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
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.
Texas Associated Press Broadcasters Association

Annual Award 1970

Best Television Newscast
KTRK-TV

Texas Associated Press Broadcasters Association

Annual Award 1970

Best News Special
KTRK-TV

Eyewitness News... judged the best in Texas for newscasting.
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

Broadcasting, July 6, 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

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
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 won't 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 Flanigan, 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' 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 programing into number of hotel chains. SG will seek to attract various types of advertisers—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 CB'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.
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. KWZN/Channel 2/DENVER
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**

Broadcasters 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**
Listen, WBA P Radio is now 820 all the time.

- Class 1-A Clear Channel — 50,000 Watts
- The MOR Crowd-Pleaser for Fort Worth-Dallas, the nation's 11th largest metropolitan market
- An NBC Network Affiliate

P. O. BOX 1780, FORT WORTH, TEXAS 76101 • PHONE (817) 536-1983
Represented nationally by Henry I. Christal Company, Inc.
Cable TV industry position. Comments

Although he added "some of the lan-

Board of National Cable TV Associa-

The industry is willing to accept copy-

This, according to Ralph Demgen,

This week recommended by Senator

Under copyright plan recommended

On FCC proposals, particularly di-

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

cable companies in same market and

network ownership of CATV any-

where 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 circum-

stances presented in the pending pro-

ceeding" warranted departure from its

usual policy of disapproving reimburse-

ment agreements.

Voice of Los Angeles filed for NBC

facility in July 1969, but moved to

withdraw its application after commis-

sion issued policy statement on license

renewals. In that statement, commis-

sion said licensees who substantially

meet community needs will get prefer-

ence over competitors.

Commission said KNBC renewal ap-

lication 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 Com-

missioner 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 pro-

posed rules justified accumulation of as

much data as possible on which to

make final decision.

Commission noted that further no-

tice of proposed rulemaking involving

to one-to-customer was issued in April

and that interested parties would have total

of nine months to submit initial com-

ments. 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. Al-

though they would not apply immedi-

ately to present ownership, rules would

require owners to reduce holdings to

one AM-FM combination, TV station or

ewspaper ownership in single market

within five years.

Rogers protests CBS move

Republican National Committee Chair-

man Rogers Morton, told CBS Presi-

dent Frank Stanton in wire Thursday

(July 2) that CBS plan to award Demo-

cratic committee regular time on air as

"loyal opposition" (since return, June

29) was delegation of journalistic re-

sponsibility and contrary to previous

CBS policy statements. Mr. Morton

said unless CBS position was "clarified",

GOP would have to seek FCC interven-

tion.

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 Com-

missioner 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 accom-

panying 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 mat-

ter effective date of Aug. 1 would ap-

peared uncertain.

But commission said in order re-

leased Thursday (July 2), "good cause

exists for adoption of [Aug. 1] effective
date," including necessity of commenc-

ing tariffs on first day of month and

Congressional directive that new sched-

ule cover as much of fiscal 1971 as pos-

sible. Commission said schedule should

be published in Register not later than

week of July 5-11.

In adopting new annual charges com-

mission said it was aware fees could

Late news breaks on this page and overleaf.
Complete coverage of the week begins on page 17.

Cable TV leaders loosen position on copyright bill
NCTA board also defers decisions on FCC proposals until September

Cable TV industry took single step for-
ward, but held off making commitments

on potpourri of actions and proposals

put forth by FCC last month (Broad-

casting, June 29).

Board of National Cable TV Associa-

tion, at Washington meeting Thursday

(July 2), agreed to inform Senator John

L. McClellan (D-Ark.), chairman of

copyright subcommittee of Senate Judi-

ciary Committee, that cable TV indus-

try is willing to accept copyright ele-

ments of Section 111 of omnibus copy-

right bill revision without concurrent

regulatory provisions (number of dis-

tant signals permitted to be carried, etc.)

This, according to Ralph Demgen, chia-

man of NCTA, should help move copy-

right law along without controver-

sial "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 rev-

enues 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 di-

vidend 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 individu-

ally 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 coun-

sel, would draw up rough draft of com-

ments for submission to FCC and circu-

larize 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 lan-

guage is not clear . . . needs clarifica-

tion."

He noted, however, that NCTA

More "At Deadline" on page 10
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 Diggins 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. Diggins. 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 programing department had been in communication for three previous weeks with executive committee of event about necessity of obtain-
Since the dawn of the industrial age, man has been making real his dream of reducing physical labor. The American appliance industry has worked to make the dream come true.

Not bad at all.

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.

Republic Steel — a major supplier of flat rolled carbon steels, stainless, wire, tubular products, bar steels, alloys, and fasteners — has a big hand in expanding the dream. In America. And throughout the world. Republic Steel Corporation, Cleveland, Ohio 44101.
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Exclusive FIELD TUNING STUBS GUARANTEE LOWER VSWR.

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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.

Let your audience relax.
Write or call collect: 203-327-2000.
K. Frazier, Box 5387, Furt Worth 76108, (817) 244-3659.

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

October

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


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

• Oct. 12—Midwest chapter meetings of National Religious Broadcasters, Mr. President motor inn, Grand Rapids, Mich.


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, Syracuse, N.Y.

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 the study on the basis of its methodology which, we believe, 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 licenses 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 Treffer, president, KCKX (AM) San Bernardino, Calif.
Reaching the 'television': 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 bigness 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 "television," 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 McGowan-Guild PMW 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 equaling 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 fees 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 W CBS-TV New York could pay as much as $90,000 a year and W NEW(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 contend 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):

<table>
<thead>
<tr>
<th>Filing Fee</th>
<th>Grant Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM-VHF top-50 markets</td>
<td>$5,000</td>
</tr>
<tr>
<td>UHF-top-50 markets</td>
<td>$2,500</td>
</tr>
<tr>
<td>AM- or UHF “next 50” markets</td>
<td>$2,000</td>
</tr>
<tr>
<td>UHF-class “A”</td>
<td>1,000</td>
</tr>
<tr>
<td>UHF-class “B”</td>
<td>1,000</td>
</tr>
<tr>
<td>FM—class A</td>
<td>500</td>
</tr>
<tr>
<td>FM—class B and C</td>
<td>200</td>
</tr>
<tr>
<td>FM—dayclient 50 kw</td>
<td>500</td>
</tr>
<tr>
<td>FM—dayclient 25 kw</td>
<td>400</td>
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<tr>
<td>AM—day-10 kw</td>
<td>300</td>
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<tr>
<td>AM—day-20 kw</td>
<td>200</td>
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<tr>
<td>AM—day-1 kw</td>
<td>100</td>
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<tr>
<td>AM—day-500 w</td>
<td>50</td>
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<tr>
<td>AM—day-250 w</td>
<td>25</td>
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<tr>
<td>AM—unlimited 50 kw</td>
<td>1,000</td>
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<tr>
<td>AM—unlimited 25 kw</td>
<td>800</td>
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<tr>
<td>AM—unlimited 10 kw</td>
<td>600</td>
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<tr>
<td>AM—unlimited 5 kw</td>
<td>400</td>
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<tr>
<td>AM—unlimited 1 kw</td>
<td>200</td>
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<tr>
<td>AM—unlimited 500 w</td>
<td>100</td>
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<tr>
<td>AM—unlimited 250 w</td>
<td>50</td>
</tr>
<tr>
<td>AM—class IV</td>
<td>100</td>
</tr>
<tr>
<td>FM—class IV</td>
<td>100</td>
</tr>
</tbody>
</table>

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 $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 harassing and threatening 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 management would be different and the public trading of the stocks would be expected to differentiate the ownership 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 year 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.
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-one 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 Lieberson, 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 spin-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 community 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 Everett 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 "Synca," 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 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 computer-related fields, and responsibility for new technology-oriented ventures, as well as foreign CATV's.

Whether Richard A. Forbuling, 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 KNX(TV) Los Angeles and of the CBS-TV Pacific Network in 1956, general manager of WBEM-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 occasion, to networks.

In 1958 the name was changed to CBS Films to reflect its intention to produce programming 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 programming.

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-represented 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.

BROADCASTING, July 6, 1970

21
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 programming (the function handled by NET in the past) and one for WNDT programming.

The national programing will be supervised by a new and expanded National Programming 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 programming, 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: WNDT'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 programming."

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
other names of candidates were mentioned.

A key question still remaining is the disposition of the present staffs of WNDT 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. Johnson, former board chairman, EBC—current operators of WNDT—and a member of the original group that formed WNDT 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 funding 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 threats 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, D.C., granted the group's appeal 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 KTXL-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 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, nonprofit 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.

CBSO

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. Sarchacher, former congressman from Philadelphia, 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 eight to 10 months it will be able to manufacture 100 to 150 decoders a day, which it would sell to firms. 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. To 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 Cosmns systems came in the wake of the FCC ordered divestiture of common ownership of CATV systems and
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: "It's always been possible, 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 W3JY(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 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.

