

94
14

One week to go:
Previewing the NAB convention

Broadcasting Apr 3

The newswEEKly of broadcasting and allied arts

Our 47th Year 1978

NEWSPAPER

Bullseye!



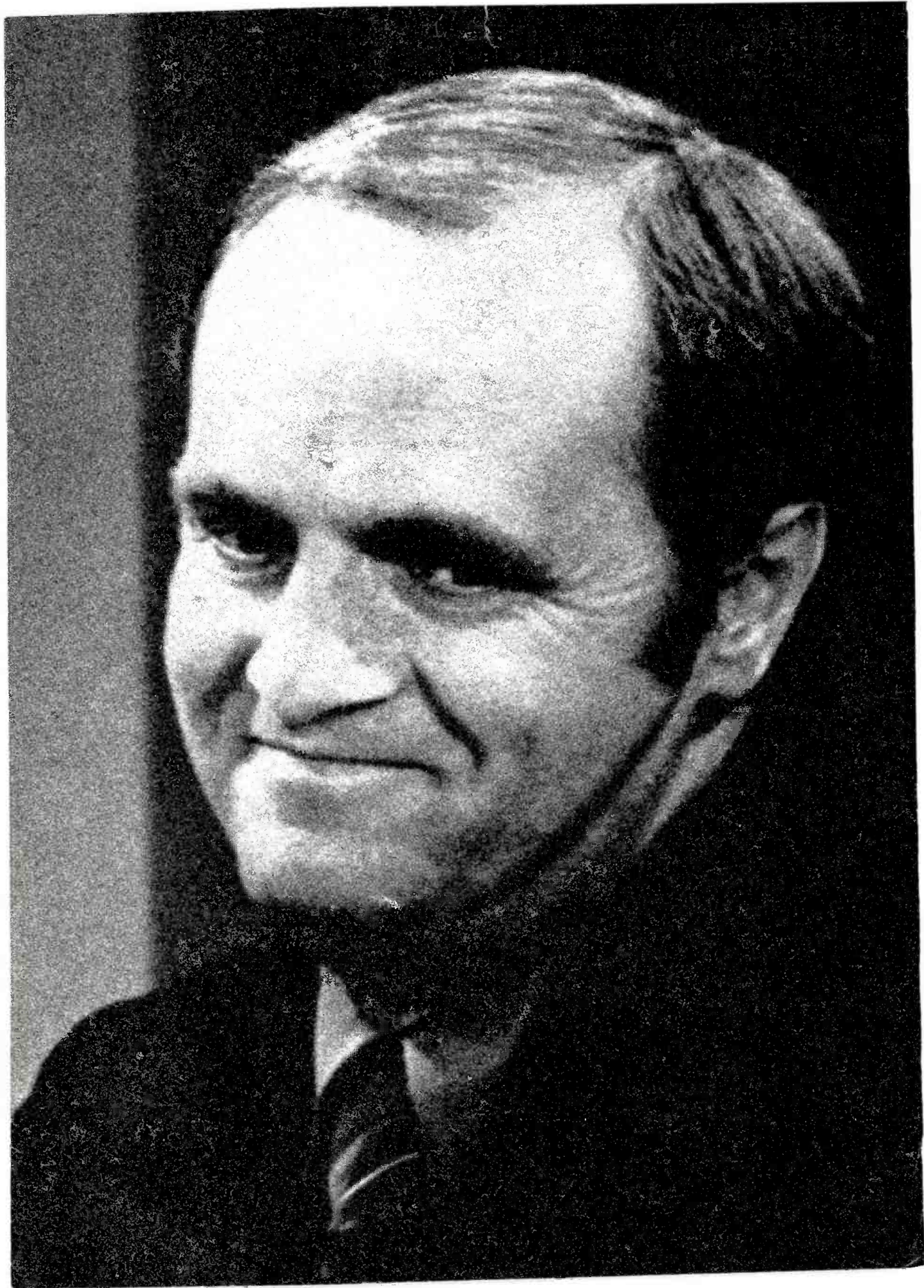
The Soupy Sales Show

Soupy scores again!
With the zaniest new first-run half hours
of outrageous comedy you'll see on
television next season.

Call Viacom today.



15222 LIBRARY
POINT PK JR COLLE
WOOD ST & ALLIES
PITTSBURGH PA 15222



Ladies' Man!

Over the course of six hit seasons on CBS, Bob Newhart was the favorite Saturday night date of women in all three categories.

Against sitcoms, movies, action and adventure, Bob attracted more women than the programming on both competing networks.

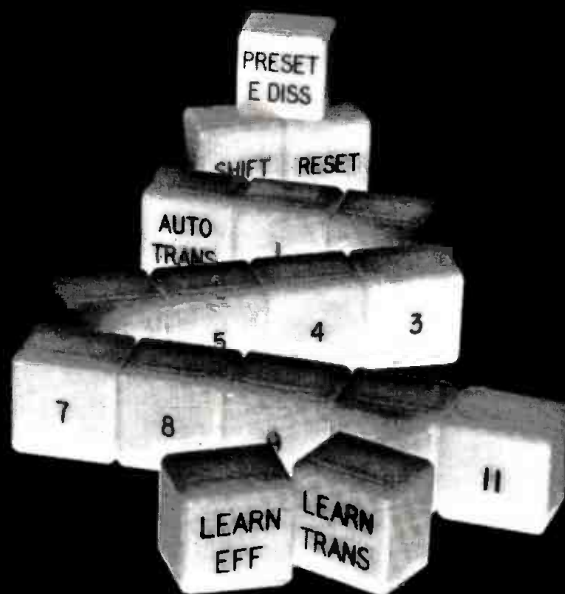
These are the impressive figures:

- ...an average of 11,280,000 women
 - ...an average of 5,990,000 women 18-49
 - ...and an average of 3,520,000 women 18-34.
-

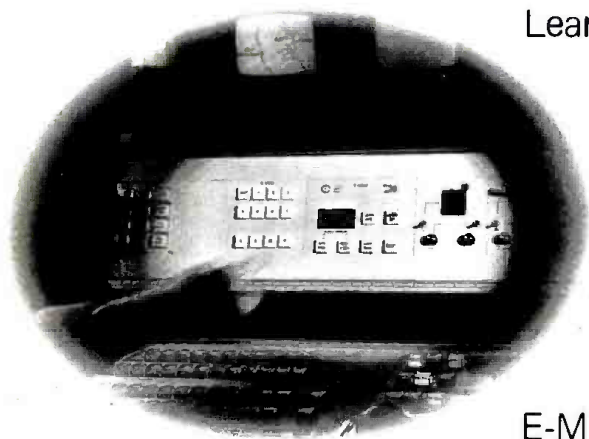
You can do a big favor for the women in your fringe-time audience this September by making a date right now for...

“The Bob Newhart Show”





E-MEM*



Learns complex switching functions. Stores them.

Recalls them later, EXACTLY.

At the touch of a button!

It makes switching easier,
good operators better.

E-MEM; creative assistance for video production.

NAB '78 BOOTH 813

THE GRASS VALLEY GROUP, INC.

A Tektronix Company

(*Effects Memory)

Station Plaza East
GREAT NECK, NY 11021
(516) 487-1311

1644 Tullie Cir, NE
ATLANTA, GA 30329
(404) 321-4318

810 W Bristol Street
ELKHART, IN 46514
(219) 264-0931

P.O. Box 482
MABANK, TX 75147
(214) 887-1181

4419 Van Nuys Blvd, Ste 307
SHERMAN OAKS, CA 91403
(213) 990-6172

The Week in Brief

AN EVOLVING FTC □ In recent years, and especially since the arrival of Chairman Pertschuk, the Federal Trade Commission has been cutting a wider regulatory swath—turning its concern from specific cases to wider, far-ranging matters such as the current children's ad investigation. Where is the commission heading and what effect is the expected nomination of Robert Pitofsky likely to have? **PAGE 35.**

WHAT HE SAID □ NAB Chairman Don Thurston answers an earlier report suggesting that he and the association board are not quite together on proposals for a spectrum-use fee. **PAGE 36.**

ONE THING LEADS TO ANOTHER □ ABC's dominant year in network television shows up on the bottom line for 1977: radio-TV sales up 25% (contributing nearly 80% to the company total) and profits up 57%. Movie theaters go on the block. **PAGE 37.**

WHITE SEES RED □ An FCC commissioner goes public with her anger over TV sex in op-ed piece in the *Times*. **PAGE 37.**

BACK-SCRATCHING □ Broadcasters tell Kastenmeier that record performers and companies are getting plenty of compensation in the form of airplay and that royalty fees are unjustified. **PAGE 38.**

PACIFICA DEFENDERS □ The establishment rises to the side of the station involved in the "seven-dirty-words" case before the Supreme Court. Even the Justice Department, which supported the FCC in earlier appeals, switches sides. **PAGE 42.**

NTIA'S OFFICIAL □ Carter signs the bill-creating a new telecommunications agency. Hearings on Geller's nomination as its head expected next month. **PAGE 42.**

NEWCOMERS PREFERRED □ In two cases, the FCC turns down the bids of present broadcasters for improved facilities and, instead, grants construction permits to competitors. **PAGE 46.**

CALMING DOWN □ There was a decline last fall in the amount of violence on TV, according to Gerbner's annual report. **PAGE 48.**

WUSSLER SUCCESSOR □ Frank Smith, 27-year veteran with CBS, is named head of CBS Sports. **PAGE 48.**

ROCK HISTORY □ Drake-Chenault's 52-hour radio special premieres this week with 125 stations signed up. **PAGE 52.**

COMING ON STRONG □ CBS-TV's *The Incredible Hulk* and ABC-TV's *Having Babies*, both new, draw good ratings. **PAGE 52.**

VOA'S GOAL □ Director Straus says the government-run radio service will dispel international criticism that it is a tool for U.S. foreign policy. **PAGE 56.**

NOISE LEVELS □ FCC's Quello leads the way in postponement of a vote on an order that would ban manufacture of TV sets with noise figures in excess of 14 db. He wants even stricter standards. **PAGE 58.**

SPOT RADIO DRUTHERS □ Torbet-Lasker research finds women, 18-49, are the largest single targets of spot radio buyers. The report also rates 30-second commercials and one-to-four week campaigns as most popular. **PAGE 62.**

SUNNY DAYS, NEON NIGHTS □ The countdown has started for this year's National Association of Broadcasters convention that opens in Las Vegas next week with more than 6,000 broadcasters expected to be on hand. FCC Chairman Ferris will make his first major speech before the group. **PAGE 65.** The complete agenda and related events appear on **PAGE 68.** A rundown of hospitality suites is on **PAGE 72.** The concurrently scheduled engineering agenda and abstracts of the technical papers to be presented begins on **PAGE 74.** A complete directory of equipment maker's booths and their wares starts on **PAGE 80.** A list of representatives from the networks, TV and radio program firms, reps, brokers and others begins on **PAGE 101.**

TACKLING TOUGH ONES □ John Moseley has made a successful career by solving seemingly impossible technical problems. That's one reason he will be receiving the NAB's annual Engineering Achievement Award. **PAGE 129.**

Broadcast Advertising... 62	Closed Circuit..... 7	Finance..... 61	Profile..... 129
Broadcast Journalism... 56	Datebook..... 16	For the Record..... 110	Programming..... 48
Business Briefly..... 8	Editorials..... 130	Media..... 42	Stock Index..... 127
Cablecasting..... 64	Equip & Engineering..... 58	Monday Memo..... 14	Top of the Week..... 35
Changing Hands..... 45	Fates & Fortunes..... 108	Playlist..... 106	Where Things Stand..... 22

WIOD is BIG

"Trader Big," that is. Big Wilson, WIOD's midday personality, has raised over \$7,000 for charity by trading and auctioning unbelievable stuff on the air. He has parlayed two clambake tickets into a mink coat and \$750 to charity. At Christmas, "Trader Big" delivered \$2,335 in cash and toys to five local charities. He even sent 300 happy people to the circus and \$595 to Florida service organizations. Big Wilson has traded for everything from golf clubs to cars and boats,

from vacations to motorcycles, even a black-topped driveway. WIOD is "Big" with total radio for South Florida with news, weather, sports, traffic reports, Paul Harvey, music and, of course, "Trader" Big Wilson.

WIOD 610 RADIO MIAMI

Cox radio stations are represented by The Christal Company.

COX
Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia



Closed Circuit®

Insider report: behind the scene, before the fact

Emergency

Continuing validity of basic system designed to enable President or other high government official to talk to nation in time of emergency has been called into question. Working group of National Industry Advisory Committee, after studying proposed revision of Emergency Broadcast System, has concluded that present EBS has serious deficiencies. Basically, problem is that EBS was designed in days when AT&T provided virtually all connections, through landlines. Now, Mutual Broadcasting System affiliates, for instance, will be linked by satellite, and in many areas independent carriers provide land lines.

As result, members of working group are concerned about what they say is perception of government, industry and public that EBS is in state of readiness. Subcommittee has suggested to John Summers, of National Association of Broadcasters, who is chairman of NIAC Broadcast Services Subcommittee, that full NIAC membership be convened to study matter as soon as possible.

References

FCC Commissioner Margita White, Republican, who is anything but sure bet to win renomination when her present term expires on June 30, has been looking for support on Capitol Hill, and has not been disappointed. Republican leaders of Senate and House—Senator Howard Baker (R-Tenn.), whose help was important to President Carter in vote on first Panama Canal treaty, and Representative John Rhodes (R-Ariz.)—have endorsed Mrs. White in letter to White House.

Instant specials revived

ABC-TV is understood to have sold American Express Co. on sponsoring *ABC News Special Reports*, scheduled at discretion of ABC News as news developments warrant. Format of sponsorship will be five-second audio identification and 30-second TV commercial for reports that will be two to five minutes long. In early 1960's NBC-TV had similar arrangement with Gulf Oil, but later discontinued it.

Clear track

Proposed swap of Post-Newsweek's WTOP-TV Washington for Evening News Association's WWJ-TV Detroit appears to be sailing through FCC without serious incident. Applications, filed in January and unopposed, will be submitted to commission because top-50 policy question is involved. But indications are

that staff, now awaiting answers to some questions, expects to have item on commission agenda by June at latest. Staff says no special treatment is involved, that processing of all unopposed applications is moving in high gear.

Hardware to be hot

Broadcast equipment specialists look for this to be year for stations to refurbish plants, leading, they predict, to brisk equipment sales at National Association of Broadcasters convention in Las Vegas next week. "The old equipment is just beginning to wear out," says one authority who suggests that hot items will include ENG equipment (smaller, more rugged), one-inch helical video tape recorders (Sony and Ampex will unveil new unsegmented models), solid-state transmitters, circularly-polarized antennas. "Some refinements, but nothing revolutionary," he said.

Uprooted

FCC's administrative law judges are up in arms over word from FCC Chairman Charles D. Ferris that they'll have to move to make room for other operations on sixth floor of headquarters at 20th and M Streets, N.W., Washington. Space is to be given to network study staff and fee-refund staff, among others.

Judges fear they may be relocated at distance from FCC library and dockets. Lawyers practicing before FCC may also face problem, for hearing rooms will go with judges. Many law firms moved to vicinity when FCC settled on M Street 11 years ago. Review board, also slated to be moved out, seems less upset.

Bigger universe

Despite rejection by stations in three of four markets where it was tested last year, Arbitron Radio officials are gearing up to sell reps, stations, agencies on Expanded Sample Frame technique for getting homes with unlisted phones into rating samples. They insist inclusion of unlisted-phone homes—which range from 22% to 47% of homes in major markets—gets better ethnic representation, produces better research generally (and also increases audience levels). Idea has support of Broadcast Rating Council, is used in television by both Nielsen, which pioneered it, and Arbitron TV.

Competition in sight

In two weeks since announcement of plan to enter radio ratings field with TRAC-7 system (BROADCASTING, March 20), Audits & Surveys Inc. officials say they've received letters from more than 50 stations. "Not orders," one emphasized,

"but expressions of interest—a lot more than I'd expected in this time." They've hired Avery Gibson, vice president of Axiom Market Research, to be vice president and director of marketing for A&S/TRAC-7, effective today (April 3).

Strength in numbers?

FCC will face equal employment opportunity case with couple of odd twists in few weeks. Case involves KETV(TV) Omaha, whose EEO performance, at least on paper, is far above average: Its 12% black employment is twice proportion of blacks in area and substantially higher than total minority percentage of population. But commission is pondering complaint from half-dozen black employees who say station procedures block advancement of blacks, particularly to on-air jobs, and that station discriminates against blacks in recruiting. Station denies allegations.

Easy target?

Knowledgeable insiders feel Representative Robert Kastenmeier's (D-Wis.) Judiciary subcommittee is only going through motions with hearings on legislation to establish performer royalties. Bill, sponsored by George Danielson (D-Calif.), ranking Democrat on subcommittee under Mr. Kastenmeier, may pass subcommittee, but is given little chance for further advancement—even though it has some seemingly powerful support. Organized labor is for it, and there are signs White House might be, too. But both have more important issues on their minds, observers note.

If performer royalties aren't bread-and-butter issue with labor and President, they are with broadcasters. National Association of Broadcasters has made legislation's defeat its number-one priority for 1978, and last week in Los Angeles put on great show of strength at subcommittee hearings (see page 38). Doubtless when bill falters—and prognosticators say that is virtually assured—association can claim victory, like its defeat of saccharin advertising controls last year.

Planner planted

FCC this week is expected to announce that Carlos Roberts, now head of Office of Plans and Policy, will take over Safety and Special Radio Services Bureau as acting chief to succeed Charles Higginbotham, who is retiring effective in June but will begin extended leave next week. Successor to Mr. Roberts at OPP is not known, but, given Chairman Charles D. Ferris's expressed interest in building up that office, betting is he will bring in personal choice from outside.

Business Briefly

TV only

Albertson's □ Supermarket chain arranges three-month TV buy starting in early May. Foote, Cone & Belding/Honig, Los Angeles, will seek spots in 13 markets during day, fringe and prime time. Target: women, 25-49.

Remco □ TV rental service launches three-month TV push this week. Weekley & Penny, Houston, will schedule spots in 21 markets during day and fringe time. Target: women, 25-54.

Colgate-Palmolive □ Household products division highlights its Palmolive liquid in 11-week TV campaign starting this week. Ted Bates, New York, will buy spots in about 21 markets during fringe time. Target: women, 18-49.

General Mills □ Frosting mixes receive two-month TV buy beginning this week. Needham, Harper & Steers, Chicago, will handle spots in seven markets during day, prime and late fringe time. Target: total women.

Rep appointments

- WOAI-AM-FM San Antonio, Tex.: Eastman Radio, New York.
- KNUS(FM) Dallas: Major Market Radio, New York.
- WRIN(AM) Rensselaer and WUME(AM) Paoli, both Indiana: Regional Reps, Cincinnati.
- WTHO-AM-FM Thomson, Ga.: Jack Bolton Associates, Atlanta.

Ralston Purina □ Pet food division starts 10-week TV push for its CAT Chow beginning this week. Della Femina, Travisano & Partners, New York, will place spots in two markets-Dayton and Columbus, Ohio, during fringe time. Target: total women.

Conwood Corp. □ Tobacco products division features its Levi Garrett chewing tobacco in eight-week TV flight beginning in early May. Tucker Wayne & Co., Atlanta, will select spots in 300 markets during

early fringe and prime time. Target: total men.

Colgate-Palmolive □ Cold Power detergent gets 10-week TV flight beginning this month. Norman, Craig & Kummel, New York, will select spots in eight to 10 markets during daytime. Target: women, 18-49.

American Brands □ Andrew Jergens subsidiary plans eight-week TV push for its Gentle Touch soap starting this month. Cunningham & Walsh, New York, will buy spots in approximately 35 markets during day, prime and fringe time. Target: total women.

Avion Travel □ Travel trailers get seven-week TV push beginning this month. Eisaman, Johns & Laws, Los Angeles, will handle spots in three markets during fringe and prime time. Target: adults, 35 and over.

Miami Margarine □ Company introduces its Yoge-light yogurt-based margarine in six-week TV test beginning this month. Byer & Bowman, Columbus, Ohio, will pick spots during daytime. Target: total adults.

Beechnut □ Baby food gets five-week TV promotion beginning this month. Weightman Advertising, Philadelphia, will schedule spots in 15 markets during day and early fringe time. Target: women, 18-34.

Noxell □ Company focuses on its Lestoil liquid cleaner in four-week TV buy beginning in early May. Foote, Cone & Belding, New York, will schedule spots in 50 markets during day and fringe time. Target: total women.

Colombo □ Yogurt gets four-week TV drive starting this week. Quinn & Johnson, Boston, will seek spots in at least six markets during all day parts. Target: women, 18-49.

General Electric □ Lamp division focuses on its Bright Stick fluorescent lamp in four-week TV push beginning this week. BBDO, New York, will arrange spots during day and prime time. Target: women and men, 25-54.

Speldel □ Division of Textron begins four-week TV drive for its identification bracelets in May. Creamer Lois/FSR, New York, will schedule spots in 77 markets during fringe time. Target: teen-agers.

Armour-Dial □ Dial Two dandruff shampoo is highlighted in three-week TV push starting this month. Foote, Cone & Belding, Chicago, will seek spots in eight



Sintronic
AM-FM TRANSMITTERS

...give
you
something
EXTRA

See us in Las Vegas
NAB SHOW April 9-12
at Booth 512

Sintronic CORPORATION

212 WELSH POOL RD., LIONVILLE, PA 19353 (215)363-0444

Sintronic Corporation is a subsidiary of Singer Products Co., Inc.
Integrity and dependability since 1937

KLAZ AM-FM

Little Rock... &

KWEN

Tulsa

Fantastic adult-contemporary KLAZ AM-FM (KLAZ-FM enjoys the highest share of audience of any FM station in the Top-100 Markets)* and fabulous adult-rock KWEN—flagship stations of CURTIS COMMUNICATIONS.

*(Arbitron Apr-May '77, 6AM-12M, Mon-Sun.)

Select



TORBET-LASKER, Inc.

The BIG MOVE To Torbet-Lasker!

Have you noticed? . . . the major stations moving to Torbet-Lasker . . . in Philadelphia, Houston, Pittsburgh, St. Louis, Miami, Seattle, Tampa-St. Petersburg, Cincinnati, Kansas City, et al—joining TL's powerful group of leading major-market stations.

And for good reasons: TL's larger more-experienced sales team; more man-hours per sale; superior research and marketing services; an unmatched growth and performance record! Call it **DEWDAK**:

Desire Experience Work Dedication Ability Knowledge



**TORBET-
LASKER,
Inc.**

REPRESENTING DISTINGUISHED RADIO STATIONS IN KEY MARKETS

New York Chicago Detroit Atlanta Memphis Dallas
Denver Los Angeles San Francisco Portland Seattle

Midwestern markets during fringe time. Target: women and men, 18-49.

Taylor Wine □ Lake Country wine gets three-week TV promotion starting this week. Kenyon & Eckhardt, New York, will schedule spots in 38 markets during news and late fringe time. Target: total adults.

Borden □ Southern division places three-week TV push for its various milk products beginning this week. Tracy-Locke, Dallas, will arrange spots in about 35 markets during day and prime time. Target: women, 25-54.

King Seely/Thermos Co. □ Even-Up tanning blanket gets four-week TV campaign beginning in mid-May. Creamer Lois FSR, Providence, R.I., will handle spots in 33 markets during fringe time. Target: teen-agers, 12-17.

Pet □ Sego diet food is subject of four-week TV buy beginning in mid-April. The Haworth Group, Edina, Minn., will arrange spots in 26 markets during day and fringe time. Target: total women.

Northern Electric □ Master Chef home doughnut bakery gets two-week TV push starting in early May. The Co-Ordination Group, Chicago, will schedule spots in 23 markets during day and fringe time. Target: total women.

Xerox □ Corporation places two-week TV campaign in early April. Needham, Harper & Steers, New York, will handle spots in approximately 30 markets during late news time. Target: men, 25-54.

Mid-America Farms □ Farm association plans one-week TV drive for its potatoes starting in early April. Paragon Companies, Minneapolis, will handle spots in about 10 markets during fringe time. Target: women, 25-54.

Popular Library □ Division of CBS plans one-week TV push for its book "Love's Fiery Dagger," starting in early April. Catalano & Gornick, New York, will pick spots in seven markets during day and early fringe time. Target: women, 18-34.

Radio only

Latrobe Brewing Co. □ Rolling Rock beer gets 13-to-26-week radio push beginning this month. Robert Wiltman Co., Sewickley, Pa., will handle spots in about nine states including Ohio, Virginia, Massachusetts and Pennsylvania. Target: men, 18-49.

Independent Life & Accident Insurance □ Firm schedules 18-week radio push beginning this week. Cecil West & Associates, Jacksonville, Fla., will handle spots in 140 markets including Charlotte, N.C., Miami, Memphis and Oklahoma City. Target: men, 25-49.

Piedmont Airline □ Airline launches 12-week radio drive this week. Liller Neal Battle & Lindsey, Atlanta, will buy spots in about 25 markets including Cincinnati, Louisville, Ky., Memphis and Nashville. Target: men, 25-49.

American Airlines □ Company schedules 10-week radio flight beginning this week. Doyle Dane Bernbach, New York, will arrange spots in about 40 markets including Boston, Chicago, Des Moines, Iowa, Los Angeles and Salt Lake City. Target: adults, 18 and over.

Hanover Brands □ Food products company slates five-week radio buy beginning in early May. Cohen Pasqualina Warren, New York, will select spots in seven markets including Baltimore, Miami and Washington. Target: women, 18-49.

Florsheim □ Shoe company gives its Weeds shoes four-week radio promotion starting in early May. Firestone & Associates, New York, will buy spots in 10 markets including Chicago, Los Angeles and Philadelphia. Target: men, 18-34.

Amchem □ Industrial and agricultural chemicals get three-week radio flight beginning in mid-April. Richardson, Myers & Donefro, Baltimore, will buy spots in Syracuse, N.Y., Philadelphia and San Francisco. Target: men, 25-49.

Rohm and Haas □ Chemical company focuses on its plexiglass in four-week radio promotion starting this month. Al Paul Lefton, Philadelphia, will select spots in 17 U.S. and four Canadian markets. Target: men, 18 and over.

Armour-Dial □ Armour canned meat and Dial soap each get two-week spot-radio flights starting early in April. Mars Advertising, Southfield, Mich., will select spots in eight to ten test markets including Los Angeles. Target: women, 18-49.

Glorietta □ Food products company arranges three-week radio promotion beginning this week. Dailey & Associates, San Francisco, will schedule spots in New England and northern and southern California. Target: women, 18 and over.

Rosarita □ Mexican food products company plans three-week radio campaign starting late this month. Dailey & Associates, Los Angeles, will place spots in eight markets including Phoenix, San Diego and San Francisco. Target: women, 18-49.

Uniroyal □ Tire company plans three-week radio promotion beginning this week. Ross Roy, Detroit, will schedule spots in approximately 25 markets including Atlanta, Houston, Omaha and Pittsburgh. Target: men, 18-49.

N.Y. State Lottery □ Lottery begins two-week radio promotion beginning this week. Smith Greenland, New York, will seek spots in nine New York markets including Albany, Buffalo and Syracuse. Target: adults, 18 and over.

Helzburg's □ Jewelry store chain specializing in diamonds slates one-week radio campaign this month. Goodwin, Dannenbaum, Littman & Wingfield, Houston, will place spots in 16 markets including Kansas City, Mo., Oklahoma City and St. Louis. Target: adults, 18-34.

Radio-TV

Ole South Foods □ Baked goods are featured in four-to-six-week radio and TV buy starting in April. Harris & Drutt, Philadelphia, will arrange spots in about 30 markets during day, weekend, early and late fringe time. Target: women, 25-54.

BAR reports television-network sales as of March 12

ABC \$270,634,200 (36.4%) □ CBS \$248,258,900 (33.4%) □ NBC \$224,065,300 (30.2%)

Day parts	Total minutes week ended March 12	Total dollars week ended March 12	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	159	\$ 1,057,800	1,400	\$ 9,335,900	\$ 8,433,600	+10.7
Monday-Friday 10 a.m.-6 p.m.	1,013	16,307,400	10,184	166,100,400	147,570,600	+12.6
Saturday-Sunday Sign-on-6 p.m.	340	9,281,200	3,368	91,670,700	92,261,200	-0.6
Monday-Saturday 6 p.m.-7:30 p.m.	101	4,321,500	1,008	42,592,200	39,055,800	+9.1
Sunday 6 p.m.-7:30 p.m.	18	924,500	233	15,468,000	12,684,500	+21.9
Monday-Sunday 7:30 p.m.-11 p.m.	410	37,956,400	4,173	376,266,600	384,110,000	+9.8
Monday-Sunday 11 p.m.-Sign-off	211	3,806,400	2,099	41,524,600	41,859,700	-0.8
Total	2,252	\$73,655,200	22,465	\$742,958,400	\$689,975,400	+7.7

Source: Broadcast Advertisers Reports



Seeing is Believing

Lions Club members throughout the country have been working to strengthen their Eye Institute's donor program so more blind men and women might know the miracle of sight. To help make people aware of the Institute's work, KOLN-TV/KGIN-TV invited the recipient of an eye to appear on the air. The young teacher's joyful story had a profound effect. Since the program was shown in June of last year, the number of donors in Nebraska has increased by 3,000. Five videotapes of the KOLN-TV/KGIN-TV show have been distributed to Lions Clubs over the state to help them in their work.

Informing the public about such worthwhile programs is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

	WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WWTW Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac
				KMEG-TV Sioux City

When you get an ENG camera that does spots, sports, spectaculars and more, you're getting video freedom.

More than 700 TK-76 color cameras are now delivering superb pictures around the world—for news, sports, commercials and documentaries. This tremendous TK-76 acceptance has taken place in less than two years!

A portable camera should deliver maxi performance with mini pounds.

The TK-76 does just that. Its maxi performance features include automatic iris, white balance and flare control, horizontal and vertical aperture correction, comb filter and coring. And the TK-76 encoder produces a full bandwidth signal. Result: superb pictures.

The 20-pound TK-76 is self-contained: no CCU, no backpack. A lightweight battery belt powers it—or you can operate one from any 12V DC source.

Despite its extreme portability, the TK-76 is rugged, weatherproof and reliable. "It just won't quit," is the compliment paid by many users. It warms up in 7 seconds and needs minimal adjustments, even in rough-and-tumble ENG work.

To pay off, a portable camera must have the quality for more than news gathering.

Picture sharpness and colorimetry of the TK-76 compare favorably with large studio cameras. Which is one reason why it is an excellent field production camera for location shooting of commercials and documentaries.

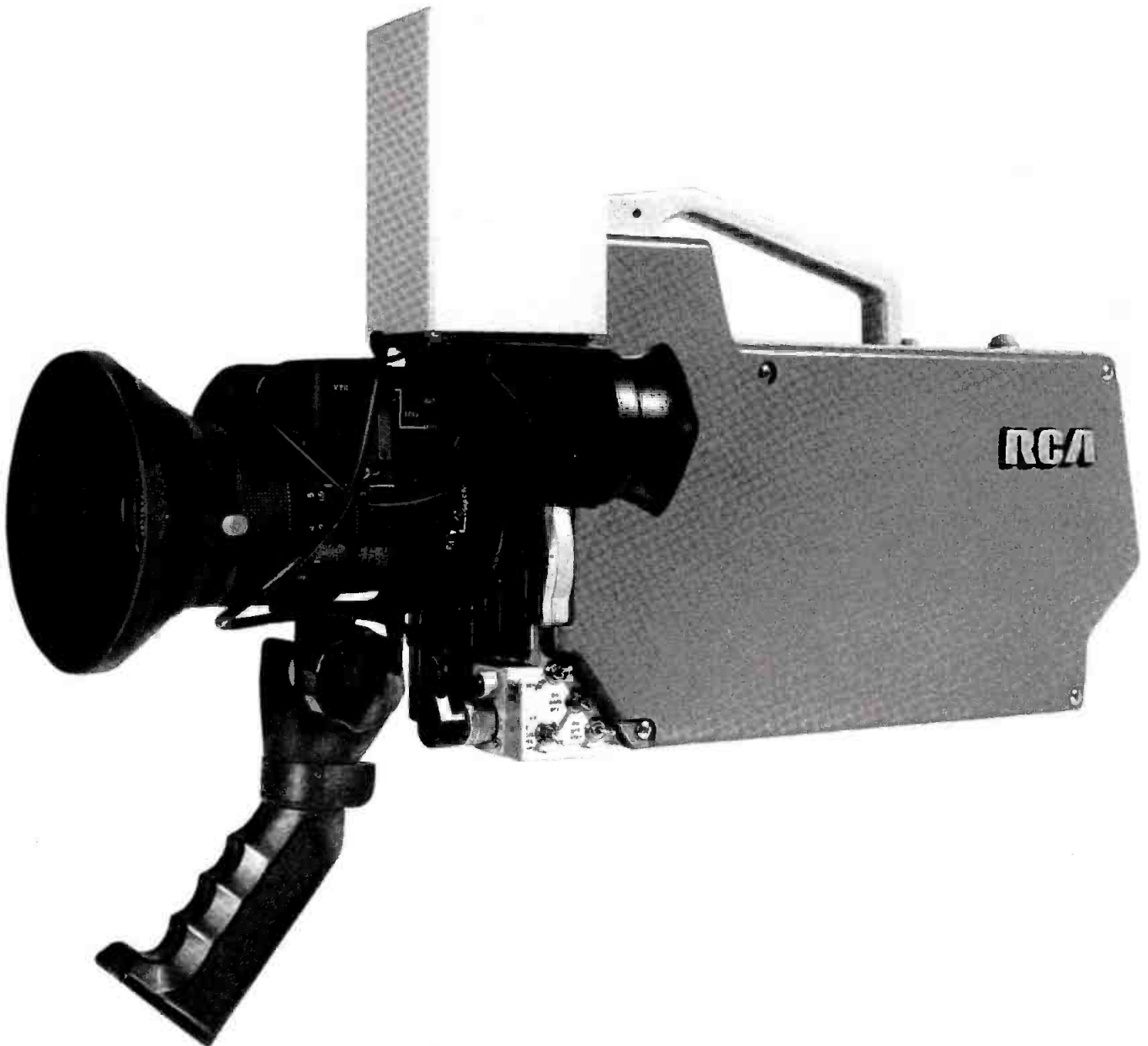
See the new video freedom in the TK-76. And in a complete line of TV equipment.

The new video freedom is yours in the TK-76 and other RCA cameras. In a complete array of broadcast equipment: vans, VTRs, telecine, antennas, transmitters—you name it, we have it.

To get it, contact your RCA Representative, or write us. RCA Broadcast Systems, Camden, N.J. 08102.

RCA

See us at NAB, Booth 601.



TK-76. Part of the new video freedom.

Monday Memo[®]

A broadcast advertising commentary from Neve Savage, director of account services, Cadwell Davis Savage/Advertising, New York.

Kronenbourg beer: coming from nowhere with a TV campaign

When we were retained last year by Kronenbourg as its advertising agency in the United States, we were confronted by a unique marketing challenge. Television was decisive in meeting that challenge.

Kronenbourg, brewed in the Alsace region of France, is part of a giant conglomerate called BSN Gervais Danone, Europe's biggest beverage-producing group. BSN, whose 1977 sales were \$3 billion, ranks third after Unilever and Nestle in Europe as a producer of packaged foods, beverages and dairy products. In France, Kronenbourg has the lion's share of the beer market, and the number-two beer is also made by a division of BSN. In England, Kronenbourg became the number-one premium lager in 1976, 15 months after it was introduced.

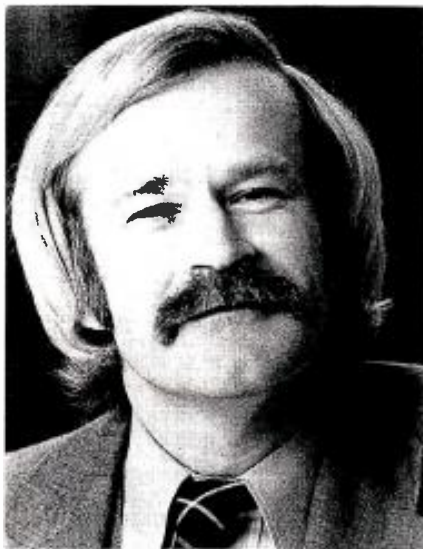
Kronenbourg's 1977 production was 5.3 million barrels. It is exported to 53 countries, and sales volume abroad more than doubled in the past three years.

That was the nature of the marketing challenge—in spite of its international size and reputation, Kronenbourg was virtually unknown in the United States when Cadwell Davis Savage was given the responsibility to develop a program that would bring it up among the front runners. It meant creating an intensive campaign that would bring it abreast of imported brews that had been continuously promoted in this country for many years.

Studying the competition, we found that the leading imported beer, which has had a secure niche in the American market for many years, uses no TV advertising and very little radio, devoting almost its entire budget to print ads and point-of-purchase materials. Another competitor uses 10-second ID's, quite a number of them, but nothing approaching a heavy campaign.

Most of the imported beers come into the United States via independent jobbers and distributors. They have virtually no advertising budgets; instead, they depend on placement in bars and stores along with the distributors' well-advertised domestic brands of beer. These imported brands ride piggyback, so to speak.

This was the route that Kronenbourg had used for about a decade. For small brewers without ambitious plans for penetrating the American market, this piggyback method works out reasonably well. In Kronenbourg's case, however, it didn't



Neve Savage, director of account services for Cadwell Davis Savage/Advertising, New York, has an MA in modern history from Oxford University. He worked in London for more than 10 years at agencies that included Garland-Compton, where he handled major packaged goods accounts, including Procter & Gamble and United Biscuit. In 1970 he transferred to Compton Advertising, New York, where he managed Duncan Hines and Crisco Oil. He joined CDS, a subsidiary of Compton Advertising, in 1977.

even add a small percentage to its enormous sales volume worldwide.

The home office in Alsace realized that to achieve meaningful results in the American market, Kronenbourg would have to make a substantial investment in promotion and advertising. It also meant that the product needed a strong creative selling idea to make it in the United States.

Kronenbourg chose our agency, Cadwell Davis Savage. We believe that in every product category, most advertising consists of look-alike, follow-the-leader campaigns. CDS seeks to break through this sameness of approach by carving out new positionings for its clients. Instead of following the category leader, it strives to make its clients the leaders in their category. CDS constantly tries to shake up consumers, reshape old buying habits and establish new ones.

We decided that television, with its ability to generate fast awareness, would give Kronenbourg the greatest and most effective exposure in the shortest time. We

initially entered two regional markets to measure and refine our marketing efforts: the Washington area and the greater Miami area, extending as far north as Fort Lauderdale and Palm Beach. We developed commercials that featured the unique origin of the beer in Alsace. Alsace, though French politically, has a strong German history, heritage and brewing tradition. Our copy emphasized that because Kronenbourg is brewed in the Alsace, it combines the best of both France and Germany—the heartiness and body of one and the lightness and finesse of the other.

The main theme of our TV commercials was: "Kronenbourg, the beer Alsace would rather keep for itself." Visually, our introductory execution showed Alsatian natives sadly waving good-bye to trucks carrying the beer that was to be shipped overseas to America: "Alsace is unhappy to announce that some of its precious Kronenbourg beer is going to America."

The commercials identify strongly with Kronenbourg's place of origin. They were shot in Alsace, using local residents, many of them in native dress, as characters in the commercials. The European-type trucks travel along quaint village roads, against a background of gabled houses, inns and village stores. Product identification with the Alsatian locale is heightened in one 10-second commercial through the use of a dissolve from an Alsatian village cafe to a six-pack of Kronenbourg depicting the identical scene.

The TV campaign developed smoothly in the initial two markets, with sales increasing every month. After just six months, a survey revealed that the awareness level for Kronenbourg in the Washington and Miami areas was close to domestic beers spending \$10 million or more annually on nationwide advertising. Our competition was mostly in print advertising, and we were predominantly in television—with remarkable results.

Within the next few months, Kronenbourg climbed to second place among imported beers in the two markets. The timing is right for a major breakthrough. Imported beers are gaining favor in the American market. Their share of total volume increased from 1% to 2.6% in the past year.

Our plans for Kronenbourg are, naturally, to continue the intensive TV campaign, with the aim of capturing the number-one spot for Kronenbourg. To date, television has done the job for us, and we intend to go on expanding our use of the medium.

How a 3-minute medical report saved 1,000 lives.



In early June, 1974, Dr. Henry Heimlich, an Ohio surgeon, developed a simple technique that could save people who were choking.

Later that year, Dr. Frank Field of WNBC-TV New York — an NBC Owned Television Station — demonstrated the Heimlich Maneuver on the air. The response was immediate — and overwhelming.

30,000 people wrote asking for details.

Police departments started including it in their training programs.

An insurance company mailed over a million reprints to its policyholders.

And hundreds of people wrote to thank us for saving their lives.

The Heimlich Maneuver was demonstrated and re-demonstrated on all five NBC Owned Television Stations.

And throughout the nation, news media reported the phenomenal story of this lifesaving demonstration.

Any television station can cover the news. But we believe our responsibility goes beyond merely reporting the day's events. That is why we take the time to broadcast information vital to our viewers' needs — and, in this case, their lives.

WNBC-TV New York / WRC-TV Washington, D.C. / WKYC-TV Cleveland / WMAQ-TV Chicago / KNBC Los Angeles

**We'd rather
do more than
not enough**



**NBC Owned
Television
Stations**

Datebook

■ indicates new or revised listing

This week

April 2-5—Workshop on reporting of government and economy, jointly sponsored by *National Association of Broadcasters*, *American Newspaper Publishers Association*, *National Newspaper Association* and *National Association of Manufacturer's Foundation for Economic Freedom*. NAB headquarters, Washington.

April 4—Workshop on advertising research by *Association of National Advertisers*. Plaza Hotel, New York.

April 5—Luncheon to induct John Caples, BBDO, and Dr. George Gallup into *American Advertising Federation's* Advertising Hall of Fame. Waldorf-Astoria hotel, New York.

April 5—New England Advertising Research Day, sponsored by the *Advertising Research Foundation*. Sheraton Boston, Boston.

April 5-7—Annual worldwide conference and workshop of *American Forces Radio and Television*. Sportsmen's Lodge, Los Angeles.

April 5-8—Annual convention of *The National Honorary Broadcasting Society, Alpha Epsilon Rho*. Alladin hotel, Las Vegas. Contact: Gary Lico, vice president for public information, SFM Media Service Corp., New York. (212) 682-0760.

■ **April 6**—Newsmaker luncheon of *Hollywood Radio and Television Society* with Elton H. Rule, presi-

dent, ABC Inc., to speak. Beverly Wilshire hotel, Hollywood.

April 6—*Missouri Broadcasters Association* awards presentation. Ramada Inn, Columbia, Mo.

April 7—Fourth annual communications career day, sponsored by *Department of Mass Communications, Eastern Kentucky University*. Bill Stewart, ABC News, will be keynote speaker. Richmond, Ky.

April 7-8—*Society of Professional Journalists, Sigma Delta Chi*, region 6 conference. Minneapolis-St. Paul.

■ **April 7-8**—CATV technical training session of *Arizona Cable Television Association* and *Society of Cable Television Engineers*. Quality Inn West, Phoenix.

April 7-9—*Broadcast Education Association* 24th annual convention, Convention Center, Las Vegas.

April 7-9—*Society of Professional Journalists, Sigma Delta Chi*, region 2 conference. Airport Holiday Inn, Greensboro, N.C.

April 7-9—*Women in Communications* meeting for Great Lakes region 2. Hollenden House, Cleveland.

April 7-9—*Women in Communications* meeting for South region 8. Carolina Inn, Chapel Hill, N.C.

April 8—Meeting of the board of directors of the *Association of Maximum Service Telecasters*. MGM Grand hotel, Las Vegas.

April 8—Meeting of the board of director of the *Association of Maximum Service Telecasters*. MGM Grand hotel, Las Vegas.

April 8—Educational journalism convention of

Rutgers University, Brunswick, N.J. Information: Joe Lasica, convention chairman, 266 Washington Avenue, Elmwood Park, N.J. 07407.

April 8—Annual convention of *California AP Television-Radio Association*. Holiday Inn, Monterey, Calif.

April 9—*Association of Maximum Service Telecasters* 22d annual membership meeting. Las Vegas Convention Center, Las Vegas.

April 9—*Society of Broadcast Engineers* annual meeting. Las Vegas Hilton, Las Vegas.

April 9—Meeting of *National UHF Broadcasters Association*, open to all UHF operators. East meeting room complex, room B-1, Convention Center, Las Vegas.

April 9-11—Annual convention of *Illinois-Indiana Cable TV Association*. Forum Thirty hotel, Springfield, Ill.

April 9-12—*National Association of Broadcasters* annual convention. Las Vegas Hilton, Las Vegas.

Also in April

April 10-11—*New York State Cable Television Association's* spring meeting. Thruway Hyatt House, Albany, N.Y.

April 12—Deadline for reply comments in *FCC* inquiry and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations. FCC Washington.

WE'RE READY—ARE YOU?

See system display

Suite 1098-A
MGM Grand Hotel

WE'VE DONE IT FOR OURSELVES NOW LET US DO IT FOR YOU!

BROADCAST AUTOMATION

BONNEVILLE NOW OFFERS ITS BROADCAST TRAFFIC-ACCOUNTING SYSTEM TO THE TELEVISION AND RADIO INDUSTRY.

- Efficient Stand Alone Configuration
- Workhorse Capacity
- Turn Key Installation
- High Speed Production
- Flexible Programming
- Financially Attractive
- Development and Support by a Leader in the Industry

A SERVICE OF BONNEVILLE DATA SYSTEMS
A DIVISION OF BONNEVILLE INTERNATIONAL CORPORATION

FOR INFORMATION CALL—801 237-2463
OR WRITE 36 SOUTH STATE STREET SALT LAKE CITY, UTAH 84111



April 12—Annual meeting of *New England Cable Television Association*. Meadowbrook Inn, Portsmouth, N.H.

April 13—*NBC Radio Network* regional affiliate meeting. Sheraton Airport Inn, Phoenix.

April 13-14—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Dunes hotel and country club, Las Vegas.

April 13-14—Second annual *Texas Association of Broadcast Educators* Southwest broadcast conference and clinic. Texas Tech University, Lubbock. Tex. Information: (806) 742-3382.

April 14—Regional meeting and sixth annual broadcast journalism seminar, sponsored by *William Allen White School of Journalism, University of Kansas*, and *region 6 of Radio Television News Directors Association*. Kansas Union on campus. Lawrence, Kan.

April 14—FCC's new date for comments on petition by Council for Children, Media and Merchandising to amend commission's children's program reporting form (RM-3054). FCC, Washington.

April 14-15—*Radio Television News Directors* region one seminar. Seattle.

April 14-15—*Women in Communications* meeting for Northeast region 6. Waldorf-Astoria, New York.

April 14-15—*Oklahoma AP Broadcasters* convention. Holidome, Oklahoma City.

April 14-16—*Women in Communications* meeting for West region 5. Snowbird Ski and Summer Resort, Snowbird, Utah.

April 14-16—*Women in Communications* meeting for Pacific Northwest region 1. Marylhurst Education Center, Portland, Ore.

April 15—Meeting of *region 14 of Radio Television News Directors Association*. University of South Florida, Tampa.

April 15—Regional workshop of *Radio Television News Directors Association* and *Department of Journalism, Duquesne University*. Duquesne University, Pittsburgh.

■ **April 15**—*Oklahoma AP Broadcasters* convention. Oklahoma City.

April 16-18—*Canadian Association of Broadcasters* annual meeting. Queen Elizabeth hotel, Montreal.

April 16-21—The 28th Broadcast Industry Conference of *San Francisco State University*. Representative Lionel Van Deerlin (D-Calif.) will be banquet speaker April 21, San Francisco.

April 17—FCC's deadline for comments on Office of Telecommunications Policy and Department of Commerce petitions to promote broadcast ownership by members of minority groups (RM-3055). FCC, Washington.

April 17—Application deadline for journalists interested in participating in *National Endowment for the Humanities'* summer humanities seminars. Program brings journalists together with literary scholars, philosophers and others for month of full time tuition-free study. Journalists selected receive \$1,200 stipend and reimbursement for travel. Write: Professions Program, Fellowships Division, National Endowment for the Humanities, Washington 20506.

April 19-20—*Alabama Cable Television Association* annual "Citizen of Year" awards meeting. Honored will be Fred Sington, force behind establishment of Hall of Fame Bowl football game in Birmingham. Hyatt House, Birmingham, Ala.

April 19-21—Spring convention of *Kentucky Broadcasters Association*. Senator Wendell Ford (D-Ky.) will be the principal speaker. Executive West Inn, Louisville, Ky.

■ **April 20**—Meeting of *American Women in Radio and Television New England chapter*. Keynote speaker will be Connecticut Governor Ella Grasso. Yankee Silversmith, Wallingford, Conn.

■ **April 20**—Public meeting of *Carnegie Commission on Future of Public Broadcasting*. Nebraska Educational TV Commission, Lincoln.

April 21-22—*Society of Professional Journalists, Sigma Delta Chi*, region 8 conference. Holiday Directors Association region 3 conference. C'est Bon hotel, Park City, Utah.

April 21-23—*Society of Professional Journalists,*

Sigma Delta Chi, region 10 conference. Davenport hotel, Spokane, Wash.

April 21-23—*Society of Professional Journalists, Sigma Delta Chi*, region 11 conference. South Coast Plaza hotel, Costa Mesa, Calif.

April 21-27—*MIPTV*, 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

April 22—Meeting of *Radio Television News Directors Association* region 7 in conjunction with AP; UPI; Society of Professional Journalists, SDX; Indiana University and Purdue University, Indianapolis. Campus of last-named, Indianapolis.

April 22—Regional workshop by *Radio Television News Directors Association* and *Pennsylvania Association Press Broadcasters*. Pocono Hershey, near Wilkes-Barre, Pa.

April 23—*Iowa Associated Press Broadcasters* meeting. Ramada Inn, Ames, Iowa.

April 23-27—Seventh *American Institute of Aeronautics and Astronautics* communications satellite

systems conference. San Diego. Information: David Brown, Hughes Aircraft, P.O. Box 92919, Los Angeles 90009; (213) 648-3786.

■ **April 24**—New date for comments in FCC rulemaking to amend Form 395 and instructions—annual employment report (Docket 21474). Old date was March 24. Reply comments are now due May 24. FCC, Washington.

April 24—Twentieth annual Broadcasting Day, sponsored by *Florida Association of Broadcasters* and *University of Florida College of Journalism and Communications*. FAB board will hold its spring meeting on preceding day (Sunday). Reitz Union, campus, U. of Florida, Gainesville.

April 24—*Women in Communications Indianapolis chapter* "Matrix Dinner". Stouffer's, Indianapolis.

April 24—Symposium on television in the courtroom, sponsored by *Alpha Epsilon Rho, the National Honorary Broadcasting Society*. Lawson Hall, Southern Illinois University, Carbondale.

April 25—*Tennessee Association of Broadcasters* Eddie Allgood sales seminar. Hilton Airport Inn, Nashville

How to keep thieves from making what's yours theirs.

Burglary and car theft are among our nation's most prevalent crimes. They also are among the easiest to prevent . . . if people like your listeners would take the time to learn how.

The State Farm Insurance Companies have produced for radio a series of five public service programs and four spots on how your listeners can protect themselves against burglary and car theft. The programs, each four minutes, are on such topics as how to make it tough for burglars to get into your home; how to outthink the would-be thief; how to make it more likely he'll get caught; and how to get financial protection against theft. The spots—two are 60 seconds and two are 30 seconds—cover some of the same pointers in briefer fashion.

These non-commercial messages are aimed at informing your listeners . . . not advertising State Farm. For a free tape and scripts, return the coupon below or call us collect at 309-662-2625.



Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

Please send me your public service series on burglary and car theft prevention. I understand there is no charge.

NAME _____

STATION _____

ADDRESS _____

CITY _____ (No P. O. Box Numbers, Please) STATE _____ ZIP _____

Major meetings

April 9-12—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

April 21-27—*MIP-TV* 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

April 26-29—*American Association of Advertising Agencies* annual meeting. Camelback Inn, Phoenix.

April 30-May 3—Annual convention of the *National Cable Television Association*. New Orleans.

May 9-10—Annual meeting of *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

May 22-26—Annual meeting of *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

June 1-3—*Associated Press Broadcasters* annual meeting. Stouffer's Twin Towers, Cincinnati.

June 7-10—*Broadcasters Promotion Association* 23d annual seminar. Radisson St. Paul, St. Paul, 1979 convention will be June 6-10, Nashville.

June 13-17—*American Women in Radio and Television's* 27th annual convention. Los Angeles Hilton, Los Angeles.

June 17-20—*American Advertising Federation* annual convention. St. Francis hotel, San Francisco.

June 18-20—Annual meeting of *NBC-TV affiliates*. St. New York Hilton, New York.

Sept. 17-20—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco. Future conventions: Oct. 6-8, 1979, Washington Hilton hotel, Washington; Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

Sept. 17-20—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York. 1980 conference will be Sept. 14-17 at Town and Country hotel, San Diego.

Sept. 20-22—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel, 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

Oct. 28-Nov. 2—*National Association of Educational Broadcasters* annual convention. Sheraton Park hotel, Washington.

Nov. 13-15—*Television Bureau of Advertising* annual meeting. Continental Plaza hotel, Chicago.

Nov. 15-18—National convention of *Society of Professional Journalists, Sigma Delta Chi*. Hyatt House, Birmingham, Ala.

March 10-14, 1979—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas. Future conference: March 8-12, 1980, Nob Hill complex, San Francisco.

May 4-5—Spring meeting of *Minnesota Broadcasters Association*. Leamington hotel, Minneapolis.

May 4-5—Annual meeting of *Public Broadcasters Organization of Michigan*. Beyne Highlands, Mich.

May 5—Second media law seminar, co-sponsored by *National Association of Broadcasters, Radio Television News Directors/Association, Reporters Committee and Society of Professional Journalists, Sigma Delta Chi*. Carl Stern, NBC, will be keynote speaker. Pittsburgh Hilton, Pittsburgh.

May 5-6—Sixth annual Gospel Radio Seminar. Chairman of steering committee is Jim Black, director of gospel music, SESAC. Airport Hilton, Nashville. Information: Gospel Radio Seminar, P.O. Box 22912, Nashville 37202.

May 7-10—Workshop on reporting of government and economy, jointly sponsored by *National Association of Broadcasters, American Newspaper Publishers Association, National Newspaper Association and National Association of Manufacturer's Foundation for Economic Freedom*. NAB headquarters, Washington.

May 9-10—Annual meeting of *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

May 11—*National Radio Broadcasters Association* seminar on radio sales management techniques and promotion ideas. Chicago Marriott O'Hare hotel, Chicago.

May 12—FCC's new date for comments in its proceeding examining certain changes to the Cable Television Relay Service (Docket 21505). Replies are now due June 12, FCC, Washington.

May 12-13—*UPI Ohio Broadcasters Association* annual convention. Marriott hotel, Columbus, Ohio.

May 15—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Hyatt on Union Square, San Francisco.

May 16—*NBC Radio Network* regional affiliate meeting. Sheraton Twin Towers, Orlando, Fla.

May 16—*National Radio Broadcasters Association* seminar on radio sales management techniques and promotion ideas. Sheraton Harbor Inn, San Diego.

May 16—*New Hampshire Association of Broadcasters* sales seminar. New England Center, Durham, N.H.

May 17—*NBC Radio Network* regional affiliate meeting. Sheraton Safari, Dallas/Fort Worth Airport.

May 17—*National Radio Broadcasters Association* "radio sales day". Airport Sheraton hotel, Philadelphia.

May 17—World Telecommunications Day of *International Telecommunications Union* of the United Nations, Geneva.

May 17-18—*Ohio Association of Broadcasters* spring convention. Program will include FCC Commissioner Margita White; Jack Perkins, NBC News and Tony Orlando. New Marriott East, Beachwood-Shaker Heights (Cleveland).

May 18—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Marriott at Kansas City Airport, Kansas City, Mo.

May 18-19—*Arizona Broadcasters Association* spring convention. Little America, Flagstaff, Ariz.

May 18-20—Third annual *Upper Midwest Communications Conclave* for record people and broadcasters. Radisson Inn Plymouth, Minneapolis. Information: Box 6303, Minneapolis 55406.

May 19-20—*Public Radio in Mid America* spring meeting. KCUR Kansas City will be host station. Hilton Plaza Inn, Kansas City, Mo.

May 21-23—*Washington State Association of Broadcasters* spring meeting. Sheraton Spokane hotel, Spokane, Wash.

May 21-24—Tenth annual *Southern Educational Communications Association* conference. WDCN-TV Nashville will be host. Opryland hotel, Nashville.

May 22-23—*Virginia Cable Television Association* spring meeting. Technical sessions will be set up with cooperation of *Society of Cable Television Engineers*. Holiday Inn, Roanoke, Va.

May 22-26—Annual meeting of *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

May 23—*National Radio Broadcasters Association* seminar on radio sales management techniques and promotion ideas. Atlanta Airport Hilton hotel, Atlanta.

May 23—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Red Coach Convention Center, Portland, Me.

May 23-25—Electro/78 international electronics show and convention, sponsored by *New England and New York chapters of Institute for Electrical and Electronic Engineers and Electronic Representatives Association*. Hynes auditorium and Sheraton-Boston hotel, Boston.

May 26-27—Annual convention of *UPI Broadcasters Association of Texas*. Hilton Inn, Amarillo, Tex.

May 26-June 3—Eighth Prix Jeunesse International, an international television competition for children's and youth programs under the auspices of the *European Broadcast Union and UNESCO*. Building of Bayerischer Rundfunk, Munich, Germany.

May 29-June 1—*Canadian Cable Television Association* 21st annual convention. Queen Elizabeth hotel, Montreal.

June

June 1-3—*Associated Press Broadcasters* annual meeting. John Chancellor, NBC, will deliver keynote address. Speakers will include Ohio Governor James Rhodes. Stouffer's Twin Towers, Cincinnati.

June 1-3—*International Idea Bank* convention. Winston-Salem Hyatt House, Winston-Salem, N.C. Information: Bernard Mann, Mann Media, P.O. Box 2808, High Point, N.C. 27261.

June 1-3—*Iowa Broadcasters Association* meeting. Roosevelt Royale hotel, Cedar Rapids, Iowa.

June 4-6—*National Association of Broadcasters* third children's TV programming conference. Hyatt-Regency hotel, Washington.

June 4-7—Workshop on reporting of government and economy, jointly sponsored by *National Association of Broadcasters, American Newspaper Publishers Association, National Newspaper Association and National Association of Manufacturer's Foundation for Economic Freedom*. NAB headquarters, Washington.

chairman: Jack Mayer WDXN(AM) Clarksville, Tenn.

April 26-29—*American Association of Advertising Agencies* annual meeting. Camelback Inn, Phoenix.

April 27-29—Spring meeting of the *Louisiana Association of Broadcasters*. Diamondhead, Miss.

April 28—Revised deadline for comments in FCC notice of inquiry and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations. Reply comments will be due May 26, FCC Washington.

April 28—Biannual convention of *Broadcasters Association of Puerto Rico*. Condado Holiday Inn, San Juan, PR.

April 28-29—*Society of Professional Journalists, Sigma Delta Chi*, regions 5 and 7 joint conference, in conjunction with SDX Distinguished Service Awards ceremonies. Bel Air hotel, St. Louis.

April 28-29—*New Mexico Broadcasters Association* annual convention. Four Seasons, Albuquerque, N.M.

April 28-May 2—*Pennsylvania Association of Broadcasters* annual convention. St. Croix, Virgin Islands.

April 29—*White House Correspondents Association* 64th annual dinner in honor of the President. Washington Hilton hotel, Washington.

April 29—*Radio Television News Directors Association* region four meeting. University of Texas-Arlington campus, Arlington, Tex. Contact: Bob Rogers, KENS-TV San Antonio, Tex.

April 29-May 2—*Chamber of Commerce of the United States* 66th annual meeting. Washington.

April 30-May 2—*Action for Children's Television* seventh annual symposium on children's TV. Kennedy Center and Marvin Center (George Washington University), Washington.

April 30-May 3—Annual convention of the *National Cable Television Association*. Rivergate Convention Center, New Orleans.

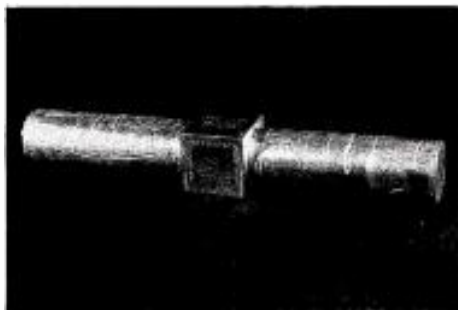
May

May 1-3—*Association of Canadian Advertisers* annual seminar. Royal York hotel, Toronto.

May 2—*Television Bureau of Advertising* retail workshop. Waldorf-Astoria, New York.

A second DuPont-Columbia Award. For serving the Great Northwest.

KGW-TV of Portland is proud to be the first television station to ever receive two DuPont-Columbia Awards... this year for "The Timber Farmers."



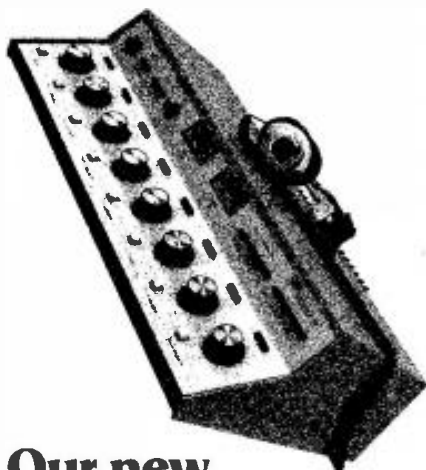
In 1974, KGW-TV received the DuPont-Columbia for "Death of a Sideshow," examining the problems of homeless men being pushed out of skid row by an encroaching business district.

This year, Channel 8 won its second DuPont-Columbia for its examination of the controversial economic developments attendant on disappearance of the Pacific Northwest's chief resource—old growth Douglas Fir forests. Three months of research, writing and filming by news analyst Floyd McKay and cameraman Doug Vernon resulted in "The Timber Farmers," a 60-minute prime-time documentary.

The Douglas Fir region—most of western Oregon and Washington—contains the nation's last large old growth forests. Conversion of those forests to modern, intensively managed tree farms is the most profound economic and social change of this century in the Northwest. "The Timber Farmers" provides a broader look at the impact of change on a total environment, with the news team covering the major timber communities of the western slope of Oregon and Washington.



A Division of King Broadcasting Company
Represented nationally by John Blair & Co.



Our new stereo console does everything but cost like one.

It's the new Rockwell-Collins Mark 8 Stereo Console. You get outstanding performance at about half the cost of many ten-channel models.

Mark 8 features all plug-in construction, including switches, PC boards, attenuators and amplifiers. Plus a host of maintenance aids.

Additional features? Performance that equals consoles costing several times as much. 22 dB of head room. ± 1 -dB frequency response. $\frac{1}{4}\%$ harmonic and intermod distortion. Big 25-W monitor amps. 5-W headphone amps. Optional machine control functions for ease of operation.

The remarkable new Mark 8 Stereo Console. It looks like we just priced ourselves right into your radio station. Contact your local Rockwell-Collins man. Or Collins Broadcast Marketing, Commercial Telecommunications Group, Rockwell International, Dallas, Texas 75207. Phone 214/690-5574 or 5424.



**Rockwell
International**

...where science gets down to business

June 6—*NBC Radio Network* regional affiliate meeting. Logan Airport Hilton hotel, Boston.

June 7—*NBC Radio Network* regional affiliate meeting. Sheraton O'Hare motor hotel, Chicago.

June 7—*Advertising Research Foundation* midyear conference. Hyatt Regency O'Hare, Chicago.

June 7-10—*Broadcasters Promotion Association* 23d annual seminar. Radisson St. Paul, St. Paul.

June 8-10—*Alabama Broadcasters Association* spring convention. Gulf Park Resort, Gulf Shores, Ala.

June 8-11—*Mississippi Broadcasters Association* annual convention. MBA board will meet June 8. Sheraton-Biloxi hotel, Biloxi, Miss.

June 8-11—Combined meeting of *Missouri Broadcasters Association* and *Kansas Association of Broadcasters*. Marriott, Kansas City International Airport.

June 11-13—*Montana Broadcasters Association* annual convention. Fairmont Hot Springs Resort, south of Butte, Mont.

June 11-14—*Electronic Industries Association/Consumer Electronics Group* 1978 International Summer Consumer Electronics Show, Chicago.

June 12-14—*National Association of Broadcasters* meeting for presidents and executive directors of state broadcasters associations. Hyatt Regency hotel, Washington.

June 13—*Tennessee Association of Broadcasters* congressional breakfast. Washington.

June 13-17—*American Women in Radio and Television's* 27th annual convention. Los Angeles Hilton, Los Angeles.

June 14—*Virginia Association of Broadcasters* meeting. Mariner Resort Inn, Virginia Beach, Va.

June 15-16—*Oregon Association of Broadcasters* spring conference. Salishan Lodge, Gleneden Beach, Ore.

June 15-17—*South Dakota Broadcasters Association* meeting. Holiday Inn, Mitchell, S.D.

June 16-17—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Opryland hotel, Nashville.

June 16-16—Annual convention and awards banquet of *Chesapeake AP Broadcasters Association*. Hunt Valley Inn, Cockeysville, Md.

June 17-20—*American Advertising Federation* annual convention. St. Francis hotel, San Francisco.

June 18-20—Annual meeting of *NBC-TV affiliates*. New York Hilton, New York.

June 21-23—*Maryland-District of Columbia-Delaware Broadcasters Association* meeting. Sheraton Fountainebleau Inn and Spa, Ocean City, Md.

June 21-23—*National Broadcast Editorial Association*, eighth annual convention. Mayflower hotel, Washington.

June 21-24—*Florida Association of Broadcasters* 43rd annual convention. The Colony Beach & Tennis Resort, Longboat Key, Sarasota, Fla.

June 22-23—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Opryland hotel, Nashville.

June 22-24—*Wyoming Association of Broadcasters* annual convention. Holiday Inn, Cody, Wyo.

June 23-24—*Radio Television News Directors Association* board meeting. Atlanta Hilton, Atlanta.

June 23-24—National meeting of *Radio Television News Directors Association of Canada*. Bayshore Inn, Vancouver, B.C. Contact: Elmer Harris, VOCI St. Johns, Newfoundland A1B 3P5.

June 24-26—*Georgia Association of Broadcasters* convention. Callaway Gardens, Ga.

June 25-30—*National Association of Broadcasters* joint board meeting, together with board of *Canadian Association of Broadcasters*. Hotel Toronto, Toronto.

July

July 6-9—National Federation of Local Cable Programmers convention, jointly sponsored by The University of Wisconsin-Extension Communications Program Unit. Event will be partly funded by National En-

dowment for the Arts. University Bay Center, 1950 Willow Drive, Madison, Wis. Information: Carol Brown Eilber, (606) 262-3566.

July 12-16—Combined *Colorado Broadcasters Association/Rocky Mountain Broadcasters Association* meeting. Manor Vail, Colo.

July 15-18—*Television Programmers Conference* 22nd annual meeting. Hyatt Regency hotel, Nashville. Information: A.C. Wimberly, KMCC(TV) Lubbock, Tex.

July 16-16—*California Broadcasters Association* midsummer meeting. Del Monte Hyatt House, Monterey, Calif.

July 16-19—*National Association of Farm Broadcasters* summer meeting. Fairmont hotel, San Francisco.

July 16-19—*New York State Broadcasters Association* 17th annual executive conference. Gideon Putnam hotel, Saratoga Springs, N.Y.

July 16-26—Eleventh management development seminar sponsored by *National Association of Broadcasters*. Harvard Business School, Boston. Information: Ron Irion, director of broadcast management, NAB, Washington.

August

Aug. 10-11—*Arkansas Broadcasters Association* summer convention. Inn of the Ozarks Motel and Convention Center, Eureka Springs, Ark.

Aug. 17-20—*Idaho State Broadcasters Association* summer convention. Northshore, Coeur d'Alene, Idaho.

Aug. 20-23—*National Association of Broadcasters* radio programing conference. Hyatt Regency hotel, Chicago.

Aug. 25—*Tennessee Association of Broadcasters* regional license renewal seminar. Hilton Airport Inn, Nashville.

Aug. 27-29—*Illinois Broadcasters Association* annual convention. Continental Regency hotel, Peoria, Ill.

September

Sept. 6-10—National conference of *Information Film Producers of America*. Manor Vail Lodge, Vail, Colo.

Sept. 10-12—*Louisiana Association of Broadcasters* fall convention. Royal Sonesta hotel, New Orleans.

Sept. 13-16—*Michigan Association of Broadcasters* meeting. Hidden Valley, Mich.

Sept. 14-17—*Federal Communications Bar Association's* annual seminar. Homestead, Hot Springs, Va.

Sept. 15-16—Annual meeting of *Public Radio in Mid America*. WHA(AM) Madison, Wis., will be host station. Wisconsin campus, Madison.

Sept. 16-16—*Nebraska Broadcasters Association* annual convention. Kearney, Neb.

Sept. 17-20—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas.

Sept. 17-20—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco.

Sept. 20-22—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel, Atlanta.

Sept. 22-24—*American Radio Relay League's* 24th national convention. Town and Country Convention Center, San Diego. Contact: San Diego County Amateur Radio Council, P.O. Box 82642, San Diego 92138.

Sept. 22-24—*Maine Association of Broadcasters* meeting. Samoset Rockport, Me.

Sept. 24-26—*CBS Radio Affiliates* board of directors meeting. Arizona Biltmore hotel, Phoenix.

Sept. 25-29—Seventh International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society and Society of Motion Picture and Television Engineers*. Wembley Conference Center, London.

We interrupt this magazine to bring you all you need in broadcast equipment.

One call is all it takes to get anything and everything you need in broadcast equipment — from turntables to AM and FM transmitters.

Choose from Rockwell-Collins equipment plus that of close to a hundred different manufacturers. It's one-stop shopping with fourfold advantages:

1. Quality products. Our transmitters and consoles are the result of our technical excellence and single-minded dedication exclusively to the radio broadcaster for over 40 years. We've never once deviated from our goal: to make our name synonymous with quality, reliability and long life... for your benefit.

2. Broad choice of products. In addition to our own Generation 4TM FM transmitters and our all-new Power Rock 5-kW AM transmitters (the cleanest,

brightest, loudest AM in town), we carry products from the largest team of respected specialty vendors available anywhere from a single source — from ADC to UREI, with nearly a hundred other such leaders in between. If we don't have what you want, chances are we can get it for you. Fast.

3. Flexible financing arrangements. If it's under \$1000, you can use your own or your company's Master Charge. For larger orders, take your choice of time-purchase (up to 5 years) or lease plans.

4. Unbeatable customer support. Your emergency is our emergency. We're ready to respond — without delay — 24 hours a day, 365 days a year.

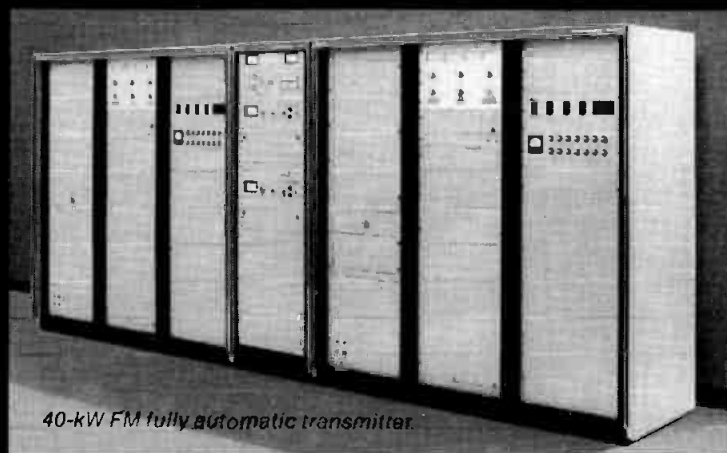
See the cities listed below for the representative nearest you — and call him for one-stop shopping, Rockwell-Collins style. Ask him for a copy of our new brochure, or contact: Collins Broadcast Marketing, Commercial Telecommunications Group, Rockwell International, Dallas, Texas 75207.
Phone: 214/690-5424.



**Rockwell
International**

...where science gets down to business

Cairo 801525 • Frankfurt (Rodgau 6 Weiskirchen) (0) 6106-4093 • Hong Kong 5-274-321 • Johannesburg 211-521
Kuala Lumpur 27283 • London 01-759 9911 • Mexico City (905) 533-1846 • Melbourne (Lilydale) (03) 726-0766 • Paris (Rungis Principal) 687-31-02
Rio de Janeiro (021) 246-3276 • Riyadh 69060 or 68324 • Rome (0) 6-862-415 • Tehran 685-180 • Toronto (416) 757-1101



40-kW FM fully automatic transmitter.



Generation 5 superpower antenna.

The latest words in communications: Rockwell-Collins.

Where Things Stand

An every-first-Monday status report on the unfinished business of electronic communications.

Copyright 1978 Broadcasting Publications Inc. May be quoted with credit.

Advertising legislation. Pending in congressional conference committee is energy legislation, House version of which has provision prohibiting electric and natural gas utilities from passing on to consumers costs of institutional, promotional and political ads. There is no such provision in Senate version. So far, tentative agreement has been reached on electric utilities issue, to effect that federal government will leave utilities advertising regulation in states' hands. But natural gas utilities issue is tied up with larger controversy over regulation of natural gas prices, which threatens to block legislation altogether. Broadcasters have opposed advertising provision for fear it would discourage utilities from advertising on radio and TV.

All-channel radio. Representative John Breckinridge's (D-Ky.) House Small Business subcommittee last year held antitrust inquiry into allegations that auto manufacturers are overpricing FM radio sets (BROADCASTING, Sept. 26, 1977). Those charges were not substantially supported in Booz-Allen research sponsored by National Association of Broadcasters and Corporation for Public Broadcasting (BROADCASTING, Dec. 19, 1977). Stymied by inability to get auto makers to testify about their pricing practices, Breckinridge subcommittee plans no more hearings, will instead draft report of its findings and probably let it go at that, subcommittee workers say. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has said he will pick up ball, however, treating issue in his subcommittee's rewrite of Communications Act. There is currently bill pending in House by Joseph Adabbo (D-N.Y.) to require all radio sets to be equipped with both AM and FM bands.

AM stereo. National AM Stereophonic Radio Committee (NAMSRC), in comments filed earlier this year with FCC regarding proposed systems for AM stereo broadcasting, concluded that systems it tested—Magnavox, Motorola and Belar Corp.—all worked and differences among them were "consequence of proponents' system-design philosophy." NAMSRC—made up of representatives of National Association of Broadcasters, National Association of Radio Broadcasters, Electronic Industries Association, Institute of Electrical and Electronics Engineers—and other broadcast groups, public, equipment manufacturers and auto makers were overwhelmingly in favor of idea in general (BROADCASTING, Jan. 9).

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programing area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, are fighting on; Justice

has asked court to consolidate cases and proposed agenda that calls for trial beginning next Oct. 16 (BROADCASTING, Nov. 28, 1977). CBS and NBC are continuing in effort to have court dismiss suits (BROADCASTING, March 6).

AT&T rates. FCC late last year rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Existing tariff has been designated for hearing, after which commission could proscribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legally risky (BROADCASTING, Dec. 5, 1977).

Automatic transmission systems. FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects to permit ATS at AM directional and TV stations by spring.

