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.

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A Capital Cities Station
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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.
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*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
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's unexpired one-year term (if he succeeds Mr. Cox) last week seemed up for grabs.

Out with a bang

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

Although plans for final minutes are under wraps, 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-band 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 CBS's role contained in earlier draft report (Broadcasting, June 22) will not be softened appreciably. Whether report will also be eventually released under imprimatur of parent Commerce Committee isn't decided, according to Harley O. Staggers (D-W. Va.), chairman of committee and subcommittee.
That just about says it all. KWGN Channel 2, Denver, has been named nationwide "News-film Station of the Year" by the National Press Photographers Association. The judges made their decision on the basis of the "concept and scope of the station's news coverage and how this approach is implemented through the use of television newsfilm." The recognition of Denver and KWGN didn't surprise Wayne Vriesman, KWGN's energetic news director. He just expects his topnotch staff to do even better in the future. KWGN/Channel 2/DENVER
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 beeps 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 ...  

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Commission noted that further notice of proposed rulemaking involving one-to-customer was issued in April and that interested parties would have total of nine months to submit initial comments. It added that "no further delay will be tolerated."

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

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

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

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

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

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

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

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

In adopting new annual charges commission said it was aware fees could
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 Diggles 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. Diggles. 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 "New 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 for petition to deny Nashville license renewals, but similar Memphis group was denied extra time, FCC announced Thursday (July 2).

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

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

Coverage for 'Day'

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

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

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

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

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

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

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

Orders stations off air

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

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

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

- Indicates first or revised listing.

July
- July 5-17—Annual seminar in marketing management and advertising conducted by the Harvard Business School, Cambridge, Mass.
- July 7—Deadline for commercial UHF-VHF's to file new Grade A and B field contour maps with FCC.
- July 8—Taping of New England Cable Television Association, Holiday Inn, Augusta, Me.
- July 9—Annual meeting of Technicians Inc. Wilmington, Del.
- July 10—Annual meeting of National Broadcast Editorial Conference, Park City, Utah. Speakers include Herbert G. Klein, President NHN's director of communications.
- July 9-10—Membership meeting of California Broadcasters Association. Principal speaker will be Vincent Waiselwski, National Association for Productive TV's president. Other speakers include John Summers, chief counsel for NAB, and ABC-Television President James Duty. Del Monte Inn, Monterey, Calif.
- July 12-17—Erinnor Kodak Co. workshop at Hartford, Conn. Sessions planned to study techniques of newsfilm photography. Other workshops scheduled at later dates in Atlanta, Okla. Brook, Ill., Rochester, N.Y. Write: 3Le State Street, Rochester 4650.
- July 13—Deadline for reply comments on FCC's proposed rulemaking concerning obli- gations of licensees under fairness doctrine. Previous date was June 23.
- July 13-15—Workshop for middle management personnel, National Cable TV Center, Pennsylvania State University, University Park, Pa.
- July 14—Annual-stockholders' meeting, Toot Broadcasting Co., Cincinnati.
- July 17—Board meeting of Institute of Broadcast Financial Management. WCCO TV Townhouse, Minneapolis.
- July 17-19—Meeting of board of directors, American Women in Radio and Television, Inc. Quality Court motel, Aberdeen, Md.
- July 23—Public hearings on proposed expanded transmission area by New York's Manhattan Cable Television and Teleprompter held by New York Board of Estimates, New York City.
- July 27-29—Seminar on system design for CATV technicians, sponsored by National Cable TV Center, Pennsylvania State University, University Park, Pa.

August
- Aug. 1-14—Annual meeting, American Bar Association, sessions scheduled on copyright, administrative, antitrust and public utility law. Chase Park hotel and others, St. Louis.
- Aug. 17-18—CATV engineering seminar, State College, Pa. For further information, contact Mr. Tom Kenly, C-Cor Electronics, State College, Pa. 16801, (814) 238-2461.
- Aug. 19-21—Technician orientation program on use of C-COR equipment, State College, Pa. For further information, contact Mr. Tom Kenly, C-COR Electronics, State College, Pa. 16801, (814) 238-2461.
- Aug. 20—Association of National Advertisers workshop on marketing systems, Plaza hotel, New York. Program will be based primarily on presentations of case history.
- Aug. 24-Sept. 4—Animation workshop conducted by University Film Association in conjunction with Ohio State University. Workshop will be conducted by Dr. Roy Reinhardt, executive director, film, San Diego State University. Program covers storyboards, sound tracks, shooting scripts, art and cinematography for animation, Ohio State University, Columbus.

September
- Sept. 11-13—Meeting of Maine Association of Broadcasters, Sebasco Lodge, Sebasco Estates, Maine.
- Sept. 15—FCC hearing on renewal of Frontier Broadcasting Co. for KFBC-TV, Cheyenne, Wyo. Mr. George Frazier, Box 5891, Fort Worth 76108, (817) 244-3969.
- Sept. 15—FCC evidentiary hearing in competitive proceeding for WPX(TV) New York, to be held there. Previously scheduled for July 20.
- Sept. 16-18—Meeting of Michigan Association of Broadcasters, Hidden Valley, Gaylord.
- Sept. 20-21—CATV engineering seminar, Dallas. For further information, contact Mr. Bruce K. Frazier, Box 5891, Fort Worth 76108, (817) 244-3969.
- Sept. 22-23—Technician orientation program on the use of C-COR equipment, Dallas. For further information, contact Mr. Bruce K. Frazier, Box 5891, Fort Worth 76108, (817) 244-3969.
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Reaching the 'televillage': Which ad agency will do it?

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

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

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

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

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

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

There is no question today that we are being faced with more public concern about advertising, the merchandising of products, television programming and television clutter than ever before. The concern is evidenced in more speeches, press releases, mail to advertisers and networks and stations, more committees formed to combat these things, more strident voices in Washington and more resultant pressure than ever before.

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

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

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

There is a permanent place for 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 “televillage,” our clients are going to be looking to us to help them reach out and communicate with these new markets.

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

Cy Schneider literally started at the bottom, in the mail room, and worked his way into the presidency of Carson/Roberts, Los Angeles, a position he has held since 1967. He joined the agency in 1953 and all of his advertising experience has been with C/R. During those 17 years, Mr. Schneider assisted in production, did some copy writing, moved to copy contact, then to contact on many of the agency’s accounts. He handled Mattel toys during its dramatic surge to a high position among TV advertisers.
You never hear the same WBAL radio twice.

The world is changing every day. And we, along with it.
One morning Ted Steele may be the funniest guy you ever heard.
The next morning, if the streets are slick, he can be full of cautionary remarks about safe driving.
We don’t believe in freezing our personalities into some artificial mold. That’s why listening to WBAL is always such an involving experience. And that’s also why you don’t often hear the same record, hour after hour.
Like your other good friends, we change a little from day to day. So if we’re never quite the same, we’re never boring, either.
At least not twice in a row.

WBAL Radio 11
Baltimore
We talk to you like a person.
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 fee of $45,000 if his application is approved. Comparable charges for a UHF will be $2,500 and $22,500.

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

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

CATV systems, heretofore regulated free of charge, will be paying an annual fee of 30 cents per subscriber, with systems having fewer than 200 subscribers exempted. Cable operators will also be charged for petitions for special relief from most rules, $50 for community-antenna relay-service construction permits and $15 for a license in the CAR service.

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

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

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

The fee hikes had been vigorously opposed from every licensed quarter—broadcasters, cable operators, common carriers, safety and special radio services and hams. The National Association of Broadcasters said the fee increases represented "an extra and discriminatory tax," while small broadcasters contended the increases would cause a cutback in their operations.

The National Cable Television Association went to court in an attempt to force the commission to produce records NCTA alleged existed showing the derivation of fees proposed for CATV systems and requested a stay.

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

Television CP permits would range

How Hill prodding led to FCC action

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

The two committees differed only in their emphases. The enthusiastic House unit not only commended the FCC, but called on other federal agencies to "proceed aggressively in this direction, especially where valuable rights and privileges are being granted or licensed by the federal government" (Broadcasting, May 11). As these words indicate, no other federal agency has adopted anything resembling the FCC fee schedule.

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

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

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

<table>
<thead>
<tr>
<th>Filing Fee</th>
<th>Grant Fee</th>
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</thead>
<tbody>
<tr>
<td>AM</td>
<td>FM</td>
</tr>
<tr>
<td>VHF—top 50 markets</td>
<td>$5,000</td>
</tr>
<tr>
<td>UHF—top 50 markets</td>
<td>$2,500</td>
</tr>
<tr>
<td>UHF—next 50 markets</td>
<td>$2,000</td>
</tr>
<tr>
<td>UHF—more than 50 markets</td>
<td>$1,000</td>
</tr>
<tr>
<td>AM—balance</td>
<td>$1,000</td>
</tr>
<tr>
<td>UHF—balance</td>
<td>$500</td>
</tr>
<tr>
<td>FM—class A</td>
<td>$100</td>
</tr>
<tr>
<td>FM—class B and C</td>
<td>$200</td>
</tr>
<tr>
<td>AM—day 50 kw</td>
<td>$500</td>
</tr>
<tr>
<td>AM—day 25 kw</td>
<td>$400</td>
</tr>
<tr>
<td>AM—day 10 kw</td>
<td>$300</td>
</tr>
<tr>
<td>AM—day 5 kw</td>
<td>$200</td>
</tr>
<tr>
<td>AM—day 1 kw</td>
<td>$100</td>
</tr>
<tr>
<td>AM—day 50 w</td>
<td>$50</td>
</tr>
<tr>
<td>AM—day 25 w</td>
<td>$25</td>
</tr>
</tbody>
</table>

Subscription television (application for subscription television service only):

<table>
<thead>
<tr>
<th>Filing Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
</tr>
<tr>
<td>$75</td>
</tr>
</tbody>
</table>

Assignment filing fee (nonrefundable)

<table>
<thead>
<tr>
<th>Assignment and transfer fee to be paid within 30 days after commission consent to assignment or transfer</th>
<th>$1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>2% of consideration for assignment or transfer</td>
<td></td>
</tr>
</tbody>
</table>

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

Applicants are granted licenses for varying types of services they choose to provide. The fee scale prescribed for noncommercial educational broadcast stations is equal to $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. The fee range from $25 to $1,000 will accompany each application. In some cases licensees may pay a flat 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 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

WXLT (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 WXLT broadcast his telephone number and suggested the audience call him, resulting in his receiving harassing and threatening calls.

In a letter to WXLT licensee, Statesville Broadcasting Co., William B. Ray, chief of the commission's Complaints and Compliance Division, said the incident raised "serious questions" regarding Stateville's responsibility as a licensee. Mr. Ray noted that WXLT 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 WXLT 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 ownerships over a period of time.

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

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

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

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

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

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

CBS sources said virtually all of CBS Enterprises, except perhaps Terrytoons, would be spun off into the new company, although decisions remained to be made as to whether individual executives would go or stay. For the most part, however, it was thought that most Enterprises people—there are about 150 in all—would go into the new company.

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

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

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

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

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

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

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

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

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

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

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

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Where the CBS cable systems are

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

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

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

Tele-Vue Systems Inc., 100% owned by CBS, has four divisions operating systems, is itself 100% owner of six other CATV companies and owns 80% of two others, 50% of another and 28% of still another.

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

The subsidiaries 100% owned by Tele-Vue are Contra Costa Cable Co. and Crockett Cable System Inc., both based in Pinole, Calif., with the former serving two and the latter three communities, all in Contra Costa county; Finer Living Inc., Redding, Calif., serving Redding and two other Shasta county communities; Finer Living of Red Bluff Inc., also of Redding, serving two Tehama county communities; Everett Cablevision Inc., based in 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 "Syncat," a hybrid abbreviation of syndication and CATV. Among possibilities reportedly under consideration were such names as TV Services Inc., Community TV Services Inc., Omnicastr 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. Forling, executive vice president of the services division, will go with the new company or remain with the old was said to be undecided. He has recently had direct supervision of both foreign and domestic CATV interests.

