two, and possibly three, stable, conscientious announcers who would like to locate in a Northwestern Pennsylvania college community. We also happen to be in the most rapidly expanding area of the state. Your future in radio could be with us. Hospital benefits are one of the advantages. Each resume must be accompanied by your tape. Mail now to Program Director Nick Bernard, WMGW, Box 397, Meadville, Penna.

Detroit Metro—Modern country. Immediate dj/news opening for first phone. Rush resume, tape, picture, salary requirement. WSDS, Ypsilanti 48197. 313-484-1480.

WTOM, Staunton, Virginia—in beautiful Shenandoah Valley—has opening for qualified announcer. \$125 weekly, MOR, new studios, best of equipment. Write or telephone 703-886-6666.

MOR small station in heart of sportsman's paradise needs versatile dependable announcer. Box 950, Dillon, Montana, (406) 683-5664.

Technical

Assistant Chief for AM directional. No announcing, sales, etc. Must be capable, experienced and have good employment record. Send current picture, resume, references to Box F-202, BROADCASTING.

Engineer for AM Directional and FM operations in Pennsylvania. Permanent position for experienced technician with know how and good work habits. All benefits. Write details and salary requirements to Box F-349, BROADCASTING.

Engineer. Maintenance, some announcing. Small market, Kansas, AM/FM. Box G-10, BROADCASTING.

Chief engineer-announcer. Send resume and tape to KMAQ, Maquoketa, Iowa 52060.

Transmitter engineer. Age no barrier if you can do the job. WAMD, Aberdeen, Md. 21001.

Immediate opening—chief engineer with experience. 5,000 watt AM, 16,000 watt FM. Up to date equipment, fringe benefits. Call 301-939-0800, WASA AM/FM, Box 97, Havre De Grace, Maryland.

Engineer 1st ticket. 5000 watt AM radio and CATV. Must be good with head and hands. Will be installing new studios soon. Good fringe benefits. WCOJ, Coatesville, Pa. 215-384-2100.

WFTL, Ft. Lauderdale, Fla. needs a great chief engineer now. Thorough knowledge of AM and automated FM Stereo essential. Good pay in growing, good living area. Contact manager directly. Staff aware of this ad. Box 1400, Ft. Lauderdale, Fla. 33302.

Chief engineer-announcer needed immediately. Must have technical competence necessary to maintain non-directional 5 Kw AM FM operation. Must know transmitter, audio, proof of performance maintenance. All audio equipment and FM transmitter less than 2 years old. Present C. E. leaving for his own station. WHHO, Hornell, N.Y. 607-324-2000.

Technical continued

If you are looking for a secure engineering position in a pleasant midwest community of 25,000 with many lakes and good fishing and pleasant working conditions. If you are a semi-retired 1st class license holder knowledgeable in xmtr and studio maintenance and enjoy light airwork then WLOI AM and FM in La Porte, Indiana is the ideal place for you. Contact: Wally Olson or Jim Burke at 219-362-6144. Salary is negotiable.

Chief engineer for full-time directional AM in Denver, Colorado. Must be experienced with both audio and transmitter engineering, as well as complete knowledge of F.C.C. rules and regs. Good salary. Excellent working conditions and fringe benefits. We are an equal opportunity employer. Submit all replies in confidence to John D. Chapman, 1165 Delaware, Denver, Colorado 80204.

Chief and announcer. Send tape and resume to Box 941, Maquoketa, Iowa 52060.

News

Wanted—Heavy news voice with ability to edit and write for contemporary station in top 10 market. Send tape and resume, etc. Box F-288, BROADCASTING.

Newsman, good voice, good judgment, experienced. Major Eastern market major group station. Good salary, great benefits. Send tape, resume. Box F-310, BROADCASTING.

Major market opportunity for experienced newsman. Must be a dedicated news pro capable of gathering and airing top flight newscasts with consistency. Stable record and excellent references required. Send air check, resume and picture to Box F-356, BROADCASTING.

Newsman-news oriented market. Experience not as important as desire to work. Send tape, resume and photo to WBNR, Beacon-Newburgh, New York.

Need experienced newsman for new, small, NY metro station. Must enjoy outside work and have good air voice to join three-man team strong on local news. Good salary. A major market sound with small station friendliness. Send tape, resume, pic to: Jack Franks, or Skip Panton, WELA, 9 Caldwell Place, Elizabeth, N.J. 07201.

Programing, Production, Others

Production Director. Must know heavy rock, be an expert at tape editing, and limited technical knowledge of equipment required. In top 10 markets. Rare opportunity. Box F-281, BROADCASTING.

Women's Director needed for big station in small town. Variety of assignments. Must be able to communicate effectively with rural and small town people in the midwest. The good life is here. None of the urban problems. Group owner. Send complete resume, tape and salary requirements to Manager, KMA, Shenandoah, Iowa.

Situations Wanted Management

Group radio station owner available July 15. 18 years of TV and Radio promotional, sales, and management experience. 100% track record. Success in rock, MOR and C&W formats. Must have equity and/or stock option position. Past income for last nine years \$40,000 plus per year. Box F-169, BROADCASTING.

Security Calls: Underground Avant-garde FM is for the young and wealthy. I was that until I tried it myself. Ex-part-owner (31, married), Station Manager, Class A FM in Top-20 market needs position with conventional station interested in money—not art. Prefer small market in beautiful physical location. Box F-252, BROADCASTING.

Manager—small—medium market—15 years all aspects of broadcasting. Box F-301, BROADCASTING.

Broadcasting Pro! Local and network experience at top management level plus sales, programing, news, sports, FCC applications, station acquisitions. Northeast, midwest, or Florida preferred. Impressive track record. Your reply kept confidential. Box F-306, BROADCASTING.

Situations Wanted

Management continued

Wanted station needing fully experienced professional broadcaster. Currently managing major market FM. Want station that's promotion minded. . . . Not one content to sit back and not rock the boat. All size markets considered. Young-aggressive pro available. Write Box F-351, BROADCASTING.

Chicago tyro: young, veteran, college, third endorsed, relocate. Box F-357, BROADCASTING.

From C.P. thru renewals, experienced, mature general manager. Strongly sales oriented, plus community involvement. Wants complete responsibility and authority. Medium market/east of the Mississippi. Salary secondary to liberal profit sharing plus opportunity to buy in. Box F-360, BROADCASTING.

Operations-programing. Experience in station management, sales, programing (specialize in 'NOW' MOR), production. 27. College. Married. Army over. Co-getter. Professional. \$12,000. AM or FM. East preferably. Box G-24, BROADCASTING.

A southern medium market station is not on top. The owner is unhappy. He needs something. . . . He needs me!! Box G-42, BROADCASTING.

Affcanado personality gets WNEW sound in N.E. AM FM, desires immediate nighttrick in large market, #1 rating in 150,000 market. I'm hip, educated, musicologist, swinger with 6 yrs. in broadcasting, AFN trained. Radio and TV major college, 37, MOR personality, seeking 5 day night trick in large MOR station with power or FM simulcast. AFTRA preferred, ultimate goal management. Re-quest my libret'o and A/c after telling me who you are. All replies answered. Tom Drake, Suite #10, Roostertail Motel, 1633 Williston Road, S. Burlington, Vt. 05401.

Sales

Young announcer-salesman in Michigan FM seeks full-time sales. Four years announcing experience, 2 years announcing-sales. Began account list from scratch. May billing for half-time sales \$3,600.00. Box G-14, BROADCASTING.

Sales oriented. . . . 16 years experience in all phases, announcing, programing, sales. . . . in both small and major markets. Seeking management opportunity in small or medium size market, 41, married, available August 1. Box G-15, BROADCASTING.

Enthusiastic young account executive with 6 years experience in radio sales, management, and market analysis wishes to relocate in NE area. Married with 2 children, dependable, and hard working. Solid references and track record. Currently working for network affiliate in nation's 5th market. College education. Resume on request. Prefer management opportunity. Box G-35, BROADCASTING.