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 programing, 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.

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 programing, production and commercial services for TV and radio stations; it also owns movie theaters and has a 21% interest in WFBA(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 150,000 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).

- KXMC-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 KKJB-TV Valley City (Fargo), N. D. Buyers own KXMC-TV and KJBB-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. "Jock" 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 KPAY(AM) and KKEO(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. KKEO 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.

- WFP(A) 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 WMMN(AM) Tallahassee, Fla. Mr. Woodall has interest in WDW(AM) Dawson, WORA(AM) Cairo, WBBK(AM) Blakely, 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 WDW. Mr. Grider owns WIMO(AM) Winder, Ga. Mr. Paracott has interest in WBBK and is program director for WDW. WFP(AM) is a daytimer on 790 kc with 1 kw.

- Wkat-FM Miami: Sold by Mrs. A. Frank Katzenzine to San Juan Racing Association for $175,000. Mrs. Katzenzine 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 WKL(AM) 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.

- KLUC-AM-FM Las Vegas: Sold by Mike E. Gold to Peer Pedersen, Richard C. and William R. Phalen for $625,000. Mr. Gold has interest in KLGM-AM-FM Lompoc, Calif. Mr. Pedersen is a Chi-
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 hoped 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...
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 produce 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. Obi-baum, 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.

Editorial may affect Florida AM license


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

The renewal hearing, ordered Aug. 1, 1967, included issues involving a WEYB 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 WEYB 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 WEYB, 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."
When KFDA-TV rolled out color film, commercial business rolled in.

"The field is wide open here for commercial color film processing," says Tex Weaver, Director of Film Processing and Film Production for the Amarillo station. "And the results we're getting from the Kodak ME-4 Process are really bringing it in.

"We got our ME-4 Process for news - we're in a competitive three color station market. But when our processor isn't doing news, it works for us with commercial processing."

"A local ordnance plant chose us to do their nonclassified processing work. We've found the animation advantages of film, and we're working with a local advertising agency on all of their animation jobs. We're even processing the new super 8 KODAK EKTACHROME EF Films for football teams in the area.

"A word-of-mouth and direct mail advertising program tells interested people that we have color film processing and production facilities. We may make a full-fledged ad campaign to get even more business."

"We shoot and process commercials for our advertisers. We're getting money from the Kodak Silver Recovery System that would normally have gone down the drain. We aren't having any trouble with the process or the chemicals. We're getting beautiful results."

"Is your color film processor doing all it could for your station? Check into the commercial processing possibilities in your local area. And if you don't even have the Kodak ME-4 Process yet, contact one of our Regional Chief Engineers. Call Ray Wulf in New York, Dick Potter in Chicago, or John Waner in Hollywood. Hurry, you're late."
To better serve our subscribers and advertisers

Broadcasting

Goes Web Offset Monday, August 3.

To accommodate our circulation of 40,000, Broadcasting, after 39 years, moves to a high-speed, modern web press. If you are familiar with web offset, we don't need to explain the advantages of this new process. If you are not familiar with web offset printing, you'll see the difference—on August 3.

Special note to advertisers and advertising agencies: Specific details of mechanical requirements are available from your Broadcasting advertising representative. Or, if your wish,

contact Production Manager at...

Broadcasting Magazine, 1735 DeSales St., NW.
Washington, D.C. 20036 (202) 638-1022
**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 newsmen 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 was named in Moscow has been selected, according to CBS officials.

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**Tape Cartridges**

All lengths and sizes stocked — fast service — highest quality

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<th>Type</th>
<th>Time at 7/8 ips</th>
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- Also: CL cartridges (for Spotmaster delay machines), bulk tape, tape-flags and other accessories.
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**BROADCAST ELECTRONICS, INC.**

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( THE MEDIA)
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 programing, 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 commercial networks had provided adequate coverage.

The stations involved are WAIQ(TV), Montgomery, WBQ(TV) Birmingham, WCQ(TV) Mt. Cheaha State Park, WDIQ(TV) Dozier, WDIQ(TV) Mobile, WDIQ(TV) Florence, WDIQ(TV) Louisville and WDIQ(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 programing 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" programing 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 programing, 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 programing 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—intem 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 KROX-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 farmer," 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.
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 Hearn, 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 WKLX(FM) Atlanta.; Western Open in Chicago on FM's, WTAS Crete and WRSV Skokie, both Illinois; IVB Philadelphia Classic on WRCF-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 WMD-Pack FM Greensboro, N.C.

The MBS arrangement, which hinges on national advertising sponsorship, calls for Golf Network to produce five-minute tape run 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 trial 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 its 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.
TV network showsheets: 3d quarter

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsorship. Abbreviations: part.; sustaining; cont.; 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 Happy Days, part.); 10:30-11 Spiderman, part. (eff. 9/13 California Call, part.); 11-11:30 Bulls Island, part. 11:30-12 Discovery, 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 James and Answer, part.
CBS-TV No network service.
NBC-TV 1-1:30 Meet the Press, Allstate, part.; 1:30-2 Guideline, part.

2-5 p.m.
ABC-TV No network service.
CBS-TV 2-3:30 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 Vegas Revue, sustaining).
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 8-9:30 Disney, cont.; 8:30-9 Bill Cosby Show, part.

9-10 p.m.
ABC-TV The ABC Sunday Night Movie, part.
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 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 sold 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.

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

BROADCASTING, July 6, 1970
**Monday evening**

7:30-9 p.m.

**Monday Night Football, part.**

**CBS-TV** 9:30-10 Mustang R.P.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. 9/21 Football, cont.**

**CBS-TV** The Wild Wild West, part. 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 Movies of The War, part. **CBS-TV** 7:30-8:30 Lawer, part. 8:30-8:30 The Mary Tyler Moore Show, part. **CBS-TV** Wednesday Night Movies, part. **NBC-TV** 7:30-7:30 The Debbie Reynolds Show, part. 7:30-8:30 The Don Knotts Show, part. 7:30-8:30 Julia, part. 9-10 p.m.

**ABC-TV** Movie, cont. **CBS-TV** Movie, cont. 9-10:30 The Governor and J.J., part. **NBC-TV** Movie, cont. 9-10 The Beverly Hillbillies, part.

10-11 p.m.

**ABC-TV** Marcus Welby, M.D., 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 & Legner, 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 rhinoceross 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.

Specials in third quarter of 1970

**NBC-TV**

- **July 16:** 7:30-11 p.m. Baseball All-Star Game. NBC-TV.
- **July 23:** 7:30-11 p.m. Pro-Am Golf Tournament. NBC-TV.

**CBS-TV**

- **July 11:** 10-11:30 p.m. Miss Universe. Procter & Gamble. NBC.
- **July 14:** 1-2 p.m. American Golf Classic. NBC.
- **July 20:** 7-9 p.m. NBC TV-Movie, cont. NBC-TV.

Eastman Kodak clinics in four more cities

Eastman Kodak Co., Rochester, N. Y., is holding workshops around the country in techniques of newfilm 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 Errie 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. Gowar 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 Disent, 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.

ABC 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, named 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 non-commercial 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 programing 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 ABC-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), KCO (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 for ABC-TV. America, the fastest U.S. boat, will be rivaled by Intrepid, Terpint and Valiant, 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 WABC-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 Circle 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 WYRT (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 management of stations not subscribing to the industry's television code, which outlaw 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 Confidets' 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 KMS-P-TV Minneapolis and on WJET-TV and 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 presentation, 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 Wave 2 Wave 1 Wave 2 Wave 1 Wave 2 Wave 1 Wave 2 Wave 1 Wave 2 Wave 1 Wave 2 Wave 1 Wave 2 Wave 1 Wave 2 Wave 1 Wave 2
Bath Tissue 78.4% 78.3% 78.4% 78.3% 78.4% 78.3%
Bras & Girdles 79.8% 79.5% 79.8% 79.5% 79.8% 79.5%
Good taste 78.4% 78.3% 78.4% 78.3% 78.4% 78.3%
Poor taste 14.8% 13.0% 17.5% 15.0% 14.8% 13.0%
Don't know 5.9% 5.9% 5.9% 5.9% 5.9% 5.9%
Confidets Feminine-Hygiene Spray 69.1% 69.1% 69.1% 69.1% 69.1% 69.1%
Sanitary Napkins 70.0% 70.0% 70.0% 70.0% 70.0% 70.0%
Hypoallergenic 68.1% 68.1% 68.1% 68.1% 68.1% 68.1%
Confidets Bath Tissue 68.1% 68.1% 68.1% 68.1% 68.1% 68.1%
Confidets Bras & Girdles 68.1% 68.1% 68.1% 68.1% 68.1% 68.1%
Confidets Feminine-Hygiene Spray 68.1% 68.1% 68.1% 68.1% 68.1% 68.1%
Confidets Sanitary Napkins 68.1% 68.1% 68.1% 68.1% 68.1% 68.1%
Hypoallergenic 68.1% 68.1% 68.1% 68.1% 68.1% 68.1%