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

For Mr. George, the move to the new company's presidency will terminate some 25 years with CBS. He joined the company in 1946 and became manager of CBS-owned KNXT(TV) Los Angeles and of the CBS-TV Pacific Network in 1956, general manager of WBBM-TV Chicago in 1960 and of WCBS-TV New York in 1965. He has headed the CBS Radio Division since May 1967.

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

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

**CBS Enterprises seen as syndication leader**

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

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

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

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

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

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

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

While EBC concentrates on programing, program distribution to stations of the educational network will continue to be handled by the Public Broadcasting Service (PBS), a separate entity. PBS was formed last November by the Corp. for Public Broadcasting among managers of the nation's 190 non-commercial TV stations.

CPB continues as one of the key funding agencies for both EBC and PBS as well as for other non-commercial 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 programing.”

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

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

The foundation has acted as a major funding resource for the church group's broadcast activities, which accelerated in the past few years. The Rev. Dr. Everett Parker, veteran broadcast reformer, is director of the office. It was Dr. Parker's office that battled at the FCC against the renewal of licenses of five Mississippi stations, ultimately narrowing its area to the renewal of WLBT-TV) Jackson, Miss. Though initial thrusts before the commission and in the courts thwarted the church group's objectives, a landmark decision was achieved in 1969 when the U.S. Court of Appeals in Washington stripped the license from the station and directed the commission to invite new applicants for the Jackson channel (Broadcasting, June 30, 1969).

Dr. Parker's office has lent its assistance to other community groups in battling over alleged discriminatory practices. In still another precedent case, protesting black groups, assisted by Dr. Parker's office, withdrew a petition to deny license renewal to KTAL-TV Texarkana, Tex., after an accord was struck with management to discuss programing (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 accounts 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 stations 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.
In case Andy Griffith and Jerry Van Dyke have you thinking that *Headmaster* is straight comedy, we'd better tell you that *Headmaster* takes up topics like sex education and student militancy. And takes them pretty seriously, too. But always with the understanding that most serious subjects today can also have a funny side. That's an unusual attitude these days. *Headmaster*, which premieres this fall, is an unusual series.

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

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

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

CBS

We're putting it all together this fall.
First bid for pay-TV outlet
Applicant wants to use educational channel, has no hardware yet, plans public financing

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

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

The heart of Mr. Curcie's STV system is his decoder—the device which unscrambles the STV signal so it can be viewed by the subscriber. The decoder also computes the subscriber's monthly bill. Mr. Curcie says his decoder can be sold for substantially less than the $150 which Zenith Radio Corp., technical pioneer in the field and long-time STV proponent, markets its decoder. Although his decoder is not yet in the prototype stage, Mr. Curcie said negotiations were "now in progress" with a manufacturer.

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

Another hurdle faced by the firm is the commission's possible reallocation of channel 23 to Camden, N.J., as an educational channel. In that event Vue-Metrics plans to seek reallocation 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.

Programming 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. Sarchuch, 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 from eight to 10 months it will be able to manufacture 100 to 150 decoders a day, which it would sell for four times $75. General Manager 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.

A bill introduced by Representative John D. Dingell (D-Mich.), sets restrictions so severe that some consider it an attempt to ban pay TV by direction. 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 Columbia systems came about after 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: "I have always believed, and have demonstrated by my activities over the years, that the various elements of the mass media can be more complementary than conflicting."

Besides his former NAB position, Mr. Dille is the past chairman of the board of governors of the ABC-TV Affiliates Association and a past president and director of the Broadcast Pioneers. He is also chairman and a director of the American 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 WSJF-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...
system in Jamestown, N.Y.

The purchase of the Fort Wayne station is not the first broadcast acquisition by TVC; earlier this year, it bought WBNB-TV Charlotte Amalie, Virgin Islands, in a stock transaction valued at $775,100, and also KNWA(FM) Fayetteville, Ark., in a stock exchange valued at $60,000. Early last month, TVC announced an agreement in principle to acquire the Music Makers Group, New York, in a stock transfer deal valued at $3 million. Music Makers produces programming, production and commercial services for TV and radio stations; it also owns movie theaters and has a 21% interest in 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 75,000 subscribers. It is building a major CATV system in Akron, Ohio, designed to serve a potential of 150,000 customers. Its Gridtronics Inc. subsidiary is engaged in producing a diversified four-channel program service for CATV systems.

Another purchase for TVC

In the same week that Television Communications Corp., New York, announced its purchase of WJLG-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:

- WJLG-TV Fort Wayne, Ind.: Sold by the Communica Corporation Inc., (John F. Dille Jr. and Walter R. Beardsley) to Television Communications Corp. for stock valued at $4 million (see page 27).

- KXMB-TV Bismarck, N. D.: Sold by John W. Boler and others to Chester Reiten, Lloyd Amoo and William Hurley for $882,832 and $317,168 in obligations. Sellers own KXBB-TV Valley City (Fargo), N. D. Buyers own KXMC-TV and KCJB-AM-FM Minot and KXMD-TV Williston, all North Dakota. KXMB-TV is an affiliate of CBS-TV and ABC-TV and operates on channel 12 with 278 kw visual.

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

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

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

Approved:

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

- KLUC-AM-FM Las Vegas: Sold by Mike Gold to Peer Pedersen, Richard C. and William R. Phalen for $625,000. Mr. Gold has interest in KLDM-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 Communica 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

Cut-off dates set for CATV comments

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

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

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

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

EXCLUSIVE LISTINGS!

FLORIDA — Profitable, fulltime AM Stations; reasonably priced—good terms.
1. 5 kw—priced 8 times cash flow—$320,000 terms.
2. Medium sized market, top rated—6 times cash flow—$630,000 terms.
3. Medium sized market, top rated—7 times cash flow—$550,000 terms.

Contact C. L. "Lud" Richards of our Washington office.

HAWAII — Powerful fulltimer, good position on the dial, excellent coverage of the Islands, good equipment. Owner will sacrifice price to sell quickly. Price $100,000 on terms.

Contact Don C. Reeves of our San Francisco office.
single center. Developing such an index, he said, will probably take four or five years or more.

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

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

Editorial may affect Florida AM license


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

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

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

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

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

BEST pushes for black FCC appointee

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

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

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

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

During the panel discussion the group kept Paul Comstock, National Association of Broadcasters general counsel and vice president, government relations, under fire for several hours. The main thrust of the questioning was to 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. Ohlbaum, deputy general counsel of the FCC; Dave Hepburn, executive producer of Metromedia’s Black News; Sonny Fox, executive vice president, National Academy of Television Arts and Sciences; Tony Brown, executive producer of NET’s Black Journal and Alvin Dixon, president of the National Association of Television and Radio Announcers.

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

EASTMAN KODAK COMPANY
ATLANTA: 404/351-6510
CHICAGO: 312/654-0200
DALLAS: 214/351-3221
HOLLYWOOD: 213/464-6131
NEW YORK: 212/296-7100
SAN FRANCISCO: 415/776-6055
On August 3 Broadcasting Goes Web Offset

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 to 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, III., $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 KDDB-FM Kansas City, Kan., which has been operating from the studios of KMAM(AM) Kansas City 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 WVLJ remote studios in other Detroit suburban shopping centers.

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

Expelled from Moscow, CBS newsman back home

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

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

Mr. Cole was named a CBS News correspondent and bureau chief in Moscow in October 1968. No replacement for him in Moscow has been selected, according to CBS officials.
Ala. ETV upheld on right to reject
FCC rules on complaints about black-oriented and Vietnam protest programs

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

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

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


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

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

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

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.

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

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

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

In joint comments licensees including 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 farmers," he said.

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

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

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

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

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**Can You Top This?**

**IN PORTLAND, OREGON ON KGW...**

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

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

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

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

<table>
<thead>
<tr>
<th>Nov. '69</th>
<th>What's My Line Rank</th>
<th>Feb./Mar. '70</th>
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SOURCE: ARB Nov. '69-Feb./Mar. '70

**KGW**

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<th>KOIN Mike Douglas</th>
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SOURCE: ARB Feb./Mar. '70 (Total Survey Area 000)

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

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

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

BROADCASTING, July 6, 1970 35
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 Hermon, 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 WCUE (FM) Cleveland Heights, Ohio; Avco Classic on WAAB (AM) Worcester, Mass.; Andy Williams San Diego Open on KSEA (FM) San Diego; Doral Open on WCON-FM Miami Beach, Fla.; Greensboro Open on WMDM (FM) Greensboro, N.C.

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

Klein leaves NBC, forms cable-service firm

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

Mr. Klein has been with NBC for 10 years and has been a valued 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 film producers and to systems operators. He said he plans also to sell other "unusual" programs to cable companies. He has several partners in his new venture and their identities and the name of the new company will be disclosed in August.

Warner Bros. would rather be in Burbank

Following the trail blazed by Metro-Goldwyn-Mayer early this year when it moved its executive staff to Hollywood from New York, Warner Brothers-Seven Arts has decided to move 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 wait the experience of recent months in order to be fully satisfied the move would achieve the desired operational and economic benefits," Mr. Ashley said.

Johnson seems to have ready access to medium

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

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

Recalling that Senator George McGovern (D-S.D.) "couldn't even buy time on two of the networks" to answer President Nixon's address on Cambodia, Commissioner Johnson commented: "Now obviously that's wrong. It's wrong not just because we have to have a balance between the Democratic party and the Republican party; it's also because we have a government that's supposed to be made up of three equal branches and unless we're going to totally lose the effectiveness of the Senate and the House in an age in which power is measured in access to the mass media, we're going to have to deal with this problem in some way."

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

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

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

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

Commissioner Johnson also charged that "there is censorship on American television by the people who run the shows. . . ." He referred to the blooing of remarks made about the "Chicago Seven" by folk singer Judy Collins on the Cavett show (Broadcasting, Feb. 16) and the "blue-out" of Abby Hoffman on CBS-TV's Merv Griffin Show (Broadcasting, April 6).
TV network showsheets: 3d quarter

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

Sunday morning

8:30-10 a.m.

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

10 a.m.-noon

ABC-TV 10-10:30 Fantastic Voyage, part. (eff. 9/13 Jonny Quest, part.); 10:30-11 Spiderman, part. (eff. 9/13 Ultraman and Cat, part.); 11-11:30 Bullwinkle, 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, sust.

2-5 p.m.

ABC-TV No network service.
CBS-TV 2-3:30 AAU International Track & Field Champions; NFL Action, part. (various times).
NBC-TV No network service.

5-6 p.m.

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

6-7 p.m.

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

7-8 p.m.

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

8-9 p.m.

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

9-10 p.m.

ABC-TV The ABC Sunday Night Movie, part.
CBS-TV Glen Campbell Show, part. (eff. 7/8-9/6 Comedy Tonight, part.).
NBC-TV Bonanza, part.

10-11 p.m.

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

11-11:15 p.m.

ABC-TV Weekend News.

Monday-Friday

7-10 a.m.

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

- ABC-TV: 7:30-8:30 It Takes a Thief, part. (eff. 9/21 The Young Lawyers, part.) 8:30-11 The Lucy Show, part. (eff. 9/21 The Dick Cavett Show, part.)
- CBS-TV: 7:30-8:30 The Mod Squad, part. 8:30-9:30 Movies, cont. (eff. 8/30 The Andy Griffith Show, part.)
- NBC-TV: 7:30-8:30 The Andy Griffith Show, part.; 8:30-9:30 Love of Life, part.

Tuesday evening

7:30-9 p.m.

- ABC-TV: 7:30-9:30 The Mod Squad, part.; 8:30-9:30 Movies, cont.
- CBS-TV: 7:30-8:30 Lancer, part. (eff. 7:30-8 To Rome with Love, part.; 8:30-9:30 The Mary Tyler Moore Show, part.) 8:30-9:30 CBS Tuesday Night Movie, part.
- NBC-TV: 7:30-8:30 Jennie, part.; 8:30-9:30 The Debbie Reynolds Show, part. (eff. 8/15 7:30-8:30 The Don Knotts Show, part.)

Wednesday evening

7:30-9 p.m.

