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Broadcasting Apr 10

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It's not every day that an Just every year.



1934
BEST SONG
The Continental
Com: Conrad
Herb Magidson



1934
BEST SCORE
One Night of Love
Dept. Head: Louis Silvers
Composers: Victor Schertzinger,
Gus Kahn



1935
BEST SONG
Lullaby of Broadway
Harry Warren
Al Dubin



1935
BEST SCORE
The Informer
Max Steiner



1936
BEST SONG
The Way You Look Tonight
Jerome Kern
Dorothy Fields



1936
BEST SCORE
Anthony Adverse
Dept. Head: Leo Forbstein
Composer: Erich W. Korngold



1937
BEST SONG
Sweet Leilani
Harry Owens



1937
BEST SCORE
One Hundred Men and a Girl
Dept. Head: Charles Previn



1938
BEST SONG
Thanks for the Memory
Leo Robin
Ralph Rainger



1941
DRAMATIC SCORE
All That Money Can Buy
Bernard Herman



1941
MUSICAL SCORE
Dumbo
Frank Churchill
Oliver Wallace



1942
BEST SONG
White Christmas
Irving Berlin



1942
DRAMATIC SCORE
Now, Voyager
Max Steiner



1942
MUSICAL SCORE
Yankee Doodle Dandy
Ray Heindorf
Heinz Roemheld



1943
BEST SONG
You'll Never Know
Mack Gordon
Harry Warren



1943
DRAMATIC SCORE
The Song of Bernadette
Alfred Newman



1943
MUSICAL SCORE
This Is the Army
Ray Heindorf



1944
BEST SONG
Swinging on a Star
Johnny Burke
Jimmy Van Heusen



1947
DRAMATIC SCORE
A Double Life
Milton Rosen (PRS)



1947
MUSICAL SCORE
Mother Wore Tights
Alfred Newman



1948
BEST SONG
Buttons & Bows
Ray Evans
Jay Livingston



1948
DRAMATIC SCORE
The Red Shoes
Brian Easdale



1948
MUSICAL SCORE
Easter Parade
Johnny Green
Roger Edens



1949
BEST SONG
Baby It's Cold Outside
Frank Loesser



1949
DRAMATIC SCORE
The Heiress
Aaron Copland



1949
MUSICAL SCORE
On the Town
Roger Edens
Lennie Hayton



1950
BEST SONG
Mama Lisa
Ray Evans
Jay Livingston



1953
DRAMATIC SCORE
Lili