Announcers

Talented major market rock jock with background in programing wants medium market PD post First phone. Box E-126, BROADCASTING

First phone. Entertaining, experienced, competent. Rock/C&W/MOR. Prefer South or Southwest. Box F-300, BROADCASTING.

Young hip Negro announcer experienced, broadcasting school graduate, 3rd phone, R&B or Top 40, will travel. Box F-303, BROADCASTING.

Announcer, .DJ experienced, 3rd class, married, draft exempt. Box F-307, BROADCASTING.

Top market soul jock formerly WWRL N.Y., relocate. Box F-308, BROADCASTING.

Personality with soul (blues) desires rock, top forty and jazz, very good news delivery, summer replacement, will relocate, draft free. Box F-318, BROADCASTING.

Versatile, young announcer seeking position with up-tempo MOR or Rock Station. Tight board. Will relocate. Box F-338, BROADCASTING.

Rookie without license (alien) who has a Scottish accent and a hell-of-a-lot of ambition wants to break into announcing. If it means anything, I'm an announcing school graduate. Box F-344, BROADCASTING.

Announcer/newsmen. . . family man, experienced, some college, third. Prefer southern religious oriented but consider all. Box G-7, BROADCASTING.

Announcers continued

Experienced announcer with first-class ticket seeking full-time position. Will relocate. Southern market and college town preferred; because of desire to attend college classes on part time basis in addition to work at station. Presently doing news on a Chicago area AM station. Experienced sportscaster and this young announcer has working knowledge of all musical formats. Call now 312/3817488. Box G-8, BROADCASTING.

Winning morning man p.d. in Chicagoland mkt. wants southern comfort, up tempo preferred, consider opportunity above salary. Box G-9, BROADCASTING.

The man with the voice that thrilled women of two continents is now available. Third endorsed. Box G-13, BROADCASTING.

1st phone, announcer, well experienced. Nobody works harder than me. I am very ambitious. Prefer northern Ohio, southern Michigan. Box G-19, BROADCASTING.

Disc-jockey-newscaster and salesman. 1—experienced 2—dependable 3—versatile 4—tight board 5—third endorsed. Box G-27, BROADCASTING.

8 years, all phases, heavy news, jock, production, metro—medium markets only. Will travel. Available immediately. Top flight stations only. 3rd endorsed. Box G-34, BROADCASTING.

Currently in 53rd market in country. Wants to move up. Hard worker, first, good voice. Wants rock position. Wants an established company to grow and work with. Box G-36, BROADCASTING.

Presently employed at up MOR. Wants rock, non-screamer. Wants medium-major market. Box G-37, BROADCASTING.

Contemporary or MOR up-tempo. 3rd endorsed. Experienced, military completed, college grad, ambitious. Available immediately. Box G-45, BROADCASTING.

Help! Top 40 or progressive rock! Now! Please. Box G-47, BROADCASTING.

Experienced announcer. Third phone. Draft exempt. Will relocate. Mike Johnston, 330 Elm Ave., Woodlynne, New Jersey. 609/962-8452.

DJ/Copywriter 3rd, 27, ambitious, experienced, original, 212-449-2997.

1st phone and voice for rent immediately. Qualifications—college graduate, broadcasting school graduate, draft exempt—yes! Extra added bonus—I'm a beginner. Have your very own protegee!! A once in lifetime offer from Lauer, 620 Sheridan, Glencoe, Illinois 60022. P.S. Love sports.

D.J. experienced, 27, professional. Looking for rocker with future. Contact: Simon Hendrix, 3709 Oceanic Avenue, Brooklyn, N.Y. 11224.

Announcer D.J., news, broadcast school graduate, 3rd endorsed, single, willing to relocate. Tape and resume on request. Joel Kaplan, 1539 Levick Street, Philadelphia, Pa. 19149. Phone 215-744-9590.

Announcer—Older beginner—3rd phone—broadcast school graduate—Robert Fritz, 719 N. Horace Ave., Thief River Falls, Minn. 56701.

Army lieutenant, soon to be discharged, desires to return to DJ work. Two years professional experience plus one year as Army TV producer-director. Tight board. Mature sound, bright, lively enthusiastic. College grad, age 23. Third endorsed. Willing to relocate. Contact Lt. Jeff Benton, 215-MU 8-1373.

7 months experience—rock format. Desire full or part-time position in southern New England area. Good references. Alan S. Campbell, 44 Woodland Ave., Bloomfield, Conn. 06002, Telephone 203-242-5386.

Announcing school grad; Third endorsed; Tight-board, single, draft-exempt. Desires start in radio. MOR or rock format. Pittsburgh or western Penna. area preferred. Contact—Don Drew, 223 Jones Drive, Bridgeville, Penna. 15017.

Still looking! I'm an early morning radio man, 30 yrs. old, single, 8 years experience and 3rd phone, \$120.00 to start per wk. No audition tape, in person interview only. Request North or South Carolina, Virginia or northern Florida. Looking for good clean solid station. I want to grow with you in the years ahead. Carl C. Briggs, Cedarhall Road, Pocomoke City, Maryland.

See ad under Programing for a competent C&W program director.

Good announcer, first phone, experienced, sober, dependable, 904-749-9786 after six.

Announcers continued

First phone, experienced, veteran, 25, 2 years college. Now available. John Michaud, 906-786-0470.

Hard working beginner with third endorsed. Hawaii, California. Call Mark Bogart, 714-426-2150.

Dynamic voice, technician (no meter-reader), first phone, experienced, veteran, 23, married, wants security, any sunny yearround area, any market, format. Ambition, desire, quality personified. Reply: Bill Howard (716) 342-9691.

Technical

Engineer—Experienced, wishes position as assistant chief, New England, salary plus benefits. Box F-326, BROADCASTING.

Chief engineer—heavy experience, including directionals—announcing, too. Box F-352, BROADCASTING.

AM-FM chief, also experience in TV studio. Prefer relocation near military base. Call (205) 786-3323 or write Box G-6, BROADCASTING.

Radio production engineer, 8 years experience wants freelance work N.Y.C. area. Writing and production mgmt. experience. Call (212) 691-0880 or (212) 873-1774.

Experienced engineer seeking employment at small market AM-FM station, anywhere. Good natured and a hard worker. Good engineering background and knowledge of station operation. Call (216) 688-2395.

News

Professionally trained female; newscasting, specialty continuity writing; 3rd, extensive musical background, California preferred. Box F-259, BROADCASTING.

9 years experience; 6, news. Seek challenging medium-large market opportunity. East Coast. Box F-304 BROADCASTING.

Ambitious Newsmen with 3 1/2 years experience in radio and newspaper looking for interesting, challenging position. Draft deferred, family, 2 1/2 years college. Box G-30, BROADCASTING.

Mature, 25, experienced 8 years all phases, stable, married, excellent delivery, writing, gathering. Quality production, 3rd endorsed. Available immediately. Box G-33, BROADCASTING.

Enthusiastic college graduate, network, newsdesk, experience, seeks reporting/writing position with growing news operation. Box G-46, BROADCASTING.

Enthusiastic, creative broadcast school grad; 3rd. Eats—sleeps news. Public speaking—writing experience, B.A. + grad school, dependable, hard-working, good appearance, 27, married. Sept. or sooner. All states—markets welcomed! Mitch Altschuler, 914-969-3022, 679 Warburton Ave., Yonkers, N.Y. 10701.

Experienced in news and sports play-by-play. Graduate of famous broadcasting school. Seeks position in or near Ohio. Write . . . Mark Rodenfels, 159 S. Westmoor Avenue, Columbus, Ohio 43204.

Reporter-newscaster-news director. Age 40. Mature, distinctive voice; authoritative delivery. Professionally trained, 4 years solid experience. Skilled actuality user. A dedicated professional ready to join your news staff. Call Joe Healy (303) 542-9737, 8:30 a.m. to 4:30 p.m. (MDT) M-F. or write 217 W. 6th St., Pueblo, Colo. 81003.

Responsible Newsmen. Graduated college June. B.A. Degree radio-TV, broadcast journalism. Seeking start in small-medium market. Air experience, single, 26, veteran, third. Resume, tape, photo upon request. James Huska, 15602 Pastrana Drive, La Mirada, Calif. 90638.