- ABC-TV: 7:30-9:30 Movie, cont. (eff. 9/21 Football, cont.)
- CBS-TV: The Wild Wild West, part. (eff. 9/14 The Carol Burnett Show, part.)
- NBC-TV: Movie, cont.

Thursday evening

7:30-9 p.m.

- ABC-TV: 7:30-9:30 Movie, cont. (eff. 8/30 General Hospital, part.) 7:30-9:30 The Courtship of Eddie's Father, part. (eff. 9/25 Make Room for Granddaddy, part.)
- CBS-TV: 7:30-8:30 Where's Huddles, part.; 8:30-9:30 Store Front Lawyers, part. (eff. 8/30 The Beverly Hillbillies, part.)
- NBC-TV: The Virginian, part. (eff. 9/16 The Men From Shilo).

Friday evening

7:30-9 p.m.

- ABC-TV: 7:30-9:30 The Flying Nun, part. (eff. 8/25 Andy Griffith Show, part.) 8:30-9:30 The Brady Bunch, part. (eff. 9/25 Monday at the Movies, part.)
- CBS-TV: 7:30-8:30 Movie, part. (eff. 9/15 The Courtship of Eddie's Father, part.)
- NBC-TV: 7:30-9:30 The Courtship of Eddie's Father, part. (eff. 9/25 Make Room for Granddaddy, part.)

Changeling formats

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

* WBM(FM) Tallahassee, Fla.—Publishers Broadcasting Corp., effective July 1, commenced 100% nonduplication programming with a stereo, good music format. For several years the FM has been simulcasting affiliate WBC-FM's omnibus, during Monday with an “up-beat” middle-of-the-road format, and programming separately from 5:30 p.m. to 12 midnight.

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

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

* KCOR(AM) San Antonio, Tex.—Inter-American Radio Inc., effective May 24, expanded its “blend of Latin and continental music” format by extending its broadcast day to 24 hours. Previously the station signed off at 12 midnight Monday through Saturday. Station is silent between 12 midnight Monday and 6 a.m. Tuesday.
Saturday
8-10 a.m.
ABC-TV 8-9:30 The Adventures of Gilliver, part. (eff. 9/12 The Reluctant Dragon and Mr. Toad's Wild Ride, part. 9:30-10 The Smokey Bear Show, part. 9:30/19 Motor Mouse, part.)
CBS-TV 8-9:30 The Jetsons, part. 8:30-9:30 The Brady Bunch/Andy and Andy, part. 9:30-10:30 Andy Williams Show, part.
NBC-TV 9-10 The Pink Panther Show, part. 9-10 The Bulpuls, part.

10-11 p.m.
ABC-TV 10-10:30 Hot Wheels, part. (eff. 9/12 Will the Real Jerry Lewis Please Sit Down, part.)
CBS-TV 10-10:30 The Florida Keys, part. 10:30-11 Shnooker-Doo, Where Are You!, part.
NBC-TV 10-10:30 H. R. Pufnstuf, Hashbro (eff. 9/12 The Further Adventures of Dr. Doolittle), part. 10:30-11:30 The Banana Splits Adventure Hour, part. (eff. 9/12 10-11 The Pink Panther, part.)

11 a.m.-noon
ABC-TV 11-11:30 Hey. Huwks, part. (eff. 9/12 Hot Wheels, part.)
CBS-TV 11-11:30 The Archie Comedy Hour, part.
NBC-TV 12-12:30 The Monkees, part. 12-1 Wacky Races, part.

1-2 p.m.
ABC-TV 1:30-2:00 Bandstand, part. 1:30-2 Johnny Quest, part.

2-5 p.m.
ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

5-7:30 p.m.
ABC-TV 5-6:30 The World Wide of Sports, part. 6-7:30 The Merv Griffin Show, part.
CBS-TV 5-6:30 No network service. 6:30-7:30 CBS Evening News with Roger Mudd, part. (eff. 9-8 NBC Nightly News, part.)

7:30-9 p.m.
ABC-TV 7:30-8 Let's Make A Deal, part. 8-9:30 The Nevados, part. 8:30-9:30 The Lawrence Welk Show, part.
CBS-TV 7:30-8 The Jackie Gleason Show, part. (eff. 9/15 Mission Impossible, part.)

NBC-TV 7:30-8 The Andy Williams Show, part. 8-9:30 Adam-12, part.

9-10 p.m.
ABC-TV 9-9:30 Lawrence Welk, part. 9-10:30 Englebert Humperdinck Show, part. (eff. 9/12 Most Deadly Game, part.)
CBS-TV 9-10:30 The Merv Griffin Show, part. (eff. 9/15 Movie of the Month, part.)
NBC-TV 9-11 Saturday Night at the Movies, part.
Program notes:
Under production • Hyperion Production Co. has created two new daytime so serials for network presentation, a non-sessional 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 Dissent, The Breakdown of Systems, and Can Man Survive? Each series will consist of 13 half-hour programs and will be broadcast on the seven WBC radio stations.

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

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

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

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

Programs for sale • National General TV Inc. has signed TeleWorld Inc. as executive sales representative for National General TV 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 Premiere movie on fall NBC-TV season ("Closed Circuit," May 25). The program will be seen on consecutive nights. Universal Studios will produce this television movie. The story involves the disappearance of the top advisor to the President of the United States at a time in the near future. Dean Riesner has already written the teleplay. Production begins next month.

Four-way tie-in • A four-channel stereo telecast is being planned by KPIX (TV), KXIO (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. The ABC television specials, The Heritage, Intrepid and Valiant, are compet ing 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 Cir cle 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 WYTW (TV) Chicago for the production of two new series: Kukla, Fran and Ollie, 26 half-hour color programs, and Just Jazz, a one-hour 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 KMSP-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 in 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 almost 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 represents the first set of interviews, prior to the on-air test, and Wave 2 is the second group, interviewed six weeks after the television spots went on the air.

<table>
<thead>
<tr>
<th></th>
<th>Bath Tissue</th>
<th>Bras &amp; Girdles</th>
<th>Feminine-Hygiene Spray</th>
<th>Sanitary Napkins</th>
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</thead>
<tbody>
<tr>
<td>Wave 1 Wave 2</td>
<td></td>
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<td></td>
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<tr>
<td>Good taste</td>
<td>79.8%</td>
<td>78.5%</td>
<td>76.4%</td>
<td>76.4%</td>
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<tr>
<td>Poor taste</td>
<td>14.6%</td>
<td>13.0%</td>
<td>17.3%</td>
<td>13.0%</td>
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<tr>
<td>Don't know</td>
<td>5.9%</td>
<td>5.5%</td>
<td>6.1%</td>
<td>5.8%</td>
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<tr>
<td>Wave 1 Wave 2</td>
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<tr>
<td>Poor taste</td>
<td>13.8%</td>
<td>11.8%</td>
<td>10.5%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Don't know</td>
<td>19.8%</td>
<td>21.3%</td>
<td>54.1%</td>
<td>41.5%</td>
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</tbody>
</table>

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 . . ."
30's now rule

NBC O&O's rates

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

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

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

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

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

Mr. Hirsch said the decision to convert the rate card was made because the 30-second commercial "is now predominant in spot and local advertising." He reported that tabulations by Broadcast Advertisers Reports (BAR) show that for the first three months of 1970, 42% of all spot and local announcements were 30's, while less than 30% were single-product 60's.

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

More ads in smaller packages

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

'Class-action' bill could touch broadcasters

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

The bill goes beyond an administration proposal which would allow such suits only after a business had been cited for fraudulent practices by the Justice Department or Federal Trade Commission. Under the Senate version, individual consumers with claims of more than $10 could join forces in a single legal proceeding against an individual firm. A similar bill has been approved by a House commerce subcommittee.

The bill could have a direct affect on broadcasters. Informed sources have acknowledged that nothing in either pending class-action bill prevents consumers from suiting 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 Channel One, an internal agency publication reporting trends in broadcast advertising, FC&B's broadcast department in New York said it was forecasting a good sales period in October to December "at a time when others are talking about a 'soft market' for the last three months of this year."

The broadcast department's publication said: "A generally healthy situation is also foreseen for weekend daytime
and sports. In spite of unsettled economic conditions, particularly among the 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 Lenn & Newell/Midwest as a division of Lenn & 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 programing in prime time "can only be viewed in a negative light by prime-time network advertisers." The reason, according to the agency, is that "any rule which limits the amount of prime-time network programing will also reduce commercial inventory in this day part. On this basis there would be fewer opportunities for prime-time network advertisers and the simple law of supply and demand suggests that what time is available would carry a higher price tag."

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

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

New creative shop is set up

Paine/Zdinak Associates Inc., a creative service agency, has been formed by two former art directors. Bob Paine, a creative consultant for the past year and a half, was, prior to that, a TV art director, producer and vice president at Geyer-Oswald. Bill Zdinak has been an independent consultant for over 10 years. Paine/Zdinak will work with both advertisers and agencies. While work for all of the agency's present clients is being done on a free-lance basis, the principals are hopeful that future business will be handled on retained or under contract. Paine/Zdinak offices are at 1414 Avenue of the Americas, New York.

FC&B plans spots for occult magazine

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

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

Magnavox's new agency

Lois, Holland, Callaway, New York, agency has been named to create Magnavox advertising. Magnavox 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, Schoenbrd & Hall, Chicago, to handle major national spot TV campaign to begin this fall. Plymouth's other advertising is handled by Henry S. Kaufman & Associates, Washington.
- Stanback Co. Ltd., Salisbury, N.C. pharmaceutical company, has named Henderson Advertising Agency Inc., Greenville, S.C., to handle advertising for its line of proprietary products. Former agency was Piedmont Advertising, Salisbury.
- Swift & Co., Chicago, names McCann-Erickson there to handle $1.5 million Allsweet margarine account. Former agency was Kenyon & Eckhardt there.
Whitehead named first OTP director

Quick Senate approval foreseen on nomination of young Nixon aide

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

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

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

Due also from the White House is an executive order spelling out Dr. 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 handle communications in the upper UHF frequencies."

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

Plea for accord on home-tape gear

Electronics show panel pitches for standardization in video-tape formats

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

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

Carl Brodsky, chief executive officer of Admiral Corp., the first TV set manufacturer to adopt the new Cartridge Television system, developed by Avco Corp. and Cartridge Television Inc. (Broadcasting, June 1). The new home-entertainment system, Mr. Medica said, "will never reach its potential" without standardization.

Reelist 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. (Cartrivision); Lloyd Singer, Motorola Inc. (EVR); and S. Inagaki, Sony Corp. of America (Videoplayer). Intermingling sales pitches for their individual products, the panelists also discussed merits and demerits of the playback-only equipment and the record-playback equipment.

Cartrivision's Stanton was bolstered in his presentation by the overwhelming reception—measured by crowds at his booth—for the first public showing of Cartrivision. Among other capabilities, Cartrivision can record programs off the air and allow showing of home movies on the TV screen. In conjunction with the initial demonstration last week, it was announced that "Darling," "Di-vorce, Italian Style," "911," "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 programing and competition.

"Telestatus" is published by Broadcasting in the first issue of each month.