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..."
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)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC Week ended June 21</th>
<th>Cumle Jan 1- June 21</th>
<th>$</th>
<th>CBS Week ended June 21</th>
<th>Cumle Jan 1- June 21</th>
<th>$</th>
<th>NBC Week ended June 21</th>
<th>Cumle Jan 1- June 21</th>
<th>$</th>
<th>Total minutes week ended June 21</th>
<th>Total dollars week ended June 21</th>
<th>$</th>
<th>Total minutes</th>
<th>11/70 total dollars</th>
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</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>Sign-on 30 a.m.</td>
<td>$. . . . . . . . .</td>
<td>$103.7</td>
<td>$3,037.9</td>
<td>$. . . . . . . . .</td>
<td>$327.6</td>
<td>$8,084.8</td>
<td>$. . . . . . . . .</td>
<td>$327.6</td>
<td>$8,084.8</td>
<td>$. . . . . . . . .</td>
<td>$83</td>
<td>$431.3</td>
<td>$2,008</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,676.3</td>
<td>43,466.8</td>
<td>2,960.1</td>
<td>74,173.1</td>
<td>1,712.6</td>
<td>45,923.1</td>
<td>902</td>
<td>6,349.0</td>
<td>21,408</td>
<td>167,583.0</td>
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</tr>
<tr>
<td>Saturday-Sunday</td>
<td>Sign-on 6 p.m.</td>
<td>661.9</td>
<td>25,716.7</td>
<td>756.2</td>
<td>34,367.2</td>
<td>698.4</td>
<td>17,864.5</td>
<td>245</td>
<td>2,116.5</td>
<td>7,175</td>
<td>77,948.4</td>
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<td></td>
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<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>435.8</td>
<td>5,888.7</td>
<td>731.8</td>
<td>20,348.4</td>
<td>406.2</td>
<td>14,829.6</td>
<td>82</td>
<td>1,573.8</td>
<td>1,937</td>
<td>41,066.7</td>
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<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>230.0</td>
<td>3,182.5</td>
<td>200.4</td>
<td>6,806.2</td>
<td>84.7</td>
<td>5,953.9</td>
<td>23</td>
<td>515.1</td>
<td>544</td>
<td>15,942.5</td>
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<tr>
<td>Monday-Sunday</td>
<td>7:30-11 p.m.</td>
<td>4,988.8</td>
<td>135,104.2</td>
<td>6,243.7</td>
<td>175,740.6</td>
<td>5,482.6</td>
<td>172,809.4</td>
<td>452</td>
<td>16,715.1</td>
<td>10,746</td>
<td>483,654.2</td>
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<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>283.9</td>
<td>7,144.4</td>
<td>373.7</td>
<td>9,822.3</td>
<td>640.5</td>
<td>16,623.6</td>
<td>118</td>
<td>1,281.7</td>
<td>2,785</td>
<td>33,590.3</td>
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<td>Total</td>
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<td>$5,276.7</td>
<td>$220,503.3</td>
<td>$11,333.2</td>
<td>$238,295.7</td>
<td>$9,352.6</td>
<td>$282,088.9</td>
<td>1,905</td>
<td>$28,062.5</td>
<td>46,684</td>
<td>$830,887.9</td>
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</table>

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 45% 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, WYKC-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 four 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 effect on broadcasters. Formulated 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

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

In Channels 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 forecast for weekend daytime

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and sports. In spite of unsettled economic conditions, particularly among the automotives, 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.


B&B takes dim view of prime-time rule

Benton & Bowles says the FCC's proposed cutback of network-television programming 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 programming 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 with distribution of the June issue of Impressions, published by B&B's media and programming department.

Smoke gets in your eyes

A reminder that the federal government's left hand may not always coordinate 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."

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 & 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 at Magnavox Inc., 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:


Agency appointments:

- Plymouth Manufacturing Co., Boston, men's rainwear maker, has named Powell, Schoenbrud & 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.

Broadcasting, July 6, 1970 43
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. Whitehead’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
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 communicate 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."

One representative was Alfred Medica of the Admiral Corp., the first TV set manufacturer to adopt the new Cartridge 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.

RCA's 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 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. (Cartavision); Lloyd Singer, Motorola Inc. (EVR); and S. Inagaki, Sony Corp. of America (Vidpro). Intermeshing sales pitches for their individual products, the panelists also discussed merits and demerits of the playback-only equipment and the record-playback equipment.

Cartavision's Stanton was bolstered in his presentation by the overwhelming reception—measured by crowds at his booth—for the first public showing of Cartavision. Among other capabilities, Cartavision 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," "D'vorce, Italian Style," "914," "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 GRPs in the February-March book will deliver 100 GRPs 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 programming and competition.

"Telestatus" is published by Broadcasting in the first issue of each month.
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<thead>
<tr>
<th>Month</th>
<th>July</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>F/M</th>
<th>Apr</th>
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<tr>
<td><strong>Men, 18-49</strong></td>
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<td></td>
<td></td>
<td></td>
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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 17%. 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:

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<th>Earnings per share</th>
<th>1970</th>
<th>1969</th>
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<td>Sales</td>
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<tr>
<td>Net income</td>
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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:

<table>
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<th>Net income</th>
<th>1969</th>
<th>1968</th>
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<td>Revenues</td>
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<td>Net income</td>
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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-
N.J., of group-owner Capital Net products, CATV-equity signals among them: future earnings first reported General Instrument posts worth of lion, net combined dated organization executive officer.ing, will be its Revenues sales and an subsidiary, Cablevision Inc., CATV holdings through engaged paid circulation of 43,400. publisher of by Cowles casting Corp. The Star, founded for $9.75 the city's only English-language daily sold the Cowles sells Cowles sells Movielab Inc., New York, motion income sales a 31: sales

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 $0.17 $0.12 Net sales 64,903,347 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.

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:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.17</td>
<td>$0.12</td>
</tr>
<tr>
<td>Revenues</td>
<td>59,338,000</td>
<td>41,733,000</td>
</tr>
<tr>
<td>Net income</td>
<td>1,462,698</td>
<td>1,100,689</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>5,975,556</td>
<td>5,623,856</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.45</td>
<td>$0.36</td>
</tr>
<tr>
<td>Revenues</td>
<td>78,091,221</td>
<td>73,179,490</td>
</tr>
<tr>
<td>Net income</td>
<td>5,564,852</td>
<td>4,924,055</td>
</tr>
</tbody>
</table>

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

If you want a tube distributor who knows your business, give it to him.

He's your RCA Broadcast Tube Distributor. No.1 in tubes for all broadcasting applications.

What made him No. 1? Emergency service is one reason. It's like money in the bank.

For example:
You're on the air. It's late, a tube fails. You're low on replacements. Too low for comfort. So you call your RCA Broadcast Tube Distributor. To keep you on the air, he'll get out of bed to fill your order!

There are more reasons. Experience. He talks your language, knows your needs. Some of our distributors have been in the business of supplying broadcasters for as long as we have—40 years!

Engineering service. He has a "hot line" to RCA's Field Engineers. Call him any time you need their services. Call even if you need help in servicing our competitors' equipment!

Quality. You know the story. He stocks the finest. 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!

Inventory. The widest. Power tubes, rectifiers, vidicons, image orthicons. Think of his establishment as your tube warehouse. For all practical purposes, that's what it is!

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. 216-1, Harrison, N. J. 07029.

P.S. Your RCA Broadcast Tube Distributor is also the man to call for RCA Starmaker Microphones.
film production,” for the year ended Jan. 3, 1970:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.06</td>
<td>$0.92</td>
</tr>
<tr>
<td>Net sales</td>
<td>4,475,000</td>
<td>4,109,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>2,720,100</td>
<td>2,104,100</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.95</td>
<td>$0.83</td>
</tr>
<tr>
<td>Gross billings</td>
<td>136,942,000</td>
<td>123,366,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>1,765,000</td>
<td>1,366,000</td>
</tr>
<tr>
<td>Average shares</td>
<td>1,950,573</td>
<td>2,104,144</td>
</tr>
</tbody>
</table>

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-TV/Wichita, KCKT-TV Great Bend, KOLD-TV Garden City and KOMC-TV Oberlin, all Kansas. For the nine months ended May 31:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>$4,221,833</td>
<td>$4,177,356</td>
</tr>
<tr>
<td>Net income</td>
<td>571,899</td>
<td>499,678</td>
</tr>
</tbody>
</table>

Teleworld Inc., New York, TV-film distributor, announced a decrease in gross revenues and net income for the year ended Feb. 28:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>$3,579,000</td>
<td>$3,573,738</td>
</tr>
<tr>
<td>Net Income</td>
<td>267,168</td>
<td>290,763</td>
</tr>
</tbody>
</table>

Financial notes:
- Kinney National Service Inc., New York, has declared regular quarterly dividends of 64 1/2 cents per share on common stock, 22% per share on Series A convertible preferred stock, $1.0625 per share on $.425 series B convertible preferred stock and 3% coupon.
- New York, has declared regular quarterly dividends of 64 1/2 cents per share on common stock, 22% per share on Series A convertible preferred stock, $1.0625 per share on $.425 series B convertible preferred stock and 3% coupon.
- *Restated to include acquisition of Wichita Ice and Cold Storage Co. on a pooling-of-interest basis.