Bell bill. So-called "Bell bill," named after its chief supporter, AT&T, to limit competition in business communications field, is currently being considered in context of House Communications Subcommittee's rewrite of Communications Act. Association of Independent Television Stations and National Cable Television Association have opposed it (BROADCASTING, April 18, 1977), arguing it would bestow unconscionable monopoly on telephone companies and could drive specialized common carriers they now use out of business. On related subject, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has suggested FCC cable/common carrier crossownership rules barring telephone companies from providing broadband video services should be done away with in rural areas, if not altogether (BROADCASTING, Feb. 20).

Broadcasting in Congress. Following House vote last year to open chamber to live daily broadcast coverage, House Rules Committee has recommended that rather than allow pool of commercial and public broadcasting networks to run system, House should set it up and work broadcast controls itself. Recommendation accords with wishes of Speaker Thomas P. O'Neill Jr. (D-Mass.), who has final authority in matter, but he says he will put it to vote of full House at some point. Under Rules Committee recommendation, broadcast feed of proceedings would be available to all TV and radio stations after experimental period, length of which is unspecified. Speaker O'Neill says it won't be before end of this year. In Senate, meantime, there has been no action on similar proposals for live broadcast coverage, but that body took unprecedented step of letting radio in to cover its debate on Panama Canal treaties, now in progress. National Public Radio has carried large portions of that event live (BROADCASTING, Feb. 13).

Cable economic inquiry. FCC has opened investigation into economic relationship be-

tween cable television and over-air television. Its purpose, commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments were filed March 15 (BROADCASTING, March 20). On Capitol Hill, meanwhile, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced his panel will begin work this year "on major legislation designed to give cable legislative mandate"; National Cable Television Association and ABC have offered possible versions (BROADCASTING, March 6).

Children's advertising. Federal Trade Commission staff has proposed that commission ban advertising on television to children under age 8; prohibit ads for highly sugared products, and require counteradvertising for sugared product spots that are permitted. Commission then voted to institute rulemaking inquiry on those proposals, and reaction from industry was immediate (BROADCASTING, March 13). Action for Children's Television, which got whole ball rolling with petition to FTC, has also gone to FCC with even more stringent petition on ads for children (BROADCASTING, Feb. 27).

Carter use of broadcasting. President has held 27 televised press conferences since assuming office, close to promise he made to hold them twice monthly. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy last winter and one in February on Panama Canal to year-end interview with representatives of four national TV networks.

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) President Carter wrote commercial networks last February, urging them to make use of system. However, only ABC offered positive response. CBS and NBC were at best tentative in their answer. Technical and cost problems are cited as obstacles to use of closed captioning system. However, administration is not giving up. Officials of Department of Health, Education and Welfare have met separately with each of networks, producers and advertisers in ongoing discussion of problems.

Commercial practices at noncommercial stations. FCC has started inquiry that will examine whether public stations are stepping too far into realm of commerce. Last round of comments in this proceeding was filed last summer (BROADCASTING, July 25, 1977).

Communications Act rewrite. House Communications Subcommittee staff is currently working on draft of rewrite of Communications Act of 1934, to be introduced on or before June 1 by subcommittee Chairman Lionel Van

**To the people of Cleveland...
who made us what we are today.**

#

**The No. 1
FM Radio
Station
in the U.S....
with the
largest share
of audience
of any
FM station
surveyed
in the Jan/Feb
1978 Arbitron***

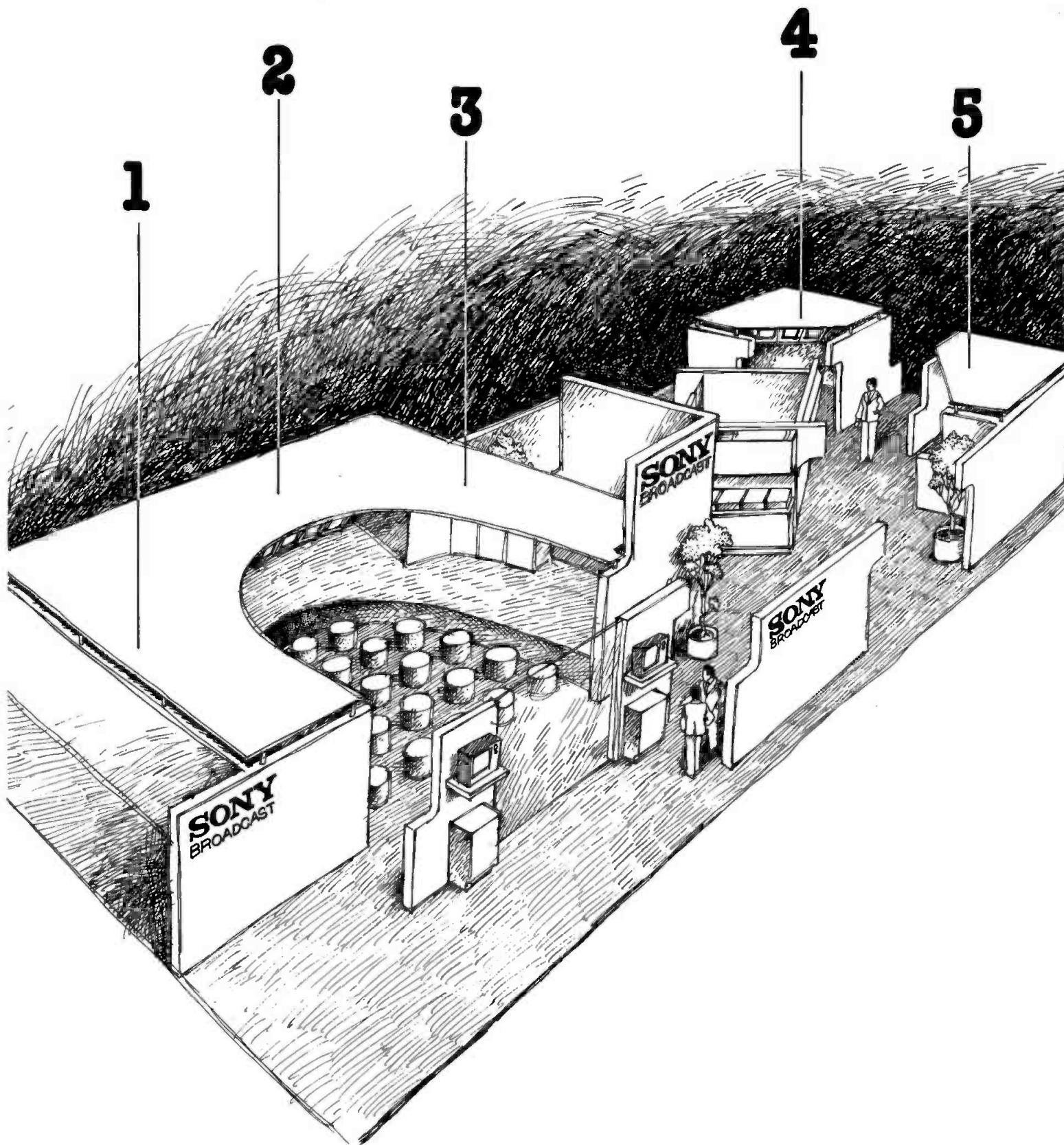
*SOURCE: ARBITRON • JAN/FEB 1978 • TOTAL PERSONS 12 + MON-SUN
6AM-MID. METRO SURVEY AREAS **WQAL SHARE 10.8**

THANKS!



And it was done **without contests —
without give-aways — without "hypes"**
...just the kind of beautiful music and
programming service Clevelanders respond to!

104 FM AN SJR COMMUNICATIONS STATION



At NAB, we'll be exhibiting the same old thing. Leadership.

Predictable, isn't it?

You walk into the Sony Broadcast booth, and there they are. The new products. The new production techniques. The new technology that has the broadcast industry moving in a new direction.

At the last two NAB Shows, broadcasters came to our booth expecting to see things that would open their eyes.

They weren't disappointed.

But they were a bit crowded.

So this year, we took more space. Built a booth twice as big. And filled it with the kind of show-stopping ideas the world takes for granted from Sony Broadcast.

Just to whet your appetite, here's a sneak preview.

1. On Stage One, you'll see the state of the art in portable electronic news gathering and production equipment. Equipment that carries on-location journalism into a new dimension of portability. Reliability. And economy.

We'll also introduce you to portable videotape production using 35mm film techniques. Made possible by our totally new BVP-300 camera and our BVH-500 portable 1" recorder.

2. We start you out in the field, but we don't leave you there. On Stage Two, you'll see Sony Broadcast editing equipment and processing equipment designed to work hand in hand with the field equipment you saw in action on Stage One.

That's the beauty of the Sony Broadcast approach. Everything factory-matched to

operate as a single, integrated unit. That performs to standards only a single-manufacturer system can achieve.

3. But the show's not over yet. On Stage Three, you'll see the latest in 1" technology. Including our new Type "C" BVH-1000, an actual production model of the SMPTE-standard machine you've been reading about.

And then we promise to show you something that will really surprise you. It's totally new technology. And it's never been seen before. Anywhere.

4. Leave our stage behind, and roll up your sleeves. Because at this year's booth, we've got room for real hands-on equipment demonstrations.

In our camera area, you'll see all three of our broadcast cameras. Plus our cost-effective DXC-1610. Giving you four different camera technologies, so you can choose the one that fits your needs. And your budget.

5. Last — but very definitely not least — you'll get a live demonstration of 1" computer editing.

This is the system that makes Sony's concept of 1" videotape production work for you as a viable alternative to 35mm film techniques. An on-line, super high quality system designed for post-production editing with all the creative flexibility of film.

You'll find everything here, and more, at the Las Vegas Convention Center, April 9-12, in the Sony Broadcast booth.

How do you find the Sony Broadcast booth?

Just follow the crowd.

Sony Broadcast

Sony Corporation of America, 9 West 57 Street, New York, New York 10019
New York: (212) 371-5800 Chicago: (312) 792-3600 Los Angeles: (213) 537-4300 Canada: (416) 252-3581

Sony® is a registered trademark of Sony Corporation of America

Deerlin (D-Calif.), ranking Republican Lou Frey (R-Fla.) and possibly other subcommittee members. Meetings have been held to get subcommittee members' suggestions for legislation (BROADCASTING, March 13) and at least one more, on broadcasting and cable issues, is expected to be called. After bill is introduced, there will be more hearings. Broadcasters, represented by National Association of Broadcasters and subcommittee's hand-picked rewrite advisory committee, have maintained steadfast opposition to project, but have agreed to lower their guns until after they see first draft. How long it will take to get bill through subcommittee, full Commerce Committee and House—if it can be moved at all—is anybody's guess. So is what it will say. Subcommittee Chairman Lionel Van Deerling (D-Calif.) knows what he wants to accomplish, however (BROADCASTING, Dec. 5, 1977): (1) to promote more diversity of broadcast service; (2) to provide incentives for more efficient use of spectrum, including, possibly, fee for spectrum use; (3) to remove barriers to news communications technologies, and (4) to assure access of diverse viewpoints to media.

Crossownership (newspaper-broadcast). Supreme Court heard oral arguments Jan. 16 on question of whether FCC should permit common ownership of broadcast stations and newspapers in same market (BROADCASTING, Jan. 23). It is possible, however, that crossownership case will finally be resolved not by Supreme Court but by Congress. Legislation (H.R. 5577) has been introduced by Representative Samuel Devine (R-Ohio) to prohibit FCC from considering newspaper crossownership in broadcast license proceedings and bar divestiture of crossowned media. And, to some extent, events are overtaking courts and Congress. Actions threatening existence of crossowned media have been followed by quickening trend to dissolve crossowned media holdings. Last year, eight transfers or assignments of licenses involving crossowned stations were announced (BROADCASTING, Dec. 12, 1977); two, however—swap of Multimedia's WFCB-TV Greenville, S.C., for McClatchy Newspapers' KOVR-TV Stockton, Calif., and of WJLA-TV Washington for KOCO-TV Oklahoma City plus \$55 million with interest—have been called off (BROADCASTING, March 20, 27).

Crossownership (television broadcasting-cable television). FCC has amended its rules to require divestiture for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review, arguing rule should be broader. Two system owners involved are appealing on appropriate grounds (BROADCASTING, April 26, 1976). Court is holding Citizens' petition for summary judgment pending Supreme Court's disposition of petition for review in broadcast-newspaper crossownership case (BROADCASTING, April 25, 1977). Pending before appeals court are petitions by three crossowners for stay of deadline for divestiture.

EEO. One rulemaking proposal left over from administration of former FCC Chairman Richard E. Wiley which commission under Charles D. Ferris will resolve involves equal employment opportunity rules for cable television systems. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appeared to cast doubt on FCC's authority to im-

pose EEO rules on cable systems. Or so FCC general counsel's office under Chairman Wiley had felt. Whether new general counsel will feel the same, after reviewing comments that have been filed in proceeding, remains to be seen. In broadcast EEO area, comments are due April 24 on proposal to amend form 395, commission's annual employment reporting form, to reflect more accurately job positions in industry.

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (BROADCASTING, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

FCC fees. Commission has embarked on effort to determine how much of \$163 million in fees it received between 1970 and 1976 was collected illegally and to make necessary refunds. It is also undertaking task of developing another fee schedule to replace schedules overturned by courts. Under plan presented to commission by staff last month (BROADCASTING, Jan. 16), agency would begin making refunds in July. Broadcasters' share of fees paid to FCC is estimated at \$47.5 million. Still pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, for refund of fees.

FM quadrasonic. National Quadrasonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975 and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadrasonic techniques. Comments were filed late last year (BROADCASTING, Dec. 19, 1977).

Format changes. FCC has concluded inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. This was contrary to several recent appeals court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (BROADCASTING, Sept. 13, 1976).

Indecency. Supreme Court has agreed to review appeals court decision that overturned FCC declaratory ruling that broadcast of George Carlin "seven dirty words" comedy routine by WBAI(FM) New York was indecent (BROADCASTING, Jan. 16). At same time, commission, which brought appeal in WBAI case, has asked U.S. Court of Appeals in Washington to remand case involving agency's "clarification" of rules regarding cable and obscenity (BROADCASTING, July 25, 1977). Court has complied, but status of rule is uncertain since U.S. Court of Appeals, in case involving cable access rules, has held commission lacks authority to

adopt obscenity rules for cable (BROADCASTING, March 6).

License renewal legislation. Bills to lengthen broadcast license terms and make licensees more secure against challenges have been relegated to back burner in Congress, which came close to passing measure in 1974. Senate Communications Subcommittee continues to exhibit little interest in subject, but House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has proposed lengthening radio licenses to as much as 10 years in his subcommittee's rewrite of Communications Act (BROADCASTING, Oct. 17, 1977). But House subcommittee will not take time away from rewrite to give separate consideration to bills such as that of subcommittee ranking Republican Lou Frey (Fla.), which would lengthen radio and TV license terms to five years, exempt radio licensees from community ascertainment requirements, and cut down on license-renewal-related paperwork (BROADCASTING, Feb. 28, 1977). Among renewal bills pending in Senate is measure by Commerce Committee ranking Republican James Pearson (Kan.) to lengthen license term to five years and require FCC to renew license if station's programming is responsive to the community and if operation of the licensee's station in previous term has been without "serious deficiencies."

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in broadcast and cable ownership (BROADCASTING, Feb. 6). FCC already has begun inquiry into possibility of rule that would require 45 days' advance public notification of planned station sale. Proposal is held out as means of fostering increased minority participation in broadcast ownership. Comments in proceeding were filed in fall (BROADCASTING, Nov. 7, 1977). National Association of Broadcasters, meanwhile, advanced its own proposal by filing petition with commission for declaratory ruling that would provide for tax certificates to licensees that sell stations to minorities or minority controlled enterprises. (BROADCASTING, Sept. 5, 1977). And Small Business Administration, prodded by former FCC Chairman Richard E. Wiley, has changed its policy to allow for loans for purchase of broadcast stations and cable systems, also seen as means of boosting minority ownership. Representative (and broadcaster) Cecil Heftel (D-Hawaii) has introduced legislation to allow Small Business Administration to exceed its \$500,000 limit in loans to minority interests for purchase of broadcast or cable properties. Bill also incorporates NAB's tax-certificate proposal (BROADCASTING, Dec. 5, 1977). And, NAB and National Radio Broadcasters Association have also taken initiatives in this area, NRBA establishing program for members to help minorities learn station operation, NAB setting up task force to find funds to back new minority broadcast enterprises.

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been affirmed by U.S. Court of Appeals in Washington (BROADCASTING, April 14, 1977). Appeals have been filed by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order. Commission has also begun inquiry to deter-

RADIO WORKS!

We're specialists in the programming and operation of radio stations. We help stations become more successful... make their facilities more valuable... and improve their profitability.

Put the Bonneville team to work for you. Take advantage of the experience and know-how that produces a continuing track record of quality... of success!

Use our Contemporary MOR, Soft Rock, Just Beautiful Music or Traditional MOR. Invest in Bonneville. Watch it pay off as radio works for you and your advertisers. Call or write Dick Drury... National Sales Manager.

Work it best with Bonneville!



274 County Road
Tenafly, New Jersey 07670
201-567-8800

A Division of Bonneville International Corporation

See us at the NAB

Las Vegas Hilton: Continental Salon
MGM Grand: Suite 1098A

As expected.

The departure of “The Mary Tyler Moore Show” from network television last season prompted an unprecedented flow of fond farewells from the nation’s media.

Reflecting, accurately, the feelings of a national television audience.

It had been, with its 29 Emmys, an exceptional series. Starring an exceptional woman.

Neglected in most of the farewells was the obvious fact that Mary would be right back. In syndication.

Mary is back with a bang!
Immediately capturing the prize audience
of local stations.



For 54 stations,
she draws an average 72%
more 18-49 women
than year-ago programming
in her time period!



For 68 stations,
she attracts an average 52%
more 18-49 women than
her lead-in
program!

**“The
Mary
Tyler Moore
Show”**



And for 38 stations,
she wins (in her first
sweep books) more 18-49
women than any competing
program!

Would you really expect anything less?



mine purpose, desirability and effect of exclusivity rules in light of adoption of copyright law including limited cable liability (BROADCASTING, Nov. 8, 1976).

Network inquiry. FCC's network inquiry is back on track after being derailed last summer when Senator Ernest Hollings (D-S.C.), chairman of Communications Subcommittee and of appropriations subcommittee, blocked transfer of FCC funds necessary to finance project. He wanted inquiry to be conducted by new Democratic chairman of commission. That chairman, Charles Ferris, has selected co-directors of staff for inquiry (BROADCASTING, Feb. 20), and they will sign on full time in June. Inquiry is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.

Network standings. Prime time ratings averages, Sept. 5, 1977-March 26, 1978: ABC 20.8, CBS 18.6, NBC 17.9.

NTIA. Executive order creating new National Telecommunications and Information Administration was signed by President Carter last Tuesday (March 28). Positioned in Department of Commerce, it will be headed by assistant secretary; Henry Geller, one-time general counsel of FCC and noted for progressive-liberal approach to communications regulation, has been nominated to post. Hearings on nomination, before Senate Commerce Committee, are expected to be held in April. New agency will take over functions and responsibilities of White House's Office of Telecommunications Policy and Department of Commerce's Office of Telecommunications; it's expected to employ 300 persons, have annual budget of \$12 million.

Operator licensing. Comments were filed in January in FCC rulemaking looking to drop requirement for tests for what are now third-class radio operator licenses (BROADCASTING, Jan. 9). Rulemaking proposal also calls for dual license structure—one series for routine operation and one for maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters.

Pay cable; pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. As industry, pay cable reached 1.2 million subscribers on 440 systems in 1977. Pay subscribers represent about 15% of cable universe and produce \$9 million in revenues monthly. There are two over-air pay TV stations currently telecasting: WTVG-TV Newark, N.J., and WASC-TV Corona, Calif.

Payola. FCC investigation into pay-offs to station disk jockeys is currently behind closed doors after commission last year held open hearings into allegations of payola in Washington (BROADCASTING, Feb. 21, 1977). Commission says it is looking into similar charges in other cities. In unrelated case, Nat Tarnapol and three other Brunswick Record executives won reversal of federal convictions on multicount payola charges. U.S. Appeals Court in Philadelphia has remanded case to district court, however, for new trial on count relating to alleged payola (BROADCASTING, Aug. 29, 1977).

Performer royalties. Representative

Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice held hearings last week on Representative George Danielson's (D-Calif.) legislation to create performer royalties, which broadcasters and other users of recorded music would have to pay record performers and manufacturers. Another is expected to be scheduled later to receive testimony of Register of Copyrights Barbara Ringer, who recommended that Congress pass Representative Danielson's bill (BROADCASTING, March 26).

TV violence and sex. Following hearings before Senate Communications Subcommittee and report by House Communications Subcommittee on TV violence last year, there is no perceptible movement in Congress on issue of televised violence. But controversy, which seems to be shifting from violence to sex on TV, is still heated in private sector, where most outspoken agitator for more family programming is national Parent Teachers Association. PTA has produced program rating guide scoring prime-time programming offensive to children and in March announced a new program to create a school curriculum for teaching young people how to watch television critically. Association has received \$30,000 contribution for project from CBS and has recruited Gene Jankowski, president of CBS/Broadcast Group to help raise more.

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Commission has established task force to draft master plan for use of UHF spectrum (BROADCASTING, March 14, 1977), expected early this year. Task force has reported to commission that land-mobile pressure for UHF spectrum space can be eased technologically (BROADCASTING, Feb. 6). National UHF Broadcasters Association has held first membership meeting (BROADCASTING, March 18, 1977). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Feb. 20).

VHF drop-ins. This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission late last year (BROADCASTING, Dec. 19, 1977).

WARC. Starting this month, U.S. and 152 other member nations of International Telecommunication Union are in what technicians and officials involved regard as homestretch in developing national positions to present to World Administrative Radio Conference in 1979. WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals are due to be submitted to ITU by next January. Preliminary work has been under way for several years. FCC, for instance, already has issued five notices of inquiry in connection with its responsibility to help prepare U.S. position in cooperation with new National Telecommunications and Information Agency. Named to head U.S. delegation is former FCC commissioner, Glen Robinson (BROADCASTING, Jan. 23).

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, chairman.
Lawrence B. Taishoff, president.
Edwin H. James, vice president.
Lee Taishoff, secretary.
Irving C. Miller, treasurer.

BroadcastingTM

The newsworthy of broadcasting and allied arts

TELEVISION

Executive and publication headquarters
Broadcasting-Telecasting building
1735 DeSales Street, N.W., Washington, D.C. 20036.
Phone: 202-638-1022.

Sol Taishoff, editor.
Lawrence B. Taishoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald West, managing editor.
Rufus Crater, (New York), chief correspondent.
Leonard Zeidenberg, senior correspondent.
J. Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Randall Moskop, associate editor.
Mark Miller, assistant editor.
J. David Crook, Kira Greene, staff writers.
Barbara Buoymaster, editorial assistant.
Pat Vance, secretary to the editor.

YEARBOOK □ SOURCEBOOK

John Mercurio, manager.
Joseph A. Esser, assistant editor.

ADVERTISING

David Whitcombe, director of sales and marketing.
Winfield R. Levi, general sales manager (New York).
John Andre, sales manager—equipment and engineering (Washington).
David Berlyn, Eastern sales manager (New York).
Ruth Lindstrom, account supervisor (New York).
Bill Merritt, Western sales manager (Hollywood).
Peter V. O'Reilly, Southern sales manager (Washington).
Sally Stewart, classified advertising.
Doris Kelly, secretary.

CIRCULATION

Bill Criger, circulation manager.
Kwenlin Keenan, subscription manager.
Shelia Chamberlain, Denise Ehdalvand.
Kevin Thomson, Patricia Waldron, Bruce Weller.

PRODUCTION

Harry Stevens, production manager.

ADMINISTRATION

Irving C. Miller, business manager.
Philippe E. Boucher.

BUREAUS

New York: 75 Rockefeller Plaza, 10019.
Phone: 212-757-3260.
Rufus Crater, chief correspondent (bureau chief).
Rocco Famighetti, senior editor.
Douglas Hill, Jay Rubin, staff writers.
Diane Burstain, editorial assistant.

Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Harriette Weinberg, Priscilla K. Johnson, advertising assistants.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Bill Merritt, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ *Broadcast Advertising* was acquired in 1932, *Broadcast Reporter* in 1933, *Telecast* in 1953 and *Television* in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office. □ Copyright 1978 by Broadcasting Publications Inc.

The Thomson-CSF Laboratories Microcam[®] is the lightest broadcast-quality portable color television camera in the business. And if your business is covering news, sports or special events, you want to make sure it all gets covered. While other cameramen are pausing for a breather, you're still going strong.

Total system weight is:

- Camera head (with 6:1 lens) and viewfinder 8½ lbs.
- Shoulder pad 6.3 oz.
- Electronics pack 3 lb. 8 oz.
- Interconnect cable 1 lb. 2 oz.

Microcam will go anywhere. Capture anything. Live or on tape. And Microcam's ability to operate at extreme low-light levels makes it especially valuable for ENG.

Microcam's low power consumption of 24 watts provides a full hour of operation from a 2½ lb.

built-in battery pack. And for extended operation, a 4 lb. silver-cell battery belt operates Microcam 5 hours on a single charge.

With a two line vertical image enhancer and comb filter as standard equipment, Microcam will effectively upgrade your present system. And Microcam is priced lower than most portable cameras.

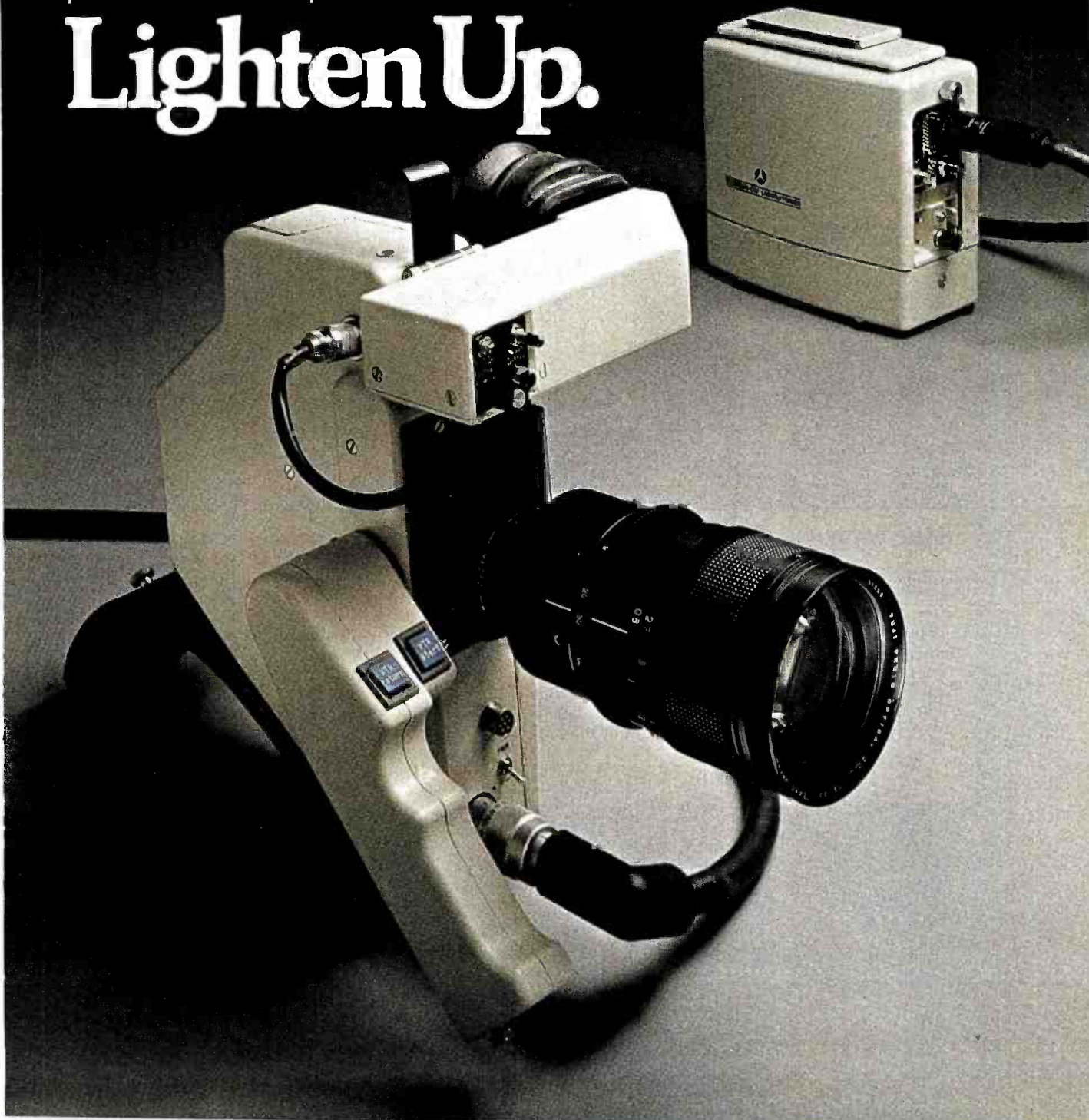
The Thomson-CSF Laboratories Microcam. Less weight. Less power consumption. And less on your budget.



THOMSON-CSF LABORATORIES, INC.

37 Brownhouse Road, Stamford, Connecticut 06902
(203) 327-7700 / TWX (710) 474-3346

Lighten Up.

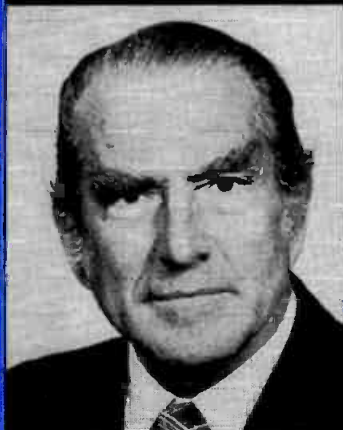


Turn up your radio volume with

TALK

Great people don't have

**ADMIRAL
E. R. ZUMWALT** (ret.)
Former Chief of U.S. Navy



"MAKE WAVES"

He knows better than most what this armed camp Planet Earth is all about. He pulls no punches—whether the subject is Russia, Women's Rights, Rickover or China.

JUDITH CRIST
Film Critic TV GUIDE and
leading newspapers.



"THE SCREEN SCENE"

Bright, witty, probing commentaries on movies and movie people by America's best-known film critic and "no holds barred" reviews of upcoming screen gems and junk.

LOWELL THOMAS
"Mr. Radio" himself.



"WORLD OF LOWELL THOMAS"

Reliving his adventures and encounters with the world's great men and women. Famous correspondent with uncanny knack for being where news is happening.

GLORIA SWANSON
The quintessential
movie queen.



"PLEASE DON'T TALK WHILE I'M INTERRUPTING"

A star for decades, and now more vocal than ever with irresistible comments on ecology, acting and "honest to God" food.

SEE US AT THE NAB SHOW, LAS VEGAS HILTON
SUNDAY—3 TO 7 P.M. — GRAND SALON
MONDAY—3 TO 7 P.M. — CLUB SALON
TUESDAY—3 TO 7 P.M. — GRAND SALON

Other hours—ask for Norman Gladney, Allen Schrag or Wayne Howell.
Private Suites, Las Vegas Hilton.

TALKIES!

to be seen to be heard.

STANLEY KRAMER

Gutsiest movie maker of them all.



"TAKE ONE"

Famous for gems like "High Noon", "Caine Mutiny", "The Wild Ones" and talents like Grace Kelly, Kirk Douglas and Brando — and now in-focus commentaries from the producer-director who bucked the establishment.

WALLY SCHIRRA

Astronaut and pioneer space explorer.



"IN ORBIT"

What's out there? Who's out there? Inter-galactic space travel — super power space domination — unexplained mysteries like the Bermuda Triangle, Stonehenge. He bridges the credibility gap between science and fiction.

TALKIES! Short bursts of provocative listening that become a habit. Each celebrity has a special insight that makes for power packed radio.

In your market each of these people can be heard on only one station. (Yours?)

Each individual series features 260 original daily commentaries in 2-minute and 5-minute formats. Best of all...the price for each is definitely right.

YES!
TALKIES ARE FOR ME.

Send sample tape and rates for:

- | | |
|---|---|
| ☐ ADM. ZUMWALT | ☐ JUDITH CRIST |
| ☐ LOWELL THOMAS | ☐ GLORIA SWANSON |
| ☐ STANLEY KRAMER | ☐ WALLY SCHIRRA |

RADIO STATION _____

NAME _____ TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE (AREA CODE) _____

Wire, write or call collect:

**GLADNEY
SCHRAG**
COMMUNICATIONS LTD.

919 THIRD AVENUE · NEW YORK, N.Y. 10022

Phone: 212-752-7150

Every day more markets are won by the world's greatest title holder.

Portfolio VIII 37 Outstanding Features



19 Markets sold in just two weeks!

CBS O&O: WBBM-TV, Chicago • KMOX-TV, St. Louis

METROMEDIA TELEVISION: WNEW-TV, New York City • KTTV, Los Angeles

WTTG, Washington D.C. • WTCN-TV, Minneapolis • WXIX-TV, Cincinnati

KMBC-TV, Kansas City/**McGRAW HILL:** KGTV, San Diego • KMGH-TV, Denver

WRTV, Indianapolis • KERO-TV, Bakersfield/**AND** WTAF-TV, Philadelphia

KTVU, San Francisco • KDOG-TV, Houston • WTCG, Atlanta

WJRT-TV, Flint, Saginaw, Bay City • KMPH-TV, Fresno • KTXL, Sacramento

Portfolio VIII

From Paramount Television Distribution
Domestic Syndication



Broadcasting Apr 3

Vol. 94 No. 15

Top of the Week

The new FTC: A sleeping giant stirs

Pitofsky appointment could give Chairman Pertschuk swing vote on children's advertising and other matters as commission turns from 'bait and switch' to issues of social and economic reform

A year after its new chairman took his seat, the Federal Trade Commission—a regulatory agency that in the past had been considered so ineffectual that there was once a serious proposal to abolish it—has moved into new, uncharted areas of regulation and, in the views of both consumer groups and industry, has attempted to broaden its influence in the marketplace. The news two weeks ago that a Georgetown University law professor, Robert Pitofsky, is expected to be named to a vacant seat prompted some FTC observers to reflect on the changes the commission has undergone in the past year and to speculate on where it may be heading.

In a recent Capitol Hill appearance, Chairman Michael Pertschuk told the House Subcommittee on State, Justice, Commerce, the Judiciary and Related Agencies that under his stewardship the FTC has tried "to make the marketplace better for consumers." In the same speech, the chairman told the congressmen: "Excessive regulation can also distort the free market... We are committed to minimizing the burden of our regulations, and tailoring them to least interfere

with the free market."

One member of the commission, David A. Clanton, a Republican who served with Mr. Pertschuk on the staff of the Senate Commerce Committee, says he doesn't think "there's been any fundamental shift" in the commission's direction in the past year. But, he acknowledges, "differences in style" between this FTC and its predecessors have contributed to "some change in emphasis."

But Calvin J. Collier, who resigned from the commission last December and is now with the American Enterprise Institute, believes that under Mr. Pertschuk the FTC's "mix of activities has changed tremendously." And in the long haul, he points out, the commission has turned from "trivial problems" of the sixties to, in this decade, "trying to improve its processes." The result, he says, has been a turning away from many specific issues such as relatively simple "bait-and-switch cases" and the like, to broader, more general problems.

Perhaps nowhere has this change in emphasis been more pronounced than in the FTC's recent decision to conduct an inquiry on children's advertising (BROADCASTING, March 6). As one former commissioner said last week, the FTC recommendation that advertising, at least in part, be banned from children's shows "has not been proposed before," and the action is indicative of a "reduced emphasis on economics" at the FTC in favor of "many other factors"—including social and personal influences.

William Hesse, the new president of the American Association of Advertising Agencies, insists that under Mr. Pertschuk, an "acknowledged consumerist," the commission is trying to establish "new boundaries" in regulation. Matters once considered "social" and beyond the realm of the FTC are now being taken up, he says, adding that he did

not think Mr. Pertschuk's "advocacy" was "helpful to anybody." On the children's advertising issue specifically, Mr. Hesse believes, the commission's new approach to issues—from the specific to the general—was demonstrated in its contention that children's commercials were not necessarily "false or misleading" but "tended to be unfair."

Jonah Gitlitz, executive vice president of the American Advertising Federation, says that "the biggest concern that we see" has been "the extent to which the FTC will apply the doctrine of unfairness." Mr. Gitlitz calls the commission's developing position on that concept a move toward the "subjective" and a "treading on new ground."

But, points out Lewis Engman, a former FTC chairman, unfairness "clearly appears in Section Five [of the Federal Trade Commission Act] but hasn't been used until now as an independent concept."

Nor is it altogether certain how the FTC itself feels about what Mr. Engman calls the "largely uncharted" world of regulation that may be opening up at the FTC. Commissioner Clanton says that the commission under Mr. Pertschuk is "looking specifically at expanding Section Five," but he does not believe that is due solely to the chairman's influence. "Any chairman," he says, "is going to have some different influence, but I don't think he has exercised" any more than previous chairmen.

One member of the commission said it is "difficult to draw any line" dividing the ideologies of the commissioners and, on "nuts-and-bolts" issues at least, they are "basically in agreement." But on larger questions, such as children's advertising, the commissioner said, the members try to present "independent" voices.

Although the commission voted unanimously to go ahead with the children's advertising inquiry, the senti-



Pertschuk



Dixon



Dole



Clanton



Pitofsky

ments expressed during the meeting on the subject were, indeed, very different. Commissioners Paul Rand Dixon and Elizabeth Hanford Dole seemed to lean toward less drastic corrective measures than outright bans of commercials while Mr. Clanton (who said press reports tended to put "greater emphasis on some of my agreements" than on reservations) appeared to be closer to Mr. Pertschuk's position on the matter. If those lines hold through the almost two years of hearings on the problem, then Mr. Pitofsky could well be the swing vote.

Mr. Pitofsky is not an altogether unknown quantity. In the early seventies he was director of the commission's Bureau of Consumer Protection under the chairmanship of Miles Kirkpatrick, and Mr. Hesse described that as one of the "more aggressive" eras of the bureau. Mr. Pitofsky is "exceptional in his knowledge of FTC law," Mr. Hesse said, and "I don't think he's an advocate in the way Mr. Pertschuk is."

Mr. Pitofsky has refused to discuss matters before the commission since his name surfaced as the likely candidate for the vacancy. (He will not be officially nominated by the White House until an FBI check is finished.) He has said, however, that an American Bar Association panel's 1969 recommendation that the FTC should be abolished if it could not be improved—he was counsel to that panel—is no longer an area for "serious discussion."

Is NAB willing to consider a spectrum fee? Thurston makes it perfectly clear

Chairman takes issue with report that his position is more flexible than official party line on subject

National Association of Broadcasters joint board Chairman Donald Thurston, WMNB-AM-FM North Adams, Mass., said last week that there is no difference between his position on the proposed spectrum-use fee and that of the NAB board.

Mr. Thurston issued a statement objecting to a "Closed Circuit" in BROADCASTING (March 27) that suggested a discrepancy between his position—as expressed in an as yet unpublished interview with BROADCASTING—and that of the association's board. The "Closed Circuit" said the NAB chairman feels that although there's potential for abuse of the proposed fee on spectrum users by government, "I don't fear it." Indeed, he added, it may lead to benefits for broadcasting such as reduced radio regulation and possibly repeal of broadcast-cable crossownership rules. "Those remarks make for some confusion," BROADCASTING reported,



Thurston

"when heard against [the] background of official opposition by NAB to any tax on broadcasting."

Mr. Thurston said the item erroneously portrayed him as "prejudging something [which] I certainly haven't done." By Wednesday he had received telephone calls from six NAB board members and a note from ABC's senior vice president and general counsel, Everett Erlick, all expressing surprise that he might support a spectrum fee.

In his statement last week, Mr. Thurston said there is no confusion between his and NAB's official positions. He said he is opposed to a special tax on commercial broadcasting to support public broadcasting, as he is opposed "to any scheme that may attempt to exact 'conscience money' from broadcasters in exchange for repeal of outmoded and unneeded regulations."

He said further that NAB supports long-range funding for public broadcasting, but feels the money should come from general tax revenues, "certainly not by the imposition of a special tax on one specific segment of the business community."

"I believe this position is so sound that no one has to fear a spectrum fee will ever be imposed," Mr. Thurston continued. But, he said, "Neither do I wish to stifle an informed discussion of any proposal which may come from responsible citizens."

The spectrum-use fee idea has become a central issue in the broadcast portion of the House Communications Subcommittee's Communications Act rewrite. How it would be applied, how much money would be involved and on what it would be spent are questions which subcommittee Chairman Lionel Van Deerlin (D-Calif.) has so far failed to answer, but he has raised the idea repeatedly as a possible "trade-off" with broadcasters for reduced regulation and as a source of support for public broadcasting or for stimulating minority ownership of broadcast stations.

The NAB board resolved in January—in goal number four in its list of objectives

for 1978—to defeat the proposal, or, more specifically, to defeat "any proposed legislation to impose a special tax on commercial broadcasting." As far as NAB is concerned, John Summers, its executive vice president and general manager, said last week, there is no difference between the spectrum fee and a tax. Even if a fee were imposed on all spectrum users, he said, the net result would be a pool of money in the government's hands, the largest part of which would have come from commercial broadcasting.

But Mr. Thurston, in the interview with BROADCASTING three weeks ago (it was taped March 13) drew a distinction between a tax and a spectrum fee. This is the full text of his remarks on the subject: "Some people say [place a] spectrum tax on commercial broadcasters, and that changes me considerably from my opinion of a spectrum-use fee. It depends on the magnitude. It depends on what comes with it. It depends on how the proceeds are to be used. I don't fear it. I don't think it is necessarily a bad precedent."

"But it may be. It may be subject to more abuse than the present kind of political involvement that we have with PBS [Public Broadcasting Service] and CPB [Corporation for Public Broadcasting]. I don't know. But I'm sure willing to take a look at it."

"Because there's a big cast of characters out there—common carriers, land mobile, microwave transmissions, satellite transmissions. It's something that, because technology's moving so fast, we may find that the portion of the spectrum in use by commercial broadcasting is far less than half, and it may be a very interesting opportunity for us to achieve all kinds of breakthroughs. Maybe."

[Question: Give us some for-instances of breakthroughs that might come from it.] "Elimination of crossownership rules, especially those crossownership rules that affect television and cable systems, and the use of local channels. That kind of thing. Longer license periods, elimination of a lot of the day-to-day record-keeping that seems to support the three-year license renewal period."

Last week Mr. Thurston said the NAB board's position has his "complete support." He added, however, that the NAB has also promised "solid discussion and positive input" with the Van Deerlin subcommittee, and will maintain that position while the subcommittee wrestles with the specifics of the rewrite, including the spectrum fee which is expected to be in the first draft. "I don't know what they've got in mind up there," Mr. Thurston said, adding that, "I want to keep the door open."

Mr. Summers said last week that unless the full NAB board changes its mind, the door is closed to the proposal, whether it is a tax or a fee. "As far as giving support or opposition to 'informed discussion' about it, Mr. Summers said NAB has no opinion on that. 'The board doesn't get into that kind of detail,' he said."

ABC totals up its good news for stockholders

Broadcast profits were up 57%, offsetting losses in other areas to produce company's record year; it's negotiating to sell theaters to Chicago's Plitt for \$50 million

ABC's broadcasting operations advanced 25% in revenues in 1977, reaching \$1,283,744,000, while operating earnings before income taxes rose 57% to \$273,578,000, the company's annual report showed last week.

Broadcasting represented 79% of all ABC revenues and more than accounted for the company's pre-tax earnings, offsetting losses in ABC's recorded-music and leisure-attractions divisions that helped drop total pre-tax earnings from continuing operations to \$231,660,00. ABC's total revenues were \$1,616,872,000 and net income was \$109,795,000, making 1977 easily the best year the company has ever had (BROADCASTING, March 6).

Leonard H. Goldenson, chairman, and Elton H. Rule, president, told stockholders that "our company is first and foremost a broadcaster, and in every area of broadcasting ABC's operating divisions were the leaders." ABC-TV "became the world's largest single advertising medium"—a title claimed for some 20 years by CBS-TV—while ABC-owned TV stations "improved on the exceptional accomplishments of the year before," and ABC Radio "had an outstanding year," Messrs. Goldenson and Rule reported.

Coincidentally, ABC announced last week that it is negotiating for the sale of all its motion-picture theaters—the basic business which led Mr. Goldenson and his theater associates into broadcasting and the formation of what is now ABC 25 years ago—to Plitt Theaters Inc., Chicago, for about \$50 million in cash and notes.

The ABC Theaters division operates 91 single-screen theaters, 79 twin-screen theaters and three triple-screen theaters in 11 Southern states. The division has long been a profit center but in recent years its net income has been on the decline. Profits dropped from \$11 million in 1974 to \$9.3 million in 1975, \$7.1 million in 1976 and \$4.9 million in 1977. Its assets at the end of 1977 were put at \$44,987,000 in the annual report.

Plitt Theaters is headed by Henry G. Plitt, who was president of ABC Films in 1959-65. His company operates approximately 140 theaters in the Midwest and mountain and Western states. Most of the theaters were purchased from ABC in 1974.

Messrs. Goldenson and Rule assured stockholders that ABC "will not slacken [its] pace now that we've become leaders." They also said they plan a major capital expenditures program:

"We intend to increase our investment

in our basic business. Now is the time to catch up with our needs in the bricks and mortar of broadcasting—studios, transmitters, electronic cameras, facilities of all kinds. Though delayed by a five-month strike [of technicians] in 1977, our program to bring ourselves abreast of contemporary technology is now in full swing. Broadcasting will be the major beneficiary of a capital spending program that we estimate will require more than \$200 million over the next three years."

The report lists among current assets \$166,038,000 for television program rights, production costs and advances, less amortization, and shows \$17,903,000 for "noncurrent" TV program rights—that is, for programming to be broadcast in the future—among "other assets."

The report also shows commitments of about \$259 million for rentals of feature films for future telecast, payable over the next five years. This figure excludes program series and sports rights and thus is not comparable with those reported by CBS and by RCA on behalf of NBC. CBS said it was committed to TV program rights payments totaling \$485,222,000 over the next five years, while RCA said NBC's program rights commitments totaled about \$900 million over the next eight years (BROADCASTING, March 13).

ABC's annual report reiterated manage-



Fond farewell. More than 400 colleagues, competitors and other friends honored Elmer W. Lower, for 11 years president of ABC News (1963-74) and for the last four ABC Inc.'s vice president for corporate affairs, at a retirement party given for him by ABC at New York's Park Lane hotel last Wednesday night. Mr. Lower, who retired effective Saturday (April 1) after 45 years in broadcast and print journalism, will teach annually during the University of Missouri School of Journalism's fall semester, and during the spring and summer at James Madison University in Harrisonburg, Va., and Brigham Young University, Provo, Utah (BROADCASTING, Feb. 20). He is shown above (l) at the party with Roone Arledge, president of ABC News and Sports, who said Mr. Lower's joining ABC 15 years ago "was the beginning of building a [news] department and building a tradition that will go on and on."

ment's determination to improve the standing of ABC News:

"News is essential to ABC. This division is not profitable; the costs of newsgathering and presentation are substantial and the service itself does not generate offsetting advertising revenues. It is a vital service that the public expects a broadcaster to provide. It has been proved that without a first-class news operation neither a network nor a station can long enjoy a leadership position."

Margita White makes sex on TV primary target

In 'Times' byliner she urges public to join her in protest

On several occasions in recent months, FCC Commissioner Margita White has expressed concern over what she perceives as television's growing depiction of sex. But her remarks generally were directed to those in the business. Last week she went public, with a byline article on the op-ed page of the *New York Times* urging parents to tell broadcasters and advertisers that sex doesn't pay.

The time to act, she warned, is now—"before the vast wasteland turns into a bad taste-land."

Sex on television, Commissioner White said, is replacing violence as the key strategy in the networks' rating game. She quoted one critic as saying that "the seeds of *Charlie's Angels* and *Three's Company* came to fruition in a plethora of new shows in which scantily clad, well endowed women will be wriggling in and out of fun, trouble and temptation."

And she said she is not sure whether she is "more outraged" because television "has missed the message of the anti-violence campaign, or more offended because women are to be battered through a new low in exploitation. But, she added, with a bow to the recent movie, "Network," "I do know that networks will be hearing a new chorus of 'I'm mad as hell and I won't take any more.'"

Her answer, as she has indicated previously, is public pressure on broadcasters. It is, she said, a matter "of enlightened self-interest" for stations to respond to viewer concerns about network programming, for viewers have increasing choices of programming—and not only from public broadcasting and independents. "Competing new technologies—video cassettes, video disks, cable television, pay cable and satellite-distribution systems—threaten to make obsolete the local broadcaster whose outlook is limited ratings."

Commissioner White also pointed to the national PTA's campaign to involve parents in viewing programs with their children, and in participating in the decisions as to what will be seen. Again, "by supervising and limiting their children's

viewing, parents are directly affecting those all-important ratings that after all merely reflect how all viewers use their on-off switches and channel selectors," she said.

Commissioner White said one resource not available to concerned parents is the FCC, which is barred by the First Amendment and the no-censorship provision of the Communications Act from interfering in programing. Even if it were not, she added, "it would make no sense to have seven government officials in Washington set standards of morals, taste and creativity."

Bazon yields chief judgeship to Skelly Wright

Effect is said to be more ceremonial than substantive

The U.S. Court of Appeals in Washington, which hears most of the appeals taken from FCC decisions, has gone through a changing of the guard, although one that may not result in a change in direction or nature of its decisions.

David L. Bazon, chief judge for more than 15 years, relinquished that title, and it went, by seniority, to Judge J. Skelly Wright. Both are considered activist, liberal judges. But apart from that, the functions of chief judge are administrative only; the person who holds the title, it is said, has no greater influence with his colleagues than the force his arguments commands.

Judge Bazon, 68 and recuperating

from prostate surgery he underwent last month (BROADCASTING, March 6), is not leaving the court that he joined in 1949. He told the other judges in a brief note last week he felt he had served "long enough" as chief judge. What's more, his action assures Judge Wright, who joined the court in 1962, the opportunity to serve in that post at least two years and nine months. Judge Wright reaches the mandatory retirement age of 70 just 16 months after Judge Bazon does, in September 1979.

Although the court line-up remains the same, the changing of titles focuses attention on the two judges directly concerned. Both have been involved in a number of cases, and the sight of one, and particularly both of them, on a panel of the court fills broadcast attorneys entering the court with dismay. Both, for instance, were on the three-judge panel that, in a decision written by Judge Bazon and adopted unanimously, directed the FCC to initiate a notice of rulemaking aimed at breaking up most newspaper-broadcast cross-ownerships (BROADCASTING, March 7, 1977).

However, in recent years, Judge Bazon has written several opinions reflecting increased sensitivity to broadcasters' First Amendment rights. In the indecency case involving Pacifica Broadcasting's WBAI(FM) New York, for instance, Judge Bazon wrote a concurring opinion holding that the commission's ruling banning "indecent" language violated the First Amendment. This went further than the opinion of the court, which stopped at saying the commission had breached Communication Act's no-censorship provision (BROADCASTING, March 21, 1977).

Royalties for record artists would amount to double billing, say radio people

At Kastenmeier hearing in L.A. they insist that public exposure is already sufficient payment

Broadcasters emphasized the promotional benefits of airplay at hearings last week in Los Angeles on legislation to create performer royalties. Such exposure for recording artists and companies is sufficient compensation for their product, insisted representatives of the radio industry.

The hearing, held at the Beverly-Hilton, was conducted by the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, with Subcommittee Chairman Robert W. Kastenmeier (D-Wis.) presiding.

Accompanying Mr. Kastenmeier at the hearings were Representatives George K. Danielson (D-Calif.), who introduced the performer's royalty bill (HR 6063); Thomas Railsback (R-Ill.), and William S. Cohen (R-Me.).

Witnesses appeared in groups. First were representatives of organized labor—Jack Golodner, AFL-CIO; Victor Fuentelba, American Federation of Musicians, and Sanford Wolff, American Federation of Television and Radio Artists—who unanimously endorsed the idea of royalties for record performances.

In Brief

Combined Communications Corp. has reached **agreement in principle to sell WWDJ(AM) Hackensack, N.J.**, to Kenneth E. Palmer, Denver businessman and former broadcaster, for \$4 million. Mr. Palmer was principal in group that sold KIMN(AM) Denver and KYXI(AM) Oregon City, Ore., to Pacific & Southern Co., since absorbed by CCC, for \$6.4 million (BROADCASTING, Jan. 11, 1971). WWDJ is among most successful gospel stations in country. General manager, Inge Rauchbach, will reportedly stay on. Sale of 5 kw full-time 970 khz facility will open CCC's broadcast portfolio to new AM-FM combination for which company is now "looking," according to John Bayliss, president of CCC radio division.

KRAK(AM)-KEWT(FM) Sacramento, Calif., and **KMPS(AM)-KEUT(FM) Seattle** have been bought by Affiliated Broadcasting Inc. for \$11,637,500. ABI is subsidiary of Affiliated Publications Inc. (Boston Globe) and owns WSAI-AM-FM Cincinnati and WFAS(AM)-WWYD(FM) White Plains, N.Y. Seller, Hercules Broadcasting Co., is owned by Manning Slater and his former wife, Bernice. Broker: W. John Grandy.

NBC profits showed "appreciable" decline in first quarter, will run below year-ago levels at least until fourth quarter, when 1978-79 prime-time schedule is introduced, **Edgar H. Griffiths**, president of parent RCA, said in interview in *Wall Street Journal* Friday. He said NBC is "still quite profitable, but not as profitable as last year," and that even with this decline RCA expects record profits both in first quarter and for full year. "It's quite a significant turn for RCA," he said, "when we can do well without NBC doing well." He blamed NBC's drop entirely on its prime-time ratings performance. As to what changes **Fred Silverman** may make

when he takes over as NBC president in June, Mr. Griffiths said "that's up to him." He added, "there must be some people [at NBC] who are apprehensive about that, and maybe they have reason to be." He said he had set no timetable for NBC comeback but that "Fred Silverman is driven by a desire to excel and doesn't need any stimulant."

Federal Trade Commission's Bureau of Competition is working up to **study of media conglomerates**. FCC next week will entertain FTC request for six-year-old report on subject that contains confidential financial information and like.

Program Development Group—joint effort of WPIX Inc., Golden West Broadcasters and Field Communications—has been formed with priorities on late-fringe strip, prime-time specials and miniseries for independents. Dick Block, TV consultant, will coordinate effort from Hollywood headquarters. According to WPIX(TV) New York President Leavitt Pope, programing budgets probably will be "more modest" than network fare; he expects **first programing to hit TV airwaves by fall 1979** but said it could come earlier.

U.S. Court of Appeals in New York has **affirmed lower court ruling** that New York State Commission on Cable Television **hasn't right to regulate pay cable rates** "in light of FCC pre-emption." Appeals court held FCC has "authority" and "means it has chosen to pre-empt state regulation are adequate and effective."

National Association of Broadcasters minority ownership task force met for second time last week and formed two subcommittees, one for support services, to explore (a) holding financial investment seminars, (b) creating regional technical assistance teams of broadcast

Mr. Golodner argued that "along with the composer, lyricist and arranger, the performer is an author of a performance" and is entitled to the same benefits. Mr. Fuentealba asked why radio stations "should be exempt from paying for the product on which they base their business." More bluntly, Mr. Wolff declared that records are broadcast for only one reason—"to sell commercial time." And, he said, "If you've got something, sell it and make a profit. But first you should own what you sell; don't steal it."

Quite a different view was taken by the next panel: Peter Newell, KPOL-AM-FM Los Angeles; Willie Davis, KACE-FM Los Angeles; Major Short, KOBH(AM) Hot Springs, S.D., and John Dimling, National Association of Broadcasters research vice president.

This group was introduced by Carl Venters, WPTF(AM)-WQDR(FM) Raleigh, N.C.

Reviewing the expenditures of time and effort by the record companies to get their records played on the air, Mr. Venters declared that "our product, our valuable airtime, given to them in exchange for the use of their product, is what makes the record industry what it is—a \$2.7-billion-a-year business, a bigger industry than radio, their benefactor, by some \$700 million a year." Mr. Davis described himself as a "businessman in a very tough competitive fight to attract listeners in large enough numbers to secure enough advertisers to make ends meet. The one thing that we [himself and other black station owners] do not need is an additional payment for the records we play."

Mr. Short, a musician and recording artist for 20 years before he became a broadcaster, said that "union scale for recording

dates is probably the highest in the business. . . . In all the years I spent in the recording business I never saw an underprivileged studio musician. . . . My conclusion is that there is considerably more greed involved in the promotion of this bill than there is genuine need."

Approaching the situation "as an economist," said Mr. Dimling, "the financial problems of musicians cannot be solved by imposing what amounts to a tax on broadcasters." Musicians' money difficulties are, rather, "a reflection of their relatively poor bargaining position vis-a-vis the record companies," he contended.

Later that day, Ernest Fleischman, executive director of the Los Angeles Philharmonic Orchestra; Joseph Farrell, of the American Council of the Arts; Kathleen Nolan, president, Screen Actors Guild, and Tichi Wilkerson Miles, publisher of *The Hollywood Reporter*, testified in favor of performer royalties.

Thursday's session opened with the jukebox industry, represented by Nicholas E. Allen, Amusement and Music Operators Association. He criticized the inclusion of recording companies with artists as recipients of royalty payments, which he said raises "serious doubt" about the constitutionality of the bill. He added that "jukebox operators are small businessmen," whose industry "continues in a depressed condition."

Next in line were two representatives of the National Radio Broadcasters Association. President Jim Gabbert said that in a truly free market the broadcaster would sell time to the recording artist, but "the broadcaster is prohibited from abdicating his programming responsibility by allocating his time solely to music performed or pro-

duced by artists willing to pay the highest price for that time It adds injury to insult when broadcaster, already prohibited from receiving money, must, under the proposal, pay money to the very people willing to pay them, a 180-degree reversal of the free marketplace concept." John Bayliss, radio division, Combined Communications Corp., pointed out that, all around, it's a reciprocal situation: "The performer needs the record company, the broadcaster needs records and the recording company needs both the performer and the broadcaster."

The final group to appear at the hearing were representatives of the Recording Industry Association of America: Stanley Gortikov, RIAA president; Alan Livingston, 20th Century-Fox Records; Stephen Stewart, International Federation of Producers of Phonograms and Videograms; Joe Smith, Elektra Asylum Records; Jerry Moss, A&M Records, and Gene Norman, Crescendo Records.

Mr. Gortikov began by playing an excerpt of Debbie Boone's hit recording, *You Light Up My Life*, as an example of how "a talented singer, giving a unique performance, can make a good musical composition come alive. It is also a perfect example of how a record company creatively contributes—by finding the 'right' talent, by finding the 'right' song, by bringing the two together, by getting the 'right' arrangement, by blending vocalist and musicians, by integrating creative engineering and electronics Radio stations gained a commercial benefit for their play of *You Light Up My Life*. They did not pay for that privilege. That is the inequity and the injustice we bring before you today."

managers and bankers, (c) training programs and (d) publications; other is for funding, to look into creating trust fund for support of new minority station owners. *Thomas S. Murphy* of Capital Cities Communications and *Lloyd Morrisett* of John and Mary Markel Foundation head support services subcommittee, which also include former FCC Commissioner *Benjamin Hooks*, National Association for the Advancement of Colored People, and *Allan Griffith* of Bank of New York. Funding subcommittee is headed by *William Leonard*, CBS, and includes *Ragan Henry*, Broadcast Enterprise Network; *Eugene Jackson*, National Black Network; *Donald McGannon*, Westinghouse Broadcasting, and *Donald Thurston*, NAB joint board chairman.

Arthur Ginsburg, assistant chief of FCC's Complaints and Compliance Division, is to be named chief, succeeding **William B. Ray**, who retired Friday (see page 110). Mr. Ginsburg, who has moved up through all positions in division since joining it in 1961, will serve as acting chief until his appointment is cleared by Civil Service Commission.

Former Secretary of State **Henry Kissinger**, NBC consultant for world affairs, will address International Radio and Television Society in New York April 19.

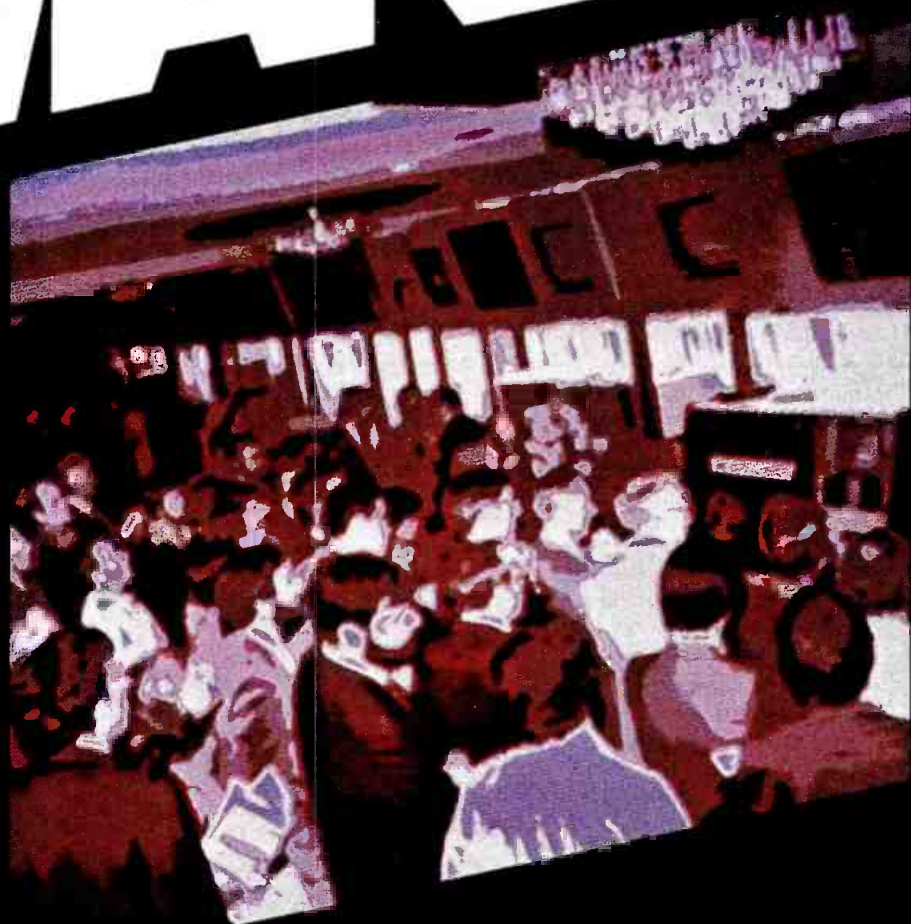
Early comments filed in **FCC's inquiry to revise employment reporting form 395** indicate broadcasters agree job classifications should be revised but **strongly oppose** proposals that salaries, organizational chart and reasons for hirings and firings be included in annual report. Broadcast Financial Management Association cautioned that permanent record of terminations could result in broadcast "blacklist" that would "deny a person a second chance." U.S. Commission on Civil Rights proposed extending reporting requirements to networks. Justice

Department's Task Force on Sex Discrimination also supported revisions.

NEC of America has scored coup with sale of **\$3 million routing switcher to NBC-TV** for use in network's coverage of 1980 Olympics. Unit, which NEC said will be largest ever built, will fill 19 racks with capability of handling 150 video inputs, 270 outputs. Other features include four discrete digital audio channels and automatic testing system for vertical interval on each output. Plans are to break down modular-design system to send 120-input segment to Moscow for games, then bring it back and reassemble full unit for permanent duty in NBC's Burbank studios. NEC, subsidiary of Nippon Electric Co. of Japan, is also working on deal with network for sale of similar equipment for other studios.

Winners in station voting for first **Arbitron Radio Advisory Council**, to be liaison between Arbitron and its station subscribers: *John Franks*, WHIM(AM)-WHJY(FM) Providence, R.I. (representing beautiful music stations in markets 1-50); *Bernard Mann*, WGLD(AM) High Point, N.C. (beautiful music, markets 51+); *George Nicholas*, KNX(AM) Los Angeles (news/talk); *Paul Downs*, WRAP(AM) Norfolk, Va. (black oriented); *David Lykes*, KGBT(AM) Harlingen, Tex. (Spanish); *Richard Kale*, KEX(AM) Portland, Ore. (MOR/personality, markets 1-50); *William Brown*, WMBD(AM)-WKWZ(FM) Peoria, Ill. (MOR/personality, markets 51+); *Don Nelson*, WIRE(AM) Indianapolis (country, markets 1-50); *Jim Phillips*, KHEY(AM)-KEZB(FM) El Paso, Tex. (country, markets 51+); *Ed Christian*, WVKR(AM)-WNIC(FM) Dearborn, Mich. (contemporary, markets 1-50); *Jim Ridings*, WRJZ(AM) Knoxville, Tenn. (contemporary, markets 51+); *Gene Milner*, WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla. ("other" formats). Council is expected to meet quarterly, first time next Saturday (April 8) at Las Vegas preceding National Association of Broadcasters convention.

NAB. AMP EX MAKES



IT EXCITING.

Ampex makes the equipment for exciting broadcast productions, and it'll all be on display at this year's NAB convention in Las Vegas.

Excitement in Cameras: Star of this year's Ampex camera show is the BCC-10 color studio camera, with on-demand ACT and more automatics than ever to enhance the visual "punch" of your most imaginative productions.

Excitement in Helical: Ampex is showing a new Type C machine, the VPR-2, and a companion portable, the VPR-20. There's a new wide-window digital time base corrector, the TBC-2, to round out the helical excitement Ampex is creating.

Excitement in Quad: Super High Band Pilot is today's hottest quad development, and it's available in the "intelligent" AVR-3 and the "grow-on-the-job" AVR-2. These sophisticated

and versatile VTRs extend the worldwide leadership of Ampex in quad recording.

Excitement in Editing: Now there are three electronic editing systems from Ampex to provide any desired degree of flexibility, making tape as creative as the mind that controls it.

Excitement in Digital Technology: If you're ready to go digital, Ampex has the first commercially available digital video production system, the ESS-2. You have to see it to believe what it brings to video.

Excitement all over the Booth: Ampex audio recorders, synchronizers and magnetic tape products will be at NAB too. It's going to be an outstanding NAB year, because... Ampex makes it exciting.

AMPEX

Ampex Corporation
Booth: C603



Getting the message. Officials of Covenant Broadcasting and its WELI(AM) New Haven, Conn., met with members of that state's congressional delegation in Washington to demonstrate citizen support for a Stratford weather station the Department of Commerce is planning to close. They brought with them some 15,000 letters and postcards from WELI listeners, a portion of which is being examined here by (l to r) Richard Geismar, chairman of Covenant Broadcasting; Senators Lowell Weicker Jr. and Abraham Ribicoff; Fred E. Walker, Covenant president; Representative William R. Cotter; William Rock, WELI operations manager, and Frank N. Moore, the station's vice president and general manager.

programming is based, among others, on the contention that, as a practical matter, producers cannot stay in business unless they are tied to a network.

But CBS noted that Justice sought to support that point with the observation that David Susskind, who was "blackballed" after testifying before the FCC in the 1960's "continued in business" by selling programs to advertisers who distributed them to the networks. That disproves Justice's own case, CBS said. In any event, CBS added, it never "blackballed" Mr. Susskind or any other producer; it said it has licensed "many programs" from Mr. Susskind "after" his testimony before the FCC. (CBS also said, in denying another contention, that its affiliates are free to enter into program agreements with independent producers.)

Throughout CBS's responses, spread over 345 pages in two volumes, the assertion is often made that competition among networks is intense. For instance, one contention is that CBS's in-house programs were favored for airing over those supplied by independent producers, particularly if CBS had committed a substantial amount of money to a series. But CBS said that "the intense competition" among the networks "requires CBS, in its own self-interest, to acquire and schedule the best available programming, *whatever its source*."

Among the other charges denied was one that has cropped up often—that the networks require producers providing them with programs to use the networks' production facilities. CBS said it has not conditioned acquisition of a license to exhibit a program on a producer's agreement to use CBS facilities. And, in response to a specific contention regarding Tandem's

All in the Family, *Maude*, and *Good Times*, all seen on the network, CBS said it never required Tandem to produce any program at CBS's facilities.

The Justice Department initiated antitrust suits against all three networks in April 1972. Justice and NBC settled their dispute in a consent decree accepted by the court in November (BROADCASTING, Dec. 5, 1977). CBS and ABC have filed pleadings with the U.S. Court of Appeals in San Francisco seeking reversal of the district court's acceptance of the consent decree, and have also filed motions with that court asking it to dismiss the suits against them.

Greenfield going dark

WRLP will leave the air after 21 years, cites viewer and advertiser decline and cable competition as reasons

WRLP(TV) Greenfield, Mass., will go off the air April 9. The 468 kw, channel 32 outlet that was once a satellite of WWLP(TV) Springfield, Mass., went on the air July 1, 1957, as one of the nation's first UHF stations. An announcement from William L. Putnam, chairman of the licensee, Springfield Television Corp., cited "limited viewer and advertiser support and continued heavy operating losses with no prospect for improvement" as causing the UHF station to go under.

The announcement also pointed out that "competition from distant television stations on cable systems" contributed to the "fractionalization of the audience [that] kept viewing to such a low level that advertising revenue was never sufficient to

avoid operating losses."

From 1964 to 1975, WRLP served as a satellite of WWLP, also owned by Springfield Television Corp. When the station again went to an independent schedule, a local news service was inaugurated along with sports, feature films and syndicated programs. "None of those formats attracted enough audience to support the station," the announcement said.

FCC gives green light to two new AM outlets

Commission turns down requests by existing stations to improve facilities, instead approves competing applications

Two FCC review board decisions opening the door to new competition for AM stations that were seeking to improve their facilities have been affirmed by the commission.

One involved the grant of an application of Albert L. Crain for an AM on 890 khz with 50 kw at St. George, Utah, and the denial of a competing application filed by Julie P. Miner.

Mrs. Miner, licensee of KDXU-AM-FM St. George—the only stations in the community of 7,000—proposed to change the facilities of the AM from 1450 khz with 250 w nighttime and 1 kw day, to 890 khz with 10 kw unlimited.

Mr. Crain owns AM stations in Crane, Tex. (KBSN), and Collierville, Tenn. (WMSO), but the review board awarded him a strong preference for diversification because he would bring a new media voice to St. George.

The preference outweighed a slight one given Mrs. Miner, who operates the AM and FM stations with members of her family, for integration of management and ownership.

The other case involved the board's action affirming the initial decision of an administrative law judge granting the application of Monroe Broadcasting Inc. for an unlimited-time station on 1490 khz at Monroe, Ga. The decision denied the petition for review of Community Broadcasting Co., which had proposed to improve the operation of its WKUN(AM) Monroe, which now operates on 1580 khz, daytime only, by transforming it into an unlimited-time station on 1490 khz.

Administrative Law Judge John Conlin's decision also denied a third application for 1490 khz—that of James N. Williamson and Raymond Dehler, because of inadequacies in their ascertainment of the problems, needs and interests of the proposed service areas.

One of the factors weighing in Judge Conlin's decision in favor of Monroe was that the application has a black stockholder, officer and director who could be expected to add diversity of viewpoint in a community whose population is 28% black. Another favor was that Monroe would bring a second broadcast voice to the community.



ACTION ON FILM

When lighting is amateur, film should be pro.

Eastman Ektachrome video news film high speed 7250 (tungsten) is a story saver.

With its high-speed (EI 400) and force-processing capability there's plenty of room to maneuver with filters to correct for fluorescent lighting and still use lens settings that give good depth of field.

Back at the station you process it as you do Eastman Ektachrome video news film 7240. Eastman 7250 film is

fully compatible with all process VNF-1 procedures.

When you're covering sports, sometimes the action is a lot better than the lighting. That's when the pro reaches for Eastman 7250 film. At air time it's better to show footage than to just report the score.

For more information, write:
Eastman Kodak Company, Dept. 640V,
Rochester, New York 14650.



Violence drops on TV, according to Gerbner study

Penn professor's annual report finds amount of mayhem fell to lowest level since 1973

Violence on television decreased dramatically last fall, to the second lowest level of any year since researchers at the University of Pennsylvania's Annenberg School of Communications began tracking TV violence in 1967.

The research team, headed by Dr. George Gerbner, found the percentage of programs with violence, including Saturday morning children's programs, dropped from an established norm of 80%-90% to 75.5% last fall, close to the record low level of the 1973 season. The rate of violent episodes per hour, by the Gerbner calculation, had risen to a high of 9.5 in 1976. It dropped last year to 6.7. The rate per program fell from 6.2 episodes to five.

The Gerbner team also found that CBS, usually the least violent network, gave up that standing to ABC last fall, while NBC remained the "most violent," as in nine of the last 11 years, the researchers said. But violence remained at a level the researchers consider high, appearing in two-thirds of prime-time programming (at a rate of five violent acts an hour) and in nine-tenths of Saturday morning children's shows (16 acts per hour).

They also found that violence increased on NBC and CBS during family-viewing time, which they defined as 8 p.m. to 9

p.m., but decreased from 9 p.m. to 11 p.m. and in cartoon programming.

Analyzing interviews connected with the Annenberg School's violence research, Dr. Gerbner and associates concluded that despite the decrease in violence, viewers still seem affected by it. Heavy viewers of television, they found, have a more exaggerated view than light viewers of the amount of danger in the real world. They tend to overestimate their chances of encountering violence in real life and to overestimate the number of policemen there are in the real world, prompting the researchers to conclude that heavy viewers' perceptions are shaped by what they see in the TV world.

The researchers also found that heavy viewers tend to act on their TV-oriented fears, buying more locks and weapons for protection than light viewers.

Heavy viewers in general seem to be more distrustful of other people and pessimistic, the researchers added. They answered yes in significantly higher numbers than light viewers to statements such as: "It's hardly fair to bring a child into the world the way things look for the future," and "Most public officials are not really interested in the problems of the average man."

In other findings from their violence research, the investigators concluded that white middle-class adult males are less likely to be depicted as the victims of violence than other groups—including the elderly, young women, nonwhites and male children—for whom the risks of violence on television are especially high. But for the first time, there were no women among people killed on TV, they said, although women were victims of violence more often than men.

The research was funded in part from a \$33,000 grant from the American Medical Association.



Mr. Smith goes to CBS Sports

Network sales veteran is picked to take over Wussler's post

Frank M. Smith Jr., a sales and administrative executive with CBS for 27 years, was named Robert Wussler's replacement last week as president of the CBS Sports division.

He is to assume his responsibilities immediately, and though his title is "acting president" Mr. Smith and others at CBS said the promotion is to be permanent. According to Mr. Smith, the qualified title leaves the company the "flexibility" to handle several complications—among them the fact that Mr. Wussler officially remains head of the division until his resignation becomes effective on April 15. Mr. Wussler was vacationing last week in the Caribbean.

Another loose end to be taken care of, Mr. Smith said, is an appointment to fill his former position. Since CBS reorganized its broadcast operations last October, he has been vice president, operational resources, overseeing the research, technical and human resources and advertising and design departments, according to CBS. Prior to that he had been head of sales for CBS-TV for 11 years.

The naming of a sales executive to head the sports department should mark a considerable change of management style for the division. Mr. Smith said the day after his appointment that he pictured the post as "basically an administrative type of job" because of the complexity of responsibilities involved in handling a full division. "You don't have to be sports-oriented or a boy-wonder producer" to run it, he said.