---

### Table: Mon.-Fri., 5-7 p.m.

|----------------|------|------|------|------|------|--------|-----|
| Adults
| New England   | 64   | 85   | 100  | 98   | 107  | 95     | 85  |
| Middle Atlantic| 61   | 84   | 100  | 102  | 104  | 103    | 98  |
| South Atlantic| 65   | 86   | 100  | 107  | 101  | 97     | 77  |
| East North Central | 72  | 84   | 100  | 91   | 104  | 101    | 95  |
| East South Central | 76  | 86   | 100  | 100  | 100  | 93     | 70  |
| West North Central | 73  | 85   | 100  | 106  | 101  | 107    | 77  |
| West South Central | 84  | 93   | 100  | 114  | 104  | 90     |     |
| Mountain        | 85   | 90   | 100  | 104  | 100  | 94     | 83  |
| Pacific         | 86   | 85   | 100  | 93   | 103  | 101    | 86  |

### Table: Mon.-Fri., 5-7:30 p.m.

|----------------|------|------|------|------|------|--------|-----|
| Adults
| New England   | 64   | 86   | 100  | 101  | 108  | 82     |     |
| Middle Atlantic| 66   | 86   | 100  | 112  | 107  | 107    | 80  |
| South Atlantic| 62   | 83   | 100  | 107  | 100  | 97     | 72  |
| East North Central | 71  | 82   | 100  | 98   | 103  | 103    | 92  |
| East South Central | 72  | 72   | 100  | 100  | 100  | 93     | 68  |
| West North Central | 72  | 83   | 100  | 109  | 105  | 106    | 78  |
| West South Central | 81  | 90   | 100  | 111  | 100  | 95     | 85  |
| Mountain        | 81   | 81   | 100  | 81   | 98    | 104    | 75  |
| Pacific         | 64   | 85   | 100  | 97   | 101  | 101    | 87  |

### Table: Women, 18-49

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### Table: Men

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### Table: Men, 18-49

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<td>Week</td>
<td>Sun., Sat., 7:30 p.m.</td>
<td>Mon., Fri., 11:11/30 p.m.</td>
<td>Adults</td>
<td>Women</td>
<td>Men</td>
<td>Sun., Sat., 9-11 p.m.</td>
<td>March</td>
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**Broadcasting, July 6, 1970**
**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 129%. 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:

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>$15,787,000</td>
<td>$196,131,706</td>
</tr>
</tbody>
</table>

**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>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>$15,787,000</td>
<td>$196,131,706</td>
</tr>
</tbody>
</table>

**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-
ing, will be its president and chief executive officer.

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

General Instrument posts 1st-quarter rise

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

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

For the three months ended May 31:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.17</td>
<td>$0.12</td>
</tr>
<tr>
<td>Net sales</td>
<td>$64,960,347</td>
<td>$60,105,200</td>
</tr>
<tr>
<td>Net income</td>
<td>1,462,698</td>
<td>1,100,689</td>
</tr>
</tbody>
</table>

Cowles sells a newspaper

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

Company reports:

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

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.45</td>
<td>$0.34</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>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.05</td>
<td>$0.92</td>
</tr>
<tr>
<td>Sales</td>
<td>78,951,221</td>
<td>73,179,480</td>
</tr>
<tr>
<td>Net income</td>
<td>5,364,852</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 competitor's 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.

BROADCASTING, July 6, 1970
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>$1.00</td>
<td>$0.25</td>
</tr>
<tr>
<td>Net sales</td>
<td>18,475,308</td>
<td>9,882,500</td>
</tr>
<tr>
<td>Net Income</td>
<td>(2,054,315)</td>
<td>208,526</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>$0.92</td>
<td>$0.04</td>
</tr>
<tr>
<td>Gross billings</td>
<td>136,042,000</td>
<td>122,384,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>1,765,000</td>
<td>1,766,000</td>
</tr>
<tr>
<td>Average shares</td>
<td>1,920.573</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>Earned per share</td>
<td>$0.399</td>
<td>$0.277</td>
</tr>
<tr>
<td>Revenues</td>
<td>4,221,853</td>
<td>4,117,076</td>
</tr>
<tr>
<td>Net income</td>
<td>748,434</td>
<td>663,973</td>
</tr>
</tbody>
</table>

*Restated to include acquisition of Wichita Ice and Cold Storage Co. on a pooling-of-interest basis.

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>Earned per share</td>
<td>$0.09</td>
<td>$0.55</td>
</tr>
<tr>
<td>Revenues</td>
<td>1,137,859</td>
<td>1,292,783</td>
</tr>
<tr>
<td>Net income</td>
<td>56,985</td>
<td>128,293</td>
</tr>
</tbody>
</table>

Financial notes:
- Kinney National Service Inc., New York, has declared regular quarterly dividends of 64½ cents per share on common stock, 22½ cents per share on Series A convertible preferred stock, $1.0625 per share on $4.25 series B convertible preferred stock and 31¼ cents

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

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Ex. change</th>
<th>Closing July 1</th>
<th>Closing June 25</th>
<th>Closing June 18</th>
<th>High 1970</th>
<th>Low 1970</th>
<th>Approx. Shares Outstanding (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Ex. change</th>
<th>Closing July 1</th>
<th>Closing June 25</th>
<th>Closing June 18</th>
<th>High 1970</th>
<th>Low 1970</th>
<th>Approx. Shares Outstanding (000)</th>
<th>Total Market Capitalization (000)</th>
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</thead>
</table>

CATV

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Ex. change</th>
<th>Closing July 1</th>
<th>Closing June 25</th>
<th>Closing June 18</th>
<th>High 1970</th>
<th>Low 1970</th>
<th>Approx. Shares Outstanding (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

BROADCASTING, July 6, 1970

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 $1.37½ per share on 5 ¾% convertible preferred stock and 16½ cents per share on common stock, both payable Aug. 5 to stockholders of record July 17.
- Scott/Thomas Associates, formed in 1968 as a New York radio and TV broadcast production and packaging company, has been acquired by MTC Communications Corp., Miami, and will be operated in Miami as a subsidiary of Florida Media Representaves Inc., a division of MMT. 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. Sarofin, 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.

<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>
<tbody>
<tr>
<td>CPS</td>
<td>N</td>
<td>10½</td>
<td>10½</td>
<td>11¼</td>
<td>31¼</td>
<td>10</td>
<td>5,942</td>
<td>67,561</td>
</tr>
<tr>
<td>DIS</td>
<td>N</td>
<td>11½</td>
<td>12½</td>
<td>12½</td>
<td>15½</td>
<td>13</td>
<td>6,133</td>
<td>64,090</td>
</tr>
<tr>
<td>FMY</td>
<td>A</td>
<td>9</td>
<td>9</td>
<td>9½</td>
<td>18½</td>
<td>8½</td>
<td>1,700</td>
<td>16,575</td>
</tr>
<tr>
<td>MLS</td>
<td>O</td>
<td>9½</td>
<td>9½</td>
<td>9½</td>
<td>19</td>
<td>6½</td>
<td>566</td>
<td>1,832</td>
</tr>
<tr>
<td>MG</td>
<td>N</td>
<td>14½</td>
<td>15½</td>
<td>15½</td>
<td>25½</td>
<td>12½</td>
<td>8,195</td>
<td>112,681</td>
</tr>
<tr>
<td>MCA</td>
<td>N</td>
<td>15½</td>
<td>16½</td>
<td>16½</td>
<td>29½</td>
<td>12½</td>
<td>5,843</td>
<td>81,802</td>
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<tr>
<td>MCM</td>
<td>N</td>
<td>16½</td>
<td>17½</td>
<td>17½</td>
<td>36½</td>
<td>21½</td>
<td>7,305</td>
<td>86,507</td>
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<tr>
<td>NGC</td>
<td>O</td>
<td>9½</td>
<td>9½</td>
<td>9½</td>
<td>13½</td>
<td>9½</td>
<td>589</td>
<td>20,615</td>
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<tr>
<td>TWA</td>
<td>O</td>
<td>6½</td>
<td>6½</td>
<td>6½</td>
<td>13¼</td>
<td>3½</td>
<td>8,652</td>
<td>79,199</td>
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<tr>
<td>WRH</td>
<td>O</td>
<td>5½</td>
<td>5½</td>
<td>5½</td>
<td>10½</td>
<td>4½</td>
<td>2,161</td>
<td>11,064</td>
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<td>Total</td>
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<td>135,617</td>
<td>2,371,625</td>
<td>$22,535,425</td>
<td>65,180,733</td>
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<table>
<thead>
<tr>
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<th>Closing June 18</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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<td>11½</td>
<td>12½</td>
<td>23½</td>
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<td>32½</td>
<td>57½</td>
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<td>8½</td>
<td>13¼</td>
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<td>2½</td>
<td>3½</td>
<td>1½</td>
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<td>5½</td>
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<td>125,942</td>
<td>$22,535,425</td>
<td>65,180,733</td>
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<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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<td>7½</td>
<td>14½</td>
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<td>3½</td>
<td>5½</td>
<td>5½</td>
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<tr>
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<td>15</td>
<td>37½</td>
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<td>17½</td>
<td>31½</td>
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<td>2,125</td>
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<td>N</td>
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<td>68½</td>
<td>68½</td>
<td>77½</td>
<td>60½</td>
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<td>4½</td>
<td>7½</td>
<td>6½</td>
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<td>250,339</td>
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<td>24½</td>
<td>41½</td>
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<td>114½</td>
<td>114½</td>
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<td>34½</td>
<td>47½</td>
<td>34½</td>
<td>6,655</td>
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<td>34½</td>
<td>20</td>
<td>66,717</td>
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<td>3½</td>
<td>5½</td>
<td>2½</td>
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<tr>
<td>WES</td>
<td>A</td>
<td>5½</td>
<td>6½</td>
<td>6½</td>
<td>8½</td>
<td>5½</td>
<td>1,900</td>
<td>7,720</td>
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<tr>
<td>WEX</td>
<td>N</td>
<td>63½</td>
<td>65½</td>
<td>65½</td>
<td>69½</td>
<td>53½</td>
<td>39,585</td>
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<tr>
<td>ZE</td>
<td>N</td>
<td>25½</td>
<td>25½</td>
<td>25½</td>
<td>37½</td>
<td>2½</td>
<td>19,020</td>
<td>675,500</td>
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<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>338,748</td>
<td>$15,810,973</td>
<td>$22,535,425</td>
<td>65,180,733</td>
</tr>
</tbody>
</table>

Grand total: 717,536

**Standard & Poor Industrial Average**

| Standard & Poor Industrial Average | 80.26 | 81.29 | 84.11 |

**N-New York Exchange**

**A-American Stock Exchange**

**O-Over-the-counter (bid price shown)**

Shares outstanding and capitalization as of May 27.


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 KLUL(AM) Dallas in 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. Bosfic, 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 & Kudner, 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.


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 WWCC-AM-FM Hartford, Conn., as local sales manager.


Robert W. Hemmings, local sales manager, KBBQ(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 WQFV-FM Omaha, appointed sales manager.

Wynn Beck, with KSFJ-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. Shelton Jr., local and regional sales manager, WLS-TV Roanoke, Va., appointed general sales manager.

Dennis Mergen, with Niefeld, Paley & Kuhn, Chicago, appointed group media supervisor.

Media

George Castrucci, assistant to executive VP, Taft Broadcasting Co., Cincinnati, group owner, appointed to newly created position of business manager-broadcast division.

Orson 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 WFBG(AM) Altoona, Pa., also appointed general manager of WFBG-FM Altoona.

W. C. Porsow, former VP and general manager, KCPR(AM) Cedar Falls, Iowa, joins WGBF(AM) Geneva, Ill., as general manager.

Carl Falvo, general manager, WCPX-FM Clearfield, Pa., named executive VP.

Raymond Gosciniski, general manager, WDOA(AM) and WMAO(FM), both Indiana, Pa., named executive VP. Both are licensed to WOAD Inc.

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

Robert Brown, former newscaster with WMBK-AM-FM and WZAO, 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.

52
Programing

Mr. Kallelman

Mr. Kallelman will oversee sales of specials and series for network and syndication airing plus sales of movies made for television.

Douglas G. Leonard, VP in charge of programing, Connecticut Educational Television Corp., Hartford, joins New Jersey Public Broadcasting Authority as director of programing. He will be in charge of programing and production personnel at Trenton, N.J., studios.

David Wilson, executive producer, KYW-TV Philadelphia, joins WWHC-TV New Haven, Conn., as program director.

Philip McEneny, managing director, Eastern Video Production Services, New York, video-tape operation which provides studio, post-production and mobile van services, named president, EVPS is subsidiary of Transcommunications Corp.

Arden D. Moser, in CATV programing field, appointed sales manager of National Telesystems Corp., Los Angeles. Company is distributor of 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, WNBC(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. 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, WIRC-TV Pittsburgh, joins WTA-E-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.


Vic Burton, news director, KRON-TV San Francisco, elected president of Northern California Radio and Television News Directors Association.