1st phone—Broadcast school graduate, newspaper background, want first broadcast job. Lyle LaFaver, 484 Jamul Court, Chula Vista, Calif. 92011. 714-422-1802.

Programing, Production, Others

Have sold after 20 years as builder, owner, manager, 1st phone, employer, news director, accountant, government relations, in profitable midwest small-town AM. Now prefer less broad responsibility and offer my experience and loyalty working normal hours any phase broadcasting. Prefer small town. Box F-317, BROADCASTING.

Producer/Director five years experience in all phases of television production and live news-cast. Willing to travel, now working in top 20 market. Box F-330, BROADCASTING

Programing, Production, Others

continued

Copywriter, prefers New England area. 203-658-6196 or Box G-3, BROADCASTING.

Country PD. First phone. If you have a medium/major market country station in the S.E. or S.W. which just doesn't have the ratings, or if you have been considering going country, I have the ideas to make your sound marketable to both audience and sponsors. I'm young, so the price tag is reasonable, but I have extensive experience in radio broadcasting and C&W music, and I can get the job done properly. Satisfy your curiosity and my desire to move up—please write Box G-5, BROADCASTING.

Demo. tapes sell clients. MOR programing doesn't have to be dead. Comedy spots my specialty. Do you want a working PD. Box G-31, BROADCASTING.

Ramrod PD with much sales and production. Prefer Northeast. Box G-44, BROADCASTING.

Television Help Wanted

Management

TV Business Manager. Must take charge of 7 man department and all statements, forecasts, billing, receivables, payroll, etc. Only strong experience desired. Group VHF in top 15 market. Excellent fringe benefits including stock option. Send resume and salary requirements to Box F-238, BROADCASTING.

Well established management consulting firm can offer an outstanding career opportunity in our expanding broadcast division. Man selected will direct total marketing program for solicitation of station clients. Minimum 5 years sales experience necessary. Send resume and salary requirements to Dr. White, Box F-255, BROADCASTING.

Technical

Two first class engineers for top-50 market in South Carolina. Liberal benefits. Start, \$120.00 per week. Box F-299, BROADCASTING.

Seeking take-hold chief engineer for Eastern major market, network, VHF. Send resume, references and salary requirement to Box F-329, BROADCASTING.

New York-Binghamton. Dependable person with first class license to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call chief engineer, WBJA-TV, or program director, WBJA-TV, Binghamton, New York 772-1122.

TV engineer with experience as switcher or maintenance. Must have first class FCC License. All color RCA equipped major market Northern California independent. Call collect chief engineer, 916-452-8221.

NEWS

TV Anchor/Reporter . . . Experienced anchorman needed for expanding early and late weekend newscasts on number one rated northeast station. Must have ability to write and shoot/edit 16 MM equipment. Send resume, salary requirements, and recent off-air video tape to Box F-263, BROADCASTING.

Large midwestern TV, news operation, looking for two mature reporters who can do intelligent interviews and standups. Resume to Box F-331, BROADCASTING.

Registered Meteorologist—Major market station with large staff committed to news, weather and sports programing is looking for a professional weatherman. We are interested in a team man with personality and imagination. Please send resume and salary history to Box F-361, BROADCASTING.

News Director—Large station network affiliated in the top 20 market is looking for an aggressive, dedicated and experienced news director. The right individual will direct a staff with facilities that will compliment the finest news operation in the country. The responsibilities of this position are well known to the applicant we are seeking. Please send resume that includes salary history to Box F-364, BROADCASTING.

News Personality—News dedicated station in largest market looking for air personality. Must project as friendly and congenial and yet have air of authority. Please submit resume and salary history to Box F-368, BROADCASTING.

Television News—Young under 30, weekend anchorman reporter, WLKY-TV, Louisville, Kentucky. Send resume and picture; also air check if possible.

TV newsmen, strong on air. Good salary. Great recreation area. Small university town. No flatters. Over thirty preferred. Contact: Mr. Don Ryan, Promotion Manager, WLUC TV, P.O. Box 460, Marquette, Michigan 49855. Phone 906-475-4161.

Programing, Production, Others

Producer-Director—experienced take charge type. Northeast market—top 25. Box F-366, BROADCASTING. An equal opportunity employer.

Film director—Knowledge of shipping, set-up and editing. Group-owned and fringe benefits. Box F-367, BROADCASTING. An equal opportunity employer.

Secretary to president TV company. (Midtown New York) Don't need an assistant president only experience, good skills, attractive and personable. Salary high to right girl. Box G-2, BROADCASTING.

Television

Situations Wanted Management

Attn. Station Manager: If you're looking for a top general sales manager, consider these facts. At 34, I have 10 productive years in broadcasting. From local sales I moved to local sales management. I invested 4 years with a major TV rep. Now, as a successful station Nat'l sales mgr. I'm ready with ideas, experience and an excellent record. Box F-98, BROADCASTING.

Manager, heavy sales background, experienced UHF Net and Ind. Operation. Knowledgeable all phases seeking sound organization whose goal is tight, profitable operation. Welcome thorough investigation. Box F-302, BROADCASTING.

Production, programing, engineering. Experienced. Interested new stations—planned or built. Money to invest. Realistic, hardworking. Box F-350, BROADCASTING.

Sales

Experienced national-regional-local salesman available. College, Army and business background entirely TV-oriented. Age 37. Married. Two children. Sales background: five years local sales in top 10 markets; six years with leading national representative with one year as manager of major branch office. Excellent references. Box F-353, BROADCASTING.

17 years experience in production and operations management. Seasoned pro now wants experience in sales. Help me prove I can become one of your top producers. Call J. R. at 919-637-3879 for further information and interview.

Announcers

Experienced TV-Radio all phases. Clever professional, good voice, photogenic, ambitious. Family. Salary \$10,000 minimum. Box G-21, BROADCASTING.

Lovely experienced female radio-television personality with masters degree wants opportunity. Experienced in talk shows, news, weather. Tapes, resume available. Box G-43, BROADCASTING.

Technical

1st phone experienced studio operator, 25, desires similar position in metropolitan area. Refined, full characteristics furnished. Eastern seaboard. Consider relocating anywhere. Box G-17, BROADCASTING.

NEWS

Award-Winning (1969 Los Angeles Press Club) newspaper reporter, 31, wishes to switch nearly three years in-depth news experience to television reporting. BA, MA. Will relocate. Box F-170, BROADCASTING.

Street Reporter: Black, excellent background, Master's degree-journalism. Box F-236, BROADCASTING.

News director. Top-rated newscaster and experienced, efficient news administrator. Record of successful involvement with community problems. Imaginative special events producer with thorough knowledge of production techniques. VTR, resume, and best professional, personal and business references. Box F-297, BROADCASTING.

Experienced anchorman, reporter, photographer, college grad. I do it all and well. Box F-358, BROADCASTING.

Experienced sportscaster-newsman play-by-play, college graduate. Box G-25, BROADCASTING.

Experienced, television-radio news/sports, play-by-play, 38, family, radio/television production, SOF on camera, seeks news with play-by-play or sports position. Currently employed mid-Atlantic state. Box G-26, BROADCASTING.

News continued

Have built top 40 market sports department to #1 rating, earned respect of trade, fan loyalty. Looking to locate permanently with aggressive sports-minded station as Sports Director. Family, 30, degree, top references. Box G-29, BROADCASTING.

Programing, Production, Others

Producer-Director 6 years commercial and ETV-ITV experience, some film. Married, degree, resume available. Box G-11, BROADCASTING.

Award winning promotion director. Creative, community-aware. Executive caliber with top flight experience and references. Box G-20, BROADCASTING.

Producer-Director desires ITV/ETV production slot in Midwest, South. Five years R-TV production/programing. B.A. in R-TV plus graduate studies. Veteran. Available now. Box G-22, BROADCASTING.

Television Promotion: Creative, efficient—now in top-20 TV market. Box G-23, BROADCASTING.