Mr. Wussler came up through news as a producer and finally left the network March 15 to pursue an independent career in that field (BROADCASTING, March 20). He was known for his flair for the dramatic—as exemplified by the half-hour preview show he both produced and narrated, on-camera, when a rained-out golf tournament left the network with empty air time just before the last Super Bowl broadcast.

Barry Frank—another production man

Tube time. Television use averaged an even seven hours per TV home per day in February, a record for any month other than January, according to Nielsen figures being released today (April 3) by the Television Bureau of Advertising. Coupled with an average of seven hours and eight minutes a day in January, TVB said, the February total also gave TV its first back-to-back seven-hour months. The previous record for February was six hours and 55 minutes, set in 1975 and 1977. There had been three previous seven-hour Januaries since 1972, highest being seven hours 16 minutes in 1977.

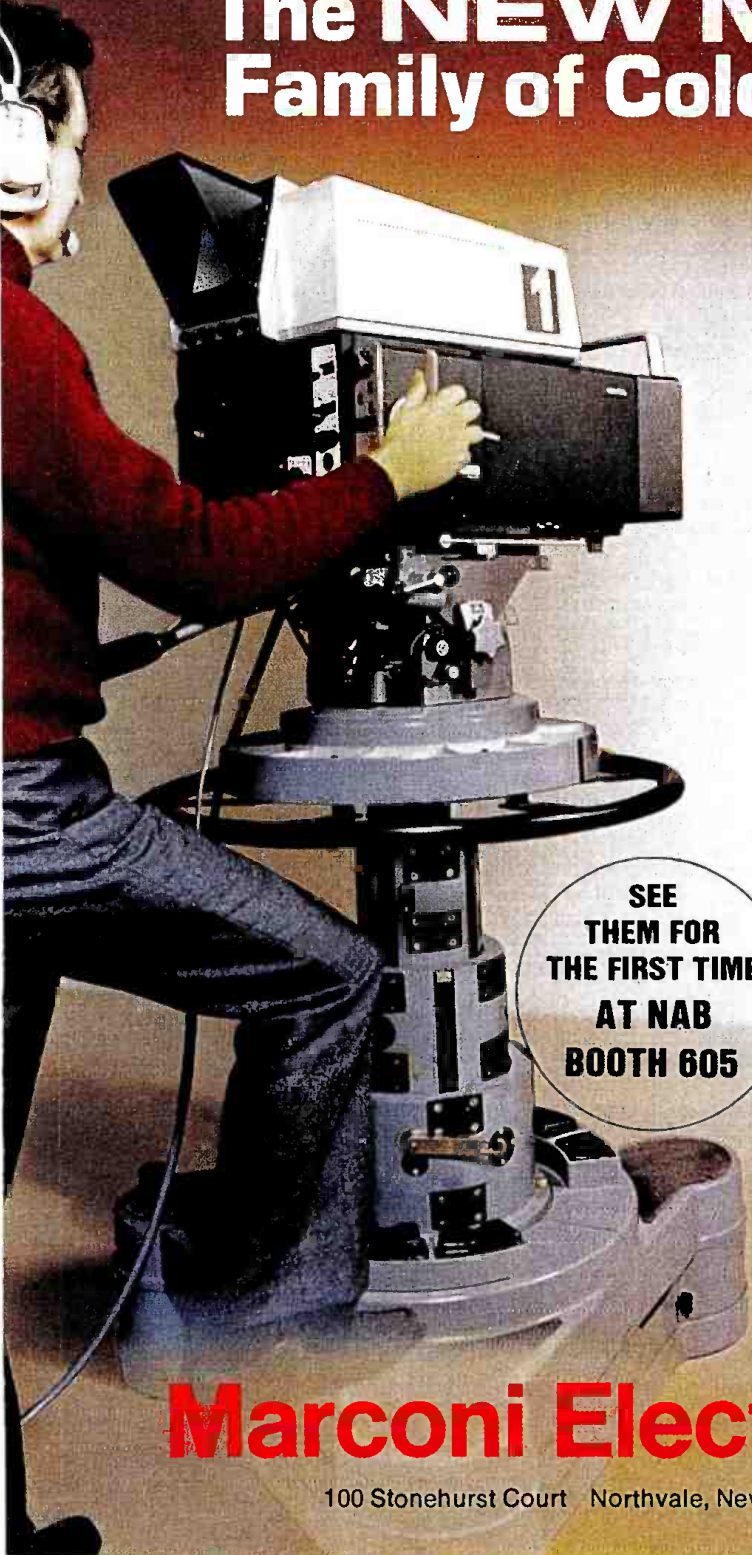
Hours of TV usage per TV home per day

	1972	1973	1974	1975	1976	1977	1978
Jan.	7:01	6:58	6:56	7:04	6:59	7:16	7:08
Feb.	6:52	6:52	6:49	6:55	6:49	6:55	7:00
March	6:31	6:30	6:37	6:31	6:35	6:32	
April	6:12	6:13	6:16	6:20	6:11	6:05	
May	5:35	5:50	5:49	5:39	5:52	5:32	
June	5:26	5:29	5:32	5:31	5:36	5:24	
July	5:14	5:29	5:19	5:12	5:33	5:13	
Aug.	5:26	5:35	5:31	5:16	5:44	5:35	
Sept.	6:02	6:08	6:08	5:55	6:03	5:55	
Oct.	6:28	6:31	6:24	6:04	6:28	6:12	
Nov.	6:50	6:46	6:39	6:26	6:49	6:30	
Dec.	6:48	6:38	6:46	6:36	6:52	6:46	
Yearly average	6:12	6:15	6:14	6:07	6:18	6:10	
Year to date	6:27	6:55	6:53	7:00	6:54	7:06	7:04

Bold face indicates all-time high.

IT'S GOING TO SPOIL YOU!

The **NEW MARK IX** Family of Color Cameras



SEE
THEM FOR
THE FIRST TIME
AT NAB
BOOTH 605

- 
- Studio/Remote/Portable
 - Multiple Configurations
 - Standard or Triax Cable
 - Low Power Consumption (400 Watts)
 - 110/220 VAC or 24 VDC
 - Manual or Automatic Registration/Operation
 - Over 1/2 mile with Standard Cable, up to 1 mile with Triax
 - Compact, Lightweight CCU
 - Select from choice of view finders 1", 3" or 7"
 - Selection of pick-up tubes includes Bias Light and HOP
 - Remote Control Operation up to 500 ft. . . . and much more!

Marconi Electronics, Inc.

100 Stonehurst Court Northvale, New Jersey 07647 (201) 767-7250

Stripping salvo. Now that Sandy Frank of Sandy Frank Film Syndication has stopped protesting five-day-a-week prime-time access shows (BROADCASTING, Feb. 27), antistripping forces may have a new man to wave their banner. ITC Entertainment President Abe Mandell, who has not been hesitant to decry the practice in press interviews, last week went a step further and circulated a statement that characterized stripping as a distortion of the FCC's hopes for "diversity" through the prime-time access rule. "The industry needs a positive response when at least 21 network affiliates in the top-50 markets stripped game shows" during that time period, he said, referring to Arbitron data collected during last November's sweeps. No longer is a network owned-and-operated TV deal sufficient to guarantee an access show's play "if the practice of stripping game shows blocks out a significant number of stations in the top-50 markets," he added. Mr. Mandell questioned whether stations "want to alienate the FCC for some short-term savings in program costs or immediate rating advantages. The FCC created the prime-time access rule and the FCC may take it away."

of CBS Sports—remains as senior vice president, programming, a title he has held since Mr. Wussler stepped down from the presidency of the television network last October. The widespread speculation was that Mr. Frank's connection with the ill-named "winner take all" tennis matches of concern to the FCC kept him from returning to the presidency. Mr. Frank could not be reached for comment last week, but another executive in CBS Sports speculated that Mr. Smith's appointment, while possibly a disappointment to Mr. Frank, might give the latter more freedom at the network than he had had under Mr. Wussler.

Jankowski memo says there was no excuse for tennis promotions

Internal message is leaked to press—some think purposely; it says 'winner take all' mess hurt CBS's 'priceless' integrity

CBS's top broadcasting official said last week that CBS's handling of the so-called "winner-take-all" tennis matches was "inexcusable."

Gene F. Jankowski, president of the CBS/Broadcast Group, made the statement in an internal memo, addressed to "The Organization," in which he also said that "CBS's integrity is its most priceless possession, and preserving that integrity is our main objective."

The memo, which was carried on wire services and picked up by a number of newspapers, was regarded by some observers as intended to be a form of response to the FCC's demand to know what CBS has done or plans to do "to inform the general public of the deceptive practices" in promoting the tennis matches, billed as "winner take all" even though losers as well as winners were well paid (BROADCASTING, March 20).

A CBS/Broadcast Group official insisted, however, that the memo was intended only for CBS people, was not issued to the news media and was made

available to them only after its contents had leaked to a wire service.

In the memo Mr. Jankowski told CBS recipients:

"The FCC has concluded that CBS deceived the public in promoting four special-event tennis matches between 1975 and 1977 by describing them as 'winner-take-all' matches when, in fact, this was not so. You may have also read that CBS has been asked by a congressional committee for information about our involvement in heavyweight boxing, which we will supply.

"As to tennis, I am writing to convey my personal disappointment and chagrin at the negligence in the handling of these events that resulted in the public being misled. This was inexcusable. Indeed, last year we publicly accepted responsibility for these errors before the Congress and the FCC. Furthermore, we have established new procedures that we feel will guard against repetition of these occurrences.

"Throughout the years, CBS has broadcast thousands of hours of sports programming that we are very proud of. The public has seen exactly what they were told they were seeing. Our viewers have every right to expect that of CBS. I am most distressed that our presentation of a series of tennis matches has jeopardized the reputation for integrity we all have worked so hard to achieve.

"I know that you all share my belief that CBS's integrity is its most priceless possession, and preserving that integrity is our main objective."

The memo coincided with—although it did not mention—the appointment of Frank M. Smith Jr., former head of sales for CBS-TV, as the new head of CBS Sports, another move widely regarded as designed to restore a "clean" image to the sports operation (preceding story).

Tillis-Anton show to get ABC-TV trial

ABC-TV has juggled its prime-time schedule to fit in the tryout run of a new variety series featuring country and western singers Mel Tillis and Susan Anton.

Mel & Susan Together is to appear for several weeks at Saturday, 8-8:30 p.m. NYT, beginning April 22. The show is de-

scribed as "a fun and music-filled half-hour variety series." Billy Carter will be among the guests on the premiere show.

A chain reaction of time-period changes accompanies the new show's introduction. *What's Happening*, currently in the 8-8:30 p.m. Saturday spot, will move to 8:30-9 p.m. Thursday beginning April 13. That in turn moves *Fish* to 9:30-10 p.m. Thursday, while *Carter Country*, now in that spot, goes into *Soap's* time period at 9:30-10 p.m. Tuesday. *Soap* may return to the schedule next fall.

The network also announced it will temporarily return the half-hour sit-com, *Sugar Time*, to its prime-time schedule beginning April 10 as a lead-in to its *Monday Night Baseball* telecasts. Original episodes of the James Komack production, about three female entertainers, are to air from 8-8:30 p.m. NYT, "probably" until June 5, when baseball's starting time moves to 8 p.m., a network spokesman said.

CBS and NBC tear up their children's line-ups

One throws out three on Saturday, two on Sunday, the other does a near-complete remake of Saturday

In changes for next September in their children's program schedules, NBC-TV will drop all but one show from its current Saturday line-up while CBS-TV is to change three on Saturday and two on Sunday. ABC-TV's revisions are expected soon.

NBC also will replace two game shows on its weekday daytime schedule with two new ones, which together with the five new Saturday shows marks the beginning of a new campaign to improve the network's third-place standing in both dayparts.

Since September of last year, Saturday morning averages stand at 7.3 for ABC, 7.2 for CBS and 4.5 for NBC. That compares to year-ago standings of 7.3 for CBS, 6.8 for ABC and 5.7 for NBC. In daytime, NBC has averaged a 5.9 since September, compared to a 6.6 during the same period in 1976-77. CBS has dropped from an 8 to a 7.1 and ABC has held steady with a 7.1 average for both years.

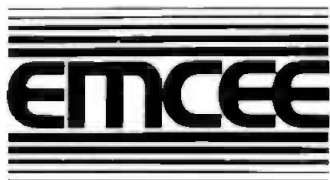
Michael Brockman, NBC's head of children's and daytime programming since last November, called the new Saturday line-up "an attempt to rejuvenate this network for youngsters." The current schedule "lacks excitement," he said, and the new one is designed to attract a new audience by combining familiar characters with new styles of presentation. Yogi Bear and Huckleberry Hound will be staging comebacks, for example, but in a science-fiction format called *Yogi's Space Race*. The new schedule is to be promoted with the slogan "Saturday Morning Fever."

CBS also has some new wrinkles in

Translate your losses into profits.



Increase your ADI for pennies per household! With a television translator, you can gain market advantage, reach new and expanding suburban markets, and increase your profits each and every year. To find out what our translators can do for your station, see us at Booth # 907 — N.A.B. Show or CALL COLLECT 717-443-9575.



The translator people.

EMCEE BROADCAST PRODUCTS, P.O. Box 116, White Haven, Pennsylvania 18661

store for the youngsters, one of which is a junior version of *60 Minutes*, to be called *30 Minutes*. The show is to be broadcast on the first three Saturdays of each month at 1:30-2 p.m. NYT, with *CBS Saturday Film Festival* filling in the odd week. *CBS News* will produce *30 Minutes*, which is to feature correspondents from the division reporting on issues "close to the hearts of young people," such as "the ever-present conflict between young people and authority," teen-age drinking and drug abuse, and UFO's. Also included will be interviews with well known teen-agers in entertainment, arts and sports, according to executive producer Joel Heller, who also produces the division's *In the News* segments on the Saturday and Sunday morning schedules.

The other new additions to CBS's Saturday line-up are *The All-New Popeye Hour* and *The Super Seven*, while reruns of *What's New, Mr. Magoo?* and *Clue Club* will return to the Sunday schedule at 9-9:30 a.m. and 9:30-10 a.m., respectively. Canceled at CBS are *The Three Robonic Stooges*, *Speed Buggy*, *The Secrets of Isis*, *Ghost Busters* and *Wacko*. NBC is dumping *Hong Kong Phooey*, *Go Go Globetrotters*, *The Think Pink Panther Show*, *Space Sentinels*, *Land of the Lost*, *Thunder* and the short inserts, *Junior Hall of Fame* (see below for the new Saturday listings).

In its daytime schedule, NBC has canceled *Knockout* (11:30-noon) and *To Say the Least* (noon-12:30 p.m.), effective April 21. Both shows have been losing their time periods by wide margins, with *Knockout* averaging a 5 rating and 22 share since September 1977, and *To Say the Least* a 3.9/16. Replacing them are *Card Sharks*, "an involving high-risk game show in which a contestant's intuition and the turn of a playing card can mean a payoff of over \$25,000," and *The New High Rollers*, "a fast-paced game show in which the stakes are high and a roll of the dice can add up to exciting prizes and big cash."

Card Sharks is produced by Goodson-Todman Productions, and it represents the company's first entry on an NBC schedule in almost 10 years, according to Mr. Brockman. *The New High Rollers* is a new version of an old NBC show, produced by Heatter-Quigley. *Sharks* will play at 10-10:30 p.m. and *Rollers* at 11-11:30 p.m. Those additions move *Wheel of Fortune* to 11:30-noon and *Sanford and Son* to noon-12:30 p.m. *Sanford and Son* is to go off the network in September, when it begins syndication runs at local stations, and Mr. Brockman promises more changes in NBC's daytime schedule. One upcoming addition planned is the live women's interview and talk program produced by Woody Fraser, former executive producer of ABC's *Good Morning, America* (BROADCASTING, March 27).

Incidentally, Mr. Brockman himself moved to NBC from ABC, where he had been head of daytime before being shifted to the position of vice president of tape production and operations. Mr. Brockman said last week the shift resulted from "a

little difference of opinion" with then-President of ABC Entertainment Fred Silverman, and he said that he doesn't believe past differences will affect their relationship at NBC.

Following are NBC's and CBS's new Saturday morning line-ups, both of which will premiere Sept. 9:

CBS

The All-New Popeye Hour (8-9 a.m. NYT); *The Bugs Bunny/Road Runner Show* (9-10:30 a.m.); *The Super Seven* (10:30 a.m.-noon); *Space Academy*

(noon-12:30 p.m.); *Fat Albert and the Cosby Kids* (12:30-1 p.m.); *Ark II* (1-1:30 p.m.); *30 Minutes/Saturday Film Festival* (1:30-2: p.m.)

NBC

Yogi's Space Race (8-9:30 a.m. NYT); *The Godzilla Power Hour* (9:30-10:30 a.m.); *The Fantastic Four* (10:30-11 a.m.); *The Krofft Superstar Variety Hour* (11 a.m.-noon); *The Fabulous Funnies* (noon-12:30 p.m.); *Baggy Pants and Nitwits* (12:30-1 p.m.).

Drake-Chenault's 'History of Rock & Roll' airs in 125 radio markets

From Bill Haley and the Comets' *Rock Around The Clock* to Debby Boone's *You Light Up My Life*, with more than 2,000 excerpts culled from more than 500 interviews and representing a \$250,000 investment, Drake-Chenault's 52-hour *History of Rock & Roll* is set to reach the radio airwaves this week.

The official premiere is scheduled this Friday (although a few stations are going ahead earlier) and by last week, Jim Kefford, Drake-Chenault executive vice president and general manager, claimed a tally of 125 stations, including all top-25 markets, on board so far with the purchase of a six-month license to air it.

Among the stations are WCBF-FM New York (which is expected to hold off until this summer before airing it, Mr. Kefford said); KIQQ(FM) Los Angeles; WIND(AM) Chicago; WIP(AM) Philadelphia; CKLW(AM) Windsor, Ont. (Detroit); KIOI(FM) San Francisco; WASH(FM) Washington; WRKO(AM) Boston; KNUS(FM) Dallas; and KULF(AM) Houston.

While stations have been given leeway as to how the 52 hours will be scheduled, Drake-Chenault has recommended "non-stop" play, and according to Mr. Kefford, those that will be going that route include KIQQ, WASH; and WRKO.

In describing the program, Mr. Kefford said that it was broken down into three types: theme hours ranging from Motown

to folk; individual profiles from Elvis Presley to the Beatles and "chart sweeps," examinations of music during a specific year.

A 38-minute finale is said to include a montage of every number-one record from January 1956 to December 1977. The 52 hours were said to have been boiled down from 200 hours of tape.

Producer, narrator and writer for the *History of Rock & Roll* was Bill Drake; Gary Theroux handled research, and Mark Ford was production director.

A week for recent arrivals

'Hulk' and 'Having Babies' are just two of the new shows that did well in the week ending March 26, others follow suit

Whether viewers felt adventurous or scheduling and promotion simply clicked, several new programs got some good sampling on all three commercial networks during the prime-time week of March 20-26.

Highest-rated among them were CBS-TV's *The Incredible Hulk* (9-10 p.m. NYT Friday) and ABC-TV's *Having Babies* (renamed *Julie Farr, MD*) (10-11 p.m. Tuesday), both of which won their time periods with 34 shares. Next in line was ABC's premiere of the new hospital sit-com, *A.E.S. Hudson Street* (9:30-10 p.m. Thursday). It pulled a 33 share, winning the time period in tandem with its lead-in, *Barney Miller*.

NBC-TV's *Richie Brockelman, Private Eye* (9-10 p.m., Friday) picked up two share points in the second week of a five-week run, while CBS's *Sam* (8-8:30 p.m. Tuesday) gained five share points over its premiere a week earlier, scoring a 29 against a 42-share rerun of *Laverne and Shirley*.

Less promising were the performances of two other new CBS entries, *Return of Captain Nemo* (8-9 p.m. Wednesday) and *Husbands, Wives and Lovers* (10-11 p.m. Friday). Both lost their time periods by wide margins, scoring 20 and 24 shares, respectively. Also questionable for CBS



Bill Drake at work on "radio's [rock] *Roots*."



The ABC-owned FM Station in Chicago.

**Now represented by
Katz Radio.**



WDAI. Katz. The best.

are its new Monday night lead-off half-hours, *Good Times* and *Baby, I'm Back*. They pulled 24 and 25 shares, respectively, but M*A*S*H continued to help lift the rest of the night to over 30 shares.

Two programs maintaining their recent ratings habits after several weeks on the air were NBC's *Quark* (a 26 share) and *Chuck Barris Rah Rah Show* (a 17).

Notable specials performances for the week included CBS's kick-off of its week-long anniversary celebration on Easter Sunday. It scored a 37 share, typing both its lead-in, *Wizard of Oz*, and its competition on ABC, a made-for-TV movie rerun entitled *SST: Disaster In the Sky*. Against them, NBC's tribute to Milton Berle came in with a 22 share, followed by *Hollywood Outtakes*, which had a 27.

Perhaps the most intriguing pair of ratings for the week, sociologically speaking, came on Wednesday, when ABC's Perry Como Easter special (10-11 p.m.) met up with NBC's Beatles satire from some of the Monty Python group, *The Rutles: All You Need is Cash*. The latter, besides featuring many rock stars in the cast, enjoyed a promotional blitz unequaled in recent memory—in large part from Warner Brothers Records, which has released an album of the show's songs—resulting in feature stories in *Newsweek*, *New Times*, *Rolling Stone* and other publications. All for naught, as it turned out. Mr. Como had the seventh highest-rated program of the week, a 44 share. The Rutles came in dead last with a 15.

Average ratings for the week were 20.2 for ABC, 18.0 for CBS and 16.2 for NBC.

Program Briefs

Washington wit. Washington humorist Mark Russell joins NBC Radio network today (April 3) with three-minute daily *Mark Russell Show*. Mr. Russell currently offers observations on NBC-owned WRC(AM) Washington and plays host to Public Broadcasting Service specials.

Branching out. Syndicast Services Inc., New York, in joint effort with International Automated Media and Total Video Services production house, has formed new California, company—Syndicast West, for representation there. Address: 17422 Murphy Avenue, Irvine, Calif. 92714; (714) 751-2015.

New focus. ABC-TV changed title of series hopeful, *Having Babies*, now in midst of six-week tryout run at 10-11 p.m. NYT Tuesday. New name is that of central character in show, *Julie Farr, M.D.*

Taking off. Paramount Television Distribution's plans to revive *Star Trek* series may still be on hold (BROADCASTING, Jan. 30), but Starship Enterprise will have new film mission. Paramount Pictures last week announced plans for "Star Trek" movie, with budget said to be more than cost of all 79 original TV episodes and understood to be about \$15 million. Cast, including Leonard Nimoy, has been reassembled; series creator Gene Rodden-

berry will be producer.

Over to ABC. Documentarian Marcel Ophuls ("The Sorrow and the Pity") has joined ABC News as producer-director. Based in London, Mr. Ophuls is to contribute to documentary unit and upcoming weekly newsmagazine, *20/20*, expected to debut in June.

Bald spot. CBS-TV series, *Kojak*, will not be renewed for 1978-79 season. Show's ratings have dropped this year, its fourth, and it now scores low 20's shares.

On list. Official National Association of Television Program Executives tally of first-run programing offered at this year's convention and still viable (BROADCASTING, March 20) did not include Operation Prime Time-MCA TV/Universal's *The Bastard*, *Evening in Byzantium* and *The Immigrants*, each with two two-hour episodes. Explanation was that projects were "important" but outside "normal" syndication route. Subsequently they have been added to list.

The best of access

At network affiliates in the top-10 markets, ITC Entertainment's *Muppet Show* is the top prime-time access show, with an average 30 share. Second was Viacom's *Family Feud*, with a 26. Firestone Program Syndication's *Gong Show* took third with a 24.

These rankings are among the results of a Katz Television study based on the February 1978 Arbitron sweeps. Other leading prime-time access shows in February were Rhodes Productions' *Hollywood Squares* and Sandy Frank Film Syndication's *\$100,000 Name that Tune*, both at 23; Viacom's *Price is Right* and Time-Life Television's *Wild Wild World of Animals*, both at 22, and Jim Victory Television's *Match Game P.M.* and Lexington Broadcast Services *Sha Na Na*, both at 21.

PBS wants bigger role in foreign production

The president of the Public Broadcasting Service told a conference in Milan, Italy, last week that PBS intends "to become a more vigorous partner in the world community of broadcasters dedicated to quality programing."

Lawrence K. Grossman, speaking before the International Public Television Conference, cited the need for "new forms of creative collaboration" with broadcasters abroad. He said international broadcasting needs to go "well beyond merely buying and selling already completed programs," and said that projects such as PBS's upcoming Shakespeare series, acquired through a purchase from the BBC, are "not the way of the future for us."

Mr. Grossman suggested that public broadcasters should become more involved in program exchanges and joint

productions. "Exceptional opportunities" exist for such exchanges, Mr. Grossman said.

WETA selling show overseas, CPB pulls back funding

Grant of \$50,000 is rescinded for coverage of Horowitz concert after it's learned station is syndicating it to other countries

A flap developed in public broadcasting circles last week over an announcement that WETA-TV Washington would be syndicating its Feb. 26 coverage of pianist Vladimir Horowitz's White House concert. Apparently finding the arrangements for the overseas syndication out of line with its standard procedures, the board of the Corporation for Public Broadcasting decided to withdraw a \$50,000 grant to WETA-TV that was intended to cover most of the station's production expenses for the show.

According to Ward Chamberlin, president of WETA-TV, it "appeared that we hadn't followed the normal procedures" of notifying CPB about the syndication plan before CPB agreed to help to underwrite the program." When he realized that, Mr. Chamberlin said, he told CPB "if there's any problem with it, then keep the \$50,000." WETA-TV's estimated cost for producing the program was \$60,000.

Mr. Chamberlin said the syndication (countries which have demonstrated interest in the concert include France, Japan, Italy and Australia) should net \$250,000 to \$350,000—the bulk of which will go to Mr. Horowitz and the foreign distributors. WETA-TV, he said, will receive "something less" than 10% of the total. Mr. Horowitz received no payment for the White House performance.

Cortland Anderson, executive vice president of CPB, confirmed that WETA-TV's syndication arrangement represented a "fairly significant departure" from the corporation's normal syndication agreement. To rectify a "confusion of communications" that resulted in CPB's not being told "WETA-TV was negotiating foreign sales," he said, the board agreed to accept Mr. Chamberlin's offer not to use CPB funds.

The arrangements for the foreign distribution were made by Metronom-Film and Fernseh Produktionsgesellschaft, a German firm with its principal office in Munich.

Mr. Chamberlin discounted reports that the CPB board withdrew its support of the program because of possible conflicts with the Carter administration over any apparent commercial aspects of WETA-TV's syndication agreement. Mr. Chamberlin said the station discussed the plan with Barry Jagoda, special assistant to the president for media and public affairs, who had no objections to the syndication.

Advancing on all fronts!

When “Hogan’s Heroes” take over a time period from lead-in programming, they move out in every direction. As results from their latest forays indicate.

ADI rating gains (over lead-in) for 34 stations!
ADI share gains for 32 stations!
41% more women viewers for 28 stations!
52% more men viewers for 46 stations!
42% more 18-49 women for 28 stations!
61% more 18-49 men for 46 stations!
72% more teens for 38 stations!
117% more kids for 27 stations!



With advances like these,
across the board, no
competing station's audience
is safe from

Hogan's Heroes

Source: ARB, Nov. 1977.
Audience estimates subject to qualifications
available on request.



VOA sets out to demonstrate its independence

Straus, speaking on eve of service's incorporation under new agency, says agency will try to shake categorization as government tool

The Voice of America is developing a "new thrust" in its international broadcasts—"listening to people," said its director, R. Peter Straus, last Tuesday at the National Press Club. Saying that VOA for too long had failed to demonstrate a "quiet confidence in our own beliefs," Mr. Straus said that the government-run radio service would be trying in the future to dispel international criticism that it is a "tool" of United States foreign policy.

The VOA, Mr. Straus said, is "not the voice of the administration and not the voice of the government."

Speaking just a few days before VOA was scheduled to begin operating as a part of the new International Communications Agency (BROADCASTING, Sept. 5, 1977), Mr. Straus said there were "no immediate plans" for major VOA programing changes under the new setup. (The new agency, to include the United States Information Agency, and the State Department's Bureau of Educational and Cultural Affairs, as well as VOA, was to have begun operations last Saturday, April 1, under the leadership of USIA's John E. Reinhardt.)

In answer to critics who charge that VOA is a propaganda dispenser for the government, Mr. Straus said that there are now "strenuous efforts" under way to assure the "separation of news from editorial opinion" on the radio system. Furthermore, he asserted, that "separation is complete." He discounted statements that the BBC, long considered the standard in international news, was a "more objective version" of VOA. He said that under the ICA, VOA's "absolute insulation" of its news operations would be "assured."

Mr. Straus also said that satellite technology gives promise of an era of two-way communications that would advance the goals of recognition of human rights and improved world relations. He did not venture a timetable for the satellite interchange but expressed hope for its ultimate success.

Salant, Moss, Karpowicz to get Missouri medals

Named to receive 1978 Missouri Honor Awards for distinguished service in journalism were Richard S. Salant, president of CBS News; Ray A. Karpowicz, vice president of KSD/KSD-TV Inc., St. Louis, and

Representative John E. Moss (D-Calif.).

Awarded annually since 1930, the Missouri medals "recognize continued excellence rather than any singular achievement" and will be presented April 7 at the Missouri School of Journalism in celebration of the 20th anniversary of its Freedom of Information Center.

Mr. Salant is to be recognized for "his leadership and efforts to maintain the highest journalism qualities in the CBS News Reports." Mr. Salant, who was president of CBS News from 1961-1964 and again from 1966 to the present, is honored for his hand in expanding the nightly news to 30 minutes and introducing *60 Minutes*, *The CBS Morning News* and *In The News*.

Ray Karpowicz, who joined KSD-TV St. Louis in 1956 and has been general manager since 1969, is being honored because "he pioneered the two-hour news concept at KSD-TV and launched St. Louis's first feature noontime newscast." He is also mentioned for being active "in building the Missouri Broadcasters Association into its present vigorous state."

The award to Representative Moss recognizes "his contribution, and the contribution of the House Subcommittee on Government Information, in creating public awareness of the problems of secrecy in government. The subcommittee's findings made possible a series of laws supporting the public's right to know, the best known of which is the Freedom of Information Act."

Governor Carey of N.Y. turns to air for 'press' release

He makes actualities available to any stations that telephone

With \$4,000 worth of equipment, a toll-free telephone number and the expertise of a former TV newsmen, New York Governor Hugh Carey's press office has launched a major bid for a place in the state's radio newscasts.

Reporters calling the Executive Chamber Press Office in Albany are offered the Audio Information Service free of charge. That involves an average of three two-minute feeds during the day, with reports and actualities on the Democratic chief executive's activities and plans. Furthermore, the state has been broken down into 10 regions, and news staffers are encouraged to call at specific times when reports are tailored to their localities.

The use of audio, in addition to press releases, is not a new concept. Aides to various elected officials frequently call stations with radio stories. The Carey effort, however, asks stations to do the calling and offers the assurance that there will be material (if only advisories on upcoming feeds) available. Pennsylvania Governor Milton Shaap has been following a similar course for the past six years.

Bill Snyder—an ex-WRGB(TV) Albany

(Schenectady), N.Y., reporter and anchor who became an assistant press secretary to the governor last September with the "express intent of working with the electronic media"—files the reports and provides the wrap-arounds to the actualities. Of the 19 items offered during the service's first week, most were actualities.

Mr. Snyder expects that most stations using the service will be small, without access to on-scene reporters following the governor and his legislative proposals. As to how many calls have been received so far, Mr. Snyder said he is waiting for the phone bill, which will say how long the line has been busy. From there, he'll divide by two (the average length of a feed).

Among the stations that have taken the feeds is WALT(AM) Herkimer, N.Y., where vice president Chuck Rosen said it has been used "on occasion" depending on the item's merit and news judgment. Dan Crippen, a reporter at WJTN(AM) Jamestown, N.Y., said he used a "press release" type feed once, the day the service started, and expected that on a "slow news day, we'd check to see if there is anything of local interest."

George Kimball, president and station manager of WCGR(AM)-WFLC(FM) Canandaigua, N.Y., is skeptical. The toll-free number is up on the wall but Mr. Kimball doesn't expect to be using the reports in the near future. "It's an election year," he said, and "I don't feel like being part of it." He said he might take advantage of such a service "After the election's over."

Journalism Briefs

Here's how. National Association of Broadcasters plans publication of booklet for judges and attorneys on how broadcasting can cover courtroom proceedings unobtrusively. Herbert Hobler of Nassau Broadcasting, Princeton, N.J., chairman of NAB First Amendment Committee, said he hopes project will help win access to courts for broadcast cameras and microphones in 39 states where permitting access is not currently contemplated. Dr. Alan Wurtzel of University of Georgia is heading project.

News from the North. AP Radio has added three-minute daily summary of Canadian news, consisting of both actualities and voice reports, to its radio news service, which now has some 550 affiliates. Summary, fed twice during morning hours, was added as service to millions of Canadians who visit U.S. each year, according to Ed DeFontaine, APR managing editor.

Sip of B&B. NBC Radio plans to add five-minute weekday *Confrontation* to line-up today (April 3); with Patrick Buchanan (former special assistant to President Nixon, now with *TV Guide* and *New York Times* syndicate) and Tom Braden (*Los Angeles Times* syndicate and author of "Eight is Enough") squaring off on "day's top story."

KIRO KNOWS EXACTLY WHAT THEY WANT IN A 50 KW AM TRANSMITTER.

SO DOES CONTINENTAL ELECTRONICS!



When the fine folks in Seattle, Washington tune in KIRO they get what they want: "Newsradio 71."

A dynamic format of news, sports, commentary and all-night talk that keeps the Northwest market tuned in.

There's someone else who gets what he wants. Mr. C. R. Morris, Director of Engineering at KIRO. It's Chuck's responsibility to deliver engineering excellence, so his department took a long and careful look at the various 50 KW transmitters on the market before making the decision to purchase Continental Electronic's 317C.

"One manufacturer pointed to their unique measuring techniques. We asked Continental to test the 317C the same way." The results? Chuck says they were "as good as or even better than" the competition.

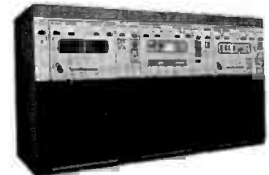
As a leader in high-power broadcasting Continental builds-in state-of-the-art performance from the start. Like high efficiency in a small space. "And I'm really impressed with how easy it is to get to the 317C for maintenance.

"With some of the problems other stations are having our decision to go along with the lower plate voltage has turned out to be a good one."

This is a result of Continental's Screen/Impedance Modulation which yields a loud 125% "without special effort." What confirmed Chuck Morris' decision to go with the 317C? "It's Continental's track record. We've had a Continental 10 KW auxiliary for years and it's never failed us. Continental has bent over backwards to work with us and now that we have the 317C it's living up to our expectations. It just sits there and runs and runs." We salute "Newsradio 71" and KIRO's continuing service to the Northwest. KIRO knows exactly what they want in a 50 KW AM transmitter

... so does Continental!

For information on the 317C, write Continental Electronics Mfg. Co., Box 270879, Dallas, Texas 75227.



Continental Electronics



Visit us at the NAB Show, Booth 312

FCC holds back on 14 db level for UHF and may make it lower

Quello leads way in postponement of vote on requiring set makers to improve reception; panels will debate subject before commission

The FCC, which was preparing last week to adopt an order requiring television set manufacturers to improve the quality of UHF reception, decided instead to postpone action for a month or more, in the hope that it might be able to issue a tougher order. The key figure in the decision was Commissioner James H. Quello, who has taken a leading role in seeking the improvement of UHF reception.

Pending before the commissioners at their meeting on Wednesday was a staff draft of an order banning the manufacture after Oct. 1, 1979, of UHF receivers with noise figures in excess of 14 db. The present level permitted is 18 db. (The proposed order grew out of a petition for rulemaking filed by the Committee for

UHF Broadcasting. However, CUB's ultimate goal was a 10 db level.)

Awaiting action also was a notice of inquiry, designed to elicit information on how television reception might be further improved. Questions seeking comment on the characteristics of the experimental high-performance receiver built by Texas Instruments in an attempt to reduce the number of UHF taboos that now impose limits on the number of television stations which can be accommodated were among those in the notice.

But Commissioner Quello expressed concern over what he saw as the likelihood that the commission, in adopting both items, would simply be requiring manufacturers to build sets that would represent little or no improvement over many now on the market, while postponing the results of meaningful action for "20 years"—the length of time he said would ensue before improved sets became available if the commission went through an inquiry.

He said about two-thirds of the sets now on the market and being manufactured can meet the 14 db standard; he thought the commission should consider a 12 db or even 10 db standard. (The noise figure is a measure of one of the factors affecting the amount of interference seen on the screen.)

"We need more information now [regarding the possibility of stricter standards]," he said. "We'd benefit from experts discussing the issues before us in panels."

And eventually that was the commission's decision. By a 7-to-0 vote, it decided to invite representatives of various groups—manufacturers, UHF interests (which include the Public Broadcasting Service), Association of Maximum Service Telecasters—to debate the issues raised by Commissioner Quello and the staff. The staff was instructed to schedule the panels as soon as possible; the commission later said it expects to hold them sometime in April.

The commission's decision to delay action on the 14 db order pending the panel discussion overrode a unanimous recommendation of three units of the staff—the Office of Chief Engineer, the Office of Plans and Policy and the Broadcast Bureau.

The staff's hesitancy about proposing the tighter standards urged by Commissioner Quello was based on what was described as fear of the possible consequences for efforts to eliminate taboos and thus permit increased use of the spectrum.

"We have been able to establish that at 14 db, we don't run risks" regarding the impact on the taboo problem, said OPP's Carlos Roberts. "But we don't have the data indicating what happens if we go below 14 db." There may be trade-offs that "work to the disadvantage of spectrum efficiency"—of getting more stations in major cities—he said.

The staff said the orderly way to proceed was to adopt the noise-figure order, and then elicit the information from the inquiry that would help answer questions, among others, on the effect of lower noise

figure standards on the commission's efforts to reduce taboos.

But the commissioners swung over behind Commissioner Quello, despite some uneasiness on the part of Chairman Charles D. Ferris and Commissioner Robert E. Lee, who has long been the commission's leading advocate of UHF. Their concern was that postponement of action on the order might cause slippage in the September 1979 deadline for manufacturers to start building sets with improved UHF reception. The chief engineer, Raymond Spence, said the slippage would be one month for each month the commission delays if the 14 db standard is retained. The lead time necessary if the standard is lower than 14 db, he said, might be 36 to 48 months.

The commission has already lost six months on a deadline for a 14 db order. The commission in December was to discuss the proposed order, which then contained a May 1, 1979, deadline, but postponed action, at Commissioner Quello's request, to await the results of the report on the Texas Instruments receiver (BROADCASTING, Dec. 19, 1977).

The staff was directed to release the draft of the noise-figure order, along with questions from the inquiry dealing with taboos, and to draw up a list of panelists.

One person who may be invited is Ike Blonder of Blonder-Tongue Laboratories. Last week, he submitted to the commission an unsolicited proposal for developing a television receiver with performance improved to a level some staffers described as "unbelievable." The proposal is for a set that would permit elimination of all taboos and reduce noise figures for UHF as well as VHF to 5 db.

Technical Briefs

SIN splurging. SIN, U.S. Spanish Television Network, is upgrading technical operations at its various stations. KMEX-TV Los Angeles is installing new transmitter designed and built by its engineering staff to increase maximum effective radiated power from 500 kw to 1,950 kw, according to network. WXTV(TV) Paterson, N.J. (New York), has bought new transmitter, preparatory to moving to World Trade Center along with most other New York area stations. WFTV(TV) Miami is in process of doubling its power, and KWEX-TV San Antonio, Tex., operation center for SIN's satellite network, is expanding studio facilities.

To Greece and Canada. RCA Broadcast Systems, Camden, N.J., reports sales of its equipment to ERT, National Hellenic State broadcast organization of Greece, valued at about \$450,000, and to CFRN-TV Edmonton, Alberta, Canada, valued at more than \$500,000. ERT's order included five portable electronic newsgathering color TV cameras, portable videocassette recorders and editing recorder/reproducers. CFRN-TV bought two quadruplex video-tape recorders, both equipped with time-code editing system, and video tape cartridge recorder.

Important TV engineering position.

Our client—a dynamic, growing television station group in the Sunbelt, managed by an excellent executive team—has asked us to search for a highly qualified Director of Engineering for their organization.

The successful candidate will have an EE degree or the equivalent. A history of growth and accomplishment. Proven administrative abilities. A solid understanding of TV station operations. Construction experience (RF in particular). And a thorough knowledge of FCC rules and regulations.

Write or call now. If mutual interest exists, we will arrange a personal interview. (We will be at the Las Vegas Hilton for the NAB, and a meeting can be scheduled there.)

All communications will be held in strictest confidence.

Joe Sullivan & Associates, Inc.
Executive Search and Recruitment

111 East 58th Street,
New York, N.Y. 10022
(212) 752-8888

JOIN MUTUAL IN LAS VEGAS AND GET YOUR FREE DISH!



You've been hearing all about Mutual Broadcasting's leap into outer space with its exciting new satellite transmission system. During the NAB Convention in Las Vegas, you'll have an opportunity to see first hand what all the excitement is about. Following FCC approval, Mutual affiliates across the country will be getting 10-foot diameter satellite earth stations (INSTALLED AND PAID FOR BY MUTUAL), joining Mutual's leap into the space age. Sound interesting? Come see us during the NAB Convention and get the full story about Mutual's dish!

MUTUAL'S CHAMPAGNE BRUNCH— AND SATELLITE SEMINAR

SUN.
APRIL 9

10AM-2PM Pavillions 9, 10, 11 Las Vegas Hilton. Mutual will be hosting a champagne brunch, and will show Mutual's 1978 Sales Presentation ("The Feeling Is Mutual") followed by a Satellite Engineering Seminar designed especially for both key management and engineering personnel. **By invitation only.** For invitations to the Champagne Brunch and Satellite Seminar, call or write Ms. Suzanne Boltz, Mutual Broadcasting System, 1755 South Jefferson Davis Highway, Arlington, VA 22202, 703/685-2080.

MUTUAL'S HOSPITALITY SUITE

SAT.
THRU
WED.

Come by and see Mutual's representatives at the Mutual Hospitality Suite 2964 (Las Vegas Hilton). The hours for the Hospitality Suite are: Saturday, 1PM-10PM; Sunday, 1PM-10PM; Monday, 10AM-10PM; Tuesday, 10AM-10PM; Wednesday, 9AM-5PM.

MUTUAL'S CONVENTION EXHIBIT

SUN.
THRU
WED.

During the Convention exhibit hours (9AM-5PM, Sunday through Wednesday), Mutual's fascinating floor exhibit will be open, and you'll have the opportunity to hear Mutual broadcasts from the network's headquarters in Washington, D.C., via satellite through a receiving terminal right on the Convention floor! Plus, you'll have the opportunity to learn more about the World's Largest Radio Network. Don't miss it---Booth 407!

MUTUAL'S OUTDOOR EXHIBIT

SUN.
THRU
WED.

Just outside the main entrance to the Las Vegas Convention Center, Mutual will have a satellite receiving terminal set up, so you can hear Mutual programs via the Westar I satellite and hear how the sound of network radio has improved to 15khz stereo. You must see this exhibit!

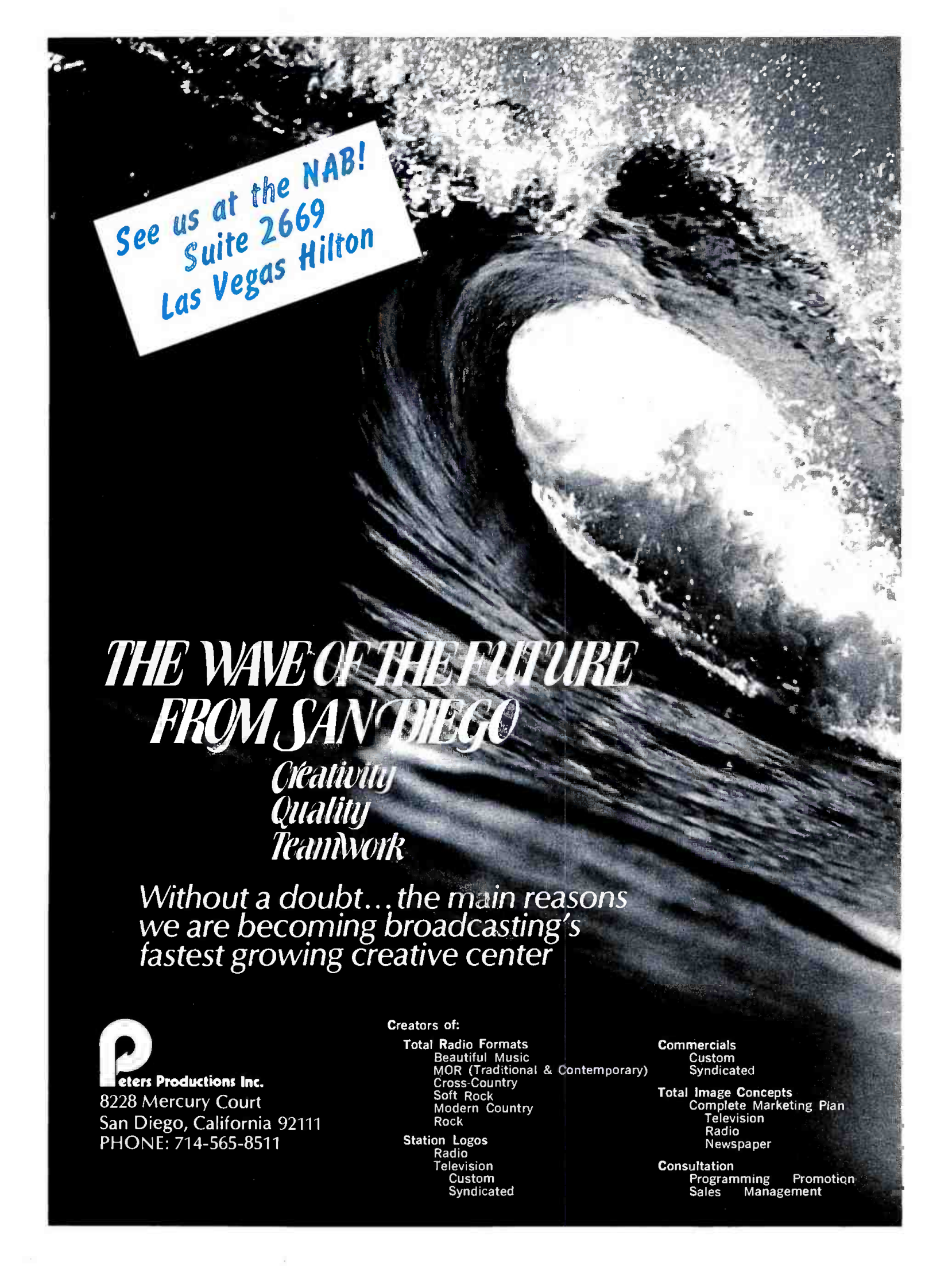
MUTUAL'S LARRY KING SHOW VIA SATELLITE

MON.
THRU
SAT.

Each night during the Convention, Larry King will be doing his live, all-night talk show directly from Mutual's Mobile Studio, at the entrance to the Las Vegas Hilton. You can come by and talk to Larry while the show is being transmitted via satellite to affiliates across the country. Larry will be on the air nationwide from 9PM until 2:30AM (Mountain Time); here's your opportunity to see the country's most talked about talk show host in person during the NAB!



mutual broadcasting system



See us at the NAB!
Suite 2669
Las Vegas Hilton

THE WAVE OF THE FUTURE FROM SAN DIEGO

*Creativity
Quality
Teamwork*

*Without a doubt... the main reasons
we are becoming broadcasting's
fastest growing creative center*



Peters Productions Inc.
8228 Mercury Court
San Diego, California 92111
PHONE: 714-565-8511

Creators of:

Total Radio Formats
Beautiful Music
MOR (Traditional & Contemporary)
Cross-Country
Soft Rock
Modern Country
Rock

Station Logos
Radio
Television
Custom
Syndicated

Commercials
Custom
Syndicated

Total Image Concepts
Complete Marketing Plan
Television
Radio
Newspaper

Consultation
Programming Promotion
Sales Management

Viacom fares well financially in '77

Company's annual report puts revenues up 25%, earnings up 47%, in large part due to health of cable and programing divisions

Cable television accounted for \$35,193,000 in revenues and \$5,867,000 in earnings from operations of Viacom International in 1977, while program distribution represented \$22,733,000 in revenues and \$10,688,000 in operating earnings, according to the company's annual report.

Pay television programing brought in \$536,000, but represented an operating loss of \$825,000.

The program distribution figures were divided between domestic (\$13,884,000 in revenues, \$8,058,000 in operating earnings, and international, including the operation of foreign subsidiaries (\$8,849,000 revenues, \$2,610,000 operating earnings).

Domestic program distribution revenues were up 40% from 1976 while international's were up 18%, cable TV revenues advanced by 20% and pay programing revenues by 700%. Earnings from operations in domestic program distribution rose 51% and in international by 12%, while pay-TV programing earnings were up 7%. Corporate expenses were put at \$4,363,000, up from \$3,556,000 in 1976.

Additions to property, plant and equipment totaled \$12,323,000 as compared with \$7,801,000 in 1976, about 95% in each case devoted to cable TV.

Total revenues reached \$58,462,000, up 25%, and net earnings came to \$5,556,000, up 47%. President Ralph M. Baruch said it was the sixth consecutive year of record revenues and profits and that the company anticipates "substantial growth" in both in 1978.

Cox keeps climbing in first quarter

Kirtland, Harris tell shareholders that broadcasting and cable will boost sales 15%, profits 25%

Broadcasting and cable television are providing a big thrust that is expected to boost Cox Broadcasting Corp.'s first quarter revenues by approximately 15% and its operating income by about 25% over the 1977 period.

Clifford M. Kirtland Jr., Cox president, gave this report to shareholders at their annual meeting in Atlanta (BROADCASTING, March 27). He also noted that Cox "has had uninterrupted increases in pretax earnings for its entire 14-year history" and expects to extend that record in 1978.

The stockholders were told that every area of broadcast revenues but one—na-

tional spot AM radio—is running ahead of the first quarter of 1977. Television and FM radio continue to be the leaders, strong in both local and national sales, officials reported, while AM's local sales are also ahead of last year's first quarter and AM's spot prospects for the second quarter are looking better.

Total billing has begun to show some softness for the second quarter but should exceed the 1977 second quarter even so, officials said.

"Our over-all positive position is one we expect to maintain throughout the year," said Stanley G. Mouse, president of the broadcast division.

Henry Harris, president of Cox Cable Communications, noted that the company

increased both revenues and earnings in 1977 for the eighth consecutive year. He projected a 25% increase in operating earnings in the first quarter of 1978, which he said should be another excellent year. In the past 30 days, he said, Cox Cable reached three significant milestones: 500,000 subscribers, 100,000 pay TV customers and, at San Diego, the largest cable system in the U.S., a total of 150,000 subscribers.

Mr. Kirtland had a note of caution: "Your company's performance, as with all business, is dependent on inflation being brought under control." But, he added, "we believe that the businesses in which Cox Broadcasting is engaged hold promise of growth beyond the general economy."

**From
burning
deserts**

**To frigid
mountain tops...**

TOWERS BY STAINLESS ARE PROVEN!



Performance-proven under the worst environmental conditions, "towers by Stainless" have earned us our reputation as number one in tall tower construction.

A Stainless microwave tower in Florida, built to withstand 160 mph winds, showed no structural damage during hurricane "Eloise" in 1975. Other Stainless towers have withstood ice and winter winds equally well.

We build with integrity — through experience, advanced engineering techniques, uncompromising standards and quality of materials.

Yet our prices are extremely competitive. We keep costs down through use of automated fabrication wherever possible and though we've built 2000' towers, we're just as particular in building 200' ones.

Worldwide, for AM/FM, TV, microwave or radar, we've satisfied commercial, government, industrial and military needs for over 30 years.

"Package" programs are available with site selection, soil analysis, fabrication and erection.

For your tower needs — choose Stainless, the *Proven* performer.



Stainless, inc.

North Wales, PA 19454 U. S. A.
Phone 215/699-4871
TWX: 510-661-8097

CD178

Spot radio looks less frequently for adult women

Teen-agers are being targeted more, according to study by Torbet-Lasker; which also notes drive time is still top daypart, one-to-four weeks most popular campaign length, Arbitron dominant

Women 18 to 49 years old still represent the largest single target of national spot radio advertisers but their percentage is decreasing as clients increasingly zero in on younger audiences.

This is one of the highlights of the "1977-1978 National Spot Radio Profile" released last week by Torbet-Lasker Inc., New York. The tabulations are based on 260,000 individual schedules on Torbet-Lasker-represented stations in the top 100 markets from March 1977 through February 1978.

Torbet-Lasker noted that the percentage figures in the report show the number of campaigns, not dollar amounts, but said there is a close correlation between the number of campaigns and the number of dollars. The report covers spot radio buys,

not wired or nonwired radio network buys.

Women, 18 to 49, were the objective of 10.7% of all campaigns, still the largest, but down from 14.1% last year. In second place were teen-agers, up to 9.2% this year from 8.4%, followed by men, 25 to 49, with 7%, and men, 18 to 49, 6.7%.

Measured as radio targets, total men rose to 32.6% from 31.2% last year while women slipped to 28.8% from 32.8% and men plus women fell to 26.2% from 27.5%.

Torbet-Lasker's report shows that the various dayparts maintained about the same popularity as last year, with drive-times in first place with 24.9% of campaigns, followed by mid-day periods, 23.1%; drive/mid-day/weekends, 14.3%; drive/mid-day, 12.4%; drive/weekends, 10.2%; drive/mid-day/nights, 4%; weekend, 2%.

The report showed that Arbitron continued its dominance as radio's audience measurement source, required for justification in 94.5% of all buying, compared with 86.3% last year. Pulse Inc. was required for justification in 2.9% of the cases, according to the analysis. "Others" accounted for most of the rest.

In analyzing the length of spot radio commercials, Torbet-Lasker cited the gains made by the 30-second announcements, which rose to 19.1% from 15.8% last year. The 60-second length continued in first place but fell this year to 73.9% from 78.5%. The combinations of 60's, 30's and 10's climbed to 6.5% from 4.6% last year.

Campaigns of from one to four weeks were most frequently used, 49% of campaigns, followed by five to eight weeks, 30.2%.

Sklar predicts aging of radio audiences

And that means de-emphasis of hard rock dear to teen-agers

American music is getting softer more than it is getting louder, and the softening process is likely to continue, Rick Sklar, vice president in charge of programming for ABC Radio, told the Greenville (S.C.) Advertising Federation in a speech last week.

He conceded that there are exceptions but said: "I think we can say that the music business is responsive to the shifting demographic bulge in our nation's middle—that the rise now of the 25-34 age group and in years to come of the 35-44 group will certainly result in a slowing of tempos."

Whatever the music trends, Mr. Sklar said, the highly specialized nature of radio enables the advertiser to find and reach "just those customers he wants to reach with maximum cost efficiency." In addition, he said, radio programmers know that the music product can be structured to deliver virtually any audience an advertiser would want.

"Radio," he said, "is as precise a tool as advertising has for amassing large numbers of consumers with similar product-consumption patterns and service-usage habits."

Naming names not such a good idea, O&M says

Study of print ads comes up with same result as earlier ones on broadcast spots—that comparative ads provide little advantage

Ogilvy & Mather, which has conducted two studies on the effects of naming names in comparative TV advertising, has now done one on comparative advertising in print and has found, as in the TV studies, that such name-calling doesn't have much to recommend it.

In its first study, among women viewers, and the second, among men, the agency found that the only beneficiaries of comparative TV commercials are the competitors named in them—and also that comparative advertising tends to be "less believable" and "more confusing" and to create "greater sponsor misidentification" than noncomparative advertising (BROADCASTING, Feb. 14, Aug. 22, 1977).

In the print study, conducted among both men and women, O&M found no reason to change its position: "This study and the two previous studies on television commercials," it said, "all lead to the same conclusion: Comparative advertising provides very little advantage for the consumer or the advertiser. The only one who might benefit is the competitor who is named."

Richter/Kalil & Co., Inc.

**Radio TV
CATV Brokers**

Edwin G. Richter, Jr. Frank Kalil
Negotiations
Appraisals Financing

3438 N. Country Club
Tucson, Arizona 85716

(602) 795-1050

See us in Las Vegas at
the Desert Inn, by appointment

Advertising Briefs

Agency assimilation. Compton Advertising Inc. and Rumrill-Hoyt Inc., New York and Rochester, N.Y., have agreed to merge their agencies, with R-H retaining its separate identity and offices. Domestic billings of Compton are \$135 million and R-H \$43 million. Announcement of merger came on same day Rumrill-Hoyt and Interpublic of Companies Inc. disclosed their merger discussions had ended.

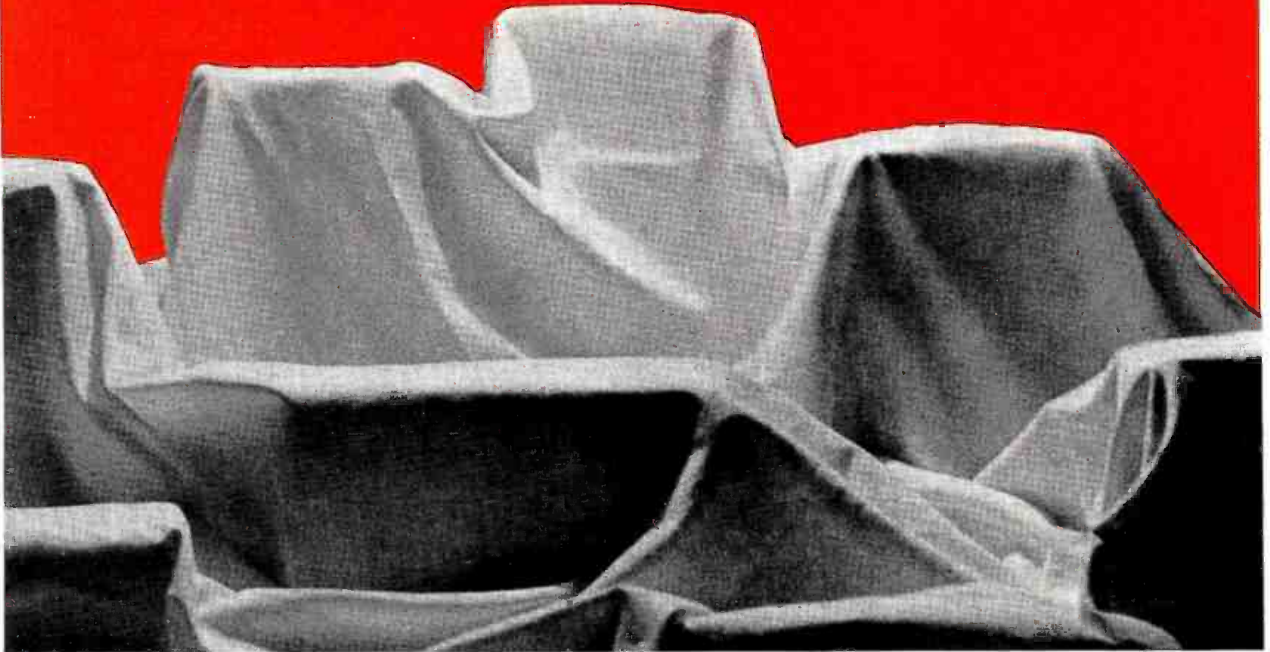
Byoir bought. Foote, Cone & Belding Communications, New York, has reached agreement to acquire Carl Byoir & Associates there.

Compu/Net gets new name, new status, sets expansion

Compu/Net Inc., New York, computer-based traffic and accounting service for radio and TV stations, has changed its name to Station Business Systems and become a division rather than subsidiary of Control Data Corp.

A.J. Aurichio, president of the subsidiary and now of the division, said the new name "better describes the company's current business and future plans."

CCA
is taking the wraps
off many surprises
April 9th at NAB '78
in Las Vegas.



See them at CCA — Booth N-307

The New CCA

CCA Electronics Corporation • Box 5500 • Cherry Hill, N.J. 08034 U.S.A. • Tel: (609) 424-1500 • Telex: 845200
Call toll-free: In U.S. 800-257-8171 • In Canada 800-261-4088 • In N.J. call collect.
Offices in Greece, Canada and Saudi Arabia

SPECIALISTS in CABLE FINANCING

*It's the only
thing we do
...so we
do it WELL!*

WE'LL PROVIDE FUNDS

At a Competitive Term and Interest Rate

- to allow you to buy an existing cable system.
- to refinance your current short-term loans over a longer period of time.
- to expand your existing system.

Need to know more?

Call Phil Thoben,
Ass't Vice President.

Firstmark Financial

Firstmark Financial Corp.
Communications Finance Div.
110 E. Washington Street
Indianapolis, Indiana 46204
(317) 638-1331

'We agree, but ...'

White and Brown, while concurring with FCC ruling on cable nonduplication, say definition of 'local' station needs reworking

Two FCC commissioners have indicated they do not consider the commission's action in exempting significantly viewed signals from the cable television network nonduplication rules (BROADCASTING, March 27) to be the last word on the subject.

Commissioners Margita White and Tyrone Brown, in separate concurring statements, say, as the commission did, that consistency requires that signals treated as local for purposes of the must-carry rule should not be blacked out under the rule affording local stations protection against distant ones.

But, Commissioner White said, "this is not to say that the current standard used to measure 'significantly viewed' should not be re-examined. But we owe it to the public to deal with definition of 'local' directly rather than by applying a standard in contradictory ways."

Commissioner White also expressed concern about possible harm to local service provided by small-market television stations, and said that "broadcasters should not be reluctant to seek special relief." The commission, she added, should be "alert to undue burdens placed upon stations with limited resources."

Commissioner Brown said that treating significantly viewed signals as local does not always reflect the realities of the market place. It might be better to redefine a local signal on a service area or market basis, assuming data is available. "I for one would be prepared to consider such a general approach to the definition of 'local signal' within the context of a petition for rulemaking," he said.

The commission defines a significantly viewed signal as one that is seen off the air at least 3% of total weekly hours and has a net weekly circulation of 25%.

Cable Briefs

Philly fans. Residents of Delaware's southernmost county, Sussex, have formed Citizens Committee for Expansion of Commercial Television into the State of Delaware and asked FCC to allow importation of Philadelphia stations by local cable systems. Petition with 4,049 signatures asked commission to allow importation because "public interest in Delaware suffers from a two-fold condition: limited programming and limited delivery of that programming." Present rules allow importation of Baltimore and Salisbury, Md., stations, but group said neither

city adequately covers Delaware affairs. Philadelphia stations, carried in northern Delaware, group said, provide much better coverage of state.

Extended. Comment deadline in FCC's inquiry on proposal to expand cable television relay service (CARS) from 12.7-12.95 ghz to 12.7-13.20 ghz has been extended to May 12. Replies are now due June 12 (Docket 21505).

Bought. Delray Beach, Fla., cable system has been sold to Leadership Cablevision Associates Ltd. by Leadership Cable Television Systems—which also owns system in nearby Boca Del Mar. System has 65 miles of plant, passes 5,500 homes and serves approximately 1,500 cable and 950 pay-TV subscribers. Partners in buyer are National Cable Systems Inc., Sutton Capital Associates of Delray Inc. and Lawrence R. Walz, president of NCS. NCS also has interests in four other systems in Southeast with more than 17,000 cable and 4,000 pay-TV subscribers.

Time's board OK's ATC merger proposal

Time Inc. announced that its board of directors had approved on March 17 the agreement in principle by which it plans to acquire American Television & Communications Corp., Denver-based cable systems operator, in a merger deal valued at close to \$140 million (BROADCASTING, Jan. 2).

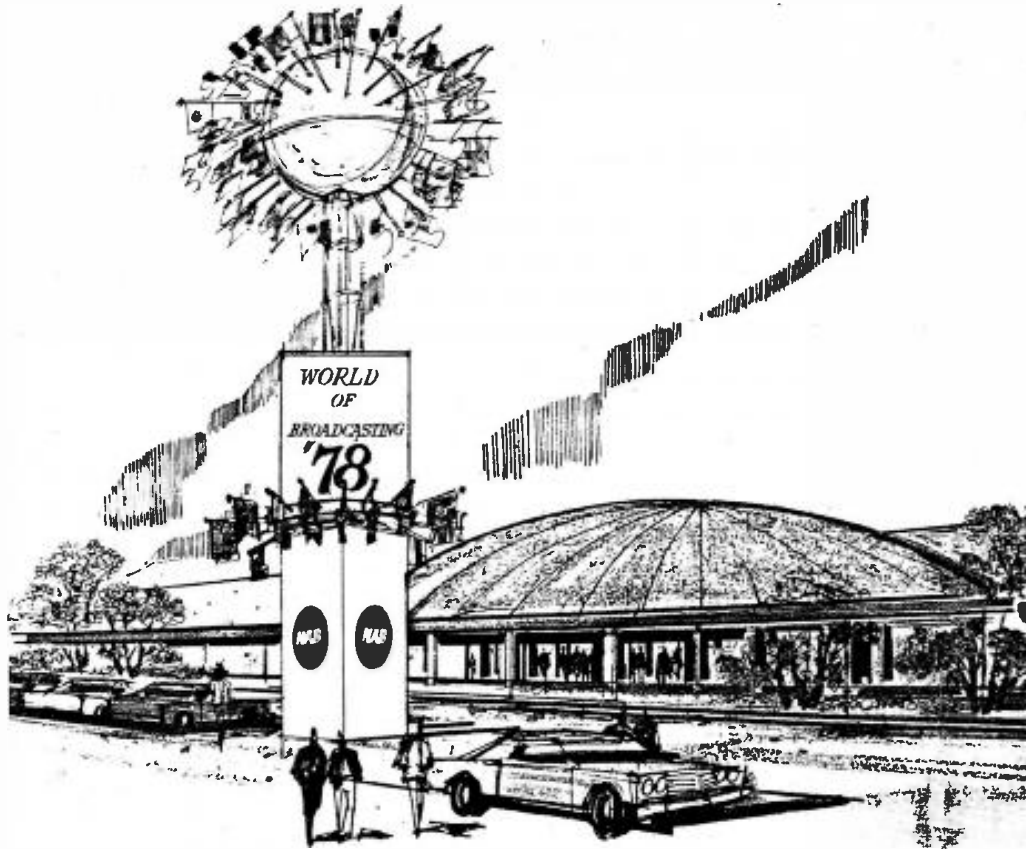
Time, which already owns 26% of ATC's outstanding stock, plans to acquire the rest in an exchange-of-stock arrangement, with provision for cash payments in lieu of stock for up to about 22% of the outstanding ATC common shares.

The proposed merger is subject to, among other things, the execution of definitive agreements, approval by ATC's stockholders and necessary regulatory approvals.

Cox buys in Louisiana

Cox Cable Communications Inc., Atlanta, announced that it has acquired an 85% interest in Cable Systems of Louisiana Inc., which holds the cable TV franchise for the unincorporated areas of Jefferson parish, adjacent to New Orleans. The franchise area contains about 130,000 homes. Cox estimates it will require 1,000 miles of plant to wire the parish completely. Construction is scheduled to begin this summer, with service to initial subscribers by early 1979.

Charles Lambert, who was sole owner of Cable Systems of Louisiana, will continue to have an interest in the system, along with Howard T. Barnett of Meridian, Miss. Mr. Barnett, a native of New Orleans who has been in the cable industry for 15 years, will become general manager of the system and will supervise its development.



NAB designs days to compete with Las Vegas nights

There'll be more than enough serious business to attract broadcasters as they assemble —6,000 strong—for annual convention; FCC Chairman Ferris will make first major address; program keyed to international growth of electronic media

Into the gaming capital of the nation—the city of sun-lit days and neon-lit nights, green felt and poker chips—will enter 6,000-plus broadcasters next week. Not for Las Vegas's unique diversions, but to work. Yes, work. Or so hopes the National Association of Broadcasters, which is holding its 56th annual convention there Sunday through Wednesday.

The 6,000-plus figure is an optimistic guess on the part of the association's convention's planners, based on the trend in advance registrations, which at 4,200 last Monday were running 500 ahead of the last convention in Las Vegas in 1975. The association has already broken one convention record, having sold 122,000 square feet of exhibit space (at \$7 per

square foot), about 30,000 more than the previous high.

Despite the showbiz surroundings, the NAB program strives for serious treatment of some serious issues—the Communications Act rewrite, the Federal Trade Commission's children's advertising proposal, sex and violence on television, to name a few—and its personalities, as in previous years, are plucked primarily from the marbled corridors of Washington. Senate Commerce Committee Chairman Howard Cannon (D-Nev.), Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) and his counterpart in the House, Lionel Van Deerlin (D-Calif.), Senator Paul Laxalt (R-Nev.), Representative James Santini (D-Nev.), FCC Chairman Charles Ferris and five other FCC commissioners are some of the stars of NAB's show. Ronald Reagan, who tried two years ago to take up a Washington address, will also be there as a radio

luncheon speaker.

The program this year has an international theme, "The World of Broadcasting in 1978," signalling, says NAB Chairman Donald Thurston, the convention's establishment as the "international marketplace for broadcast technology, programming concepts and management systems." That theme is reflected in a joint radio-TV session the closing day on "world broadcast freedoms," with, among others, a former director of the U.S. Information Agency, Leonard Marks, and the current vice chairman of Radio Free Europe and Radio Free Liberty, Sig Mickelson. It's also reflected at other places—for instance a session on TV sex and violence featuring Sir Brian Young of the British Independent Broadcast Authority, and at an engineering luncheon featuring James Redmond, director of engineering for the BBC.

The staff also reports that among the pre-registrants at the convention are broadcasters from 32 foreign countries, not only from the western hemisphere, Europe and Asia, but from countries such as Gambia, Losotho, Swaziland and Tanzania in Africa.

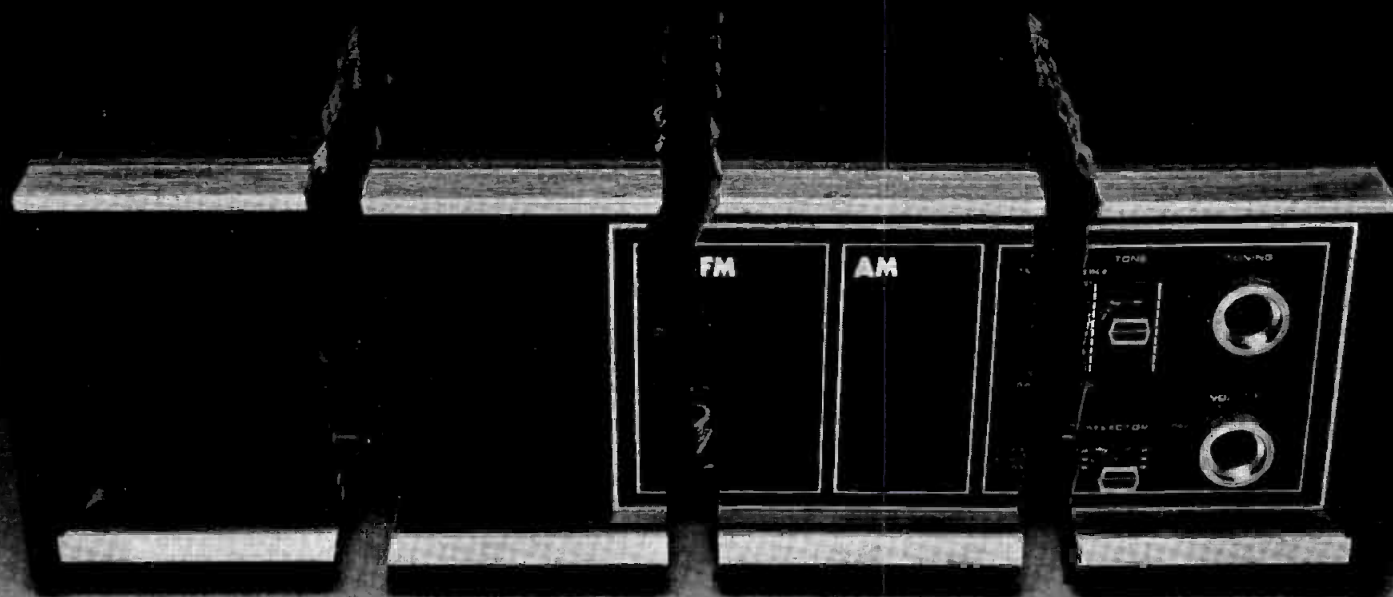
Following are some of the highlights of the NAB Las Vegas agenda:

■ An address by FCC Chairman Ferris, his first formal speech since taking office last October.

■ A conversation in a fireside chat set-

Elsewhere in this issue

NAB management agenda.....	68
Agenda of related events.....	71
Hospitality suites.....	72
Engineers' agenda.....	74
Equipment exhibitors and exhibit-hall maps.....	80
Networks, programers, reps, brokers and others.....	101



10 YEARS AGO THE ABC RADIO NETWORK BROKE THE SOUND BARRIER.

The myriad of sound that fills the radio spectrum.

Sound that informs and amuses. Sound that soothes and moves.

10 years ago we organized it all to work in the best possible way for both the broadcaster and the advertiser.

10 years ago we formed the four ABC demographic networks, taking our one-service radio network and splitting it into four separate and distinct program services.

Some people at the time thought it was an odd

idea. But in those 10 years it's proved itself.

Today we have some 1,600 affiliates. More than all the other radio networks put together. More than any broadcasting network in history.

And no other radio network can match our record in the number of programs we offer, in the size of our news department (network radio's largest news-gathering organization), and in advertiser acceptance.

The tenth anniversary of our four networks. Marking a successful break with tradition.

RADIO
Network



Contemporary



Information



Entertainment



FM



This year American Broadcasting Companies, Inc. also celebrates its 25th anniversary.

ting between NAB President Vincent Wasilewski and House Communications Subcommittee Chairman Van Deerlin on the latter's rewrite of the Communications Act.

■ Awards presentations, including the NAB Distinguished Service Award to J. Leonard Reinsch, chairman of Cox Broadcasting Corp.; induction of Arthur Godfrey, Fibber McGee and Molly, Guglielmo Marconi and Walter Winchell into the NAB Radio Hall of Fame; presentation of the 1978 engineering achievement award to John A. Moseley of Moseley & Associates, Goleta, Calif. (see "Profile"), and the Grover C. Cobb award (posthumously) to Thad Sandstrom of Stauffer Publications Topeka, Kan.

■ Panels with the FCC commissioners, minus Mr. Ferris and Abbott Washburn, and another with the FCC staff.

■ A radio workshop on covering terrorist activities, "A Gun and a Microphone," Tuesday, featuring three broadcasters who have covered spectacular ones in recent months and the deputy chief of police for Chicago, who has been critical of broadcast coverage.

■ A television panel on TV sex and violence with talk show host Phil Donahue moderating, actor Michael Landon, Television Information Office Director Roy Danish and Brian Young of BBC.

■ A television debate on the need for regulation pitting former FCC Chairman Richard E. Wiley against the Rev. Everett Parker, director of the United Church of Christ's Office of Communications.

■ A TV session on children's programming featuring a long-time activist for improved programming for the young, Peggy Charren of Action for Children's Television.