Bronislav Kaper



1953
MUSICAL SCORE
Call Me Madam
Alfred Newman



1954
BEST SONG
Three Coins in the Fountain
Sammy Cahn
Jule Styne



1954
DRAMATIC SCORE
The High and the Mighty
Dimitri Tiomkin (SACEM)



1954
MUSICAL SCORE
Seven Brides for Seven Brothers
Adolph Deutsch
Saul Chaplin



1955
BEST SONG
Love is a Many Splendored Thing
Sammy Fain
Paul Francis Webster



1955
DRAMATIC SCORE
Love Is a Many Splendored Thing
Alfred Newman



1955
MUSICAL SCORE
Oklahoma!
Robert Russell Bennett, Jay
Blackton, Adolph Deutsch



1956
BEST SONG
Que Sera Sera
Ray Evans
Jay Livingston



1959
MUSICAL SCORE
Porgy and Bess
Andre Previn
Ken Dancy



1960
DRAMATIC SCORE
Exodus
Ernest Gold



1960
MUSICAL SCORE
Song Without End
Morris Stoloff
Harry Solomon



1961
BEST SONG
Moon River
Henry Mancini



1961
DRAMATIC SCORE
Breakfast at Tiffany's
Henry Mancini



1961
MUSICAL SCORE
West Side Story
Saul Chaplin, Johnny Green,
Sid Ramin, Irwin Kostal



1962
BEST SONG
Days of Wine and Roses
Johnny Mercer
Henry Mancini



1962
SCORE ADAPTATION
The Music Man
Ray Heindorf



1963
BEST SONG
Call Me Irresponsible
Sammy Cahn
James Van Heusen



1968
BEST SONG
The Windmills of Your Mind
Alan & Marilyn Bergman/
Michel Legrand (SACEM)



1968
MUSICAL SCORE
Oliver!
John Green



1969
BEST SONG
Raindrops Keep Falling on My Head
Hal David
Burt Bacharach



1969
ORIGINAL SCORE
Butch Cassidy and the Sundance Kid
Burt Bacharach



1969
MUSICAL SCORE
Hello, Dolly!
Lenny Hayton



1970
ORIGINAL SCORE
Love Story
Francis Lai (SACEM)



1971
DRAMATIC SCORE
Summer of '42
Michel Legrand (SACEM)

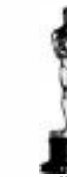


1972
BEST SONG
The Morning After
Al Kasha (Co-writer)



1972
DRAMATIC SCORE
Loinet
Charles Chaplin (PRS), Raynor
Rach, Larry Russell

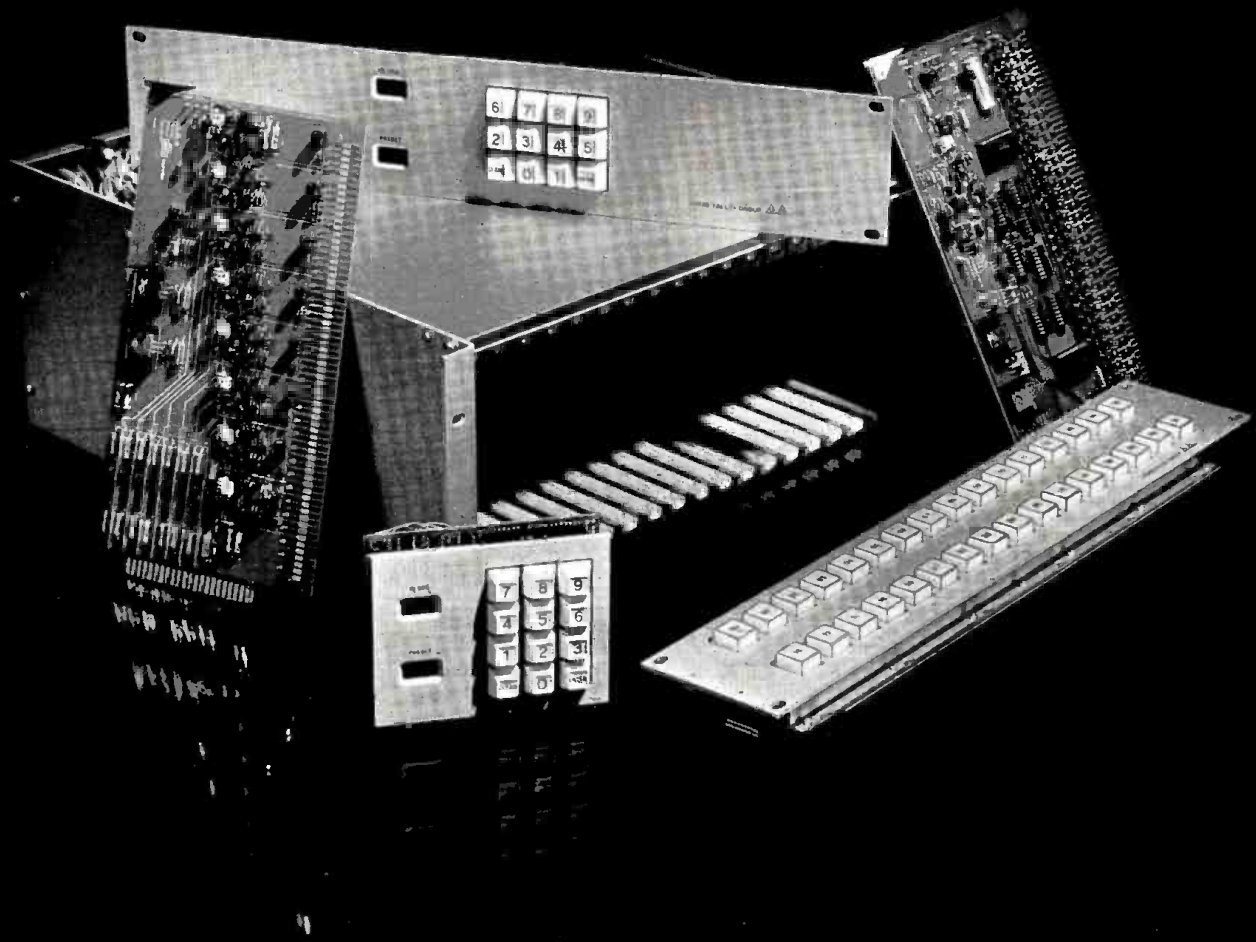
ASCAP writer wins an Oscar.