BA-RA and TV—15 years experience. Strong production. Administrator, some sales. If you are small to medium TV looking for Production Manager with a good record or if you are top market looking for creative producer-director, write now for resume. Dependable, family man. Five figures. Box G-28, BROADCASTING.

Production or promotion work desired, I do unusual children's shows. I have ideas that work. Where are the stations that want new blood. Box G-32, BROADCASTING.

Creative, hard-working TV production director/weatherman seeks new challenges. Age 24, single, draft exempt. Also interested in programing. Call 203-688-3886 or write: Box G-40, BROADCASTING.

Senior P/D at Big Ten University desires return to commercial TV. Emphasis on news and public service. Don Kates, R.R. #2, Delphi, Ind. 46923.

Wanted To Buy

Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Turbide St., Laredo, Texas 77040.

Wanted to buy: . . . good condition . . . Magnefax quarter inch duplicator . . . also . . . Magnesync 16mm edge recorder, dubbers, amplifiers . . . all details first letter. Box G-1, BROADCASTING.

FOR SALE Equipment

Coaxial-cable—Helix, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

RCA TK-30 and TK-31 image orthicon cameras; RCA TR-2 and TR-5 videotape recorders, plus many incidentals. Television Facilities, Inc., Box 396, Montgomeryville, Pa. 18936. Tel. 215-855-0970.

5kw FM transmitter. Solid state exciter. 5 bay horizontal antenna. Good condition. Box F-94, BROADCASTING.

I.T.A. 10,000 D FM Transmitter. Excellent condition. Presently operating 101.5 mc. Reason for sale: Going to higher power. Spare parts and plate transformer can be generated at 5KW. Contact C. E. Edward L. Bryant, c/o WJCV FM Radio, Box W, Johnson City, Tennessee 37601, phone 615-926-6167.

Numerous Type 5820 camera pickup tubes @ \$25.00 each, as is, FOB Mpls. Also 10,000' of monochrome TK-31 camera cable in 200' lengths. Best offer. Contact WCCO-TV, Director of Engineering, 50 South 9th Street, Minneapolis, Minn. 55402.

For sale: Seeburg 200LU-1P Select-O-Matic automatic changer. Holds 100 45-rpm LP's, plays both sides. Selector and pre-amp in oak cabinet with glass front. Excellent condition. \$200. Contact Milt Nicholas, WKEI, Kewanee, Illinois 61443.

H J 7-50 Andrews Helix 1 1/2" Air coaxial transmission cable jacketed RG 319 MIL SPEC, 12,000 feet available, 6-2000' reels—perfect surplus—test reports available 50% of factory price—can be cut and terminated to order at tremendous savings. Brokers invited. For FM broadcast—communications—microwave—radar—Action Electric Sales, 1633 N. Milwaukee, Chicago, Illinois, 312-235-2830.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

FOR SALE

Equipment continued

For sale . . . 8-channel Bauer Stereo . . . late model console. Very reasonable. Gates 16-inch tables and bases . . . late model . . . very reasonable. Contact Radio Station KCFM, St. Louis, Missouri. PA 6-1077.

Gates Studioette—good condition—being replaced by larger console. \$400.00. Call 505-393-3137 or write KWEW, Box 777, Hobbs, New Mexico 88240.

Schafer automation system—mono—4 carousels—random select—new. Call KZON, 805-922-2182.

Fifteen sections used 3/8 inch solid transmission line, call collect 404-488-0469.

RCA headwheel panels—unused RCA highband and low-band headwheel panels priced to sell. Contact WHDH-TV, 50 Morrissey Blvd., Boston, Mass. 02125. Phone: (617) 288-5000.

Gates 250W AM transmitter, type BCA-250. \$650.00. Bill Barry, Box 609, Lebanon, Tennessee, 615-444-0305.

Any type tower can finance, erect. Bill Angle, 919-752-3040, Box 55, Greenville, N.C. 27834.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"1970 Test Answers" for FCC First Class License Plus Command's "Self-Study Ability Test." Proven \$5.00. Command Productions, Box 26348, San Francisco 94126.

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Summary of broadcasting

Compiled by FCC, June 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,267	2	12	4,286	79	4,365 ¹
Commercial FM	2,073	0	51	2,124	126	2,250
Commercial TV-VHF	491	2	17	510	13	524
Commercial TV-UHF	131	0	50	181	113 ²	297
Total commercial TV	622	2	67	691	126	821
Educational FM	391	0	24	415	44	459
Educational TV-VHF	76	0	6	82	4	86
Educational TV-UHF	97	0	11	108	12	120
Total educational TV	173	0	17	190	16	206

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

(Continued from page 54)

WGSW(AM) Greenwood, S.C., for review of order by review board denying Radio Greenwood's request to enlarge issues in hearing on competing applications of United Community Enterprises Inc., for new AM in Greenwood, S.C. and of Saluda Broadcasting Inc., for new AM in Saluda, S.C. (Docs. 18503-4). Action June 24.

Action on motion

■ Hearing Examiner Forest L. McClenning in Buffalo, Minn. (Buffalo Broadcasting Co., Wright County Radio Inc. and Wright County Broadcasting Co.), AM proceeding, set certain procedural dates and continued hearing to Sept. 29 (Docs. 18842-4). Action June 22.

Designated for hearing

■ Centerville, Va.—FCC set for hearing application by Centerville Broadcasting Co., for new AM on 1000 kc, 1 kw-D. Action June 24.

Existing AM stations

Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KXLW Clayton, Mo., to Oct. 1; WJRL Calhoun City, Miss., to Oct. 31; WHLO Akron, Ohio, to Dec. 7; KRPT Anadarko, Okla., to Dec. 7. Actions June 23.

■ KXEM McFarland, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 19. Action June 23.

■ KKID Thousand Oaks, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 16. Action June 23.

■ KCHF Sioux Falls, S.D.—Broadcast Bureau permitted remote control. Action June 22.

■ KSGT Jackson, Wyo.—Broadcast Bureau permitted remote control. Action June 22.

Actions on motions

■ Hearing Examiner Arthur A. Gladstone in El Cajon, Calif. (Metro Communications Inc. [KDEO]), AM proceeding, ordered Hearing Examiner Jay A. Kyle presiding officer; and scheduled prehearing conference for Aug. 4 and hearing for Aug. 31 (Doc. 18879). Action June 22.

■ Chief Hearing Examiner Arthur A. Gladstone in Honolulu (Hawaiian Paradise Park Corp.), renewal of license of KTRG, ordered Broadcast Bureau, on or before Sept. 18 in lieu of Sept. 4, to serve and file document identifying witnesses it proposes to call for presentation of direct case in matter and also to furnish copies of exhibits it proposes to use, including transcriptions of any relevant tapes; continued further prehearing conference to Sept. 25; ordered all other provisions of order herein issued June 11 to remain in full force and effect (Doc. 18819). Action June 22.

■ Hearing Examiner David I. Kraushaar in Louisville and Mebane, both North Carolina (Franklin Broadcasting Inc. [WYRN] and Radio Mebane-Hillsborough Inc.), AM proceeding, continued June 29 hearing without date (Docs. 18836-7). Action June 22.

Fines

■ WEGP Presque Isle, Me.—FCC ordered to forfeit \$1,200 for failure to observe terms of

station license. Action June 24.

■ KWMC Del Rio, Tex.—FCC rescinded \$500 forfeiture liability imposed on Amistad Broadcasting Co. because of licensee's financial condition. Action June 24.

■ KULP El Campo, Tex.—FCC ordered to forfeit \$1,500 for fraudulent billing practices. Action June 24.

Designated for hearing

■ WPRY Perry, Fla.—FCC set for hearing application by WPRY Radio Broadcasters Inc. for renewal of license. Action June 24.

New FM stations

Final action

■ Thomson, Ga.—Bethany Broadcasting Co. Broadcast Bureau granted 101.7 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address Hickory Hill Drive, Thomson 30824. Estimated construction cost \$76,792; first-year operating cost \$47,177; revenue \$36,000. Principals: Walter J. Brown, sole owner. Mr. Brown owns 56.4% of WSPA-AM-FM-TV Spartanburg, S.C. Action June 23.