The Broadcasting stock index
A weekly summary of market activity in the shares of 102 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing July 1</th>
<th>Closing June 25</th>
<th>Closing June 18</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

Broadcasting with other major interests
- Avenco
- Bartell Media
- Boston Herald-Traveler
- Chris-Craft
- Combined Communications
- Cowles Communications
- Fuqua
- Gannett
- General Tire
- Gray Communications
- Lamb Communications
- Lee Enterprises
- Libra Corp.
- LIN
- Meredith Corp.
- Outnet Co.
- Plough Inc.
- Post Corp.
- Rider Publications
- Rollins
- Rust Craft
- Storer
- Time Inc.
- Trans-National Comm.
- Turner Communications
- Wometco

CATV
- Amco
- American TV & Comm.
- Cablecom-General
- Cable Communication Systems
- Citizens Finance Corp.
- Connecticut Cable
- Communications Properties
- Cox Cable Communications
- Cuyeress Communications
- Entron
- General Instrument Corp.
- H & B American
- Sterling Communications
- Telecommunications
- Teleprompter
- Television Communications
- Vikoos

The Broadcasting index includes 102 companies associated with broadcasting. The index is calculated by multiplying the closing price by the number of shares outstanding.

Broadcasting
<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing July 1</th>
<th>Closing June 25</th>
<th>Closing June 18</th>
<th>High</th>
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<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

The Broadcasting index includes 102 companies associated with broadcasting. The index is calculated by multiplying the closing price by the number of shares outstanding.

50 (FOCUS ON FINANCE)
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 $1.371/4 per share on 5 3/4% convertible preferred stock and 16 1/4 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 Aug. 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 Cushman & 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.

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**Stock Exchange Listings**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing July 1</th>
<th>Closing June 25</th>
<th>Closing June 18</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Outstanding (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

**Service**

- John Blair
  - B & J (N)
  - CQ (N)
- Creative Management
  - MOV (A)
- Doyle Dane Bernbach
  - FCB (N)
- Foote, Cone & Belding
  - O (N)
- Grey Advertising
  - LaRoche, McCaffrey & McCall
  - MOV (A)
- MPO Videoconfs
  - MOA (N)
- Nielsen
  - O (N)
- Ogilvy & Mather
  - PKL (A)
- J. Walter Thompson
  - WELLS, Rich, Greene

**Manufacturing**

- Admiral
  - ADL (N)
- Ampex
  - APX (N)
- CCA Electronics
  - O (N)
- Collins Radio
  - CRI (N)
- Conrac
  - CAX (N)
- General Electric
  - GE (N)
- Harris-Interstate
  - HI (N)
- Magnavox
  - MQ (N)
- 3M
  - MMM (N)
- Motorola
  - MOT (N)
- RCA
  - RCA (N)
- Reeves Industries
  - RSC (A)
- Telimation
  - O (N)
- Visual Electronics
  - VIS (A)
- Westinghouse
  - WX (N)
- Zenith Radio
  - ZE (N)

**Standard & Poor's Industrial Average**

| Standard & Poor's 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.**


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 KLBD(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. Bosliff, 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.

Robert Patton, account supervisor, Tatham-Laird & Kundner, New York, elected VP.


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 KGTV San Francisco, joins Recht & Co., Los Angeles-based agency, as manager of firm's newly opened Can Francisco office. Branch address: 680 Beach Street, suite 416, San Francisco. 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.


Robert W. Hemfling, local sales manager, KBBO(AM) Burbank, Calif., appointed sales manager.

Bruce Benefield, with Noble-Dury 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, WSPO-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, WSLV-AM Roanoke, Va., appointed general sales manager.

Dennis Mergen, with Niefield, 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.


Ed Giller, general manager of WFBO(AM) Altoona, Pa., also appointed general manager of WFBO-FM Altoona.

W. C. Porsow, former VP and general manager, KCFL(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 Gosinski, general manager, WDAK(AM) and WQMT(FM), both Indiana, Pa., named executive VP. Both are licensed to WDAK Inc.

P. A. Taylor, with sales department, WNCT(AM) Greenville, N.C., appointed general manager.

Robert Brown, former newscaster with WRRU(AM) and WZAC(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. Kattleman

Mr. Kattleman 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 programming, Connecticut Educational Television Corp., Hartford, joins New Jersey Public Broadcasting Authority as director of programming. He will be in charge of programming and production personnel at Trenton, N.J., studios.

David Wilson, executive producer, KYW-TV Philadelphia, joins WNHC-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 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 software programs, equipment and service for CATV local origination and includes school for production and sales training.

J. T. Snowden Jr., VP and general manager, WQCT(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, WTRG(TV) Washington, named to same position with KTTV(TV) Los Angeles. Both are Metromedia stations.

J. T. Snowden Jr.

This corrects item (Broadcasting, June 29) which stated that Mr. O'Connor was general manager of WTRG 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, WIBC-TV Pittsburgh, joins WATE-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 department 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 WQBS-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 KGO-AM-FM-TV San Diego as general assignment reporter.

Equipment & engineering


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%
An exciting action series for action people from MGM TELEVISION

*NTI/NTA 1969-70
As compiled by Broadcasting, June 23 through June 29 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. Ant.—antenna. As.—as. CATV—community access television. CH.—critical hours. CP—construction permit. DA—Director of Administration. ER—effective radiated power. kw—kilowatts. LS—local sustained. M—modified. np—notice of proposed rule making. OPP—order on protective order. CP—construction permit. STA—special temporary authority. T—the. trans.—transmitter. UHFF—unlicensed high frequency. VHF—visual high frequency.

New TV stations
Other actions
- Jackson, Mich.—FCC granted Jackson Television Corp. stay of FCC denial of extension to commission to consider reply and document for extraordinary relief (Doc. 198609). June 16.

Existing TV stations
Final actions
- KHLI-TV Yuma, Ariz.—Broadcast Bureau granted CP to change ERP to 120 kw vis. 12 kw aur.; condition. Action June 23.
- KNEX-TV San Francisco—Broadcast Bureau granted license covering changes; specify studio location as 1091 Bryant St., San Francisco; granted license for new alternate antenna. 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 99.5 kw vis. and 33.5 kw aur.; change type ant.; granted mod. of CP to extend completion date to Dec. 22. Action June 22.
- KNDV-TV Yakima, Wash.—Broadcast Bureau granted license covering changes. Action June 22.

Actions on motions
- Hearing Examiner Frederick W. Dennis, in Hartford, Conn. (RKO General, Inc.) for CP to make changes in WHTV(TV) ordered further proceedings suspended without date to await action by commission on petition of RKO General, Inc. for reconsideration and grant without hearing (Doc. 18820). Action June 22.
- Hearing Examiner Isadore A. Honig in Cheyenne, Wyo. (Frontier Broadcasting Co.), renewal of KFPC-TV granted request by applicant and ordered June 22 time for applicant to respond to Broadcast Bureau ordered June 22 time for applicant to respond to Broadcast Bureau for reconsideration. Action June 22.
- Hearing Examiner Isadore A. Honig in Cheyenne, Wyo. (Frontier Broadcasting Co.), renewal of KFPC-TV, ordered council of Cheyenne Enterprises Inc. to notify other parties of decision of initiating further discovery within seven days from refiled date of hearing order on petition for rehearing. June 22.

Designated for hearing
- Miami—FCC set for hearing mutually exclusive applications of Post Newsweek Stations, Florida Inc. licensee of WPGL-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 22.