 1938 BEST SCORE The Raging Band Ulrich Newman	 1938 ORIGINAL SCORE The Adventures of Robin Hood Erich W. Korngold	 1939 BEST SONG Over the Rainbow E.Y. Harburg Harold Arlen	 1939 BEST SCORE Stagecoach Richard Heppner, Frank Harting, John Leopold, Leo Shulien	 1939 ORIGINAL SCORE The Wizard of Oz Herbert Stothart	 1940 BEST SONG When You Wish Upon a Star Ned Washington Leigh Harline	 1940 BEST SCORE Tin Pan Alley Alfred Newman	 1940 ORIGINAL SCORE Pinocchio Leigh Harline, Paul J. Smith, Ned Washington	 1941 BEST SONG The Last Time I Saw Paris Oscar Hammerstein Jerome Kern
 1944 MUSICAL SCORE The Song of Bernadette Max Steiner	 1944 MUSICAL SCORE Cover Girl Carmen Dragon Morris Stoloff	 1945 BEST SONG It Might As Well Be Spring Richard Rodgers Oscar Hammerstein	 1945 DRAMATIC SCORE Spellbound Nádas Rózsa (PRS)	 1945 MUSICAL SCORE Anchors Aweigh George Stoll	 1946 BEST SONG On the Aitchison Topoka & the Santa Fe Johnny Mercer/Harry Warren	 1946 DRAMATIC SCORE The Best Years of Our Lives Hugo Friedhofer	 1946 MUSICAL SCORE The Jolson Story Morris Stoloff	 1947 BEST SONG Zip a Dee Do Dah Alvin Karpis Ray Gilbert
 1950 MUSICAL SCORE Sunset Boulevard Franz Waxman	 1950 MUSICAL SCORE Annie Get Your Gun Adolph Deutsch Roger Edens	 1951 BEST SONG In the Cool, Cool of the Evening Honey Carmichael Johnny Mercer	 1951 DRAMATIC SCORE A Place in the Sun Franz Waxman	 1951 MUSICAL SCORE An American in Paris Johnny Green Saul Chaplin	 1952 BEST SONG High Noon Dimitri Tiomkin (SACEM) Ned Washington	 1952 DRAMATIC SCORE High Noon Dimitri Tiomkin (SACEM)	 1952 MUSICAL SCORE With a Song in My Heart Alfred Newman	 1953 BEST SONG Secret Love Sammy Fain Paul Francis Webster
 1956 DRAMATIC SCORE Around the World in 80 Days Victor Young	 1956 MUSICAL SCORE The King and I Alfred Newman Ken Darby	 1957 BEST SONG All the Way Sammy Cahn Jimmie Van Heusen	 1957 BEST SCORE Bridge on the River Kwai Malcolm Arnold	 1958 BEST SONG Gigi Frederick Loewe Alan Jay Lerner	 1958 DRAMATIC SCORE The Old Man and the Sea Dimitri Tiomkin (SACEM)	 1958 MUSICAL SCORE Gigi Andre Previn	 1959 BEST SONG High Hopes Sammy Cahn Jimmie Van Heusen	 1959 DRAMATIC SCORE Ben-Hur Miklos Rozsa (PRS)
 1963 SIGNAL MUSIC SCORE Tom Jones John Addison (PRS)	 1963 SCORE ADAPTATION Irma La Douce Andre Previn	 1964 SCORE ADAPTATION My Fair Lady Andre Previn	 1965 BEST SONG The Shadow of Your Smile Paul Francis Webster Johnny Mandel	 1965 ORIGINAL MUSIC SCORE Doctor Zhivago Maurice Jarre (SACEM)	 1965 SCORE ADAPTATION The Sound of Music Irwin Kostal	 1966 SCORE ADAPTATION A Funny Thing Happened on the Way to the Forum Ken Thorne (PRS)	 1967 ORIGINAL MUSIC SCORE Thoroughly Modern Millie Elmer Bernstein	 1967 SCORE ADAPTATION Candide Alfred Newman Ken Darby
 1973 BEST SONG The Way We Were Marvin Hamlisch/ Van & Marilyn Bergman	 1973 DRAMATIC SCORE The Way We Were Marvin Hamlisch	 1973 SCORE ADAPTATION The Sting Marvin Hamlisch	 1974 BEST SONG We May Never Love Like This Again Al Kasha (Co-writer)	 1974 DRAMATIC SCORE The Godfather Part II Nino Rota (SAE) Carmine Coppola	 1975 BEST SONG I'm Easy Keith Carradine	 1976 BEST SONG Evergreen Barbra Streisand Paul Williams	 1977 BEST SONG You Light Up My Life Joe Brooks	 1977 SCORE ADAPTATION A Little Night Music Jonathan Tunick

ASCAP

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400-SERIES



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(219) 264-0931

The Week in Brief

CBS'S APOLOGY □ The network's handling of the promotion of the Heavyweight Championship of Tennis means having to say it's sorry, which it was to do on *Sports Spectacular*. **PAGE 31.**

OK, OK □ FCC waives ascertainment requirement for station caught in geographic quandary; gives approval to several station sales. **PAGE 32.**

LOCAL SUPREMACY □ ABC-TV affiliates still rule prime time in the top 100 markets, but their grip slips a bit in February. **PAGE 32.**

BIG SPENDERS □ Here's TVB's compilation of the top 100 advertisers in network and spot during 1977. **PAGE 38.**

FINE-TUNING THE NAB □ It's been a little more than two years since activist board member George Brooks began making waves about what he considered shortcomings within the National Association of Broadcasters. This Special Report traces the ensuing revitalization and strengthening of staff with a broadening of the association's goals. At the top is Joint Board Chairman Donald Thurston, a deeply committed leader, and President Vincent Wasilewski, a skilled veteran of nearly 30 years in the NAB trenches. **PAGE 43.**

THIS WEEK IN LAS VEGAS □ Here's an updated rerun of the NAB management agenda at the convention. **PAGE 52.** And for the engineering conference. **PAGE 62.** Between times, the latch string will be out at these hospitality suites. **PAGE 64.**

TO THE RESCUE □ The NAB comes to the aid of WOAL, the Cleveland FM station being called on the carpet by the FCC. The charge is that the outlet's nonentertainment programming was below the commission's 6% norm. **PAGE 68.**

SAG UNHAPPINESS □ The actors' guild position paper criticizes public broadcasting for invading the commercial sphere, for a lack of public involvement and for over-use of foreign programming. **PAGE 68.**

ME TOO □ Female-owned WLEM(AM) Emporium, Pa., bidding for improved facilities, tells the FCC that it should have the same sensitivity to women's needs that it has shown for the needs of minorities. **PAGE 74.**

'GONE' KEEPS GOING □ CBS acquires exclusive TV rights to "Gone With the Wind" for 20 years at an unprecedented price of \$35 million. **PAGE 76.**

CBS'S 50TH □ The TV network's anniversary shows, plus a *Waltons* special, give it top ratings for the March 27-April 3 week. **PAGE 78.**

'MUPPETS' MAKE IT □ The ITC Entertainment television show is the highest rated in prime access in large markets. That's just one finding of a Katz study. **PAGE 79.**

LEAVING IT ALONE □ The Supreme Court lets stand an appeals court decision in the Warner-Lambert case. It involves the FTC's order for corrective advertising. **PAGE 80.**

RESISTANCE TO P&G □ Its hopes for 45/15 second combinations of TV commercials seems to be meeting with only limited success. **PAGE 80.**