Other action

■ Review board in Washington, FM proceeding, Docs. 18634-35, granted request filed June 24 by Pacific Foundation and extended to July 8 time to respond to petition to enlarge issues filed June 11 by Broadcast Bureau. Action June 26.

Actions on motions

■ Hearing Examiner Charles J. Frederick in North Syracuse and Syracuse, both New York (WSOQ Inc. and Eastern Associates), FM proceeding, denied petition by Progressive People Inc. to postpone June 25 prehearing conference (Docs. 18667-8). Action June 22.

■ Hearing Examiner Charles J. Frederick in North Syracuse and Syracuse, both New York (WSOQ Inc. and Eastern Associates), FM proceeding, on examiner's own motion, dismissed as moot opposition by WSOQ Inc. to motion to hold in abeyance pending disposition by commission of petition for waiver of rule and reply in response to opposition filed by Progressive People Inc. (Docs. 18667-8). Action June 24.

■ Hearing Examiner Millard F. French in St. Johns, Mich. (Dittmer Broadcasting Co.), FM proceeding, granted petition by applicant for leave to amend application to show additional community survey efforts (Doc. 18708). Action June 23.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, scheduled further hearing conference for June 26 (Doc. 18308, 18793). Action June 19.

Existing FM stations

Final actions

■ Broadcast Bureau granted licenses covering following new FM's: WKYV-FM Vicksburg, Miss.; WAAV(FM) Wilmington, N.C.; WHGM(FM) Bellwood, Pa.; WHYP-FM North East, Pa. Action June 23.

■ *KPCS(FM) Pasadena, Calif.—Broadcast Bureau granted license covering use of for-

mer main trans. and ant. for auxiliary purposes only. Action June 23.

■ KOCN(FM) Pacific Grove, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 1. Action June 22.

■ WJIZ(FM) Albany, Ga.—Broadcast Bureau granted CP to change type trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 380 ft. Action June 23.

■ WCMX(FM) Fort Wayne, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1. Action June 22.

■ WFMM-FM Baltimore—Broadcast Bureau granted license covering changes; studio and remote control location: 3500 Parkdale Avenue, Baltimore. Action June 23.

■ WWJ-FM Detroit — Broadcast Bureau granted license covering changes. Action June 22.

■ WGMZ(FM) Flint, Mich.—Broadcast Bureau granted license covering changes. Action June 22.

■ *KICC(FM) International Falls, Minn.—Broadcast Bureau granted license covering new non-commercial educational FM. Action June 23.

■ *KBIA-FM Columbia, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 22. Action June 22.

■ *KWMU(FM) St. Louis—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 22. Action June 22.

■ *WRCU-FM Hamilton, N. Y.—Broadcast Bureau granted license covering new educational FM. Action June 23.

■ KTEF-FM Ada, Okla.—Broadcast Bureau granted mod. of CP to change type trans. and ant. Action June 22.

Fine

■ WBTR-FM Carrollton, Ga.—FCC denied application by Faulkner Radio Inc. for remission or mitigation of \$3,000 forfeiture liability. Action June 24.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for the following stations and their co-pending auxiliaries: WMOB Mobile, Ala.; WMRB Greenville, S.C.; WNRJ Gainesville, Ga.; WNRK Newark, Del.; WOKA Douglas, Ga.; WQIK-AM-FM Jacksonville, Fla.; WSBP Chattanooga, Fla.; WSCM Panama City Beach, Fla.; WSHB Raeford, N.C.; WSSA College Park, Ga.; WTBC Tuscaloosa, Ala.; WTRS(FM) Dunnellon, Fla.; WUOA(FM) Tuscaloosa, Ala.; WVJP Caguas, P.R.; WWAB Lakeland, Fla.; WWL-AM-TV New Orleans, WCDJ Edenton, N.C.; WCKW(FM) LaPlace, La.; WWTX(FM) Corinth, Miss.; WXGI Richmond, Va.; WYDK Yadkinville, N.C. Actions June 25.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: KBIB Monette and KENA Mena, both Arkansas; KNIR New Iberia and KTBS-TV Shreveport, both Louisiana; KUOA-AM-FM Siloam Springs, Ark.; WANS-AM-FM Anderson, S.C.; WARI-AM-FM Abbeville, Ala.; WARM Fort Pierce, Fla.; WATM-AM-FM Atmore, Ala.; WAZF Yazoo City, Miss.; WBBO-AM-FM Forest City, N.C.; WBLT Bedford, Va.; WCOX Camden, Ala.; WDAT Ormond Beach, Fla.; WDNC-FM Durham and WEYE Sanford, both North Carolina; WFRM Coudersport, Pa.; WGEA Geneva, Ala.; WGTO Cypress Gardens, Fla.; WHHV Hillsville and WHRN Herndon, both Virginia; WIRB-AM-FM Enterprise, Ala.; WIST Charlotte, N.C.; WITN-AM-FM Washington, WIXE Monroe, and WKDX Hamlet, all North Carolina; WKRQ-FM Mobile, Ala.; WLAQ Rome, Ga.; WLNC Laurinburg, N.C.; WMIS Natchez, Miss. Actions June 25.

Translator actions

■ Broadcast Bureau granted licenses covering changes for following: K13JW Gakona, Alaska; K7IAN, K73AM, K75BR and K77BU, Boonville and Philo, both California; K08FZ Maxwell, Calif.; K13GI, K03CD, K05CK, K08ER and K11gm all Leadville, Colo.; K71AG and K77AH both Cottage Grove, Ore.; K06EC Monahans, Tex.; K79BJ Stradley-GaGe Ranch, Tex.; K06EQ Midland, Tex.; WFMH-FM Cullman, Ala.; KPLX(FM) San Jose, Calif.; WINE-FM Brookfield, Conn.; WDOL-FM Athens, Ga.; *WFCR(FM) Amherst, Mass.; WBZ-FM Boston; WCTX(FM) Palmyra, Pa.; WPJB-FM Providence, R. I.; WEZS(FM) Richmond, Va. Action June 23.

■ Broadcast Bureau granted licenses cover-

ing following VHF and UHF translators: K06AF Aspen, Colo.; K12GW Carson City, Nev.; K77CK Cortez, Colo.; K08CJ Hale, Colo.; K04FW Montrose, Colo.; K12CH Red Cliff, Colo.; K13AO Glenwood Springs rural area, Colo.; W73AN Owensboro, Ky.; K12GL Center, Neb.; W09AV Asheville, N.C.; K73BU Big Lake, Tex.; K74DJ Brownwood, Tex.; K72DD Ephrata, Wash.; K76CQ Pasco, Wash. Actions June 23.

■ Broadcast Bureau waived certain sections of translator rules and granted CP for following UHF translators: NBC, New York, to serve New York (Upper Manhattan and Bronx) operating on ch. 57 by rebroadcasting WNBC-TV ch. 4, New York; condition. Action June 22.

CATV

Final actions

■ Honolulu—FCC denied opposition to commencement of CATV service with program or commercial originations in Honolulu filed against Oceanic Cablevision Inc. and Island Cablevision by Western Telestations Inc., licensee of KHVH-TV Honolulu and Pacific Broadcasting Inc., licensee of KGMB-TV Honolulu. Action July 24.

■ Owensboro, Ky.—FCC authorized Top Vision Cable Co., CATV systems, to continue to carry, on temporary basis, distant signals for which it has received retransmission consent. Authorization is for 6-month period unless renewed by commission, and subject to condition that CATV operator file reports every 60 days on efforts to obtain additional retransmission authority. Action June 24.

Actions on motions

■ Hearing Examiner Isadore A. Honig in Dayton, Wash. (Touchet Valley Television Inc.), CATV proceeding, granted motion by Touchet Valley Television Inc. and extended certain procedural dates and extended hearing to July 28 (Doc. 18825). Action June 25.

■ Hearing Examiner Chester F. Naumowicz Jr. in Adams, North Adams and Williams-town, all Massachusetts (Berkshire Tele-cable), CATV proceeding, continued July 8 hearing without date (Doc. 18853). Action June 25.