Earl Green, news director, WTVN-TV Columbus, elected president of the Ohio AP Broadcasters Association.

Ken Taylor, with WGBS-AM-FM Miami, appointed news director. He succeeds Barry Sheft who moves from news director to editor with increased reporting responsibilities.

Michael Tuck, newscaster, KENS-TV San Antonio, Tex., and Ron Fortner, executive producer, WPTV(TV) West Palm Beach, Fla., appointed news announcers, KTVU(TV) Oakland-San Francisco.

Irene Cornell, general assignment reporter, WMCA(AM) New York, joins WCBS(AM) there as reporter.

Richard J. Bottkol, reporter, WAOW-TV Wausau, Wis., joins WTMJ-AM-FM-TV Milwaukee in same capacity.

Judy Woodard, reporter with Public Coast News Service, Sacramento, Calif., joins 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...
Action
late
Does.

eral
VHF
authorization.
SCA-
-set.
construction permit.
Abbreviations:
tion.
joins Westel Co., Sunnyvale, Calif.,
William A. Fink, formerly with Inter-
national Video Corp., Sunnyvale, Calif.,
as commercial marketing manager.

Arnold Smeltzer, with International
Good Music, Bellingham, Wash., equip-
ment manufacturers, appointed engi-
neering sales and service representative
with headquarters in Atlanta.

Deaths
George M. Perkins, 59, director of net-
work programs, CBS Radio Network,
died June 29 at United hospital, Port
Chester, N.Y. Mr. Perkins started in
radio as announcer in 1930 and he
joined CBS Radio's program depart-
ment in 1960. He is survived by his
wife, Phyllis.

Richard Wright, 57, VP and account
executive with Carl Byoir & Associates,
New York-based PR firm, died June 30
in Point Pleasant, N.J. hospital, of
heart attack. He is survived by his wife,
Lois, and two daughters.

F. M. (Jim) Randolph, 59, radio-TV
director of U.S. Savings Bonds division
of Department of Treasury, Washing-
ton, died June 29 at George Wash-
ington hospital there, after short illness.
Earlier he was writer-editor for Voice
of America. He is survived by his wife,
Virginia, one daughter and one son.

For The Record

As compiled by Broadcasting, June 23
through June 29 and based on filings,
authorizations and other FCC actions.

Abbreviations: Ann.—announced. Ant.—an-
tenna. aur.—aural. CATV—community an-
tenna television. CH.—critical hours. CP—
construction permit. D.—day. DA—direct-
tional antenna. ERP—effective radiated power.
ke—kilobycles, kw—kilowatts. L.S.—local sus-
set. mod.—modulators. mod.—modification. N
—night. PSA—preservice authority. SCA—sub-
ordinate communications authorization.
SH—specified hours. SSA—special serv-
ices authorization. STA—special temporary
authorization. Trans.—transmitter. UHF—ul-
trahigh frequency. VHF—very high frequency.
VIA—visual. W.—educational.

New TV stations
Other actions

Review board in Boston TV proceeding,
Doks. 18759, 18760 and 18761, denied petition
to enlarge issues, filed Jan. 19 by RKO Gen-
eral Inc. Action June 24.

Review board in Boston TV proceeding,
Doks. 18759-61, denied appeal from hearing
examiner's interpretation of renewal policy
statement and discovery rulings pursuant
thereto, filed May 27 by RKO General Inc.
Action June 25.

Review board in Boston, TV proceeding,
Doks. 18759a-61, granted petition to accept
late filing, filed June 2 by The Dudley Sta-
tion Corp. and denied appeal from adverse
ruling of hearing examiner, filed June 2.
Action June 25.

Jackson, Mich.—FCC granted Jackson
Television Corp. stay of FCC denial of ex-
tension of commission to consider newly-
filed petition for extraordinary relief (Doc.

Existing TV stations
Final actions

* KHLL-TV Yuma, Ariz.—Broadcast Bureau
granted CP to change ERP to 126 kw vis.;

* KNEW-TV San Francisco—Broadcast Bu-
reau granted license covering changes;
specify studio location as 1011 Bryant St.
San Francisco; granted license for new al-
ternal two-day, granted license cover-
ing permit for changes. Action June 23.

* WHHY-TV Wilmington, Del.—Broadcast
Bureau granted license covering installation
of auxiliary trans. for educational TV.

* KTVX-TV Springfield, Mo.—Broadcast
Bureau granted CP to change ERP to 95.5
kw vis. to 14.1 kw aur; change type ant.;
granted mod. of CP to extend com-
pletion date to Dec. 22. Action June 22.

* KNDT-TV Yakima, Wash.—Broad-
cast Bureau granted license covering
changes. Action June 23.

Actions on motions

* Hearing Examiner Frederick W. Denis-
ton in Hartford, Conn. (RKO General Inc.)
for CP to make changes in WHCT-(TV) or-
dered further proceedings suspended with
date to await action by commission on peti-
tion by RKO General Inc. for reconsidera-
tion and grant without hear-
ing (Doc. 18821). Action June 25.

* Hearing Examiner Arthur A. Gladstone in
Charlotte, N.C. (Jefferson Standard Broad-
casting Co. [WBTW(TV)],) TV proceeding,
designated Hearing Examiner James P.
Tierney presiding officer; scheduled pre-
hearing conference and hearing for Aug.
31 (Doc. 18880). Action June 22.

* Hearing Examiner Isadore A. Honig in
Cheyenne, Wyo. (Frontier Broadcasting Co.),
renewal of KFBC-TV granted request by
applicant and denied motion to stay June 22
for applicant to respond to Broadcast Bu-
reau request for written informal motion to
produce (Doc. 18797). Action June 22.

* Hearing Examiner Isadore A. Honig in
Cheyenne, Wyo. (Frontier Broadcasting
Co.), renewal of KFBC-TV, ordered counsel
for Cheyenne Enterprises Inc. to notify other
parties of decision on initiating fur-
ther discovery within seven days from re-
lease date of commission action on petition
soon to be filed for reconsideration of Join-
der of Cheyennes Inc. as party herein; by separate action, granted requests
by Frontier Broadcasting Co. and extended
certain procedural dates and postponement
hearing to Oct. 15 in Cheyenne (Doc.
18797).

* Hearing Examiner Jay A. Kyle in Nor-
fork, Va. (WTAR-Radio-TV Corp. [WTA-
R]]) and Hampton Roads Television Corp),
TV proceeding, granted motion by WTAR-
Radio-TV Corp. and denied to July 20
time to file either answers or objections to
initial interrogatories filed by Hampton
Roads Television Corp. (Docs. 18770-91).
Action June 23.

* Hearing Examiner Chester F. Naumowics
in Louisville, Ky. (Florence Telegraph
Printing Co. [WBTW(TV)]), TV proceeding,
denied motion to stay, granted to file
continuing hearing and procedural dates (Doc.
18650). Action June 22.

Designated for hearing

* Miami—FCC set for hearing mutually ex-
clusive applications of Post Newsweek Sta-
tions, Florida Inc. licensee of WPFL-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. Ac-
tion June 26.

New AM stations
Other actions

* Review board in Globe, Ariz., AM pro-
ceeding, Doks. 18226-28, granted motion
filed June 25 by Mace Broadcasting Co. and
extended to July 30 time and order of presenta-
tion to appeal from adverse ruling of
granting officer, filed June 18 by Wallard

* East St. Louis, Ill.—FCC set oral argu-
ments in motion to amend time and order of presen-
tation by partie in AM proceeding to be held

* Review board in Jackson, Miss., AM pro-
ceeding, Doks. 18549, 18583-84, denied pe-
tition to enlarge issues, filed April 17 by SENCLand
Broadcasting Systems Inc. Ac-
tion June 26.

* Greenwood, S.C.—FCC denied application
by Radio Greenwood, Inc. licensee of

(Continued on page 61)
Help Wanted Sales

Crackercake sales manager. Leadership and organizational abilities are a must. No begins (you have what it takes). To the next ad, Salary plus car plus commission or bonus plus plus plus plus with real people. Indiana medium market with 50K. Send. 100,000 Pulse and ABE. Send resume, references and picture (recent) to Box F-343, BROADCASTING.

Wanted: Two radio time salesman. One to become sales manager. Good salary plus commission. Tell all first letter. Call or write Bob Templeton, WIMI, Box 182, Oakwood, Wisconsin. 414-233-3030.

Three station group of young broadcasters is expanding and needs dreamsweeder sale street man not afraid of hard work, for Hartford market. For people looking for a career in our sales oriented group, there is plenty of management possibilities. For some, it may turn into a career with an interest in station. Start at $12,500. Must travel for interview at your expense. Start after your summer vacation. Call or write Michael H. age 27, 1-203-251-1350 or 998 Farmington Avenue, West Hartford, Connecticut.

CG/W Sales—Announcing replacement for happy, hard-working small staff. Large active account list available. Bill or Vivian Warren, Oneida, N.Y. 315-363-6051.

Announcers

Wanted: Adult air personality for AM Drive on MOR southern station. Top dollar paid for man with established talking stock and image. Must cater to adults, be alert, intelligent and news minded . . not just a Time & Temperature disc jockey. Reply to Box F-292, BROADCASTING.

Announcer, Mid-Atlantic adult operation is seeking a sales minded announcer, capable of handling board shift. Must be experienced for sports, play-by-play and production spots. $170 per week. Box F-294, BROADCASTING.

Mature announcer with first. Do up-tempo show on Virginia NBC affiliate. Service some accounts. Extra money for sports or morning oriented man. Can advance to assistant manager. Want steady family man. $8,000 plus after one year plus other credits. Excellent good job for a good radio man. No rush. Box F-321, BROADCASTING.

Mid-day heavy bought by major market, east coast radio station. Opportunity for ambitious, goal oriented pro. Must be stable and have excellent references. Send air check, resume and picture to Box F-351, BROADCASTING.

Progressive southwest, medium market MOR seeks first announcer, mid-day, bright voice. Need air check and resume. Box G-16, BROADCASTING.

Soul jack, experienced preferred—heavy on production, 3rd hand. Send picture, resume and tape to Box C-18, BROADCASTING.

100,000 market midwest station looking for bright sign-on announcer-production combination. Please send resume, references with information. Salary open, send tape, photo, resume and salary requirements to Jim Miller, Program Director, KCRO, Cedar Rapids, Iowa.

Alaska’s most popular adult radio station needs professional announcer. No beginners. Adult-MOR format. Starting salary $825.00. Send tape, resume, to Ken Flynn, KDKA, Puck 7-146, Anchorage, Alaska.

Wanted combo announcer with first phone, some engineering abilities, desirable salary dependent on ability. Apply Radio KOLT, Scottsbluff, Neb.

Announcer for public radio AM-FM operation in the Upper Midwest. Good fringe and vacation benefits. First, $940 per month. Send resume, tape and good references to Martin Busch, KUSD AM FM, Vermillion, S.Dak. 57069.

Help Wanted 30th per word—$2.00 minimum. All other classifications 25c per word—$4.00 minimum. All ad copy must be pre-approved by phone. Any ads over billed at run-of-book rate.—Advertisements for Sale. Wanted to Buy Stations, Employment Agencies, and Business Opportunity. Employment Agencies and Business Opportunity ads require display space. Agency commissions only on display space. No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 Desales St., N.W., Washington, D.C. 20036

CLASSIFIED ADVERTISING

Radio

Announcers continued

Announcer wanted: Commercial and news plus some MOR. Prefer some experience and first phone. If you’re tired of the rat race, want some fishing and hunting, send your tape and resume to Joe Herold, KVNL, Sonora, California. Will work for good schools, Junior College and a progressive station.

WMAY Radio, with the finest facility in Central Illinois, is looking for a professional morning man; bright sounding; tight board essential; on the air production knowledge now required. This is an Up-tempo MOR radio station, and a member of a chain, to work for the right individual, will consider experienced man only. Please send resume and salary requirements to: I. Martin Kay, Operations Manager, WMAY Radio, P.O. Box 460, Springfield, Illinois 62705. Call: Area Code 217-525-0200.