■ A television session on children's ad-

Getting there from there. Shuttle bus service will be provided among the principal Las Vegas hotels on Friday, April 7, and Saturday on a 30-minute basis from 8 to 1 a.m. and from 4 to 7 p.m. at the following pick-up points:

MGM Grand	North entrance
Caesar's Palace	North entrance
Riviera	South entrance
Stardust	South entrance
Silver Bird	Front entrance
Sahara	North entrance
Royal Las Vegas	Front curbside
Royal Inn	Front curbside

From Sunday, April 9, through Wednesday, service will be provided on five routes on a 15-minute basis from 8 a.m. to 6 p.m. among the following hotels and their pick-up points:

Route A	
Frontier	Front entrance
Caesar's Palace	North entrance
Dunes	Front entrance
Aladdin	South entrance

Route B	
Riviera	South entrance
Stardust	South entrance
Silver Bird	Front entrance
Sahara	North entrance

Route C	
Flamingo	Front entrance
Holiday Inn	(Load at Sands)
Sands	Front entrance
Castaways	(Load at Sands)
Royal Las Vegas	Front curbside
Royal Inn	Front curbside

Route D-MGM Express	
Maxims	Front entrance
MGM Grand	North entrance

Route E	
Tropicana	Front entrance
Marina	Front entrance
20th Century	Front entrance

A night shuttle, from 6:30 p.m. to 12 midnight will run Sunday through Tuesday on two routes: number one—routes A,D,E; number two—B,C and the Hilton.

vertising with FCC Commissioner Washburn, among others.

■ Performances by the Mormon Tabernacle Choir (to be broadcast over CBS Radio, Voice of America and by satellite to South America); by country music performer Charley Pride, and a speech by Alex Haley, author of "Roots."

NAB's engineering conference will be going on in Las Vegas simultaneously with the main convention, featuring sessions on AM stereo, satellite distribution of radio, the 1979 World Administrative Radio Conference and an FCC staff panel, to name a few of the offerings.

Also in Las Vegas there will be related broadcast meetings, chief among them

that of the Broadcast Education Association, whose three-day program (Friday through Sunday) offers, for instance a session on research in television program development, with Alan Wurtzel, the University of Georgia; George Heinemann NBC; Paul Lundburg and Garry Hart of ASI Marketing Research, and Arnold Becker, CBS. Another is on the presumably contrasting views of producers and the networks on program standards and practices, with Dick Block of Sunset Gower Productions; Garry Marshall, *Laverne and Shirley*; Richard Levinson, "The Execution of Private Slovik;" Van Gordon Sauter, KNXT(TV) Los Angeles, and Herminio Traviesas, NBC.

The line-up for Las Vegas: the complete NAB agenda

Registration. The registration desk will be located in the Rotunda lobby of the Las Vegas convention center. The desk will be open 9 a.m.-5 p.m. Saturday (April 8), 8 a.m.-5 p.m. Sunday and Monday, and 9 a.m.-5 p.m. Tuesday and Wednesday.

Equipment exhibits. Displays of broadcast equipment and services will open 9 a.m. Sunday, April 9, in the exhibit halls of the Las Vegas convention center. The exhibits will be open 9 a.m.-5 p.m. Sunday through Wednesday.

Workshops, assemblies and luncheons. Radio, television and engineering meetings will be held in the Las Vegas convention center. Management luncheons will be held in the adjacent Hilton hotel.

Sunday, April 9

Opening general assembly. Rotunda. 3-5 p.m. Presiding: Donald A. Thurston (Berkshire Broadcasting), chairman, NAB joint board. Welcome: Senator Howard Cannon (D-Nev.). **Presentation of NAB Distinguished Service Award** to J. Leonard Reinsch, chairman, Cox Broadcasting, Atlanta. Remarks: Mr. Reinsch. In concert: the Mormon Tabernacle Choir.

Monday, April 10

RADIO SESSIONS

Opening session. Room 24. 9-11 a.m. Call to order: Len Hensel (WSM-AM-FM Nashville), chairman, NAB radio board. Welcome: Representative James Santini (D-Nev.). **State of the industry:** Vincent Wasilewski, president, NAB. **New dimensions in audience measurement:** TRAC-7. Participants: Cary Simpson, WTRN(AM) Tyrone, Pa.; Jack Thayer, NBC Radio; John Dimling, NAB; Richard Montesano, Radio Advertising Bureau. **The Music Makers.** David Moorhead, Metromedia, Los Angeles. Richard Peterson, Department of Sociology, Vanderbilt University, Nashville.

Five concurrent workshops. 11-11:45 a.m.

Converting your audience to metric—without rattling your ratings. Room 18. Moderator: Darlene T. Palmer, NAB. Panelists: an advertising agency representative, a government official and broadcasters TBA.

Practical pointers on FCC policies (repeated on Tuesday). Room 19. Moderator: Erwin G. Krasnow, NAB. Panelists: Arthur Ginsburg, FCC; William S. Green, Pierson, Ball & Dowd, Washington; Larry Perry, Layton & Perry, Oak Ridge, Tenn.

FCC Form 324: Will more be better? Room 16. Moderator: Ron Irion, NAB. Panelists: Robert McKune, KTRR(AM)-KZZN(FM) Rolla, Mo.; Gordon

SUSQUEHANNA
PRODUCTIONS

At The N.A.B.
Suite 949 Hilton

“The Sales Minded Programming People”

INCREASE LOCAL SALES WITH SUSQUEHANNA FEATURE PROGRAMS



Produced for Massey-Ferguson Inc.
Sponsored by your local M-F Dealer
America's most successful syndicated farm radio feature

THE WORLD OF COMMODITIES WITH GARY WILHELMI

Three daily agricultural reports direct from Chicago supplied to stations by inbound WATS lines

FAMILY HEALTH WITH DR. WILLIAM LATTANZI

Noted faculty member of the Yale University School of Medicine discusses all aspects of family health

AMERICA 2000

260 dramatically produced features that explore our world in the year 2000

MAGAZINE OF THE AIR WITH STAN MATLOCK

Radio's best known human interest series

TIPS ON FLOWERS AND PLANTS WITH SUSAN WILSON

Available at no charge as a service of the Society of American Florists

PLUS MANY NEW SALES BUILDING FEATURES - HEAR THEM ALL

AND - SUSQUEHANNA PRODUCTIONS IS PLEASED TO HOST AT THE N.A.B. CONVENTION A PREVIEW DEMONSTRATION OF RADIO'S NEWEST AUDIENCE MEASUREMENT SERVICE-

Audits & Surveys, Inc.

TRAC - 7

Audits and Surveys, one of the nation's largest marketing research firms will be represented in Suite 949, Las Vegas Hilton to demonstrate the **TRAC-7** audience measurement system. **TRAC - 7** uses a Cathode Ray Tube direct computer input and 7 day telephone interview technique. **TRAC - 7** will be operational and initial reports will be issued by the fourth quarter of 1978, and in 20 markets by 1979. Stop in and see a preview of radio audience research of the future here now.

SUSQUEHANNA
PRODUCTIONS

140 East Market St., York, PA 17401

Suite 949

At The N.A.B.

Las Vegas Hilton

King (Post-Newsweek Stations, Washington), Broadcast Financial Management Association.

Kicking the agency habit—RAB. Room 20. Moderator: Charles K. Murock, WLW(AM) Cincinnati. Panelists: Gerald S. Blum, WOXI-AM-FM Atlanta; Edward Scandrett, WMAL(AM) Washington; Stan Spero, KMPC(AM) Los Angeles.

Taking a positive approach to FCC affirmative action. Room 17. Moderator: Brenda Fox, NAB. Panelists: Richard J. Shiben, FCC; Eleanor Brown, WJLA-TV Washington; Ernest D. Fears, Jr., WROX(FM) Washington.

Three concurrent workshops. Noon-12:45 p.m.

Putting zip into your promotions without zapping your budget (repeated on Tuesday). Room 18. Moderator: Roger Ottenbach (KCRA-TV Sacramento, Calif.), president, Broadcasters Promotion Association. Panelists: Ray McCarty, KRNT(AM)-KRNO(FM) Des Moines, Iowa; Hal Stein, WHWH(AM) Princeton, N.J.; Marsha West, KOA(AM) Denver.

Libel, slander, gag orders—staying out of court (repeated on Tuesday). Room 17. Moderator: Brenda Fox, NAB. Panelists: Floyd Abrams, Cahill, Gordon & Reindel, New York; Larry Worrall, Employers Reinsurance Corp., Kansas City, Mo.

Avoiding petitions to deny: the preventive approach (repeated on Tuesday). Room 19. Moderator: Erwin G. Krasnow, NAB. Panelists: Richard J. Shiben, FCC; Michael H. Bader, Haley, Bader & Potts, Washington; Charles Firestone, University of California at Los Angeles Law School.

No radio sessions are scheduled Monday afternoon to allow delegates to visit the equipment exhibits

TELEVISION SESSIONS

Opening session. Rooms A 1-6. 9-10:30 a.m. Call to order: Thomas E. Bolger (WMTV(TV) Madison, Wis.), vice chairman, NAB television board. Welcome: Senator Paul Laxalt (R-Nev.). *Sex, violence and the public's role in television.* Moderator, Phil Donahue, *The Phil Donahue Show*. Panelists: Michael Landon, actor, writer, producer and director on NBC-TV's *Little House on the Prairie*; Brian Young, director general, Independent Broadcasting Authority, London; Roy Danish, director, Television Information Office. *State of the industry:* Vincent Wasilewski, president, NAB.

Four concurrent workshops. 10:45-11:30 a.m.

Profit from co-op—TVB. Room B-1. Moderator: Bob Lefko, Television Bureau of Advertising. Panelists: Jay Sondheim, KTVU(TV) Oakland, Calif.; Kevin O'Brien, WTCN-TV Minneapolis; Dick Hogue, KNXT(TV) Los Angeles; Gary Van Sistine, WFRV-TV Green Bay, Wis.

Making ENG work for you—BPA. Room B-2. Moderator: Clarence Martin, KTVT(TV) Springfield, Mo. Panelists: Lou Zaccheo, KYW-TV Philadelphia; Majorie Schmidt, KBTU(TV) Denver; Michael Davis, New York Film & Videotape Communications Inc.

Is there room at the top for minorities and women? Room B-3. Moderator: Darryl Dillingham, NAB. Panelists: Gilroye Griffin, CBS; Thomas Gwyn, Pacific Management Services, San Francisco; Mary Jean Parson, ABC Leisure Attractions.

Look what happened—part I—the program. Moderator: Joel Chaseman, president, Post-Newsweek Stations, Washington. Panelists: Alan Perris, WJXT(TV) Jacksonville, Fla.; Amy McCombs, WFSB-TV Hartford, Conn.; Ed Jones, WTOP-TV Washington; Alma Walker, WPLG(TV) Miami.

Four concurrent workshops. 11:45 a.m.-12:30 p.m.

Community projects pay in more ways than one—NBCAA. Room B-1. Moderator: Rod Synnes (WTMJ-TV Milwaukee), president, National Broadcast Community Affairs Association. Panelists: Charles T. Leasure, KBTU(TV) Denver; Fred Barber, WRAL-TV Raleigh, N.C.; Sy Yanoff, WBZ-TV Boston.

How to promote your million-dollar baby on a five- and 10-cent budget. Room B-2. Moderator: Terry Simpson, WTTV(TV) Bloomington, Ind. Panelists: Don Long, KRDO-TV Colorado Springs; Vince Davi, Kelo-TV Sioux Falls, S.D.; Bob Kobarg, KVUE-TV Austin, Tex.

Broadcasting's EEO program—socko, boffo or bust? Room B-3. Moderator: Timantha Pierce, NBC. Panelists: Margita White, commissioner, FCC; Edward Valenzuela, Equal Employment Opportunity Commission;

Cecil R. Forster Jr. WINS(AM) New York; Richard Wyckoff, NAB.

Look what happened—part II—the follow-up. Room D-1. Moderator: Joel Chaseman, president, Post-Newsweek Stations, Washington. Panelists: Alan Perris, WJXT(TV) Jacksonville, Fla.; Amy McCombs, WFSB-TV Hartford, Conn.; Ed Jones, WTOP-TV Washington; Alma Walker, WPLG(TV) Miami.

Television luncheon. Hilton ballroom. 12:45-2:30 p.m. Introduction: Kathryn Broman (Springfield TV Broadcasting, Springfield, Mass.), chairman, NAB television board. Speaker: Alex Haley, author of "Roots."

General television session. Rooms A 1-6. 2:45-4 p.m. Presiding: Thomas E. Bolger (WMTV(TV) Madison, Wis.), vice chairman, NAB television board. *In the box number one.* "Resolved: commercial television regulation needs revision to meet the current state of technology and to protect the public interest." Moderator: William Carlisle, NAB. Proponent: Dr. Everett Parker, director, Office of Communication, United Church of Christ. Opponent: Richard E. Wiley, Kirkland & Ellis, Washington, and former FCC chairman. *Report by the chairman of the All Industry Television Music Licensing Committee.* Leslie G. Arries Jr. (WVVB-TV Buffalo, N.Y.), member, NAB television board. *Competitive Selling—TVB.* "Television selling against the magazine alternative": Roger Rice, president, Television Bureau of Advertising. "Television advertising as it is today": Marvin Shapiro, chairman, TVB; Ellen Berland Sachar, vice president, Mitchell Hutchins, New York; William P. Suter, Merrill Lynch, Pierce, Fenner & Smith, New York.

Tuesday, April 11

RADIO SESSIONS

General session. Room 24. 9-11:30 a.m. Call to order: Dick Painter, (KYSM-AM-FM Mankato, Minn.), vice chairman, NAB radio board. *State of sales:* Miles David, president, Radio Advertising Bureau. *Performer's royalty—top priority:* Donald Zeifang, NAB. *A gun and a microphone.* Moderator: Ernest D. Fears Jr., WROX(FM) Washington. Panelists: Fred Heckman, WIBC(AM) Indianapolis (kidnapping); Walter Vallee, deputy chief of police, Chicago (Japanese restaurant incident); Lorraine Gilkinson, Chicago (hostage, Japanese restaurant incident). *Answers: the FCC panel.* Moderator: Bill Sims (Wycom Corp, Laramie, Wyo.), chairman, NAB small market radio committee. FCC panelists: Wallace E. Johnson, chief, Broadcast Bureau; C. Phyll Horne, chief, Field Operations Bureau; Martin I. Levy, deputy chief, Broadcast Bureau; Robert Bruce, general counsel; Richard J. Shiben, chief, Renewal and Transfer Division; Arthur L. Ginsburg, assistant chief, Complaints and Compliance Division.

Radio luncheon. Hilton ballroom. Noon-2 p.m. Presiding: Len Hensel (WSM(AM) Nashville), chairman, NAB radio board. *1978 Radio Hall of Fame presentation* by Dick Painter, KYSM-AM-FM Mankato, Minn.), vice chairman, NAB radio board. Speaker: Governor Ronald Reagan.

Five concurrent workshops. 2:30-3:15 p.m.

Satellite distribution of radio programing. Room 18. Moderator: William Wisniewski, Mutual Broadcasting System, Arlington, Va. Panelists: Dick Cassidy, National Public Radio; Ralph E. Green, CBS Radio; Guy Beakley, Satellite Communications Division, Scientific Atlanta Inc., Atlanta; Gary Worth, Mutual; S.N. Verma, Western Union, Upper Saddle River, N.J.; Andrew F. Inglis, RCA-American Communications, Piscataway, N.J.; J. Walter Johnson, California Microwave, Sunnyvale, Calif.

Estate planning: special opportunities for broadcasters. Room 16. Moderator: Richard Wyckoff, NAB. Panelists: Jason Shrinky, Stambler & Shrinky, Washington; Benito Gaguine, Fly, Shuebruk, Blume, Gaguine, Boros & Schulkin, Washington; Judy Walsh, Haskins & Sells, Los Angeles.

Research means more than just ratings. Room 19. Moderator: John Dimling, NAB. Panelists: Ron Sack, KOB(AM) Albuquerque, N.M.; Charles K. Murock, WLW(AM) Cincinnati; Steve Casey, KHJ(AM) Los Angeles.

Tapping an untapped source in sales: making EEO work for you. Room 17. Moderator: Ernest D. Fears Jr., WROX(FM) Washington. Panelists: Erica Farber, WXLO-FM New York; Cecil Forster, WINS(AM) New York; Peter Taylor, KFOG(FM) San Francisco; Barbara Terry, WIND(AM) Chicago; Edward Scandrett, WMAL(AM) Washington.

The impossible dollar—RAB. Room 20. Moderator: Al Leighton, KCLD-AM-FM St. Cloud, Minn. Panelists: Edward O. Fritts, WNLA-AM-FM Indianapolis, Miss.; Dean Sorenson, KCCRI(AM) Pierre, S.D.; Dudley Waller, KEBE(AM) Jacksonville, Tex.

Five concurrent workshops. 3:30-4:15 p.m.

Getting ready for AM stereo. Room 20. Chris Payne, NAB; Harold Kassens (A.D. Ring & Associates, Washington), chairman, National AM Stereophonic Radio Committee.

Libel, slander, gag orders—staying out of court (repeat of Monday session). Room 17. Moderator: Brenda Fox, NAB. Panelists: Floyd Abrams, Cahill, Gordon & Reindel, New York; Larry Worrall, Employers Reinsurance Corp., Kansas City, Mo.

Practical pointers on FCC policies (repeat of Monday session). Room 19. Moderator: Richard W. Wyckoff, NAB. Panelists: Edgar W. Holtz, Hogan & Hartson, Washington; Wade H. Hargrove, Tharrington, Smith & Hargrove, Raleigh, N.C.

Avoiding petitions to deny: the preventive approach (repeat of Monday session). Room 16. Moderator: Erwin G. Krasnow, NAB. Panelists: Richard J. Shiben, FCC; Michael H. Bader, Haley, Bader & Potts, Washington; Angela Shaw, Department of Communications, National Association for the Advancement of Colored People, New York.

Putting zip into your promotions without zapping your budget (repeat of Monday session). Moderator: Roger Ottenbach (KCRA-TV Sacramento, Calif.), president, Broadcasters Promotion Association. Panelists: Ray McCarty, KANT(AM)-KRNO(FM) Des Moines, Iowa; Hal Stein, WHWH(AM)-WPST(FM) Princeton, N.J.; Marsha West, KOA(AM) Denver.

TELEVISION SESSIONS

Five concurrent workshops. 9-9:45 a.m.

Coping with cable. Room B-1. Moderator: James Popham, NAB. Panelists: Bill Fox, KCST-TV San Diego; Arthur Hamilton, WHSV-TV Harrisonburg, Va.; Robert Ungar, FCC Cable Television Bureau; Richard Hildreth, Fletcher, Heald, Kenehan & Hildreth, Washington.

Television in the courtrooms—RTNDA. Room B-2. Moderator: Dean Mell (KHQ-TV Spokane, Wash.), board member, Radio Television News Directors Association. Panelists: Steve Tello, WPLG(TV) Miami; Albert Yencopal, judge, superior court of Benton-Franklin counties, state of Washington.

Made for television—in Canada, Japan, Great Britain. Room B-3. Moderator: Janis Marvin, WOI-TV Ames, Iowa. Panelists: Bruce Gordon, Paramount Television, New York; Wynn Nathan, Time-Life Television, New York; Sheldon Cooper, WGN-TV Chicago.

Converting your audience to metric—without rattling your ratings. Room D-2. Moderator: Darlene T. Palmer, NAB. Panelists: an advertising agency representative, a government official and broadcasters TBA.

How good are the television ratings? Room D-1. Moderator: John Dimling, NAB. Panelists: Hugh M. Beville, Broadcast Rating Council; William A. Morris, John Blair & Co., New York; representatives of Arbitron and Neilsen.

Four concurrent workshops. 10-10:45 a.m.

How to sell effectively the 100-plus markets—TVB. Room B-1. Moderator: Marvin Reuben, WDAM-TV Hattiesburg, Miss. Panelists: Larry Busse, WEAU-TV Eau Claire, Wis.; Rod O'Hara, KERO-TV Bakersfield, Calif.; Gordon Bussey, KVAL-TV Eugene, Ore.; Bob Dovichak, KCAU-TV Sioux City, Iowa.

Taming the technology tiger. Room B-2. Participants: Joseph Flaherty, CBS; William G. Connolly, CBS-TV.

Avoiding libel suits makes good sense (and \$). Room B-3. Presiding: Ron Irion, NAB. Presentation: Larry Worrall, Employers Reinsurance Corp., Kansas City, Mo.

Children's programming isn't kid's stuff—NATPE. Room D-1. Moderator: A.R. Van Cantfort (wsb-tv Atlanta), president, National Association of Television Program Executives. Panelists: Peggy Charren, Action for Children's Television; Chuck Larsen, WNBC-TV New York; Sanford Fisher, *Mario and the Magic Movie Machine*; Squire Rushnell, ABC.

General television session. Room A 1-6. 11 a.m.-12:30 p.m. Presiding: Thomas E. Bolger (wmrv-tv) Madison, Wis.), vice chairman, NAB television board. *In the box number two.* "Be it resolved that advertisers should select January and February as prime months to advertise on television." Moderator: John J. Walters Jr., Harrington, Righter & Parsons,

New York. Proponent: David Johnson, ABC Television Spot Sales. Opponent: Allen Banks, Dancer, Fitzgerald, Sample, New York. *Should we rid kiddie of spots for tots?* Moderator: Brenda Fox, NAB. Panelists: Abbott Washburn, commissioner, FCC; Nancy Buc, Weil, Gotshal & Manges, Washington; Joan Gussow, Teachers College, Columbia University.

No television sessions are scheduled Tuesday afternoon to allow time to visit the equipment exhibits.

Wednesday, April 12

Joint session. Room 24. 9 a.m.-noon. Presiding: Donald A. Thurston (Berkshire Broadcasting, North Adams, Mass.), chairman, NAB joint board. *Worldwide broadcast freedoms.* Moderator: Mark Evans, Metromedia, Scottsdale, Ariz., and former U.S. ambassador to Finland. Panelists: Eugenio Lopez Jr., Philippine newspaper owner and broadcaster; Sig Mickelson, vice chairman Radio Free Europe and Radio Liberty; Leonard Marks, board member, World Press Freedom Foundation. *The FCC answers to you.* Moderator: John Summers, NAB. Panelists: FCC Commissioners Tyrone Brown, Joseph Fogarty, Robert E. Lee, James Quello and Margita White. *Van and Vince.* A conversation on broadcasting and the Congress with Representative Lionel Van Deerlin (D-Calif.), chairman, House Communications Subcommittee, and Vincent Wasilewski, president, NAB.

Closing joint luncheon. Hilton ballroom. Noon-2:30 p.m. Introduction: Donald A. Thurston (Berkshire Broadcasting, North Adams, Mass.), chairman, NAB joint board. Speaker: Charles Ferris, chairman, FCC. In concert: Charley Pride.

Related convention activities

Wednesday, April 5

National Honorary Broadcasting Society/Alpha Epsilon Rho 36th annual convention begins and runs through Saturday. Aladdin hotel.

Thursday, April 6

Broadcast Education Association board of directors meeting. Hilton. 9 a.m.

Friday, April 7

Broadcast Education Association board of directors meeting. Hilton. 9 a.m.

Broadcast Education Association registration. Lobby, east meeting room complex, convention center. Noon.

Broadcast Education Association meeting. Room E-1, convention center. 1:30 p.m.

Broadcast Education Association reception. Hilton, section G, ballroom. 6:30 p.m.

Saturday, April 8

Broadcast Education Association meeting. Room E-1, convention center. 8:45 a.m.

Broadcast Education Association luncheon. Hilton, section F, ballroom. Noon.

Broadcast Education Association meetings. Rooms E & G, convention center. 2 p.m.

Association of Maximum Service Telecasters board of directors meeting. MGM Grand, directors room. 2 p.m.

Sunday, April 9

Broadcast Education Association meetings. Rooms E & G, convention center. 9 a.m.

Association for Broadcast Engineering Standards. Frontier hotel. 10:30 a.m.

Broadcast Pioneers brunch. Hilton, Grand Salon. Noon.

Association of Maximum Service Telecasters annual membership meeting. Room 4, convention center. 1 p.m.

National UHF Broadcasters Association meeting. Room B-1, east meeting room complex, convention center. 1 p.m.

Society of Broadcast Engineers meeting. Hilton, section G, ballroom. 2 p.m.

Monday, April 10

Harvard seminar alumni reception. Hilton, section D, ballroom, 5 p.m.

Hospitality suites at a glance

Networks

American Broadcasting Cos.	
Radio Network	Hilton 2976
Television Network	Sahara Patio Suite
CBS Inc.	
Radio Network	Hilton 2925
Television Network	Hilton 2939
Mutual Radio Networks	
Mutual Broadcasting System	Hilton 2964
Mutual Black Network	Hilton 2919
National Black Network	Hilton 474
National Broadcasting Cos.	
Radio Network	Hilton 2931
Television Network	Hilton 465
Television Network	MGM Grand 1662A

Others

A.C. Nielsen	MGM Grand 1961A
A.D. Ring and Associates	MGM Grand 933
Acrodyne Industries Inc.	Hilton 1711
Adam Young	MGM Grand 1198A
Adda	MGM Grand
Alpha Epsilon Rho	Alladin 2644
American Electronic Labs	Hilton 1469
Ampex	
Audio Video Systems	Hilton 461
International Division	Hilton 561
Magnetic Tape Division	Hilton 371
Association of Maximum Service Telecasters	MGM Grand 1575A
Arbitron	MGM Grand 1509A, Hilton 1650
Toby Arnold & Associates	Desert Inn
Arvin/Echo Science	MGM Grand 997A
Associated Press	Hilton 361
Audio Designs & Manufacturing	MGM Grand 1275A
Audio Sellers Inc.	Hilton 2630
Autotron/Automation Electronics	Desert Inn
Avery-Knodel	MGM Grand 2262A
Bell & Howell	
Datapoint Division	MGM Grand 1133A
Billboard Broadcasting Corp.	Caesars Palace 873
Blackburn & Co.	Hilton
The Blue Marble Co.	Desert Inn
Bogner Broadcast Equipment	MGM Grand
Bonneville Broadcast Consultants	MGM Grand 1098A
Robert Bosch	Hilton 750
Broadcast Electronics	Hilton

Computer Magnetics	MGM Grand
Concept Productions	Hilton 650
Consolidated Communications	
Counselors	Hilton 2569
Consolidated Video Systems	MGM Grand 861A
Continental Electronics Manufacturing	Hilton 1250
R.C. Crisler	MGM Grand 962A
CSI Electronics	Hilton 1910
Data Communications	Hilton 2922
DataWorld	MGM Grand 933A
Dolby Laboratories	Hilton 1550
Drake-Chenault Enterprises	Hilton 2875
Duca-Richardson	MGM Grand
Dytek Industries Inc.	MGM Grand
Eastman Kodak	Desert Inn
Eastman Radio	Caesars Palace 782
Electronics Missiles & Communications	MGM Grand 1197A
William A. Exline	Riviera
Filmways Radio	Hilton 1450
Imerio Fiorentino Associates	Hilton 850
FM 100 Plan	Caesars Palace 882
FRM Productions	Caesars Palace 1174
Fujinon Optical	Hilton 2350
Fuji Photo Film U.S.A.	Hilton 810
General Broadcasting Co. Inc.	Hilton
Gladney Schrag Communications	Hilton, Grand & Club Salon
Greater Media Services	Hilton 1769
H-R/Stone	Hilton
H-R Television	MGM Grand 1761A
Harrington Righter & Parsons	MGM Grand 1910A
Dan Hayslett & Associates	Hilton 2010
Hitachi Denshi Corporation of America	Hilton 2911
Bernard Howard & Co.	Hilton 2810
Ikegami Electronics USA	Hilton
Image Transform	MGM Grand 1233A
Innovative TV Equipment	Hilton 2830
Jefferson Data Systems	Hilton 2430
Jim West Co.	Caesars Palace 1074
Carl T. Jones Associates	Union Plaza
JVC Industries	MGM Grand
KalaMusic	Hilton 2230
Kaman Sciences	MGM Grand 2532A
Katz Agency	Hilton 2913
William Kepper & Associates	Hilton
Kline Iron and Steel	Caesars Palace 1173
Larson/Walker & Co.	MGM Grand 1209A
Lenco Electronics	MGM Grand Penthouse C
Major Market Radio	Hilton
Marconi Electronics	Hilton
McCurdy Radio Industries	Hilton 2310
McGavren-Guild	Hilton 2867
McMartin Industries	Hilton 578
Medallion TV Enterprises	Hilton
Meeker	MGM Grand 2261A
Memorex	MGM Grand 1434A
Micro Communications	Sahara
Microwave Associates	MGM Grand 1162A
3M	Hilton
National UHF Broadcasters Association	Jacky Club

Introducing New Arrivals from Century 21



intercity facilities to provide nationwide 15 khz audio transmission. Diplexer characteristics and the results of initial Bell System tests on network television facilities are described. Capabilities of a possible second 15 khz audio channel for television are examined and broadcaster interference parameters and test methods are reviewed.

Joint meetings with management. Room 24. 10:30 a.m.-12 noon. See management agenda, page 71.

Joint management/engineering luncheon. Las Vegas Hilton ballroom 12:30-2:30 p.m.

transmitter*. **Personnel:** James Lucy, E. Huber, A. Rosser, T. Aye, B. Bernard, B. Sudol, L. Proctor, K. Atkinson, G. Haston, S. Disson, N. Goldich, T.J. Keffer.

Amperex

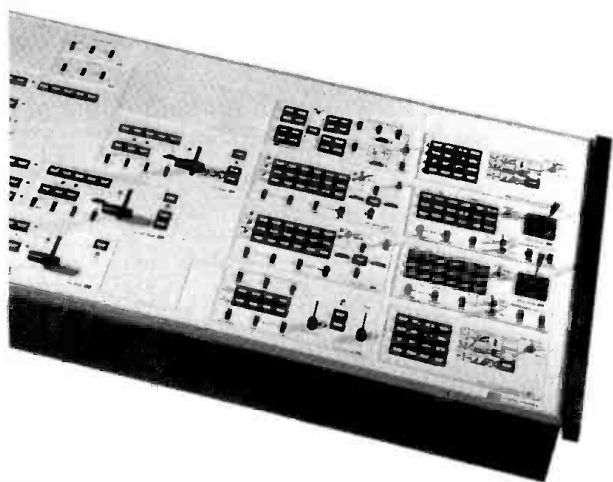
Slatersville, R.I. 02876

Product: S45XQ (30 mm)* and S73XQ (one-inch)* Plumbicon tubes, transmitting tubes, RF circulators, rectifier stacks, Plumbicon TV pick-up tubes, Vidicon and Silicon TV pick-up tubes.

Personnel: Merle Arnold, Jeff Brooke-Stewart, Harry Kozicki, Ted Marchner, Ron Goga, Dave Mitteldorf, Jim Sims, Ralph Johnson, Raleigh Utterback.



**the CD-480 has never limited
your creativity...**



**now introduce yourself to the
new matrix wipe
at NAB Las Vegas
Booth 915**



U.S.A.

Chicago
331 West Northwest Highway,
Palatine, Ill. 60067
Tel.: 312-991-4720
TWX—910 693 4805

New York City
Tel.: 201-767-1300
TWX—710 991 9753

Atlanta
Tel.: 404-491-9037

Los Angeles
Tel.: 213-789-0574
TWX—910 495 1713

Dallas
Tel.: 214-741-3

**see videoCel[®]
Computer Animation**

Up front at the engineering conference



Peter Onnigian
Jampro Antenna



Eugene Chase
WKJG(TV)



Albert Chismark
Meredith



Robert Mausler
NBC-TV



James Parker
CBS-TV



Blair Benson
Goldmark



John Moseley
Moseley & Associates



James Darr
UPI



Paul Wickliffe
Bell Labs



A.A. Goldberg
CBS Technology



John Wilner
N.J. Public Broadcasting



James Boyd
Scripps-Howard



Bruce Rayner
Grass Valley Group



R. LaVerne Pointer
ABC



John Jenkins
International Tapetronics



Charles Rhodes
Tektronix



Nathaniel Ostroff
Acrodyne



James Hoke
Southern Broadcasting



Robert Butler
NBC



L.E. DeMarsh
Eastman Kodak



Matti Siukola
RCA



John Wentworth
RCA



James Redmond
BBC



William Wisniewski
Mutual

Ing, Southern Broadcasting, Winston-Salem, N.C.

Wire service satellite delivery. 3-3:25 p.m. James F. Darr, vice president, systems development, UPI, New York. This paper deals with a satellite in space transmitting UPI and AP news, audio and picture services to small earth stations on the rooftops of radio and television stations. Among the important elements are a single up-path: one transponder with power distributed among 40 or more voice-grade channels and a six-foot receiving dish. The idea is to use inexpensive satellite systems instead of costly land lines and to improve signal quality. However, current FCC licensing regulations pose potential problems since 8,000 earth stations are needed.

The transformation of a broadcast ENG color camera to a production camera. 3:30-4 p.m. L.J.

Bazin, RCA, Camden, N.J. Recent advances in the performance of ENG color cameras have produced a revolution in the design concepts of some cameras intended for studio and field production. It is well known that the performance of the ENG camera in areas such as stability, resolution and sensitivity has achieved broadcast production quality. It is, therefore, a natural trend to apply some of the ENG concepts to the design of small, lightweight and easy to operate studio and field production cameras. This paper discusses some of the problems and solutions encountered in transforming an ENG camera to a production camera.

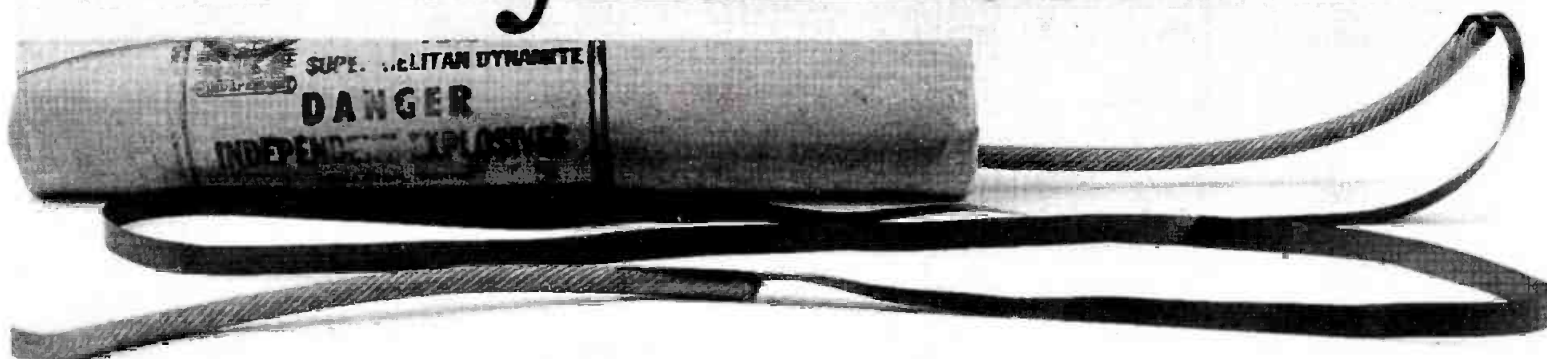
FCC/industry technical panel. 4-5 p.m. Moderator: Albert H. Chismark, manager of technical services, Meredith Broadcasting, Syracuse, N.Y. FCC panelists: Wallace E.

Johnson, chief, Broadcast Bureau; Phyll Horne, chief, Field Operations Bureau; Neal McNaughten, assistant chief, Broadcast Bureau; Dennis Williams, assistant chief, Broadcast Facilities Division; John Taff, assistant chief, Rules and Policy Division. Industry panelists: Ogden Prestholdt, Association of Federal Communications Consulting Engineers; John T. Wilner, Public Broadcasting Service; Robert Wehrman, Society of Broadcast Engineers.

Tuesday, April 11

Getting ready for AM stereo workshop. Room E. 8-9 a.m. Moderator: Chris Payne, NAB. Panelists: W.D. Mitchell, Continental Electronics, Dallas; David G. Harry, Potomac In-

Talk shows can be dynamite!



(The risk is less
with our 4 foot fuse.)

A four-function tape cartridge machine: normal cartridge recording and playback, plus network and continuous program delay. And that delay feature provides lots of insurance for little extra cost. Against libel suits, FCC actions, alienated audiences, estranged advertisers. Just insert an erased cartridge. A seven second tape (that's about four feet) for talk shows. Five minutes or longer to record a network program. Our three head, dual playback amplifier design

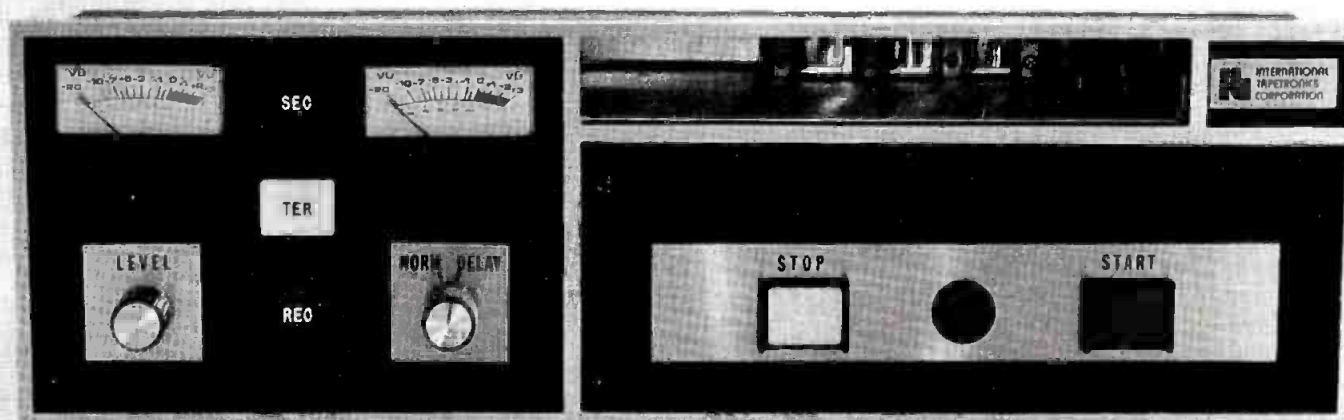
results in no audio compromises. Four functions for little more than the price of two.

No Risk Trial Offer

Try ITC tape cartridge equipment in your own station for 30 days. If it doesn't outperform the competition, return it. No cost. No obligation. To place a trial order call us toll-free. Ask about our attractive lease-purchase plan and trade-in allowances.

CALL TOLL-FREE
800-477-0414

**In Alaska, Hawaii or
Illinois call collect:**
(309)828-1381.



INTERNATIONAL TAPETRONICS CORPORATION

Bloomington, Ill. 61701

Quality
"Insures" Performance



Ellis Feinstein
Sierra-Cascade



Gerald VanderSloot
WOOD-AM-FM



Charles Wright
WBYS(AM)



Roland Zavada
Kodak



Ogden Prestholdt
A.D. Ring



Wallace Johnson
FCC



Robert Flanders
McGraw-Hill



Forest Cummings
Rockwell



Dennis Williams
FCC



Bill Kessel
KTVT(TV)



Emil Torick
CBS Technology



Mark Rubin
Electro Impulse

struments, Silver Spring, Md.; James Loupas, James Loupas Associates, Chesterton, Ind.; Ed Edison, Hammet & Edison, San Francisco.

Production experience with one-inch video tape (SMPTE) workshop. Room G. 7:30-9 a.m. Moderator: Frederick M. Remley Jr., University of Michigan, Ann Arbor. Panelists: Roland J. Zavada, Eastman Kodak, Rochester, N.Y.; K. Blair Benson, Video Corp. of America, New York; Merle Thomas, Public Broadcasting Service; David Fibush, Ampex, Redwood City, Calif.; Joseph Roizen, Telegem, Palo Alto, Calif.

Radio session. Room E. 9:30 a.m.-12 noon. Presiding: Gerald C. VanderSloot, chief engineer, WOOD-AM-FM Grand Rapids, Mich. Coordinator: William Wisniewski, vice president, engineering, Mutual Broadcasting, Arlington, Va.

The design of nonradial ground systems for medium-wave directional antennas. 9:30-9:55 a.m. Ogden Prestholdt, A.D. Ring & Associates, Washington. The ground currents in the immediate vicinity of a medium-wave nondirectional vertical transmitting antenna are well known and flow along radial lines to and from the base of the antenna. In the case of a directional antenna system, however, the ground currents in the near-field region do not in general follow straight lines but flow along curved paths, varying in direction and magnitude during a cycle of the radio frequency current. This paper will describe a program that has been developed which computes these current elements and tabulates their directions and magnitudes.

Acceptable criteria for transmitter power output measurements. 10-10:25 a.m. Mark Rubin, president, Electro Impulse, Red Bank, N.J. This paper deals with the FCC's requirements for measuring RF output and the practical means and methods of complying with these requirements. The paper will include a discussion of presently available techniques for making such measurements, the integration of power output measurements into an automatic transmission system (ATS), the acceptability of

directional couplers for achieving this measurement along with calibration, the use of RF colorimeters and their theory of operation and calibration.

Advancing to the "intelligent" program automation system. 10:30-10:55 a.m. John A. Burtie, director, automation products, and William L. Price, software engineer, Broadcast Electronics, Quincy, Ill. The new generation of microprocessors provides up to 65,000 bytes of memory, making it possible to include capabilities previously not available in broadcast equipment. With the use of multiprocessor design in program automation systems, the broadcaster's desire for back-up and reliability in such equipment is now economical and feasible. It also gives a degree of redundancy the user wants. This paper describes how creative software design is advancing the industry towards the reality of a truly "intelligent" program automation system.

State of the art of AM. 11-11:25 a.m. Forest M. Cummings, project engineer, Rockwell International, Dallas. A presentation of techniques and innovations used to achieve a state of the art AM transmitter meeting the design goals of better performance, higher efficiency, greater reliability and reduced size and weight. The series-switching modulated AM transmitter is reviewed along with a discussion of an improved high efficiency circuit, a modern band-pass RF output network, feedback techniques and several other innovations that result in an AM transmitter that really performs better, more efficiently and with greater reliability.

Library storage systems for audio tape cartridges. 11:30 a.m.-12 noon. John P. Jenkins, executive vice president, International Tapetronics, Bloomington, Ill. The era of audio library storage has arrived. Automatic access to over 8,000 tape cartridges is now possible along with minimal access time and the flexibility of playing any two cartridges back to back. These new, large-capacity machines can be integrated into new or existing program automation systems or used as stand-alone disk-jockey assist units.

Television session. Room G. 9:30 a.m.-noon. Presiding: Robert J. Butler, director, technical development, NBC. Coordinator: James D. Parker, staff consultant, CBS-TV.

A modernization and power increase program for UHF klystron transmitters. 9:30-9:55 a.m. George R. Townsend, president, Townsend Associates, Westfield, Mass. A large number of UHF broadcasters employ klystron transmitters that are about 10 years old. Most of these transmitters employ vacuum tube exciters. Power ratings are usually 30 or 55 kw. Replacing these transmitters to obtain improved performance and higher power can be prohibitively costly when considering the high price of new transmitters. An alternative is a program that will effectively modernize and increase the power of a klystron transmitter for a much lower investment. The program involves replacement of the exciter, modifications of control circuitry, substitution of high efficiency klystrons and addition of compatible parallel amplifiers and associated equipment.

Digital storage of video images. 10-10:25 a.m. Carl P. Hollstein, vice president for engineering, Consolidated Video Systems, Sunnyvale, Calif. A new video frame storage system has been developed that will allow the broadcast studio to simplify significantly its operations in the area of preparation and retrieval for on-air presentation of still-frame images. The system operates in an interactive mode through up to four terminals to control storage and retrieval of the images. This paper will describe the operation of this image retrieval and storage system as a self-sufficient, stand-alone system or as a system working in conjunction with a program automation control computer. Future developments to increase further the efficiency of station operation using this type of system as a foundation will also be discussed.

Television automation—its perils, pitfalls and payoffs. 10:30-10:55 a.m. Bill Kessel, chief engineer, KTVT(TV) Fort Worth, Tex. The agonizing decision—to automate or not. Which equipment to buy. Generating the software. Whether to jump in with both feet or gradually test the water. Implementing the system by trial



Lucas Bazin
RCA



Eric Small
Consultant



Carl Hollstein
Consolidated Video



Neil Smith
Smith & Powstenko



Neal McNaughten
FCC



Phyll Horne
FCC



George Jacobs
Board for Intl. Bcstg.



George Townsend
Townsend Associates

and error. These are the difficult questions facing many broadcasters and hard decisions that must be made in the not too distant future. This paper will present real-world answers by a broadcaster who has traversed the sometimes rocky road known as automation.

Learn mode programing: its application to creative production switching. 11-11:25 a.m. Bruce Rayner, product manager, Grass Valley Group, Grass Valley, Calif. Modern production switchers challenge the operator with so many features that creativity and efficiency are limited by operating complexity. The set-up of special effects is time-consuming and cannot be done with guaranteed repeatability. A system that "learns" different effects that have been created by the operator is proposed as a solution to the problem. As production switcher automation is a new field, the requirements of a microcomputer-based system are examined carefully and compared to the performance of the final working system.

Improving microwave ENG coverage. 11:30 a.m.-12 noon. A.A. Goldberg, CBS Technology Center, Stamford, Conn. Multipath propagation can cause severe audio and video distortion on FM microwave TV links. This paper describes a relatively simple device that can be used with existing microwave equipment to provide an indication of the magnitude of multipath interference. When used in conjunction with a conventional signal strength meter, the multipath indicator simplifies the aiming of the antennas to optimize signal quality. Tests are in progress to evaluate the application of this technique to ENG systems.

Engineering conference luncheon. South exhibit hall. 12:30-2:30 p.m. Presiding: Ellis Feinstein, director of engineering, Sierra-Cascade Communications, Medford, Ore. Invocation: Rabbi Steven Wiseburg, Congregation of Ner Temiv, Las Vegas. Presentation of 1978 NAB Engineering Achievement Award by George W. Bartlett, NAB vice president for engineering, to John A. Moseley, president, Moseley Associates, Goleta, Calif. (see "Profile," page 129). Speaker: James Redmond, director of engineering, BBC, London.

No sessions are scheduled for Tuesday afternoon so that conferees have the opportunity to visit the exhibits and hospitality suites.

Wednesday, April 12

AM/FM quality versus coverage workshop. Room E. 8-9 a.m. Moderator: Emil Torick, CBS Technology Center, Stamford, Conn. Panelists: Harvey Rees, Carl T. Jones Associates, Falls Church, Va.; Dick Schumeyer, Capital Cities Communications, Philadelphia; James Loupas, James Loupas Associates, Chesterton, Ind.; Jack Williams, Pacific Recorders & Engineering, San Diego; Eric Small, Eric Small & Associates, San Francisco.

Television session. Room E. 9-10 a.m. Presiding: James E. Boyd, vice president, engineering, Scripps-Howard Broadcasting, Cleveland. Coordinator: Albert H. Chismark, manager of technical services, Meredith Broadcasting, Syracuse, N.Y.

IF diplexing of TV transmitters—techniques and applications. 9-9:25 a.m. Nathaniel S. Ostroff, vice president, Acrodyne Industries, Montgomeryville, Pa. Worldwide use of IF diplexed TV transmitters has increased significantly in recent years. UHF and VHF equipment with output power levels of up to five kw are commercially available from several sources. This equipment is in everyday service throughout the world. Test installations in the U.S. are under evaluation by the FCC at this time. This paper will discuss the technical methods commonly used to achieve high power IF diplexed outputs.

Diplexed audio for network television transmission. 9:30-10 a.m. Paul R. Wickliffe, Bell Telephone Laboratories, Holmdel, N.J. In the past, the audio portion of the television signal was generally transmitted over a five khz Bell System facility entirely separate from the broadband intercity facility transmitting the video portion. Since early 1978 the video and audio have been diplexed over the broadband

Let's Talk Broadcast Equipment

HARRIS' NEW TV CYCLOTRAN SYSTEM

...with the new Harris **BTD-100H3**, 100 kW TV transmitter, and the **CPV**, CP antenna, for circularly polarized TV transmission provides a high performance, efficient, cost-saving method for a TV station to achieve CP.

- **Save space**—the new Harris **BTD-100H3** uses about the same space as existing 50 kW transmitters.
- **Increase reliability**—the **BTD-100H3** employs only 6 tubes and features a solid-state IPA.
- **Cut costs**—No need to change tower design with the top mount **CPV**. Replace your antenna, bay for bay.

talk with
the Leaders
in
Broadcast Technology
visit
Harris'
NAB Exhibit

BOOTH 301

If you are not planning to attend the NAB this year, write for full details to Harris Corporation, Broadcast Products Division, Quincy, Ill. 62301.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

Introducing New Arrivals from Century 21



NAB Hospitality Suite 1069 of the Las Vegas Hilton.

Check out these exciting new rock, country & MOR programming services at the NAB Convention in Las Vegas:

THE Z FORMAT

Hear it in Las Vegas on KFM Stereo 102. Arbitron* rated number one in adults 18-34 & 18-49!

This contemporary programming is uniquely custom blended for winning automation in each market and competitive situation.

THE SUPER COUNTRY FORMAT

Hear it in Las Vegas on K-VEGAS Country 14. Flexible programming for live and/or automated radio.

THE E-Z FORMAT

Hear it at the NAB Convention in Suite 1069 of the Las Vegas Hilton. Today's Middle-of-the-Road sound for automation or live.

THE 1978 PROFESSIONAL PRODUCTION LIBRARY

Your brain bank of sound ideas for a money-making sales team!

century21

PRODUCTIONS & PROGRAMMING, INC.
2825 Valley View Lane / Suite 221 / Dallas, Texas 75234

TOLL FREE (800) 527-3262 214/243-6721

*Audience Estimates subject to qualifications from Oct-Nov 1977 Arbitron, Mon-Sun, 6AM-Midnight, Average Quarter Hour non-combined AM&FM, MSA/TSA.

intercity facilities to provide nationwide 15 khz audio transmission. Diplexer characteristics and the results of initial Bell System tests on network television facilities are described. Capabilities of a possible second 15 khz audio channel for television are examined and broadcaster interference parameters and test methods are reviewed.

Joint meetings with management. Room 24. 10:30 a.m.-12 noon. See management agenda, page 71.

Joint management/engineering luncheon. Las Vegas Hilton ballroom 12:30-2:30 p.m.

Equipment exhibits: Where the wares are

The following companies will have exhibit booths at the NAB convention in Las Vegas. They are all located in the convention center's East Hall and East Concourse (see maps, pages 82, 84, 86). New products are indicated by an asterisk (*). Other companies, including the networks, that will have only hospitality suites at the convention are listed beginning on page 101.

Accurate Sound 202

114 Fifth Avenue, Redwood City, Calif. 94063

Product: Tape recorder systems, high speed duplicator systems, transmitter antenna systems, custom studio design. **Personnel:** Ronald M. Newdoli, Laura Nichols, Greg Sargent, David Bowman, Clark McCoy, Tom DeFiglio, Javier Posada, Marcela Del Alcazar.

Acrodyne Industries 1011

21 Commerce Drive, Montgomeryville, Pa. 18936

Product: Five kw IF diplexed VHF TV transmitter, one kw IF diplexed UHF transmitter, TV translator equipment. **Personnel:** Marshall Smith, Nat Ostroff, John Parke, Ray Kiesel, Mark Darde, Dan Traynor.

Adda 524

1671 Dell Avenue, Campbell, Calif. 95008

Product: ESP-750 electronic still processor. **Personnel:** Jesse Blount, William Hendershot, Sheila Holmes, Ron Long, Mike Tallent, Duane Tuttle, Robert DeSilva, Mike Shannon.

Amco Engineering 441

7333 West Ainslie Street, Chicago 60656

Product: Cabinets and consoles for broadcast equipment, audio-visual desks. **Personnel:** Floyd Johnson, Edwin Anderson, Joseph Mack, Bob Lewis, Frank DiPrima, George Schane.

American Data 822

401 Wynn Drive, Huntsville, Ala. 35805

Product: Production switchers, distribution switching systems, master control switchers, modular distribution amps. **Personnel:** D. Donnelly, H. Bjorklund, E. Miller, W. Powers, Bob Munzner, Joe Ryan, Dwight Wilcox, Jim Gardner, Darrell Cottle, John Wass, Janet Fowler, Jim Rodgers, Don LeCroy, Murray Brownell.

American Electronics Laboratories 306

Box 552 Lansdale, Pa. 19446

Product: Broadcast transmitters, FM 315 KG

transmitter*. **Personnel:** James Lucy, E. Huber, A. Rosser, T. Aye, B. Bernard, B. Sudol, L. Proctor, K. Atkinson, G. Haston, S. Disson, N. Goldich, T.J. Keffer.

Amperex 819

Slatersville, R.I. 02876
Product: S45XQ (30 mm)* and S73XQ (one-inch)* Plumbicon tubes, transmitting tubes, RF circulators, rectifier stacks, Plumbicon TV pick-up tubes, Vidicon and Silicon TV pick-up tubes.

Personnel: Merle Arnold, Jeff Brooke-Stewart, Harry Kozicki, Ted Marchner, Ron Goga, Dave Mitteldorf, Jim Sims, Ralph Johnson, Raleigh Utterback.

Ampex 603

401 Broadway, Redwood City, Calif. 94063

Product: VPR-2 type C format video-tape recorder*, VPR-20*, ESS-2 variable speed digital video recorder, digital time base corrector, broadcast cameras, editing systems, audio recorders, video and audio tape products. **Personnel:** Richard J. Elkus, Arthur H. Hausman, C.V. Andersen, Charles A. Steinberg, C.P. Ginsburg, Victor E. Ragosine, John L. Porter, Vincent Titolo, Larry Pepper, J.A. Fisher, Robert S. Schwartz, Donald V. Kleffman, F. Russell Ide, J. Diermann, Mark Sanders, Bo Bohunicky, Jerry Brill, Bill Carpenter, Charlie Crum, Bill Justus, Howard Lilley, Bill Park, Glen Rose, Charles E. Anderson, Carlos Kennedy, Paul Hansil, Len Hase, Frank Nault, Tom Nielson, Al Slater, Phil Campbell, Don Carlsen, Dick Coomes, Grant Easton, Bill Ebell, John Houman, Tom Johnston, Roger Miller, Keith Price, Frank Rush, Tony Seaton, Dick Smith, Jim Stephenson, Marv Wachtel, Bart Williams, Russ Williams, Chuck Wright, Ron Ballintine, Richard Sirinsky, Erik Jenstad, Jean-Louis Major, Bernie Gillet, Mike Hernandez, Juan Nicolau, Joe Williamson, Ray Smart, Kenzo Ohashi, George Ziadah, Ken Herring, Richard Antonio, George Armes, Paul Weber, Alex Argendelli, Jack Becker, Bob Douglass, Ed Stevenson, Charles Donahue, Arnold Schlinke, Max McCollough, Jerry Nevill, Stan Paris, Bob Pellino, Jack Valdespino.

Ampro Broadcasting 100

850 Pennsylvania Boulevard, Feasterville, Pa. 19047

Product: Cartridge tape recorders and reproducers, audio mixing consoles up to 12 channels, rotary and linear fader consoles, turntable systems, studio systems, Monomax cartridge phase protector, Time Machine digital audio six-second delay*, Tri-Dek multicartridge tape playback equipment. **Personnel:** Edward Mullin, Sam Wenzel, Joseph Novik, Bud Yankowski, William Hicks.

Amtron 1321

Box 1038, Aptos, Calif. 95003

Product: High resolution color monitors*, Quantizers*. **Personnel:** Walt Otte, Rob Schafer, Mike Swatek, Bill Widera.

Andrew Corp. 808

10500 West 53d Street, Orland Park, Ill. 60462

Product: Helix coaxial cables, earth station antennas, rigid lines, STL microwave antenna systems, UHF-TV transmitting antennas. **Personnel:** H. Woodbury, W. Moore, E. Andrew, R. Bickel, E. Dwyer, R. Schmit, J. Gonzalez, E. Engbriksen, R. Hetzler, J. Gyurko, R. Lamons, J. Pryjma.

Let's Talk Broadcast Equipment

Angenieux of America 812

1500 Ocean Avenue, Bohemia, N.Y. 11716.
Product: Broadcast lenses: 10x for studio, 15x and 42x for studio, tele 42x for sports and ob, 15x system with all accessories for ENG and EFP cameras, 12x studio lens*. *Personnel:* Bernard Angenieux, S. Dumartin, Herb Van Driel, Ron Blanchard, Walt David, Jean Moret, John Wallace, Dick Putnam, F. Deckman, Harry Hobson, A. Masson, Bern Levy, Claus Zedler, Tang Sum, P. Chambon.

Anixter-Mark 110

4711 Golf Road, Skokie, Ill. 60076

Anvil Cases 1610

Box 9297, South Elmonte, Calif. 91733

Arvin/Echo Science 906

485 East Middlefield Road, Mountain View, Calif. 94043

Asaca 800

1289 Rand Road, Des Plaines, Ill. 60016

Audi-Cord 335

Box 611, Normal, Ill. 61761

Product: Tape reproducing and recording equipment. *Personnel:* Carl L. Martin, Richard L. Anderson.

Audio & Design Recording 126

Box 23047, Honolulu 96822

Audio Designs & Manufacturing 435

16005 Sturgeon, Roseville, Mich. 48066

Product: Audio console modules*, intercom systems*, consoles*, distribution amps, patch bays, audio processing equipment, equalizers. *Personnel:* Robert Bloom, Sheridan Shook, Murray Shields, Larry Mandzuik, Jim Pashkot, John Monforte, Wayne Myers, Tom Chrapkiewicz.

Audio Sellers 343

Box 23355, Nashville 37202

Audiotronics 106

3750 Old Getwell Road, Memphis 38118

Automated Business Concepts 328

8828 Complex Drive, San Diego 92123

Product: Computer-based broadcast management system*. *Personnel:* Tom Haag, Frank and Betty Crane, Chuck Tripp, Jim Anderson, Cathy Kelley.

Automated Processes 731

790 Park Avenue, Huntington, N.Y. 11743

Automation Industries 1403

Industrial Park, Fort Walton Beach, Fla. 32548

Product: Six-level color weather radar*. *Personnel:* R.W. Miller, W.T. Pryor, J.E. Simmons, M.L. Thompson.

Bardwell & McAlister 1606

7269 Santa Monica Boulevard, Hollywood 90046

Bayly Engineering 337

167 Hunt Street, Ajax, Ont. L1S 1P6.

Product: Broadcast transmitters, *stereo encoders, monitor receivers, portable audio mixers, mono program channels*, stereo program channels*, studio accessories*. *Personnel:* H.

Schmidt, L. Basu, F. Ziss, J. Graaff, J. McIntosh.

Beaveronics 1216

8 Haven Avenue, Port Washington, N.Y. 11050

Product: Video switching systems, master clock and audio systems, video terminations and audio modules, video hum stop coils. *Personnel:* John Busharis, Bob Striker, Mark Busharis.

Belar Electronics 520

119 East Lancaster Avenue, Devon, Pa. 19333

Product: AM, FM and TV frequency and modulation monitoring equipment. *Personnel:* Arno Meyer, Manny Krangel, Norm Cohen, Joe Rocci, John Quinn.

Berkey Colortran 912

1015 Chestnut Street, Burbank, Calif. 91502

Product: Portable control systems, pantographs, computer lighting system, TV lighting equipment. *Personnel:* Tom Pincu, Peter Coe, Moe Tawil, Marion Rimmer, John Byron, Kay Vannice, Jeff Sessler, Salvio Massone, Abbott Sydney, John Gresch, Charlie Davidson, Chuck Davis, Les Zellan, Tom Cowie, Jack Leonard, Ken Boyda, Franc Dutton, Walter Nygaard.

Beston Electronics 1105

903 South Kansas Avenue, Olathe, Kan. 66061

Product: Automatic light control system, character generators. *Personnel:* Bernie Lipari, Rod Herring, Don MacClymont, Don Cartner, Dave Anderson.

Bird Electronic 1109

30303 Aurora Road, Solon, Ohio 44139

Product: Water-cooled RF line terminations*, self-cooled RF terminating systems*, digital 1-80 kw RF calorimeter, 10 kw air-cooled RF loads*, FM coaxial filters, RF wattmeters, dummy loads, four kw RF attenuators, stand-by loads, RF power and VSWR monitors. *Personnel:* B. Bird, S. Bird, W.L. Yochum, L. Lesyk, R.J. Tanczos, H.H. Heller, G. Churpek, L. Kuklinski.

Bogner Broadcast Equipment 907-A

401 Railroad Avenue, Westbury, N.Y. 11590

Product: B series broadcast antenna (allows for conversion to circular polarization)*, low-power and medium-power broadcast antennas, VHF and FM dipole antenna arrays, ENG multipolarized transmitting antenna*, ENG multipolarized low-silhouette receiving antenna*, MDS receiving antenna, ITFS transmitting antenna. *Personnel:* Leonard King, Richard Bogner, Robert Piano, Michael Allen, Debbie Kay.

Robert Bosch 922

729 Midland Avenue, Saddle Brook, N.J. 07662

Product: BCN one-inch type B VTR, KCA handheld camera, color monitors*, frame stores*. *Personnel:* F. Hohage, F. Bundesmann, O.E. Oechsner, D. Zieger, Hans Groll, John Lynch, John Webb, Michael Claton, Edward Stopke, Anthony Magliocco, Leonard Skaskiewicz.

Broadcast Electronics 304

4100 North 24th Street, Quincy, Ill. 62301

Product: Audio tape cartridge machines, audio consoles, studio accessories, C-16 radio pro-

Continues on page 83

HARRIS' TC-80 LIVE COLOR CAMERA

Now field proven...the Harris TC-80 is one of the best performing live color cameras available. The proof? More and more stations are switching to the Harris TC-80.

This top-of-the-line camera offers such state-of-the-art features as...

- Add-on Triax capability offering great flexibility.
- Low signal-to-noise ratio.
- Rapid optical filter change.

Don't miss seeing the Harris TC-80 in action at the 1978 NAB Convention. Continuous demonstrations in the Harris TV theatre.

talk with
the Leaders
 in
Broadcast Technology
 visit
Harris'
NAB Exhibit

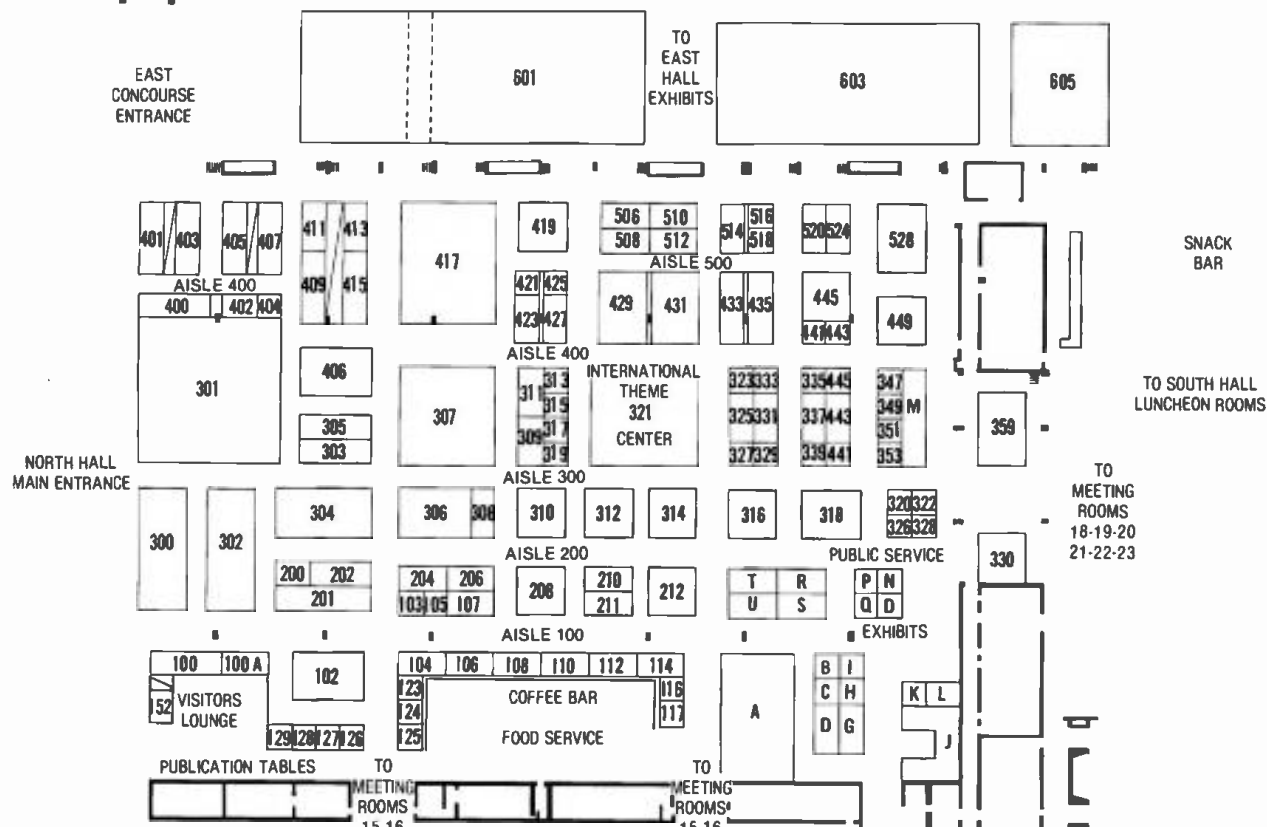
BOOTH 301

If you are not planning to attend the NAB this year, write for full details to Harris Corporation, Broadcast Products Division, Quincy, Ill. 62301.



HARRIS
 COMMUNICATIONS AND
 INFORMATION HANDLING

The equipment floor show: North Hall and East Concourse



Firm	Booth	Firm	Booth	Firm	Booth
Accurate Sound	202	Groton Computer	421	Panasonic Video Systems	417
Adda	524	HM Electronics	128	Panasonic Engineering Division	330
Amco	441	Hallikainen & Friends	518	Paperwork Systems	316
American Electronic Labs	306	Harris	301	Phelps Dodge Communications	327
Ampex	603	Helios Electronics America	443	Potomac Instruments	427
Ampro Broadcasting	100	IGM	208	QEI	329
Anixter-Mark	110	International Tapetronics	431	QRK Electronic Products	104
Audi Cord	335	Jefferson Data Systems	108	RCA	601
Audio & Design Recording	126	Kaman Sciences/BCS	445	RE:DB Co.	320
Audio Designs & Manufacturing	435	LPB	508	Ramko Research	112
Audio Sellers	343	Lenco	406	Rockwell International	300
Auditronics	106	Lightning Elimination Associates	516	Rupert Neve	405
Automated Business Concepts	328	David Lint Associates	341	Russco Electronics	200
Bayly Engineering	337	Lowel Light Manufacturing	322	Scully Recording Instruments	305
Belar Electronics Laboratory	520	MCI	101	Sescom	105
Broadcast Electronics	304	McCurdy Radio Industries	401	Shure Brothers	309
Broadcast Programing International	325	McMartin Industries	302	Sintronic	512
CCA Electronics	307	Marconi Electronics	605	Eric Small & Associates	413
CSI Electronics	318	Marti Electronics	314	Sono-Mag	403
Cablewave Systems	100A	Charles Michelson	353	Stanton Magnetics	211
California Switch & Signal	313	Micmix Audio Products	345	Strand Century	359
Capitol Magnetic Products	423	Micro Control Associates	152	Studer Revox America	114
Ceco Communications	404	Micro Trak	506	Taber Manufacturing & Engineering	510
Cetec Broadcast Group	429	Microprobe Electronics	123	William B. Tanner	349
Computer Magnetics	449	Minneapolis Magnetics	133	Technics	419
Consolidated Electronic Industries	409	Mole-Richardson	433	Telex Communications	311
Continental Electronics	312	Moseley Associates	310	Time & Frequency Technology	212
Delta Electronics	206	Motorola Communication & Electronics	308	TA Track-Audio	326
DeWolf Music Library	129	Mutual Broadcasting System	407	Tuesday Productions	331
Digital Products	124	Nagra Magnetics Recorders	323	Tweed Audio	347
Dolby Laboratories	514	National Courier Systems	116	UMC Electronic	210
Dynametrics	1214	Nortronics	319	Unarco-Rohn	339
ESE	333	Fred A. Nudd	351	United Research Laboratory	425
Edco Products, Visual	107	Orange County Electronics	317	U.S. Tape & Label	204
Electro Impulse Lab	103	Orban Associates	402	Utility Tower	411
Fidelipac	415	Otari	400	Thomas J. Valentino	315
Fujinon Optical	528	Pacific Recorders & Engineering	102	Wilkinson Electronics	303

grating automation system*. *Personnel:* L.J. Cervon, C.I. Kring, A.H. Bott, R.G. Bousman, T.A. Warning, J.A. Burtie, M.L. Sirkis, W.L. Price.

Broadcast Programing International 325
Box 547, Bellingham, Wash. 98225

Product: Automated radio formats—announced MOR, adult contemporary, Bright 'N Beautiful*, easy listening, announced easy listening, album oriented rock, rock gold, Country Living, unannounced Country Living*, Spectrum, Concert Overtures & Encores. *Personnel:* Kemper Freeman, John Iles, Jon Holiday, Claude Rorabaugh, Betty Freeman, Dan Jurgensen, Bob Concie.

BTX Corp. 1208
436 Boston Post Road, Weston, Mass. 02193

Cablewave Systems 100A

60 Dodge Avenue, North Haven, Conn. 06473.
Product: Coaxial cable and accessories, elliptical waveguide and accessories, pressurization equipment, microwave antennas and accessories. *Personnel:* William Meola, Doug Proctor, Jim Wilson, George Patton.

California Switch & Signal 313
13717 South Normandie Avenue, Gardena, Calif. 90249

Product: Jack panels, microphone cables. *Personnel:* Irwin Perlman, Bob Andrade, Warren Lovrien, Frank Manhony, Jack Peterson, Mike Kosberg.

Camera Mart 1137-41
456 West 55th Street, New York 10019

Product: Video ENG equipment. *Personnel:* Samuel Hyman, Paul Meistrich, Shelly Brown, Leo Rosenberg, Herb Browning, Ken Seelig, Harold Rainey, Tom Leonard, Jeff Wohl, Wally Mills, Gary Lundberg, Vic Cano, Michael Sheppard, Peter Kusarin, David Holmes, Bud McKinney.

Canon USA 918
10 Nevada Drive, Lake Success, N.Y. 11040

Capitol Magnetic Products 423
1750 North Vine Street, Hollywood 90028

Product: Broadcast cartridges. *Personnel:* Richard Blinn, Bill Clarke, Dick Dunlevy, Ed Grant, Larry Hockemeyer, Joe Kampler, Ed Khoury, Marilyn Monarsky, Harvey Pond, Harry Preston, Jack Sullivan, Tony Samchirico, Ted Scitar.

Cases Inc. 1409
1745 West 134th Street, Gardena, Calif. 90249
Product: Cases. *Personnel:* Howard Chatt, Wayne Nall, Bill Cara, James W. White.

CCA Electronics 307
Box 5500, Cherry Hill, N.J. 08034

Product: AM, FM and TV transmitters, translators*. *Personnel:* Jason S. Fox, Arthur A. Silver, Joseph Consalvi, Juan Chiabrande, Bruce Buck, Leroy Wallace, Ron Briggs, Dave Orienti, Don Powers, Dave Strachan, Tony Sharpe, Ron Skelly, Gus Markis, Ed Lauman, Carroll Ogle, Ted Schober, Van Pezirtzoglou, Hugh Anderson, Ed Klinewski, Alice Sammer, Bob Duffy, Corey Meyer, Bill Barry, Ron Baker, John Bauman, Alan Roycroft, Charles Whatley, John Crouse, Ron Dagenais, P.R. Fermainitt, Michael Goddard, David Bain, Martin Jackson.

Ceco Communications 404

2115 Avenue X, Brooklyn, N.Y. 11235
Product: Transmitting, camera and microwave tubes. *Personnel:* David Gilden, Don Harris.

Central Dynamics 915
116, 230 Livingston Street, Northvale, N.J. 07647

Product: Switchers. *Personnel:* A.C. Boland, B. Naeyaert, H. Shephard, B. Tee, G. Pugh, P. Dymes, R. Greenfield, R. Faulkner, D. Deberadinis, D. Spindle, V. Lyons, K. Akiyama.

Centro 1229

4848 Ronson Court, Suite 1, San Diego 92111
Product: CASS II computer assisted TV switching system, portable ENG television production system. *Personnel:* Jon Munderloh, Darrell Wenhardt, Fred Powers, Bill Wiseman, Shirley Wiseman, Rex Reed.

Cetec Broadcast Group 429

75 Castilian Drive, Goleta, Calif. 93017
Product: Schafer Series 7000 broadcast automation system*, Sparta AM and FM transmitters, Cetec audio consoles, tape cartridge equipment, turntables, speakers and studio furniture, Jampro FM antennas, Vega wireless microphones. *Personnel:* Ed Watts, Andy McClure, Dave McDonald, Dave Hill, Mike Shafer, Dick Maynard, Tom Copeland, Paul Gregg, Fred Barbaria, Hugh Wilcox, Rich Weichbrod.

Channematic 1509
2232 Lindsay Michelle Drive, Alpine, Calif. 92001

Chicago Radio Systems 357
2 East Oak, Suite 3004, Chicago 60611

Christie Electric 1115
3410 West 67th Street, Los Angeles 90043

Chyron 729
223 Newtown Road, Plainview, N.Y. 11803

Product: Graphic generator, cassette cleaner and evaluator. *Personnel:* John D. Starosky, David H. Buckler, Don Cadora, Leon Weissman, Joseph Scheuer, Richard Boyd.

Cinema Products 901
2037 Granville Avenue, Los Angeles 90025

Product: MNC-71CP ENG/EFP video color camera*, Steadicam camera stabilizing system*, CP-16R reflex 16mm film camera, CP-16 nonreflex 16mm film camera, Cinevid-16 video-assist camera system, Crystalink wireless systems, quartz location lighting systems, Sturdy-Lite focusing spot and newslight, Universal 2030, 808 and 16FX fluid tripod heads, PLC-4A 16mm 400-foot magazine*, J-5 zoom lens control, camera accessories. *Personnel:* Ed DiGiulio, Gary Gross, Peter Waldeck, John Jurgens, Bob Auguste, Ray Tamba, Bill Sakes, Joe Bodner, Ed Clare, Charles Lipow.

Cine 60 1002
630 9th Avenue, New York 10036

Product: Eight and 14 amp-hour fast charge battery system*, 12- and 30-volt Sun-Gun kits, insert battery system for Sony BVU-100, VO-3800. *Personnel:* Don F. Civitillo, Robert Kabo, Paul Wildum.

Let's Talk Broadcast Equipment

HARRIS' NEW TAPE CARTRIDGE MACHINES

Harris introduces yet another top quality tape cartridge machine to its new line...the Criterion 90-3, combining three playback decks in a single, space-saving unit.

All Criterion 90's are precision built and extremely rugged.

Rigorous computer-testing assures the very best in audio performance and reliability.

And NOW...Harris not only offers its Criterion 90 line to broadcasters at 1967 prices...but with a 30-day free trial!