Other actions

■ FCC requested comments on extent of local and state regulation of cable television and relationship to federal regulation, and limitation of franchise fees in notice of proposed rulemaking, one of series of related CATV actions adopted by commission. Action June 24.

■ FCC proposed to permit CATV systems to import distant signals, subject to specified payment for public broadcasting, deletion of commercials and substitution of commercials of local UHF stations in second further notice of proposed rulemaking (Doc. 18397). Action June 24.

■ FCC denied petitions for reconsideration of commission's order released April 27 revising issues in CATV pole-attachment inquiry in proceeding on California Water and Telephone Co. (Docs. 16928, 16943, 17098). Same action, commission held its ex-parte rules inapplicable. Actions June 24.

■ FCC prohibited local cross-ownership of CATV systems by television broadcasters in second report and order in CATV rulemaking proceeding (Doc. 18397). Action June 25.

Ownership changes

Applications

■ KIEV(AM) Glendale, Calif.—Seeks transfer of control of Southern California Broadcasting Co. from Allen O. Dragge (26.9% before, none after) to William J. Beaton (39.6% before, 53.9% after), George P. Landegger (29.91% before, 40.75% after), Donald W. Beaton (1.45% before, 1.975% after) and Mrs. James G. Damon (0.96% before, 1.31% after). Consideration: \$200,970. Ann. June 25.

■ WPFA(AM) Pensacola, Fla.—Seeks assignment of license from WPFA Radio Inc. to Miracle Radio Inc. for \$398,333. Sellers: Kevin P. Reilly, president, et al. Sellers own WMEN(AM) Tallahassee, Fla. Buyers: William C. Woodall Jr., president-treasurer (50.2%), John H. Chastain, vice president (20%), Alton R. Woolbright, vice president (3%), Cecil H. Grider, secretary (21%) and Owen W. Paracott, assistant secretary (5.8%). Mr. Woodall owns 50% of WDWD(AM) Dawson, 25% of WGRA(AM) Cairo,

51% of WBBK(AM) Blakely, all Georgia; 33.3% of WDSR(AM) Lake City, Fla., and 37.5% of WGSW(AM) Greenwood, S. C. Mr. Chastain is student at University of Georgia, Athens, Ga., and Mr. Woolbright is announcer for WDWD. Mr. Grider owns WIMO(AM) Winder, Ga., and Mr. Parnacott is 16.3% owner of WBBK and program director for WDWD. Ann. June 24.

■ WFMW-AM-FM Madisonville, Ky.—Seek transfers of control of Sound Broadcasters Inc. from H. W. Wells (50% before, none after) to Elmer L. Kelley Jr. (50% before, 100% after). Consideration: \$200,000. Mr. Kelley is commercial manager and sports director for WFMW-AM-FM. Ann. June 25.

■ KXMB-TV Bismarck, N. D.—Seeks assignment of license from KXMB-TV Inc. to Bismarck Television Inc. for \$1.2 million (\$882,832 plus \$317,168 in obligations to General Electric for equipment). Seller: John Boler, president. Sellers own 97.99% of KXJB-TV Valley City, N. D. Buyer: KXMC-TV Inc., 100%. Principals of KXMC-TV Inc.: Chester Reiten, president (40%), Lloyd Amoo and William Hurley, vice presidents (each 30%). Buyers own KXMC-TV and KCJB-AM-FM, all Minot, N. D. They also own KXMD-TV, TV satellite in Williston, N. D. Ann. June 22.

■ WLSH(AM) Lansford and WPAM(AM) Pottsville, both Pennsylvania—Seek transfers of control of Miners Broadcasting Service Inc. from Joseph L. Maguire (48.6% before, none after) to Kenneth F. Maguire (32.4% before, 63.2% after) and John W. Angst (18.9% before, 36.8% after). Consideration: \$145,397.35. Principals formerly owned WMBA(AM) Ambridge, Pa. Ann. June 26.

Actions

■ WTCX(AM) St. Petersburg, Fla.—Broadcast Bureau granted transfer of control of Trans-Chord Inc. from Murray Carpenter (35% before, none after) to James E. Midkiff (65% before, 100% after). Consideration: \$150,000. Principals: Mr. Midkiff owns funeral home and Edutron Corp. Action June 1.

■ KLUC-AM-FM Las Vegas—Broadcast Bureau granted assignment of licenses from Meyer Gold to KLUC Broadcasting Co. for \$625,000. Seller: Meyer Gold, sole owner. Mr. Gold owns 50% of KLOM-AM-FM Lompoc, Calif. Buyers: Peer Pedersen, chairman of board (60%), Richard C. Phalen, president-treasurer (30%), and William R. Phalen, vice president-secretary (10%). Mr. Pedersen is partner in Pedersen & Hout. Mr. R. Phalen owns 2% of KIKI(AM) Honolulu and is sales representative for Mutual Broadcasting System. Mr. W. Phalen is sales representative for publishing firm. Action June 25.

■ KVET-TV Austin, Tex.—FCC granted assignment of CP from KVET Broadcasting Co. to Channel Twenty-Four Corp. for \$44,137.82. Sellers: Roy A. and Ann S. Butler, Mr. and Mrs. Butler own KVET(AM) and KASE(FM), both Austin. Buyers: Tolbert Foster, Allan Shivers, W. E. Dyche Jr. and Edgar B. Younger Sr. (as a group, \$54.5%); R. B. and Bill B. McAllister, et al. (as a group 46.6%). Mr. Shivers is former Texas governor. Messrs. Foster, Dyche and Younger have interest in KNET(AM) Palestine and KDOX(AM) Marshall, both Texas. Mr. Foster also has interest in KDET(AM) Center and owns CATV systems in Center and San Augustine, both Texas. Messrs. McAllister have interest in permittee of KSEL-TV Lubbock, Tex. (Corrected from item of BROADCASTING, June 15, which identified McAllister group as owners of KVET-[AM] and KASE[FM]). Action June 10.

■ KSEL-TV Lubbock, Tex. — FCC granted transfer of control of McAllister Television Enterprises Inc. from R. B. and Bill B. McAllister, et al. (as a group 100% before, 46.6% after) to Tolbert Foster, Allan Shivers, W. E. Dyche Jr. and Edgar B. Younger Sr. (none before, 54.4% after). Consideration: \$200,000. For interests of McAllister and Foster groups, see KVET-TV Austin above. Transfer is taking place through issuance of new stock in McAllister Television Enterprises. Action June 10.

■ KLO(AM) Ogden, Utah—Broadcast Bureau granted transfer of control of Utah Radio Inc. from Cecil L. Heftel and Joyce Heftel (each 50% before, none after) to Richard B. Wheeler (none before, 100% after). Consideration: \$300,000. Principals: Mr. Wheeler formerly held interests in KTLN(AM) Denver and KIUP(AM) Durango, Colo. Action June 23.

■ KEDO(AM) Longview, Wash.—Broadcast Bureau granted transfer of control of

KEDO Inc. from Forrest H. Bishop and Russell O. Hudson (jointly 100% before, none after), to Vision Corp. (none before, 100% after). Consideration: \$230,000. Principals of Vision: Fredric A. Danz, president, and Jessie M. Danz, vice president (each 50%). Mr. F. Danz owns KODL(AM) The Dalles, Ore. Action June 24.

■ KALE(AM) Richland, Wash.—Broadcast Bureau granted transfer of control of KALE Inc. from William R. Taft et al. (as a group, 100% before, none after) to Rainier Theater Co. (none before, 100% after). Consideration: \$225,000. Principals of Rainier: Fredric A. and Jessie M. Danz, president and vice president, respectively (each 50%). Messrs. Danz own varying interests in numerous theatre operations. Mr. F. Danz owns KBFW(AM) Bellingham-Ferrdale, Wash., KODL(AM) The Dalles, Ore. Buyers own applicant to purchase KEDO(AM) Longview, Wash. Action June 24.