WMGW and WZPB-FM are interested in two and possibly three, stable, conscientious announcers who would like to locate in a Northwestern Pennsylvania city where the opportunities are in the most rapidly expanding area of the state. Your future in radio could be with us. Hospital benefits are one of the advantages. Each resume must be accompanied by your professional photo. Mail resume to Program Director Nick Bernard, WMGW, 397, Meadville, Pennsylvania.


WTON, Staunton, Virginia—in beautiful Shenandoah Valley—has opening for qualified announcer. $125 weekly. MOR, new station, best of equipment. Write or telephone 703-886-6666.

MOR small station in heart of sportsman paradise needs versatile dependable announcer. Box 950, Dillon, Montana, (406) 683-5604.

Technical

Assistant Chief for AM directional. No announcing, sales, etc. Must be capable, experienced and have good writing ability. Send 20 word resume, references to Box F-202, BROADCASTING.

Engineer for AM Directional and FM operations. Pennsylvania radio group looking for experienced technician with knowledge how and good work habits. All benefits. Write details and salary requirements to Box F-22, BROADCASTING.

Engineer. Maintenance, some announcing. Small market. Kansas, AM/FM. Box C-10, BROADCASTING.

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

Transmitter engineer. Age no barrier if you can do the job. WAMD, Aberdeen, Md. 21011.

Immediate opening—chief engineer with experience. 5,000 watt AM, 16,000 watt FM. Up to date equipment. 1492-2299-0800. WASA AM/FM, Box 97, Havre De Grace, Maryland.

Engineer 1st ticket. 5000 watt AM radio and CATV. Must be good with head and hands. Will be installing new studios soon. Good fringe benefits. WDCI, Coatesville, Pa. 215-384-2100.

WFTL, Ft. Lauderdale, Fla. needs a great chief engineer. Must have knowledge of AM-FM-Stereo-essential. Good pay in growing, good living area. Contact manager directly. Staff aware of this ad. Box 401, Ft. Lauderdale, Fla. 33302.

Chief engineer-anouncer needed immediately. Must have technical competence necessary to maintain non-commercial level of engineering. Must have knowledge, transmit, audio, proof of performance maintenance, FCC license, capable of operating less than 2 years. Present C. E. leaving for his own station. WHWO, Hornell, N.Y. 607-324-2000.

Technical continued

If you are looking for a secure engineering position in a pleasant midwest community of 25,000 with many lakes and good fishing and pleasant working conditions, you are a semi-retired 1st class license holder knowledgeable in xmr and studio maintenance, you have just what WLOG needs. AM and FM in La Porte, Indiana is the ideal place. Contact: Walt Olson or Jim Burke at 219-382-6114. 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, Owner-Manager, Colorado. Box 2004.

Chief and announcer. Send tape and resume to Box 941, Maquoketa, Iowa 52060.

News

Wanted—Heavy news voice with ability to edit and write for contemporary station in top 10 market. Send tape, radio and resume, etc. Box F-288, BROADCASTING.

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

Major market opportunity for experienced newcomers. Must be a dedicated news pro with a variety of gatherings and air training for newcomers with complete turnkey operation with experienced managers. Send air check, resume and picture to Box F-356, BROADCASTING.

Newfoundland oriented market. Experience not as important as desire to work. Send tape, radio, and resume, etc. to WBUN, Beacon-Newburgh, New York.

Need experienced newsmen for new, small, NY metro station. Must enjoy outside work and have good voice to join three-man team strong on local news. Good salary. A major market sound with small station friendliness. Send tape, resume, etc. to: Jack Franklin, WELY, 9 Caldwell Place, Elizabeth, N.J. 07201.

Programming, 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. Top opportunity, Box 16, BROADCASTING.

Women’s Director needed for big station in small town. Variety of assignments. Must be able to communicate effectively with rural and small town people in the midwest. The good life is here. None of the urban problems. Group owner. Send complete resume, tape and salary requirements to Manager, KMA, Shenandoah, Iowa.

Situations Wanted Management

Groups radio station owner available July 15, 18 years of TV and Radio promotions, sales, and management experience, 10000+ exposure, record success in rock, MOR and CFS formats. Must have equipment and/or stock money. Also past income for last nine years $40,000 plus per year. Box F-169, BROADCASTING.

Security Calls: Underground Avant-garde FM is for the young and single. I have just that until I tried it myself. Ex-part-owner (31, married), Station Manager. Class A FM in Top-20 market needs position with conditional station interested in money—not art. Prefer small market in beautiful physical environment. Box F-254, BROADCASTING.

Manager—small—medium market—15 years all aspects of broadcasting. Box F-301, BROADCASTING.

Broadcasting Pro Local and network experience at top level. Management level, news, sports, FCC applications, station acquisitions. Northeast. Send letter and tape with resume. Box F-352, BROADCASTING.

Broadcasting Pro Local and network experience at top level. Management level, news, sports, FCC applications, station acquisitions. Northeast. Send letter and tape with resume. Box F-352, BROADCASTING.

Send resume, tape and good references to Martin Busch, KUSD AM FM, Vermillion, So. Dak. 57069.

BROADCASTING, July 6, 1970
Announcers continued

Experienced announcer with first-class ticket seeking full-time broadcasting. Southern market and college town preferred; because of desire to attend college classes on part time basis in addition to work at station. Presently doing sports news on a Chicago area AM station. Experienced sportscaster and master of ceremonies has knowledge of all musical formats. Call now 312-381-7488. Box G-8, BROADCASTING.

Winning morning man p.d. in Chicagoland mkt. wants southern exposure. Prefer s더 above salary. Box G-9, BROADCASTING.

The man with the voice that thrilled women of two continents is now available. Thrid exorc. Box G-13, BROADCASTING.

1st phone, announcer, well experienced. Nobody works harder than me. Ambitious, free living, experienced, broad market. Box G-16, BROADCASTING.

Currently in 53rd market in country. Wants to move into heavy new slot. Wants rock position. Wants an established company to grow and work with. Box G-36, BROADCASTING.

Presently employed at up MOR. Wants rock, non-screamer. Wants medium to major market. Box G-37, BROADCASTING.

Contemporary or MOR up-tempo. 3rd endorsed. Experienced, military completed, college grad, available immediately. Box G-45, BROADCASTING.

Help! Top 40 or progressive rock! Now! Please. Box G-47, BROADCASTING.


DJ/Writer: 3rd, 27, ambitious, experienced, original. 212-445-2997.

1st phone and voice for rent immediately. Qualifications—colleges graduate, broadcasting school graduate, draft exempt—real Extra added bonus—I'm a beginner. Have your own very own protégé! A once in a lifetime offer from Lauer, 620 Sheridan, Glencoe, Illinois 60025. P.S. Love sports.

DJ, experienced, 27, professional. Looking for rocker with future. Contact: Simon Hendrix, 3709 Oceanic Avenue, Brooklyn, N.Y. 11224.


Announcer—Older beginner—3rd phone—broadcast school graduate—Robbie Fritz, 119 N. Horace Ave., Thiel River Falls, Minn. 56710.


7 months experience—rock format. Desires full or part-time position in southern New England area. Good references. Alan S. Campbell, 44 Woodland Ave., Burlington, Conn. 06011, Telephone 203-242-5386.

Announcing school grad; 3rd endorsed; flight board; single, draft-exempt. Desires start in radio. Must be current and in shape. MOR or other market area preferred. Contact—Don Drew, 223 Jones Drive, Bridgeport, Conn.

Still looking! I'm an early morning radio man, 30 yrs. old, single, 8 years experience and 3rd phone, $120.00 to start per wk. No audition tape, in person interview only. Request N.W. or South Carolina, Virginia or northern Florida. Looking for good clean, well spoken voice with you in the years ahead. Carl C. Briggs, Cedarhall Road, Pocomoke City, Maryland.

See ad under Programming for a competent C&W program director.

Good announcer, first phone, experienced, sober, dependable, 904-749-9786 after six.

Announcers continued


Technical

Engineer—Experienced, wishes position as assistant manager. California salary plus benefits. Box F-326, BROADCASTING.

Chief engineer—Heavy experience, including directionals—announcing, too. Box F-352, BROADCASTING.

AM-FM chief, also experience in TV studio. Prefer affiliation near military base. Call (205) 786-3323 or write Box G-6, BROADCASTING.

Radio production engineer, 8 years experience wants freelance work N.Y. area. Writing and production angst. Call (212) 691-0880 or Box 121-318, 673-1774.

 Experienced engineer seeking employment at small market AM-FM station. Ambitious, hard-working, a hard worker. Good engineering background and large audience of station operation. Call (212) 686-2395.

News

Professionally trained female; newscasting, specialty continuity writing; 3rd, extensive musical background, California preferred. Box F-259, BROADCASTING.

Ambitious Newsman with 3% years experience in radio. Former newspaper looking for interesting, challenging position. Draft deferred, family, 2% years college. Presently doing news. Box C-30, BROADCASTING.

Mature, 25, experienced 8 years all phases, stable, married, excellent delivery, writing, gathering. Quality production. 3rd endorsed. Available immediately. Box C-33, BROADCASTING.

Enthusiastic college graduate, network, nevadan, experience, seeks reporting/writing position with growing news operation. Box G-46, BROADCASTING.


Experienced in news and sports play-by-play. Graduate of famous broadcasting school; Außerdem, 9 years experience. Live in or near Ohio. Write to: Mark R. Rodenfels, 159 S. Westmore Avenue, Columbus, Ohio 43204.

Reuter-newspaper-news catcher-medium; distinctive voice; authoritative delivery. Professionally trained, 4 years solid experience. Skilled ability used. A dedicated professional ready to join your news staff. Call Joe Nealy (303) 542-9737, 8:30 a.m. to 4:30 p.m. (MDT) M-F or write 217 W. 6th St., Pueblo, Colo. B1035.

Responsible Newsman, Graduated college junior. B.A. Degree radio-TV, broadcast journalism, Seeking start in small—medium market. Air experience, veteran, 3rd. Resume, tape, photo upon request. James Huska, 15002 Pistrana Drive, La Mirada, Calif. 90638.

1st phone—Broadcast school graduate, newspaper background, wants first broadcast job. Lyle Laffayre, 49 Chaloner Court, Chula Vista, Calif. 92011. 714-622-1804.

Production, Programming, Others

Have sold after 20 years as builder, owner, manager, and investor, historic landmark with government relations. In profitable northwest small-town AM. New pricing; desire responsibility and offer my experience and loyalty working normal hours any phase broadcasting. Prefer small town. Box F-27, BROADCASTING.

Producer/Director five years experience in all phases of television production and live news-cast. Willing to travel, now working in top 20 market. Box F-330, BROADCASTING.

Sales

Young announcer—sirnshman in Michigan seeks full-time sales. Four years announcing experience. 2 years announcing sales. Began account list from scratch. 16% sales for half-time sales $3,600.00. Box G-14, BROADCASTING.

Sales oriented sales manager, 16 years experience in all phases, announcing, programing, sales, etc. in small town. Will relocate. Son of small city, major market opportunity in small or medium size market, 41, married, available August 1, Box C-15, BROADCASTING.

Enthusiastic young account executive with 6 years experience in radio sales, management, and market analysis wishes to relocate in NE area. Married with 2 years college and hard working. Solid references and track record. Currently working for network in eastern N.E. State. Bachelor of Arts, College education. Resume on request. Prefer management opportunity. Box C-35, BROADCASTING.

Announcers

Talented major market rock jock with background in programing wins medium market PD post First phone. Box E-125, BROADCASTING

First phone. Entertaining, experienced, competent. Rock-Country-MOR. Prefers South or Southwest. Box F-300, BROADCASTING.

Young hip, Anglo announcer experienced, broadcasting school graduate, 3rd phone, RGB 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 WYWL N.Y., relocate. Box F-308, BROADCASTING.

Personality with soul (blues) desires rock, top forty and great voice. Very professional, hard working, will relocate, will draft exempt. Box F-318, BROADCASTING.

Versatile, young announcer seeking position with up-tempo background. Flight board. Will relocate. Box F-318, 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 anything an announcing school graduate. Box F-344, BROADCASTING.