Call...217/222-8200.

talk with
the Leaders
 in
Broadcast Technology
 visit
Harris'
NAB Exhibit

BOOTH 301

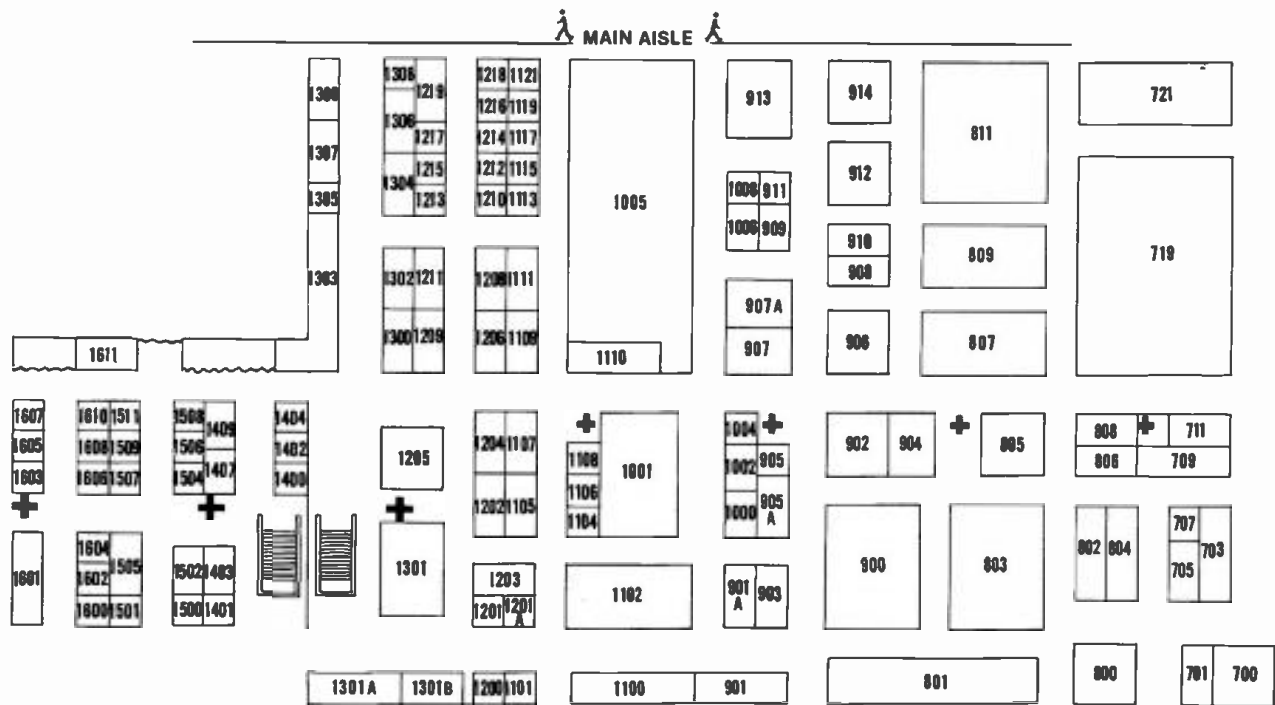
If you are not planning to attend the NAB this year, write for full details to Harris Corporation, Broadcast Products Division, Quincy, Ill. 62301.



HARRIS
 COMMUNICATIONS AND
 INFORMATION HANDLING

Continues on page 86

East Hall, north side of main aisle



Firm	Booth	Firm	Booth	Firm	Booth
Andrew Corp.	808	Frezolini Electronics	1603	Recortec	803
Anvil Cases	1610	Fuji Photo Film USA	900	Research Technology	1006
Arvin/Echo Science	906	GBC CCTV	1302	Richmond Hill Laboratories	1511
Asaca	800	GTE Sylvania	711	Ross Video	1301B
Automation Industries	1403	Garner Industries	1217	SWR	1215
BTX	1208	General Electric	1211	Scientific-Atlanta	1205
Bardwell & McAlister	1606	Glentronix US	1604	Sony of America	1005
Beaveronics	1216	Alan Gordon Enterprises	1201	Sound Technology	1308
Berkey Colortran	912	Gotham Audio	909	Storeel	903
Beston Electronics	1105	Interand	1104	Studio Tape Exchange	1212
Bird Electronic	1109	International Communications & Control	1505	TVAC	1605
Bogner Broadcast Equipment	907A	International Microwave	1218	Tayburn Electronics	1200
Cases Inc.	1409	Ivie Electronics	1401	Technology Service	1501
Channelmatic	1509	Kings Electronics	1008	Tektronix	811
Christie Electric	1115	Kliegl Bros	805	Tele-Cine	804
Cine 60	1002	L-W International	1000	Telecommunication Industries	1206
Cinema Products	901	Laird Telemedia	1306	Telemet	709
Cohu	908	Lee-Ray Industries	1602	Telescript	806
Colorado Video	911	Leitch Video	1301A	Television Equipment Associates	703
Comark Industries	1113	Listec Television Equipment	700	Television Research International	1303
Commercial Electronics	1102	3M	807	Television Technology	1502
Communication Projects	1402	MPB Technologies	1504	Tentel	1119
Computer Image	1107	Mach One Digital Systems	1300	Terracom	1233
Comrex	1004	Micro Consultants	1001	Tiffin Manufacturing	1101
Conrac	721	Microtime	902	Townsend Associates	802
Datametrics	1608	Microwave Associates	809	Trompeter Electronics	1305
Datatek	705	NTI America	1600	United Press International	1121
Di-Tech	1219	Nurad	910	Utah Scientific	1213
Dielectric Communications	901A	O'Connor Engineering Lab	1202	Varian Associates	913
Duca-Richardson	1301	Olesen	1309	Video Aids of Colorado	1106
Dynair Electronics	914	Optek	1304	Video Associates Labs	1404
EG&G	1203	Orrox	801	Video Data Systems	1210
Eddor/Calrec	1407	Packaged Lighting Systems	905A	The Video Tape Co.	1108
Electro Controls	1601	Philips Broadcast Equipment	719	Videographix	1400
Electro Voice	1307	Constantine N. Polites & Co.	1508	Videotek	1117
Electrohome	1204	QSI Systems	1500	VIF International	1611
Electronics, Missiles & Communications	907	Quick-Set	1110	Western Union Telegraph	905
Enterprise Electronics	1506	RCA American Communications	707	Wolf Coach	1100
Farinon Electric	1111	RCA Electro Optics & Devices	701	World Video	904
Flash Technology	1209			Zei-Mark	1507

KXL • CCA[®]

SET ALL-TIME SALES RECORD!

\$220,000

CAMPAIGN SOLD FOR '78

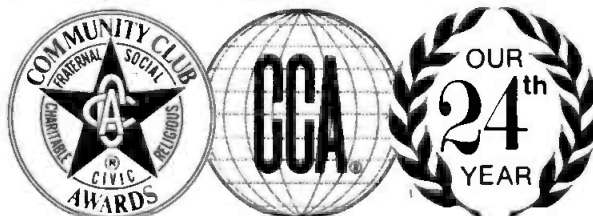
"KXL, Portland's leading adult station is the nation's first radio station to gross over \$200,000 in Community Club Awards sales. In fact, KXL, with 56 blue-chip advertisers participating in the 13-week, first-quarter 1978 promotion will gross \$220,000 in 'extra' business. Community Club Awards can break sales records for you, too. Call or write Community Club Awards for details."

Ray Watson, General Manager, KXL/AM/FM



KXL  **AM750 • FM95**
Portland, Oregon

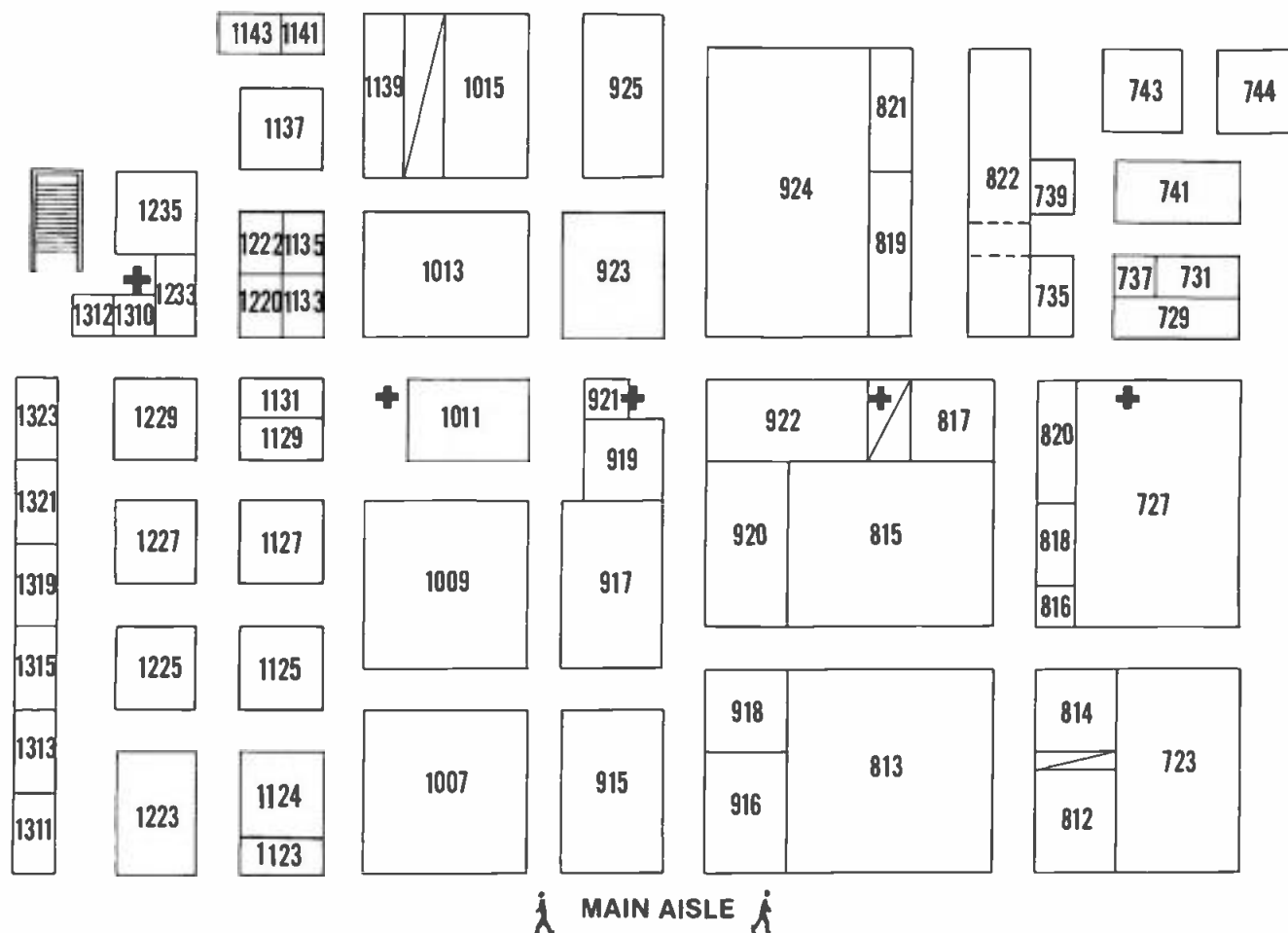
MORE THAN AN ADVERTISING, MERCHANDISING AND PUBLIC RELATIONS CONCEPT...



COMMUNITY CLUB AWARDS[®]
IS A WORLD-WIDE INSTITUTION!

COMMUNITY CLUB AWARDS, INC., P.O. BOX 151, WESTPORT, CONN., 06880, AREA CODE 203/226-3377

East Hall, south side of main hall



Firm	Booth	Firm	Booth	Firm	Booth
Acrodyne Industries	1011	Dytek Industries	1227	NEC America	1009
American Data	822	ENG Manufacturing	1235	Oktel	1131
Amperex Electronic	819	E&O Systems	1222	Power-Optics	820
Amtron	1321	Eastman Kodak	916	Q-TV Telesync	735
Angenieux of America	812	Edutron	1312	Rank Precision Industries	922
Automated Process	731	Eigen Video	1225	Rohde & Schwarz	817
Bosch-Fernseh	924	Grass Valley Group	813	Sharp Electronics	744
Boston Insulated Wire & Cable	921	Great American Market	1319	Soll	816
Camera Mart	1137 & 1141	High-Lite	1310	Spectra-Vision	1315
Canon USA	918	Hitachi-Denshi America	815	System Concepts	1125
Central Dynamics	915	Ikegami Electronics	1013	Systems East Division, Conrac	821
Centro	1229	Industrial Sciences	1127	Telemation	920
Chyron	729	Innovative TV Equipment	743	Thomson-CSF Laboratories	727
Consolidated Video Systems	917	International Video	741	Toshiba International	1015
Convergence	1007	JVC Industries	925	Uni-Set	1311
Crosspoint Latch	1143	Jampro Antenna	1135	Van Ladder	1139
Data Communications (BIAS)	919	Knox	739	Videomagnetics	1220
Datatron	1223	Memorex	814	Vital Industries	723
Digital Video Systems	1124	Merlin Engineering	1129	Ward-Beck Systems	923
Dynasciences	818	Micro Communications	737	Winsted	1313

CMX Systems 801
3303 Scott Boulevard, Santa Clara, Calif. 95050

Product: Computer-assisted video tape editing systems, master time code generator, portable time code generator, time code reader/display.
Personnel: Darrel Vincent, Murray Bevit, Dan Roddy, Gene Simon, Tom Phillips, Gary Youngs, Bob Meserve, Bill Johnson, Ken Scherzinger, Ed Bolling, Clyde Kier, Klaus Eichstadt.

Cohu Electronics 908
5725 Kearny Villa Road, San Diego 92112

Product: 1550 series color telecine, 7400 series low-light color Isocon camera*. **Personnel:** Bob Schlicht, Roy Phillips, Ed Dempsey.

Colorado Video 911

Box 928, Boulder, Colo. 80306
Product: Narrowband television equipment.

Personnel: Glen Southworth, Wyndham Hannaway, Patty Nettles.

Comark Industries 1113
Box 196, Westfield, Mass. 01085

Product: Remote control systems, ENG control systems, UHF and VHF diplexers, couplers, detectors, VSWR monitors, filters, transmission line systems, FM antennas, computer style dis-

Marconi Electronics, Inc.

Congratulates

James Ivey and David Antoniak

of

Ivey Communications Corp.

on the installation of the
first Marconi digital standards
convertor in north and
south america.

For further information about the Marconi
Electronics, Inc. standard convertor, see us
at NAB Booth #605.

Marconi Electronics, Inc.

100 Stonehurst Court, Northvale, New Jersey 07647

Ivey Communications Corp.

744 West Church Street, Orlando, Florida 32805

play systems for programed transmitter remote control systems*. **Personnel:** Richard E. Fiore, Richard E. Fiore Jr., William Yorns, Paul Bahlin.

Commercial Electronics 1102
880 Maude Avenue, Mountain View, Calif. 94043

Communications Projects 1402
2064 Peachtree Industrial Court, Suite 402, Atlanta 30341

Computer Image 1107
2475 West Second Avenue, Denver 80223
Product: Video switchers, audio and video routing switchers, Vamco digital tape timers and digital clocks, DK8000 series keyboard programing switcher. **Personnel:** Donald L. Maly, Dennis J. Reinhard, William A. Buckman, Cal Sawyer, Lin Hargreaves, Jim Morrison, Don Ridinger, Ron Hays, Gene Randall, Shari Noyce.

Computer Magnetics 449
125 West Providencia Avenue, Burbank, Calif. 91502
Product: Refurbished audio and video heads for VTR's, video disks, auto equalizers, velocity error correctors, differential gain adjustment, refurbished VTR's. **Personnel:** Ignatius Tsu, Tony Mlinaric, Willard Bell, Ted Emm, Tim Palmer, Bill Ghedini, John Luiz, Box Sexton, Dave Zimmerman, Arnold Ferolito, Lou Siracusano, Don James, Bud Pearson, Tom Canavan.

Comrex 1004
Box 269, Sudbury, Mass. 01776

Conrac 721
600 North Rimsdale Avenue, Covina, Calif. 91722
Product: TV monitors. **Personnel:** K.R. Eppele, W.A. Fink, C.D. Beintema, F.F. Heyer, W.A. Ems, J. Keenan, J. McClimont, B. Mitchell, R. Nichols, B. Turner, M. Warnick.

Conrac/Systems East Division 821
32 Fairfield Place, West Caldwell, N.J. 07006.
Product: Eidophor 5170 large screen color TV projector. **Personnel:** John Lawton, Al Balacek, Len Blascovich, Giles Baenziger, Leo Collins, Irving Frank, Henry Johannes, Ron Moore.

Consolidated Electronic Industries 409
9721 Singleton Drive, N.W., Washington 20034
Product: Cuerac 500 tape cartridge system, Jock Assist automation system, Mark V reel-to-reel recorder, Cuemaster tape cartridge systems, ABC Kartel modular programing system with multiple cartridge playback, tone and generator detectors, time announcing, loggers. **Personnel:** Jack Neff, Reuben Medding, Claude Grech, Peter Branet, Russell Ewart, Chris Nicholson, Peter Kay, Ossie Buhagiar, Mabel Nelson, Terry Trump, Rich Choy, Ken Strawberry, Wilma Strawberry, Vera Medding, Abe Albright, Anita Trump.

Consolidated Video Systems 917
1255 East Arques Avenue, Sunnyvale, Calif. 94086
Product: Epic-1 computer-based VTR editing system, CBS-310 image enhancer/noise reducer, CVS-520/516/510/504B time base correctors, CVS 515 PAL-M and CVS 517 PAL

and SECAM plus standards conversion. **Personnel:** Nyal McMullin, Joe Rodgers, Jim Summers, Carl Hollstein, Wayne Lee, Dewitt Smith, Walter Werdmuller, Bill Miller, Marv Alley, Larry Seehorn.

Continental Electronics 312
Box 270879, Dallas 75227
Product: AM broadcast transmitters up to 50 kw for domestic broadcasters and with unlimited power for the international market, related equipment and services such as design and manufacture of antenna phasing and matching equipment, duplexers, filters, combiners and special requirements related to AM transmitting systems. **Personnel:** James O. Weldon, M. W. Bullock, W.D. Mitchell, Vernon Collins, Dick Floyd, E. L. King, Ray Tucker, Joe Sinton, Gary Cuesta.

Convergence 1007
17935 Sky Park Circle, Irvine, Calif. 92714
Product: ECS-100 Superstick editing control systems*. **Personnel:** George W. Bates, Gary H. Beeson, John G. Campbell, Dennis G. Christensen, Ron DePinto, John V. DiMatteo, Max Ellison, Rush S. Hickman III, Gary K. Land, John Leveck, Frank Logan, Richard Moscarello, Bill Skinner.

Crosspoint Latch 1143
316 Broad Street, Summit, N.J. 07901

CSI Electronics 318
3800 South Congress Avenue, Boynton Beach, Fla. 33435

Data Communications/BIAS 919
300 Directors Row, Memphis 38111
Product: BIAS broadcast automation systems, **Personnel:** James E. McKee, Skip Sawyer, Bill Boyce, Richard Harper, Cecy Malone, Sam Hill, Sherri Sawyer, Ronni Wilkes, Carol McInnis, Dewell Hemphill, Francis Ryan, John Armstrong.

Datametrics 1608
340 Fordham Road, Wilmington, Mass. 01887

Datatek 705
1166 West Chestnut Street, Union, N.J. 07083
Product: Video/audio routing switchers, SMPTE time code routing switchers, TV transmitter color phase equalizers, video sweep generators, envelope delay test set. **Personnel:** Mervyn Davies, Bob Rainey, Bob Rainey Jr., Allen Witheridge, Jim Landy, Herb Didier, Gene Sudduth, John Baumann.

Datatron 1223
Box 11427, Santa Ana, Calif. 92711
Product: Edit decision lister*, editor decision lister*, SMPTE code generator with user bits*, SMPTE code reader with user bits*, Tempo 76 editing systems. **Personnel:** Herbert Perkins, Robert Ricci, Michael Oldham.

Delta Electronics 206
5534 Port Royal Road, Springfield, Va. 22151

DeWolf Music Library 129
25 West 45th Street, New York 10036

Dielectric Communications 901
Route 121, Raymond, Me. 04071
Product: RF loads and wattmeters, coaxial

DATAWORLD, INCORPORATED

Directories
Allocation Studies
Antenna Design
AM • FM • TV

WE NOW HAVE AM!

NAB Hospitality
MGM Grand
Suite 933-A
5-8 PM

Your hosts:
Howard Head • Shirley Ostmann
John Lundin • Ogden Prestholdt

dataworld
incorporated

1302 18th St., N.W. • Suite 502
Washington, D.C. 20036 • 202/296-4790
Managed by experienced broadcast engineers

OK! Now how do we top NAB '77?

Last year at NAB, Philips drew standing-room-only crowds six times a day. What was all the shouting about? It was the innovative cameras and broadcast technology that has always placed Philips ahead of the pack. How do we top that at NAB '78?

PRESENTING
INNOVATION
'78

You'll see the unique features that are responsible for the dramatic success of our UHF/VHF transmitters and our incredible VIDEO 80 camera and production system.

You'll see a host of innovative new products like our LDK-14 ENG/EFP/Studio portable camera. Plus, a major new breakthrough in our renowned, ever-improving LDK-25 camera family.

It's a truly outstanding lineup. The type of innovations the industry has come to expect of Philips. We've got a topper over '77. You'll think so too. Don't miss it!

INNOVATIVE LEADER IN WORLD TELEVISION



PHILIPS

PHILIPS BROADCAST EQUIPMENT CORP.
91 McKee Drive, Mahwah, N.J. 07430

NAB—Booth 719.

switches, RF waveguide and accessories. **Personnel:** J. Hutson, H. Acker, P. York, S. Smith, F. Smith, R. Eskeland, S. Thomas.

Digital Products 1124
4028 Northeast Sixth Avenue, Fort Lauderdale, Fla. 33334

Product: Sequential automatic telephone dialer, programable dialer. **Personnel:** Edgar M. Reynolds, Manuel Wong.

Digital Video Systems 1124
519 McNicoll Avenue, Willodale, Ont. M2H 2C9

DI-Tech 1219
315 Wyandanch Avenue, North Babylon, N.Y. 11704

Product: Audio-video pulse DA's, video clamper with equalizer, audio-video routing switchers, touch-tone control systems, video presence detectors, video source identifier, audio monitor amplifier. **Personnel:** George Petrillak, Tony Bolletino.

Dolby Laboratories 514
731 Sansome Street, San Francisco 94111

Product: FM broadcast encoder, noise reduction equipment for recording and STL's. **Personnel:** Ray M. Dolby, David P. Robinson, Kevin G. Dauphinee, K.J. Gundry, Ken Fay, Ioan Allen, Penny Heidrick.

Duca-Richardson 1301
11465 West 48th Avenue, Wheat Ridge, Colo. 80033

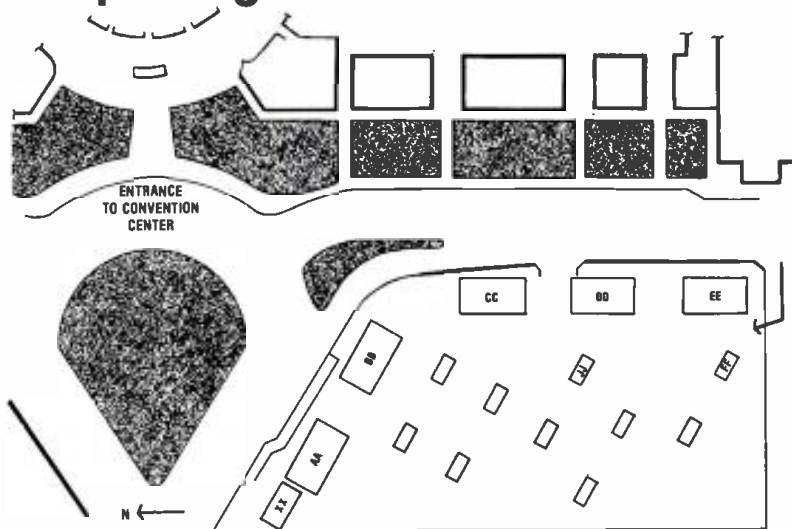
Product: Video switching systems. **Personnel:** Robert F. Richardson, James F. Duca, Thomas R. Goldberg, Thomas J. Bonomo, Richard L. Grier, Bruce D. Harvey, Carl A. Hedberg, Angela H. Duca, Jerry A. Moline.

Dynair 914
5275 Market Street, San Diego 92114

Product: System 21 switching system*, Series 10 routing switcher*, Series 5900 distribution equipment. **Personnel:** D. Buterbaugh, E.G. Gramman, R.A. Jacobs, J. Hansen, M. Lebar, P. Lynch, H. Maynard, T. Meyer, K. Porter, R.N. Vendeland.

Dynasciences 818
Township Line Road, Blue Bell, Pa. 19422
Product: Image enhancers, production switcher, chroma key, processing system, video

In the parking lot: satellite firms



Firm	Space
Farinor Electric	FF
Harris Corp., Satellite Communications Division	AA-XX
Mutual Broadcasting System	BB

Firm	Space
Rockwell International-CTG	DD
Scientific Atlanta	JJ
Western Union Telegraph	CC

graphic system*, mobile ID unit*. **Personnel:** Steve Eisenberg, Joe Waltrich, John Samony, Jim Law.

Dytek Industries 1227
2475 West Second Avenue, Suite 4, Denver 80223

Product: Audio and video switchers, digital tape timers and clocks. **Personnel:** Donald Maly, Dennis Reinhard, William Buckman, Cal Sawyer, Lin Hargreaves, Jim Morrison, Don Ridinger, Ron Hays, Gene Randall, Shari Noyce.

Eastman Kodak 916
343 State Street, Rochester, N.Y. 14650
Product: Films, chemicals and processing procedures. **Personnel:** A.D. Bruno, R.A. Steelnack, J.F. Schroth, T.R. McMurtry, H.L. Vincent, K.R. Knaus, M.H. Groth, R.G. Hufford, F.J. Eberhardt, W.J. Dinehart III.

Edco Products 107
680 Bizzell Drive, Lexington, Ky. 40504

Product: Rapid Q tape cartridge equipment, DBX cassette, stereo phase enhancer, audio-video distribution amps, pulse distribution amp. **Personnel:** Ronald Eigenmann, James M. Hisle, Fred Horton, Barbara Metcalfe, James Tharpe, Nick Mather, Ron DeBry, Doug Cook, John Coveau.

Edcor/Calrec 1407
3030 Redhill Avenue, Costa Mesa, Calif. 92626

Edutron 1312
3700 B2 N.E. 53d Avenue, Gainesville, Fla. 32601.

Product: CCD-1H time base corrector. **Personnel:** Virgil L. Lowe, Herbert Johnson, John Blum.

EG&G 1203
35 Congress Street, Salem, Mass. 01970
Product: Lighting equipment. **Personnel:** George J. Mandeville Jr., Howard L. Beauchamp.

Eigen Video 1225
Box 1027, Grass Valley, Calif. 95945
Product: Color slow-motion disk recorder. **Personnel:** Jim Hebb, George Foster.

Electro & Optical Systems 1222
3015 Kennedy Road, Scarborough, Ont. M1V 1E7

Product: Time code generators, high speed bidirectional readers, portable time code generator*, wide band amplifiers for high speed time code recovery*, 250 khz bandwidth time code distribution amplifiers*, video minitors*, peak program meters*, full color minimixer*. **Personnel:** Michael L. Paull, Maurice Evans.

Hospitality Suite - Las Vegas Hilton

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS

16255 Ventura Boulevard, Suite 415
Encino, California 91436
Area Code 213 986-3201

WE INVITE YOU TO VISIT OUR COMPETITORS EXHIBITS.



NAB offers you the opportunity to personally compare, feature for feature, dollar for dollar, broadcast quality audio equipment by all the major manufacturers. We are frankly out to show that RAMKO RESEARCH can provide you with both the most advanced technology and the best cost/performance ratio in the industry.

No matter whether you are AM, FM, mono, stereo or looking towards AM stereo we have over 150 products to fill your audio requirements. Fourteen different audio consoles, twelve audio distribution amplifiers, audio router/switchers, cart machines, a vast array line, mic and equalized preamps, the fabulous TECHNICS line of Reel/Reel and cassette rec/play units, monitor amps, turntables, monitor speakers and a host of the other studio accessories.

See us first or see them first, but visit them all. We will even give you directions. We are convinced you will immediately see why RAMKO is considered the leader in innovative audio technology and the benefits you will derive from it.

If you will not be attending the convention write or call collect for further information. You'll be money and performance ahead.
(916) 635-3600

RAMKO RESEARCH
11355-A Folsom Blvd. Rancho Cordova, California 95670

Eric Grant, Tim Bowland, Bill Bottomley, Keith Campbell, Steve Beamish, Robin Squires, Bill Allen, John Spencer, Rodger Davis, Chris Garrard.

Electro Controls 1601
2975 South 300 West, Salt Lake City 84115
Product: ILS memory system*, Plexus-1000 memory system*, Parellisphere 170 lighting fixture, Playmaster self-contained dimming system, Playmate portable dimming system. Personnel: John M. Steck, Robert N. Osborn, Larry Riddle, G. Sam Sanfilippo.

Electrohome 1204
809 Wellington Street North, Kitchener, Ont. N2G 4J6
Product: Full range of monochrome video monitors, 25-inch Educator receiver monitor, 2000 series color monitors*. Personnel: James Washburn, Laird Weagant, H.H. LaPier, J. Buhr, Walter Kurtz.

Electro Impulse 103
Box 870, Red Bank, N.J. 07701
Product: RF dummy loads, calorimeters, attenuators, baluns. Personnel: Mark Rubin, Judy Rubin.

Electro-Voice 1307
600 Cecil Street, Buchanan, Mich. 49107
Product: Microphones. Personnel: Larry Driskill, Tom Lininger.

Emcee Broadcast Products 907
Box 116, White Haven, Pa. 18661
Product: TV transmitters, translators, MDS

transmitters, MDS converters. Personnel: Stephen Koppelman, James L. DeStefano, John Saul, Perry Spooner, William Stodart.

ENG Manufacturing 1235
1009 C Shary Circle, Concord, Calif. 94520

Enterprise Electronics 1508
Box 1216, Enterprise, Ala. 36330

ESE 333
505-1/2 Centinela Avenue, Inglewood, Calif. 90302

Product: Digital clocks and timers, master clock systems. Personnel: Jerry Johnson, Diane Johnson, Bob Mayers, Jan Mayers, Lois Stroud, Bill Kaiser.

Farinon Electric 1111
1691 Bayport Avenue, San Carlos, Calif. 94070

Product: Receive-only audio earth station, portable microwave systems, FM transmission channel system, miniature microwave radio for ENG applications. Personnel: Jim Hurd, Cliff Fields, Joe Baker, Rick LeForge, Raul Cortes, Steve Rupp, Jim Smith.

Fidellpac 415
109 Gaither Drive, Mt. Laurel, N.J. 08507

Product: Audio tape cartridges, wire racks, alignment tapes and accessories, wow and flutter meters. Personnel: Arthur Constantine, Dan McCloskey, Frank DiLeo, Robert Gosciak, Justin Herman, Stephen Blumenthal, Jacques Kellner, Gau Persad.

Flash Technology of America 1209
55 Lake Street, Nashua, N.H. 03060.

Product: High intensity lighting for marking tall towers including model FTB-405 system*. Personnel: Fred Gronberg, Lewis Wetzel, Don Rowe.

Fuji Magnetic Tape 900
350 Fifth Avenue, New York 10001

Product: Video tape, fire-retardant shipping cases. Personnel: John Dale, Michael Carney, Whitie Henderson, John Walsh, James Chung, Al Bedross, Jerry Lester, Bob Knowles, Steve Yoneda, Fred Nakamura.

Fujinon Optical 526
672 White Plains Road, Scarsdale, N.Y. 10583.

Product: Optical units A22X12.5 with 2X extender for 2/3-inch format, P30X15 for 1-1/4-inch format, R30X11 for 1-inch format. Personnel: F. Nakajima, D. Bastello, P. Stuart, T. Simiya, M. Ebisawa, E. Tadokoro, T. Yamauchi.

Garner Industries 1217
4200 North 48th Street, Lincoln, Neb. 68504

Product: High speed reel-to-reel audio tape duplicator, audio bulk eraser, video cassette bulk eraser. Personnel: Philip Mullin, Dan Murray, Bruce Alderman.

GBC Closed Circuit TV 1302
74 Fifth Avenue, New York 10011

General Electric Lamp Products 1211
Nela Park, Cleveland 44112

Product: Quartzline and incandescent TV lighting lamps. Personnel: Charlie Clark, Dave Graham, Pat Loyd, Joe Shultz, Ed Trout.

Glentronix 1604
160 Duncan Mill Road, Don Mills, Ont.

Alan Gordon Enterprises 1201
5362 North Cahuenga Boulevard, North Hollywood, Calif. 91601.

Product: Swintek cordless microphone system, Swintek diversity system*, CSS-1 professional magnetic cassette recorder*, Zeppelin windscreens*, ISS shock mount*. Personnel: Grant Loucks, Ted Lane, Frank Kelly, Bill Swintek.

Gotham Audio 909
741 Washington Street, New York 10014

Product: EMT turntable systems*, EMT flutter meters and audio processing equipment, Woelke flutter meters, Telefunken tape recorders*, Lyrec tape timers, Beyer input transformers, NTP peak program meters, Telcom noise reduction systems, K&H monitor loudspeaker systems, Neumann condenser microphones, EMT audio cable, microphone cable and windscreens*. Personnel: Stephen F. Temmer, Eli Passin, Hugh S. Allen, Russell O. Hamm.

Grass Valley Group 813
Box 114, Grass Valley, Calif. 95945

Product: M200 series TV automation system, 1600-7K video switcher, effects memory system, 400 series routing switchers, 3200 series AFV routing switchers, 3400 series distribution equipment, line and terminal equipment. Personnel: Robert Cobler, Robert Lynch, Len Dole, Robert Webb, Tom Sleeman, Louis Swift, Don Bowdish, Mike Henning, Jim Bull.

The Great American Market 1319
Box 178, Woodland Hills, Calif. 91364

Product: Scenic projection equipment, special effects, fresnel lens lights, pattern projections. Personnel: Joseph N. Tawil, Issac N. Tawil, Andrea Tawil, Kathy Stidham.

Groton Computer 421
19 Fort Hill Road, Groton, Conn. 06340

Product: Overnight logging, reporting and accounting computer terminal*. Personnel: Richard H. Salews, Alice W. Wilcox, Joel W. Rosenblum.

GTE Sylvania 711
100 Endicott Street, Danvers, Mass. 01923

Product: Incandescent, tungsten and Halogen studio lighting lamps. Personnel: Gary Altman, Mike Skerry, Tom Holland, Paul Monroe.

Hallikainen & Friends 518
340 Higuera, San Luis Obispo, Calif. 93401

Product: Time-announce controller*, digital remote-control adapter for Moseley TRC-15A*, automatic program logging system*, television audio system*. Personnel: Harold Hallikainen, Len Filomeo, Gary English, Sandra Bohn, Frank Calabrese, Steve Garaventa.

Harris 301
Box 290, Quincy, Ill. 63201

Product: Transmitter/antenna system for circularly polarized television transmission*, 10 kw television transmitter*, live color television camera*, Criterion 90-3 tape cartridge machine*, TC-50A color prism camera, TV antennas, Compative Phase Multiplex AM stereo system, MW-5A five kw AM transmitter, MS-15 FM exciter, MSP-100 audio processor for AM/

AM • FM • TV STATIONS FOR SALE

By



Riverbend Group Inc.

Contact at
NAB Convention

Leon Lowenthal
Herbert Shaffer, Jr.

Riverbend Group Inc.
4205 Carew Tower
Cincinnati, Ohio 45202

(513) 381-3380

FM/TV, FM-2.5K 2500 w FM transmitter, FM 20K 20 kw FM transmitter, Criterion 90-1 and 90-2 tape cartridge machines, M90 modular audio console, Mono 5 and Stereo 5 audio consoles, Gateway 80 console, CB-1201 12-inch transcription turntable, System 90 microcomputer automation system. *Personnel:* E.O. Edwards, K.R. Schwenk, J.E. Major, A.Q. Crego, V.H. Russell, J.L. Preston, W.B. Rice, E.S. Gagnon and radio and television district managers.

Helios Electronics America 443
3416 Prospect Street, N.W., Washington 20007

High-Lite 1310
23 Selwyn Drive, Greenville, S.C.
Product: Antenna towers, lighting towers. *Personnel:* Wayne Comstock, Donna Comstock, Gordon Bassett, Kay Bassett.

Martin Hilbern Enterprises 1405
8000 Lurline Avenue, Canoga Park, Calif. 91306

Hitachi Denshi America 815
58-25 Brooklyn-Queens Expressway, Woodside, N.Y. 11377

HM Electronics 128
6151 Fairmount Avenue, San Diego 92120

IGM 208
4041 Home Road, Bellingham, Wash. 98225
Product: Automation equipment including Basic A microprocessor-based control system*. *Personnel:* Nick Solberg, E.C. Burkhart, JoAnn Roe Burkhart, Pete Ruese, Darell Wichers, Carl Peterson, Dale Anderson, Dwight Herbert.

Ikegami Electronics 1013
29-19 39th Avenue, Long Island City, N.Y. 11101

Product: TV cameras, monitors, HL-79 ENG camera*, HL-52 EFP camera*, TM20-8R color monitor*, TM20-8RH high resolution color monitor*, TM14-8R color monitor*, HK-357 studio/field color camera*, six-output microprocessor automatic set-up computer for HK-312 color camera*, auto color balance option for TKC-950B color film-chain camera*, MA-78 triax adapter for HL-77A and HL-79*. *Personnel:* K. Sakamoto, K. Inoue, N. Nishi, H. Schkolnick, M. Russin, L. Wolff, J. Stead, Y. Sato, T. Arai, S. Yanagisawa, T. Kazuma, A. Kawashima, H. Suzuki, Y. Kawamura, A. Jones.

Innovative Television Equipment 743
Box 681, Woodland Hills, Calif. 91365
Product: Camera support dollies, tripods, pedestals, pan/tilt heads, microwave support and accessories. *Personnel:* Bert I. Rosenberg, Stanton Hollingsworth, Robert Gallagher, Peter Bouw, Stanley Parry, John Fitsimones.

Interand 1104
450 East Ohio Street, Chicago 60611
Product: Telestrator electronic graphic systems with multiple color capabilities*, solid state scan converters*, graphics tablet*. *Personnel:* Leonard Reiffel, William L. Rickhoff, Kenneth E. Feith, Wayne Jung.

International Communications & Control 1505
333 South Troy Circle, Knoxville, Tenn. 37919

International Microwave 1218
33 River Road, Cos Cob, Conn. 06807
Product: Microwave communication systems for broadcasting, STL, ENG and AM and FM links for long-haul and short-haul systems. *Personnel:* G. Szvetits, N. King, A. Terwilliger.

International Tapetronics 431
2425 South Main Street, Bloomington, Ill. 61701

Product: 1K cartridge library storage system*, Up/Down electronic stopwatch-counter-timer*, tape cartridge recorders and reproducers, eraser/splice locaters. *Personnel:* Elmo Franklin, Jack Jenkins, Andy Rector, Merle Wilson, Jim Riggs, John Abdnour, Bob Tria, Kerry Meyer, Bruce Whitehouse, Rod Sabick.

International Video 741
453 Maude Avenue, Sunnyvale, Calif. 94086
Product: Studio and portable TV cameras, video-tape recorders. *Personnel:* Roy Woodman, Jack Watts, Dave Edmonds, Fred Ramback, Dave Dever, Dick Rex, Bob Strong, Ron Zimbrick, John Jeffrey, Erol Barut, Hans Koeferl, Ken Lam, Peter Lowten, Andy Wyntonek, Dennis Cookingham, Dee Pourciau, Jim Holzgrafe, Jim Zalesney, Ken Jones, Roy Quibell, James McCutcheon.

ISI 1127
Box 1495, Gainesville, Fla. 32602
Product: Models 1208* and 902* production switchers, master control module, audio console, routing switcher, terminal equipment. *Personnel:* Homer Masingil, Charles Moore, Doug Akers, David Stanley, Tricia Lonas, Robert Bachus, Neff Cox, Tom Harmon, Norm Farr, Karen Putney.

Ivie Electronics 1401
500 West 1200 South, Orem, Utah 84057

Jampro TV Sales 1135
1900 Point West Way, Sacramento, Calif. 95813
Product: Circularly polarized VHF and UHF TV antennas. *Personnel:* Peter Onnigian, Jim Collins, Ray Du Hamel.

Jefferson Data Systems 108
501 Archdale Drive, Charlotte, N.C. 28210

JVC Industries 925
58-75 Queens Midtown Expressway, Maspeth, N.Y. 11378
Product: Professional 3/4-inch color video-cassette recorder/player editing system*, CR-4400LU 3/4-inch color portable video-cassette recorder with automatic assemble editing, CY-8800 ENG portable/studio color camera system*. *Personnel:* S. Hori, R. O'Brien, H. Hermes, H. Schloss, E. Pessara, J. McKeon, M. Fleming, R. Vavra, D. Roberts, R. Quinlan.

Kaman Sciences/BCS 445
1500 Garden of the Gods Road, Colorado Springs 80933
Product: BCS 1100 traffic and accounting system, film library management system, tape cassette and news inventory systems. *Personnel:* Richard E.W. Smith, Jack Finlayson, Dick Trapp, Larry Jones, George Beattie, Linda Johnson, Bev Trentz.

Are You As Modern As:

CFRN-AM
CFRN-FM
WCAW-AM
WERE-AM
WGCL-FM
WHAS-AM
WHK-AM
WISE-AM
WJAC-AM
WKTM-FM
WLBC-AM
WLBC-FM
WMMS-FM
WNCG-AM
WRJZ-AM
WRNO-FM
WTIC-AM
WTIC-FM
WVAF-FM
5AA-AM
2CH-AM?

The first Radio Station Installation of a BAT 1700-series Computerized Business System produced its first radio logs in January, 1977. In just twelve months, these stations had all purchased similar BAT Systems. We're proud to have such a great list of clients for these powerful systems.

Why did they buy the PSI BAT 1700-series? BAT Systems do all Billing, Traffic, Accounting and Payroll. They automatically schedule. They can load automation. They can prepare the copybook. They can do a lot of jobs at once. They can handle multiple-stations. And, even though they do more, they cost less than many systems.

Check us out for your station. Call 800-426-8872 or call collect 206-733-8510. Or visit Booth 316 at the NAB!

PSI

Post Office Box 38, 1609 Broadway, Bellingham, Washington 98225 (206) 733-8510

Kings Electronics 1008
40 Marbledale Road, Tuckahoe, N.Y. 10707
Product: Coaxial and triaxial connectors, front-load video patch panels. *Personnel:* Fred Della Iacono, Fred Pack.

Kilegi Bros. 805
32-32 48th Avenue, Long Island City, N.Y. 11101

Product: Lighting systems and control consoles. *Personnel:* John Kliegl II, Joel Rubin, Mike Connell, Deborah Butt, Gordon Pearlman, Thomas Hays, Dave Stuart, Jose Sanchez, Adam Steyh, Ed Rabiger.

Knox Ltd. 739
16020 Industrial Drive, Gaithersburg, Md. 20760

Product: Character generators, titlers, memory systems. *Personnel:* Philip K. Edwards, Stash Michalski, Don Mohle.

Laird Telemedia 1306
2125 Southwest Temple, Salt Lake City 84115
Product: Optical multiplexers, TV slide and film projectors, character generators, time/data generators, TV cue boards. *Personnel:* William Laird, Ronald Carling, Ronald Jones, Dave Golding, Charles Michel, Joe Botali, Robert Brickey, Gary Bates, Kurt Heaton, Marvin Fuell.

Lee-Ray Industries 1602
38 East First Avenue, Mesa, Ariz. 85202

Leitch Video 1301A
705 Progress Avenue, Scarborough, Ont. M1H 2X1

Product: Terminal equipment. *Personnel:* Jim Leitch, Bob Lehtonen, Garry Newhook, John Walter, Paul Milazzo, David Allen Hill, Dave Craddock.

Lenco 406
300 North Maryland Street, Jackson, Mo. 63755

Product: Video terminal and test equipment, video noise meter, pulse and video distribution system, black-and-white monitors. *Personnel:* Paul Leonard, Ken Tiffay, Howard McClure, Dick Lawrence, Lee Caput, Mert Knold, Robert Henson, Arie Landrum, Bruce Blair, Larry Brown, Bill Colman.

Lightning Elimination Associates 516
12412 Benedict Avenue, Downey, Calif. 90242

Product: Triaxial surge eliminator*, high frequency transient eliminators*, high frequency power transient eliminator*, hemispherical dissipation array*. *Personnel:* Roy B. Carpenter, Hal Proppe.

David Lint Associates 341
2444 Old Middlefield Way, Mountain View, Calif. 94043

Lipsner-Smith 1006
4700 Chase Avenue, Lincolnwood, Ill. 60646

Product: TV-120 film editing, previewing and inspection unit*, CF200 Micro-Perfect film cleaning machine. *Personnel:* Tom Tisch, Steve Little, Tom Boyle, Ray Short, Jerry Lipsner.

Listec 700
39 Cain Drive, Plainview, N.Y. 11803

Product: Vinten TV camera mounting equipment, TVP pedestals, Telecue prompting systems, Richmond sound mixers, BAL delay lines*, Vinten EFP mountings*, Telecue Digivision monitor prompter*, Richmond eight-channel console*. *Personnel:* Jack Littler, Joanne Camarda, Bruce Ballantyne, Bill Vinten, Mike Martin, Alastair MacMath, Marvin B. Jacobs, Howard Stucker.

Lowel-Light Mfg. 322
421 West 54th Street, New York 10019
Product: Television lighting equipment. *Personnel:* Marvin Seligman, Art Kramer, Roy Low.

LPB 508
520 Lincoln Highway, Frazer, Pa. 19355

Product: Audio consoles, turntables, preamps, compressor/limiters, distribution amps, studio furniture, educational AM and FM broadcast equipment. *Personnel:* Richard Crompton, Harry Larkin, Theodore Davey, Richard Burden, James Malone.

L-W International 1000
6416 Varie Avenue, Woodland Hills, Calif. 91367

Product: Athena 4000-TSM and Athena 5000 projectors. *Personnel:* R.H. Lawrence, D.M. Stern.

3M 807
3M Center, St. Paul, 55101

Product: Scotch one-inch master broadcast videotape*, quadruplex and helical videotapes and accessories, Scotch master videocassettes and accessories, Scotch

studio mastering recording tape, instant access storage truck for quad cartridges*. *Personnel:* Dan Denham, John Povolny, Andy Pearson, Bill Madden, Lloyd Troeltzsch, Joe Leon, Jack Hanks, Gordon Schutte, Tom Wisdom, Joe Williams, Bob Devitt, Vic Mohrlant, Jim Farrell, Dan Trasatt, Dennis Farmer, Lee Marks, Norm Ritter, Vicki Hanson, Ernie Heisser, Max Beere, Dick Elliott, John Deasey.

Mach One Digital Systems 1300
2800 West Olive, No. 107, Burbank, Calif. 91505

Marconi Electronics 605
100 Stonehurst Court, Northvale, N.J. 07647.

Product: Studio and portable cameras, 1" helical VTR's, studio film chain. *Personnel:* T. Mayer, F. Bones, D. Pay, N. Porter, C. Teed, R. Lunniss, J. Leeson.

Marti Electronics 314
Box 661, Cleburne, Tex. 76031

Product: Automatic repeaters*, mobile repeaters*, complete ENG systems*, AM and FM stereo STL, subcarrier systems, limiter amp, accessories. *Personnel:* George Marti, M.E. McGlanahan, Roy Giddens, Ken Horton, Steve Jones.

McCurdy Radio Industries 401
1711 Carmen Drive, Elk Grove, Ill. 60007

Product: Radio, TV and recording consoles, switchers, turntables, clocks and counters, speakers, intercoms, audio distribution systems, amps, power supplies, jackfields. *Personnel:* George McCurdy, Peter Buzzard, Stan Maruno, Ron Mitchell, Cliff Rogers, Ralph Gould.

MCI 101
4007 Northeast Sixth, Fort Lauderdale, Fla. 33334

McMartin Industries 302
4500 South 76th Street, Omaha, Neb. 68127

Product: AM and FM transmitters, FM exciters, consoles, mixers, FM modulation monitors, RF amps, RPU systems, FM relay receivers, AM-FM and FM receivers, SCA and stereo generators, EBS equipment, phono pre-amps, power amps. *Personnel:* Bob Anderman, Bob Schneider, Ray B. McMartin, Leonard Hedlund, John Tollefson, Charlie Goodrich, Alejandro Zendejas, John Schneider, Franz Cherny, Juan Gregorio, Roger Herzig, Bob Switzer, Rick Marshall, Ken Blake, Juan Alonso, Howard West, Phil Pratt, Tom Butler, Bob Beattie, Rudy Nabel, John Grey, Don Jones, Joe Engle, Tom Lee, Joe Krier.

MEI Microprobe Electronics 123
875 North Michigan Avenue, Suite 3201, Chicago 60611

Memorex 814
San Tomas at Central Expressway, Santa Clara, Calif. 95052

Product: Video tape and cassettes. *Personnel:* R.L. Reetz, D. Miller, M. Skelton, H. Hensman, H. Jones, T. Beal, D. Jackson, R. Myers, R. Corrigan, J. Varnell.

Merlin Engineering Works 1129
1880 Embarcadero Road, Palo Alto, Calif. 94303

Product: Custom quadruplex VTR's, high band

Announcing The Formation of ONENESS COMMUNICATIONS SPECIALISTS TO BLACK & OTHER MINORITY BROADCASTERS

Oneness Communications has been formed by Lin Hilburn & John Herklotz (with combined experience in excess of 50 years in broadcasting, CATV, and other media). Oneness Communications will assist in major funding and other related services to black and other minority persons seeking to establish themselves as principals in the acquisition of broadcast properties (radio, television and CATV).

FOR FURTHER INFORMATION, CONTACT:

LIN HILBURN or JOHN HERKLOTZ/ONENESS COMMUNICATIONS
1900 Avenue of the Stars, Los Angeles, Ca. 90067 (213) 553-1012/(213) 277-3526

color conversion kits and accessories for quadruplex VTR's. *Personnel:* John Streets, Al Sturm, Ken Zin, Mike Boland, Ron Ross.

Charles Michelson Inc. 353
9350 Wilshire Boulevard, Beverly Hills, Calif. 90212

Product: Radio dramas (52 half-hour episodes): The Shadow, The Green Hornet, The Lone Ranger, Tarzan, Fibber McGee and Molly, Gunsmoke, Dragnet, Gangbusters, Suspense*. *Personnel:* Charles Michelson, Albert A. Altmark, Vivian D. Michelson, Harriet Altmark.

Micmix Audio Products 345
2995 Ladybird Lane, Dallas 75220

Product: LED readout combination with VU/peak audio panel meters, audio processing equipment, reverb chambers. *Personnel:* John R. Saul, David Rettig, Tom Carlile.

Micro Communications 737
Grenier Field, RFD 3 Manchester, N.H. 03103
Product: FM and TV antennas, filters, combiners, diplexers. *Personnel:* T. Vaughan, H. Bouldry.

Micro Consultants 1001
2493 East Bayshore Road, Palo Alto, Calif. 94303

Product: DPE 5000 digital production effects device*, DSC 4000 digital standards converter*, DTC 300 digital time base corrector, DFS 1500, digital field-store synchronizer, DFS 3100 digital framestore synchronizer. *Personnel:* Gilbert R. Kessner, J. Brian Matley, George A. Grasso, Herbert Quilitzsch, Herman Gerdes, Charles Martin, Paul Fletcher, Peter Michael, Robert Graves, Richard Taylor.

Micro Control Associates 152
Box 13250 Arlington, Tex. 76013

Product: Aural studio-transmitter links, composite and narrowband remote control systems, radio and wire-line automatic transmitter systems, AM and FM remote pick-up base and mobile amplifiers and preamps. *Personnel:* Jeff Freeman, Bob Hite, Bob Richards, Joe Hudgins.

Microtime 902
1280 Blue Hills Avenue, Bloomfield, Conn. 06002

Product: Time base correctors, image processors. *Personnel:* John Larkworthy, Francis Baker Jr., Richard McLean, Daniel Sofie, A. Neal Owens Jr., David Acker, Gene R. Sarra, Richard Lyons, John Mackay, William Baird, Philip Dubs, R. Traude Schieber, Garry Johnston, Chris Hadjimichael, K. Kiyohara, Akio Nagata, Ralph Davis.

Micro-Trak 508
620 Race Street, Holyoke, Mass. 01040

Product: Audio control centers, turntables, phono preamps, automatic antenna heater control system, tape cartridge racks, studio furniture, 6405 turntable preamp*. *Personnel:* William E. Stacy, Alan G. Newhouse.

Microwave Associates 809
63 Third Avenue, Burlington, Mass. 01803

Minneapolis Magnetics 133
8125 Pleasant Avenue South, Minneapolis 55420

Mole-Richardson 433
937 North Sycamore Avenue, Hollywood 90038
Product: Lighting systems. *Personnel:* Howard R. Bell, Daniel Aron, Paul Bozigar.

Moseley Associates 310
111 Castillan Drive, Goleta, Calif. 93017

Product: TCS-2 Telecontrol system*, ESC-t0 earth station control system*, AM stereo STL's, DCS-2A digital control system and companion computer option, DRS-1A digital remote system, PCL-101 and PCL-505 aural studio-transmitter links, SCG-9 stereo generator, TFL-280 audio limiter, RPL-3A and RPL-4A/B remote pick-up links, TRC-15A remote control system. *Personnel:* John A. Moseley, John E. Leonard Jr., Mark G. Fehlig, K.F. Zimmerman, Albert A. Crocker, Vincent Mercadante, James L. Tonne, Terry Hill, Gregg Stokely.

Motorola Communications & Electronics 308
1301 East Algonquin Road, Schaumburg, Ill. 60196

Mutual Broadcasting System 407
1755 South Jefferson Davis Highway, Arlington, Va. 22202

Product: Satellite distribution system*, Dallas Cowboys radio network*, Southwest regional network, Southwest Conference radio network*, La Red de Radio de los Dallas Cowboys*. *Personnel:* C. Edward Little, Gary J. Worth, John C. Butler, Don Budd, Terry Hourigan, Dick Doty, Craig Whetstone, Ted Foster, Frank Murphy III, Pete Acquaviva, Bob Sandler, John Frykman.

Nagra Magnetic Recorders 323
19 West 44th Street, New York 10036

Product: E recorders, stereo sync and non-sync recorders, 4.2L recorders, IS recorders, QGB 10-1/2" reel adapter, DSM portable battery-powered loudspeakers, SSN miniature recorders and accessories. *Personnel:* Loren L. Ryder, Dom Notto, Tom Daniel, L. Heyman, A. Clarke.

National Courier Systems/National Customer Response 116
7730 Carondelet, Clayton, Mo. 63105

NEC America 1009
130 Martin Lane, Elk Grove Village, Ill. 60007

Product: Radio and TV transmitters, 12G Hz Domsat, time base corrector, MNC 61A color camera, digital video compressor, automatic video delay line. *Personnel:* R. Dennis Fraser, Hugh T. Gillogly, Makoto Imai, Masao Mitsui, K. Kano, Jun Hirate, S. Kobayashi, A. Shimizu, K. Mio, H. Ono.

Rupert Neve 405
Berkshire Industrial Park, Bethel Conn. 06801

Product: Necam automation system for TV production, 5315 TV production audio console, 5402 radio and TV broadcast console. *Personnel:* T.B. Nordahl, D.A. Tilsley, B.J. Roche, C.A. MacDonald, A.H. Langley.

Nortronics 319
8101 Tenth Avenue, North, Minneapolis 55427

Product: Replacement magnetic tape heads, recorder maintenance products. *Personnel:*

Are You As Modern As:

CFRN-TV
KCNA-TV
KGGM-TV
KHGI-TV
KSHO-TV
KSNB-TV
KTVA-TV
KTVL-TV
KWNB-TV
WAPA-TV
WJAC-TV
WSJV-TV ?

Our first television station installation of the exciting PSI BAT 1750 Computerized Business System was made in February, 1977.

By February 1, 1978, all of the above stations had selected or installed the BAT 1750 System to handle their Billing, Accounting, Traffic and Payroll operations.

Why did they pick PSI Systems? The BAT 1750 features: They automatically schedule. They operate multiple terminals. They handle radio and TV on the same system — like KTVL, WJAC, KTVA, CFRN. They feed your TV switcher. They handle networks, like the KHGI Nebraska TV group. They report on Film and Media Libraries. And they can do all jobs at once. And, the BAT 1750 for Television costs less, even though it does more.

Check us out for your station. Call 800-426-8872 or call collect 206-733-8510. Or visit Booth 316 at the NAB.

PSI

Post Office Box 38, 1609 Broadway, Bellingham, Washington 98225 (206) 733-8510

J.D. Strand, Steve Godfrey, Sharon Goetzke, Joe Dundovic.

N.T.I. America 1600
1680 North Vine Street, Los Angeles 90028
Product: Signal generator, program timer. Personnel: T. Mikado, B. Okazaki, G. Nadaki.

Fred A. Nudd Corp. 351
1743 Route 104, Ontario, N.Y. 14519
Product: Tower design, fabrication, erection, maintenance and service. Personnel: Rick Nudd, Tom Nudd, Carolyn Beisiegel.

Nurad 910
2165 Druid Park Avenue, Baltimore 21211
Product: Superquad, Goldenrod and quad antennas and other antenna products and systems for ENG operations. Personnel: Gordon Neuberth, Les Lear, Vince Rocco, Charles Mann.

O'Connor Engineering 1202
100 Kalmus Drive, Costa Mesa, Calif. 92626
Product: Fluid heads, tripods, camera pedestals and accessories. Personnel: Chadwell O'Connor, Regina O'Connor, Joel Johnson, Bob Low, Cary Clayton.

Oktel Corp. 1131
1711 Dell Avenue, Campbell, Calif. 95008.
Product: Broadcast disk recorders: BDR 400 slow-motion recorder*, BDR 300 slide file recorder. Personnel: Bernard J. Okey, Daniel J. Marshall.

Olesen 1309
1535 Ivar Avenue, Hollywood 90028
Product: Lighting and production supplies. Personnel: David Hughes, Angelo Cicero, Marjorie Romans, Moberleigh Rhodes.

Optek 1304
5526 East La Palma Avenue, Anaheim, Calif. 92807
Product: Automatic bulk tape degausser, visual transmitter demodulator, video delay lines, intercommunication systems. Personnel: John S. Baumann, Buck Evans, Steve Irwin, Tim Clark, Tom Barnes, Mac Mehaffey, John Odgers.

Orange County Electric 317
1125 Empress Street, Winnipeg, Man.

Orban Associates 402
645 Bryant Street, San Francisco 94107
Product: Optimod-AM*, Optimod-FM, dual spring reverb, stereo synthesizer, stereo compressor limiter, dynamic sibilance controller, parametric equalizer. Personnel: Bob Orban, John Delantoni, Frank Santucci, Fred Harkness.

Orrox (CMX Systems, Videomax) 801
3303 Scott Boulevard, Santa Clara, Calif. 95050

Otari 400
981 Industrial Road, San Carlos, Calif. 94070
Product: Audio tape recorders and reproducers (two, four and eight channels), cassette duplicators. Personnel: L. Wortman, M. Takekawa, J. Soma, G. Wintrup, D. McClurg, M. Hosoda.

Pacific Recorders & Engineering 102
11100 Roselle Street, San Diego 92108
Product: Audio processors, digital clocks, consoles. Personnel: Jack Williams, Ellyn Williams, Cindy Guzzo, Steve Merrill, Linda Hunter, Mike Euhl.

Packaged Lighting Systems 905
Box 285, Walden, N.Y. 12586

Panasonic Engineering Division 330
One Panasonic Way, Secaucus, N.J. 07094
Product: Almon Clegg, John Marchetti, Henry Takei, Paul Ackel.

Panasonic Video Systems 417
One Panasonic Way, Secaucus, N.J. 07094
Product: ENG color camera*, AK-920 color studio camera*. Personnel: Al Barshop, Ike Izuka, Milt Landau, Morris Washington, Leroy Wright, Gary Olson, Terry Conner, James Pagliaro, Charles Planchard, Barry Hettinger, Jim Anderson.

Paperwork Systems 316
1609 Broadway, Bellingham, Wash. 98225.
Product: PSI BAT systems for computerized billing, accounting, traffic and payroll at broadcast stations (BAT 100 featuring fully automatic scheduling for medium and large radio stations* and mass-storage BAT 1750 system for television*). Personnel: Joe Coons, Jim Lang, Lee Facto, Warren Middleton, Chris Young, Dick Lamoreaux, Klover Iverson, Gordon English, Neil Hamilton.

Phelps Dodge Communications 327
Route 79, Marlboro, N.J. 07746

Phillips Broadcast Equipment 719
Box 618, 91 McKee Drive, Mahwah, N.J. 07430
Product: LDK-14 portable ENG/EFP camera*, LDK-25 multi-conductor studio and field camera*, LDK-5 triaxial-cable studio and field camera, LDK-15L portable production color camera, LDK-11 portable ENG/field production color camera, Video 80 color cameras and production systems, UHF/VHF television transmitters, one-inch broadcast video tape recorders, sync pulse generator. Personnel: F. Engel, P. Bergquist, W. Amos, J. Wilson, N. LaBate, R. Leach, F. van Roessel, R. Johns, W. Anderson, N. Neubert, L. Acorn, G. Nappo, M. Hartt, J. Nigro, J. Clarine, H. Gladwin, C. Buzzard, R. Bock, M. Mackin, D. Pounds, P. Gloeggler, J. Thelmann, K. Zaporoshan, J. Giove, A. Keil, W. Sturcke, R. Weisel, D. Herring, P. Deming, J. Coates, J. Safar, F. Lydon, P. Krucik, S. Rauch, P. Hejberg, R. Grassi, A. Katz, J. Kiewiet, A. Paling, A. Opstelten, W. Renes, H. Breimer, K. Reinsma, J. Geensen, L. Buren, F. Stock, P. Kuipers, F. vd Dennen, K. Bruinstroop, M. Vink, R. King, P. Lance, T. McGann, J. Hawes, G. Deaves, L. Germany, I. Waters, A. Bennett, R. Clegg, P. Johnson, J. Laros, R. Ellis, D. Lewis, H. Stevens, D. Hunter, E. Prevost, D. Burnett, L. Davie, R. Martin, E. Tappan, P. Boukalar.

Constantine N. Poites & Co. 1508
833 Guenther Avenue, Yeadon, Pa. 19050

Potomac Instruments 427
932 Philadelphia Avenue, Silver Spring, Md. 20910

Power Optics 820
1055 West Germantown Park, Fairview Village, Pa. 19409
Product: Remote camera control. Personnel: Richard Wardrop, Thomas Streeter, Alan Price, Richard Fordham.

QEI 329
Route 73, Kresson, N.J. 08053
Product: FM-ATS, FM exciter, stereo generator, SCA generator, FM monitor, stereo monitor, VHF monitor, AM monitor, AM and FM RF amplifiers, 10w FM transmitter. Personnel: Charles H. Haubricj, William Hoelzel III, Edwin L. Etschman III, John J. Pilman.

QRK Electronic Products 104
1568 North Sierra Vista, Fresno, Calif. 93703
Product: Audio console*, digital clock with elapse time*, AC speed control*, Alpha Mini system*, turntables*, tonearms, furniture, monitor speakers, Futura audio consoles. Personnel: Robert D. Sidwell, James H. Rich, Robert Martin, James Muller, Mirek Jiricka.

QSI Systems 1500
993 Watertown Street, West Newton, Mass. 02165
Product: Master clock system*, video frame/field counter*, test monitoring switcher*, video source identifier*, 24-hour audio/video off air logging*. Personnel: Alfred J. Smilgis, Richard L. Smilgis, James C. Albrycht.

Q-TV/Telesync 735
33 West 60th Street, New York 10023
Product: Video-prompter equipment. Personnel: George Andros, Alvin Eisenberg, John Maffe, Hy Sheft.

Quick-Set 1110
3650 Woodhead Drive, Northbrook, Ill. 60062
Product: Support equipment for closed circuit and cable TV. Personnel: Mark Stolman, Paul Mooney, John Andre, A. Kupferschmidt, Susumu Hirota, Verne Tolchard, Lock Bleackley, Bruce Dawson, Paul Dawson, Paul Jones, Dan Kiels.

Ramko Research 112
11355-A Folsom Boulevard, Rancho Cordova, Calif. 95670
Product: Audio consoles, distribution amps, portable mixers, mic/line amps, monitor amps, turntable preamps, tape winders, tape cartridge equipment, turntables, reel-to-reel tape decks, speakers and accessories, audio routing amp*. Personnel: Ray Kohfeld, Linda Kohfeld, Jack Ducart, Bill Livingston, Darryl Parker, Russel Martin, John Zienkosky, Ron Dagenais, Steve Kincaid, Fred Orsini, John Govreau, Doug Cook, Bob Cauthen, Bob Champagne, Ron Paley.

Rank Precision Industries 922
260 North Route 303, West Nyack, N.Y. 10974
Product: Varotal zoom lenses, Varotal multirole lenses, MK3 flying-spot telecine, preprogramed color correction and machine controls. Personnel: Kish Sadhvani, J.M. Campbell, Eric Goodwin, J. Etheridge, Neil Kempt, Harry Paget, Chris Waldron.

Dolby FM in San Francisco



Photo: Pacific Aerial Surveys

**All High Fidelity Formats — Classical, Jazz, and Rock —
Broadcasting in the Bay Area**

KQED 88.5 KSAN 94.9

KPFA 94.1 KKHI 95.7 KRE 102.9

Dolby FM for Signal Integrity



Dolby Laboratories Inc
'Dolby' and the double-D symbol
are trademarks of Dolby Laboratories

731 Sansome Street
San Francisco CA 94111
Telephone (415) 392-0300
Telex 34409
Cable Dolbylabs

346 Clapham Road
London SW9
Telephone 01-720 1111
Telex 919109
Cable Dolbylabs London

- RCA American Communications 707**
201 Centennial Avenue, Piscataway, N.J. 08854
Product: Audio and video services. *Personnel:* A.F. Inglis, H. Rice, L. Donato, D. Quinn, L. Driscoll, W. Kopacka, A. Parinello, J. Cuddihy, B. Dusto, J. Grady.
- RCA Broadcast Systems 601**
Camden, N.J., 08102
Product: Color TV equipment, cameras, film systems, video tape recorders, film and tape cartridge machines, control switching and effects equipment, UHF and VHF television transmitters, transmission line and antennas, audio equipment, radio transmitters, station automation equipment, television mobile equipment, two-way mobile radio equipment. *Personnel:* I.K. Kessler, N. Vander Dussen, J.E. Hill, A.J. Barrett, J.H. Cassidy, F.X. Carroll, E.J. Dudley, A.M. Hilliard, A.C. Luther, A.M. Miller, M.G. Moon, P.J. Murrin, H.H. Klerx, L. Slutzky, J. Ulasewicz, J.E. Banister, D.B. Freeman, J.L. Nickels, J.A. Gimbel, J.W. Howells, R.E. Harding, G.M. Lewis, E.N. Luddy, H.T. Magno, T.E. Newman, A. Nobo, C.J. Gaydos, C.P. Perez, A.W. Power, J.E. Smith, R.D. Walsh, P. Higginbotham, P.G. Walters, D. Forbes, B. Fincher, J. Morse, N. Hudak, F.W. Koehler, T. Moore, B. Laughlin, R. Abbenante, F. Timberlake, D. O. Grover, R. Edson, E.H. Hoff, K. Rice, J.H. Butts, G. Schmidt, O.G. Bjerke, H.W. Dover, J.L. Ayers, E. Ray, C. Koriwchak, R. Yokes, D.G. Schulte, R. Varda, B. Martin, L. Pinski, G. Evans, G. Smith, J. Shipley, B. Emch, C. Parkhill, R. Giles, K. Pierce, W.H. Holroyd, J.P. Watson, R.W. Chalk, J. Chu, P.J. Foody, C. Shaw, L.R. Dongelewicz, P.J. Baker, S.J. Rabin, J. Nianko, P. Borgeaud, J. Gibson, B. Jones, D. Scally, K. Johnson, C.P. Perez, A. Nobo, H.T. Magno, O.R. Stamati, A.J. Villanustre, J.A. Elman, L. Scheiner, J.L. Grever, S.E. Basara, V. Mattison, C.H. Musson, D. Newborg, G.S. Moskovitz.
- RCA Electro Optics & Devices 701**
Route 202, Somerville, N.J. 08876
Product: Camera-ready tubes including Vistacon and Saticon. TV and FM power tubes and cavities. *Personnel:* H.F. Boreiko, R.M. Bowes, R. Cahill, C.E. Doner, E.A. Dymacek, A.J. Froio, J. Hemsley, D. Koch, W. Lynch, F. Nelles, R.G. Neuhauser, H. Nixon, G.E. Ryan, C.L. Rintz, T.T. Lewis, F.B. Smith, E. Triano, L. VanVlaardingen, W.B. Dennen, D. Carter.
- Recortec 803**
777 Palomar Avenue, Sunnyvale, Calif. 94086
Product: On-line editors for quadruplex VTR's, video cassette evaluator, video tape addressor, video tape evaluator for helical format. *Personnel:* Lester H. Lee, Eldon A. Corl, Sid McCollum, Ron Troxell, Bill Yasueda.
- RE:DB 320**
6325 DeSoto Avenue, Woodland Hills, Calif. 91367
Product: Audio and video recording heads. *Personnel:* Lorne R. Law, Terry Edmisten.
- Research Technology 1006**
4700 Chase Avenue, Lincolnwood, Ill. 60646
Product: Film editing, inspection, previewing and cleaning machines. *Personnel:* Ray Short, Tom Tisch, Tom Boyles, Steve Little, Jerry Lipsner.
- Richmond Hill Laboratories 1511**
1240 Ellesmere Road, Scarborough, Ont.
- Rockwell International 300**
1200 North Alma Road, Richardson, Tex. 75081
Product: Transmitters, consoles, exciters, satellite communications systems, video relay microwave system*. *Personnel:* Al Senter, Terry Fox, Vroman Riley, Les Fisher, R.L. Wolf, W.T. Allott, John Tilley.
- Rohde & Schwarz 817**
14 Gloria Lane, Fairfield, N.J. 07006
Product: Color monitors, TV demodulators, ENG power meters, RF modulators, color TV receivers/monitors, remote controlled FM stereo receivers, VIT auto test systems. *Personnel:* C. Barlow, C. Kooyman, J. Beel, U.L. Rohde, P. Descamps, P. Vantomme, R. Joye.
- Ross Video 1301B**
Box 220, Iroquois, Canada
Product: Video production switchers. *Personnel:* John Ross, Ole Skrydstrup, Jack McQuigge.
- Russco Electronic Manufacturing 200**
1070 Brookhaven, Clovis, Calif. 93612
- Scientific-Atlanta 1205**
3845 Pleasantdale Road, Atlanta 30340
Product: Satellite earth stations, television demodulators, small-diameter receive-only earth stations for radio*, automatic antenna position control unit for 10-meter earth stations*. *Personnel:* Sid Topol, Howard Crispin, Glenn Whittington, Jay Levergood, Mickey Hudspeth, Ken Leddick, Ed Pietras, Don Crumm, Guy Beakley.
- Scully Recording Instruments 305**
475 Ellis Street, Mountain View, Calif. 94043
Product: Line of audio recorders from full track mono up to 8-track/channel master 1" recorder (250/255 series of medium-priced recorders and reproducers*), 442L dual broadcast program logger*. *Personnel:* William Krehbiel, Homer Hull, Jim Broderick, Phil Flad, Gareth Nelson, Bill Hamilton, Ev Hedrick, Stan Becker.
- Sescom 105**
12931 Budlong Avenue, Gardena, Calif. 90247
- Sharp Electronics 744**
10 Keystone Place, Paramus, N.J. 07652
Product: Color TV cameras. *Personnel:* Robert Garbutt, K. Ataka, Ron Colgan, K. Nakakura.
- Shintron 1123**
144 Rogers Street, Cambridge, Mass. 02142
Product: Model 375 switcher, 373 DX integrated production unit, 373 BP integrated production unit, 505 video typewriter, 350 encoded chromakeyer, 383 CB color black-color bar-color background generator, 640 code generator, 644 code reader. *Personnel:* Shintaro, Asano, Peter Choi, Eckhard Konkell, Christine Place.
- Shure Brothers 309**
222 Hartery Avenue, Evanston, Ill. 60204
Product: Microphones (SM59*), microphone mixers, remote consoles, disc reproducers, tone arms, 50AC telephone acoustic coupler*, 615AS equalization analyzer system*, other accessories. *Personnel:* John Phelan, Gary Rogers.
- Sintronix 512**
212 Welsh Pool Road, Lionville, Pa. 19353
Product: Solid-state 1 kw AM transmitter*, 3 kw FM transmitter*, direct FM exciter/10 w educational FM transmitter*. *Personnel:* Arthur A. Singer, Alan Singer, John Hayes, Tom Humphrey, Dick Johnson, Dick Stanco, Jaime Rojas, Rino Rivano, Lew Radford, Ralph Hucaby, Mike Dyer, Bob Amos, John Humble.
- Eric Small & Associates 413**
680 Beach Street, San Francisco 94109
Product: Turntables, peak program meters, Telesis intelligent remote control*. *Personnel:* Eric Small, Jesse Maxenchs, John Kean, David Rowland, Leeyhax Grossman.
- SMC 403**
1011-19 West Washington Street, Bloomington, Ill. 61701
Product: Broadcast automation systems. *Personnel:* William E. Moulic, Stephen S. Sampson, Pete Charlton, Bob Popke, Joe Toher.
- Soll 816**
401 East 74th Street, New York 10021
Product: Complete design, construction and installation services for broadcast facilities, station planning, supervision of equipment installation, custom RF switching systems, emergency service. *Personnel:* Joseph M. Soll, Gunnar A. Olsen, Larry Merman, Edward Haupt.
- Sony Corp. of America 1005**
Nine West 57th Street, New York 10019
Product: Video recorders, cameras, editing systems, microphones, recording tape. *Personnel:* D. MacDonald, I. Ungerleider.
- Sound Technology 1308**
1400 Dell Avenue, Campbell, Calif. 95008.
Product: Audio test equipment, including distortion analyzers and audio generators (1410 A ultra performance audio signal generator)*. *Personnel:* Larry Maguire, Rosemary Maguire, Mike Hogue, Tom Shea, Mark Pitkow, Lee White.
- Spectra-Vision 1315**
1528-32 Belfield Avenue, Philadelphia 19141
Product: Video-tape editor-programmers featuring time code*, random access*, decision storage*. *Personnel:* Anthony M. Fiori, Robert M. Fiori.
- Stanton Magnetics 211**
175 Terminal Drive, Plainview, N.Y. 11803
Product: Magnetic cartridges, styli, headphones, preamps. *Personnel:* James Fox, Pete Bidwell, George Alexandrovich, Julian N. Trivers.
- Storeel 903**
Box 80523, Atlanta 30366
Product: Storage systems. *Personnel:* Ruth Schaeffer, Carolyn S. Galvin, Michael Hurst, Robert Ackman.
- Strand Century 359**
20 Bushes Lane, Elmwood Park, N.J. 07407
Product: MMS memory control system, Micro-Q memory control system, Multi-Q Mark II

memory control system*, Janiro lighting, HMI lighting equipment, portable lighting tools, 1,000 watt Axial Lekolite*. **Personnel:** Wallace Russell, William Liento, Robert Schiller, Larry Nelson, Edward Gallagher, Keith Gillum, Robert Dente, Gene Hanna, Larry Brown, Dave Cunningham, Phil Rose, Martin Moore.

Studer Revox America 114
1819 Broadway, Nashville 37203
Product: TLS 2000 audio/video, audio/audio synchronizer*.