■ WXVA(AM) and WZFM(FM) both Charles Town, W. Va.—Broadcast Bureau granted transfers of control of WXVA Broadcasting Corp. from Arthur W. Arundel (100% before, none after) to John Luce (none before, 100% after). Consideration: \$225,000. Principals: Mr. Luce owns air taxi and flight instruction concern and is announcer-engineer for WMHI(AM) Braddock Heights, Md. Action June 25.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through June 29. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in *italics*.

■ Bakersfield, Calif.—Kern Cable Co. Inc., (multiple-CATV owner) has requested a \$1.20 monthly rate hike.

■ Decatur, Ill.—Goodson-Todman Cablevision Corp. has applied for a 25-year nonexclusive franchise.

■ Alexandria, Ind. — Franchise has been granted to Central All Channel Cable TV Inc. of Bloomington, Ind. The city will receive 3% of the gross income of the system.

■ Milbury, Mass.—Parker Industries Inc. of Worcester, Mass. has applied for a franchise.

■ Webster, Mass.—Quinebaug Valley Cablevision of Southbridge, Mass. and Parker Cablevision of Worcester, Mass. have applied for franchises. Quinebaug would charge \$5.25 per month with an installation fee of \$4.95 for the first six months and \$14.95 after the first six months except when a special promotion would lower the fee. Parker would charge \$9.95 monthly plus \$1 monthly for each additional set. Installation fees would be \$5 at all times.

■ Dunkirk, N.Y.—Dunkirk Cable TV Co. and D-F Cablevision Co., both of Dunkirk, and Harbor View Cable TV Inc. of Conneaut, Ohio, have applied for franchises. Dunkirk Cable TV Co. offered the city 6% of gross receipts while D-F cablevision Co. offered \$2,000 or 5%, whichever is greater. Harbor View Cable TV Inc. offered a \$5 proposal.

■ Little Falls, N. Y.—Antenna-Vision Inc. (multiple-CATV owner) has applied for a \$1 monthly increase.

■ New York, N.Y.—Teleprompter Inc. (multiple-CATV owner) and Manhattan Cable TV, both of New York, have applied for franchises. The proposed franchises would pay the city 5% of gross revenues.

■ Rosendale, N. Y.—A 10-year franchise has been granted to Vida Cable. Franchise fee is \$50 and 2% of the first 100 customers. Vida Cable is owned by Garin Sheeley.

■ East Palestine, Ohio—Franchise has been granted to Televue Inc. (multiple-CATV owner) of East Palestine. The company has asked for a \$5 monthly rental fee.

■ Mount Pleasant, Pa.—Franchise has been awarded to National Cable Television Corp. of Connelville, Pa. The 15-year franchise terms provide for free installation during the first year of operation. After a year installation fee will be \$15. All second set hookups will cost \$7 and monthly rental is \$4.

■ Neenah, Wis.—Marcus Enterprises has applied for a franchise. Installation fee would be \$15 plus \$5 per month.

Those who fear broadcasting has been surrendered completely to a so-called Eastern Establishment might ease their concern if they would travel the land and call upon men in the business like Missouri's Don Dailey, vice president and general manager of Springfield Broadcasting Co. He is something of a silent majority who really is not silent though not often quoted down east.

Springfield Broadcasting is the licensee of KGBX(AM) Springfield; last week it also became the operator of KHMO(AM) Hannibal, Mo., following FCC approval of the \$600,000 purchase from Jerrell A. Shepherd and others, plus \$150,000 for real estate and certain other assets (BROADCASTING, June 29). Springfield's parent is Springfield Newspapers Inc., publisher of the morning *News*, the evening *Leader & News* and Sunday *News and Leader*, and 49.6% owner of Springfield TV Inc., licensee of KYTV(TV) Springfield. One operation is autonomous of the others.

A veteran radio broadcaster who refused to be driven into TV during the mid 1950's when the selling got rough, Mr. Dailey still believes radio is undervalued and undersold, though now in its renaissance. His faith in the basic social and economic values of broadcasting as both industry and calling is equally stout, and his concern is not so much with the rising ranks of critics as with broadcasters whose lethargy makes them too late to defend rather than prompt to lead.

As a member of the radio board of the National Association of Broadcasters and chairman of the NAB public relations committee, Mr. Dailey has had ample occasion to spread his gospel. Much of the planning for promotion of the 50th anniversary of broadcasting has come under the supervision of his group. He also is a member of NAB's special ad hoc committee now studying broadcasting's broad public relations and other image problems.

In view of its extensive service and progress, the American way of broadcasting owes no one an apology, Mr. Dailey feels, but if broadcasters are going to preserve their status, they will have to define their long-range goals through the NAB and stick to a timetable to achieve them.

Individually, Mr. Dailey says, broadcasters also will have to be more affirmative and more realistic about what is going on in the world around them and be more evident in attempting to help solve other people's problems as well as their own.

For example, he explains, broadcasters tend to look like the "money grubbers" some accuse them of being if they react so quickly to say no to any suggestion for helping cut the cost

He's one who knows—and sells—the value of radio

of political campaigning. "We will never get our congressmen to seriously think about helping us get a new Communications Act if we appear to be so insensitive to helping them in solving some of their problems in making our system of running for public office more open and representative," he says.

"We must overcome this image of always reacting to issues instead of acting upon them," he adds, noting such posture is vital "because the most constant thing we live with is change."

One aspect of broadcasting Mr. Dailey would never change, however, is its diversity, even though he constantly must tell local business and social

acquaintances that if they don't like the liberal leanings of many network commentators they should say so directly to the networks and to sponsors instead of affiliate stations.

He also has to laugh about the other extreme, when a foreign student challenged his journalism-class lecture and asked why he didn't adopt the "superior" British system of broadcasting. "The student," he related, "observed that 'you have so much on the air here that doesn't mean anything—so many different voices and opinions' and was very upset and couldn't understand 'why any government would let a man like Paul Harvey on the air'."

Mr. Dailey helps preserve such diversity of views on the air at KGBX. The daily *Montage* telephone-talk program long has averaged 1,400 "busy signal" calls per hour, the phone company reports, plus those who get through.

Mr. Dailey's community involvement is widely recognized. He was the local chamber of commerce "Man of the Year" in 1969, honored for his years of efforts to win new industry for Springfield, including a huge color-TV plant owned by Zenith Radio Corp. and such other new factories as that of 3M Co. and General Electric Co.

Aware the outside world must see it to believe the Ozarks today are bursting with new commerce and industry, Mr. Dailey still likes to help preserve the image of rural nostalgia there too. It's good for the \$34-million tourist business in Springfield alone. He recently documented it to help pass a bond issue by having one local motel check the wastebaskets for a month. Visitors had thrown \$80,000 worth of local sales slips into them.

The first thing Don Dailey recalls as a youngster in Marshfield, Mo., is listening to KGBX. He was so enthralled with radio his parents often dropped him off at KGBX to "hang around" while they visited relatives in the area. In later years he worked at KDMO(AM) Carthage, Mo., and KWTO(AM) Springfield, as assistant sales manager of KWTO in 1954 after Air Force duty.

His thorough "presentation-type" selling at KWTO when sponsors tried to switch him to TV caught the eye of KGBX ownership and he was lured there as sales manager.

He became KGBX general manager in 1958 at age 29, recognition of his efforts in turning the station into the black again after losses from TV inroads. In 1966 he became vice president too.

In early May the University of Missouri honored Mr. Dailey for distinguished service to journalism. Considering the journalism school is still heavy in print tradition, he feels it was the highest honor—for radio.

Week's Profile



Donald Charles Dailey—VP-general manager, Springfield Broadcasting Co., licensee of KGBX(AM) Springfield and KHMO(AM) Hannibal, both Missouri; b. June 18, 1928, Marshfield, Mo.; BS in speech, Southwest Missouri State College, Springfield, 1950; announcer, KDMO(AM) Carthage, Mo., 1947-1948, and KWTO(AM) Springfield, 1949-1951; U.S. Air Force, 1951-1953; assistant sales manager, KWTO, 1954-1955; sales manager, KGBX, 1955-1958, becoming general manager 1958 and VP 1966; member, National Association of Broadcasters Radio Board; chairman, NAB public relations committee; past president, Missouri Broadcasters Association, Springfield Chamber of Commerce; past chairman, Springfield Industrial Development Committee; m. Virginia S. Pummill of Springfield, June 16, 1951; children—John, 13 and Steven, 11; hobby—golf.