Announcer/newsman, family man, experienced, some college, third. Prefer southern religious oriented but consider all. Box G-7, BROADCASTING.
Programming, Production, Others continued

Copywriter, prefers New England area. 203-658-6119. Box F-45, BROADCASTING.

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

Deane, 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.

Rearmed PD with much sales and production. Prefer Northeast, Box G-44, BROADCASTING.

Television Help Wanted

Management

TV Business Manager. Must take charge of 7 man department. Statements, inventory, billing, receivables, payroll, etc. Only strong experience desired. Group TV in top market. Excellent fringe benefits including stock option. Send resume and salary requirements to Box F-238, BROADCASTING.

Television manager. Must fulfill job requirements of this position. One year experience. Prefer Morning show. Send resume and salary requirements to Box H-36, BROADCASTING.

Technical

Two first class engineers for top-50 market in Central Florida, $1500 per week. Box F-299, BROADCASTING.

Seeking take-chief engineer for Eastern major market. Send resume and salary requirements to Box F-329, BROADCASTING.


Technical

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, 916-452-8821.

NEWS

TV Anchor/Reporter. Experienced anchorwoman needed for expanding early and late weekday newscasts on number one network station. Must have ability to write and edit/edit 16 MM equipment. Send resume, salary requirements, and recent off-air tape. Box F-263, BROADCASTING.

Large midwestern TV, news operation looking for two mature reporters who can do intelligent interviews and stand-ups. 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. Excellent in a fashion that combines personality and imagination. Please send resume and salary history to Box F-361, BROADCASTING.

News Director—Large station network affiliated in the top 20 markets 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—News dedicated station in largest market looking for air personality. Must project as friendly and congenial and yet have air of authority. Please submit resume and salary history to Box F-368, BROADCASTING.

Television News Anchor/Reporter, under 30, weekend anchor, WLKY-TV, Louisville, Kentucky. Send resume and picture; also air check if possible.

TV newsmen, strong on air. Good salary. Great opportunity to work for a great station. Excellent people. Over thirty preferred. Contact: Mr. Ron Davis, Promotion Manager, WLKY TV, P.O. Box 460, Marquette, Michigan 49855. Phone 906-475-4161.

Programming, Production, Others


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

Secretary to president TV company. (Midtown New York) Must show that you are president only experience, good skills, attractive and personalable. Salary high to right girl. Box C-2, BROADCASTING.

Situations Wanted Management

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

Manager, heavy sales background, experienced UHF Net and Ind. Operation. Knowledgeable all phases seeking sound organization whose goal is tight, profitable operation. Welcome thorough investigation. Box F-131, BROADCASTING.

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

Sales

Experienced national-local-regional-local salesman available. College, Army and business background entirely TV-oriented. Age 31. Married. Two children. Sales background: Five years local sales in top 10 markets; six years with leading national representative with one year as manager of major branch office. Excellent references. Box F-353, BROADCASTING.

17 years experience in production and operations management. Seasoned pro now wants experience in sales. 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. Salary $10,000 minimum. Box G-21, BROADCASTING.

Lively experienced female radio-television personality with masters degree wants opportunity. Experienced in talk, show business, tape, resume available. Box G-43, BROADCASTING.

Technical

One phase experienced studio operator, 25, desires similar position in Western Seaboard. Refined, full characteristics furnished. Eastern seaboard. Consider relocating anywhere. Box G-17, BROADCASTING.

NEWS

Award-Winning (1969) Los Angeles Press Club) newspaper reporter, 31, wishes to switch nearly three years incipient news experience to television reporting. BA, MA. Will relocate. Box F-170, BROADCASTING.

Street Reporter: Black, excellent background, Maste's degree-journalism. Box F-236, BROADCASTING.

News director. Top-rated newscaster and experienced, efficient news administrator. Record of successful involvement with community programs. Imaginative special events producer with thorough knowledge of TV, audio-visual, technical and personal and business references. Box F-297, BROADCASTING.

Experienced anchorman, reporter, photographer, col. I do it all and well. Box F-358, BROADCASTING.

Experienced sportscaster-newspaper play-by-play, college graduate, Box G-25, BROADCASTING.

Experienced television-radio news/sports, play-by-play, play-by-play, 35,搭档. Top production, 30+ years experience, on camera, seeks news with play-by-play or sports position. Currently employed mid-Atlantic state. Box G-26, BROADCASTING.

Programming, Production, Others continued

Have built top 40 market sports department to #1 rating, earned respect of trade, fan loyalty. Looking to locate permanently with aggressive sports-minded station. You must be family, 30, degree, top references. Box G-29, BROADCASTING.

Producer-Director 6 years commercial and ETV-ITV experience some national degrees, resume available. Box G-11, BROADCASTING.

Award winning promotion director. Creative, community-aware. Executive caliber with top flight experience and references. Box G-20, BROADCASTING.

Producer-Director desires ITV/ETV production slot in Midwest, South. A TV, Radio production/programming. Box B-9, TV-ETV 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. Long professional, administrator, some sales. If you are small to medium TV looking for Promotion 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, whether they are the station that want new blood. Box C-32, BROADCASTING.

Creative, hard-working TV production director/weatherman seeks new challenges. Age 24, single. Various experience, including Vacuuming, Call 203-688-3886 or write: Box G-40, BROADCASTING.

Senior P/D at Big Ten University desires return to comm. TV. Emphasis on news and public service. Don Kates, R.R. #2, Delphi, Ind. 46923.

Wanted To Buy

Equipment

We used 250, 5 kw 10 kw AM and FM transmitters. No junk. Guaranteed Radio Supply Corp., 13141 Hurstide St., Laredo, Texas 78040.

Wanted to buy: good condition. Magnetox quarter inch duplicator. Also, a Magnesync 16mm edge recorder, doublers, amplifiers, etc. Full details first letter. Box G-1, BROADCASTING.

FOR SALE Equipment

Coaxial-cable—Heli-ax, Styroflex, Spirilone, etc. and fittings. Unused material!—large stock—surplus prices. Write for price list. 2410 Summer St., Oakland, Calif. 94623, phone 415-832-3527.


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


Numerous Type 5820 camera pickup tubes @ $25.00 each, as is, FOB Kips. Also, 10,000 of monochrome TK-23 image camera cables for sale. Best offer. Contact WCWCO-TV, Director of Engineering, 50 South 9th Street, Minneapolis, Minn. 55402.


H. J. 7-50 Andrews Hellax 15kw Air coaxial transmission cable jacketed RG 319 MIL SPEC, 12,000 feet available. 6-2000 Weston photo-resist tests reported available 590 of factory price can be cut and dismantled to any size, any savings. Brokers invited. For FM broadcast—communications—microwave—radio—Action Electric Sets, 1633 N. Milwaukee, Chicago, Ill. 60622.

Tower facilities, erection and maintenance; used tower equipment. Coastal Tower & Welding Inc., P.O. Box 798, Tallahassee, Florida. Phone 901-877-7456.

BROADCASTING, July 6, 1970 58
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.


Fifteen sections used 3½ inch solid transmission line, call catalog 404-488-069.

RCA headwheel panels—unused RCA highband and low-band sold to sell. WHD-TV, 50 Morrisivity Blvd., Boston, Mass. 02125. Phone: (617) 250-3000.

Gates 230W AM transmitter, type BCA-250, $600.00. Bill Barry, Box 609, Lebanon, Tennessee, 615-444-0850.

Any type tower can finance, erect. Bill Angle, 919-752-3300, Box 375, Greenville, N. C. 27854.

MISCELLANEOUS

Deejays 11,000 classified gag lines. $10.00. Unconditionally guaranteed. Catalog free. Edmund C. Bassett, 205 E. 47 St., New York, N.Y. 10017.


"1970 Test Answers" for FCC First Class License Plus Commerical Test Answer Key. Price $5.00. Command Productions, Box 26348, San Francisco 94126.

D.J. One Lines! Write for "free" samples, and also details on: California Anarch Tapes, Voice drop-in, D.J. Source Guide, and much more Command Productions, Box 26348, San Francisco 94126.

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One of the largest collections of Top 40 hits for sale. Highest bid takes over 2000 titles. Satisfaction guaranteed. Pat Downey, 5306 Rockhill Road, Kansas City, Missouri 64114.

INSTRUCTIONS

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

First Class FCC license theory and laboratory training in six weeks. Be prepared... let the Masters in the nation's largest network of 1st class FCC license training schools! Approved for veterans and accredited member National Association of Trade and Technical Schools... Write for the location most convenient to you, Elkins Institute*** in Texas 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.


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Licensed by New York State, veteran approved for FCC 1st Class license and announcing-disc jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OK 5-9245.


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Elkins in Beautiful Sarasota, the home office. 1335 Main Street, Sarasota, Florida 32577. Call (813) 953-6922. Fully approved for veterans training.

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Required for KUAM TV First Class Licensed Technicians to operate television station KUAM. Gains, vacation, 80% of all meals, round trip travel expenses paid, minimum 2 year contract.

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Cash flow ... $300,000. Depreciables $700,000 ... approximately nine times cash flow at $2,200,000—
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FOR SALE

Stations continued

Ga. small AM $110M 29% La. small AM $70M 50%
N.C. small AM $125M 20% Tenn. small AM $175M 65M
N.Y. medium AM $200M 29% Fla. small FM $125M 29%
West AM $500M 145M East medium FM $240M 29%
West FM $90M 29% Mass. metro FM $525M 29%

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Atlanta, Ga. 30309

Chapman Associates
Media Brokerage Service®
Summary of broadcasting
Compiled by FCC, June 1, 1970

| On Air | Licensed | STA* | CP's | Total On Air | Total CP's | Authorized
|--------|---------|------|------|-------------|------------|--------
| Commercial AM | 4,267 | 2 | 12 | 4,286 | 79 | 4,355 |
| Commercial TV | 5,127 | 1 | 51 | 5,178 | 126 | 5,250 |
| Commercial TV-VHF | 491 | 2 | 17 | 509 | 13 | 524 |
| Commercial TV-UHF | 131 | 0 | 50 | 181 | 113 | 297 |
| Total commercial TV | 687 | 0 | 62 | 749 | 126 | 821 |
| Educational FM | 391 | 0 | 24 | 415 | 44 | 459 |
| Educational TV-VHF | 76 | 0 | 16 | 86 | 12 | 120 |
| Educational TV-UHF | 57 | 0 | 11 | 108 | 12 | 120 |
| Total educational TV | 173 | 0 | 17 | 190 | 16 | 206 |

* Special Temporary Authorization
  1. Includes 25 educational AM's on nonreserved channels. Includes two licensed UHF's that are not on the air.

(Continued from page 54)


Action on motion


Designated for hearing


Existing AM stations

Final actions

- Broadcast Bureau granted mod. of CP's to extend completion dates for; KXEM(FM) El Campo, Tex.--FCC rescinded $500 forfeiture liability imposed on Amistad Broadcasting Co. because of licensee's financial condition. Action June 24.

Other action


Actions on motions

- Hearing Examiner Charles J. Frederick in North Syracuse and Syracuse, both New York (WSOQ Inc. and Eastern Associates), FM proceeding, for, examiner's own motion, dismissed as moot opposition by WSOQ Inc. to motion to hold in abeyance pending disposition by commission of petition for waiver of rule and reply in response to opposition filed by Progressive People Inc. (Docket 18687-6). Action June 22.

- Hearing Examiner Charles J. Frederick in North Syracuse and Syracuse, both New York (WSOQ Inc. and Eastern Associates), FM proceeding, for, examiner's own motion, dismissed as moot opposition by WSOQ Inc. to motion to hold in abeyance pending disposition by commission of petition for waiver of rule and reply in response to opposition filed by Progressive People Inc. (Docket 18687-6). Action June 24.


Existing FM stations

Final actions

- Broadcast Bureau granted licenses covering following new FMs; WKYF-FM Vicksburg, Miss.; WAAV(FM) Wilmington, N.C.; WHGM(FM) Bellwood, Pa.; WHYF-FM North East, Pa. Action June 23.