New AM stations
Other actions
- East St. Louis, Ill.—FCC set oral argument time and order of presentation by parties in AM proceeding to be held July 16 (Doc. 17256-7). Action June 26.
- Greenwood, S.C.—FCC denied application by Radio Greenwood, Inc. license of
## PROFESSIONAL CARDS

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers 1812 K St., N.W. Washington, D.C. 20006</td>
<td>202-6400</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer Suite 402, Park Building 6400 Goldsboro Road Bethesda, Md. 20094</td>
<td>(301) 239-6600</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>—Established 1926—</td>
<td>PAUL GODLEY CO. CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043</td>
<td>Phone: (201) 146-3000</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>COHEN &amp; DIPPELL</td>
<td>Consulting Engineers Formerly GEO. C. DAVIS 527 Munsey Bldg. 783-0711 Washington, D.C. 20004</td>
<td>(202) 547-8215</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td></td>
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<tr>
<td>A. D. Ring &amp; Associates</td>
<td>CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 Washington, D.C. 20036</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GAUTNEY &amp; JONES</td>
<td>CONSULTING RADIO ENGINEERS 2922 Telester Ct. (703) 560-6800 Falls Church, Va. 22042</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lohnes &amp; Culver</td>
<td>Consulting Engineers 1242 Munsey Building Washington, D.C. 20004 (202) 547-8215</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1302 18th St., N.W. Hudson 3-9000 Washington, D.C. 20006</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS INWOOD POST OFFICE DALLAS, TEXAS 75209</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>711 14th St., N.W. Republic 7-4516 Washington, D.C. 20005</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>CONSULTING ENGINEERS 2029 K Street N.W. Washington, D.C. 20006</td>
<td>(202) 223-4664 (301) 827-8725</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>JOHN B. HEFFELINGER</td>
<td>9208 Wyoming Pl. Hillard 4-7010 KANSAS CITY, MISSOURI 64114</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jules COHEN &amp; ASSOCIATES</td>
<td>Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D.C. 20036</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carl E. Smith</td>
<td>CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
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<tr>
<td>VIR N. JAMES</td>
<td>CONSULTING RADIO ENGINEERS Application and Field Engineering 345 Colorado Blvd.—8020e. Phone: (Area Code 303) 339-5562 TWX 910-931-0614 DENVER, COLORADO Member AFCCE</td>
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<td>A. E. Towne Assoc.s., Inc.</td>
<td>TELEVISION and RADIO ENGINEERING CONSULTANTS 727 Industrial Road San Carlos, California 94070 (415) 592-1394</td>
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<td>E. Harold Munn, Jr.</td>
<td>BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517—278-6733</td>
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<td>JOHN H. MULLANEY and</td>
<td>CONSULTING ENGINEERS 1130 Connecticut Ave., N.W. Washington, D.C. 20036 Phone: 202-223-1180 Member AFCCE</td>
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<td>ROSSNER TELEVISION SYSTEMS</td>
<td>SYSTEMS—CONTRACTORS 29 South Mall Plainview, N.Y. 11803 (516) 694-1903</td>
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<td>ORRIN W. TOWNER</td>
<td>Consulting Engineer 11008 Beech Road Anchorage, Kentucky 40223 +302 245-4673</td>
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<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 632-2821</td>
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<td>OSCAR LEON CUELLAR</td>
<td>CONSULTING RADIO ENGINEER Directional Antennas Design Applications and Field Engineering 1563 South Hotha—6022 303-755-8456 Data 303-755-7562 DENVER, COLORADO Member AFCCE</td>
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<td>SPOT YOUR FIRM’S NAME HERE</td>
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<td>COMMERCIAL RADIO</td>
<td>MONITORING CO. PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone: (617) 876-2810</td>
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<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 103 S. Market St. Lee's Summit, Mo. Phone Kansas City, LaClede 4-3777</td>
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<tr>
<td>RTV International, Inc.</td>
<td>RADIO PROGRAM CONSULTATION Sheldon Singer Vice President 105 Park Avenue New York, N. Y. 10022 (212) 421-5680</td>
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**SERVICE DIRECTORY**

BROADCASTING, July 6, 1970
Help Wanted Sales

Crackajack sales manager. Leadership and organization skills a plus. Dealing with street people

Announces continued

Assistant Chief for AM directional. No announcing, sales, etc. Must be capable, experienced and have good production picture. Resume and tape, references to Box F-215, BROADCASTING.

Engineer. Maintenance. Some announcing. Small market, Kansas, AM/FM. Box G-10, BROADCASTING.

Chief engineer-announcer. Send resume and tape to KMAG, Maquoketa, Iowa 52060.

Transmitter engineer. Age no barrier if you can do the job. WADM, Aberdeen, Md. 21001.

Immediate opening—chief engineer with experience. 5,000 watt AM, 16,000 watt FM. Up to date transmitter equipment. $2,900-2,990. 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 installed in new studios soon. Good fringe benefits. WCDI, Covington, Va. 21-834-2100.

WFTL, Ft. Lauderdale, Fla. Needs a great chief engineer. Knowledge of AM-FM and stereo. Good pay in growing, good living area. Contact manager directly. Staff aware of this ad. Box 400, Ft. Lauderdale, Fla. 33302.

Chief engineer-announcer needed immediately. Must have technical competence necessary to maintain non-directional facility. Must have transmitting, audio, proof of performance maintenance experience, and resume. You must have transmitter less than 2 years old. Present C. E. leaving for his own station. WJHH, Hornell, N.Y. 603-324-2000.

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, we have a semi-retired 1st class license holder knowledgeable in xmr and studio maintenance and operation. Will be then WLD

AM and FM in La Porte, Indiana is the ideal place for you. Contact: Walt 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 radio 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, WIREX, Colfax, Iowa 51204.

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 resume and additional material. Box F-288, BROADCASTING.

Newman, good voice, good judgment, experienced. Major Eastern market major group station. Good money, great benefits. Send tape, resume. Box F-310, BROADCASTING.

Major market opportunity for experienced newsman. Must be a dedicated news pro with good judgment and air personality. All other classifications. Send air check, resume and picture to Box F-356, BROADCASTING.

Newsman—southeastern market. Experience not as important as desire to work. Send tape, resume and picture to WBNR, Beacon-Newburgh, New York.

Send 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, phonograph to: Jack Franklin, 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. Good opportunity, 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 women 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. 10000 plus in CD's. Recent success in rock, MOR and C&W formats. Must have experience in top market. Send resume, and picture to Box F-169, BROADCASTING.

Security Calls: Underground Avante-garde -play well- 

WANTED: MANAGEMENT CALLS TO HIGHEST BIDDER, 

America's most popular adult radio station needs professional announcer. No beginners. Adult-MOR format. Starting salary $325.00. Send tape, resume, to Ken Flynn, KBSJ, Pueblo 7-1018, Anchorage, Alaska.

Wanted: WTB, Fort Lauderdale, Fla. Needs a great chief engineer. Knowledge of AM-FM and stereo. Good pay in growing, good living area. Contact manager directly. Staff aware of this ad. Box 400, Ft. Lauderdale, Fla. 33302.

Chief engineer-announcer needed immediately. Must have technical competence necessary to maintain non-directional facility. Must have transmitting, audio, proof of performance maintenance experience, and resume. You must have transmitter less than 2 years old. Present C. E. leaving for his own station. WHVO, Hornell, N.Y. 603-324-2000.
Situation 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. Present market considerable, is considering. Young, energetic pro available. Write Box F-351, BROADCASTING.

Chicago tyro; young, veteran, college, third endorsed, requirement. Box F-351, BROADCASTING.

From C.P., thru renewals, experienced, mature general manager. Strongly, sales oriented, plus community involvement. Wants complete responsibility and authority over medium market/east of Mississippi. Salary secondary to liberal profit sharing plus opportunity to buy in. Box F-360, BROADCASTING.

Operation-promoting. Experience in station management, sales, programing (specialize in 'NOW' MOR), production. 27, College. Married. Army over, college grad; Professional, $12,000, AM or FM, East preferable. Box G-24, BROADCASTING.

A southern medium market station is not on top. The station needs a man who needs something. He needs me! Box G-42, BROADCASTING.

Affiliated personality gets WNEW sound in N.E. AM FM, desires immediate nighttrick in large market. Stating 150,000 market: I'm hip, educated, mature, responsible. Box G-10, BROADCASTING, AFN trained. Radio and TV major college, 37, MOR person. 5 day night trick in large MOR station with power or FM simulcast. AFTRA signed management. Request my letter/to and A/C after relieving the one you are. All replies answer. Tom Drake, Suite #10, Roadster Motel, 1633 Williamson Ave., 5th Ave., 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. Aiming 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 large market. Has experience in small or medium size market, 41, married, available August 1. Box G-15, BROADCASTING.


Announcers

Talented major market rock jock with background in programing who might want major market PD post! First phone. Box E-126, BROADCASTING

First phone, Entertaining, experienced, competent. Rock/COUNTRY MOR, Promo, South or Southwest. Box F-300, BROADCASTING.

Young hip Negro announcer experienced, broadcasting school graduate, 3rd week, RBG or Top 40, will travel. Box F-305, BROADCASTING.

Announcer, DJ experienced, 3rd class, married, draft exempt. Box F-307, BROADCASTING.

Top market soul jock formerly WAKY N.Y., relocate. Box F-308, BROADCASTING.

Personality with soul (blues) desires rock, top forty and R&B, very good, very genuine. Will relocate. Draft exempt. Box F-318, BROADCASTING.

Vestal, young announcer seeking position with up-tempo direction. Tight board. Will relocate. Box F-338, BROADCASTING.

Rockie without license (alien) who has a Scottish accent and a hell-of-a-lot of ambition wants to break into announcing. If it means any being an announcer graduate. Box F-344, BROADCASTING.