HANDS OFF □ The NAB asks the FCC to initiate a rulemaking that would eliminate monitoring of commercial time on AM and FM stations. The association calls it regulation by "raised eyebrow" and claims it exceeds commission authority. **PAGE 82.**

NOT YET □ CBS News President Salant reminds a Missouri University awards gathering that the fight for freedom of information still has a long way to go. **PAGE 84.**

HELP FOR FCC □ The commission is cheered by a New York decision affirming its authority in cable regulation. It will be used in an appeal of the Midwest Video Corp. case that was overturned in St. Louis. **PAGE 90.**

UHF NOISE □ The FCC gets going on its project to resolve interference in television sets. A panel of experts will testify May 10. **PAGE 94.**

CLIMATE IN CONGRESS □ Howard Cannon won't say whether broadcasters should be happy or sorry about his move up to the chairmanship of the Commerce Committee. But the Nevada senior senator leans towards less government regulation, and his reaction to the saccharin proposal last year is encouraging. **PAGE 137.**

Broadcast Advertising... 80	Closed Circuit... 7	Finance... 82	Playlist... 100
Broadcast Journalism... 84	Datebook... 14	For the Record... 110	Profile... 137
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Cablecasting... 90	Equip & Engineering... 94	Monday Memo... 26	Stock Index... 135
Changing Hands... 74	Fates & Fortunes... 102	Open Mike... 22	Top of the Week... 31

FEDERAL COMMUNICATIONS COMMISSIONERS

JULY 10, 1934 TO MARCH 27, 1978



Charles D. Ferris
1977-
CHAIRMAN



Robert Emmett Lee
1953-



James Quello
1974-



Abbott Washburn
1974-



Margita White
1976-



Joseph R. Fogarty
1976-



Tyrone Brown
1977-



*Richard E. Wiley
1972-1977



Benjamin L. Hooks
1973-1977



Glen D. Robinson
1974-1976



Charlotte T. Reid
1971-1976



*Dean Burch
1969-1974



H. Rex Lee
1968-1973



Nicholas Johnson
1966-1973



Robert Taylor Bartley
1952-1972



Robert Wells
1969-1971



Thomas J. Houser
1970-1971



Kenneth A. Cox
1963-1970



*Rosel Herschel Hyde
1946-1969



James J. Wadsworth
1965-1969



Lee Loevinger
1963-1968



*E. William Henry
1962-1966



*Frederick W. Ford
1957-1964



*Newton N. Minow
1961-1963



F. A. M. Craven**
1937-1944/1956-1963



John S. Cross
1958-1962**



Charles Henry King
1960-1961



*John C. Doerfer
1953-1960



Richard A. Mack
1955-1958**



*George C. McConaughy
1954-1957**



Edward Mount Webster
1947-1956**



Frieda Barkin Hennock
1948-1955**



George Edward Sterling
1948-1954



*Paul Allee Walker
1934-1953**



Eugene H. Merrell
1952-1953



Robert Franklin Jones
1947-1952**



*Albert Wayne Coy
1947-1952**



Clifford J. Durr
1941-1948**



Ray C. Wakefield
1941-1947**



*Ewell K. Jelt
1944-1947**



*Charles R. Denny, Jr.
1945-1947



*Paul A. Porter
1944-1946**



William H. Wills
1945-1946**



*James Lawrence Fly
1939-1944**



Norman S. Case
1934-1945**



George H. Payne
1934-1943**



Frederick I. Thompson
1939-1941**



Thad H. Brown
1934-1940**



*Eugene O. Sykes
1934-1939**



*Frank R. McNinch
1937-1939**



Irvin Stewart
1934-1937



*Anning S. Prall
1935-1937**



Hampson Gary
1934**

*Served as Chairman

**Deceased

STEINMAN TV STATIONS

WGAL-TV

Lancaster-Harrisburg-
York-Lebanon, Pa.

WTEV

Providence, R.I.,
New Bedford-Fall River, Mass.

Closed Circuit®

Insider report: behind the scene, before the fact

War cry

National Association of Broadcasters President Vincent T. Wasilewski's "state of the industry" speeches at association's annual convention in Las Vegas this week will pledge fight-to-death opposition to spectrum use fees and mandatory public access, seen as possible provisions in Communications Act rewrite. "Nonnegotiable" is Mr. Wasilewski's term for both issues.

He'll also call for vigorous opposition to Federal Trade Commission's proposed restrictions on television advertising aimed at children and support of legislation to prohibit siphoning of broadcast programming by pay cable. Antisiphoning bill was introduced last month in House by Representative Carroll Hubbard Jr. (D-Ky.).

Quarter billion a year

More pieces for puzzle of spectrum use fee expected to be included in draft of Communications Act rewrite: When House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) suggests fees would be used to support public broadcasting, he means entire subsidy by government, which under President Carter's proposed public broadcasting legislation would average out to \$200 million a year for five years. Money would also be expected to return costs of FCC, roughly another \$50 million.

But it's not as bad as broadcasters may think it sounds, chairman says, because fees will be collected from all spectrum users including land mobile, citizen band, common carriers. At National Association of Broadcasters, assumption is that most of money would come from broadcasters. But that's not necessarily so, says Mr. Van Deerlin, who adds that details are still being worked on by staff.