Studio Film & Tape 1212
6424 Santa Monica, Hollywood, 90038
Product: Drop out video tape monitor, video source identification display, video tape products. **Personnel:** Carole Dean, Virginia Edwards, Stan Landsman, Eugene Leonard, Brandwin Edwards, Maureen Bartlett, Roy Dean, Dorothy Dean.

S.W.R. 1215
Box 215, Goffstown, N.H. 03045

System Concepts 1125
395 Ironwood Drive, Salt Lake City 84115
Product: Merchandiser I remote controlled character generator*, character generators, production titling systems. **Personnel:** Ray M. Unrath, Roy Romijn, Len Zaller, Jeff Peterson, John Perry, Bill Post, Donna Keener.

Systems East 821
32 Fairfield Place, West Caldwell, N.J. 07006

Taber Manufacturing and Engineering 510
2081 Edison Avenue, San Leandro, Calif. 94577

Product: Audio heads (for Ampex and Scully), VTR audio heads (for Ampex and RCA), VTR stereo audio heads and amplifier conversion system for Ampex and RCA two-inch VTR's*, bulk tape eraser. **Personnel:** W.D. Taber, R.H. Kearns, G. Orton, A. Taddeo.

William B. Tanner 349
2714 Union Extension, Memphis 38112
Product: Station ID's, production packages, promotional merchandise, syndicated music, custom commercials. **Personnel:** William B. Tanner, Henry Tanner, Bill Laffey, Bob Stack, Ron Mourning, Herb Tanner, Zack Hernandez, Keith Lee, Kurt Alexander, Dick Denham, Robert Taylor, Don Johnson, David Tyler, John McFarlane, Gordon Buckingham, Joe Benson.

TA Track Audio 326
33753 Ninth Avenue South, Federal Way, Wash. 98003

Tayburn Electronics 1200
6106 Avenida Encinas, Carlsbad, Calif. 92008
Product: Steerable antennas, Master Controller, ENG systems. **Personnel:** Everett Shills, Morrie Boughton, Paul DeSize, Leonard Donato, Bill Black.

Technics by Panasonic 419
One Panasonic Way, Secaucus, N.J. 07094
Product: Turntables, tape recorders, metering assemblies, FM tuners, equalizers, amplifiers, studio monitor speakers. **Personnel:** Jim Parks, Sid Silver, Fred Uehara, Tony Hartin, Mike Inoue, Hank Onishi.

Technology Service 1501
2217 Purdue Avenue, Los Angeles

Tektronix 811
Box 500, Beaverton, Ore. 97077
Product: Sync and test signal generators, waveform and picture monitors, vectorscopes, demodulator, high speed analog-to-digital and digital-to-analog converters, Answer (all digital automated television measurement set)*. **Personnel:** George Anderson, Ted Anderson, Chuck Barrows, Austin Basso, Ray Bernert, Dick Burke, Collin Chamberlain, Dave Comstock, Gary Cooper, Phil Crosby, Frank David, Fred DeLaney, Dunc Doane, John Horn, Dale Jordan, Dave Jurgensen, Larry Kaplan, Steve Kerman, Marcel Key, Victor Kong, Tom Long, Steve Lyman, Dick Magee, Ron Marquez, Earl Matney, Bob Melton, Bill Montgomery, Bhaskar Pant, Charlie Payne, Bruce Penney, Jim Prouty, Bud Rees, Charles Rhodes, Steve Roth, Bob Seaburg, Cliff Shrock, Cal Smith, Bob Thacker, Clayton Wahlquist, Dave Walters, Brad Webb, Jim Zook.

Tele-Cine 804
5434 Merrick Road, Massapequa, N.Y. 11758
Product: TV lenses, pan and tilt equipment, camera accessories. **Personnel:** Donald Collins, Craig Marcin, Robert Jones, Ronald Cotty, Axel Fromel, Gunther Hess, Hans Waeglein, Martin Leder, Susan Miller.

Telecommunications Industries Ltd. 1206
6335 Homewood Avenue, Suite 204, Los Angeles 90028

Product: Test charts, slides, films transparency illuminators, grey scale monitor units. **Personnel:** Ed Ries, Jenny Squire, Bob Toohey, Corney Webster, Tom Pressley, Ross Thyer, Jim Landy, Herb Didier.

Telemation 920
Box 15068 Salt Lake City 84115
Product: TDF-1 digital noise filter*, Compositor I graphics system, TVS/TAS-1000 video-audio distribution switcher, TCF-3000 color film camera, TMM-205 optical multiplexer, TSG-3000 sync generator, TCE-3000 color encoder, TSG-525 sync generator, TVS-524/5 video distribution amplifier, TSA-524/5/7 pulse distribution amplifier, TSA-524/5 subcarrier distribution amplifier, TBB-525 black burst generator, TVS/TAS-525 video-audio switcher, TAA-524/5 audio DA, TMA-525 audio monitor amplifier. **Personnel:** W. Paul Warnock, N.H. (Doc) Bennett, James T. Kubit, Lawrence W. Enstrom, Scott K. Bosen, George W. Crowther, Donald R. Reynolds, Donald E. Lefevre, Richard Warnock, David J. Quebbeman, Scott Kane, Jim Adams, Robert Flagler, George G. Elsaesser, Donald E. Rhodes, George R. Lewis, J. Michael Richardson, Alan E. Schoenberg, Carl F. Gardner, Dennis L. Shelton, Lynn Gayler, Marc Walker, John McArdle, John Briggs, R. Terry Hoffmann.

Telemet 709
185 Dixon Avenue, Amityville, N.Y. 11701
Product: Demodulator*, distribution amps*, pulse distribution amp*, optical transmission system*, modulator*, transmitter performance



**Before you buy
a TRANSMITTER,
take a look
at the RECORD.**

In the past two years nearly
200 stations have switched
to McMartin transmitters.
That's an industry record.

Competitive radio demands
the best sound quality and
signal stability,
but rising costs require
minimum capital investment and
low maintenance costs.
McMartin AM and FM transmitters
represent a "New Breed"
of high performance
equipment designed to help
stations build profits
and cut costs.

We're booth 302 at the NAB. Come and see us.

MCMARTIN

4500 South 76th St • Omaha, Nebraska 68127 • (402) 331-2000 Telex 484485

test equipment. **Personnel:** Slim Hamer, Joseph L. Cali Jr., Robert G. Griffiths, Bill Culbertson, Paul Welcome, Alex Kwartiroff, Mike Tchinnis, Ted Bruss, Eugene F. Murphy, Anton F. Persek, Marie Rorke.

Telescript 806
20 Insley Street, Demarest, N.J. 07627
Product: Telescript monitor prompting system.
Personnel: Bob Swanson, Blair Julich, John Lennan, Jerry Swanson, George Parodi, Ron Wilson.

Television Equipment Associates 703
Box 260, South Salem, N.Y. 10590
Product: Matthey delays, filters, video equalizers, lights, headsets, tape cleaner/evaluator, intercom. **Personnel:** Bill Pegler, Marilyn Pegler, Vince Emerson, David Williams, Barry Reid, John Wilson, Bill Walters.

Television Research International 1303
1277 Sun Circle East, Melbourne, Fla. 32935

Television Technology 1502
5970 West 60th Street, Arvada, Colo. 80003

Telex Communications 311
9600 Aldrich Avenue South, Minneapolis 55420
Product: Headphones*, cart machines, reel-to-reel tape recorders, headsets. **Personnel:** Donald Mereen, Greg Dzuby, Curt Christianson, Norm Hansen.

Tentel 1119
50 Curtner Avenue, Campbell, Calif. 95008
Product: Tape-tension gauges. **Personnel:** Wayne B. Graham, Joan Kaye, Erwin W. Graham, John Bonn.

Terracom 1233
9020 Balboa Avenue, San Diego, Calif. 92123.
Product: ENG microwave radios, video protection switches, satellite earth stations, microwave systems, microwave antennas. **Personnel:** R. Moyes, R. Boulio, H. McKee, D. Pond, D. Cali, B. Jennings, A. Fulford, S. Sievers, A. Barnes, A. Richmond.

Thomson-CSF Laboratories 727
37 Brownhouse Road, Stamford, Conn. 06902
Product: FM Volumax automatic peak controller, AM Volumax, dual audio distribution amp, Audimax automatic level controller, dynamic presence equalizer, wireless microphone systems, ENG-101 RF system for ENG cameras*, 2 ghz microwave system*, Microcam, Vidifort character generator systems, digital noise reducer*, color correction systems, 100 watt transmitters*, 10 watt transposers*. **Personnel:** Al Audick, Ted Bowen, Harvey Caplan, John Camarda, Langdon Cook, Allan Delaye, Michael Davis, John Dawson, Robert J. Estony, Joseph Ewansky, Jean M. Gaucheron, Peter Glassberg, Thomas Hindle, Andrew Ian, William Koskuba, Steve Kreinik, Renville, H. McMann, Martin McGreevy, Altaf Rahman, Bruce Reininger, Don Skulte, Clyde Smith, James Smith, Ben VanBentham, Louis Milay, Allan Proctor, John Fackler, Michael Boxberger, Michael Favreau, Rene Anastaze, Joseph Polonsky, Andre Goubert, Warren Singer, M. Chevalier, M. Leopold, M. Tranchant, M. Potereau, M. Millar, N. Drapier, M. Oppici.

Tiffen Manufacturing 1101
Box 37, Roslyn Heights, N.Y. 11577
Product: Optical filters. **Personnel:** Nat Tiffen, Helen Tiffen, Tom Grosso, Marie Grosso.

Time & Frequency Technology 212
3000 Olcott Street, Santa Clara, Calif. 95051
Product: Studio-to-transmitter link*, Telescan computer accessory for remote control*, 7601 remote control*, 7610 remote control, full line of AM, FM and TV frequency and modulation monitoring equipment. **Personnel:** Joe Wu, Tom Creighton, Frank Stollen, Claudia Gama, Joan Lee.

Toshiba International 1015
200 Park Avenue, New York 10017
Product: PK-31A automatic color camera, PK-39 portable color camera, CSP-10 carrying subproduction equipment, WG-III wipe pattern generator, ENG camera. **Personnel:** S. Kato, Y. Ohtani, S. Yano, H. Watanabe.

Townsend Associates 802
Box 1122, Mainline Drive, Westfield, Mass. 01085
Product: Integral cavity klystron transmitters*, all-solid-state 1 kw VHF transmitters*, vacuum contractors*, RF impedance plotters*, all-solid-state IF modulated exciters, customized UHF power-increase amplifiers. **Personnel:** David A. Baldyga, Wilfred G. Beauregard, Robert A. Bromley, James F. McMahon, George R. Townsend.

Trompeter Electronics 1305
8936 Comanche Avenue, Chatsworth, Calif. 91306
Product: Audio jacks, panels and patch cords, coax connectors and accessories, twinax and triax connectors, accessories and cable. **Personnel:** E. Trompeter, S. Trompeter, R. Trompeter, H. Gladish, E. Westfahl, J. Schneider, D. Vernon, E. Bassett.

TSC Development Laboratories 1501
2217 Purdue Avenue, Los Angeles 90064
Product: Automatic time lapse recorder*, computer/communications interface*, weather radar, WRT-75 weather radar-television converter and colorizer, EOL-76 Electronic map overlay unit. **Personnel:** Gerald S. Ustach, Glenn A. Gray, Thomas E. Laycook, Arnold M. Roth, John M. McDonald, Walter B. Milers, Peter Swerling, Basil C. Bolanos, Agnes Rentz.

Tuesday Productions 331
4429 Morena Boulevard, San Diego 92117

TVAC 1605
6464 Sunset Boulevard, Suite 930, Los Angeles 90028

Tweed Audio 347
1640 Fifth Street, Santa Monica, Calif. 90401

Ultra Audio Pixtec 1133
Box 921, Beverly Hills, Calif. 90213
Product: Waveform monitors, vectorscopes, VCR support products, TV audio products, TV studio equipment, TV terminal equipment, radio remote products. **Personnel:** Oliver Berliner, Virginia Dorsey, Billy Seidel, Gary Luke, Jackie Giroux, Mike Margolis, Moshe Barkat, Don Oliver.

UMC 210
460 Sackett Point Road, North Haven, Conn. 06473
Product: Beaucart tape cartridge machines, splice finders, motors, heads, ART actuality retrieval terminal*, audio console*. **Personnel:** A.J. Shaftel, C.F. Rockhill, S.J. McNamara, R.R. Weaver, D. Evans, J. Fernandez.

Unarco-Rohn 339
Box 2000, 6718 West Plank Road, Peoria, Ill. 61601
Product: Towers and accessories. **Personnel:** Mike Fleissner, Gene Francis.

Uni-Set 1311
449 Avenue A, Rochester, N.Y. 14621
Product: Modular staging system, graphic design system*. **Personnel:** Ronald Kniffin, Beverly Geer, Leo Kaplan, Sam Cercone.

United Research Laboratory 425
681 Fifth Avenue, New York 10022
Product: ML-6 coated ball bearings, self-aligning pinch rollers for most recorders, C-5 conversion amplifiers for Ampex tube-type machines, Autotec tape recorders and equipment. **Personnel:** George Adams, Anita Adams, Jim Lee, Lee Rand, John Hawkins.

UPI 1121
220 East 42d Street, 12th floor, New York 10017
Product: Broadcast news services, satellite

PRODUCERS OF: STAR TRAK WITH
CANDY TUSKEN • DR. DEMENTO
• NATIONAL ALBUM COUNTDOWN
• THE SOUND OF MOTOWN • IN
HOLLYWOOD WITH DARCEL •
12 HOURS OF CHRISTMAS

**GREAT RADIO
PROGRAMS FOR
GREAT RADIO
STATIONS**

10960 Wilshire Blvd.
Los Angeles, CA 90024
Suite 902 • (213) 479-7713

**WESTWOOD
ONE**

delivery, DataNews, audio network, broadcast news wire, NewsTime video-audio slow scan, electronic editing, Unislides. **Personnel:** Roderick Beaton, Robert Page, Frank Beatty, Gordon Rice, James Darr, John De Perez, Bill Ferguson, Robert Fuss.

U.S. Tape & Label 204
1561 Fairview, St. Louis 63132

Product: Bumper strips, window labels, T-shirt transfers. **Personnel:** Byron J. Crecelius, Jesse S. Myer, Bruce S. Dole, Charles Muncy, Linda Jefferson.

Utah Scientific 1213
2276 South-2700 West, Salt Lake City 84119

Product: AVS-1 distribution switching system*. **Personnel:** Lyle O. Keys, Earl G. Gray.

Utility Tower 411
3200 Northwest 38th Street, Oklahoma City 73112

Product: Tower sections—UTC 340 18-inch face, UTC 380 24-inch face, UTC 480 30-inch face, UTC 540 42-inch face; solid base insulator, galvanized steel hardware and rigid I-beam anchors. **Personnel:** E.E. Nelson, R.G. Nelson, V.G. Duvall, M.N. Sholar.

Thomas J. Valentino 315
151 West 46th Street, New York

Product: Production music, sound effects. **Personnel:** Francis T. Valentino, Margaret A. Valentino, Joanne F. Valentino.

Van Ladder 1139
Box 709, Spencer, Iowa 51301

Product: Van mounted microwave dishes. **Personnel:** James C. Baker, Harlan Bartrum.

Varian Associates 913
301 Industrial Way, San Carlos, Calif. 94070

Product: UHF-TV klystrons, power grid tubes and accessories. **Personnel:** Jack Quinn, George Badger, Robert Faulkner, Colin Erridge, Bob Schmidt.

Video Aids of Colorado 1106
325 East Seventh Street, Loveland, Colo. 80537

Product: ENG/EFP battery operated color sync generator*, helical editor*, VIRS inserter/VIRSH-phase-burstphase meter*, sync generators, video distribution amps, electro optical isolators, party line system, video activated power switch, black burst generator. **Personnel:** Walt Skowron, Jim French, Bill Barton, Joe Woods.

Video Associates Labs 1404
2303 Hancock, Suite 1F, Austin, Tex. 78756

Video Data Systems 1210
40 Oser Avenue, Hauppauge, N.Y. 11787

Product: Titling generators, character generators. **Personnel:** Barry Kenyon, Steve Seiden, Andy Wander, William Leventer, Bob Hall.

Videographix 1400
Box 501, Tucson, Ariz. 85702

Videomagnetics 1220
155 San Lazaro Avenue, Sunnyvale, Calif. 94086

Product: Quadruplex video head refurbishing. **Personnel:** Roger Watson, Ted Barger, Jack Tolvanen, Dean Leeson, Gloria Wiener, Jody Polisini, Bill Schlenker, Terry Newton.

Videomax 801
3303 Scott Boulevard, Santa Clara, Calif. 95050

Product: Rebuild and refurbish quadruplex video head assemblies. **Personnel:** Bill Fitts, Frank Benson, Bill Laumeister, Rick Murphy, Les Hunt, Paul Bamberg.

The Video Tape Co. 1108
10545 Burbank Boulevard, North Hollywood, Calif. 91601

Product: VTC 1000 quadruplex video tape, VTC U-matic videocassettes, video tape cleaning and testing services, Tape Save tape cleaning module, program duplicating services. **Personnel:** Keith Austin, Frances Van Paemel, Don Johnson.

Videotek 1117
125 North York Street, Pottstown, Pa. 19464

Product: Color video monitors (eight-inch professional and CCTV AC DC color monitors*). **Personnel:** Philip Steyaert, Richard Hollowbush, Anthony Parise, David L. Brown, Paul Stahl.

VIF International 1811
Box 1555, Mountain View, Calif.

Product: Automation equipment, tape decks, mixers, equalizers, monitor speakers, microphones, updating kits, background music tape reproducer systems. **Personnel:** Gordon Mackechnie, Alden Thompson, Eric Breeze, Ken Aitken, Nancy Mackechnie, Carole Thompson, C.C. Abernathy, Emil Sauler, Ed White, Walter White.

Vital Industries 723
3700 N.E. 53d Avenue, Gainesville, Fla. 32601

Product: Squeezezoom digital frame store and time base corrector*, production switchers*, routing switcher*, microprocessor controlled on-air automation*. **Personnel:** Nubar Donoyan, Dale Buzan, Gordon Peters, Eric King, Robert McAll, Barry Holland, Morrell Beavers, John Davis, Jim Seipp, Dan Dresner, Charles Schultz, Bill Vice, Reg McCoy, Harold Johnson, Charles Kunz, Tom Miller, Ed Cox, Don Williams, Lee Ruble, Linda Buickel, Ron Ruff.

Ward-Beck Systems 923
841 Progress Avenue, Scarborough, Ont. M1H 2X4

Western Union 905
One Lake Street, Upper Saddle River, N.J. 07458

Product: Television and radio transmission services via Westar domestic satellite system. **Personnel:** J.T. Ragan, R.B. Smith, G.F. Milne, H.C. Granger.

Wilkinson Electronics 303
Box 738, Trainer, Pa. 19013

Product: Silicon rectifiers, AC line surge protectors, AM and FM transmitters, air-cooled dummy loads. **Personnel:** G.P. Wilkinson, C. Wilkinson, W. Johnson, W. Shaw, W. Voelker, J. Fitzgerald, J. Forrest, W. Black, A. MacIntyre, E. Bard.

Winsted 1313
8127 Pleasant Avenue South, Minneapolis 55420

Product: Editing consoles, video-tape and film storage systems, tape trucks, VTR cabinets

and stands, super density tape storage systems*, three-quarter-inch dubbing rack*, half-inch video-cassette cabinets, stands and storage systems*. **Personnel:** Chuck Johnson, Jerry Hoska, Greg Hedlund, Beth Hutton.

Wolf Coach 1100
200 Bartlett, Northboro, Mass. 01532

World Video 904
Box 117, Boyertown, Pa. 19512

Product: Color monitors. **Personnel:** Jack Taylor, Bill Hedrick, Billy Seidel, Herb Didier, Dwight Wilcox, Lew Radford, Carroll Cunningham, Emil Adamyk, Steve Cisler.

Zel-Mark 1507
Box 182, Brookfield Center, Conn. 06805

Product: Broadcast and closed circuit optical multiplexers. **Personnel:** Richard Zeitler, Louise Zeitler.

Networks

American Broadcasting Companies
Sahara Patio Suite 3122

ABC-TV, ABC Owned TV Stations

Personnel: Everett H. Erlick, Alfred Schneider, James Duffy, Anthony Thomopoulos, Marvin Mord, Paul Myer, Gene Cowen, Paul Sonkin, Mel Goldberg, Arnold Marfoglia, Len Maskin, Burt Fainberg, Mark Cohen, Richard N. Savage, Robert F. Fountain, Joseph E. Giaquinto, Al Itleson, Richard L. Beesmyer, Stan Simon, Jim Shaw, Jim Abernathy, Bob Kaufman, Richard Kozak, Mario Cucinotta, Bryce Rathbone, Joseph Niedzwiecki, Eve Zrzyzanowski, Dorothy Botts, Tom Day, Warren Denker, Robert Hingel, Tim Kearney, William Mathesius, Peter Zobel, Scott Michaels, Bruce Hagerty, Suzanne Surbeck, William Sythes, Stu Ullman, Mary Jane Raphael, Mark D. Roth, William Dryer, Carl Dietze, Mark Wagenheim, Marvin Bader, John Martin, Irwin Weiner, Milton Carney, Lou Calangelo, Patti Matson, Jeff Tolvin, Tom Tanno, Bill Fyffe, Joe Rowan, Seymour Horowitz.

ABC Radio, ABC Radio Network, ABC Radio News, ABC Engineering

Hilton 2978-77

Radio division personnel: Harold L. Neal Jr., Michael Hauptman, Robert Cambridge, Joseph Sherikjian, Rick Sklar, Charles A. DeBare, Alfred Racco, Andrew Ockershausen, Charles Fritz, Martin Greenberg, Willard Lochridge, Michael Luckoff, Ben Hoberman, Jeff Woodruff, Bruce Hoban, Robert Holmgren, Allen Shaw, James Trohats, Linda Meilan, Russ King, Nick Trigony, Jay Hoker, Jack Minkow, Willard Lochridge, Don Platt, John Winnaman, Ernie Fears.

Radio network personnel: Edward F. McLaughlin, Robert O. Mahlman, Richard P. McCauley, Richard A. Foreman, Michael Penzell, Charles King, Calvin Roach, Linda Stern, Walter Sabo, John Axten, Leo Collins, Sam Patterson, Madeleine DeCunzio, Kent Coughlin, Harry Curtis.

Radio news personnel: Thomas O'Brien, Joseph Keating, Richard Dressel, Peter Flannery, Carole Clancy, Jeffrey Sprung.

Engineering personnel: William Gilmore.

ABC Broadcast Operations and Engineering Sahara Patio Suite 3122

Personnel: Julius Barnathan, Max Berry, Lynn Eppel, Dave Eschelbacher, Joe BeBonis, Joe DiGiovanna, Mike Fisher, John Hidle, Jacques Lesgards, Phil Levens, Ed Messina, Vern Pointer, Merle Worster, Norman Grant, Bob Trachinger, Ted Van Weeren, Jack Neitlich, Joe Kresnicka, Bill Gilmore.

CBS Inc., CBS/Broadcast Group, CBS-TV, CBS News The Sands

Personnel: Robert Wood, William Connolly, Carl Ward, Bruce Bryant, Arnold Becker, Don Clancy, John Cosgrove, Tom White, George Zurich, Michael Silver, Stephanie McClelland, D. Thomas Miller, Ted O'Connell, George Dessart, William Barker, Edward Joyce, John McKay, Dave Nelson, Van Gordon Sauter, Neil Derrough, Joseph Flaherty, Donn O'Brien, Len Schammel, Carl Prince, Frank Fitzpatrick, Dave Cohn, Ronald England, Tom Palmieri, Peter Haring, Darial Sneed, Katherine Bartley, Mike Estivo, Wally Wesley, Fred Burrows, Evan Fannell, Carl Weinhold, Tom Pearson, John Byrne, Hank Schorle, Dave Gittens, William Lincoln, Chuck Upton, Jamie Bennett, Peter Temple, Robert Shay, Norm Bacon, Jay Feldman, James Cusick, Richard Graf, Robert Hosking, Eric Ober, Dave Harvey, Dick Tonge, David Percelay, Bruce Miller, Allan Cohen, Robert Finkel, Ellen Cohen, Phyllis Laubacher, Ken Moore, Al Goldberg, Bernie Dickens, Robert Temple, Anita Kopff, Frank Pucciarelli, Vince Loncto, Bruce Nugent, Eleanor Appiewhaite, Lynwood Heighes, Al Landolph, Gil Wyland, Richard O'Brien, D. Hennessy, David Horowitz, Bill Nicholls, Ray Schneider, Richard Streeter, Marvin Kronenberg, Seymour Yusem, Gene Jankowski, James Rosenfield, Frank Smith, George Shannon, Bill Small, Tom Leahy, Alice Henderson, Bob Jamieson, Aaron German, Ira Schackman, Michael Pakalik, Robert Zagoren, John O'Donnell, Joe De Franco, Ralph Goldberg, Gordon Batten, Charles Cadley, John Chun, Charles Mesak, Bob Norvet, Rita Burton, Charles Cappleman, Wayne Brandt, Robert Lawson, Eliot Bliss, Robert O'Connor, J. Bonomo, George Zavales, Orion Arnold, C. Girod, Robert Breed, Richard Dunn, Paul Heimbach, Gloria Eng, Robert Orr, Robert Sheehan, A. P. Evans, Frank Davidoff, Peter Herford, Hal Classon, Kevin O'Malley, Stan Thoren, Martin Yagts, James Russell, David Lee, W. Sidas, Bill

Lyons, Pierce Grant, Brooks Graham, Robert McKinney, D. Weirick, G. Benkowsky, Richard Hall, Oscar Vital.

CBS Radio

Personnel: Sam Cook Digges, George J. Arkedis, Peter A. Lund, J. Robert Cole, Sherril W. Taylor, W. Thomas Dawson, Eric H. Salline, Cornelius V.S. Knox Jr., Robert J. Leeder, Harfield Weedon, David P. West, Ralph Green.

Mutual Broadcasting System

Personnel: C. Edward Little, Gary J. Worth, John C. Butler, Don Budd, Terry Hourigan, Dick Doty, Craig Whetstone, Ted Foster, Frank Murphy III, Peter Acquaviva, Bob Sandler, John Frykman.

National Back Network

Personnel: Eugene Jackson, Sydney Small, Del Raycee, Joan Logue Henry.

National Broadcasting Company, NBC- TV, NBC-Radio

Personnel: Julian Goodman, Raymond Timothy, Donald J. Mercer, Raymond O'Connell, John Barry, Erik Bennoth, Anthony Cervini, Mortimer Dillon, Peter Flynn, Diane Healey, Barry Hillebrandt, William Kelley, Malcolm Laing, James Kitchell, Jeffrey Meadows, Michael Reitman, Thomas Woltzien, Scotty Connal, Don Ohlmeyer, Milton Altman, Robert Butler, Joseph Cicero, Gino Conte, Maurice Corwin, Craig Curtis, Robert Daniels, John Dragan, Ken Erhardt, Rudy Foglia, Frank Flemming, William Flood, Steve Flynn, John Frishette, Robert Galvin, Jack Gillen, Ron Gnidziejko, Fred Himelfarb, Bill Howard, Art Johnson, Jack Kennedy, Robert Mausler, Clair McCoy, Martin Meaney, Mike Negri, Steve Orland, Steve Paganuzzi, Bud Prather, Garfield Ricketts, Charles Savaia, James Smith, Reginald Thomas, Raphael Weiss, Richard Welsch, Oscar Wick, Herminio Traviesas, George Lenfest, Rick Kelly, Nancy Herbert, Curt Block, Helen Manasian, Jack G. Thayer, Robert Moun-ty, Marion Stephenson, Richard Verne, Jeff Kulliver, Charles Renwick, Warren Maus, Robert Wogan, Steve White, John Patt, Joan Voukides, Dan Mollo, Charles Warner, Robert Pittman, Bill Krause, Stan Cohen, Craig Simon, Frank Scott, Gordon Peil, Martin Enghauser, Burt Sherwood, Bill Hennes, John Bailie, William Dwyer, Scott Burton, Bill Newbrough.

Hilton 2925

Hilton 2964

Hilton 474

Hilton, MGM Grand

Television programers

Viacom Enterprises MGM Grand 2461A

Product: First-run: Please Stand By, Love Experts, Soupy Sales Show, You Don't Say, Price is Right, \$25,000 Pyramid, Family Feud; off-net-work: Cannon, Bob Newhart Show, Mary Tyler Moore Show, I Love Lucy, Family Affair, Rookies, Hawaii Five-O, Honeymooners, Beverly Hillsbillies, Gunsmoke, Perry Mason, My Three Sons, Hogan's Heroes, Gomer Pyle, Andy Griffith Show, Petticoat Junction, Phil Silvers Show, Twilight Zone, Wild Wild West; Viacom Features I II III IV V; Cosmic Christmas. **Personnel:** Henry A. Gillespie, William P. Andrews, Jamie Kellner, Todd Gaulocher, Bud Donnelly.

Radio programers

Atwood Richards

Personnel: Donald J. Quinn, Jack Caplan, Thomas Johnston.

Blue Marble

Product: Big Blue Marble. **Personnel:** Steve Schechter.

Bonneville Broadcast Consultants Hilton, Continental Salon MGM Grand 1096, 1098, 1098A

Beautiful music, traditional MOR, contemporary MOR, soft rock formats. **Personnel:** Marlin Taylor, Loring Fisher, Dick Drury, Frank Murphy, Rod Baum, Vladimir Nikanorov.

CaVox Stereo Productions Hilton 2550

Product: CaVox Music. **Personnel:** Lee Tate, Bob Mayfield.

Century 21 Productions & Programming Hilton 1069

Product: Z Format, E-Z Format, Super Country, jingles, contests and 7 professional production library. **Personnel:** Tom McIntyre, Dave Scott, Doug Shane, Bill Cramer.

Claster Television Productions/Romper Room Enterprises MGM Grand

Product: Romper Room, Bowling for Dollars and Fred Flintstone and Friends. **Personnel:** John Claster, Kenneth Gelbard.

Community Club Awards

Personnel: John C. Gilmore, Bess Gilmore, Phil Peterson, Wynn Hott, Tom Boone, Ted Mason.

The FM 100 Plan Caesar's Palace Royal 800, 882, 884

Product: Beautiful music, beautiful country, beautiful MOR formats. **Personnel:** Darrel Peters, Rod Mitchell, Ray Miller, Lowell Dorman, Mike Krafcsin.

KalaMusic

Product: Radio program formats. **Personnel:** Bill Wertz, Stephen Trivers, Howard Karlin, Ray Winters, Terry Armbruster.

Peters Productions

Product: Syndicated radio formats, jingles, commercial production, music and graphics

See a "Live" Demonstration
of the

Autotron Radio Business Computer

The First Truly Automatic System

NAB - Las Vegas

Desert Inn - Suite 1122-S



**automation
electronics
inc.**

1001 south street-lafayette,indiana-47905

Our Business is Taking Care of Your Business

package, marketing plan. *Personnel:* Edward J. Peters, Redd Gardner, Lee C. Hanson, John Mazur, Jack Merker, Geoff Williams.

**RPM Radio Programming Management
Las Vegas Hilton**

Product: Automated radio formats. *Personnel:* Thomas Krikorian, Jeffrey Goldman.

**Gladney Schrag Communications Las
Vegas Hilton**

Product: Syndicated radio series*. *Personnel:* Norman Gladney, Allen Schrag.

Susquehanna Productions Hilton 949

Product: World of Commodities, Family Health, America 2000, Fourth Magazine of the Air and Tips On Flowers and Plants. *Personnel:* George Hyde, Arthur W. Carlson, Carl Loucks, Charles Morgan, Fred Graves, Wally Tucker, Barry Gaston, Eric Bausch.

William B. Tanner Co. Hilton 1669

Product: Station ID's, production libraries, sales libraries, custom concepts (jingles, commercials), automated music programming, media placement, promotional merchandise, station promotions. *Personnel:* William B. Tanner, Henry Tanner, Herbert Tanner, Zak Hernandez, Keith Lee, John McFarlane, Gordon Buckingham, Kurt Alexander, Bob Stack, Bill Laffey, Ron Mourning, Dick Denham, Robert Taylor, David Tyler, Don Johnson, George Gaaney.

Telstar Inc. MGM Grand

Personnel: Bess Gilmore, John C. Gilmore, Douglas Gilmore, Keith Gilmore.

Tuesday Productions MGM Grand

Product: Creative musical concepts for radio and television. *Personnel:* Bo Donovan, Terry Segal.

Watermark Hilton 1869

Product: Alien Worlds, Robert W. Morgan Special of the Week, American Top 40, American Country Countdown. *Personnel:* Tom Rounds, Chuck Olsen, Jeff Allen, Brian Heimerl, Linda Schroeder.

The Webster Group Caesar's Palace 1473

Product: Customized sound/slide presentations on performance of local radio stations versus local newspapers, prepared for broadcast associations and individual stations. *Personnel:* Maurie Webster, Jack Ackerman, John Newman.

Station representatives

**Avery-Knodel Television MGM Grand
Hotel 2260**

Personnel: J. W. Knodel, Robert J. Kizer, F. Robert Kalthoff, Joseph M. Friedman, Jack Devine, Robert Hoyt.

Blair Radio Las Vegas Hilton

Personnel: Jack W. Fritz, John Boden, Robert Galn, Thomas Harrison, David Klemm, Robert Lobdell, Ray Muer, George Wolfson.

Blair Television MGM Grand

Personnel: Jack W. Fritz, Robert Billingsley, James Kelly, William Morris, Josef Rosenberg, John Ryan, Walter Schwartz, Harry Smart, Arthur Stringer.

Bolton Broadcasting Ltd.

Personnel: Carmen Bolton.

Buckley Radio Sales

Personnel: Richard D. Buckley, Robert V. Copinger, Mel Trauner, Joseph M. Billotta, Cy Ostrup, Lloyd McGovern, Robert J. Lurito.

Christal Co.

Personnel: Robert J. Duffy, John M. Fouts, Bruce Blevins, Mrs. Paddy Ramsay.

**Eastman Radio Caesar's Palace Central
Tower**

Personnel: Frank Boyle, Bill Burton, Charlie Colombo, Jerry Schubert.

Bernard Howard & Co. Hilton 2810

Personnel: Bernard Howard, Jack Davis, Bob Weiss, Jack Kincaid, Mark Day, Rich Greener, Carl Lanci, Milton Seropan.

H-R Stone Hilton

Personnel: Saul Frischling, Carroll Larkin, Inge Jacobson, Sy Thomas, Martin Stedman, Don Propst, Michael Sobel, Tony Rufo, Bob Loeber.

H-R Television MGM Grand 1761A

Personnel: Harry Wise, Ed White, Phil Corper, Bob Spielman, Taylor Eldon, Barry Weed, Roy Edwards, George Hemmerle.

The Katz Agency Hilton 2913-14

Personnel: James L. Greenwald, Sal Agovino, Ken Swetz, Peter Goulazian, Barry Lewis, David Abbey, Frank McCann, Len Warager, Jerry Jones, Larry Adams.

Major Market Radio

Personnel: George Lindman, Warner Rush.

Jack Masla & Co. Caesar's Palace

Personnel: Jack Masla, Stan Feinblatt, Charles McCreery, Arnold Taylor, Dick Shappard, Bill Peavey, Stan Lothridge.

McGavren-Guild Hilton 2865

Personnel: Ralph Guild, Ellen Hulleberg, V. J. Bellino, Robert Williams, Monte Lang, Tony Durpetti, Anthony Maisano, Les Goldberg, Dick Sharpe, Lydia Martin, John Bitting, Gary Ahrens, Marc Gross, Greg Campbell, Ed Carrell, Jeff Dasher, Robert Dwyer, Robert Syers, Beverly Appleman.

Meeker Co. MGM Grand 2259-61A

Personnel: Robert Dudley, Bill Bee, Audrey Tanzer, Jim Parker, Hugh McTernan, Jim Cathey, Jay Adair, Dick Hughes, Linda Simonson, Gene Gray.

**Peters, Griffin, Woodward MGM Grand
2062**

Personnel: Bill Walters, Jim Sefert, Chuck Kinney, Larry Lofello, Dennis Gillespie, Tom Will, Ray Johns, Bob Galle, Bill Hall, Bob Stores.

Petry Television MGM Grand

Personnel: Martin Connelly, Bob Muth, Ed Karlik, Art Scott, Bruce Fauser, Arnold Annex, Roger LaReau, Paul Sacks, George Blinn, Al Rothstein, John Gardner, Dana Nelson.

Pro/Meeker Radio Caesar's Palace

Personnel: Sam Brownstein, Tom Hayes, Ted

THE BEST DEAL IN LAS VEGAS

IS AT SUITE 2230 LAS VEGAS HILTON

In markets like yours, where most revenue is retail, you don't want to gamble. Kalamusic's unique blend of "up front" Beautiful Music is the right card for a winning hand. Kalamusic is a proven syndicator. Proven time after time, in market after market. See us, hear us... let us make the best deal in Las Vegas. The stakes are too high to trust your luck. See Bill Wertz, Stephen Trivers, Howard Karlin, Ray Winters or Terry Armbruster.



THE BEST DEAL IN MARKETS JUST LIKE YOURS IS **KalaMusic!**

Suite 334, Industrial State Bank Building, Kalamazoo, Michigan 49006 Phone: 616-345-7121

Andrews, Jim Cathey, Eugene F. Gray, Hugh Wallace.

Selcom **Hilton 1369**
Personnel: Lou Faust, Bill McHale, Bill Smither, Ross McCreath.

Telerep **MGM Grand 1480A**
Personnel: Al Masini, Greg Stone, Bob Miggins, Gerry Bret, Susan Ziller, Pat Prie.

Top Market Television **MGM Grand 862A**
Personnel: James P. McCann, Henry O'Neill, Thomas F. Shannon, William Carney.

Torbet-Lasker **Sands**
Personnel: Alan Torbet, Joe Dorton, Ralph Conner, Peter Moore, Len Sable, Steve Marriott, Lou Mahecek, Carol Cagle, Ron Woods, Rick Holmberg, Maddy Schreiber.

Adam Young **MGM Grand 1196-1196A**
Personnel: Michael Membrado, Vincent Young, Adam Young.

Brokers

Blackburn & Co. **Hilton 710**
Personnel: James W. Blackburn Jr., Richard F. Blackburn, Joseph M. Sitrick, Jack V. Harvey, Hub Jackson, Alan H. Tindal, Howard J. Stasen, Wendell W. Doss, Robert A. Marshall, Clifford B. Marshall, Roy A. Rowen, James Thrash.

Chapman Associates **Hilton 2129**
Personnel: Paul Chapman, Bill Chapman, Frances Chapman, Paul Crowder, Bill Hammond, Art Simmers, Ray Stanfield, Evelyn Stanfield, Dave Kelly.

R.C. Crisler & Co. **MGM Grand 962-962A**
Personnel: Clyde G. Haehnle.

William A. Exline Inc. **Riviera**
Personnel: William A. Exline.

W. John Grandy **Jockey Club**
Personnel: W. John Grandy.

Wilt Gunzendorfer & Associates **Hilton**
Personnel: Wilt Gunzendorfer.

Hogan-Feldman Inc. **Hilton**
Personnel: Arthur B. Hogan and Jack Feldmann.

Holt Corp. **Dunes**
Personnel: Robert D. Hanna, John A. Ryman.

Keith W. Horton Co. **Frontier**
Personnel: Keith W. Horton, William S. Cook.

Larson/Walker & Co. **MGM Grand 1209-1209A-1207**
Personnel: G. Bennet Larson, William L. Walker.

H.B. LaRue **Dunes**
Personnel: H.B. LaRue, Joy Thomas.

Reggie Martin **Riviera**
Personnel: Reggie Martin.

Ralph E. Meador **Landmark**
Personnel: Ralph E. Meador.

George Moore & Associates **Sahara**
Personnel: George W. Moore, W. James Moore.

Cecil L. Richards Inc. **Hilton 2450**
Personnel: Cecil L. Richards.

Richard A. Shaheen Inc. **MGM Grand 761-761A**
Personnel: Richard A. Shaheen.

Howard Stark **MGM Grand**
Personnel: Howard Stark.

Edwin Tornberg & Co. **MGM Grand**
Personnel: Edwin Tornberg.

Others

Air Time Inc. **MGM Grand 1909A**
Product: Various radio properties.
Personnel: Jerry Levy, Jeff Dorf, Al Sussman, Glenn Appleyard, Jim Young.

Arbitron **Hilton 1650**
Personnel: Theodore F. Shaker, Constance Anthes, A.J. Aurichio, Claude Bartel, Sherm Brodey, Brian Byrne, Andrea Cetera, David Copp, John Curren, Roberta DePolo, William Engel, John Fawcett, Gerald Flesher, Ray Gardella, David Grigsby, Norm Hecht, Penny Johnson, Marvin Korach, Richard Lamb, Ronald Laufer, Michael Levine, William Livek, Pierre Magroz, James Mocarski, H.D. Neuwirth, Alvin Pariser, William Shafer, Marvin Strauzar, Martin Toole, Lynn Tynan, Richard Weinstein, Kenneth Wollenberg.

ASCAP **Caesar's Palace**
Personnel: Lous Weber, Lawrence Sklover, David Hochman.

Associated Press, AP Radio **Hilton**
Personnel: Roy Steinfert, Gerry Trapp, Bob Benson, Jay Boales, Gene Foster, George Otwell, Anthony Rizzo, James Hood, Mark Thayer, George Mayo.

Broadcast Music Inc. **Caesar's Palace**
Personnel: Edward Cramer, Edward Molinelli, Alan Smith, Russ Sanjek, E.W. Chapin.

A.C. Nielsen **MGM Grand 1981A**
Personnel: Bill Miller, Roy Anderson, Paul

Baard, Andy Faller, Bill Hamill, Dave Traylor, Lou West, Jim Cute, Carroll Carter, Ted Donovan, Karl Wyler, Dave Woolfson, Larry Frerk, Gene Harden, Jim Lyons, Gene McClure.

Pulse **Hilton**
Personnel: Richard Roslow, Peter Roslow, Ken Gross, Mory Greenberg, Irene Lambie.

The Research Group **MGM Grand**
Personnel: Bill Moyes, C.T. Robinson, Bill Sherard, P.J. Riemer.

SESAC **Hilton 2169**
Personnel: A.H. Prager, Norman Weiser, Sidney Guber, Albert F. Ciancimino, Charles Scully, Nat Lieberman, Vincent Candilore, Harold Fitzgerald, Bob McGarvey, Ed Wilder, George Chernault.

Spanish International Network **MGM Grand**
Personnel: Rene Anselmo, William Stiles.

Station Business Systems **Las Vegas Hilton 1610**
Personnel: A.J. Aurichio, Jack Baker, Cliff Balkam, Joseph Chaplinski, Susan Dingenthal, Bruce Massie, Sandy Oakman.

Telcom **MGM Grand 1033**
Personnel: Herb Jacobs, Grace Jacobs, Dean McCarthy, James Ritter.

UPI **MGM Grand**
Personnel: R.W. Beaton, R.E. Page, Frank W. Beatty, Bill Ferguson, John DePrez, James Darr, Gordon Rice, Bob Fuss.

Public service

Alpha Epsilon Rho **U**
American Women in Radio & Television **T**
Call for Action **B**
Federal Communications Commission **M**
Personnel: Charles D. Ferris, Frank Lloyd, Frank Washington, Robert E. Lee, James H. Quello, William G. Harris, Abbott H. Washburn, Nancy S. Carey, Joseph R. Fogarty, Margita E. White, Tyrone Brown, Richard D. Lichtwardt, Raymond W. Seddon, Frank Lucia, Wallace E. Johnson, Martin I. Levy, Neal K. McNaughten, Arthur L. Ginsburg, Richard J. Shiben, John M. Taff, Dennis Williams, C. Phyll Horne, Ney Landry.
NAB Book Booth **J**
National Guard Bureau **R**
NOAA Weather Services **A-4**
Office of Minority Business Enterprise **A-6**
Radio Television News Directors Association **P**
Society of Broadcast Engineers **N**
Society of Motion Picture and Television Engineers **1201-A**
U.S. Air Force **G**
U.S. Army Reserve **I**
U.S. Bureau of Census **A-2**
U.S. Bureau of Standards **A-3**
U.S. Coast Guard **C**
U.S. Consumer Product Safety Commission **L**
U.S. Department of Commerce **A**
U.S. Drug Enforcement Administration **D**
U.S. Department of Energy **S**
U.S. Patent & Trademark Office **A-7**

What is your Station
WORTH?
 ... ask us / Suite 2010
 Las Vegas Hilton

Dan Hayslett & associates, inc.

dh Media Brokers
 RADIO, TV, and CATV
 APPRAISALS

11311 N. Central Expressway • Dallas, Texas
 Telephone (214) 691-2076

Dan Hayslett & Associates **Hilton 2010**
Personnel: Dan Hayslett.

Ted Hepburn Co. **MGM Grand**
Personnel: Ted Hepburn, Carole Hepburn.

THINK RESPONSE!

"So swamped with orders
we must skip this issue,
but we'll be back."
outstanding direct marketer

"We are renewing on a 'til
forbid basis for 1978."
major consumer/business publisher

"Responses are coming in
from the biggest names in
the industry."
top business publisher

"Our best promotion ever.
Generated more leads
than our entire trade
campaign."
first-50-market metro daily newspaper

"After last month you can't
keep us out of this issue
with a 10-foot pole."
prominent telephone marketer

"Nearly double the
expected response!"
well known consumer magazine

"Tremendous response has
forced us to reprint our
follow-up brochure."
leading broadcast rep firm

**LIKE 215 ADVERTISERS ARE
GETTING FROM**

MEDIA SCOPE
INFORMATION CARDS

The direct response service that puts you
in touch with more than 42,000 media
decisionmakers for less than 2¢ per contact.

Now you can enjoy even better results from
Media-Scope's loose deck format.

And here's proof. About 7,500 buyers of advertising received
the December issue in loose deck form, and 35,000 received
bound books. Advertisers reported a far higher rate of
response from those who received loose decks—
anywhere from 57% to 143% higher.

NEXT MAILING: JUNE 1; CLOSES: MAY 1

Margaret Warren/Standard Rate & Data Service/5201 Old Orchard Rd./Skokie, IL 60077

☐ Please send a sample copy of MEDIA-SCOPE INFORMATION CARDS and more details at no
obligation to me.

Reserve _____ post card(s) in each of the following mailings:

☐ June 1, 1978 ☐ September 1, 1978 ☐ December 1, 1978 ☐ March 1, 1979

Deadline for camera-ready copy is 30 days before mailing date. 1-time black-and-white rate: \$750.

Name _____ Title _____

Company _____ Type of business _____

Street Address _____

City/State/Zip _____ Phone _____

Signature _____ Date _____



Another useful
communication
tool from

Standard Rate & Data Service, Inc.

SALES OFFICES:

Skokie 60077 (312) 966-8500
New York 10022 (212) 935-7580
Los Angeles 90048 (213) 651-2311

For more information and a
sample copy, or to schedule
advertising, call Margaret Warren
at (312) 966-8500, or your SRDS
Representative.

The Broadcasting Playlist™ Apr 3

Contemporary

Last This week week	Title □ Artist	Label
2 1	Night Fever □ Bee Gees	RSO
3 2	Can't Smile Without You □ Barry Manilow	Arista
1 3	Staying Alive □ Bee Gees	RSO
4 4	Love is Thicker Than Water □ Andy Gibb	RSO
5 5	Emotion □ Samantha Sang	Private Stock
6 6	Lay Down Sally □ Eric Clapton	RSO
7 7	Just the Way You Are □ Billy Joel	Columbia
8 8	Sometimes When We Touch □ Dan Hill	20th Century
11 9	Jack and Jill □ Raydio	Arista
9 10	If I Can't Have You □ Yvonne Elliman	RSO
14 11	Ebony Eyes □ Bob Welch	Capitol
10 12	Our Love □ Natalie Cole	Capitol
13 13	Dust in the Wind □ Kansas	Kirshner
23 14	The Closer I Get to You □ R. Flack/D. Hathaway	Atlantic
12 15	Thunder Island □ Jay Ferguson	Asylum
35 16	Flashlight □ Parliament	Casablanca
17 17	Goodbye Girl □ David Gates	Elektra
20 18	Running on Empty □ Jackson Browne	Elektra/Asylum
21 19	Sweet Talkin' Woman □ Electric Light Orchestra	UA/Jet
31 20	With a Little Luck □ Wings	Capitol
25 21	We'll Never Have to Say Goodbye □ Dan & Coley	Atlantic
26 22	Count on Me □ Jefferson Starship	Grunt/RCA
19 23	Falling □ LeBlanc & Carr	Big Tree/Atlantic
34 24	Thank You for Being a Friend □ A. Gold	Asylum
24 25	More Than a Woman □ Bee Gees	RSO
22 26	Dance Dance Dance □ Chic	Atlantic
36 27	Feels So Good □ Chuck Mangione	UA
39 28	Movin' Out □ Billy Joel	Columbia
40 29	Before My Heart Finds Out □ Gene Cotton	Ariola
32 30	You're the One That I Want □ Travolta/Newton-John	RSO
18 31	I Go Crazy □ Paul Davis	Bang
29 32	Peg □ Steely Dan	ABC
28 33	Hot Legs □ Rod Stewart	Warner Bros.
50 34	Imaginary Lover □ Atlanta Rhythm Section	Polydor
15 35	How Deep is Your Love □ Bee Gees	RSO
42 36	Disco Inferno □ Trammps	RSO
33 37	We are the Champions □ Queen	Elektra
37 38	Happy Anniversary □ Little River Band	Capitol
27 39	Always and Forever □ Heatwave	Epic
41 40	Fantasy □ Earth, Wind & Fire	Columbia
38 41	Which Way is Up □ Stargard	MCA
46 42	You're in My Heart □ Rod Stewart	Warner Bros.
— 43	The Circle is Small □ Gordon Lightfoot	Warner Bros.
18 44	Baby Come Back □ Player	RSO
44 45	The Way You Do the Things You Do □ R. Coolidge	A&M
— 46	On Broadway □ George Benson	Warner Bros.
— 47	Fooling Yourself □ Styx	A&M
45 48	This Time I'm in it For Love □ Player	RSO
— 49	More Than a Woman □ Tavares	RSO
— 50	Too Much, Too Little, Too Late □ Mathis & Williams	Columbia
— 50	Too Much ... □ Mathis & Williams	Columbia

Playback

Wolfman Warren. *Werewolves of London* (Asylum), Warren Zevon's latest cut, leads the pack of additions to "Playlist" this week. The dual consensus is that the song (a) is certainly unusual and (b) that it's destined to be a howling success. "It's a pretty strange song," says Bob Kaghan, program director of WRJZ(AM) Knoxville, Tenn., but he adds, "it's a real novelty record ... a good phone record." And Patty Sullivan, music director of WKTO(AM) Pittsburgh, agrees that "it's a crazy little song." "It's a fun song," says Ken Bissiri of KTNQ(AM) Los Angeles. "It resembles Sam the Sham's *Little Red Riding Hood*, although it's not a teenie-bopper song." Mr. Zevon is not new to song-writing. The *Excitable Boy* album, from which *Werewolves* is cut, is a second: his first, *Warren Zevon*, was released in May 1976. Among his other credits as a songwriter are *Poor Poor Pitiful Me* and *Hasten Down the Wing*, both made popular by Linda Ronstadt. **Coming on again.** The Atlanta Rhythm Section's *Imaginary Lover* (Polydor) bolts to 34 on this week's "Playlist" and promises to be a "really, really hot record," says Bob Canada, music director, WGH(AM) Norfolk, Va., where the cut debuts at 16. "It's lyrically and musically delightful," he says. Bobby Hatfield of WNDL(AM) Indianapolis describes the cut as "typical Atlanta Rhythm Section: kind of a ballad, yet also rock and roll, a medium tempo." If "typical A.R.S." means as successful as *So Into You*, its last "Playlist" hit, it will go top 10.

Country

Last This week week	Title □ Artist	Label
7 1	Ready for the Times to Get Better □ C. Gayle	United Artists
1 2	Someone Loves You Honey □ Charley Pride	RCA
5 3	It Don't Feel Like Sinner to Me □ The Kendalls	Ovation
9 4	A Lover's Question □ Jacky Ward	Mercury
6 5	Every Time Two Fools Collide □ Rogers & West	UA
8 6	Hearts on Fire □ Eddie Rabbitt	Elektra
15 7	I've Got a Winner in You □ Don Williams	ABC
3 8	Mamas Don't Let Your Babies Grow Up □ Waylon & Willie	RCA
10 9	Walk Right Back □ Anne Murray	Capitol
14 10	I Cheated on a Good Woman's Love □ B. Craddock	Capitol
2 11	Do I Love You □ Donna Fargo	Warner Bros.
12 12	Return to Me □ Marty Robbins	Columbia
16 13	Two Doors Down □ Zella Lehr	RCA
23 14	Sweet Sweet Smile □ Carpenters	A&M
13 15	I Love You ... □ Ronnie McDowell	Scorpion
17 16	If I Had a Cheating Heart □ Mel Street	Polydor
22 17	Bartender Blues □ George Jones	Epic
11 18	Soft Light & Hard Country Music □ M. Bandy	Columbia
25 19	Everybody Loves a Rain Song □ B.J. Thomas	MCA
19 20	I Would Like to See You Again □ Johnny Cash	Columbia
— 21	The Grandest Lady of Them All □ Conway Twitty	MCA
— 22	Don't Every Say Goodbye □ T.G. Sheppard	Warner Bros.
18 23	What Did I Promise Her Last Night □ Mel Tillis	MCA
— 24	Woman to Woman □ Barbara Mandrell	ABC
21 25	Yes Ma'am □ Tommy Overstreet	ABC

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played. A ■ indicates an upward movement of five or more chart positions between this week and last.



HAVE YOU EVER HEARD A RAINBOW?

The TANNER MUSICAL SPECTRUM offers the broadcaster all formats for automated or semi-automated systems with a RAINBOW OF SOUNDS.

- BEAUTIFUL MUSIC is Pacific Green, not background but foreground music.
- MOR is Bright Blue in three distinct formats.
- CONTEMPORARY comes in Red Satin Rock designed especially for the 18-34 market.
- COUNTRY is our TAnner Country with all the country hits from 1949 through today!

Come and hear the TANNER MUSICAL SPECTRUM at the N.A.B. in the WILLIAM B. TANNER CO. HILTON HOSPITALITY SUITE 1669. Register to win fabulous prizes . . . see you in Las Vegas.

HEAR IT AT THE N.A.B. IN LAS VEGAS HILTON SUITE 1669



Fates & Fortunes

Media



Wald

ments" beginning in April.

Richard Wald, president of NBC News until October 1977, named assistant to Chairman Franklin D. Murphy of Times Mirror Co., Los Angeles, KTBC-TV Austin, KDFW-TV Dallas, both Texas) (BROADCASTING, March 13). Specific responsibilities unannounced, other than that he will have "special assignments" beginning in April.



Huey

manager, WWDC-AM-FM, Washington named general manager.

Ward L. Huey, Jr., VP-general manager of Belo Broadcasting (WFAA-AM-TV and KZEW(FM) Dallas and KFDM-TV Beaumont, Tex.) named executive VP **Denson Walker**, employe relations manager, Belo Broadcasting, and **Jeanette Mulder Greer**, assistant secretary, named VP's. **Ed-die Sacks**, sales manager, WWDC-AM-FM, Washington named general manager.

Lots of broadcasters count on George.



More than ever before, broadcasters are feeling the competition.

That's why you should call George Rodman, promotion consultant. George knows broadcasting—from on-air performance to advertising and news promotion.

He looks at what works and what doesn't. Then he suggests changes. He can even deliver advertising and promotion campaigns that fit your budget perfectly.

George T. Rodman, Inc.

630 Fifth Avenue New York, New York 10020
(212) 757-3451

C. R. (Dick) Buckner appointed general manager of WOZN(AM) Jacksonville, Fla. Mr. Buckner, former owner of radio stations in Bonita Springs and Immokalee, Fla., has been semiretired since 1974. He succeeds **Jim Atkins**, who is leaving broadcasting.

Robert T. Sutton, director of broadcast operations, WWJ-TV Detroit, appointed assistant general manager of WALA-TV Mobile, Ala.

Lois Gredell, general manager of WBBM-FM Chicago, named VP.

Frank Melton, general manager-resources, Buford Television of Tyler (Tex.) Inc., appointed executive VP **Larry Harris**, general manager-marketing for Buford Television of Lufkin, Tex., named executive VP.

Michael Hardgrove, director of broadcasting division for noncommercial KVIE(TV) Sacramento, Calif., promoted to assistant general manager for broadcasting.

Robert J. Gervason, manager, media planning, BBDO, Detroit, elected VP.

Michael I. Packman, director of accounting services, Young & Rubicam, New York, named VP.

Donald D. Wear Jr., former assistant to ex-FCC Chairman Richard E. Wiley, named European legal counsel for NBC-TV, based in Paris, to oversee acquisition of sporting events on continent. He is son of Donald Sr., VP and general manager of WAPI-AM-FM Birmingham, Ala.

Jim Page, station clearance representative, CBS, New York, appointed Southeast district manager in affiliate relations department.

Newly elected officers, Greater Cincinnati Radio Broadcasters Association: **Frank Wood Jr.**, WEBN(FM), president; **Bernie Kvale**, WLW(AM) VP; **Verl Wheeler**, WUBE-AM-FM, secretary-treasurer, and **Lana Albright**, WLW, recording secretary.

Tom Haveman, on-air promotion manager, KVOS-TV Bellingham, Wash., named public service director. **Bob Galvin**, producer-director, named promotion director.

Roslyn Boyle, sales assistant, WOR-TV New York, named manager of publicity.

John R. Newhouse, administrative VP, WMMM(AM)-WDJF(FM) Westport, Conn., retired last week after broadcasting career that began in 1935 when he was tour guide at NBC's Radio City studios in New York. He had worked for Westport Broadcasting since 1960.

Tony C. Malara, WWCN-AM-TV Watertown and WMSA(AM) Massena, elected president of New York State Broadcasters Association. Other new NYSBA officers: **Kenneth H. MacQueen**,

WABC-TV New York, VP, and **Richard D. Novik**, WPUT(AM) Brewster, secretary.

Phillip C. English, general manager of non-commercial WNEO-TV Alliance and WEAQ(TV) Akron, both Ohio, appointed executive secretary of West Virginia Educational Broadcasting Authority, Charleston.

Broadcast Advertising

Alvin L. Kacin, senior vice president and director of research, D'Arcy-MacManus & Masius, St. Louis, appointed president of St. Louis office and member of firm's U.S. operations committee. He succeeds **Anthony J. Amendola**, who resigns after 22 years to become consultant to agency. **Walter E. Terry**, president of DM&M West Coast operations in San Francisco, elected corporate VP there. **K. L. Jim Rice Jr.**, managing director of San Francisco office, named president of DM&M/San Francisco and member of U.S. operations committee.

Dave Arnold, associate media director; **Walter Maes**, associate creative director; **Patrick Martin**, associate creative director, and **Tom Ross**, account supervisor, Leo Burnett U.S.A., Chicago, named VP's.

Larry Sommerville, art supervisor, Needham, Harper & Steers, Chicago, joins J. Walter Thompson there as associate creative director. **Donald Kohrl**, account representative, Marsteller, Chicago, joins JWT in same capacity.

Tia Millman, media planner, Advertising to Women, New York, joins Tracy-Locke Advertising, San Francisco, as media supervisor.

Michael Perry, group media director, Cunningham & Walsh, New York, named VP.

Keith Landau, media buyer, SSC&B, New York, named assistant media director.



Fishman

Robert A. Fishman, general sales manager, WIXT(TV) Syracuse, N.Y., appointed vice president-sales.

William Lucano, director of sales, CBS Television Stations market development group, New York, named manager of sales and market development for WNBC-TV, New York. **Abe Goren**

and **Barbara Kellner**, account executives for Blair Television's ABC station division, New York, appointed account executives, WNBC-TV.

Howard Oleff, local sales manager, WMAQ-TV Chicago, joins KGTV(TV) San Diego as national sales manager.

Leonard J. Marsh, KWGN-TV Denver, joins KMGH-TV there as national sales manager. He

succeeds **Fred Dravland**, who becomes local sales manager.

Bob Sieber, director of research for Cox Broadcasting, Atlanta, named director of marketing for Turner Communications, Atlanta.

Al Tyrrell, sales manager, WPHM(AM) Port Huron, Mich., named VP-sales.

J. Collins Miller III, salesman, WKKD-FM Aurora, Ill., named general sales manager.

Darrel Clark, station manager, WKNE(AM) Keene, N.H., named sales manager, WTSI(AM) Hanover, N.H.

Kenneth W. Evans Jr., account executive, WSUN(AM) St. Petersburg, Fla., named sales manager, WQXM(FM) Clearwater, Fla. Both are Plough stations.

Tom Darden, defensive back, Cleveland Browns, named to sales staff, WHK(AM) Cleveland.

Joe Antelo, formerly with Wells, Rich, Greene, New York, appointed account executive, WAIT(AM) Chicago.

Anne B. Davis, sales representative and office manager of Kansas City, Mo., bank consulting firm join sales department of KCMO(AM) there.

Jim Fasone, advertising manager, *Indianapolis Magazine*, joins local sales staff of WTTV(TV) Indianapolis.

Bert P. Goodstadt, account executive, ABC Radio Spot Sales, New York, appointed to Blair Television's ABC/Red sales team in New York.

Tony Gagliardi, account executive, Savalli/Gates Inc., New York, and **Michelle Jennings**, account executive, WHFS(FM) Bethesda, Md., join Pro/Meeker Radio, New York, in sales positions.

Connie Follmer, traffic manager, KFSA(AM) Fort Smith, Ark., named sales representative.

Programing

Seymour Horowitz, program director of ABC's WABC-TV New York, named VP, programming, ABC-Owned TV Stations, succeeding Paul Coss, appointed earlier as director of feature films and late-night series, ABC Enter-



Horowitz



Polevoy

tainment. **Roy Polevoy**, director of planning and administration, ABC Television Spot Sales, named to new post of VP, creative services, ABC-Owned TV stations.

Richard P. Auerbach, sports producer, NBC, New York, named director, program planning and development, NBC Sports.

Marilyn Olin, president, Dahlia Productions, New York, joins ABC Entertainment, New York, as director, children's programs.

Mike Adamle, co-host on NBC Sports' *NFL*

'77 pregame show and former professional football player, signed by NBC Sports as commentator.



Berns

Creative Services, Universal City, Calif.

Barry O. Chase, associate general counsel, Public Broadcasting Service, Washington, named director, current affairs programming. **Lee (Sandra) Sauser**, director, instructional television, KOCE-TV Huntington Beach, Calif., appointed director, education services, PBS. **Brian Donegan**, broadcast manager, WTTW(TV) Chicago, appointed PBS associate director for program acquisition.

Arthur F. Kane, director of international marketing, Viacom, New York, named vice president, international marketing.

Benjamin Pellegrino, controller, Viacom Communications, New York, named controller, Viacom International.

Ronald B. Sunderland, lawyer, Hayes &

Seymour Berns, director of new program development, National Telefilm Associates, Los Angeles, joins Columbia Pictures Television International, Burbank, Calif., as VP-production.

Steve Adler, VP-sales, Diamond P Enterprises, Hollywood, named VP-general manager, O'Connor

Hume, Beverly Hills, Calif., joins ABC-TV, West Coast, as VP-business affairs.



Bieber

David Bieber, executive producer, WWJ-TV Detroit, named program manager.

Scott Burton, program operations manager, KFMB-AM-FM San Diego, Calif., appointed program manager, KNBR(AM) San Francisco.

Jim Koonce, broadcast liaison marketing representative, RCA,

Alaska, appointed producer-director of KVOS-TV Bellingham, Wash.

Broadcast Journalism

Frank Jordan, director of special projects and bureau chief, NBC News, Washington, named director of computer operations, NBC News, New York.

Don Coe, director of news operations for ABC News since 1970 and 33-year veteran of company dating back to Blue Network, will retire to Jamaica, West Indies, at end of April. He served as director of special events for ABC News and in various executive posts before becoming director of news operations. **Nicholas Archer**, VP, TV news services, ABC News, will assume most responsibilities held by Mr. Coe.

Max Robinson, anchorman, WTOP-TV Wash-



STUDIO CENTER CORP.
200 WEST 22ND STREET
NORFOLK, VA 23517 USA

NEW BUSINESS? JUST ASK BOBBY!

There's one very important reason why. In just a few short weeks, over 100 sales managers have signed as exclusive SPOT SHOP stations. The SPOT SHOP makes money for them! An average of \$7,382.00 per station in new business during the first three weeks alone. Just ask Bobby Martinez, sales manager of WCKW, Garyville, Louisiana:

"The financial campaign has been sold to a sometimes advertising savings & loan on a 52-week contract. The really campaign was sold on a 26-week basis to a real estate firm that has NEVER used radio before. The SPOT SHOP has already paid for itself. Add to that the residual effects: Great sounding spots plus new interest in radio...things look absolutely super!"

If you want to know how you can write 78 weeks of new business on a \$25.00 weekly investment in a market the size of Garyville, look into the SPOT SHOP. Word travels fast. We're averaging one new station every six hours! Your station received our complete presentation, but if you need another copy, phone Warren Miller (804) 622-2111 immediately while your market is still available!

ington, joins ABC News with duties and location to be announced.

Bill Jobs, principal assistant national news editor, *Washington* (D.C.) *Star*, appointed news director, WTVR-TV Richmond, Va.

Brock Brower, political commentator and writer, *Washington*, joins ABC-TV, New York, as writer for new weekly news magazine.

Elected to AP Broadcasters board of directors: **Franklin H. (Chick) Brown**, WBMC-AM-FM McMinnville, Tenn. (for Atlanta hub); **Charles K. Murdock**, WLW(AM) Cincinnati (Columbus hub); **Clint Formby**, KPAN-AM-FM Hereford, Tex. (Dallas hub); **Robert Wells**, Harris stations headquartered in Garden City, Kan. (Kansas City hub), and **Paul McGonigle**, KOY(AM) Phoenix (Los Angeles hub).

Cable

Phillip Clapp, Common Cause national staff member, *Washington*, joins National Cable Television Association there as associate director of public affairs.

Equipment & Engineering

Peter Waldeck, VP of Cinema Products Development International, subsidiary of Cinema Products Corp. Los Angeles, named VP-international marketing. **Gary Gross**, national marketing manager, appointed VP-national marketing.

John Dispenza, television production supervisor for instructional and institutional programs, St. John's University, New York, named manager, film production, film services, broadcast operations and engineering, ABC Television, succeeding Steve Schulte, who has resigned.

Robert Colvin Hauck, assistant chief engineer, KORK-TV Las Vegas, named chief engineer, KORK-AM-FM.

Gerard J. Gerrits Jr., assistant chief engineer, WSMW-TV Worcester, Mass., promoted to chief engineer.

Robert W. Wirtick, engineer-in-charge, technical operations, CBS Radio New York, retires after 24 years with company.

Allied Fields



Ray

William B. Ray, chief of FCC Complaints and Compliance Division, *Washington*, retired last week after almost 17 years in that position. He remains with commission, however, on special assignment handling special projects—updating primers on fairness doctrine and equal time rule, among other projects—for one year ("Closed Circuit," March 13).

Alvin L. Pariser, VP, Arbitron radio market development, New York, named VP-research planning. **Martin J. Toole**, account executive, Arbitron, New York, appointed manager, Arbitron Southeastern radio station sales, Atlanta.

Michael Occhiogrosso, VP-research, Arbitron, New York, named VP-statistical services.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period March 17 through March 23.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz.—kilohertz. kw.—kilowatts. MEOV—maximum expected operation value. mhz.—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w.—watts. *—non-commercial.

New stations

Editors' note. BROADCASTING's weekly "For the Record" reports of activity in the "New Station" category (applications for broadcast facilities, FCC grants and station starts) have fallen behind for the period from November 1977 to present. An accelerated effort is being made to correct that deficiency, as is evident this week, and it is hoped that the record will be current by next Monday (April 10). The editors deeply regret any inconvenience to readers.

TV applications

■ Los Angeles—Quality Broadcasting Corp. seeks UHF ch. *68 (794-800 mhz); ERP 1925 kw vis., 385

kw aur.; HAAT 2870 ft.; ant. height above ground 150 ft. P.O. address: Box 1, Whittier, Calif. 90608. Estimated construction cost \$126,849.25; first-year operating cost \$20,000; revenue \$100,000. Format: informational variety. Principals: applicant is non-profit, educational organization.

■ San Francisco—K&L Communications Inc. seeks UHF ch. 26 (542-548 mhz); ERP 2,499 kw vis., 250 kw aur.; HAAT 1381 ft.; ant. height above ground 255 ft. P.O. address: 390 Carrera Drive, Mill Valley, Calif. 94941. Estimated construction cost \$1,599,551; first-year operating cost \$500,000; revenue \$550,000. Principals: Lawrence M. Turel (80+%), communications consultant and 5% owner of WUHF-TV Milwaukee until 1967.

■ Santa Rosa, Calif.—Sonoma Broadcasting seeks UHF ch. 50 (686-692 mhz); ERP 300 kw vis., 60 kw aur.; HAAT 3079 ft.; ant. height above ground 156.6 ft. P.O. address: 1040 B Street, San Rafael, Calif. 94901. Estimated construction cost \$1,161,965; first-year operating cost \$693,978; revenue \$244,000. Principals: Sonoma is wholly-owned subsidiary of California Newspapers Inc., publisher of San Rafael weekly, which is 40% owned by Justus John Craemer, 37 1/2% owner KTIM-AM-FM.

■ Grand Rapids, Mich.—Good News Broadcasting seeks UHF ch. 17 (488-494 mhz); ERP 240 kw vis., 47.9 kw aur.; HAAT 542.6 ft.; ant. height above ground 496 ft. P.O. address: 1055 28th St., S.W., Wyoming, Mich. 49509. Estimated construction cost \$123,447; first-year operating cost \$85,000; revenue \$75,000. Principals: Stuart P. Noordyk (51%), owner of WSHN-AM-FM Fremont and WYGR(AM) Wyoming, both Mich.

■ Grand Rapids, Mich.—TV 17 Unlimited Inc. seeks UHF ch. 17 (488-494 mhz); ERP 440.5 kw vis., 88 kw aur.; HAAT 1057 ft.; ant. height above ground 1080 ft. P.O. address: 3862 Plainfield N.E., Grand Rapids, Mich. 49505. Estimated construction cost \$377,432; first-year operating cost \$306,500; revenue \$963,232. Principals: Paul A. Stewart (54.45%), applicant for new FM in Flint, Mich., and prior licensee of WRVB-FM Madison, WRVM Suring, both Wis. (until 1972, 1969, respectively).

■ Cleveland—Cleveland Television Corp. seeks UHF ch. 19 (500-506 mhz); ERP 1090 kw vis., 215 kw aur.; HAAT 1008 ft. P.O. address: 3544 Ingleside Road, Shaker Heights, Ohio 44122. Estimated construction cost \$901,940; first-year operating cost \$423,500; revenue \$800,000. Principals: Aben E. Johnson Jr., 65% owner, is majority stockholder of WXON-TV Detroit. His three sons and one daughter each own 5% of applicant.

■ Atlantic City, N.J.—Atlantic City Television Corp. seeks UHF ch. 53 (704-710 mhz); ERP 1832 kw vis., 366 kw aur.; HAAT 465 ft.; ant. height above ground 496 ft. P.O. address: One New York Ave., Atlantic City, N.J. 08401. Estimated construction cost \$1,372,805; first-year operating cost \$665,500; revenue \$575,000. Principals: Donald G. Barnhouse (10%), adjunct professor at Drexel University, Philadelphia, and 14 others, one of whom has broadcast holdings.

■ Spartanburg, S.C.—South Carolina Educational Television Commission seeks UHF ch. *49 (680-686 mhz); ERP 838 kw vis., 167 kw aur.; HAAT 957 ft.; ant. height above ground 854 ft. P.O. address: Drawer L, Columbia, S.C. 29250. Estimated construction cost \$1,094,400; first-year operating cost \$310,000; revenue \$310,000. Format: informational variety. Principal: is non-profit organization, licensee of the following: *WNTV(TV) Greenville, *WITV(TV) Charleston, *WRLK-TV Columbia, *WJPM-TV Florence, *WEBA-TV Allendale, *WRJA-TV Sumter, *WJWJ-TV Beaufort, *WNSC-TV Rock Hill, *WEPR(FM) Greenville, *WSCI(FM) Charleston, *WMPR(FM) Sumter, *WLTR(FM) Columbia and *WVPR(FM) Rock Hill, all South Carolina.

AM applications

■ Dadeville, Ala.—Fidelity Broadcasting seeks 1450 khz., .25 kw-U. P.O. address: 130 Tichenor (Box 911), Auburn, Ala. 36830. Estimated construction cost \$53,406.90; first-year operating cost \$50,380; revenue \$74,000. Format: popular/country/religious. Principals: Elsie C. Timberlake (60%), Joseph E. Marshall (20%) and M. Jackson Mitchell (20%). Mr. Marshall is program director at WJHO(AM) Opelika, Ala., Mr. Mitchell is station manager at WTLS(AM) Tallahassee, Ala. None has broadcast holdings.

■ Rogers, Ark.—KERM Inc. seeks 790 khz., 5 kw-D. P.O. address: Route No. 1, Bishop Addition, Russellville, Ark. 72801. Estimated construction cost \$52,206; first-year operating cost \$42,450; revenue \$75,000. Format: country/standard pop/talk. Principals: James K. Womack, 54%, is general manager at KARV(AM) Russellville, Ark. None of others has broadcast ownership.

■ Indio, Calif.—Sherman-Greenleigh-Sanchez Broadcasting Co. seeks 1400 khz., 1 kw-D, .25 kw-N. P.O. address: 1555 Rising Glen Road, Los Angeles 90069. Estimated construction cost \$39,400; first-year operating cost \$80,172; revenue \$90,000. Format: contemporary. Principals: Robert Sherman (32%), producer, Goodson-Todman Productions, Los Angeles; Thomas Greenleigh (32%), 50% owner of radio programing consultant, Los Angeles and prior program director at KRLA(AM) Pasadena, Calif., and Juan Sanchez (60%), doctoral candidate, Harvard University school of education.

■ Hallettsville, Tex.—Ritchey Communications Co. seeks 1520 khz., .25 kw-D. P.O. address: 4729 Kinglet St., Houston 77035. Estimated construction cost \$17,806; first-year operating cost \$21,728; revenue \$60,000. Format: country (75%) and foreign language (25%). Principals: Robert F. (40%), Jamie C. (20%) and J. Feron Ritchey (40%). (Robert and Jamie are married, Robert is grandson of Mrs. J. Feron Ritchey.) Mr. Robert Ritchey is employed at KDOG(AM) Houston and owned 12½% of KSUZ(AM) Port Neches, Tex., until 1973. Neither of others has broadcast interests.

FM applications

■ Oracle, Ariz.—Coronado Broadcasting Co. seeks 105.5 mhz, 150 w, HAAT 100 ft. P.O. address: 6720 Skyway Drive, Tucson, Ariz. 85718. Estimated construction cost \$13,830; first-year operating cost \$18,880; revenue \$26,280. Format: adult contemporary popular rock. Principals: Ted and Jana Tucker (married couple) each 50%. Ms. Tucker is Tucson nurse, Mr. Tucker is Tucson pharmacists, was contract engineer at KEVT(AM)-KWFM(FM) there. Neither has broadcast holdings. They are requesting waiver of minimum mileage separation: proposed station would be short-spaced by 5.5 miles.