Fines

- WEGC Presque Isle, Me.--FCC ordered to forfeit $1,000 for failure to observe terms of station license. Action June 24.

- WJZJ(FM) Albunny, Ga.--Broadcast Bureau granted CP to change type trans. and ant. heights or locations in all. Ant. system: ERP 100 kw; ant. height 380 ft. Action June 23.

- WCXM(FM) Fort Wayne, Ind.--Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1. Action June 22.

- WFMM(BF) Baltimore--Broadcast Bureau granted license covering changes; studio and remote control location; 3500 Parkdale Ave., Baltimore, Action June 23.

- WPFM Detroit--Broadcast Bureau granted license covering changes. Action June 22.


- KICO(FM) International Falls, Minn.--Broadcast Bureau granted license covering non-commercial educational FM. Action June 23.

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


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


Renewal of licenses, all stations


- Broadcast Bureau granted licenses covering changes; studio and remote control location; 3500 Parkdale Ave., Baltimore, Action June 23.

Transmitter actions

- Broadcast Bureau granted licenses covering changes; studio and remote control location; 3500 Parkdale Ave., Baltimore, Action June 23.
CATV

Final actions

Honolulu: FCC denied opposition to commission funding of CATV service with program or commercial origination in Honolulu filed against Oceanic Cablevision Inc. and Island Cablevision by Western Teleservices Inc., including broadcast TV, radio, and CATV service.

Broadcast Bureau waived certain sections of translator rules and granted CP for following UHF translatorassignments:


Broadcast Bureau waived certain sections of translator rules and granted CP for following VHF translatorassignments:


CATV

Actions on motions

Hearing Examiner Isadore A. Hoenig in Dayton, Wash. (Touchet Valley Television Inc. v. FCC), granted motion by Touchet Valley Television Inc. and extended certain hearing dates until hearing to be held July 26 (Doc. 18285). Action June 25.

Hearing Examiner Chester F. Naumowicz Jr. in Adams and Williams- town, all Massachusetts (Berkshire Tele- cable), CATV proceeding, continued July 8 without date (Doc. 18385). Action June 25.

Other actions

FCC requested comments on extent of local and cross-ownership of cable television and relationship to federal regulation, and certification of franchise in notice of proposed rulemaking, one of series of related CATV actions adopted by commission. Action June 24.

FCC granted notices to permit CATV systems to import distant signals, subject to specified performance standards. Broadcast Bureau granted applications of commercial and substitution of commercial for cable television service, including notice of another proposed rulemaking (Doc. 18267). Action June 27.

FCC granted notices for reconsideration of commission's order released April 27 reversing CATV notice of, requiring service, and indictment by United States District Court in proceeding on California Water and Telephone Co. (Docs. 18298, 18493, 17068). Action June 25.


Ownership changes

Kiev (AM) Glendale, Calif.—Seeks transfer of control of Southern California Broadcasting Co. from Allen O. Dragee (26.9% before) to Kiiev (AM) owner, William J. McAlister (39.6% before 53.3% after). George P. Lan- degger (20.01% before 13.9% after) and C. Dean Adams (39.6% before 53.3% after).

WPPA(AM) Pensacola, Fla.—Seeks assign- ment of WPPA(AM) to Kissy Radio Inc. to Miracle Radio Inc. for $398,333. Sellers: Kissy Radio, N.R. president, and William J. McAlister, owner of WMEN(AM) Tallahassee, Fla. Buyers: William J. McAlister Jr., president—treasurer (50%), John H. Chestnut, vice president (30%), Alton R. Woolbright, vice president (30%), V. M. Otey, vice president and treasurer (10%), and Dr. William R. Parrott, attorney (5%), and Owen W. Parrott, assistant secretary (5%). Mr. Woodall owns 29% of WPPA(AM) Cairo.


KWYZ(AM) Kentucky.—Seeks transfers of control of Sound Broadcasting Inc. from H. W. Wells (50% before, none after 100% after). Consideration: $200,000. Mr. Wells is president and chief executive officer. Action June 25.

KXXG-TV Bismarck, N. D.—Seeks assign- ment of KXXG-TV and related KXPR-AM to Bismarck Television Inc. for $1.2 million (880,000 in obligations to General Electric Co. by Bismarck). Seller: John B. Borchard, president. Owners: John B. Borchard (75.2% before, 100% after) and James E. Meth- hoff (24.8% before, 100% after). Consideration: $200,000. Mr. Methylene co-owner and chief operating officer for WFM-A(AM) Ambridge. Action June 25.

WLSH(AM) and WBSD(AM) Pottsville, both Pennsylvania.—Seeks transfers of control of Channel 21 Broadcasting Service Inc. from Joseph L. Maguire (48.6% before, none after 100% after). Mr. Maguire is controller. Action June 25.


KVET-TV Austin, Texas.—FCC granted assi- gnment of CP from KVET Broadcasting Corp. to R. G. Ellis Co. for $417,852. Roy A. and A. M. Butler, owner. Mr. Butler and Ross Willy own 50% of KVET(AM) and KVET-FM, both Austin, Buyers: R. C. Foster (35%), all of whom are former board (30%), and Max R. Foster, vice president-secretary (10%). Consideration: $200,000. For Interests of McAllaster and Foster in Southern Cablevision, Inc. in Austin above. Transfer is taking place through issua- nee of McAllaster Television Enterprises. Action June 25.

KLO(AM) Ogden, Utah.—Broadcast Bureau granted transfer of control of KMJL(AM) Des- moines, Iowa, to KLO(AM) owner, John L. Has- ton, for $30,000. Mr. Haston is president and chief operating officer. Action June 25.

KLO(AM) Ogden, Utah.—Broadcast Bureau granted transfer of control of KMJL(AM) Des- moines, Iowa, to KLO(AM) owner, John L. Has- ton, for $30,000. Mr. Haston is president and chief operating officer. Action June 25.

KLO(AM) Ogden, Utah.—Broadcast Bureau granted transfer of control of
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 KIMO(AM) Hannibal, Mo., following FCC approval of the $600,000 purchase from Jerrrell 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 KVTV(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 others 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, 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 grabbers," some accuse them of being if they react so quickly to say no to any suggestion for helping cut the cost

He's one who knows—and sells—the value of radio of political campaigning. "We will never get our congressmen to seriously think about helping us get a new Communications Act if we appear to be so insensitive to helping them in solving some of their problems in making our system of running for public office more open and representative," he says.

"We must overcome this image of always reacting to issues instead of acting upon them," he adds, noting such posture is vital "because the most constant thing we live with is change."

One aspect of broadcasting Mr. Dailey would never change, however, is its diversity, even though he constantly must tell local business and social acquaintances that if they don't like the liberal leanings of many network commentators they should say so directly to the networks and to sponsors instead of affiliate stations.

He also has to laugh about the other extreme, when a foreign student challenged his journalism-class lecture and asked why he didn't adopt the "superior" British system of broadcasting. "The student," he related, "observed that 'you have so much on the air here that doesn't mean anything—so many different voices and opinions' and was very upset and 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.

Able 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.

BROADCASTING, July 6, 1970 63
Short view

In an editorial last Tuesday, the New York Times grudgingly approved the television networks' recent enlargements of exposure for views opposing those broadcast by Richard Nixon. Good, but not good enough, said the Times. What is needed is action by the government to "spell out" the access that must be given to the party out of power.

This sort of proposal plays into the hands of those who would like to open all news media, including the New York Times, to the comments of almost anyone with an itch to sound off. Gradually there is growing in this country the belief that anyone with a message is entitled to relate it in any communications medium of his choice.

That, of course, is an absolute corruption of the First Amendment. It is abetted by such comments as the Times's of last week. That broadcasting is licensed, as the Times so far is not, is no reason to suggest that it must be made available to everyone.

The more that the Times and other print media encourage tighter federal regulation of broadcasting, the more they chip away at the First Amendment which is their own primary refuge. Editorialists ought to be brighter than that.

Opposite polls

Julian Goodman, NBC president related a revealing anecdote two weeks ago in an address to the Rocky Mountain Broadcasters Association. He said there was an astonishing difference between the mail an NBC news program on a controversial subject had inspired (mostly critical) and the attitudes discovered in a scientific survey of the program's audience (86% favorable).

"It gave us something to think about," said Mr. Goodman.

And so it should. Why not more surveys to find out what audiences really think about television? They must be the best answer to the vocal critics who base their judgments on nothing more than their personal attitudes.

March up the Hill

Floundering broadcasters, besieged from all sides, wonder how their troubles began and what they should do to check the trend toward seeming disaster.

It all began, of course, when broadcasting became an affluent business with earnings exceeding the national average. With government looking down licensees' throats through the simple device of reading those "confidential" financial reports that stations are required to submit annually, the libel spread that broadcasters were using "government franchises" to become overnight millionaires. Although networks themselves are not licensed, the reports of their owned-and-operated stations—all in major markets and therefore among the most profitable—are subjected to meticulous scrutiny.

All this has been grist for the politicians, the opportunists, the intellectual dissidents, members of the FCC, and whatever administration has been in power.

It's good that our checks and balances work both ways. There were hopeful signs at last month's meeting of the joint board of the National Association of Broadcasters. New members of both boards want new approaches. They want to take the offensive. Being mostly the new generation, they're weary of hearing the same old excuses and panaceas.

Whenever there's trouble there is always talk of rump movements, separate radio and TV associations and new leadership. That is foolish. Small-market radio owners can't win by separating themselves from TV owners. But they can be potent in pitching in on a new plan that must be developed to stave off further erosion.

Broadcasters always have had problems. No relief has ever come from the regulatory body no matter who has been in charge. It gets progressively worse.

If broadcasters hope to get relief, they had better get to Congress. Small broadcasters, even though they have some justification for complaint, could be most effective in working with their congressional delegations.

Basic research is needed to stem the punitive one-to-a-customer tide and other encroachments, but at the same time there must be congressional understanding of what free broadcasting has done and is doing. Broadcasters need a stay of mandate—a sense-of-Congress declaration that ownships and operations are not to be diminished or dismembered until a full legislative review is completed.

Sad to relate there's no shortcut through the FCC or the courts.

Who's doing what?

A few days before it was consolidated with WNBT(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.

"Best damn spot we've ever filmed!"

Drawn for Broadcasting by Sid Hix
May 3, 1970

Mr. David Stickle
WMAR-TV
Balt. Md.

Dear Sir:

I am writing to you after viewing the program, After Prison. What? This is one of the most relevant and important public service programs I have ever viewed on the TV medium. I would like to thank you for the interest shown by you and your station.

I am encouraged by the work being done to help ex-offenders and would never have known of this work without your excellent program. You see I am an ex-offender and shall avail myself of the fine service as soon as I have been medically rehabilitated.

Again, thank you for a very wonderful and informative program. I hope it will be repeated so that more people, like me, can know that somebody cares about the economic rehabilitation of someone who has been in prison.

Because it is completely unrealistic to suppose that an ex-offender can make a complete adjustment to life outside without a job to give him any respect.

I have never written a letter about a TV program before, but it was so impressive that I could not help but write and convey something of what I felt. Of course I am biased since the message was so personal.

Thank you, and Mr. George Collins and the entire staff. I don't know the reaction of your other viewers, but you touched me.

May God bless you, CEP, and the others involved.

Very Sincerely,

(NAME WITHHELD)
How do you pick up sound without noise?

Pick up the new RE50 and the new RE85 quiet microphones.

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 cutaway shows that inside each RE50 nestles the familiar 635A, case and all. It's shock-mounted at top and bottom to the outer case. Even the connector is isolated from the actual microphone. And the problems of mass and resonance have been worked out (with the aid of our computer) so that contact noises and cable rustling never reach the Acoustalloy* diaphragm.

The result is remarkable isolation from all but air-borne sound, even in hand-held applications where microphone movement is uncontrolled. And when you add the extra protection of the built-in Acousti-foam* 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 further. 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.

Electro-Voice, Inc., Dept. 7018
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*E-V Trade Mark

Model RE50 omnidirectional dynamic $120 list. Model RE85 lavalier dynamic $130 list. Less normal trade discounts.