Announcer/newsman: family man, experienced, some college, third grade preferred, southern religious oriented but consider all. Box G-7, BROADCASTING.
**Programing, Production, Others continued**

Copywriter, prefers New England area. 203-658-6199, Box F-283, BROADCASTING.

Country PD, First phone. If you have a medium or major market country station in the S.E. or S.W. which just doesn't have the ratings, or if you have been underdeveloped country, I have the ideas to make your sound marketable to both the audience and the advertiser. Also, the production is reasonable, but I have extensive experience in radio broadcasting and CSW music, and I can get the job done yourself. I satisfy your curiosity and my desire to move up—please write Box G-5, BROADCASTING.

Drama, tapes sell clients. MOR programming doesn't have to be dead. Comedy spots my specialty. Do you want a working PD, Box G-31, BROADCASTING.

**Television**

**Help Wanted**

**Management**

TV Business Manager. Must take charge of 7 man department. Statements, accounting, receivables, payroll, etc. Must be a strong leader. Salary commensurate with experience and department. BROADCASTING.

**Situation Wanted**

Ramrod Demo. tapes sell clients. MOR programming doesn't have to be dead. Comedy spots my specialty. Do you want a working PD, Box G-31, BROADCASTING.

**Sales**

Experienced national-local-regional sales manager. College, Army and business background entirely TV-oriented. Age 31. Married. Excellent people skills. Six years local sales experience in top market. Send resume and salary requirements to Mr. White, Box F-253, BROADCASTING.

**Technical**

Two first class engineers for top-S&D market in the Northeast. Good all around benefits. $1250.00 per week. Box F-299, BROADCASTING.

Seeking take-charge engineer for Eastern major market station. UHF, Send resume and salary to Box F-329, BROADCASTING.

New York-Binghamton. Dependable person with first class background to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call engineer, WJBA-TV, or program director, WEA-JA, Binghamton, New York 772-1122.

TV engineer with experience as peripher or maintenance. Must have first class FCC License. All color RCA equipped major market Northern California independent. Call collect engineer, 916-452-8221.

**NEWS**

TV Anchor/Reporter. Experienced anchorman needed for expanding early and late weekend newscasts on major market one ranked 3 in viewership. Must have ability to write and shoot/edit 15 MM event. Send resume, references and salary requirement to Box F-238, BROADCASTING.

Large midwestern TV, news operation, looking for two mature reporters who can do intelligent interviews and standups. Resume to Box G-331, BROADCASTING.

Registered Meteorologist. Major market station with large staff committed to news, weather and sports programing is looking for a professional weatherman. In a fast-paced environment with great personality and imagination. Please send resume and salary history to Box F-361, BROADCASTING.

News Director—Large station network affiliated in the Top 20 of the country is looking for a 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—Needed 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 Anchor—Under 30, weekend anchorperson, WLKY-TV, Louisville, Kentucky. Send resume and picture; also air check if possible.

TV newsman, strong on air. Good salary. Great opportunity with national station. Salary, $35,000. Over thirty preferred. Contact: Mr. Don Ryan, Promotion Manager, WLKY TV, P.O. Box 460, Marquette, Michigan 49855. Phone 906-475-4161.

**Programing, Production, Others**


Film director—Knowledge of shipping, set-up and editing; group-reorder and fringe benefits. Box F-367, BROADCASTING. An equal opportunity employer.

Secretary to president TV company. (Midtown New York) position for 35 year old. Must have 10 years experience, good skills, attractive and personable. Salary high to right girl. Box C-2, BROADCASTING.

**Television**

**Situation Wanted: Management**

Attire: Station Manager: If you're looking for a top general manager, both sales and programming, we have one for you. At 34, I have 10 productive years in broadcasting. From local sales experience, I have invested 4 years with a major TV rep. Now, as a successful station Nat's sales mgr, I'm ready with ideas, experience and an excellent record. Box F-98, BROADCASTING.

Manager, heavy sales background, experienced UHF Network and Incl. Operation. Knowledgeable all phases seeking sound organization whose goal is tight, profitable operation. Welcome thorough investigation. Box C-107, BROADCASTING.

Producer, production manager, engineering, Experienced. Interested new stations—planned or built. Money to Realistic, Hardworking. Box F-350, BROADCASTING.

17 years experience in production and operations management. Seasoned pro now wants experience in sales. He would 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. Sales minimum. Box C-21, BROADCASTING.

Lively experienced female radio-television personality with masters degree wants opportunity. Experienced in talk, studio, voice-overs, raps, resume available. Box G-43, BROADCASTING.

**Technical**

1 phase experienced studio operator, 25, desires similar position in Chicago. Excellent, well written Résumé, full characteristics furnished. Eastern seaboard. Consider relocating anywhere. Box G-17, BROADCASTING.

**Wanted To Buy**

Equipment

We need used 2500, 1 two 10 kw Am. and FM transmitters. No Junk. Guarantee Radio Supply Corp., 1314 1st Street, Laredo, Texas 78040.

Wanted to buy: good condition ... Magnaflux quarter inch duplicator, also Magnasync 16mm edge recorder, duplitters, amplifiers ... all details first letter. Box G-1, BROADCASTING.

**FOR SALE Equipment**

Coaxial-cable—Heliac, Styroflex, Spirilone, etc. and fittings, Unused materials!—Large stock—surplus prices. Write for price list. Box 406, 1720 S. Oakley, Chicago, Ill. 60618, Oak- land, Calif. 94632, phone 415-832-3527.


5kw FM transmitter. Solid state exciter. 5 bay horn antenna. Good condition. Box F-94, BROADCASTING.

J.T.A., 10,000 D FM Transmitter. Excellent condition. Presently operating 1015 mc. Reason for sale: Going to highestower. Spare parts and plate Transformer can be generated at 3kw. Contact C. E., Edward L. Bryant, Select-O-Matic Radio, Box W, Johnson City, Tennessee 37601, phone 415-926-6167.

Numerous Type 5800 camera pickup tubes @ $25.00 each, as is, FOB St. Louis. Also 10,000 of monochrome TK-35 and TK-31 cameras' clean and functional for best offer. Contact WCCO-TV, Director of Engineering, 50 South 9th Street, Minneapolis, Minn. 55402.

For sale: Seeborg 200LU-19 Select-O-Matic automatic tape recorder. Holds 30 45 rpm LPs, plays both sides. Selector and pre-amp in oak cabinet with glass front. Excellent condition. Write or call. Contact Milt Nichols, WKEJ, Kewanee, Illinois 61443.


Tower fabricated, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

News continued

Have built top 40 market sports department to all rating, earned respect of trade, fan loyalty. Locating to look for permanently with aggressive sports-minded, experienced 30 plus degree, top references. Box G-29, BROADCASTING.

**Programing, Production, Others**

Producer-Director 6 years commercial and ETV-ITV experience. Some college, or 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. Interested in Production/ programing work. Box G-38, B-R-TV plus graduate studies. Veteran. Available now. Box G-22, BROADCASTING.

Television Promotion: Creative, efficient—now in top-20 TV market. Box C-23, BROADCASTING.

BA-RA and TV—15 years experience. Strong production manager. 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 details. Dependable family man. Five figures. Box G-28, BROADCASTING.

Production or promotion work desired, I do unusual children's shows. I have ideals 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. Experienced, reputable. Box 203-688-3896 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.
FOR SALE

Equipment continued

For sale- E-channel Bauer Stereo . late model console. very reasonable. Gates 16-inch tables and bases. late model. very reasonable. Contact Radio Station KCMF, St. Louis, Missouri. PA 6-1077.

Gates Studiote- good condition-being replaced by larger console. $400.00. Call 505-393-3177 or write KWKB, Box 771, Holtsville, New Mexico 88240.


Fifteen seconds used 31/2 inch solid transmission line, call collect 404-488-0469.

RCA headwall panels—unused RCA highband and lowband, hardware sold to sell. WHDI- TV, 50 Morrill Blvd., Boston, Mass. 02125. Phone: (617) 288-5000.


Any type tower can finance. erect. Bill Angle, 919-752-3040, Box 95, Greenville, N.C. 27834.

MISCELLANEOUS

Deejays! 11,000 classified ad lines. $10.00. Un- conditioned guarantee. Catalog free. Edmund C. Zanan, 736 Worthington Ave., Columbus, Ohio 43212.


"1970 Test Answers" for FCC First Class License Plus Commodity Test—Test Answer Book. $5.00. Command Productions, Box 26348, San Francisco 94126.


Current Comedy—65-70 original, top selling one-liners each issue, twice-a-month, for deejays, entertainers, disc jockeys, broadcasters. Send for free sample: Current Comedy, 330 New Amsterdam Ave., New York, N.Y. 10011. Phone 505-393-3177.

One of the largest collections of Top 40 oldies is for sale. Highest bid takes over 2000 titles. Satisfaction guaranteed. Pat Downey, 5306 Rockhill Road, Kansas City, Missouri 64112.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Cranham Schools, 1505 N. Western, Hollywood, California 90028.