■ Van Buren, Ark.—George V. Domeresse seeks 102.3 mhz, 3 kw, HAAT 223 ft. P.O. address: Box 449, Van Buren, Ark. 72956. Estimated construction cost \$22,031.50; first-year operating cost \$6,860; revenue \$36,000. Format: gospel. Principal: Mr. Domeresse is licensee of KFDF(AM) Van Buren.

■ Los Angeles—Inspiration Media of Southern California Inc. seeks 99.5 mhz, 30 kw, HAAT 669 ft. P.O. address: 3780 Will Scarlet Road, Winston-Salem, N.C. 27104. Estimated construction cost \$72,200; first-year operating cost \$136,500; revenue \$150,000. Format: religious. Principals: Nancy A. and Stuart W. Epperson (married couple), 25% each, Mona J. and Edward G. Atsinger III (married couple), 25% each. Mrs. Epperson owns 45% of KCFO(AM) Tulsa, Okla.; 30% of applicant for new AM in Lexington, N.C. and 25% of applicant to buy KMFM(FM) San Antonio, Tex. Mr. Epperson owns 100% WKBA(AM) Vinton, Va. and WRBX(AM) Chapel Hill, N.C.; 55% of KCFO; 100% of applicant for new FM in Mt. Hope, Va.; 30% of applicant for new AM in Lexington, N.C.; 25% of applicant to buy KMFM; and 40% of applicant to buy WEZE(AM) Boston. Mrs. Atsinger is 25% owner of applicant to buy KMFM. Mr. Atsinger owns 100% of KDAR(AM) Oxnard, Calif.; 45% of CP for new FM in Shafter, Calif.; 100% of applicant for new FM in Fowler, Calif.; 25% of applicant to buy KMFM; 47% of applicant to buy WEZE(AM) Boston, and 20% of applicant for new FM in Carpinteria, Calif. Mr. Atsinger and Mrs. Epperson are brother and sister.

■ Manteca, Calif.—Bruce V. and Cheri A. Ziemienski seek 96.7 mhz, 2.1 kw HAAT 150 ft. P.O. address: 7988 Golden Field Way, Sacramento, Calif. 95823. Estimated construction cost \$19,000; first-year operating cost \$34,000; revenue \$25,000. Format: good music/standard pops. Principals: Mr. Ziemienski, 50% owner, is electronic engineer for Department of Defense and 51% owner of KVFS(FM) Vacaville, 25% of new AM at Fairfield, both California. Mrs. Ziemienski is student.

■ Monterey, Calif.—Edwards Broadcasting Co. seeks 92.7 mhz, 923 w, HAAT 143 ft. P.O. address: Box 6478, Carmel, Calif. 93921. Estimated construction cost \$35,388.90; first-year operating cost \$124,358; revenue \$106,680. Format: adult contemporary/classical. Principals: Edwards Broadcasting is licensee of

KRML(AM) Carmel, Calif. and owned by William J. (5%) and Mary Lee Maher (20.5%), Harry A. (5%) and Gertrude Horwitz (20.5%) and George Edwards (5%). Mr. Edwards is salesman at KLAC(AM) Los Angeles and president-general manager of KRML(AM).

■ Gainesville, Fla.—Board of Regents of University of Florida seek 89.1 mhz, 100 kw, HAAT 768 ft. P.O. address: 433A Stadium Building/WUFT, Gainesville, Fla. 32611. Estimated construction cost \$167,476; first-year operating cost \$106,550; revenue \$106,550. Format: classical/jazz/public affairs. Principals: applicant is state, non-profit, educational institution and licensee of WUFT(TV)-WRUF-AM-FM Gainesville.

■ McRae, Ga.—John Davidson seeks 95.3 mhz, 3000 kw, HAAT 297 ft. P.O. address: Box 1410 McRae, Ga. 31055. Estimated construction cost \$22,875; first-year operating cost \$10,000; revenue \$15,000. Format: country/MOR/gospel. Principal: Mr. Davidson is licensee of WDAX(AM) McRae, owns syndicated TV program seller, and 33 1/3% of Williamsburg Cablevision, South Carolina cable operator. His wife Margaret owns 10% of WLOP(AM)-WFO(FM) Jesup, Ga. and son Gary owns 30% WDKD(AM)-WWKT-FM Kingstree, S.C.

■ Salisbury, Md.—Radio Salisbury Inc. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. P.O. address: Naylor Mill Road, Salisbury, Md. 21801. Estimated construction cost \$62,025; first-year operating cost \$48,678; revenue \$65,000. Format: top 40. Principals: James A. Jester (55%), engineer at WCPB(AM) and chief engineer at WICO(AM) both Salisbury. None have broadcast holdings.

■ Grand Rapids, Mich.—Grand Rapids School of the Bible and Music seeks 88.9 mhz, 8.9 w, HAAT 120 ft. P.O. address: 1331 Franklin S.E., Grand Rapids, Mich. 49506. Estimated construction cost \$19,160; first-year operating cost \$12,750; revenue \$16,500. Format: educational. Principals: applicant is private, non-profit educational institution.

■ Signal Mountain, Tenn.—Chattanooga State Technical Community College seeks 91.5 mhz, 176 w, HAAT 947 ft. P.O. address: 4501 Annicola Highway, Chattanooga, Tenn. 37406. Estimated construction cost: \$9,725; first-year operating cost \$18,200; revenue \$35,000. Format: informational variety. Principals: applicant is state, non-profit, educational institution.

■ Alamo, Tex.—Lonnie M. Horton seeks 104.9 mhz, 3 kw, HAAT 301 ft. P.O. address: Route No. 1, Box 55-B, Alamo, Tex. 78516. Estimated construction cost \$29,100; first-year operating cost \$34,320; revenue \$54,000. Format: religious. Principal: Mr. Horton is founder and director of Worldwide Outreach for Christ Inc. and has no other broadcast interests.

■ Orleans, Vt.—Radio Corporation of Vermont seeks 107.9 mhz, 35.5 kw, HAAT 2667 ft. P.O. address: c/o Rogers L. Gregory, Highland Ave., North Troy, Vt. 05859. Estimated construction cost \$98,538.11; first-year operating cost \$122,230; revenue \$85,000. Format: standard pops. Principals: Helen M. (77%) and Rogers L. Gregory (19%). Mr. Gregory is North Troy and Warren, Vt., businessman, was director of International Television (from 1973 to June 1977), licensee of WEZV-TV Burlington, Vt. and WYUR(TV) Huntsville, Ala. He never held nor does hold ownership interest.

■ Green Bay, Wis.—Communications Properties seeks 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 520, Green Bay, Wis., 54305. Estimated construction cost \$165,607.55; first-year operating cost \$50,148; revenue \$72,000. Format: contemporary. Principals: James L. Zimmermann, licensee of WNFL(AM) Green Bay.

Actions

■ *Derby, Conn.—Broadcast Bureau granted Stand Inc. 90.1 mhz, 10 w. P.O. address: 246 Main St., Derby 06418. Estimated construction cost \$3,610; first-year operating cost \$1,250. Principal: Bruce R. Theriault, communication coordinator for nonprofit educational corporation. Ann. July 9. Action March 13.

■ Carthage, Miss.—Broadcast Bureau dismissed application of Central Mississippi Broadcasting Co. for new FM. Action March 16.

■ Carthage, Miss.—Broadcast Bureau granted Meredith Colon Johnston 98.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Drawer L, Carthage 39051. Estimated construction cost \$11,505; first-year operating cost \$9,000; revenue \$25,000. Format: MOR, C&W, soul. Principal: Mr. Johnston is licensee of WECF(AM)

Carthage and has majority interest in WKTA(FM) McKenzie, Tenn. Action March 16.

■ Eldon, Mo.—Broadcast Bureau granted Eldon Broadcasting Co. 92.7 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o Dalton Wright, 290 S. Madison, Lebanon, Mo. 65536. Estimated construction cost \$40,594; first-year operating cost \$55,000; revenue \$40,000. Format: Variety. Principals: Dalton C. Wright (37%); Warren H. Goforth (20%); James N. Myers (37%); and Helen M. Riggins (6%). Mr. Wright is owner of Missouri publishing interests and on board of directors of KLWT(AM) Lebanon, Mo. Mr. Myers owns accounting firm. Mr. Goforth is managing editor of Mr. Wright's newspapers. Ms. Riggins has media background. Action Feb. 24.

■ Eldon, Mo.—Broadcast Bureau dismissed application of Triplek Broadcasting for new FM. Action Feb. 24.

■ *Mansfield, Ohio—Broadcast Bureau granted Mansfield Christian School 90.7 mhz, 10 w. P.O. address: 500 Logan Rd., Mansfield 44907. Estimated construction cost \$6,860; first-year operating cost \$1,000. Format: educational. Applicant is non-profit private educational institution, Roger M. Schaul, chairman of radio committee. Action March 16.

AM starts

■ KKAP Aptos-Capitola, Calif.—Authorized program operating authority on 1540 khz, TPO 1 kw-D.

■ KPQD Crescent City, Calif.—Authorized program operating authority on 1310 khz, TPO 1 kw-D, 250 w-N.

■ KNEU Roosevelt, Utah—Authorized program operating authority on 1250 khz, 5 kw-D.

■ WOSO Old San Juan, P.R.—Authorized program operating authority on 1030 khz, 10 kw-U.

FM starts

■ *KFSK Petersburg, Alaska—Authorized program operating authority on 100.9 mhz, 10 w.

■ KJNP-FM North Pole, Alaska—Authorized program operating authority on 100.3 mhz, 25 kw.

■ KNOT-FM Prescott, Ariz.—Authorized program

AMERICAN BROADCASTING:

A skillfully edited anthology of 93 selections, this unique source book provides a comprehensive description and analysis of broadcasting in America from its pre-history to 1975.

Articles by such notables as: Edwin H. Armstrong, William L. Shirer, Edward R. Murrow, Samuel Goldwyn, Frank Stanton—to name but a few.

A must for every broadcaster's library. 723 pages, notes, tables, bibliography, index, chronological table of contents. \$26.50.

Broadcasting Book Division
1735 DeSales St., NW
Washington, DC 20036

Send me a copy of American Broadcasting. My payment of \$26.50 is enclosed.

Name _____

Address _____

City _____ State _____ ZIP _____

Summary of broadcasting

FCC tabulations as of Feb. 28, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,489	6	27	4,522	43	4,565
Commercial FM	2,949	1	69	3,019	118	3,137
Educational FM	904	0	38	942	74	1,016
Total Radio	8,342	7	134	8,483	235	8,718
Commercial TV	724	1	2	727	55	782
VHF	513	1	2	516	7	523
UHF	211	0	0	211	48	259
Educational TV	243	3	14	260	5	265
VHF	93	1	8	102	2	104
UHF	150	2	6	158	3	161
Total TV	967	4	16	987	60	1,047
FM Translators	212	0	0	0	75	287
TV Translators	3,476	0	0	0	476	3,952
UHF	1,082	0	0	0	268	1,350
VHF	2,394	0	0	0	208	2,602

*Special temporary authorization

**Includes off-air licenses

operating authority on 98.3 mhz, 3 kw.

■ KAVO Fallbrook, Calif.—Authorized program operating authority on 107.1 mhz, 3 kw.

■ KCMS Indio, Calif.—Authorized program operating authority on 103.1 mhz, 525 w.

■ KRJB Monte Rio, Calif.—Authorized program operating authority on 97.7 mhz, 495 w.

■ KQEZ Shafter, Calif.—Authorized program operating authority on 97.7 mhz, 3 kw.

■ KMIX Turlock, Calif.—Authorized program operating authority on 95.7 mhz, 1.6 kw.

■ WKUE Green Cove Springs, Fla.—Authorized program operating authority on 92.7 mhz, 3 kw.

■ WIIS Key West, Fla.—Authorized program operating authority on 107.1 mhz, 1.8 kw.

■ *WFTU-FM Orlando, Fla.—Authorized program operating authority on 89.9 mhz, .1 kw.

■ *WGAG-FM Orlando, Fla.—Authorized program operating authority on 89.3 mhz, 19 w.

■ WPXE-FM Starke, Fla.—Authorized program operating authority on 106.3 mhz, 3 kw.

■ WQZY Dublin, Ga.—Authorized program operating authority on 95.9 mhz, 3 kw.

■ WUFF-FM Eastman, Ga.—Authorized program operating authority on 92.1 mhz, 2 kw.

■ WKIG Glennville, Ga.—Authorized program operating authority on 106.3 mhz, 3 kw.

■ WGEC Soperton, Ga.—Authorized program operating authority on 103.9 mhz, 3 kw.

■ *WPCD Champaign, Ill.—Authorized program operating authority on 88.7 mhz, 3.3 kw.

■ *WOU Chicago—Authorized program operating authority on 88.7 mhz, 10 w.

■ KANY Ankeny, Iowa—Authorized program operating authority on 106.3 mhz, 3 kw.

■ KCLY Clay Center, Kan.—Authorized program operating authority on 100.9 mhz, 2.86 kw.

■ KTTL Dodge City, Kan.—Authorized program operating authority on 93.9 mhz, 100 kw.

■ WGRK-FM Greensburg, Ky.—Authorized program operating authority on 103.1 mhz, 2.75 kw.

■ KAJN-FM Crowley, La.—Authorized program operating authority on 102.9 mhz, 100 kw.

■ KWLW Many, La.—Authorized program operating authority on 107.1 mhz, 3 kw.

■ KLQQ Sulphur, La.—Authorized program operating authority on 100.9 mhz, 3 kw.

■ *WXMN Monticello, Me.—Authorized program operating authority on 88.7 mhz, 10 w.

■ *WMEM Presque Isle, Me.—Authorized program operating authority on 106.1 mhz, 100 kw.

■ WBMT Boxford, Mass.—Authorized program operating authority on 88.3 mhz, 710 kw.

Ownership changes

Applications

■ KXTC(FM) Glendale, Ariz. (92.3 mhz, 100 kw)—Seeks assignment of license from Arizona Communications to ITC Communications for \$550,000 and \$400,000 covenant not to compete. Seller: is principally owned by Richard B. and Alma C. Gilbert (husband/wife). Mr. Gilbert is consultant to applicant for CP for new FM at Carpinteria, Calif. That is only broadcast interest. Buyer: is wholly-owned subsidiary of International Tapetronics Corp., public Arizona corporation with no other broadcast holdings. Ann. March 17.

■ KLRO(FM) San Diego (94.9 mhz, 1.9 kw)—Seeks assignment of license from Multi Casting Corp. to Force Communication for \$965,000. Seller: is 100% owned by James C. Gates who owns 80% of applicant for new FM in Pasadena, Calif. Buyer: is owned (50% each) by Norman Feuer, vice president of Sudbrink Stations's WLYF(FM) Miami and WLAK(FM) Chicago and Harold W. Gore, president, treasurer, director and 90% owner of Gore Broadcasting, licensee of WTOW (AM) Towson, Md.; WGOR (AM) Toledo, Ohio; WZIP (AM) Cincinnati; KLIT (AM) Pomona, Calif.; and 5% interest in WFUN (AM) South Miami, WLYF (FM) Miami; WEZW (FM) Wauwatosa, Wis. and WLAK (FM) Chicago. Ann. March 20.

■ WACQ (AM)-WTTK (FM) Boston (AM: 1150 khz, 5 kw-U; FM: 100.7, 50 kw)—Seeks assignment of license from Plough Broadcasting to GCC Communications for \$3.3 million plus \$250,000 covenant not to compete. Seller: Licensee of WPLO (AM)-WVEE (FM) Atlanta, WCAO (AM)-WXYV (FM) Baltimore, WJJD (AM)-WJEE (FM) Chicago, WMPS (AM)-WHRK (FM) Memphis, WSUN (AM) St. Petersburg and WQXM (FM) Clearwater, both Fla., is public Delaware corporation. Buyer: is licensee of WIFL-FM Philadelphia and WEFM-FM Chicago. It is 25% owned by Alexander M. Tanger and 75% by General Cinema Corp., public Delaware corporation with controlling interest in WIFL and WEFM and licensee of WCIX-TV Miami. Ann. March 17.

■ WQTK (AM) Parsippany—Troy Hills, N.J. (1310 khz, 1 kw-D, DA)—Seeks assignment of license from Sound of America to Radio 13 Inc. for \$275,000. Seller: is 40% owned by Oscar T. Grann, 40% by D. Michael Brandewie and 20% by Daniel Hamilton, who also own WSER (AM) Elkton, Md. Buyer: is (26%) by Roy Schwartz and 11 others, none of whom has other broadcast ownership. (Mr. Schwartz owned 15% of WOWW (AM) until 1973.) Ann. March 17.

■ KBOM (AM) Bismarck-Mandan, N.D. (1270 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Matco Inc. to Bismarck-Mandan Communications for \$260,000 plus \$150,000 covenant not to compete with

William W. Matthias. Seller: see below. Buyer: is principally owned by Wesley E. Haugen, KOTA-TV Rapid City, S.D. salesman and businessman; Charles L. Tibor, Dickinson, N.D. night club proprietor; Myron H. Atkinson Jr., Bismarck, N.D. attorney, and Henry O. Nybo Bismarck, N.D. real estate broker and developer. None of buyers has other broadcast holdings. Ann. March 17.

■ KYJC (AM) Medford, Ore. and KOOK (AM) Billings, Mont. (1230 khz, 1 kw-D, 250 w-N; 970 khz, 5 kw-U, DA-N; respectively)—Seeks assignment of license from Matco Inc. to Matthias Enterprises for \$400,000. Seller: is 75% owned by Russell H. Matthias, 25% by his son William W. who, because of "irreconcilable dispute" over "growth and investment policy", are selling the above stations to Florida partnership of William Matthias and his two brothers Robert C. and Russell H. and two other stations, KBOM (AM) Bismarck-Mandan, N.D. and KBDF (AM) Eugene, Ore., to unrelated third-party purchasers. Above purchase will be followed by liquidation of assignor and distribution in kind to partnership on common closing date. Ann. March 20.

■ WMGL (FM) Pulaski, Tenn. (98.3 mhz, 3 kw)—Seeks assignment of license from SBG Enterprises to Charles Solomon, Benjamin Irvin and Roger Wright to Medium Rare Inc. for \$250,000. Seller: is owned by Messrs. Solomon (47.36%), Irvin (47.36%) and Wright (5.28%), who for tax purposes are filing above applications simultaneously. None has other broadcast interests. Buyer: is 50% owned by Robert Henry Lochte held jointly with wife, Kate B. and 50% by J.D. Austin and wife Grace Osgood. Mr. Lochte is producer/director at WTCL-TV Chattanooga; Mrs. Lochte is assistant to director of Hunter art museum, Chattanooga; Mr. Austin is Nashville banker and Mrs. Austin is social services coordinator for Nashville seasonal farm workers. None has other broadcast interests. Ann. March 23.

■ KLUK (FM) Atlanta, Tex. (99.3 mhz, 3 kw)—Seeks assignment of CP from Cass County Broadcasting to Ark-La—Tex Broadcasting for \$21,750. Seller: is principally owned by Gloria D. Herring and A.T. Moore. Mr. Moore is 49% owner KFLO (AM) Shreveport, La. Buyer: is 100% owned by David A. Wommack and licensee of KALT-AM Atlanta, Tex. Ann. March 17.

Grants

■ WWJB (AM) Brooksville, Fla. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Hunter-Knight Broadcasting Inc. to Hernando County Radio Inc. for \$275,000. Seller: is principally owned by William A. Hunter, 55%, who owns 38 1/4% of WDOT (AM) Burlington, Vt. and 35% of WTMG (AM) Ocala, Fla., and Phillip M. Knight, 28%, director and 6% owner of WTMG (AM). Both own (50%) WDAT (AM) Ormond Beach, Fla. Buyer: is 30% owned by John C. Clancy, president and general manager of WFLR-AM-FM Dundee, N.Y.; 35% by Robert L. Hinson, Penn. Yan businessman, and 35% by Donald L. Stork, Penn. Yan insurance broker and secretary-treasurer WFLR-AM-FM. Action March 17.

■ WMEX (AM) Boston (1510 khz, 50 kw-D, 5 kw-N)—Broadcast Bureau granted assignment of license from Richmond Brothers Inc., to Mariner Communications Inc., for \$2,640,000, plus \$660,000 covenant not to compete. Seller is Richard J. Richmond, administrator of estate of Maxwell E. Richard. He has no other broadcast interests. Buyer is owned by L. Joe Scallan, Elmer L. Ward Jr. and Herbert H. Hamilton, who have also bought, subject to FCC approval, KBEQ (FM) Kansas City, Mo. Action March 17.

Facilities changes

TV action

■ WLS-TV Chicago—Broadcast Bureau granted CP and license covering changes, circularly polarized ant. to be used as alternate main ant. and utilize former ant. as aux., ERP: 39.8 kw, max ERP: 81.3 kw and ant. height 1,500 ft., condition (BPCT-5,095, BLCT-2,587). Action March 20.

AM actions

■ KHCS Phoenix—Broadcast Bureau granted CP to

increase daytime power to 1 kw and change type trans., change SL, add night power with 250 w, change hours of operation to U, change ant., trans., and SL, conditions (BP-20,744). Action March 16.

■ KPOD Crescent City, Calif.—Broadcast Bureau granted license covering permit for changes, condition (BL-14,420). Action March 14.

■ WHYT Noblesville, Ind.—Broadcast Bureau granted license covering permit for changes (BL-14,317). Action Jan. 25.

■ WDEW Westfield, Mass.—Broadcast Bureau granted license covering permit for changes (BL-14,407). Action March 13.

■ KAHL North Platte, Neb.—Broadcast Bureau granted license covering permit for changes (BL-14,304). Action Jan. 25.

■ WGFT Youngstown, Ohio—Broadcast Bureau denied request for waiver of rules to treat application to increase power as minor change proposal. Action March 15.

■ KLAD Klamath Falls, Ore.—Broadcast Bureau granted CP to change hours of operation to U with 5 kw, DA-N, add nighttime trans. site, redesign SL, conditions (BP-19,618). Action March 10.

■ KWJJ Portland, Ore.—Broadcast Bureau granted license covering permit for changes (BL-14,343). Action March 15.

■ KHYM Gilmer, Tex.—Broadcast Bureau granted CP to increase power to 10 kw, change ant., change TL-SL, and change type trans., condition (BP-20,307). Action March 16.

■ KSUZ Port Neches, Tex.—Broadcast Bureau granted license covering permit for changes (BL-14,314). Action March 14.

■ WCPK Chesapeake, Va.—Broadcast Bureau granted CP to increase power to 5 kw and change type trans., condition (BP-20,368). Action March 16.

■ KIRO Seattle—Broadcast Bureau granted license covering permit for changes, condition (BL-14,378). Action March 15.

FM actions

■ *KVHS Concord, Calif.—Broadcast Bureau granted license covering changes, redescription of TL, ERP: 410 w (h&v) and HAAT: 450 ft. (h&v) (BLED-1710). Action March 14.

■ KHNH-FM Riverside, Calif.—Broadcast Bureau granted license covering changes for aux. trans. and ant., ERP: 1.7 kw (h&v) HAAT: minus 88 ft. (h&v) (BLH-7,572). Action March 14.

■ KLIR-FM Denver—Broadcast Bureau granted CP to change transmission line and TPO, ERP: 100 kw (h&v) and HAAT: 330 ft. (h&v), conditions (BPH-10,951). Action March 10.

■ KKKX-FM Denver—Broadcast Bureau granted license covering permit for changes, SL, ERP: 100 kw (max. h) 64 kw (max. v) and HAAT 750 ft. (h&v) (BLH-7,554). Action March 14.

■ WLJE-FM Valparaiso, Ind.—Broadcast Bureau granted license covering changes, ERP: 1.6 w (h&v) and HAAT: 400 ft. (h&v) (BLH-7,560). Action March 14.

■ KFML-FM Washington, Ind.—Broadcast Bureau granted license covering changes, ERP: 50 kw (h&v) and HAAT: 340 ft. (h&v) (BLH-7,547). Action March 14.

■ WLEW-FM Bad Axe, Mich.—Broadcast Bureau granted license covering changes, ERP: 3 kw (h&v) and HAAT: 235 ft. (h&v) (BLH-7,562). Action March 14.

■ WFBE-FM Flint, Mich.—Broadcast Bureau granted CP to change type trans., ERP: 10 kw (h&v) and HAAT: 240 ft. (h&v) (BPH-10,620). Action March 14.

■ WMUS-FM Muskegon, Mich.—Broadcast Bureau granted license covering changes, ERP: 50 kw (h&v) and HAAT: 270 ft. (h&v) (BLH-7,559). Action March 14.

■ WLDR-FM Traverse City, Mich.—Broadcast Bureau granted license covering changes, ERP: 50 kw (h&v) and HAAT: 590 ft. (h&v) (BLH-7,561). Action March 14.

■ *KAVS Thief River Falls, Minn.—Broadcast Bureau granted license covering changes, delete remote control, ERP: 1.8 kw (h&v) HAAT: 82 ft. (h&v) (BLED-1713). Action March 14.

■ WLOS-FM Asheville, N.C.—Broadcast Bureau

granted license covering changes, ERP: 48 kw (h&v) and HAAT: 2,620 ft. (h&v) (BLH-7,600). Action March 14.

■ *WCWT Centerville, Ohio—Broadcast Bureau granted license covering changes (BLED-1,706). Action March 14.

■ KJIL-FM Bethany, Okla.—Broadcast Bureau granted CP to change TL, install new ant., make changes in ant., change TPO, ERP: 3 kw (h&v) and HAAT: 300 ft. (h&v) (BPH-10,811). Action March 7.

■ KTCU-FM Fort Worth, Tex.—Broadcast Bureau granted license covering changes, ERP: 3 kw (h&v) HAAT: 125 ft. (h&v) (BLED-1,731). Action March 14.

■ KWHO Salt Lake City—Broadcast Bureau granted license covering changes, ERP: 30 kw (h&v) HAAT: 490 ft. (h&v) (BLH-7,596). Action March 14.

■ WBES-FM Charleston, W. Va.—Broadcast Bureau granted license covering changes, ERP: 50 kw (h&v) HAAT: 360 ft. (h&v) (BLH-7,565). Action March 14.

■ WZUU-FM Milwaukee—Broadcast Bureau granted license covering changes, ERP: 34 kw (h&v) HAAT: 610 ft. (h&v) (BLH-7,581). Action March 14.

In contest

Designated for hearing

■ Phoenix—Broadcast Bureau designated for hearing mutually exclusive applications of American International Development, KXIV Inc., Radio Phoenix, and Herbert W. Owens Jr. for new FM on ch. 260 (BC Doc. 78-40-43). Action March 17.

■ Palm Springs, Calif.—Broadcast Bureau designated for hearing mutually exclusive applications of Gray-Schwartz Broadcasting, KPSI Radio Corp., and Westminster Broadcasting for new FM on ch. 265 (BC Docs. 78-104-106). Action March 15.

Case assignment

■ Joplin, Mo. and Pittsburg, Kan., Gilmore Broadcasting (KODE-TV), Mid-Continent Telecasting (KOAM-TV) and Mid-America Broadcasting (KTVJ-TV) renewal proceeding: (BC Doc. 78-81-83)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ John H. Conlin to serve as presiding judge, scheduling prehearing conference for May 2 and hearing for June 13 in Joplin. Action March 17.

Procedural rulings

■ Burbank and Pasadena, Calif., George E. Cameron Jr. Communications (KROQ[AM]) et al, FM proceeding: (Docs. 20,629-31)—ALJ John H. Conlin granted motion by Cameron and Burbank Broadcasting and extended to April 13 time to file responses to petition to enlarge issues filed by Broadcast Bureau. Action March 10.

■ Fresno, Calif., McClatchy Newspapers (KMJ-TV) and San Joaquin Communications, TV proceeding: (Docs. 21,274-6)—ALJ Thomas B. Fitzpatrick advanced hearing date from April 11 to April 10. Action March 15.

■ Cicero, Ill., Radio Cicero et al AM proceeding: (Docs. 21,247-51, 21,253)—ALJ Daniel M. Head denied motion by Radio Cicero for summary decision and limited general ascertainment issue against Radio Cicero to determine whether it conducted adequate community leader survey. Action March 17.

■ Little Falls, Minn., Little Falls Radio and Little Falls Broadcasting, FM proceeding: (Docs. 21,169-70)—ALJ Lenore G. Ehrig granted joint motion by applicants and postponed procedural dates indefinitely including hearing scheduled for April 4. Action March 20.

■ Bozeman, Mont., Burt H. Oliphant et al, FM proceeding: (BC Doc. 78-15-17)—ALJ Reuben Lozner set certain procedural dates, scheduled hearing on June 15 and rescheduled evidentiary hearing for June 27. Action March 16.

■ Woodstock and Saugerties, N.Y., Woodstock Communications et al, FM proceeding: (Docs. 21,443-5)—ALJ Byron E. Harrison set certain procedural dates and scheduled hearing for June 6. Action March 17.

■ Carlisle, Pa., WIOO Inc. and Carlisle Broadcasting Associates, AM proceeding: (Docs. 21,506-7)—ALJ Lenore G. Ehrig rescheduled hearing from July 11 to July 25. Action March 21.

Initial decisions

■ Healdsburg, Calif.—ALJ Joseph Stirmer granted application of North Coast Communications for new FM on ch. 225. Action March 17, becomes effective in 50 days barring appeal or review.

■ Baltimore, J. B. Broadcasting of Baltimore (WEBB[AM]) AM proceeding: (Doc. 21,012)—ALJ Frederick W. Denniston reaffirmed March 3 dismissal order. Action March 16.

■ Gilmer, Tex., KHYM Broadcasting and Daniels Broadcasting FM proceeding: (Docs. 21,281-2)—ALJ James K. Cullen, Jr. denied petition by KHYM for appeal. Action March 21.

FCC decisions

■ Monroe, Ga.—Commission denied Community Broadcasting review of FCC Review Board action granting Monroe Broadcasting new unlimited time AM on 1490 khz. Action March 22.

■ St. George, Utah—Commission denied Julie P. Miner review of July 19, 1976 Review Board decision granting application of Albert L. Crain for new AM on 890 khz. Action March 22.

Other actions

■ Commission voted to require all broadcast stations employing 5 or more persons fulltime to file written equal employment opportunity programs. All stations that did not file EEO program at renewal time must file by June 30. Action March 22.

■ Commission proposed revising definition of legally qualified candidates who qualify for equal opportunities and access to air time in political campaigns on broadcasting and cablecasting facilities. Comments due May 1, replies May 16. Action March 16.

■ Commission issued revised listing of acceptable condition of following forms: 301-A, 303-A, 303-R, 316, 324, 342, 349-R, 395. Action March 20.

Please send

Broadcasting

The newsworthy of broadcasting and allied arts

Name _____	Position _____
Company _____	
☐ Business Address	
☐ Home Address	
City _____	State _____ Zip _____

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

Subscriber Service

- ☐ 3 years \$90
- ☐ 2 years \$65
- ☐ 1 year \$35
- (Canadian and other international subscriptions add \$8 per year)
- ☐ 1978 Cable Sourcebook \$20.00 (If payment with order: \$15.00)
- ☐ 1978 Yearbook \$37.50 (If payment with order: \$32.50)
- ☐ Payment enclosed
- ☐ Bill me

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

Fines

- **KATY(AM)** San Louis Obispo, Calif.—Broadcast Bureau denied application of licensee for remission or mitigation of \$500 fine for repeated failure to give notice of intent to broadcast telephone conversation of parties called by station's staff on Dec. 7 and 15, 1976. Action March 10.
- **KAIL-TV** Honolulu—Broadcast Bureau notified licensee of apparent liability for \$500 for repeated failure to have posted valid operator license or form 759 for Kenneth McCorkle. Action March 2.
- **KRKO(AM)** Everett, Wash.—Broadcast Bureau notified licensee of apparent liability \$1,600 for repeated failure to have in operation approved trans. and ant. monitor, which is type approved when in directional mode of operation. Action March 3.
- **KSEM(AM)** Moses Lake, Wash.—Broadcast Bureau ordered licensee to forfeit \$1,000 for repeated operation of station with power in excess of 105% of authorized. Action March 10.

Allocation

Action

- **Newport and Burlington, Vt.**—Broadcast Bureau proposed reassigning and reserving for noncommercial use ch. 300 from Newport to Burlington or alternatively retaining ch. 300 at Newport in response to petition by Vermont Public Radio. Comments due May 12, replies June 1. Action March 15.

Rulemaking

Petitions

- **Bethesda, Md.** MDV Television amended petition to request assignment of ch. 47 to Salisbury, Md. and assignment of ch. 64 to Seaford, Del. as noncommercial with dereservation of ch. 38 there or as alternative to assign ch. 64 to Seaford for commercial use and ch. 38 remain unreserved noncommercial. Ann. March 20.
- **Meridian, Miss.**—Southern Television requests amendment of TV table of assignments to assign ch. 49 to Okolona, Miss. Ann. March 20.
- **New York**—CBS requests institution of rulemaking looking toward addition of 38.6 to 40 ghz to frequency bands available for television aux. use. Ann. March 20.
- **Washington**—National Association of Broadcasters petitions for reconsideration of amendment of Part 76 of rules governing importation of radio signals by cable television systems. Ann. March 20.

Actions

- Commission opened inquiry on whether to adopt guidelines or rules to insure political candidates for federal elective office receive reasonable access on radio and TV. Comments due May 1, replies May 16. Action March 16.
- Commission proposed adding rules enforcing broadcasters' obligations to respond promptly and accurately to FCC correspondence and inquiries. Comments due June 26, replies July 26. Action March 22.
- Commission has proposed rules to bar any primary FM station from establishing or later supporting any FM translator station beyond primary station's 1 mV/m contour. Action March 22, becomes effective May 5.
- **Chief, Broadcasting Bureau** on request of Central Virginia Educational Television Corp. extended from March 24 to April 24 time for filing comments and from April 17 to May 18 time for filing replies in matter of amendment Section 76.606(b), TV table of assignments (Washington, Waldorf, Md., Fairfax and Front Royal, Va.) (BC Doc. 78-52). Action March 22.

Translators

Actions

- **K081Z BP** Alaska Camp, Prudhoe Bay, Alaska—Broadcast Bureau granted mod. of permit to extend

completion date for VHF translator to Sept. 7 (BMPT-TV-914). Action March 7.

- **K041L** Kivalina, Alaska—Broadcast Bureau granted license covering permit for changes for VHF translator (BLTTV-4,988). Action March 2.
- **K10VN** Kongiganak and Cape Newenham, Alaska—Broadcast Bureau granted license covering permit for changes for VHF TV translator (BLTTV-4,995). Action March 2.
- **K05FU** Sutton, Alaska—Broadcast Bureau granted license covering permit for new VHF TV translator (BLTTV-4,955). Action March 2.
- **K04JC** Bouse, Ariz.—Broadcast Bureau granted license covering permit for VHF TV translator (BLTTV-5,001). Action March 2.
- **K110B** Bouse, Ariz.—Broadcast Bureau granted license covering new VHF TV translator (BLTTV-5,002). Action March 2.
- **K130N** Glen Haven, Colo.—Broadcast Bureau granted license covering permit for changes for new VHF TV translator (BLTTV-4,996). Action March 2.
- **K0210** Redstone and Crystal River, Colo.—Broadcast Bureau granted license covering permit to new VHF TV translator (BLTTV-4,999). Action March 7.
- **K10GA** Sandpoint and Priest River, Idaho—Broadcast Bureau granted license covering permit for changes for VHF TV translator (BLTTV-4,957). Action March 1.
- **W03AM** Harrison, North Bridgton and Bridgton, Me.—Broadcast Bureau granted mod. of permit to extend completion date for VHF TV translator to Sept. 7 (BMPTTV-913). Action March 7.
- **K03CS** Broadus, Mont.—Broadcast Bureau granted license covering permit for changes for VHF TV translator (BLTTV-4,972). Action March 1.
- **K07AI** Broadus, rural Mizpah, Mid Powder River Communities and Upper Powder Community, Mont.—Broadcast Bureau granted license covering permit for changes for VHF TV translator (BLTTV-4,973). Action March 1.
- **K55BD** Princeton, Mo.—Broadcast Bureau granted mod. of permit to extend completion date for UHF TV translator to Sept. 7. (BMPTT-993). Action March 7.
- **K60AU** Spickardville, Mo.—Broadcast Bureau granted mod. of permit to extend completion date for UHF TV translator to Sept. 7 (BMPTT-994). Action March 7.
- **K04CV** Broken Bow, Neb.—Broadcast Bureau granted license covering permit for changes for VHF TV translator (BLTTV-4,953). Action March 2.
- **K091X** Cody, Neb.—Broadcast Bureau granted license covering permit for changes for VHF TV translator (BLTTV-5,000). Action March 1.
- **K08CV** Lund and Preston, Nev.—Broadcast Bureau granted license covering permit for changes for VHF TV translator (BLTTV-4,970). Action March 1.
- **K10VU** Lund and Preston, Nev.—Broadcast Bureau granted license covering permit for changes for VHF TV translator (BLTTV-4,971). Action March 1.
- **K10KJ** Mescalero, N.M.—Broadcast Bureau granted license covering permit for changes for VHF TV translator (BLTTV-4,978). Action March 2.
- **K21LV** Camas Valley, Ore.—Broadcast Bureau granted license covering permit for changes for VHF TV translator (BLTTV-4,991). Action March 2.
- **K06JA** Cedar Canyon, Utah—Broadcast Bureau granted license covering permit for new VHF TV translator (BLTTV-4,992). Action March 2.
- **K07OR** Cedar Canyon, Utah—Broadcast Bureau granted license covering new VHF translator (BLTTV-4,993). Action March 7.
- **K07OY** Orderville and Glendale, Utah—Broadcast Bureau granted license covering permit for new VHF TV translator (BLTTV-5,003). Action March 2.
- **K08DX** Prescott, Wash.—Broadcast Bureau granted license covering permit for changes for VHF TV translator (BLTTV-4,997). Action March 2.

Cable

Certification actions

- **CATV** Bureau granted following operators of cable TV systems certificates of compliance:

■ **Madison County CATV**, for Madison, Miss. (CAC-09997); **Greater Hartford CATV** for Manchester, Glastonbury, Newington, Rocky Hill, all Conn. (CAC-10133-6); **Cablevision of Austin**, for Austin, Minn. (CAC-12082); **Cablevision of Albert Lea**, for Albert Lea, Minn. (CAC-12083); **Sumner Cable TV**, for Wellington, Kan. (CAC-12090); **Cablevision of Knox County**, for Camden, Me. (CAC-12117); **Tele-Media of Lake Erie**, for Geneva, Geneva township, Geneva-on-the-Lake, Madison, Harpersfield, all Ohio (CAC-12003-8); **Sammons Communications**, for Pike, Miss. (CAC-08960); **Louisville Cable**, for Wadley, Ga. (CAC-12023); **Nation Wide Cablevision**, for Tumwater, Olympia, both Wash. (CAC-12029-30); **Marion CATV**, for Marion Ohio (CAC-08954); **Warner Cable of Brauford**, for Bradford, Foster, Louis Run, all Pa. (CAC-09622-5); **City Cable**, for Greensburg, Ky. (CAC-09932); **Clay City Cable TV**, for Clay City, Ky. (CAC-09952); **Cox Cablevision**, for Estoria, Clatsop, Hammond, Seaside, Gearhart, all Oregon (CAC-10355-60); **Teleprompter of Trinidad**, for Trinidad, Jansen, both Colo. (CAC-10440-1); **Piggott Video Cable**, for Piggott, Clay, both Ariz. (CAC-10495-6); **Citizens Cable Communications**, for Aboite, Wayne, both Ind. (CAC-10500-1); **Capital Cable**, for Austin, Bergstrom AFB, both Tex. (CAC-10623-4); **Liberty TV Cable**, for McComb, Ill. (CAC-10661); **Haystack Cable Vision**, for Sharon, Norfolk, both Conn. (CAC-10819-20); **Midwest Video**, for Clovis, Cannon AFB, Texaco, Farwell, all Tex. (CAC-11079-82); **Cablevision of Mt. Airy**, for Mt. Airy, Toast, N.C. (CAC-11128-9); **State TV Cable**, for Chico, Calif. (CAC-11142); **Blytheville TV Cable**, for Blytheville, Ark. (CAC-11144); **American TV and Communications**, for Tonkawa, Woodward, both Okla. (CAC-11174-5); **Piggott Video Cable**, for Piggott, Clay, both Ariz. (CAC-11399-400); **Coastside Cable TV**, for Half Moon Bay, El Granada, Moss Beach, Montara, all Calif. (CAC-12034-7); **Cape Cable TV Associates**, for Orleans, Brewster, both Mass. (CAC-12198-9); **Sammons Communications**, for Elk City, Okla. (CAC-12284).

Services

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

CHLADEK & ASSOCIATES

Cable Origination/Access/M.D.S.
(212) 475-1550
110 East 23rd St.,
New York, N.Y. 10010

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 354-3400

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCE

CARL T. JONES ASSOCS.
(Formerly Gautney & Jones)
CONSULTING ENGINEERS
2990 Telesat Ct., Suite 405
(703) 560-6800
Falls Church, Va. 22042
Member AFCE

LOHNES & CULVER
Consulting Engineers
1156 15th St. N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCE

SILLIMAN, MOFFET & KOWALSKI
Washington, D.C. Area
8701 Ga. Ave., Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
1925 N. Lynn St., Arlington, VA 22209
JOHN A. MOFFET, P.E.
(703) 841-0500
Member AFCE

**STEEL, ANDRUS
& ASSOCIATES**
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 384-5374
Member AFCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 400
1730 M St. N.W., 659-3707
Washington, D.C. 20036
Member AFCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.-80206
(303) 333-5562
DENVER, COLORADO
Member AFCE

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
Consulting Radio Engineers, Inc.
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCE

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558 (AC 713) 632-2821

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
3525 N. Stone Way
Seattle, Washington 98103
(206) 633-2885
Member AFCE

**MIDWEST ENGINEERING
ASSOCIATES**
Consulting Engineers
6934 A N. University
Peoria, Illinois 61614
(309) 692-4233
Member AFCE

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design Modifications,
Inspections, Supervision of Erection
7801 BURFORD DRIVE McLEAN, VA 22101
Tel (703) 356-9504
Member AFCE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. BOX 18312 (214) 321-8140
DALLAS, TEXAS 75218

**Satellite Telecom
Services, Inc.**
Management and Engineering
Consulting Services
2971 Flowers Rd. So.
Atlanta, Ga. 30341
404-455-8369

KESSLER ASSOCIATES
Consulting Engineers
AM-FM-TV-Microwave Systems
1511 N.W. Sixth Street
Gainesville, Florida 32601
(904) 376-3157 • (904) 373-5225

**D. L. MARKLEY
& Associates, Inc.**
CONSULTING ENGINEERS
3101B W. Harmon Hwy.
Peoria, Illinois 61604
309/673-7511
Member AFCE

RADIO ENGINEERING CO.
PO Box 2352, Palos Verdes, Ca 90274
CONSULTANTS
ALLOCATIONS, INSTALLATIONS, FIELD
ANTENNA & TYPE ACCEPTANCE MEASUREMENTS
NORWOOD J. PATTERSON
(213) 541-7379
Serving Broadcasters over 35 years

**JOHN FX. BROWNE
& ASSOCIATES, INC.**
CONSULTING ENGINEERS
1901 Pennsylvania Ave. NW
Washington, D.C. 20006
25 West Long Lake Road
Bloomfield Hills, MI 48013
Tel. (313) 642-6226 (202) 293-2020
Member AFCE

RALPH E. EVANS ASSOCS.
Consulting Telecommunications
Engineers
AM-FM-TV-CATV-ITFS
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone: (414) 242-6000
Member AFCE

DON'T BE A STRANGER
To Broadcasting's 157,000+ Readers
Display your Professional or Service
Card here. It will be seen by the deci-
sion-making station owners and man-
agers, chief engineers and technicians,
applicants for AM, FM, TV and buyers of
broadcasting services.
*1977 Readership Survey showing 44
readers per copy

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Attorneys

LAUREN A. COLBY
Attorney-at-law
15 N Court Street
Frederick, Md 21701
Tel 301-663-1086
Specializing in matters involving the
Federal Communications Commission

Clifford J. Bond, III
Telecommunications Law
ATLANTA 1-800-334-8690
WASHINGTON (919) 727-1255
WINSTON-SALEM

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Major Midwest market station wants aggressive dedicated Manager—strong in Sales and Management. Excellent base, strong profit incentive plus stock ownership plan to create meaningful equity base. Station now strong in billings and ratings. No crisis. Will wait for right person. Confidentiality assured. Could meet during NAB. Box C-252.

Florida AM/FM Seeking strong, experienced Sales Manager with a proven record of agency and direct selling. Able to develop and lead a powerful sales team. Equal Opportunity Employer. Send resume to Box C-282.

General Manager Wanted For AM and Powerful FM on Florida Coast. The ideal candidate will have solid General Management experience, able to provide knowledgeable leadership in all areas. Must also be capable of developing and servicing larger accounts. Community oriented. Salary, attractive, fringes, and share in profits. Group owner. Equal Opportunity Employer. Send resume to Box C-280.

Sales Manager Ready to take challenge to build second year 50kw California FM to major billing heights. Excellent income and growth prospects to person who can get results. All the tools are here, astounding second book ratings, top flight new Program Director and excellent supporting team. Contact Gary Willson, Owner & General Manager, K104, 12592 South Cedar Ave., Fresno, CA 93725. 209-834-5904.

Several Key Management positions available in rapidly growing Broadcast School type operation. \$10,000—\$22,000 a year. New York & Philadelphia area offices. Out of area applicants interviewed at your expense. Reply Box D-43.

Group broadcaster has opening for station manager in one of its smaller markets. This is a chance for a sales pro to move up. Further advancement in chain possible. Box D-61.

General Sales Manager—AM Radio Station in major Mid-West market. Group owned, long established station has opening for a Sales Manager to supervise both National Sales Rep. and local sales staff of five persons. Must have proven ability to administer, train and motivate. Excellent fringe benefits, advancement opportunities. Equal Opportunity Employer. Send resume, references, salary requirements to Box D-75.

Manager-trainee for West Texas Station. Must have sales background.... ambitious. Great market potential in fastest growing part of the nation. Great place to live, good draw and incentive program. Send resume to Box D-100.

General Manager needed for Alaska's first station above the Arctic Circle. KOTZ, Kotzebue. Applicants must have 5 years experience in management, programming, news, and public affairs, as well as a thorough working knowledge of FCC Rules and Regulations. Experience in working with volunteers helpful. Send a complete resume of professional experience to: Michael F. Porcari, Executive Director, Alaska Public Broadcasting Commission, 308 G Street Anchorage, AK 99501. Salary \$24,000 per year. Kotzebue Broadcasting is an equal opportunity employer.

Public Radio Station Manager. KRSW-FM, a Minnesota Public Radio network station in Worthington, Minnesota seeks station manager. Responsible for staff of five. Strength in promotion, fundraising, community relations, radio programming. Background in arts or journalism. Salary 14K to 16.5K depending on experience. For complete description, send stamped self-addressed envelope to T Kigin, KRSW Box E, MPR, 400 Sibley St, St Paul MN 55101. EOE/AA.

HELP WANTED SALES

Wanted: Aggressive salesperson who is ready to move up to a group-owned major facility in a major New England market. Send resume ASAP. EOE. Box C-254.

Wanted: Top-Flight street fighters who want to earn big money. Major East Coast Market (1,000,000 +). Will only consider experienced professionals. Progressive new owners are interested in your track record, resume and experience. Rapid advancement to Management. EOE. 703-273-4000.

Highest billing AOR in rich Northeast Medium Market looking for experienced, competitive sales person capable of high earning who will be given full support training in all phases of our aggressive operation. Box D-20.

Not for Everyone. Combination sales and morning person (limited sign on schedule). Have qualifications and definite interest in management potential. If qualified the only person ahead will be the President-General Manager. Highly respected FM in the midwest with excellent growth potential. Request tape after receiving complete resume. Box D-23.

How would you like to be the number one sales person for the only FM stereo country station in a five county area of a Southeastern state? Radio sales is a must. Other talents properly appreciated. Send resume Box D-24.

Sales Manager for aggressive Southwest Modern Country Station. Must be able to lead, station is very promotion minded. Excellent pay, conditions and future. Company car furnished. Send resume to Box D-31.

Aggressive group needs account executives at Illinois, Tennessee, and West Virginia stations due to fast growth. Prior experience desirable but not essential. Send resume to Jim Glassman, Vice President, Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864. Please do not call.

Modern Country station in Ohio Resort community. Salespersons needed to sell our expanded signal coverage area. Perfect for family person wanting to leave the big city rat-race. Can include some announcing. Contact Gerry Cook, WKKI, 419-586-7715.

Salesperson Wanted—Located in beautiful Rockies. Contact Jim Williams, KCAP AM & FM, P.O. Box 1165, Helena, MT. 406-442-4490.

Nine year old youth-oriented music newspaper seeks (3) aggressive retail salespeople. We've had great success with our radio "converts". Our last makes \$25,000. \$250 draw vs. 20%. Interview on Long Island necessary. Resume: Good Times, 24 Lumber Rd, Roslyn, NY 11576.

Mature, self-starter, aggressive salesperson with good track record for growing medium market. Good opportunity for person who can produce sales. Excellent fringe benefits. Resume to P.O. Box 3246, Burlington, NC 27215.

If you're a creative Small Market, RAB trained, retail specialist with outstanding track record of new account/repeat business success now anxious to move up. This group-owned Radio Broadcaster in medium, good-life community is looking for honest, stable, dynamic self-starter eager to make more money and willing to learn from the best. Future is up to you! Call Dave Gifford 814-456-2096.

Northeast medium market High-power FM rocker and community-oriented adult contemporary AM looking for bright, knowledgeable, enthusiastic sales person who wants to grow. Our top-rated combination is growing so fast we need a real pro to maximize our sales effort. All replies in confidence. EOE. Box D-52.

Sales person for unique, dynamic, radio operation. Straight 15%, experience preferable. Send resume. EOE. Box D-96.

Are you completely satisfied? Are you qualified to do a top-rated 2 hour morning show and handle sales manager job. We can make you an attractive offer. Small, Western Piedmont NC market. Send resume to Box D-86.

Eau Claire, Wisconsin's Z-100 and WJJK-AM are looking for sharp male/female account rep with two year's minimum experience. Good move up with major company. Benefits include insurance and pension. Salary to start then commission. Contact Wayne Phillips, 715-835-5111.

Denver area AM-FM Beautiful Music stations seeking experienced account executive. Prefer radio, television, print or agency background to call on agencies and direct accounts. Experience in media planning, traffic and production procedures helpful. Good list of accounts. We offer a good compensation plan, stability and an association with an outstanding staff of professionals of well respected stations. Send resume and references to Al Perry, General Manager, KOSI AM-FM, P.O. Box 98, Aurora, CO 80040. If you've wanted to settle down in one of the greatest family living areas, act now. An equal opportunity employer—M/F.

Sales Manager. Must be self starter, proven track record, take over established account list. Will consider strong salesperson ready to move up. Fringe benefits. Send complete resume, account list history, current earnings to General Manager, WITY, Box 142, Danville, IL 61832. Equal Opportunity Employer.

Local Sales Person needed immediately. Excellent opportunity E.O.E. Send resume to Bob Outer, WBNR, P.O. Box 482, Newburgh, NY 12550. 914-562-1260.

Sales Manager wanted for Southern Connecticut. AM MOR. Agency experience requested. Excellent potential, salary and benefits. Send resume and requirements to Ken Dawson, P.O. Box 309, Windsor, CT 06095.

Sales Manager—fulltime AM Modern Country Station. Mature professional radio salesperson who enjoys working with people. Excellent compensation plus benefits. Future equity possible. EOE send resume and references. Clark G. Cook, Pres., WKOP, Box 567, Binghamton, NY 13902.

Salespersons needed at new station. Combos considered. Brookhaven, Box S386, Medford, NY 11763 EOE.

Executive sales Chapman Associates, media brokers, has opening for an additional Associate. Applicant must have successful sales record—this is straight commission field—and be of good character. Training will be furnished. Contact Paul Chapman, Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

Ohio FM Seeking aggressive sales person for small West Central Ohio community, Class A FM. Some on air experience helpful. Call 419-294-2848. WYAN-FM. EOE.

HELP WANTED ANNOUNCERS

Needed immediately, experienced AOR and Adult Contemporary Communicators for large Midwest chain ranging from the Gulf of Mexico to the Lakes of Minnesota. Become involved with a growing twelve station organization. Send tapes and resume's to J.J. Justin, Leighton Enterprises, Inc., 501 Proctor Street, Port Arthur, TX 77640.

Need experienced professional broadcaster for production, copy and traffic. Emphasis on production. Salary commensurate with ability. Send resume and tape to Bert Silverman, WSVS, 800 Melody Lane, Crewe, VA 23930. EOE.

Experienced Promotion Supervisor-Announcer for Iowa Contemporary. Box D-1.

DJ-Announcer. Adult Contemporary format. Experienced only. Sports knowledge. Air-check & resume. No phone calls. WFVA, Fredericksburg, VA.

HELP WANTED ANNOUNCERS CONTINUED

Major Market Station has opening for seasoned Talk Show Host. Must be informed, issue oriented, good communicator and have proven track record in a top 20 ADI. Send resume to Box D-19.

Successful South Florida Station seeking experienced Announcers and Salespeople. Adult Contemporary operation. Equal Opportunity Employer. Box D-27.

Not for everyone. Combination morning person (limited sign on schedule) and sales. Have qualifications and definite interest in management potential. If qualified the only person ahead will be the President-General Manager. Highly respected FM in the Midwest with excellent growth potential. Request tape after receiving complete resume. Box D-37.

Modern Country station in Ohio Resort community. Announcer-sales position open. Perfect for family person wanting to leave the big city rat-race. Contact Gerry Cook, WKKI, 419-586-7715.

WASK, Lafayette, Indiana, has an opening for an experienced MOR/Pop Morning Person. Tape and resume to Jerry Collins.

Exciting Opportunity! Person wanted who can write, produce and announce spots for N.E. Station. Send resume to Box D-14.

Small market, contemporary station in Kentucky with outstanding facilities is looking for a jock to work 31-hour per week air shift, plus production. Sales is also available on part-time basis in lucrative city. This would be a good second job to polish your act. Box D-57.

Talk Show Host. Major Midwest Market—for summer replacement. Permanent job possible. Box D-70.

Major Midwest Station Medium Market, looking for morning talent. Full-service, humor oriented personality format. Professional co-workers, pleasant community, friendly neighbors. This could be your final move! AM/FM/TV operation. Our employees know about this ad. Send confidential resume and salary requirements. Box D-87.

Morning talent—small market FM, MOR format, New York State. Heavy music or sports background. Experienced communicators only. Send resume and salary requirements. EOE. Box D-95.

Warm & Friendly. Tape & Resume to Brookhaven, Box A386, Medford, NY 11763.

Florida MOR soft format with standard pop fills, seeks personality. Must be strong on production, minimum two years experience with Third Class License with endorsement. No floaters. Opportunity for advancement with small public company. Excellent medical program, delightful living by ocean. Send resume, tape and salary requirements Randolph H. Millar, WIRA, Fort Pierce 33450. An Equal Opportunity Employer.

Experienced Announcer-Newsperson, EOE. WPHM, 2379 Military Street, Port Huron, MI 48060.

Boston Area Beautiful Music Station needs top-notch announcer for air & production. Send tape & resume to Station Manager, WWEL, 99 Revere Beach Pkwy, Medford-Boston, MA 02155. EEO employer.

Award-Winning Modern Country station in Nashville area needs experienced air person who can handle Music Director's job and production. A good position for the guy or gal who wants to grow in this field. Tape and resume to WDXN, Box 724, Clarksville, TN 37040. An Equal Opportunity Employer.

Wanted Rock Announcer for afternoon shift. Rush tape and resume to WYTI Radio, Box 430, Rocky Mount, VA 24151. Equal Opportunity Employer.

Talk Host Wanted. Excellent salary. Major Market, beautiful climate. Tape to Jeff Conrad, K-108, 575 Cooke, Honolulu 96813. No calls.

Morning Person with experience. Possible Sales. Progressive Country with WDZD-FM on North Carolina Coast. 919-754-8171.

Oregon Calls/ Opening for production oriented announcer who does not object to handling automation part of the shift. Great area to live, work and partake of our fantastic recreational opportunities. A.M. is 5000 watts "Traditional Country" with a full-time C.P. FM. is Automated Contemporary. It's a 5 station market. Tapes and resumes immediately to Charlie Walters, Program Manager, P. O. Box 960, Klamath Falls, OR 97601. E.O.E./M.F.

Beautiful music stations seek qualified applicants for future openings. Must have good voice, production skills, and 3rd endorsed. Send tape, resume, and financial requirements to: John Neal, WSIV AM & FM, 28 S. 4th, Pekin, IL 61554. An Equal Opportunity Employer.

Immediate Opening for combination Sports Director experienced in high school baseball/football Play-By-Play and MOR DJ shift. Assist with production/music. Rush resume/salary requirement to: Box D-13.

West Texas Station has opening for News-Sports Announcer. Excellent advancement opportunities. Send background to Box D-99.

HELP WANTED TECHNICAL

If you are a technical crackerjack who would like to spend his time in a pleasant well-equipped lab, 35 miles west of Phila., doing challenging things for a 5000-watt full-time AM station and a 100-mile (soon to become 250) sophisticated CATV system (microwave, too!), call Louis Seltzer at 215-384-2100 or write to WCOJ/Cable TV of Chester County, P.O. Box 231, Coatesville, PA 19320. E.O.E.

Chief Engineer: KKBK/KPTL, Carson City, Nevada. Must have directional and digital electronics, familiar with micro-wave and strong on maintenance. Call 702-882-6263, or send resume to P.O. Box 653, Carson City, NV 89701. E.O.E. M/F.

Atlanta Based Group Owner is seeking an Assistant Director of Broadcast Operations/Engineering. Applicants should have a strong technical background and at least five (5) years experience as a Chief Engineer. This position involves travel to our stations as well as various administrative duties. Contact Steve Shrader, P.O. Box 647, Atlanta, GA 30301. Telephone 404-873-2355. EOE.

Assistant Chief or Chief for radio station chain, AM, FM & automation. Experience—will train—must be aggressive, willing to learn. Announcing, production or sales helpful. Send tape and resume to Ray Lockhart, KOGA Box 509, Ogallala, NE 69153.

\$200.00 Reward for information leading to the employment of Chief Engineer. Turn yourself in & collect. Must have Studio, Automation, Transmitter experience. Above average salary & benefits. Call David Hurlbut, VP/GM, WYER AM/FM, Box 553, Mt. Carmel, IL 62863. 618-262-5111.

Chief engineer wanted for directional AM and stereo FM stations in Delaware. Maintenance, proofs, troubleshooting and FCC R&R knowledge required. Solid opportunity. Call 1-302-422-7575. WTHD/WAFL, Milford, DE.

Major University seeks Broadcast Engineer for maintenance duties for Fine Arts non-commercial FM station. Transmitter maintenance experience required. Music recording experience desirable. Send resume to Personnel Office, 1818 Terrace Avenue, The University of Tennessee, Knoxville, 37916. The University of Tennessee has an Equal Opportunity/Affirmative Action Program for students and employees.

Kentucky—need experienced chief. Major engineering planned. Combo desired, but not necessary. Call Jim Ballard, 606-248-5842.

Chief Engineer. Contemporary 5KW DA, 1KW, NDN and AOR Class 3 FM. Knowledge of antenna and transmitter. Relatively new studios. No automation. Growth oriented. State salary, submit resume to WILS, 600 West Cavanaugh Road, Lansing, MI 48910.

Chief Engineer AM-FM Stereo, work under Engineering Director. Audio and transmitter maintenance. Limited assignment, news or programming. Reply to Jimmy Young, KPET, Box 30, Lamesa, TX 79331. EOE/M/F.

Chief Engineer needed for Alaska's first station above the Arctic Circle. KOTZ, Kotzebue, 5KW AM Full-time non-directional. First Phone plus 5 years experience in AM operations and studio equipment maintenance. Unusual opportunity for ambitious self-starter. Send a complete resume of professional experience to: Paul H. Davis, Engineer, Alaska Public Broadcasting Commission, 308 G Street, Anchorage, AK 99501. Salary: \$22,000 per year. Kotzebue Broadcasting is an equal opportunity employer.

HELP WANTED NEWS

Sports. Number-2 PBP. News assistance. Sales if desired. We do considerable sports! West-Midwest. EOE. Write Box D-30.

News Director position open. Station has a strong commitment to Local news. Applicants should have strong background, experience and good voice. Send tape, sample of writing, resume and salary requirements to: Tom Casey, WRTA, Box 272, Altoona, PA 16603.

Modern Country station in Ohio Resort community. News person for morning drive, some experience preferred, good voice a must. Includes some sales work. Contact Gerry Cook, WKKI, 419-586-7715.

Newsperson for leading AM-FM operation in multi-station market preferably with two years experience. Send tape and resume to Mr. Lenny Reeves, The WROM stations, P.O. Box 1546, Rome, GA 30161.

Small market leader in Missouri seeks newsperson with wide broadcasting background. Board shift mandatory—PBP helpful. Box D-102.

NFL Radio play-by-play Announcer opening. Applicants should have recent NFL or Major College Football play-by-play experience. Send tape and resume to: Tom Barsanti, Operations Manager, KCMO Radio, 4500 Johnson Drive, Fairway, KS 66205. An Equal Opportunity Employer, M/F. No phone calls, please.

Third Reporter for CBS affiliate with FM combo. Heavy on local news and actualities. Lots of writing. Mostly evenings. Strong delivery. Dale Gauding, WFIR/WPVR, Box 150, Roanoke, VA 24002.

Dynamic, aggressive, creative newsperson wanted immediately for top notch news operation at No. 1 adult contemporary station in Central Virginia. Minorities encouraged to apply. Rush tape and resume to Al Augustine, News Director, WLVA, P.O. Box 2179, Lynchburg VA 24501. E.O.E.

Sports Programming Director for major university stations. Plans, produces and airs play-by-play big eight football, basketball and other sports programs. Develops sports networks. Participates in sports-related community activities. Demonstrated in-depth knowledge of sports required as well as minimum of two years Radio/TV sports casting experience, preferably at college or university level. Salary commensurate with experience & ability. Send salary requirements, resume, samples of football & basketball play-by-play to Don Forsling, WOI-AM-FM, Iowa State University, Ames, IA 50011. E.O.E.

News Director for new station. Prefer someone knowing the newsmakers in Suffolk County. Tape and Resume to Brookhaven, Box N386, Medford, NY 11763. How would you run the department? EOE.

News Person: Experienced news person for four person staff at station strong on news and public affairs. CBS affiliate. Good salary and benefits. Send tape and complete resume to News Director, WSOY, Box 2250, Decatur, IL 62526.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Faculty position available to teach undergraduate courses, Fall 1978. To teach courses in radio production oral performance in broadcasting, broadcast law and regulations, international systems in broadcasting and intern supervision. M.A. required, Ph.D. preferred with professional Broadcasting experience and/or college teaching experience required. Application deadline is May 1. Write: Dr. Ron Rabin, Department of Journalism, Broadcasting and Speech, Buffalo State College, 1300 Elmwood Avenue, Buffalo, NY 14222.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Program Co-ordinator for Contemporary Auto-mated operation in West Coast small market. Production skills a must. Great recreational area. Good starting salary for right person. E.O.E./M/F Reply Box D-94.

WOAI Radio is looking for an Assistant Sports Director. Activities include Play-By-Play, Two-Way Talk, and 5-minute casts. Send tape and resume to John W. Barger, General Manager, WOAI Radio, 1031 Navarro, San Antonio 78205. EOE.

SITUATIONS WANTED MANAGEMENT

General Manager—17 years in Radio, all phases. 38, steady family man seeking good permanent position. Strong on F.C.C., programming and sales. Reply: Box C-250.

Experienced, Aggressive, sales-oriented, radio General Manager seeks relocation in medium to large market. Excellent track record in very competitive markets. Box D-4.

Heavyweight champion. Have beaten competition to a pulp in National/Local Sales, and Programming. Will take on contenders in Top 100, Medium, Major Markets. For ringside tickets write Box D-50.

North Carolina and vicinity: Husband and wife wish to move into management at small station. Proven sales records, excellent news, production, announcing capabilities. Strong commitment to community. Box D-56.

Station Manager who is top General Manager says everyone wants to win but everyone does nothing about it! Actively looking for right station! Credentials, proven track record! Let's talk! Box D-60.

Experienced Manager/Sales Manager. Eleven years experience, all phases radio. Large and small markets. Extensive sales background with excellent track record. Top references. Box D-72.

Streetfighting hustler who knows community involvement and how to sell it aspires to management (Sales only). Must have latitude to organize and sell. Small or medium market in cool climate only. Box D-77.

General Manager for country format station in ideal West or South West medium or smaller market with college. 18 years experience in Operations, Programming, Promotion. Excellent professional, personal, and financial references! Box D-98.

SITUATIONS WANTED SALES

Experienced broadcaster seeking sales with leading station Ohio, Indiana. Lou Swanson, 4518 Broad-bush Drive, Dayton, OH 45426.

Top Radio Time Salesman available ... Selling is my first love. After 20 years in management I want to return to sales. Almost 13 years with present group as General Manager and part ownership. Proven track record. Community involvement. Best industry references. Day-to-day sales. Very promotion minded. Prefer Single or Two-Station markets in Minnesota, Wisconsin, Iowa, North or South Dakota, Missouri. If you want a top salesman who understands management-ownership problems, but wants to sell, I'm your man. Available in 30 to 60 days. Box D-32.

Mid-West Broadcaster with sales, copy, production and announcing experience, desires Small or Medium Market position! Box D-64.

I'm experienced and I'm good. 1st ticket. Wish to return to Southern California. Box D-93.

Exceptional Sportscaster, Account Executive, 6 yrs. experience seeks college PBP and heavy sales involvement. 219-264-0261 after 5 PM EST.

SITUATIONS WANTED ANNOUNCERS

If you're tired of zombies who promise but can't deliver, my tape and resume will surprise. Trained DJ—Newscaster. 914-238-8815 Preston (eves.) or Box C-87.

Experienced Announcer! Good Radio background. Smooth, friendly delivery and good newscasts! Box D-63.

Female—age 24, 3rd class, expertly trained seeking first break in radio. Available immediately, will relocate anywhere—tape and resume upon request—call 312-767-5398 between 3pm and 11pm or write Denise A. Farrell, 5225 S. Parkside, Chicago, IL 60638.

Morning Mouth needs Medium Market, Top-40 Morning Gig or PD/On-Air Position. 1st Phone, 10 Yrs. Exp. Let's get together. Bobby Morgan, 1-303-773-2875, 6377 S. Fairfax Way, Littleton, CO 80121.

Medium Market Personality and PD wants to move up. Preferably St. Louis. Will consider others. I'm young, ambitious and good. 314-749-3366. Box D-48.

One of Radio's Top 80 Pros, this entertaining humorous personality wants to be your morning ratings winner. Strong Background, stable, and community oriented. Box D-73.

Announcer First Class Eng. Looking for full time air shift, New England. Easy going, crackerjack Production work, immediately. Box D-76.

One to One MOR Communicator. Proven track record. Looking to settle. Talk, Production. Box D-79.

Young, Black Broadcast school grad seeks employment. Second phone, good pipes, production experience, will sell. Soul, jazz, disco preferred, will relocate? For T&R contact Mill Mason 312-383-5187.

Tight board, Young personality Third Ticket looking for a nice niche in Midwest. DJ, news production experience. Curtis Brine, 616 N. Washington, Van Wert, OH 45891. 419-238-4626.

Trained Broadcaster, some experience Small Market, 3rd Endorsed, D.J., Newscaster, strong copywriter. Relocate immediately, work within budget, Ken 215-247-8661.

Seeking First Break or Job in Radio. Thoroughly trained in all phases. Third Endorsed. Ready to relocate. For tape and full resume call; 9 a.m.-5 p.m. 312-358-6930 or after 5 till 9 p.m. 312-673-3000 or write: Craig Stevens (Ginsburg), 5843 W. Main Street, Morton Grove, IL 60053.

Air personality superbly trained seeking first job in radio. Available immediately. For resume and tape call 312-762-0055 6 pm to 7 am or James Sykes, 1250 S. Independence, Chicago, IL 60623.

All Night mellow Adult Contemporary/MOR Communicator, 40, 3rd Endorsed, 2 years experience, folksy, humorous, informative. Daytime street-oriented salesman. Mike, Box 889, Tempe, AZ 85281, 602-968-1232.

No 1 in my field! Professional Broadcaster, 7 years experience seeks MOR, Beautiful Music or Contemporary station. Super production, programming, sales and excellent newscaster. Family man willing to relocate. Contact Mike Paasch, 2338 Spaulding No. 7, Long Beach, CA 90804 or call 213-434-4236.

Male 28 with 3rd endorsed, expertly trained, seeking break in radio, available immediately, will relocate, tape-resume upon request. 312-978-4081 after 5 pm. Samuel Garrett, 9011 South Dante Ave., Chicago, IL 60619.

Seeking first job in radio, professionally trained in all fases. Willing to relocate immediately. For tape and full resume call 312-673-9047 between 5 pm and 11 pm or write Mark Jay Muller, 9047 Crawford, Skokie, IL 60076.

Superbly trained Air Personality seeking first job in Radio. 3rd endorsed, available immediately. For resume and tape call 312-436-1635 between the hours 3p.m.-12 midnight, or write David Cox, 6840 So. Bell, Chicago, IL 60636.

Wanted—Progressive organization for knowledgeable pro. AM-FM experience. Music Director, well versed in systems 90, some programming. Total dedication. Call Rich—714-560-8271.

Attention-Planet earth Dana Clarke, loves radio. Top 40, Etc. Call today 213-357-6658.

4½ years experience, third, want all night show. 1-904-255-6950 Mike Hon, 373 Williams, Daytona, FL 32018.

Doctor Rock is ready to roll! Professionally trained, 3rd endorsed, full of ideas! Tapes and resume available immediately. Will move anywhere! Call 312-422-2788 or write: Doctor Rock, P.O. Box 404, Oak Lawn, IL 60453.

Broadcasting school graduate, very well trained in D.J. announcing and production, light board, eager to learn, will relocate. Call 312-248-5087 between 6 p.m. and 10 p.m. Doni L. Reed, 626 West Waveland, 2D Chicago, IL 60613.

Male—age 20—3rd endorsed—expertly trained seeking first break in radio. Available immediately will relocate anywhere. Tape and resume upon request. Call 312-776-8054 between 8 a.m.-2 p.m. or write Dennis Bajek, 5343 So. Talman, Chicago, IL 60632.

Female, 21. Third Endorsed Expertly trained. Seeking 1st break in Radio. Available Immediate. Will relocate anywhere. Tape and resume available upon request. Call 312-785-4970 2 p.m. until midnight or write Nikki Colvin, 11415 Racine, Chicago, IL 60643.

Attention all Southern California Radio stations. Male, 22, 3rd endorsed, experienced in Top-40, News and Major Market experience in sports reporting. Seeks full or part-time position in any of the above. Moving to Southern Cal. in mid May P.O. Box 25062, Phila., PA 19147. Tape and resume available.

Experienced DJ & News, Contemp, MOR or Top 40, 3rd, BA. Avail Now. small or Mid Mkt. 703-243-5936.

SITUATIONS WANTED TECHNICAL

First Phone, light experience. Trainee salary OK. Immediate relocation to all markets. Box C-88.

Wanted Top Technical Position: Young family man with 10 years experience in broadcast engineering, 7 as chief engineer, desires a stable position that demands organization, ingenuity, and an all around professional approach. Above average salary, good benefits, and a management that genuinely cares is a must. If you're a station that strives for excellence and always looks for improvement, please reply. Box D-58.

Aggressive, Ambitious Engineer desires position in large or medium market. Looking for station committed to technical excellence. Can design and build from ground up. Major market experience. Box D-58.

Top notch chief strong on maintenance available for planning, construction, proofs, etc. AM-FM-TV. 24 years experience. C. L. Sweet, 700 Hickory, 71461. 318-238-0059.

AM-FM Chief—Experience. Construction Hi Power, Remote Control, Automation, Directionals, quality oriented, Fine References. 512-383-6746.

SITUATIONS WANTED NEWS

Sports Director-P-B-P—6 years experience in covering football, baseball, and basketball. Looking for move upward. Box D-39.

Sportscaster—experience in play-by-play of all sports. Can do news and boardshift. Seek work in Georgia or Florida. Available after college basketball season. Box D-40.

Sports Director and PBP Voice of Major College's football and basketball/hockey teams. Six years college and high school experience: football, basketball, hockey. Currently Sports Director/Salesman in NE small market. Contact Peter Cooney 802-388-6077.

News Director, 19 years experience, tight writer, station building professional, perfect pronunciation, proven administrator, impeccable references. What can you offer? John Knight, P.O. Box 18211, Tucson, AZ 85731.

What am I worth to you? Four years major market all-news writer, editor, sports producer. Six years PBP sports reporting. Ready for new challenge. Box D-49.

Sportscaster/Announcer, 22, 4 yrs. college and H.S. football-basketball PBP sportscasts, actualities. Also news and production experience. 3rd endorsed. Prefer small to medium market. Box D-54.

News Director/Reporter in Medium Market seeks challenging job in competitive market. Presently assigning and editing stories, reporting and anchoring afternoon drive time newscasts on AM and FM. Box D-62.

SITUATIONS WANTED NEWS CONTINUED

Talented, young sports director with experience and ambition seeking good medium/major market position. PBR DJ, production, sales. Box D-84.

Woman Sportscaster, p-b-p and color for basketball, sports show host, former ass't. p.r. director, Washington Capitals. 3rd endorsed. M.A. broadcasting. Rachel Shuster, 301-649-3160, 1904 Reddie Drive, Silver Spring, MD 20902.

Creative sports/news reporter with first phone seeking to relocate. Helped raise Seattle station's ratings from 5th to 2nd. Strong PBR commentary and news. Tom Bowman 206-522-0830.

Female sports/news pro. 3 yrs PBR beat reporting, talk-show host, good production. 3rd endorsed. M.A. Single. Ready to join your sports/news staff now. Anywhere. Box D-103.

TELEVISION

HELP WANTED MANAGEMENT

General Manager, Network affiliated UHF New England area. Strictly a hands-on type manager who knows operations and sales and who can do, as well as lead. Resume and qualifications to Box C-219.

2-3 years medium/major market experience. Please reply with personal letter outlining background and skills. EOE. Reply to Box C-271.

The Ohio State University invites applications for Director, School of Journalism, and professor or associate professor of journalism. Director is chief administrator of unit in College of Social and Behavioral Sciences. Qualifications include, preferably, doctorate, administrative and professional experience, demonstrated teaching ability, and record of scholarship and publication. Director is responsible for faculty of 20, more than 700 graduate/undergraduate students and large daily laboratory newspaper; oversees budgeting, curriculum development and encourages research. Director is active in professional and media groups and is a fund raiser. 11-month appointment; salary competitive with comparable positions. Send applications and nominations, due May 1 to: Chair, Director's Search Committee, School of Journalism, The Ohio State University, Columbus, OH 43210. An Equal-Opportunity, Affirmative-Action Employer.

Director of Productions for TV station in the Midwest. Must have experience in program production, proposal writing, and ability to work with producers and directors. Send resume's to Director of Productions, P.O. Box 24130, St. Louis, Mo. 63130 by April 10, 1978. An Equal Opportunity Employer.

HELP WANTED SALES

Salesperson, Peoria area, full or part-time, experience helps but not necessary. Contact Mike Dupont, 602 West Glen, Peoria, IL 61614, 309-685-5947.