Bright future

NBC research and corporate planning department's crystal ball is growing rosier. In detailed look-ahead during NBC affiliates' 50th anniversary convention nearly two years ago, William Rubens, head of department, projected 10.6% annual growth rate for television from 1975 to 1985, with TV gross advertising revenues reaching \$13 billion in 1985, along with 8.3% growth rate to \$4.3 billion for radio (BROADCASTING, June 28, 1976). Now he and associates estimate 1975-85 annual growth rates will be 12.9% and 10.1%, respectively, carrying TV to 1985 total of \$15.9 billion and radio to \$4.9 billion.

Current presentation also has answer for those who complain TV's prices have gone

out of sight. With hefty rate increases in 1976 and 1977, NBC researchers figure that TV costs-per-thousand have just about—but not quite—caught up with inflation. Their calculations show that \$2 prime-time network C-P-M in 1967 would have been—in constant 1967 dollars—\$1.98 last year.

Unveiling

One subject of tantalizing speculation as NAB convention opens is speech to be made by FCC Chairman Charles D. Ferris at closing luncheon Wednesday. Chairman is emerging from six-month moratorium on public addresses he declared last October when he took office, and he's expected to make most of maiden event. Last week he refused to reveal content, but he said purpose would be to make himself known to broadcasters—to give them clue to "priorities I might have and what makes me tick."

His first NAB appearance may be made tonight (Monday) at annual gourmet dinner Broadcast Music Inc. gives for selected government officials and NAB VIP's. He said he was trying to arrange schedule to include it.

Popular cause

American Association of Advertising Agencies, which like most trade associations usually finds itself opposing government regulatory proposals, is about to support one. AAAA plans to back administration's petition urging FCC to establish policy to promote minority ownership of broadcast facilities (BROADCASTING, Feb. 6). Association has been working with congressional leaders and others on minority problems, and also helped develop system to provide free guidance to minority broadcasters on selling time to advertisers.

In supporting administration plan, AAAA is expected to take position that helping minorities get into station ownership is good but of little real value unless they are able—or are shown how—to sell time and thus keep stations in business.

White's job

While FCC Commissioner Margita White works her own Republican side of street in effort to win reappointment, her Democratic colleague, Commissioner Joseph Fogarty, is beginning to work his side. He has told staff of Senate Commerce Committee he favors Commissioner White's renomination, will make same pitch to members of committee, including Senator Ernest Hollings (D-S.C.), chairman of

Communications Subcommittee. Chairman Charles D. Ferris, whose opinion some regard as crucial, says he does not plan to get involved.

Meanwhile names of Republican women mentioned as possible replacements for Commissioner White are beginning to surface. One candidate is Paula Hawkins, of Florida's Public Service Commission, regarded as pro-consumer and only Republican and woman holding statewide elective office in Florida. Another is Mary Ellen McCaffrey, of Seattle, who has served as state legislator and as head of state tax commission. She is now budget director for King county (Seattle).

Not child's play

Further cutbacks in commercial time in children's television programs will be urged this week by FCC Commissioner Abbott Washburn. NAB code, amended under FCC pressure in 1974, now permits nine and a half minutes of commercials per hour on weekends and 12 minutes on weekdays. Mr. Washburn, appearing on panel at NAB convention Tuesday, will speak approvingly of six-minute limit on all days, self-imposed by Westinghouse and Post-Newsweek stations.

Six former FCC chairmen whom he surveyed "agree with me" that commercial limits ought to be reduced, Mr. Washburn says. He'll propose that reform be accomplished through self-regulation rather than by government rule—as it was in 1974.

Noise problem

FCC's evaluation of loud TV commercials (BROADCASTING, March 27) may speed up work of National Association of Broadcasters engineering subcommittee that's had study of its own going for past year. Study began as re-look at 1961 NAB examination of commercial loudness which reached conclusion that about all that could be done about "subjective" loudness—sound level that falls within FCC standards but sounds loud, anyway—is to have someone prescreen all commercials, not practical solution for many stations.

New NAB panel, headed by William Garrison, vice president of Multimedia Broadcasting, Greenville, S.C., has reached no new conclusions yet, is studying possibility of refining meters that measure loudness. Best of all worlds would be creation of "black box" to make automatic adjustments in commercials at station. But NAB panel can do little more than encourage development of such equipment; it lacks means or facilities for inventions.