First Class FCC license theory and laboratory training in six weeks. Be prepared. . . the Masters in the nation's largest network of 1st class FCC licensing schools. Write for free sample. Approved for veterans* and accredited member National Association of Trade and Technical Schools. Write for catalog and free sample. 13151 North 16th Street, Phoenix, Arizona 85032. Phone (602) 474-8597.


Eikins in Colorado, 420 South Broadway, Denver, Colorado 80202. Phone 303-284-7131.

Eikins in Florida, 1920 Purdy Avenue, Miami, Florida 33139. Phone 305-532-0422.

Eikins*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30304. Phone 404-872-8844.

Eikins in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210.

Eikins in Louisiana, 533 St. Charles Avenue, New Orleans, Louisiana 70112. Phone 504-225-3190.

Eikins in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1887.

Eikins in Tennessee, 66 Monroe, Memphis, Tennessee 38103. Phone 901-274-7120.

Eikins in Tennessee, 2106A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-291-8084.

Eikins in Texas, 17061 Highway 288, Fort Worth, Texas 76107. Phone 817-355-6569.

Eikins in Texas, 2145 Travis, Houston, Texas 77002. Phone 713-526-7637.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.


Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st class FCC licensed broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTY* Write or phone the location most convenient to you: Dallas - Atlanta***- Chicago* - Houston - Minneapolis* - Minneapolis* - Nashville* - New Orleans*** - San Francisco***.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc jockey training. Contact A.T.S. Announcement Training Studios, 25 West 43 St., N.Y.C. (212) OK 9-5245.


R.A. in Fascinating K.C. at 3123 Gillham Road, Kansas City, Mo. 64104. Phone 816-1-5444. Fully approved for Veterans Training.

R.A. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.


American Institute of Radio offers the nation's finest quality course for your first class license in three four weeks. Individual instruction. Classes start every Monday. Tuition $300.00.


A.R.B. in Florida, Koger Building, Boulevard Center, 9968 Beach Boulevard, P.O. Box 16652, Jackson- ville, Florida 904-398-9600.

Are you interested in a professional advertising career in radio? Then enter America's most unique and practical Broadcasting School .. . The School of Broadcast Training in Artesia, New Mexico. Third year training on two commercial radio stations. KSPV AM and KSPV FM stereo gives you the advantage of two commercial stations. Original experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement in- cluded. . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12-15 Only. Box 347, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

Need a 1st phone fast? The Don Martin School Accelerated Theory Course (six weeks) not only assures you of obtaining your 1st phone, but it provides you with good basic knowledge of Communica- tions Electronics. Our instructors have many years experience in practical electronics and in teaching. We use the latest in animated film pres- entations as well as other visual aids. We have a proven record of success. Why take chances with second best and Q and A courses. Our next Ac- celerated Class begins Aug. 3, 1970. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif., 90028.

TV

Help Wanted Sales

NEW YORK

Career opportunities for area sales managers in Export Department of radio and TV broadcast equipment manufacturer. Positions are in New York City international Department, and would require some OVERSEAS TRAVEL. Must have strong technical knowledge of radio and TV transmitting equipment with a manufacturing concern. SALARIES fully commensurate with responsibilities and generous company paid benefits. For further information send resume including salary history to complete correspondence to Robert T. Riwalt, Assistant Personnel Manager OR

CALL COLLECT: (212) 222-8202

GATES RADIO COMPANY

A Division of Harris-Intertype Corporation

123 Hampshire Street c Quincy, Illinois 62301

An Equal Opportunity Employer (m/f)

Programing, Production, Others

Information Services Director

CBS-Owned Radio Station

Experienced in promotion and advertising . . . creative writing ability . . . knowledge of graphics . . . operational sale benefits. Resume to:

General Manager, WEWI Radio, 4450

Providence Tower, Bessemer, Mich. 48109

INSTRUCTIONS continued

RADIO

Help Wanted Sales

WANTED: First Class Technicians

KUAM-TV, Guam

Require for KUAM TV First Class Licensed Technicians to operate television station KUAM. Guam. Salary 8,000 annually, round trip travel expenses paid, minimum 2 year contract.

Box D-114, Broadcasting.
TELEVISION

Help Wanted

Programing, Production, Others

TV KIDS PERSONALITY

Eastern independent already has strong kids programming—considering personality for wrap around. Send pix and resume.

Box G-4, Broadcasting.

TV RESEARCH DIRECTOR

TOP TEN MARKET

Major Broadcast Station Group. Primary duties will be television. Knowledge of radio research and data processing helpful. Send resume including background, education and salary history.

Box G-38, Broadcasting.

Employment Service

JOB OPENINGS

that are not filled due to the lack of applicants. All formats. Rush tape and resume to:

Radio-TV Personnel Placements
3958 South Broadway
Englewood, Colorado 80110
Phone 303-761-3344

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY

Sherwin Balish, Director

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100% FINANCING ON

EQUIPMENT

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BUY ANOTHER STATION!

Broadcast Equipment Leasing Co.
Division of Anchor Leasing Corp.
1218 Plaza Bldg., Pittsburgh, Pa. 15219
Area Code 412—Phone 581-3768

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Broadcasting

INDEXED BY: State & City (All AM, FM & TV), Frequency (2 Lists: AM, FM & TV), Channel Number (TV: 2-51), Call Letters (AM, FM, TV in 3 BIG lists).

SHOWING: Day & night power of AM stations, Power & Antenna Height of PM stations, PM Station Broadcasting Stereo, Network, Affiliation of AM, FM & TV Stations.

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Reasonable, Ideal Owner-Operator
Qualified Principals Only
Box G-12, Broadcasting.

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Major Market Fulltime 5,000 watt AM Radio Station Top 15 Central Area $2,000,000 category
Qualified Principals ONLY. Write:
Box G-39, Broadcasting.

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BROADCASTING, July 6, 1970
Summary of broadcasting

Compiled by FCC, June 1, 1970

| On Air | Commercial AM | 4,267 | 12 | 4,286 | 79 | 4,361 |
| Total | 4,267 | 12 | 4,286 | 79 | 4,361 |
| CP's | 4,286 | 79 | 4,361 | 13 | 4,480 |
| Authorized | 4,286 | 79 | 4,480 | 13 | 4,480 |

(Continued from page 54)


Action on motion

Hearing Examiner Forest L. McClennin in Buffalo, Minn. (Buffalo Broadcasting Co., Wright County Radio Inc. and Wright County Broadcasting Co.), AM proceeding, set certificate and continuing hearing to Sept. 29 (Dockets 18842-4). Action June 24.

Designated for hearing

Centrevile, Va.—FCC set for hearing application by Centrevile 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, KSGT Eloy, AZ; KWLJ Biloxi, MS; WWAB Mobile, AL; WYDK Yadkinville, NC; K13JW Gakona, AK; K75BR Superior, WI; WFRM Bedford, VA; KOCN(FM) Pacific Grove, CA; W3LW(FM) Mount Pleasant, SC; WGMZ(FM) Richmond, VA; WQIK105 Orlando, FL. Action June 24.

New FM stations Final action


Other action


Actions on motions

Hearing Examiner Charles J. Frederick in North Syracuse and Syracuse, both New York (WSQQ Inc. and Eastern Associates), FM proceeding, for petitioner's motion, dismissed as moot opposition by WSQQ 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. (Dockets. 19687-6). Action June 22.


A. Action on June 24.


WPCS(FM) Panama, Calif.—Broadcast Bureau granted license covering use of for-mer main trans, and ant, for auxiliary purposes only. Action June 23.

KWON(FM) Fort Wayne, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1. Action June 23.

WJZUZ(FM) Albany, Ga.—Broadcast Bureau granted CP to change type trans. and antenna, because of licensee's owning a non-commercial educational FM. Action June 23.

KWMMU(FM) Fort Worth, Tex.—Broadcast Bureau granted license covering new non-commercial educational FM. Action June 23.

KWIBA-FM Columbia, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 22. Action June 23.

KXDKU(FM) St. Louis—Broadcast Bureau granted CP to change type trans. and antenna, for new FM in St. Louis, Mo. Action June 23.

WRCU-FM Hamilton, N. Y.—Broadcast Bureau granted license covering new educational FM. Action June 23.

KTEN-FM Ada, Okla.—Broadcast Bureau granted mod. of CP to change type trans. and antenna. Action June 23.

Fine

WBTR-FM Carrollton, Ga.—FCC denied application by Faulkner Radio Inc. for remission or mitigation of $3,000 for failure to file license renewal application. Action June 24.