TV Local Sales Manager—Top 20 Network Affiliate—Outstanding opportunity for sharp, aggressive, experienced broadcaster. Applicant must be able to lead highly professional local sales staff by example. Must be: college graduate, knowledgeable in retail, co-op, marketing concepts, computerized operation and sales presentations. Ideal applicant is now probably smaller market L.S.M. looking for greater responsibility. However, all qualified applicants will be considered. All replies strictly confidential. E.O.E.-M/F. Send resume and salary requirements to: Box D-78.

HELP WANTED ANNOUNCERS

Seeking on-air personality for daily half-hour daytime magazine format TV program. Need ability to interview wide range of guests. Forward resume, tape to W. Potter, 3800 Hooper Ave., Balt. MD 21211. EOE/Affirmative Action Employer, M/F.

HELP WANTED TECHNICAL

Maintenance technician for NY production house. Heavy VTR experience required. Digital experience desirable. Excellent company benefits. Send resume and salary requirements to Box C-207.

Come in out of the cold: Two well-qualified technicians needed by VHF in sunny South Texas. Box C-263.

Need Experienced FCC 1st Class Engineer for studio maintenance and remote control operation. Contact R. Doyle, KGGM-TV, Albuquerque, NM. 505-243-2285.

Merlin Engineering Works has opening for two exceptional engineers who are experienced in design and maintenance of quad VTR's. See us at N.A.B. Booth 1129 or write to Merlin Engineering Works, 1880 Embarcadero, Palo Alto, CA 94303.

Chief Engineer—University Telecommunications Dept. Large, active color operation. Responsible for 10w FM transmitter. Seeking "hands on" type with good maintenance experience. Color experience and First Phone a must, digital helpful. Bill Lewis, Wright State University, 102 TV Center, Dayton, OH 45435 for details.

Studio Operations Technician needed by Texas A&M University's public broadcasting facility. Second Phone required. First Phone preferred, in addition to broadcast equipment operation/maintenance experience. Salary, \$10,398 plus State of Texas benefits. Contact: W.M. Pecena, KAMU-TV & FM, Texas A&M University, College Station, TX 77843. EEO-AAE M/F.

Broadcast Engineer. Duties: mastercontrol, transmitter, production & microwave operation, installation & maintenance. Rotating shifts. Requires 1st class FCC license, quad & TV transmitter experience. Salary range \$11,000 to \$13,554 per year. Contact Kirk, WDSE-TV, 210 Bradley Building, Duluth, MN 55802. 218-727-8734.

Chief Engineer—Come to Colorado where the air is pure. PTV station KTSC in Pueblo needs Chief Engineer who wants to work with his hands as well as his head to reorganize its technical facilities and keep them in shape. Staff includes professional engineers and some University students. Requirements are First Class License and a bachelor's degree or comparable work experience. Supervisory experience in a television broadcast station is desired. Salary \$18,500-\$19,500. Send complete resume with three references to Dr. Philip Terman, University of Southern Colorado, Pueblo, CO 81001, no later than April 14, 1978. The University is an equal opportunity/affirmative action employer.

Engineer, minimum 2 years experience in technical operations for two station public TV entity. Primarily master control, video tape and film projection, with opportunity for diverse work. Excellent pay superb benefit package. Apply to: WMVS/WMVT, Employee Services, 1015 N. 6th St., Milwaukee, WI 53203.

News Anchor. We want a strong personality and results. Both shows. An Equal Opportunity Employer. Send resume to Box D-55.

Wanted: TV news director for CBS affiliate which has a strong number one news rating. Need someone to manage TV news department and also anchor. Must have reporting background with experience in filming and editing. An Equal Opportunity Employer. Send tape and resume to Dale Hazen, General Manager, KIMA-TV, P.O. Box 702, Yakima, WA 98907. Phone 509-575-0029.

News Cameraperson needed immediately. WEEK-TV in Peoria needs someone who can use film or tape to tell a story. 16mm sound experience a must—ENG (RCA) experience helpful. E.O.E. Send resume to R. Paul Stueber, News Manager, WEEK-TV, 2907 Springfield Road, East Peoria, IL 61611.

Station in competitive news market seeks Weather Person immediately. On air weather experience required. Top dollars to most qualified person. Send current air-check, resume with salary needs to Box 150, Downtown Station, Louisville, KY 40201. Equal Opportunity Employer.

News Producer to supervise writing, editing and airing of two daily newscasts. Prior experience is essential. Journalism degree or equivalent desirable. The person we seek will be able to command the respect of co-workers while insisting on top quality. Salary based on experience. Letter, resume to News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Station in competitive news market seeks News Anchor immediately. Big city, major emphasis on news, top dollars to most qualified person. Send current air-check, resume with salary needs to Box 150, Downtown Station, Louisville, KY 40201. Equal Opportunity Employer.

Producer, Experienced, creative and enthusiastic. You'll bear full responsibility for the look, feel, atmosphere of 6 and 10 o'clock news. Conversational writing ability a must. Mere slide-stackers need not apply. Contact Tom Collier, News Director, KCRG-TV, 501 2nd Ave SE, Cedar Rapids, IA 52401. E.O.E.

Ohio State University's School of Journalism is seeking persons interested in positions as graduate teaching associates in the Kiplinger Program of Public Affairs Reporting while working on a graduate degree, beginning Autumn 1978. For information write or call Chairman, Graduate Committee, School of Journalism, Columbus, OH 43210. 614-422-7438.

News Reporter, Anchor: Central California NBC affiliate is looking for a bright, professional newswriter, with degree in journalism or equivalent on-the-job experience. He/she must have extensive TV work history in field reporting, producing an on-air anchoring. 40-hour week, salary negotiable, depending on experience in commercial television. Excellent fringe benefits. Send complete resume and tape to Personnel Manager, KMJ-TV, Channel 24, 1626 E Street, Fresno, CA 93786. An Affirmative Action/Equal Opportunity Employer.

Station in competitive news market seeks Sports Director immediately. Big City, major college sports, top dollar to most qualified person. Send current air-check, resume with salary needs to Box 150, Downtown Station, Louisville, KY 40201. Equal Opportunity Employer.

Immediate opening for experienced TV news reporter, and news photographer. Send tapes and resumes to: Gary Long, Box 748, KARK-TV, Little Rock, AR 72203.

On-Air Promotion with experience in independent station for top ten market. EOE. Box D-44.

Director/Producer, Top 5 major market network affiliate, major Group; seeking Director/Producer with heavy film, tape, studio, remote and writing background. Candidate must be currently directing and producing. An Equal Opportunity Employer. Box D-47.

Production Manager, Top 5 major market network affiliate, major production oriented Group. Candidate must have proven administrative and management ability. Background in producing and directing—in studio, film, videotape and remote, essential. An Equal Opportunity Employer. Box D-65.

HELP WANTED NEWS

Top 50 S.E. number one wants experienced producer/writer for night newscast. Short brisk stories. Lots of film and tape. Must be able to edit it. E.O.E. Box D-11.

Executive News Producer/KIRO TV. Requires five years TV news experience/three years management. Knowledge of ENG microwave technology. Aggressive, people-oriented approach essential. Applicant will plan/execute special events, mini-documentaries, series reports, election coverage; coordinate remotes, schedule staff, and implement competitive objectives through direct staff supervision. Call Personnel for station application 206-624-7077. EEO.

News Assignment Editor/KIRO TV. Requires five years news experience/one year management. Background in various stages of broadcast journalism, i.e., writing, reporting, etc. Knowledge of ENG/microwave technology desired. Aggressive people-oriented approach essential. Call Personnel for station application 206-624-7077. EEO.

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

Program Director. Looking for a creative Program Director with heavy promotional experience. Send resume and salary requirements to Mr. Richard Grimm, KITV, 1290 Ala Moana, Honolulu, HI 96814. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

KOAT TV Albuquerque, New Mexico is looking for a Production News Director and a Technical Director with years of experience. Immediate openings. Send tape and resume to: KOAT, PO Box 4156, Albuquerque, NM 87196, 505-247-0101.

Notice of Faculty Vacancy, available immediately. Telecommunications and Film Department, San Diego State University. One year appointment, 1978-79 academic year. Lecturer - Salary \$15,000. Teaching Assignment: Television production techniques. Expertise in all phases of television production. Will teach one course in allied area of interest such as graphic design, lighting, staging, production management, etc. Educational Background: MFA or Doctoral candidate (minimum). Teaching Experience: One year higher education and/or professional television production experience. Contact Kenneth K. Jones, Chairman, Telecommunications and Film Department, San Diego State University, San Diego, CA 92182. Affirmative Action/Equal Opportunity Employer, Title IX. SDSU does not discriminate against handicapped persons. Closing date—May 1, 1978.

Faculty position available to teach undergraduate courses, Fall 1978. To teach courses in television production, broadcast sales and management, contemporary issues, broadcast programming, cable systems. M.A. required, Ph.D. preferred with professional broadcasting experience and/or college teaching experience required. Application deadline is May 1. Write: Dr. Ron Rabin, Department of Journalism, Broadcasting and Speech, Buffalo State College, 1300 Elmwood Avenue, Buffalo, NY 14222. Affirmative Action, Equal Opportunity Employer.

Graduate Assistantship. Opportunity for student seeking masters degree who will serve as laboratory assistant in television labs for undergraduate courses. Must have completed undergraduate degree in broadcasting with minimum GPA of 2.6 Experience helpful. Persons seriously interested in graduate degree are encouraged to apply. Send resume and references to: Dr. Rik Whitaker, Graduate Coordinator, Department of Mass Communication, Central Missouri State University, Warrensburg, MO 64093. An Equal Opportunity/Affirmative Action Employer.

Producer/Director. Freelance Producer/Director needed for 3-4 month assignment developing and producing the pilot of an innovative magazine program for national broadcast. Candidates must have extensive major network production credits. Salary open. Possible continuation of employment when project funded. Forward resumes with salary requirement and employment backgrounds to Box D-71.

Audience Promotion Manager: Dominant VHF Midwest network affiliate seeking promotion manager capable of developing and implementing total marketing concept. Market rank 50-75. Must be creative with excellent track record in news promotion. Knowledge of broadcast, outdoor and print production and placement required. An Equal Opportunity Employer. Send resume to Box D-91.

Communications: Two positions. 1. Chairperson, Professor/Associate Professor; Ph.D. and practical media experience required. Bethany seeks a creative leader with knowledge of both print and broadcast journalism and a strong commitment to liberal arts learning to administer and teach in an integrated department including journalism (print, radio and TV), speech, public relations, and advertising. 2. Associate/Assistant Professor; Ph.D. and media experience required. This position is for a mass communications generalist with teaching experience in speech and/or broadcast journalism. Openings are for Fall Semester, 1978. Each is a tenure-track position with salary competitive. Bethany is a four-year, coeducational, church-related (Christian Church: Disciples of Christ), liberal arts college offering baccalaureate degrees in a wide variety of disciplines. About 1,000 students are enrolled. The faculty consists of 63 full-time and 15 part-time members. Bethany is an equal opportunity employer. Send applications and complete dossiers by April 17, 1978, to Wm. Daniel Cobb, Dean of the Faculty, Bethany College, Bethany, WV 26032.

Producer II plan and coordinate TV programs: generate ideas, research, write scripts, initiate publicity/promotion, coordinate art work and engineering requirements. BA and two years experience in television production. Application period ends April 20, 1978, send resume to Personnel, Arizona State University, Tempe 85281, an Equal Opportunity/Affirmative Action employer who complies with Title IX of the Educational Amendments Act of 1972.

Faculty Position. Teach undergraduate courses with emphasis on television production. Tenure-track, permanent, full-time position at rank of assistant or associate professor. Ph.D. or near and professional experience required. Send detailed resume and references to Dr. George Mastroianni, Chair, Search Committee, Department of Communications, California State University, Fullerton, CA 92634. Deadline April 10, 1978. CSUF is an equal opportunity/affirmative action employer.

On-Air Promotion Producer for public television station and its AM-FM radio operations. Individual should have strong writing skills. Radio-television production experience is essential. Send resume to Public Information Office B, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

TV Producer III to plan and coordinate television productions. Responsible for program content and adherence to established program guidelines and objectives. Write scripts, research, prepare publicity/promotion, coordinate art work and engineering requirements for productions. MA preferred, four years experience as television producer (prefer major market experience). Send resume to Personnel, Arizona State University, Tempe 85281, an equal opportunity/affirmative action employer who complies with Title IX of the Educational Amendments Act of 1972.

Broadcast-Journalism. Syracuse University faculty vacancy, Fall 1978. Instructor or Assistant Professor to teach television and radio newsgathering and writing, broadcast news production, others depending upon interests and qualifications. Master's required, Ph.D. preferred. Professional experience in newswriting or ENG required. Salary \$13,000-\$16,500. Application deadline: April 15. Write: Chairperson (Broadcast Journalism) Search Committee, S.I. Newhouse School of Public Communications, Syracuse University, Syracuse NY, 3210. An Affirmative Action/Equal Opportunity Employer.

Faculty Position in Broadcasting Eastern Kentucky University seeks Ph.D. with commercial experience to join staff of professionally oriented department. Assistant/Associate Professor, depending on qualifications. Tenure-track position beginning August 1978. For further information, contact James Harris, Chairman, Department of Mass Communications, Eastern Kentucky University, Richmond, KY 40475. 606-622-3435. An affirmative action, equal opportunity employer.

Public Information Coordinator for TV station in St. Louis area to handle advertising and promotion for print and electronic media. Send resume's to PI Coordinator, PO. Box 24130, St. Louis, MO 63130, by April 10, 1978. An Equal Opportunity Employer.

Writer/Producer/Director for Audio Visual Center of National Organization using film, video tape, and ENG operation. Requires: Experience in operation 16mm and TV cameras, double system sound, film editing, audio, video, video tape equipment and TV switcher. Working with creativity and flair is essential. Work will include preparation Radio and TV spots, informational and training films, slide series, and Management Communications programs. Salary \$15-17M-EEO Employer-Excellent Benefits. Scripts and sample reels essential at time of interview. Send detailed resumes to Frances Cleary, American National Red Cross, 18th. & D Streets, N.W., Washington, DC 20006.

Assistant Promotion Director. Must show strong copywriting ability. On air production, variety of Promotion/Public Service Traffic responsibilities. Excellent opportunity. Send resume with samples of your work to Promotion Director, WDAF-TV, Signal Hill, Kansas City, MO 64108.

SITUATIONS WANTED MANAGEMENT

President/CEO TV-Radio National, International level. Outstanding performance. Box C-180.

General Manager with outstanding credentials! Television 20 years; Radio 12 years; Management 17 years. Thoroughly experienced all aspects: acquisitions, ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in broadcasting industry. Very competitive! Produced sales and profits records, plus prestige. Achieved revitalization and rapid turnarounds. Can build group. Can produce outstanding ratings, sales, profits and prestige! Box D-69.

SITUATIONS WANTED TECHNICAL

Mature, capable, professional seeks position as chief engineer. 13 years experience in construction, maintenance, operations, both UHF and VHF, personnel management, administration and budgeting. I can do it all and I work well with management and other departments. Self-starter equally at home in coat and tie or coveralls. Let this hard worker run your engineering department. I'm not expensive, with my budgeting skills and technical ability I will save you money. Prefer Southeast. Call to arrange interview at my expense, 704-597-1465. Ask for Bill, 9 to 5.

Former Asst. Eng. Dir. of Midwest Public TV Network desires Chief Eng. of TV Station or Corporate TV Studio. Strong in Audio/Video and transmitter site planning and implementation. Have supervised up to 30 tech. personnel, have 16 yrs. experience, and at present am self employed television systems consultant. Box D-51.

Ex-Assassin of audio deficiencies, currently TV engineer with Midwest operation. Net O&O experience. Wants challenge. Box D-92.

SITUATIONS WANTED NEWS

Washington Radio Reporter with TV experience looking for Weekday Reporter/Weekend Anchor spot. 202-244-1404.

Investigative Reporter with 7 years journalistic experience seeks large or medium market position. Can write, produce, shoot and edit film; also some management experience. For resume, tape, and top references call Ed Isenberg, 505-299-4242 or write 13110 Constitution NE 403, Albuquerque, NM 87112.

Major market radio sports director looking for TV sports position. Good PBP, talk background. Some TV experience. Box D-74.

Producer-Female. Top 10 and Top 30 Experience. Will go to smaller market if news team is dedicated. I don't think a slow news day has to mean a slow show. Write Box D-97.

T.V. Weatherman available June. B.S. Meteorology. Experience in Radio forecasting. Television production. Bob Schwartz, 713 McKean, University Park, PA 16802. 814-865-9188.

Radio Newsman and Announcer with five years experience, seeking beginning job in Television. Age 30, married, First Phone, employed. Prefer Midwest. 314-638-4487.

Reporter/Photographer. Experienced, saavy, can produce from day one, film or ENG. Writing talent, B.S., friendly, ambitious, can do. J. Lyons, 3345 Woodward Ave., Wantagh, NY 11793. 516-785-4550.

Experienced TV Reporter/Anchor, BA in Television, Network feeds. Denny Brand, 7350 McArdle, Apt No. 154, Corpus Christi, TX 78412, 512-991-9508.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Hard working Director in small market seeks more challenging position with medium market operation. Experienced in directing news, commercials, and public affairs programs. Resume and demonstration tape available. Box C-260.

Production Manager/Executive Producer. Black female with eight years experience in Major Eastern markets desires new challenge. Willing to re-locate. Box D-6.

Producer/Director. Experienced public, commercial, ITV. BS, MS. Call collect 419-352-6140 or write Box D-59.

Director: Weary of Television windbags. Want to flex my mind again. No slouch! News expert. Need a pro??? Write Box D-89.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

TV Production. Hard Working, Creative Audio-Visual Producer/Special Effects Photographer seeks higher opportunity in Film/TV Production. Thorough knowledge of film and video plus live studio production. BFA in Film/TV Production. Good References. Will relocate. Paul Tokarski, 37-41 81 St., Jackson Heights, NY 11372, 212-639-2178.

CABLE

HELP WANTED MANAGEMENT

Be No. 1. Privately owned company with exceptional potential needs person with broad cable experience to assume overall responsibility for all phases of company operations. This is an opportunity for an experienced person to find his business home. We're well financed and stable with exciting growth potential. Send resume and salary requirements to Box D-46.

CATV General Manager. MSO offers an outstanding opportunity for a people manager with experience in engineering and marketing. Successful candidate will have P&L responsibility for 16,000 subscribers in East Coast resort area offering both basic and pay. Excellent salary and complete benefit package. Send resume and salary history in confidence to: D-83.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Ithurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Wanted: UHF TV Transmitters Instant cash paid for all models. Call Bill Kitchen: 904-837-2798.

Need used, 2.5-5 KW FM Transmitter, good condition. KALT, Atlanta, TX. 214-796-2817.

Wanted: 15kw UHF klystron tube No. 4KM70LA. Number of hours on tube unimportant if in working condition. Call Luster King, WSIL-TV, Harrisburg, IL 618-253-7921.

FOR SALE EQUIPMENT

5" Air Hellax—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL. 312-266-2600.

RCA BTA-50H1S 50,000 Watt AM Transmitter with BTE-20A Solid State Exciter presently tuned to 1170 KHz. Complete with 5KW Cutback Kit, Spare Tubes. Recently removed from service. \$45,000 or offer. Contact: Bill Weaver, General Manager; or Ron Blassnig, CE, Radio KLOK, San Jose, CA. 408-274-1170.

3/4" Video Cassettes - KCA60/KCA30. Cassette Audio Tape (3030/hub). 1" Open/NAB; 1/2" open/EIAJ. Broadcast Carts. Complete duplication facilities. Write: KENT A/V; Box 516, S.F. CA 94101.

FM Transmitters (used): 20 Kw, 15 KW, 10KW, 7.5KW, 5KW, 1KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

AM Transmitters (Used): 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

Norelco-35mm Telecine Motion picture projector. Complete system like new and ready to operate. Cost new \$17,500. First \$8,500. Takes it. International Cinema Eq. Co. Inc., 6750 NE 4th Court, Miami, FL 33138.

IGM Automation Equipment: (Excellent Condition) IGM 500 Control Center, IGM tape transport/(2) Scully 270, IGM Instacart 48PBM, (1) IGM cart playback (2) cartridge recorders, equipment rack. Sold as package. Also: 250-10 inch reels of beautiful music tapes. Best offer. Contact: Steve Feder K99 Radio 406-727-7211.

Discount Tape: Check our prices on fresh name-brand tape: bulk, reels, boxes, carts and cassettes. Call PB.R 813-877-7125.

Norelco LDH-20 Broadcast Color Camera, plumbicons, remote control panel, 25 to 1 zoom lens. Call R. Hippler 313-548-2500.

RCA TP-66 Projectors, 2, reconditioned. \$14,000 each. 205-956-2200.

Collins 830D-1A 1 KW FM transmitter—includes stereo generator, exciter & manual. Excellent condition inside and out. Excellent service record. Reason for selling: Went to higher power. Reasonably priced. Phone: Charles Phillips 615-457-1380 or 615-457-2697.

Gates Yard in good condition. Make offer. Ampex-601 full track. \$200. Concertone-series 90 full track. \$100. Both recorders have manuals. Phone: Charles Phillips, 615-457-1380 or 615-457-2697.

Recording Studio for Sale. Gates stereo console, ITC Cartridge Machines, Carl Winder, Dobie Units, Empty Carts, Carl Rack, On Air Lights, NAB Tape. Charlie Dispenzieri, 207-723-6630 collect.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Hundreds of Deejays renewed again! Guaranteed funnier! Freebie. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

FRUITBOWL: world's largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. P.O. Box 9787, Fresno, CA 93794.

Free Gags & Humor Services List. Robert Makinson, 417 State, Brooklyn, NY 11217.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

Back Issue Magazines. Free list. Over 200 titles, 1890 to 1978. Send stamped envelope: Dept. BR Everybody's Bookshop, 317 West 6th Los Angeles, CA 90014.

INSTRUCTION

1st class FCC, 6 wks., \$450 or money back guarantee VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.

Free booklets on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1978 "Tests-Answers" for FCC First Class License. Plus—"Self-Study Ability Test" Proven! \$9.95. Money-back guarantee. Command Productions, Box 26348-B, San Francisco 94126.

Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

Bill Elkins proudly announces the opening of Elkins Radio License School in Oklahoma City, Inc., at 4801 N. classen Blvd., Suite 100, Oklahoma City, OK 73118, 405-842-4862.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 8, June 19. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

Cassette Recorded First Phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

San Francisco, FCC License, 6 weeks 5/1/78. Results guaranteed, Veterans Approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St., SF 94102, 415-392-0194.

RADIO

Help Wanted Announcers

MAJOR MARKET TALKER

Midwest major market talk station now accepting resumes from creative, fun loving talk show hosts. Also looking for a dynamic and opinionated sports talk show personality. This is the opportunity you've been working towards. Send resume to Box C-209.

MORNING DRIVE

COUNTRY JOCK
WHTT/(KSTT)
BOX 3788
DAVENPORT, IA 52808

We're looking for a pro, and we pay the price in income and benefits!

ANNOUNCER

Strong, reputable Mid-West Group Medium market AM & FM radio-is looking to expand its staff. Send resume to Box D-25.

Help Wanted Technical

CORPORATE ENGINEERING DIRECTOR

Prestige position. Excellent pay for any engineering pro who is management oriented, and experienced in budgeting & planning, R&M, systems & control, reporting & communication, and who can do major installations and solve emergency problems. Knowledge FCC Rules & Regulations and 1st class license required. Work in Philadelphia suburbs with growing dynamic company—9 stations. Send complete resume to Crawford Broadcasting, PO Box 86, Flourentown, PA 19031.

Help Wanted Technical Continued

BROADCAST SALES ENGINEER

Excellent opportunity for above average person with strong technical background. Applicants must be able to provide technical sales and application support for radio and TV broadcast equipment product line. Radio or TV station experience required for this inside sales position. If you are interested in becoming associated with a well established leader in the industry please submit your resume to:

Personnel Director
Moseley Associates, Inc.
111 Castilian Drive
Goleta, California 93017

MERCHANDISING MANAGER Equipment Manufacturer

A career opportunity to join a long established broadcast equipment manufacturer who is broadening its product line and gearing up for faster growth.

We need an Advertising/Sales Promotion Manager who loves the broadcast equipment field, to be responsible for all direct mail, space, trade shows and PR activities, distributor support, and, who can roll up his sleeves and write creative technical copy.

Compensation commensurate with experience. Excellent working conditions and company benefits.

Send resume in confidence to:

Vice President Marketing
Broadcast Electronics, Inc.
4100 North 24th Street
Quincy, Illinois 62301
An Equal Opportunity Employer

Help Wanted Sales

GENERAL SALES MANAGER

AM Radio Station in major Mid-West market. Group owned, long established station has opening for a Sales Manager to supervise both National Sales Rep and local sales staff of five persons. Must have proven ability to administer, train and motivate. Excellent fringe benefits, advancement opportunities. Equal Opportunity Employer. Send resume, references, salary requirements to Box D-61.

Sales Manager Partner Needed.

Have you always wanted to own part of a station, but didn't have the money to invest? I'll offer part ownership in my small market AM/FM for someone who can help me turn it around. No free-loaders, drifters, tire-kickers, con-men, or dreamers need apply, but if you're straight, honest, extremely ambitious, and willing to work like hell, call Larry at 601-683-3331. Opportunity knocks only once.

Help Wanted Management

NETWORK REGIONAL MANAGER Station Relations

Primary responsibilities will be to:

- Develop and maintain liaison between Mutual Network and its affiliates
- Sell and negotiate new affiliates
- Supervise program clearance and affiliation contract compliance
- Sell syndicated type programming

LET'S TALK AT THE NAB CONVENTION IN LAS VEGAS

Candidates must possess a sound knowledge of all area of radio management and sales, as well as superior writing skills. They must be adept at influencing and motivating station personnel. Additional requirements include a degree in any communications field, or equivalent work experience, plus five years management or sales experience.

For immediate consideration and a confidential interview during the NAB

Convention in Las Vegas call Mrs. Suzanne Boltz, (703) 685-2080 or send resume, plus a cover letter specifying salary requirements and tell us how your background and accomplishments relate to our needs to: Gary J. Worth, Executive Vice President, Mutual Broadcasting System, 1755 South Jefferson Davis Hwy., Arlington, Virginia 22202. AN EQUAL OPPORTUNITY EMPLOYER M/F.



mutual broadcasting system

Help Wanted Programing, Production, Others

Are you a pro? We are only interested in professionals, and we pay the price in income & benefits!

Production/Continuity Director

Reputable, Mid-West, Group owned Medium Market AM & FM is looking to upgrade and expand its staff. Send resume to Box D-35.

Situations Wanted Management

DYNAMIC FAMILY MAN

with 18 years experience. Excellent track record Programming and Managing in Top 10 markets. Looking for General Manager position with a company that will offer stability and growth. Good references. Box D-88.

LAST CHANCE

This could be your last chance to hire a young, WASP, work ethic oriented male. I'm 30 ... a family man ... and have just sold my station for more than a half million dollars (in a very competitive small market).

I single-handedly took this station from paper to reality and I have done it all—sales, programming, engineering, legal plus all management decisions from purchasing to hiring. This station not only competes but beats stations with 33 times the power (we're also FM in an AM saturated market).

Nothing under \$25,000 incentives considered.

Write Box D-67.

Situations Wanted Announcers

ATTENTION All Southern California Radio Stations.

Male, 22, 3rd endorsed, experienced in Top-40, News and Major Market experience in sports reporting. Seeks full or part-time position in any of the above. Moving to Southern Cal. in Mid May. P.O. Box 25062, Phila., Pa. 19147. Tape and resume available.

Morning Personality/PD

Six years as Morning Man in New England resort community. Tops in local Arbitron. Warm, personable, mature, information-oriented. Know adult contemporary, MOR & Country music. Also, plenty of program and administrative experience. Solid broadcaster who can contribute in many areas seeks new challenge in medium or metro market. Prefer Northeast, consider all. Reply Box D-45.

TELEVISION

Help Wanted Management

PRESIDENT PAY TV NETWORK

Expanding Pay TV programmer seeks an experienced manager with broadcasting/cable background. Northeast location. Compensation and benefits are commensurate. Send resume to: Box D-53.

Help Wanted News

METEOROLOGIST FOR STATEWIDE BROADCAST IN ALASKA

Experienced TV meteorologist needed for nightly strip half hour "Aviation Weather" program broadcast to entire state via satellite. Civil service position with Anchorage office National Weather Service. Producing public station is young, aggressive VHF in state's population center. Send letter and resume to KAKM, 3211 Providence Drive, Anchorage, Alaska, 99504. EOE.

Help Wanted Programing, Production, Others

PRODUCTION MANAGER WANTED

for a leading South Florida television station. Must have experience; must have ability to write copy. Send resume to: Operations Director, P.O. Box 510, Palm Beach, FL 33480.

OPERATIONS DIRECTOR

Top 25 market station in sun belt has opening for person to assume day to day responsibility under General Manager, for operational departments of VHF, network affiliated TV station. New position. Requires experienced individual, preferably with program and production skills but other areas of TV expertise not excluded. An equal opportunity employer. Forward complete info, indicate salary range please, including experience. resume to Box D-80.

EXECUTIVE ASSISTANT PRODUCER

T.V. Production Company seeks an individual with strong major network connections to assist the producers of a T.V. pilot show. Please, individual must show a superior track record with the networks. Earning potential six figures. Reply in confidence:

James Gencarelli Enterprises
1155 Warburton Ave.
Yonkers, New York 10701.

Help Wanted Technical

FLORIDA

Video tape production company needs experienced innovative engineer with ability to design and implement new systems as well as maintain present system of RCA TR-600's, TK-45, TKP-45, TK-27, Dalalton, Grass Valley. Send resume to Tony Kennedy, V.P., Ted Johnson Productions, 150 Riverside Avenue, Jacksonville, Florida 32202. If you will be at NAB, call 904-354-7000.

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

NEEDED IMMEDIATELY DIRECTOR OF ENGINEERING

for two growing South Texas television stations. Must be experienced in all phases of studio equipment, transmitters, and ENG. with at least five years experience in television. Benefits include warm, sunny climate, excellent insurance and vacation plans.

MAINTENANCE ENGINEER

also needed for South Texas television station. Experience in studio maintenance and ENG important. Excellent growth opportunity. Both positions require 1st Class FCC license. Equal Opportunity Employer. Please call Bill McDonald, Personnel Dept. KRIS-TV, Corpus Christi, Texas 512-883-6511.

Help Wanted Technical Continued

MAINTENANCE ENGINEER

WCVB-TV Channel 5 in Boston, has an immediate opening for a highly qualified maintenance engineer. The successful applicant should have a MINIMUM of 5 years' broadcast maintenance experience, a first-class license, and a thorough knowledge of state-of-the-art digital technology. A background in Ampex Video Tape Equipment and Norelco Cameras is a plus.

We offer 4-day work week with vacation and benefit package commensurate with our bargaining agreement. Base salary up to \$26,000. Qualified applicants should forward resume to the Personnel Director, WCVB-TV, 5 TV Place, Needham, MA 02192 (no telephone calls please). An Equal Opportunity Employer M/F.

RESEARCH ENGINEER/ ASSISTANT DIRECTOR OF ENGINEERING

Will assist Director of Engineering in the field of research, design and evaluation of equipment and technical systems and administrative duties. Requires: Bachelors' degree; four years college level training in Engineering; four years of responsible experience in Broadcast Engineering, demonstrated competence in a variety of Engineering specialties to include video tape, video, audio, maintenance and transmitter; first class FCC license, demonstrated leadership capabilities and high verbal and writing skills. Additional technical training or experience may substitute for the degree requirement on a year for year basis. Deadline April 21, 1978. Send resume to: KCTS/9, Attn: Flo Fujita, 4045 Brooklyn Avenue, NE, Seattle, WA 98105.

an affirmative action
equal opportunity employer

Seeking A Future in The Fast Growing Video Field?

If so, do you qualify for:

BROADCAST ENGINEERING MANAGEMENT

Direct a field staff of engineers to ensure that installations are carried out according to spec and provide technical guidance to see that field people are properly trained and equipped to maintain products. Candidate should possess an E.E. degree, have prior experience in managing people and have several years of direct involvement with the broadcast industry.

BROADCAST FIELD ENGINEERS

Assume complete product-support responsibility for VTR's and associated equipment. Knowledge of time base correctors and color cameras helpful. Candidate should possess an E.E. degree and have prior experience in a broadcast station or similar environment. Travel required.

SALES ENGINEERS

Must have good basic knowledge of video tape recorders and related equipment. Personality required to deal with high level management personnel at group and network levels. Experience in a broadcast station desirable. Candidate should be highly motivated and willing to relocate if necessary. Travel required.

If yes, we are a major manufacturer of video equipment and would like to discuss the possibility of joining our fast-tracked organization. We offer excellent starting salaries, complete benefit packages and excellent opportunities for advancement.

Please respond by resume to:

Box BM 815
810 7th Avenue
New York, N.Y. 10019

An Equal Opportunity Employer, M/F



DESIGN ENGINEERS BROADCAST EQUIPMENT

TUNE YOUR CAREER TO AMERICAN DATA

We're a young, but fast growing manufacturer of television production and distribution switching systems and a unit of the North American Philips Corporation, a giant and highly diversified company of international status. This association provides the strong financial, managerial, and technical resources it takes to undertake highly ambitious communications projects.

This growth position requires at least 2 years broadcast experience in television and distribution switching systems, digital audio, and/or video. While a degree is desirable it is not essential.

Relocation will be provided to our Huntsville location, a high technology area famous for its residential qualities and cultural diversity. Cost of living is modest and recreation facilities are exceptional.

Competitive salaries, full benefits, and opportunity for technical advancement are good reasons for finding out what we're doing and where we're going. While you're at the NAB Convention in Las Vegas, why not drop by our booth for a brief career discussion. If you cannot meet with us then, please send resume with salary history, in confidence, to: Personnel Director



American Data Corporation

A North American Philips Company
401 Wynn Drive, P.O. Box 5228,
Huntsville, Alabama 35805

An Equal Opportunity Affirmative Action Employer M/F

Cable

Situations Wanted Programing,
Production, Others

ENTRY LEVEL/CABLE

Seeking nontechnical general assignment with MSO.
Put me to work on your terms. Single, 27, College.
Write:

Randy White, 1235 Dome Drive,
Manchester, Missouri 63011.

Consultants

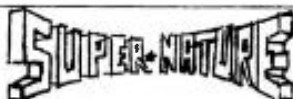
HAVING TROUBLE

preparing or understanding that proposal for the sale
of a station? Let a professional help you. Proposals
prepared or analyzed, professional preparation of fi-
nancial and cash flow statements plus sales, market
and other data necessary to make that important deci-
sion. For further information call or write Communica-
tions Consultants, 24312 Pinecrest, Novi, Michigan.
48050. 313-349-7215.

BROADCAST SALES CONSULTANT

Jack Magan, one of the broadcast industry's
foremost sales authorities, will come into your
market and work directly with your local sales
force for 30-90 days. Highly professional, in-
novative approach to solving your station or
group's sales problems. Excellent references.
Proven results. 512/699-0079.

Radio Programing



DAILY 90 SECOND FEATURES ON:
ENCOUNTERS • PHENOMENA • DISCOVERIES
ORDER YOUR FREE DEMO TAPE:
DEHOPE MKTG. CO. (215) 691-1083
257 VALLEY PARK S. BETHLEHEM, PA 18018

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series



PROGRAM DISTRIBUTORS
11 Vista Drive
Little Rock, Arkansas 72210
501-378-0135



Business Opportunity

Radio, TV licensees

You may acquire additional properties thru major bank financing
secured only by your stations. Location, size, experience are determin-
ing factors.

We are experienced in designing presentations for loans secured by
radio or television properties. This service is open to principals and bro-
kers.

NAB
Las Vegas Hilton
By appointment
April 10-11-12

Ray Kandel
2222 Ave. of the Stars (2102)
Los Angeles, CA 90067
(213) 277-4980 or 277-4053

NOW - AVAILABLE

Innovative Public Service/Spiritual Music Programing
Service. (Non-sectarian). A universal format includes
all styles of music. Presently airing in Los Angeles.
For more information please contact Irvin Hunt c/o
"Praises" Productions, 54 East Colorado Blvd.,
Pasadena, CA 91105. (213) 681-7126.

THE **CnB** STUDIOS

MUSIC LIBRARIES FOR
AUTOMATION

From the music people for **INTERNATIONAL**

UNUSUAL and HARD-TO-FIND MUSIC FORMATS!
Visit our display vehicle at NAB '78
(415) 592-6149 • 3415 BERESFORD AVE. • BELMONT, CA 94022

Since
1968



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

Radio Surveys

From the Warner Bros.:

500	calls diaries	\$50.00	per mo.
100	calls diaries	\$25.00	per mo.

S-A-M-S

3407 Stonybroe Dr., Falls Church, Va. 22044
P.O. Box 2585, Augusta, Ga. 30903 (404) 733-0842

Wanted To Buy Stations

RADIO STATION WANTED

Individual seeks to acquire up to fifty percent equity in
radio station. Active roll desired. Location secondary.
Brokers protected. Send full data package to: Elliot
James Greenberg, Seven The Loch, Roslyn Estates,
N.Y. 11576.

For Sale Stations

Ft. Lauderdale, Florida

Tunnel Radio Station—Broadcasting to over 1,000,000 cars per month on all A.M. channels inside New River Tunnel since 1976. \$49,900 cash.
Mr. Skinner, Tunnel Radio of America, Inc., 2900 N. Dixie Highway, Ft. Lauderdale, Florida 33334, (305) 561-1505. Qualified principals only.

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

WEST COAST: 1204 RUSS BUILDING · SAN FRANCISCO, CALIFORNIA 94104
415/573-6474

EAST COAST: 210 EAST 53RD ST., NO. 80, New York 10023
212/256-0737

REGGIE MARTIN

Media Broker

Florida & Southeast
731 S. Mashta Drive
Key Biscayne, Florida 33149
(305) 361-2181

AT NAB RIVIERA HOTEL

EASTERN FM

Station. Small market near large city. Low down payment. Will sell all or a piece to a managing partner. If interested in partial ownership, submit resume & financial capabilities. Box D-85.

FOR SALE

Daytime AM in Top Ten market. Priced twice gross billing.

Write Box D-90.

ATTENTION MINORITIES

SOUNDAMERICA CORPORATION will spin off Radio Station WQIZ, St. George, SC due to retirement from Broadcasting of officers.

WQIZ—5000 Watts; 810 khz; Non-Directional—Daytime. All Black format. Everything is owned, land, building, equipment, plus manager's residence.

This station is a moneymaker; not a dog!! \$500,000 CASH.

Nothing will be sent to you in the mail. Phone 803—563-4371 for appointment to inspect books and facilities. (Transportation to Charleston SC airport arranged.)

A Charleston, SC SMSA Area Radio Station.

SOUTHWEST

Powerful day and night AM facility with regional coverage, excellent frequency, one roof operation. Tons of equipment, real estate included, needs regional sales oriented owner. Price: \$600,000, terms to qualified buyer.

George **MOORE**
& ASSOCIATES

BROKERS AND APPRAISERS

6116 N CENTRAL EXPRESSWAY SUITE 712
DALLAS, TEXAS 75206 214/361-8970

W. John Grandy Broadcasting Broker

During the NAB will be
at the Jockey Club
736-8800

THE
KEITH W. HORTON
COMPANY

P.O. Box 948
Elmira, N.Y.
14902
(607) 733-7138

BROKERS AND
CONSULTANTS
TO THE
COMMUNICATIONS
INDUSTRY

SOUTHERN BROKER

Coast	Medium	AM-Full	650K	Terms
So.	Small	Combo	149K	40K
So.	Small	FM	175K	50K
So.	Medium	AM-Full	800K	Cash
So.	Small	AM-Full	525K	Terms

JOHN mitchell
P.O. Box 1065 Shreveport, LA 71163

LARSON/WALKER & COMPANY

Convention Headquarters

MGM Grand Hotel
1209A-1207-1209



CHAPMAN ASSOCIATES®

media brokerage service

STATIONS

W	Small	AM	\$125K	\$36K
S	Small	Daytime	\$150K	29%
W	Medium	FM	\$525K	Terms
MW	Major	AM	\$250K	\$81K
S	Metro	AM/FM	\$775K	\$225K

CONTACT

Bill Whitley	(214) 387-2303
Joe Gratz	(813) 877-1800
Ray Stanfield	(213) 363-5764
David Kelly	(414) 499-4933
Bill Whitley	(214) 387-2303

NAB: Las Vegas Hilton, Suite 2129

To receiving offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Georgia 30341

NAB Convention
Headquarters
LANDMARK HOTEL 29th Floor

RALPH E. MEADOR
Media Broker
AM-FM-TV-APPRAISALS

P.O. Box 36
Lexington, Mo. 64067
816-259-2544

NAB CONVENTION

MGM GRAND HOTEL
• LAS VEGAS

HEADQUARTERS
SUITE 761 •
761 • A

MEDIA BROKERS • APPRAISERS
RICHARD A.

SHAHEN INC.

435 NO MICHIGAN AVE. • CHICAGO 60611



FOR SALE

TV STATIONS—Some Net Affiliates AM-FM's and CATV Systems in Florida and Southeast

SHERMAN-BROWN and ASSOCIATES

Media Brokers
305-561-9334
P.O. Box 4475
Ft. Lauderdale, Fla. 33021

or

Contact Gordan Sherman at the Hilton Hotel during the NAB Convention in Las Vegas.

(Buy or sell with complete Confidentiality)

Clear Channel
1 kw

Greensboro-Winston-Salem
High Point, North Carolina

CHOICE PROPERTY
(804) 623-6262

SEE YOU
AT THE
SAHARA
737-2111

George MOORE
& ASSOCIATES
BROKERS AND APPRAISERS

5116 N. CENTRAL EXPRESSWAY SUITE 712
DALLAS, TEXAS 75206 214 361-8970

- AM/FM single station market in Miss. FM heard in adjacent city. Automated. Good buy. \$15,000 down if financially responsible.
- Daytimer within 100 miles of Montgomery, Ala. Total price \$60,000 Building included. Lease land for \$22.00 per month. \$35,000 down.
- Daytimer NW Alabama needs resident owner/manager. Good potential. \$175,000.
- Fulltimer in North Alabama. Only Fulltimer in Mkt. Includes real estate \$360,000.
- AM/FM within 50 miles of NYC. Powerful FM. Majority share \$710,000. Terms.
- UHF TV with 20 cable systems in South. \$600,000. Terms.
- Powerful Fulltimer in Northern Arizona. \$900,000. Terms.
- Spanish station, Sou. Calif. Good buy for \$520,000.
- Powerful ethnic daytimer with good billing. Central Georgia metro area. \$810,000. Assume corporate note.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Class "C" Stereo. Central Texas. Good billing. \$260,000.
- Daytimer. Southern Georgia. \$265,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM within 35 miles of Washington, D.C. Consultant says potential of moving within 8 miles of Washington beltway. \$340,000. Terms.
- Fulltimer in S.E. Missouri. Profitable single station. \$280,000.
- Daytimer in N.C. \$400,000. Terms.
- FM in Central Pa. \$225,000. Terms.
- Minority interest in five small town stations. Management possibilities.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Stock Index

	Stock symbol	Exch.	Closing Wed. March 29	Closing Wed. March 22	Net change in week	% change in week	High	1977-78 Low	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)		
Broadcasting													
ABC	ARC	N	38 5/8	38 3/8	+	1/4	+	.65	46 3/4	35 3/8	7	18,152	701,121
CAPITAL CITIES	CCB	N	60	60 1/8	-	1/8	-	.20	60 1/2	44 3/4	11	7,426	445,550
CBS	CRS	N	46 3/8	46 3/8				62	43 7/8	7	28,100	1,303,137	
COX	COX	N	36 1/2	34 3/4	+	1 3/4	+	5.03	36 1/2	25 1/2	10	6,135	225,752
GROSS TELECASTING	GGG	A	17 3/8	16 3/4	+	5/8	+	3.73	17 3/8	13 5/8	4	800	13,900
KINGSTIP COMMUN.	KTVV	O	6 1/2	6 1/2				7	3 7/8	12	462	3,073	
LIN	LINA	O	28 3/8	27 3/8	+	1	+	3.65	28 3/8	16 1/2	9	2,745	77,899
MOONEY	MOON	O	2 3/8	2 3/8				2 5/8	1 7/8		425	1,009	
RAHALL	RAHL	O	18 3/4	19	-	1/4	-	1.31	19 1/2	8 5/8	20	1,264	23,703
SCRIPPS-HOWARD	SCRH	O	35	35				37	30 1/2	8	2,589	90,615	
STARR	SRG	N	12 3/4	11 7/8	+	7/8	+	7.36	12 3/4		12	1,437	18,959
STORER	SRK	N	26	26 3/4	-	3/4	-	2.30	26 7/8	19 3/8	10	4,976	126,776
TAFT	TFB	N	35	34	+	1	+	2.94	35	24 5/8	7	4,119	144,165
TOTAL										78,630		3,175,596	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	8	7 3/4	+	1/4	+	3.22	8	3 3/4	9	1,229	9,832
JOHN BLAIR	BJ	N	21	20	+	1	+	5.00	21	11 1/8	6	2,427	50,767
CHRIS-CRAFT	CCX	N	9 3/4	10 1/4	-	1/2	-	4.87	10 1/4	4 1/2	24	4,451	43,397
COMBINED COMM.	CCA	N	35 3/4	40 7/8	-	5 1/8	-	12.53	40 7/8	19	11	6,920	247,390
COWLES	CWL	N	19	19 1/8	-	1/8	-	.65	19 1/8	12 1/2	21	3,969	75,411
DUN & BRADSTREET	DNB	N	29 1/8	28 7/8	+	1/4	+	.86	31	26 1/4	14	26,339	767,123
FAIRCHILD IND.	FEN	N	19	18 1/2	+	1/2	+	2.70	19 1/8	9 1/2	12	5,708	108,452
FUQUA	FQA	N	10 3/4	9 7/8	+	7/8	+	8.86	13	8	6	9,396	101,007
GANNETT CO.	GCI	N	36 3/4	36 3/4					40 3/4	32 3/4	15	22,430	824,302
GENERAL TIRE	GY	N	23 3/4	24 3/4	-	1	-	4.04	29 1/4	22 3/8	5	22,692	538,935
GLOBE BROADCASTING	GLBTA	D	4 3/4	4 3/4					4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	G	D	15 1/2	15 1/2					15 1/2	8	7	475	7,362
HARTE-HANKS	HMN	N	33 7/8	33 1/2	+	3/8	+	1.11	36	26	12	4,477	151,658
JEFFERSON-PILOT	JP	N	28 1/4	28 3/4	-	1/2	-	1.73	32 3/8	26 5/8	9	23,946	676,474
MARVIN JOSEPHSON	MRVN	D	12 3/4	12 1/2	+	1/4	+	2.00	17 1/4	10 1/4	6	1,978	25,219
KANSAS STATE NET.	KSN	O	12 1/4	12 3/4	-	1/2	-	3.92	12 3/4	4 3/4	11	1,727	21,155
LEE ENTERPRISES	LNT	A	28 1/2	27 5/8	+	7/8	+	3.16	28 1/2	22 1/4	11	4,930	140,505
LIBERTY	LC	N	25	24 7/8	+	1/8	+	.50	25 1/4	18	8	6,762	169,050
MCGRAW-HILL	MHP	N	18 3/4	18 7/8	-	1/8	-	.66	19 5/8	15 5/8	9	24,682	462,787
MEDIA GENERAL	MEG	A	15	14 7/8	+	1/8	+	.84	20	13 5/8	7	7,451	111,765
MEREDITH	MDP	N	29 1/2	28 7/8	+	5/8	+	2.16	29 1/2	17 3/8	7	3,074	90,683
METROMEDIA	MET	N	45 1/8	42 5/8	+	2 1/2	+	5.86	45 1/8	25 1/4	9	6,630	299,178
MULTIMEDIA	MMED	O	18 1/2	18 1/4	+	1/4	+	1.36	27 1/2	16 1/4	10	6,594	121,989
NEW YORK TIMES CO.	NYKA	A	20 1/8	20 5/8	-	1/2	-	2.42	20 5/8	15 3/4	8	11,422	229,867
OUTLET CO.	OTU	N	22 3/4	19 3/4	+	3	+	15.18	24 1/4	16 5/8	8	2,290	52,097
POST CORP.	POST	O	25 1/4	25	+	1/4	+	1.00	25 1/4	16 1/4	8	893	22,548
REEVES TELECOM	RFT	A	2 7/8	2 7/8					3 1/8	1 3/4	48	2,381	6,845
ROLLINS	ROL	N	17 1/2	16 3/4	+	3/4	+	4.47	24 1/4	14 7/8	9	33,000	577,500
RUST CRAFT	RUS	A	23 3/4	23 5/8	+	1/8	+	.52	24	8 1/2	14	2,297	54,553
SAN JUAN RACING	SJR	N	11 5/8	10 1/8	+	1 1/2	+	14.81	11 3/4	7 5/8	18	2,509	29,167
SCHERING-PLOUGH	SGP	N	28 1/8	28 5/8	-	1/2	-	1.74	44 3/4	26 3/8	9	54,084	1,521,112
SONDERLING	SDB	A	18 7/8	19 1/8	-	1/4	-	1.30	19 1/8	8 3/8	9	1,105	20,856
TECH OPERATIONS	TO	A	4 1/4	3 3/4	+	1/2	+	13.33	4 3/4	2 3/8	17	1,344	5,712
TIMES MIRROR CO.	TMC	N	24 3/4	24 1/4	+	1/2	+	2.06	25 3/8	20 3/4	9	34,760	860,310
WASHINGTON POST CO.	WPD	A	33 7/8	32 5/8	+	1 1/4	+	3.83	35 1/8	21 3/4	9	8,476	287,124
WOMETCO	WOM	N	13 3/4	14 1/2	-	3/4	-	5.17	14 3/4	10 7/8	9	8,554	117,617
TOTAL											364,174	8,843,116	

Cablecasting

ACTON CORP.	ATN	A	8 3/4	8 3/8	+	3/8	+	4.47	9 3/4	3 1/8	10	2,710	23,712
AMECO*	ACO	O							1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	41 1/2	40 7/8	+	5/8	+	1.52	41 3/4	19 3/4	21	3,863	160,314
ATHENA COMM.		O	3/8	7/8	-	1/2	-	57.14	7/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O	4 1/4	4 5/8	-	3/8	-	8.10	4 3/4	3 1/8	19	8,370	35,572
CABLE INFO.*		O	1 1/2	1 1/2					1 1/2	1/2	8	663	994
COMCAST		O	8 3/4	7 1/4	+	1 1/2	+	20.68	8 3/4	3 3/4	15	1,651	14,446
COMMUN. PROPERTIES	COMU	O	12 1/2	13	-	1/2	-	3.84	13	3 5/8	23	4,839	60,487
ENTRON*	ENT	D	2 1/4	2 1/4					2 1/4	7/8	2	979	2,202
GENERAL INSTRUMENT	GRI	N	24 3/4	23 3/8	+	1 3/8	+	5.38	24 3/4	17 5/8	9	7,503	185,823
GENEVE CORP.	GENV	O	10 3/4	11	-	1/4	-	2.27	12 1/2	7 1/2		1,121	12,050
TELE-COMMUNICATIONS	TCOV	O	15 1/4	14 3/4	+	1/2	+	3.38	15 1/4	2 7/8	76	5,281	80,535
TELEPROMPTER	TP	N	11 1/2	11 1/4	+	1/4	+	2.22	11 1/2	6 3/4	27	16,922	194,603
TEXSCAN	TEXS	O	1 3/4	1 3/4					2	1 1/4	10	786	1,375
TIME INC.	TL	N	38 7/8	38 3/4	+	1/8	+	.32	38 7/8	31 3/4	9	20,371	791,922
TOCOM	TOCM	O	4 5/8	4 1/2	+	1/8	+	2.77	4 5/8	2 1/4	10	894	4,134
UA-COLUMBIA CABLE	UACC	O	28 1/4	26 1/2	+	1 3/4	+	6.60	28 1/4	15 1/2	19	1,679	47,431
UNITED CABLE TV	UCTV	O	12 7/8	11 3/4	+	1 1/8	+	9.57	12 7/8	3 7/8	23	1,915	24,655
VIACOM	VIA	N	18 1/2	18	+	1/2	+	2.77	20	9 1/2	14	3,764	69,634
TOTAL											86,641	1,710,685	

Stock symbol	Exch.	Closing Wed. March 29	Closing Wed. March 22	Net change in week	% change in week	1977-78 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
Programing													
COLUMBIA PICTURES	CPS	N	16 7/8	16 1/8	+	3/4	+	4.65	20 1/2	7 3/8	7	6,748	113,872
DISNEY	DIS	N	32 5/8	32 3/4	-	1/8	-	.38	47 5/8	32 1/2	13	32,380	1,056,397
FILMWAYS	FWY	A	9 3/4	9 3/8	+	3/8	+	4.00	9 7/8	6 7/8	8	2,579	25,145
FOUR STAR			1 1/8	1 1/8					1 1/4	3/4	11	666	749
GULF + WESTERN	GW	N	13 1/8	12 3/4	+	3/8	+	2.94	18 3/8	10 1/4	5	48,215	632,821
MCA	MCA	N	40 1/2	38 3/4	+	1 3/4	+	4.51	42 3/4	32	9	18,559	751,599
MGM	MGM	N	29 7/8	28 1/8	+	1 3/4	+	6.22	29 7/8	16	13	14,609	436,443
TRANSAMERICA	TA	N	14 1/8	13 7/8	+	1/4	+	1.80	16 1/2	13 1/4	6	66,781	943,281
20TH CENTURY-FOX	TF	N	28 3/4	26 1/4	+	2 1/2	+	9.52	28 3/4	10	5	7,786	223,847
VIDEO CORP. OF AMER.	Q		5 1/4	5 1/4					6 1/2	3 1/2	10	973	5,108
WARNER	WCI	N	33 1/4	33 5/8	-	3/8	-	1.11	33 5/8	25 3/4	7	14,458	490,728
WRATHER	WCO	A	10 1/4	10 1/4					10 1/4	4 1/2	10	2,243	22,990
TOTAL									215,996	4,692,980			

Service

BBDO INC.	BBDO	O	29	29					29 3/4	22 1/2	8	2,513	72,877
COMSAT	CO	N	35 3/4	35 1/4	+	1/2	+	1.41	36 3/4	28 3/4	10	10,000	357,500
DOYLE DANE BERNBACH	DOYL	O	20	20					22	16 3/4	6	1,776	35,520
FOOTE CONE & BELDING	FCB	N	20 3/4	19 3/8	+	1 3/8	+	7.09	20 3/4	14 3/4	9	2,304	47,808
GREY ADVERTISING	GREY	O	32	33	-	1	-	3.03	33	16 1/2	6	716	22,912
INTERPUBLIC GROUP	IPG	N	28 1/2	29	-	1/2	-	1.72	39 1/4	22 1/2	8	2,387	68,029
MCI COMMUNICATIONS	MCIC	O	3	2 7/8	+	1/8	+	4.34	4 1/4	7/8	33	20,137	60,411
MOVIELAB	MOV	A	1 3/8	1 1/8	+	1/4	+	22.22	3	1	9	1,410	1,938
4PO VIDEOTRONICS	MPO	A	4 7/8	4 7/8					9	4	6	520	2,535
A. C. NIELSEN	NIELB	O	22 5/8	22 1/8	+	1/2	+	2.25	22 5/8	18 7/8	12	10,832	245,074
OGILVY & MATHER	OGIL	O	45 1/2	42 3/4	+	2 3/4	+	6.43	45 1/2	31	9	1,805	82,127
J. WALTER THOMPSON	JWT	N	24 1/2	23 5/8	+	7/8	+	3.70	24 5/8	15 1/8	8	2,649	64,900
TOTAL											57,049	1,061,631	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	6 1/4	6 1/4					6 1/4	2 3/8	7	1,672	10,450
AMPEX	APX	N	13	12 3/8	+	5/8	+	5.05	13	7 3/8	13	10,928	142,064
ARVIN INDUSTRIES	ARV	N	18	18 7/8	-	7/8	-	4.63	20 3/4	14 1/2	4	5,959	107,262
CCA ELECTRONICS*	CCA	O	5/8	5/8					5/8	1/8	3	897	560
CETEC	CEC	A	4	4 1/4	-	1/4	-	5.88	4 1/4	1 3/4	12	1,654	6,616
COHU	COH	A	4 1/8	4	+	1/8	+	3.12	4 1/8	2 1/8	13	1,779	7,338
CONRAC	CAX	N	20 1/2	20	+	1/2	+	2.50	27 1/4	19 1/4	7	1,803	36,961
EASTMAN KODAK	EASKD	N	42 3/4	42	+	3/4	+	1.78	86 3/4	42	11	161,370	6,898,567
FARINON	FARN	O	10 1/4	10 1/4					12	8	10	4,635	47,508
GENERAL ELECTRIC	GE	N	47 1/4	46 7/8	+	3/8	+	.80	56 5/8	44 1/2	10	184,581	8,721,452
HARRIS CORP.	HRS	N	47 1/2	46	+	1 1/2	+	3.26	47 1/2	28	13	12,236	581,210
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4					5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.*	IVCP	O	1	1					2 3/8	1/4		2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	35 1/4	32 3/4	+	2 1/2	+	7.63	35 1/4	20 1/4	14	1,320	46,530
3M	MMM	N	44 3/4	44 5/8	+	1/8	+	.28	57	44 5/8	13	115,265	5,158,108
MOTOROLA	MOT	N	39 1/8	38 7/8	+	1/4	+	.64	56 7/8	34 1/4	12	28,544	1,116,784
N. AMERICAN PHILIPS	NPH	N	25 1/8	24 3/4	+	3/8	+	1.51	36	24 3/4	5	12,033	302,329
OAK INDUSTRIES	OAK	N	23	22 1/4	+	3/4	+	3.37	23	9 5/8	26	1,716	39,468
RCA	RCA	N	24 3/4	23 7/8	+	7/8	+	3.66	31 3/4	22 3/4	8	74,810	1,851,547
ROCKWELL INTL.	ROK	N	31 3/4	31 5/8	+	1/8	+	.39	36 3/4	28 1/4	7	33,600	1,066,800
RSC INDUSTRIES	RSC	A	2 3/8	2 3/8					2 3/4	1 5/8	10	2,690	6,388
SCIENTIFIC-ATLANTA	SFA	A	23 7/8	23	+	7/8	+	3.90	23 7/8	16 3/4	13	2,426	57,920
SONY CORP.	SNE	N	7 1/4	7 3/8	-	1/8	-	1.69	10 3/8	7	11	172,500	1,250,625
TEKTRONIX	TEK	N	34 3/4	37 3/8	-	2 5/8	-	7.02	68 1/2	28 1/4	12	17,804	618,689
TELEMATION	TLMT	O	2	2 1/4	-	1/4	-	11.11	2 1/4	1/2	2	1,050	2,100
VARIAN ASSOCIATES	VAR	N	15 5/8	15 5/8					21	14 3/4	9	6,838	106,843
WESTINGHOUSE	WX	N	16 3/4	16 7/8	-	1/8	-	.74	22	16 1/4	5	87,329	1,462,760
ZENITH	ZE	N	14 3/8	13 7/8	+	1/2	+	3.60	28	11 3/8	19	18,818	270,508
TOTAL												967,438	29,922,128
GRAND TOTAL												1,769,929	49,406,128

Standard & Poor's Industrial Average

98.4 98.3 +.1

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.
**No P/E ratio is computed, company
registered net loss.
***Stock split.
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earn-
ings figures are exclusive of extraordinary
gains or losses.

Pick of the engineers for 1978: John Moseley

Twenty years ago a friend suggested to John Moseley that a trip to the National Association of Broadcasters convention would give him an opportunity to see whether there was a market for a new device he'd developed. "I had a hell of a time getting in because I wasn't a member, but finally my friend got me in as his employee," says Mr. Moseley, who won't have that problem at this year's meeting in Las Vegas. The NAB has selected him to receive its annual Engineering Achievement Award, in large part for his development of that idea he had 20 years ago.

That idea was a control system for studio-transmitter links (STL) for FM stations that could not afford the high cost of telephone lines from the studio to the transmitter located on a mountain peak or other high ground needed to provide optimum coverage.

Mr. Moseley, while familiar with broadcasting from his work at radio stations in his native Midwest while attending Purdue, and later in his adopted home of California while pursuing advanced degrees in physics and engineering at the University of Southern California, had not been moving toward a career in that industry. His work up to that point was in the industrial and defense area at Raytheon's missile and radar division, with firms specializing in RF aviation equipment, and consulting work on radio controlled cloud-seeding generators.

It was his knowledge of radio control devices that led a Santa Barbara, Calif., FM station to ask Mr. Moseley whether he could design a control system for an STL the station had purchased. "The station had been quoted something like \$500,000 to \$600,000 to install a telephone line from the studio to the transmitter on a 4,000-foot mountain outside town, plus a very high monthly rental fee," Mr. Moseley said. It took a couple of months, worked well, but the process seemed so simple that Mr. Moseley didn't think he could make a business out of it. After talking to a number of people at the NAB, he saw that indeed there was an opportunity and in 1959 started Moseley Associates, since, he said, "there was nobody I knew of who was helping FM stations" with this problem.

Mr. Moseley traces the philosophy behind his company back to his college days, when a speaker at an employment seminar told the soon-to-graduate engineering students to take their



John Arbuckle Moseley—president, Moseley Associates, Goleta, Calif.; b. Aug. 8, 1926, Springfield, Ill.; attended Purdue University, 1943-44; with WBAA(AM) West Lafayette, Ind., 1943-44; U.S. Army Signal Corps, 1944-46; BE, electrical engineering, University of Southern California, 1947; technician, KWIK(AM) Burbank, Calif., 1946-47; graduate work in physics, University of California at Santa Barbara, 1947-48; MS in physics, USC, 1951; telemetry engineer, Missile and Radar Division, Raytheon Manufacturing Co., Point Mugu, Calif., 1951-53; project engineer, Lear Inc., Santa Monica, Calif., 1953-55; director of engineering, D&R Ltd., Santa Barbara, Calif., 1955-59; present post since 1959; m. Laurien Zener, 1949; children: Mark, 22; Linda, 18.

electronics knowledge and look at a different industry for a problem, then figure out a way to solve it.

From the original STL control systems, the firm grew and expanded into remote control systems, FM exciters, stereo generators and subsidiary communication generators.

The development of products to solve new problems has been an ongoing concern for Mr. Moseley. He was instrumental in having the FCC allocate dual studio-transmitter links for FM stereo and has assisted the NAB in field tests leading to the adoption of rules for TV remote control. He also proposed the use of low frequency spectrum space for wireless control

systems for AM stations and has worked on the development of AM stereo transmission standards.

"From that beginning of recognizing a need," he said, "we have tried to produce equipment that's just as good" as that of the big equipment manufacturers whose products are incorporated with those of Mr. Moseley's firm in many installations. "We're very conscious of trying to do a professional job."

Moseley Associates has grown from a one-man show based in Mr. Moseley's home to a 130-person operation with headquarters in an industrial park in Goleta, Calif., near Santa Barbara.

"I consider myself an entrepreneur, not a businessman," Mr. Moseley said. "Most successful businesses at some point in their early development have an entrepreneur behind it and then later he has to bow out and a businessman has to take over." In 1977, when the company had about 125 employees, "I was becoming more involved with people problems than with engineering ones, so I started to look for a company that had the same type of goals and philosophy I had in running a business." He was successful last fall when the company was purchased by Flow-General of McLean, Va.

Mr. Moseley is still involved in working with new techniques and technologies as evidenced by the company's development six years ago of digital control systems. "Digital has many advantages over analog systems," he said. "It's faster and we can get reliable data even when there's as much or more noise on the line than data."

Satellite communications is another emerging field in which Moseley Associates is interested. The firm is currently producing satellite earth station control systems for Rockwell International, which is manufacturing earth stations for the Public Broadcasting Service.

Another area that piques Mr. Moseley's interest is AM stereo. "I hope that the FCC will take some action" [authorizing a system] by the end of this year or the beginning of 1979, he says.

While the company began and operated for many years strictly as a broadcast supplier, in recent years it has diversified into a line of industrial control systems. In addition, there are overseas markets he wants to explore. Toward that end, Mr. Moseley has been taking a crash course in Spanish to look into new business opportunities in Latin America.

They will involve, undoubtedly, looking for a new problem to be solved through electronics.

A rightful rally

If the relative weight of adversarial filings counts for anything at the U.S. Supreme Court, the FCC's standards on indecency are doomed. Not in memory has so massive an array of forces been assembled as that opposing the FCC before the court last week. For all practical purposes, the FCC stands alone against its world in defending the legality of its attempt to define and suppress indecency. Even the U.S. Department of Justice, which sided with the FCC when the case was before the Court of Appeals, has changed its mind.

Indecency, of course, is not the issue here. At stake are an appellate court decision that denounced the FCC for venturing into censorship and a concurring opinion that found a violation of the First Amendment as well. If the appellate court were to be reversed by the Supreme Court, broadcasting would lose one of the strongest affirmations of editorial independence ever issued by the judiciary.

"We should continue to trust the licensee," the appellate court said, "to exercise judgment, responsibility and sensitivity to the community's needs, interests and tastes. To whatever extent we err, or the commission errs in balancing its duties, it must be in favor of preserving the values of free expression and freedom from governmental interference in matters of taste."

Obviously it was the importance of that language as a future limitation on governmental regulation of any kind of broadcast content that persuaded so many broadcast organizations to defend it in filings at the Supreme Court last week. Never mind that the appellate court was ruling on a scruffy test case that most broadcasters would deplore. It wasn't seven dirty words that the court and broadcasters were endorsing. It was the principle of freedom from government control.

One of the better weeks in recent broadcasting history.

Doors ajar

Influential elements in the American Bar Association are beginning to favor the admission of broadcasting reporters and their apparatus to trial and appellate courts. The latest indication of that trend came when the association's Standing Committee on Standards for Criminal Justice voted to remove existing bans on broadcast coverage of criminal trials (BROADCASTING, March 27).

There are also significant clusters of support for the admission of radio and television to appellate proceedings (BROADCASTING, Feb. 20). Only Warren Burger, chief justice of the United States, remains conspicuously adamant in his aversion to broadcast coverage.

Still the chief justice cannot single handedly stem the tide. The ABA House of Delegates is expected to consider admission to criminal trials at its meeting next August. In the meantime, broadcast journalists ought to busy themselves with the enlistment of support.

The 15-second quandry

A storm of sorts is developing over the 15-second television commercial. More accurately, it's over the *potential* for a 15-second commercial, based on Procter & Gamble's buying of minutes for some products, using only 45 seconds in each minute and leaving the other 15 seconds to be filled by a public service announcement (BROADCASTING, March 20, 27).

What may have aroused suspicion in the first place is P&G's willingness to pay for 60 seconds and use only 45. P&G isn't

known for that sort of profligacy—and broadcasters aren't used to it, either.

One fear, of course, is that if the 45-second length becomes established, someone will come up with a 15-second commercial to round out the minute. And if the 15 then becomes established, who knows what will be next? Four 15's where two 30's used to be? The inventory in that case is doubled, or virtually so, just as it was when the 30 replaced the 60 as the standard. What would then happen to pricing, especially if business falls on hard times, or if the advertising of sugared products goes the way of cigarette advertising? And what in any event happens to the viewer's perception of clutter if the number of commercials is doubled?

It is not yet clear, at least to us, that an attempt to establish the 15 is inevitable, although admittedly there are a few piggybacked 15's around. Certainly the potential is there, and alert broadcasters will keep an eye on it in their own interest and in the interests of their viewers. They should not, however, ignore the legitimate interests of their advertisers. If, for example, a 45 is in fact the best length for a specific creative concept, or if the advertiser believes it is, why should it be rejected without good reason?

What is good reason and what isn't, of course, is for each station to decide. Deciding isn't always easy, but that's what management is for.

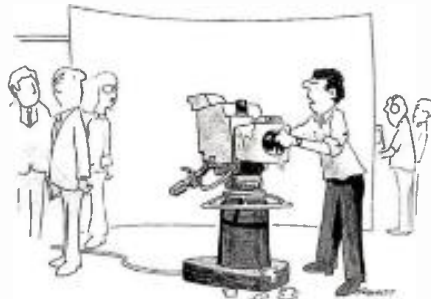
Evening the odds

The Washington-Baltimore local of the American Federation of Television and Radio Artists had invented a system of advertiser pressure that could have been adopted as a model by locals elsewhere for use during strikes against broadcast stations. AFTRA had persuaded local agencies to agree that commercials taped by AFTRA performers would be withdrawn on union request from stations against which performers were striking.

An administrative law judge for the National Labor Relations Board has ruled the practice to be an illegal secondary boycott (BROADCASTING, March 27). If the ruling is affirmed by the NLRB itself, to which the union has appealed, broadcasters everywhere will have reason to be grateful.

If a union can succeed in signing up advertising agencies as partners in a strike, its bargaining power is increased exponentially. The labor laws are intended to give both sides a reasonable chance to survive a labor dispute. Unchecked, the AFTRA plan would radically upset that balance.

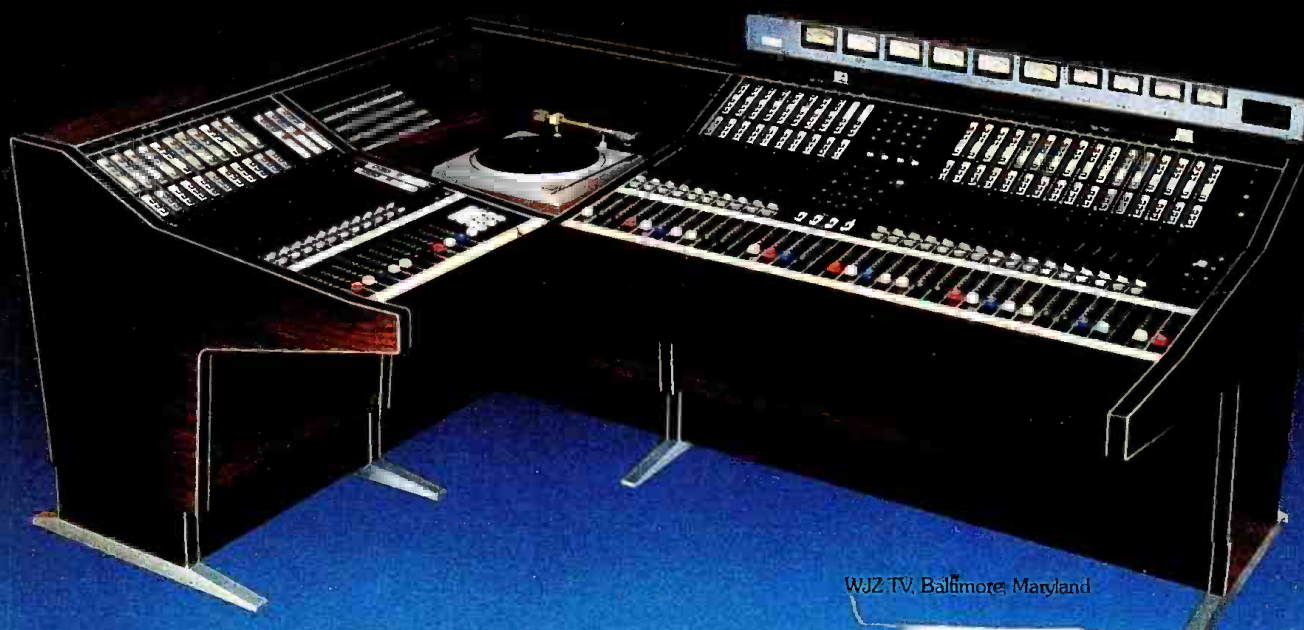
This case has been taken to the NLRB by First Media Corp., licensee of WPGC-AM-FM Morningside, Md., against which AFTRA had been striking. First Media should not be left to pursue it alone.



Drawn for BROADCASTING by Jack Schmidt

"Who spilled the Maalox in the zoom lens?"

IF YOU'RE A PERFECTIONIST YOU'VE MET YOUR MATCH



WJZ-TV, Baltimore, Maryland

If you're really hard-nosed about audio quality, you'll see our perfectionism in our equipment. We're really demanding about our engineering, manufacturing and quality control standards. Correction. Make that read "downright finicky."

We're insistent about maintaining complete in-house design and manufacturing operations and about our painstaking quality control methods. These factors help maintain our position as the innovator, the one others look to for leadership. They assure you of the finest, the most reliable and advanced audio equipment.

You'll probably want to read every word of our excellent 5-year warranty, the most comprehensive in the industry. And while you're at it ask for our customer service. We're proud of it and we think you'd be proud to have your name on it some day.

For our complete catalog contact Audio Designs and Manufacturing, Inc., 160 Sturgeon, Roseville, Michigan 48066. Phone (313) 778-8400. TLX-23-11.

AMPEX Distributed outside U.S.A. by Ampex International Operations, Inc.

See us at booth 435.

SQUEEZED ZOOM™

is...
One Channel

FRAME SYNCHRONIZER

Locks all remote signals to house sync. Network, ENG, Remote pick-ups, and satellite signals will mix with local signals with no disturbance.

Sampling video at 4 times subcarrier for superior technical standard and picture quality.

TIME BASE CORRECTOR

Will "NTSC" COLOR and sync of low cost VTR's.

FRAME FREEZER

Will act like having another camera in the studio for still shots. Will freeze any full frame picture. Will retain last frame of interrupted incoming signal automatically until picture is restored.



ELECTRONIC ZOOM

See or read information not possible without zoom.

In sports, determine if ball is good, simply freeze and enlarge. Call foul plays more accurately. Zoom capability on a remote or recorded scene. Zoom while chroma key tracking.

VERY SPECIAL EFFECTS

With 2 channels or more, open new unlimited vistas of movie-type effects.

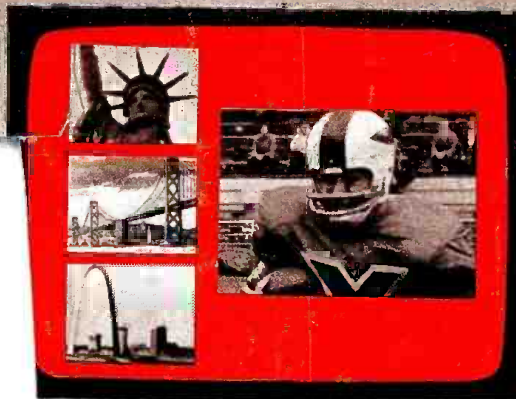
GENERATE your own effects with Vital's pre-programmed micro-processor.

Record 4 pictures on one recorder and play back any one full screen with no perceptible degradation.

Observe or monitor 4 TV channels on one receiver; listen to any one audio.

Conceived, designed, and manufactured in Florida by Vital Industries, Inc.-makers of the VIX-114 Series Switching Systems.

Or up to 4 Channels in One



HI TECHNOLOGY PRODUCT INNOVATORS

VITAL INDUSTRIES, INC.

E: 3700 N.E. 53rd Ave., Gainesville, Fla. 32601 U.S.A. • Tel.: Area 904-378-1581.

LL Northeast
an Lane
Y. 11801
735-0055

GORDON PETERS Southwest
P. O. Box 912
Arlington, Texas 76010
Phone 817/261-6855

ERIC KING Southeast
Fox Hill Road
Lynchburg, Va. 24503
Phone 804/384-7001

BARRY HOLLAND West Coast
7960 West Beverly Blvd.
Los Angeles, California 90048
Phone 213/653-9438