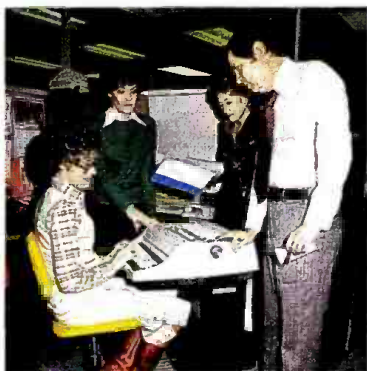
WBAL-TV Baltimore



WBRZ Baton Rouge



KFYR-TV Bismarck



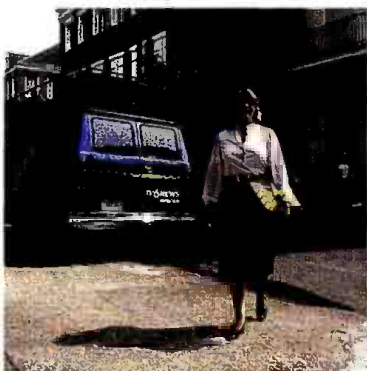
KOA-TV Denver



KTRK-TV Houston



WISN-TV Milwaukee



WDSU-TV New Orleans



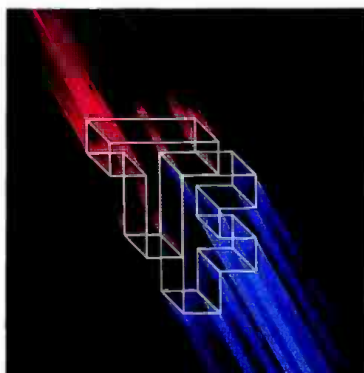
KGW-TV Portland



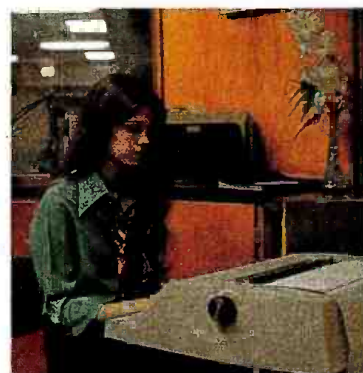
KING-TV Seattle



WCTV-TV Tallahassee



Blair TeleForce



WFLA-TV Tampa

WE ASKED THE QUESTION. TELEFORCE HAD THE ANSWER.

"How can we sharpen the cutting edge of our local sales teams?" asked these Blair-represented stations. TeleForce had the answer.

Tel/Avail, the Blair computer system for high-speed, accurate availabilities, gives local salespersons more time to develop accounts, more tools to service customer needs. Quickly. Accurately.

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Tel/Avail. Another innovation from Blair TeleForce. If your station has a question about how TeleForce can help your local sales team, call Blair's Vice President, Bill Morris, (212) 752-0400.



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Blair Television.
We serve you today.
As we plan for tomorrow.

Business Briefly

Radio only

Sunmark Industries □ Oil company features its Sunoco products in 12-18-week radio promotion beginning next week. Wells, Rich, Greene, New York, will handle spots in about 25 markets including Boston, Detroit and Washington. Target: men, 25-54.

Kelly Moore □ Paint manufacturer launches six-to-12-week drive in May. Alpha Advertising, San Francisco, will schedule spots in approximately 20 markets including Dallas, Oklahoma City and San Antonio, Tex. Target: men, 25-54.

Provident Mutual □ Life insurance group schedules eight-week radio campaign beginning in June. Gray & Rogers, Philadelphia, will seek spots in about 10 markets including Philadelphia, Houston and Nashville. Target: men, 25-54.

Yoo-Hoo □ Chocolate beverage gets six-week radio push starting this summer. Weiss & Geller, New York, will select

Rep appointments

- WDOT(AM) Burlington, Vt.: Schultz & Co., New York.
- KXXO(AM)-KMOD(FM) Tulsa, Okla.: Eastman Radio, New York.
- WATR(AM) Waterbury, Conn.: Savalli/Gates, New York (national) and The Queen Co. Boston (regional).

spots in 25 markets including Baltimore, Miami and Philadelphia. Target: adults, 18-49.

Ciba-Geigy □ Chemicals company features its plant product, Spectracide, in six-week radio flight starting next week. Keenan McLaughlin Ketchum, New York, will seek spots in 72 markets including Atlanta, Dallas, Milwaukee and St. Louis. Target: men, 25-54.

Spanish National Tourist Office □ Tourist department arranges four-week radio promotion starting next week. SFM

Media, New York, will schedule spots in four markets including Los Angeles. Target: men, 35-49.

Progresso □ Italian food group features its various products in four-week radio flight beginning late this month. Chalek & Dreyer, New York, will handle spots in about 15 markets including Baltimore, New Orleans and Philadelphia. Target: women, 18-34.

Michigan Travel Commission □ Tourism in state will be promoted in three-week radio buy beginning next week. Ross Roy, Detroit, will arrange spots in Chicago; Cincinnati; Cleveland; Dayton, Ohio; Fort Wayne, Ind.; Indianapolis; Milwaukee; South Bend, Ind., and Toledo, Ohio. Target: adults, 25-49.

Washington State Apple Commission □ Group starts two-to-three-week radio push next week. Cole & Weber, Seattle, will buy spots in 78 markets including Albuquerque, N.M., Cleveland, Los Angeles, New York, San Antonio, Tex., and Salt Lake City. Target: women, 25-54.

FMC Corp. □ Company features its Sun pool chemicals in two-week radio push beginning in early May. Dancer-Fitzgerald-Sample, New York, will buy spots in three markets including Houston. Target: men, 25-49.

Eastern Airlines □ Company slates spot-radio flight to begin next week. Young & Rubicam, New York, will select spots in 33 markets including Boston, New Orleans, Pittsburgh and St. Louis. Target: men, 35-49.

TV only

Anheuser-Busch □ Brewery features its Busch beer in 10-13-week TV campaign starting next week. Needham, Harper & Steers, Chicago, will seek spots in 45-55 markets during fringe and prime time. Target: total men.

Grafs □ Beverage Company plans 11-week spot-TV campaign starting in mid-May. Kloppenburg Switzer & Teich, Milwaukee, will handle spots in 17 markets during prime, day, fringe and news time. Target: women, 18-49 and teen-agers.

Frito-Lay □ Doritos snacks get two-month TV buy beginning next week. Tracy-Locke, Dallas, will place spots in about 50 markets during fringe and prime access time. Target: women, 25-49.

Associates Inc. □ Finance corporation launches eight-week TV and radio campaign starting next week. Glenn,

HR Television
Is proud to represent
KVVU-TV



Independent in America
As Measured by Arbitron
... And a must buy in Las Vegas.