Renewal of licenses, all stations


Translator actions

Broadcast Bureau granted licenses covering changes for the following translator stations: W7KJL, K75BR and K77B, Buena Vista, Colo.; WKPX Maxwelton, Calif.; KOKO(FM) and K10(KM), Santa Cruz, Calif.; K5GK and K10, Boulder, Colo.; KALI and K10, Seattle, Ore.; K60GC Montauna, K75BJ Stradler Deer Ranch, Tex.; W0BEH Midland, Tex.; WPGM-FM Oak Park, Ill.; K7SM Moneta, VA; K5BZ-AM San Jose Calif.; WINE-FM Brookfield, Conn.; WD-CH, Homestead, Fla.; WML, W2BZ-AM Canton, Ohio; W2BZ-AM Eastham, Mass.; W2BZ-FM Boston; WCTX(FM) Plano, Tex.; WPJ-FM Farmersville, Ohio; WEZS(FM) Richmond, Va. Action June 23.

Broadcast Bureau granted licenses covering

* COCN(FM) Pacific Grove, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 22.

* WJJZI(FM) Albany, Ga.—Broadcast Bureau granted CP to change type trans. and antenna, because of licensee's owning a non-commercial educational FM. Action June 23.

* WCMX(FM) Fort Wayne, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1. Action June 23.

* WFMM-FM Baltimore—Broadcast Bureau granted licenses covering new non-commercial educational FM. Action June 23.
CATV

Final actions

- Honolulu, Hawaii: FCC denied opposition to combination of CATV service with program or commercial origination in Honolulu filed against Oceanic Cablevision Inc. and Island Cablevision by Western Telestations Inc., initiating a proceeding to consider a transfer of licenses from WNBC-TV Honolulu to licensees of KGMB-TV Honolulu. Action July 4.

- Brooklyn, N.Y.: FCC authorized Top Vision Cable Co., CATV systems, to continue to carry, on temporary basis, distant signals for Mr. Barney Daniels, receiver, for the period ending July 28 (Doc. 18025). Action June 25.

- Brooklyn, N.Y.: Hearing examiner Chester F. Naumowicz Jr. in Adelphi, Md.; Valparaiso, Ind.; and Westfield, Mass.; the condition that CATV operator file reports every six months to obtain additional retransmission authority. Action June 24.

Actions on motions

- Hearing examiner Ida K. Hogle in Dayton, Wash. (Touchet Valley Television Inc. v. FCC) is granting, by order, the petition of Touchet Valley Television Inc. and extended certain dates for filing motions, which are due and hearing to July 28 (Doc. 18255). Action June 25.

- Hearing examiner Chester F. Naumowicz Jr. in Adelphi, Md.; Valparaiso, Ind.; and Westfield, Mass.; the condition that CATV operator file reports every six months to obtain additional retransmission authority. Action June 24.

Other actions

- FCC received comments on extent of local and state regulation of cable television and relationship to federal regulation, and invited comments on potential franchise fees in notices of proposed rulemaking. FCC invited comments on the extent of federal regulation, and invited comments on potential franchise fees in notices of proposed rulemaking. Action June 24.

- FCC proposed to permit CATV systems to import distant signals, subject to specified conditions, including a treatment of commercial substitution of commercial signals, and to establish a proceeding to consider the notice of proposed rulemaking (Doc. 18027). Action June 24.

- FCC approved the order for reconsideration of Commission order released April 27 requiring CATV systems to file inquiries in proceeding on California Water and Telephone Co. (Docs. 18128, 18094, 17098). Action June 24.


Ownership changes

Applications

- KIEV (AM) Glendale, Calif.—Seeks transfer of control of Southern California Broadcasting Co. from Allen O. Dargue (36.6% before, 25% after) to Mr. and Mrs. James D. Douglass (36.6% before, 53.3% after), George P. Lan- dagar (20.01% before, 25% after), and Mr. and Mrs. James D. Douglass (36.6% before, 53.3% after). Action June 25.


- KXMC (FM) Southbridge, Mass.—Seeks to assign license to Michael Spalding, owner of WNEC (AM) Southbridge, Pra. Buyers: William J. Shivers, Jr., president-secretary (50.2%), John H. Chester, vice president (20%), Alton R. Woolworth, vice president (20%), and Owen W. Paraccott, assistant secretary (5.8%). Mr. Woodall owns 26% of WQO (AM) Cairo, 51% of WBKB (AM) Blakely, all Georgia; 35.2% of WSGB (AM) Greensboro, N.C., 37.5% of WSSW (AM) Greensboro, N.C., 36% of WSSW (AM) Greensboro, N.C., and Mr. Paraccott is 16.3% owner of WBKB and program director for WWDW. Action June 24.

- WFMF (FM) Kent, Ohio.—Seeks transfers of control of Sound Broadcasting Inc. from Hallmark Television Inc. for $1.2 million (65%), 1.317 million in obligations to General Electric Co. and affiliated companies. Owners: John H. Harold, president; Sellers: owned 72.5% of KXMB-TV Inc. Action June 24.


- KEDO-AM/FM Longview, Wash.—Commissioner and owner CATV systems in systems and sales representative for Mutual Broadcasting System. Mr. M. Phalen is sales representative for publishing firm. Action June 24.

- KVET-AM Austin, Tex.—FCC granted assig- nment of CF from KVET Broadcasting Assn. Inc., for $1.2 million (40%), 1.205 million in obligations to General Electric Co. and affiliated companies. Owners: E. B. Foster, Jr., president-secretary (40%), B. B. Shivers, Jr., treasurer (20%), and R. B. Shivers, Jr., secretary (20%). Action June 24.


- KQLM (AM) Durango, Colo.—Commissioner and owner CATV systems in systems and sales representative for Mutual Broadcasting System. Mr. M. Phalen is sales representative for publishing firm. Action June 24.


- KALE (AM) Richland, Wash.—Broadcast Bureau granted transfer of KALE (AM) Richland, Wash., to William R. Taft, et al. (as a group), for $100,000. Prin- cipals: Mr. Taft, president (50% before, none after) to Rainier Theater Co. (none before, 50% after). Consideration: $225,000. Principals of Rainier Theater Co. (none before, 50% after). Action June 24.

- XWVA (AM) and WVFJ (FM) both Charles Town, W. Va.—Broadcast Bureau granted transfer of XWVA Broadcasting Corp. from Arthur W. Arndt (65% be- fore, none after) to People's United Radio Corp. (50% after). Consideration: $250,000. Principals: Mr. Luce owns air taxi and freight license, and is announcer-engineer for WMHI (AM) Bradbrooks, Md. Action June 24.

Cable television activities

The following activities are 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.

- Barkerfield, Calif.—Kern Cable Inc., (multiple-CATV owner) has requested a 1.20 monthly rate for 100 subscribers.

- Decatur, Ill.—Goodson-Todman Cablevision Corp. has applied for a 25-year nonexclusive franchise.

- Alcoa, Ind.—Franchise has been granted to Central All Channel Cable TV Inc. in Bloomington, Ind. The city will re- ceive 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 Southington, Mass. and Parker Cablevision of Southbridge, Mass. have applied for franchises. Quinebaug would charge $15 per month with an installment fee of $15. Webster Cablevision would charge $15.50 per month plus $1 monthly plus $1 monthly on the set. Installation fees would be $15 at all times.

- Dunkirk, N.Y.—Dunkirk Cable TV Co. and D-F Cablevision have applied for franchises. Dunkirk Cable TV Co. offered franchises to 2,000 customers in 1970. D-F cablevision received $2,000 or 5%, whichever is greater. Harbor View Cable TV Inc. offered a 5% profit.

- Little Falls, N. Y.—AntennaVision Inc. (multiple-CATV owner) has applied for a 1.200 monthly on.

- New York, N.Y.—Teleprompter Inc. (mul- tiple-CATV owner) has cablevision of Southern Cable TV, both of New York, have applied for franchises. Southern Cablevision would pay the city 5% of gross revenues.

- Rosedale, N. Y.—A 10-year franchise has been applied for 1,000 subscribers in Rosedale, N.Y. franchise fee is $50 and 2% of the first 100 customers. Vida Cable is owned by Garin Shelye.

- East Palestine, Ohio—Franchise has been granted to Teleview Inc. (multiple-CATV owner) of East Palestine. The company has applied for a 5% monthly.

- Mount Pleasant, Pa.—Franchise has been awarded to National Cable Television Corp. of Mount Pleasant, Pa. Franchise terms provide for free installation during the first year, after which an annual instal- lation fee will be $15. All second set hookups will cost $7 and monthly rental is $4.

- Neenah, Wis.—Marcus Enterprises has ap- plied for a franchise. Installation fee will 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 KMOX(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 undervalued, 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 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 pay 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 could 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.
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.

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.
May 3, 1970

Mr. David Stickel
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 impressed by the work being done to help ex-offenders, and would never have known of this work if not for your program.

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 I know mine.

May God bless you, PEP and the others involved.

Very sincerely,

(NAME WITHHELD)

From this letter, the Baltimore Concentrated Employment Program took over. Rehabilitation of this ex-offender is now underway.

In Maryland Most People Watch

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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 nests 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. Except 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 lavaliere, 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.

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