Editorials

Short view

In an editorial last Tuesday, the *New York Times* grudgingly approved the television networks' recent enlargements of exposure for views opposing those broadcast by Richard Nixon. Good, but not good enough, said the *Times*. What is needed is action by the government to "spell out" the access that must be given to the party out of power.

This sort of proposal plays into the hands of those who would like to open all news media, including the *New York Times*, to the comments of almost anyone with an itch to sound off. Gradually there is growing in this country the belief that anyone with a message is entitled to relate it in any communications medium of his choice.

That, of course, is an absolute corruption of the First Amendment. It is abetted by such comments as the *Times*'s of last week. That broadcasting is licensed, as the *Times* so far is not, is no reason to suggest that it must be made available to everyone.

The more that the *Times* and other print media encourage tighter federal regulation of broadcasting, the more they chip away at the First Amendment which is their own primary refuge. Editorialists ought to be brighter than that.

Opposite polls

Julian Goodman, NBC president related a revealing anecdote two weeks ago in an address to the Rocky Mountain Broadcasters Association. He said there was an astonishing difference between the mail an NBC news program on a controversial subject had inspired (mostly critical) and the attitudes discovered in a scientific survey of the program's audience (86% favorable).

"It gave us something to think about," said Mr. Goodman.

And so it should. Why not more surveys to find out what audiences really think about television? They must be the best answer to the vocal critics who base their judgments on nothing more than their personal attitudes.

March up the Hill

Floundering broadcasters, besieged from all sides, wonder how their troubles began and what they should do to check the trend toward seeming disaster.

It all began, of course, when broadcasting became an affluent business with earnings exceeding the national average. With government looking down licensees' throats through the simple device of reading those "confidential" financial reports that stations are required to submit annually, the libel spread that broadcasters were using "government franchises" to become overnight millionaires. Although networks themselves are not licensed, the reports of their owned-and-operated stations—all in major markets and therefore among the most profitable—are subjected to meticulous scrutiny.

All this has been grist for the politicians, the opportunists, the intellectual dissidents, members of the FCC, and whatever administration has been in power.

It's good that our checks and balances work both ways.

There were hopeful signs at last month's meeting of the joint board of the National Association of Broadcasters. New members of both boards want new approaches. They want to take the offensive. Being mostly the new generation,

they're weary of hearing the same old excuses and panaceas.

Whenever there's trouble there is always talk of rump movements, separate radio and TV associations and new leadership. That is foolish. Small-market radio owners can't win by separating themselves from TV owners. But they can be potent in pitching in on a new plan that must be developed to stave off further erosion.

Broadcasters always have had problems. No relief has ever come from the regulatory body no matter who has been in charge. It gets progressively worse.

If broadcasters hope to get relief, they had better get to Congress. Small broadcasters, even though they have some justification for complaint, could be most effective in working with their congressional delegations.

Basic research is needed to stem the punitive one-to-a-customer tide and other encroachments, but at the same time there must be congressional understanding of what free broadcasting has done and is doing. Broadcasters need a stay of mandate—a sense-of-Congress declaration that ownerships and operations are not to be diminished or dismembered until a full legislative review is completed.

Sad to relate there's no shortcut through the FCC or the courts.

Who's doing what?

A few days before it was consolidated with WNDT(TV) New York into a new production center (see story elsewhere in this issue) National Educational Television formally protested its exclusion from the *Conversation with the President* that was broadcast on the three commercial networks last week. NET was told that its request came too late and that tradition had confined such appearances to the commercial broadcast system.

We think NET should have been let into the act. But we also concede that its omission is explainable by the confusion over noncommercial-television jurisdictions that has obtained in the past year or so. It has sometimes been difficult to sort out such elements as the Corp. for Public Broadcasting, the Public Broadcasting Service, NET and other entities.

Hopefully functions and responsibilities will come into clearer focus with the consolidation of last week.



Drawn for BROADCASTING by Sid Hix
"Best damn spot we've ever filmed!"

May 3, 1970

Mr. David Stickle
WMAR-TV
Balt. Md.

Dear Sir;

I am writing to you after viewing
the program, After Prison. What?

This is one of the most relevant
and important public service programs
I have ever viewed on the TV medium.
I would like to thank you for the
interest shown by you and your
station.

I am encouraged by the work being
done to help 'ex-offenders, and would
never have known of this work

Page 3

I have never written a letter
about a TV program before, but I
was so impressed by what I saw
I had to write and convey something
of what I felt. Of course I am biased
since the message was so personal.

Thank you, and Mr. George Collins
and the entire staff. I don't know
the reaction of your other viewers, but
you touched me.

May God bless you, CEP and the
others involved.

Very Sincerely

(NAME WITHHELD)

Page 2

without your excellent program.
You see I am an ex-offender and
shall avail myself of this fine service
as soon as I have been medically
rehabilitated.

Again, thank you for a very wonderful
and informative program. I hope it
will be repeated so that more people,
like me, can know that somebody cares
about the economic rehabilitation of
someone who has been in prison.

Because it is completely unrealistic
to suppose that an ex-offender can
make a complete adjustment to life
outside without a job to give him
self respect.

From this letter, the Baltimore
Concentrated Employment Program took
over. Rehabilitation of this
ex-offender is now underway.

In Maryland Most People Watch

WMAR-TV 

TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION

How do you pick up sound without noise?

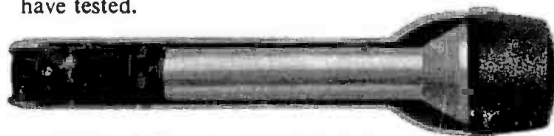
Pick up the new RE50 and the new RE85 quiet microphones.



Model RE50 omnidirectional dynamic \$120 list. Model RE85 lavalier dynamic \$133 list. Less normal trade discounts.

E-V Introducing two microphones that aren't "microphonic". That are unexcelled for hearing air-borne sounds, but shrug off contact noises. The new hand or stand RE50 and the lavalier RE85 dynamics.

Small, light, and just barely larger than the smallest microphones of their type. Yet both use a unique double-wall construction that is more effective in reducing microphone noise than any other we have tested.



Let's look into the RE50 first. A cut-away shows that inside each RE50 nestles the familiar 635A, case and all. It's shock-mounted at top and bottom to the outer case. Even the connector is isolated from the actual microphone. And the problems

of mass and resonance have been worked out (with the aid of our computer) so that contact noises and cable rustling never reach the Acoustalloy* diaphragm.

The result is remarkable isolation from all but air-borne sound, even in hand-held applications where microphone movement is uncontrolled. And when you add the extra protection of the built-in Acoustifoam* blast and pop filter, this is one of the quietest omnidirectional microphones you can find. Yet response, output level, and polar pattern are essentially the same as the 635A (one of the most popular professional microphones of all time).

But if noise can be a problem with hand-held and stand microphones, it is a plague to lavalier types. Clothing rustle, cord noise, and accidental contact with hard surfaces are common troubles. Ex-

cept with the new RE85. Again, we have created a microphone within a microphone. But we've gone even farther. A special low-noise grille, for instance. And even the hard, smooth paint finish was chosen to reduce small rubbing noises.

The result is virtually noise-free operation even with inexperienced performers. And at no expense to sound quality. Like all E-V lavaliers, output of the RE85 is peak-free and natural. Each RE85 comes complete with neck cord, tie clip, and a belt clip to help control the cable. The RE50 is supplied with a Model 300 stand clamp.

Both the RE50 and the RE85 are now available at your E-V microphone headquarters. In this noisy world, it's a relief to know that help has quietly arrived.

• E-V Trade Mark

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high fidelity systems and speakers • tuners, amplifiers, receivers • public address loudspeakers
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