Source: ADI Share, 3-5, Feb. 1978 Arbitron Reports.
Subject to defects and limitations of source material
and methods.

KVVU/5
Henderson—Las Vegas



*NTI Tab Feb., 1978

THEY WORE THEIR EARS PROUDLY!

Right off the top of our head, we can't think of anytime we've had a more exciting response than at the recent NATPE convention.

People from all over the country came to help celebrate the 50th birthday of "the mouse"—and to help make SFM the leader of the family syndication gang.

Who's SFM? The company that brought Walt Disney's "Mickey Mouse Club" back to television. And the company that scored again with Walt Disney's "New Mickey Mouse Club."

But as good as these great shows have been, we're more than just a "mouse" company.

We've also brought to television exciting feature films like "Adventures of the Wilderness Family," "Across the Great Divide," and "Challenge to Be Free."

Now, we bring that same quality to first-run feature syndication! We have the exciting new project for 1978—the "SFM Holiday Network." A package of family feature films that will knock you on your ears!

Many are first run features, the pick of the great Hollywood studios!

The "SFM Holiday Network" will receive the same national promotion that made the Mobil Showcase Presentations and "The Mouse" so successful.

In addition, SFM is offering new Mobil Showcase Presentations for 1979 and beyond, as well as another season of "The New Mickey Mouse Club."

Contact: Stan Moger, John Doscher, Jack Thayer, Gary Lico.

SFM Media Service Corporation, 6 East 43rd Street, New York, N.Y. 10017

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BASIC A is available at a price almost any station can afford... lower than the cost of many existing systems with fewer capabilities.

This system will operate all of your existing reel-to-reel decks, Instacarts, Go-Carts, single-play units or carousels. Don't throw anything away. Just let BASIC A take over. Update peripheral equipment as you can.

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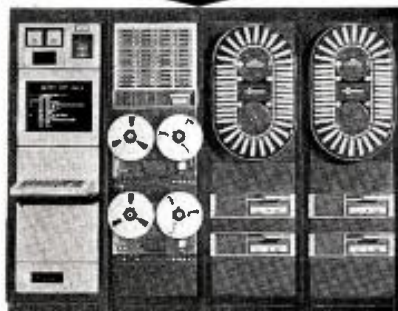
In these and other ways, BASIC A helps you control costs.

At the same time, BASIC A is, technologically, the state-of-the-art in audio control systems. It's easy to program (it understands English), gives you positive control of rotation and the consistent sound you want.

Please send for the brochure.

IGM

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Bellingham, WA 98225
206-733-4567



Bozell & Jacobs, Dallas, will schedule spots in 18 markets during late news, late fringe and prime access time. Target: adults, 18-49.

Carl Buddig □ Processed meats manufacturer plans seven-week TV promotion for its smoked meats beginning next week. N.W. Ayer, Chicago, will buy spots in 10 markets during daytime. Target: women, 18-49.

Kenner Toys □ Subsidiary of General Mills starts six-week TV campaign next week. Sive & Associates, Cincinnati, will handle spots in 10-12 markets during daytime. Target: children, 2-11.

General Electric □ General appliances division gets six-week TV push starting next week. Sheehy-Dudgeon, Louisville, Ky., will select spots in about 40 markets during day, fringe, news and access time. Target: women, 18-49.

Church's Fried Chicken □ Fast-food chain schedules six-week TV drive beginning next week. Burton-Campbell, Atlanta, will handle spots in nine markets during fringe and prime time. Target: men and women, 18-49.

Maybelline □ Cosmetic company starts four-week TV buy for its two-tone shadow next week. Lake Spiro Shurman, Memphis, will buy spots in 15 markets during fringe, day and prime time. Target: women, 18-34.

Chesebrough-Pond's □ Prince Matchebelli division highlights its Wind Song perfume in three-week TV buy beginning late this month. Scali, McCabe, Sloves, New York, will buy spots in 17 markets during late news and late fringe time. Target: total women.

Burgess Vibrocrafters □ Hardware manufacturer plans three-week TV promotion starting in mid-May for its lawn products. Marsteller, Chicago, will select

spots in 19 markets during day and fringe time. Target: women and men, 25-49.

Karastan □ Division of Fieldcrest Mills features its Karastan rugs in new 30-second spot on *CBS Morning News* and



syndicated *Mike Douglas Show* beginning this month. Commercial was created by Julian Koenig Advertising, New York.

Radio-TV

Saxon Business Products □ Office machines group starts seven-week radio and TV test beginning next week. Mandabach & Simms, New York, will handle spots in four test markets during news and sports time. Target: men, 25-54.

Iroquois Brands □ Champale malt liquor gets four-week radio and TV push beginning next week. SFM Media, New York, will handle spots during day, late fringe and prime access time in about 35 markets including Baltimore, Houston, Kansas City, Mo., and Washington. Target: adults, 18-34.

Herr's □ Potato chips are featured in two-week TV and radio flight beginning next week. Elkman Advertising, Bala Cynwyd, Pa., will place spots in seven radio markets and five TV markets during day and prime time. Target: total women.

BAR reports television-network sales as of March 19

ABC \$297,238,200 (36.4%) □ CBS \$272,341,700 (33.4%) □ NBC \$246,949,600 (30.2%)

Day parts	Total minutes week ended March 19	Total dollars week ended March 19	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.	164	\$ 1,107,600	1,564	\$ 10,443,500	\$ 9,373,200	+11.4
Monday-Friday 10 a.m.-6 p.m.	1,001	15,914,100	11,185	182,014,500	163,016,900	+11.7
Saturday-Sunday Sign-on-6 p.m.	348	9,942,500	3,716	101,613,200	100,152,300	+1.5
Monday-Saturday 6 p.m.-7:30 p.m.	101	4,288,500	1,110	46,880,700	42,924,100	+9.2
Sunday 6 p.m.-7:30 p.m.	16	902,500	250	16,370,500	14,086,800	+16.2
Monday-Sunday 7:30 p.m.-11 p.m.	410	37,251,500	4,583	413,518,100	385,308,400	+7.3
Monday-Sunday 11 p.m.-Sign-off	225	4,164,400	2,324	45,689,000	45,668,000	-0.1
Total	2,265	\$73,571,100	24,732	\$816,529,500	\$760,529,700	+7.4

Source: Broadcast Advertisers Reports

You Don't Have To Join The Union.

It took nearly seven years, over \$150,000, the courage of two prominent American commentators and the expertise of a national legal defense foundation. But an all-important fact was permanently established in a U.S. court last January.

You don't have to be a member of the American Federation of Television and Radio Artists (AFTRA) to hold a job in the broadcasting industry.

So ended the historic legal battle between broadcast commentators William F. Buckley, Jr. and M. Stanton Evans and AFTRA. It did not end easily.

AFTRA first dictated that if

Buckley and Evans wished to continue broadcasting, they would have to remain members of the union. Much later in court, AFTRA conceded that it could legally require only fees and not membership. But it continued in the marketplace to compel companies with AFTRA contracts to employ only persons who are members of AFTRA "in good standing."

Finally, on January 16, 1978, AFTRA grudgingly promised to send a notice to all of its Code signatories regarding TV and radio performers that "under prevailing law such persons were not obligated to accept membership in AFTRA."

It was a significant victory for Buckley and Evans (who immediately resigned from AFTRA), for the National Right to Work Legal Defense Foundation, which provided the funds and the legal expertise, and for rights guaranteed by the First Amendment of the U.S. Constitution—freedom of speech and association.

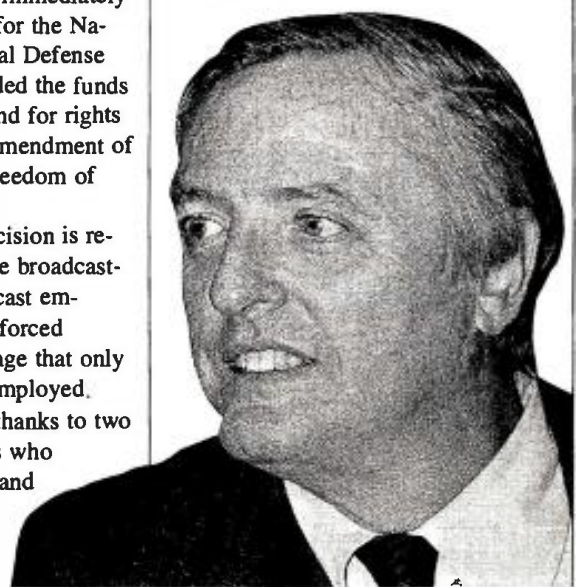
The Buckley-Evans decision is reverberating throughout the broadcasting industry. Most broadcast employers had rigorously enforced AFTRA's contract language that only union *members* may be employed.

Now the truth is out—thanks to two determined commentators who took a stand for freedom and the legal defense foundation that supported them all the way.

The National Right to Work Legal Defense Foundation is helping everyone it can. It is currently assisting individual workers in more than 75 cases involving academic freedom, political freedom, freedom from union violence, and the right to work for government without paying a private organization for that privilege.

If you'd like to help prevent such abuses and protect the rights of American workers across the country, write:

The National Right to Work Legal
Defense Foundation
Suite 600
8316 Arlington Boulevard
Fairfax, Virginia 22038



Datebook

■ indicates new or revised listing

This week

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

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.

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.

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—*MIPTV* 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.

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 Deetlin (D-Calif.) will be banquet speaker April 21. San Francisco.

Also in April

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).

April 17—Application deadline for journalists interested in participating in *National Endowment for the Humanities'* summer humanities seminars. Professions Program, Fellowships Division, National Endowment for the Humanities, Washington 20506.

■ **April 17**—Luncheon to honor past presidents of *Federal Communications Bar Association*. William McGowan, president of MCI Communications, will be guest speaker. Army-Navy Club, Washington.

■ **April 18-20**—*House Communications Subcommittee* hearings on public broadcasting legislation. Rayburn House Office Building, Washington.

■ **April 19**—*International Radio and Television Society's* sixth newsmaker luncheon. Former Secretary of State Henry A. Kissinger, now special consultant to NBC, will speak. New York Hilton hotel, New York.

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*

How do you forecast a market's economic growth?

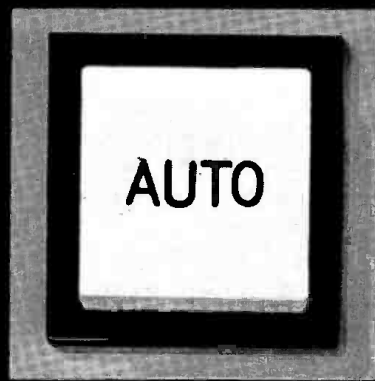
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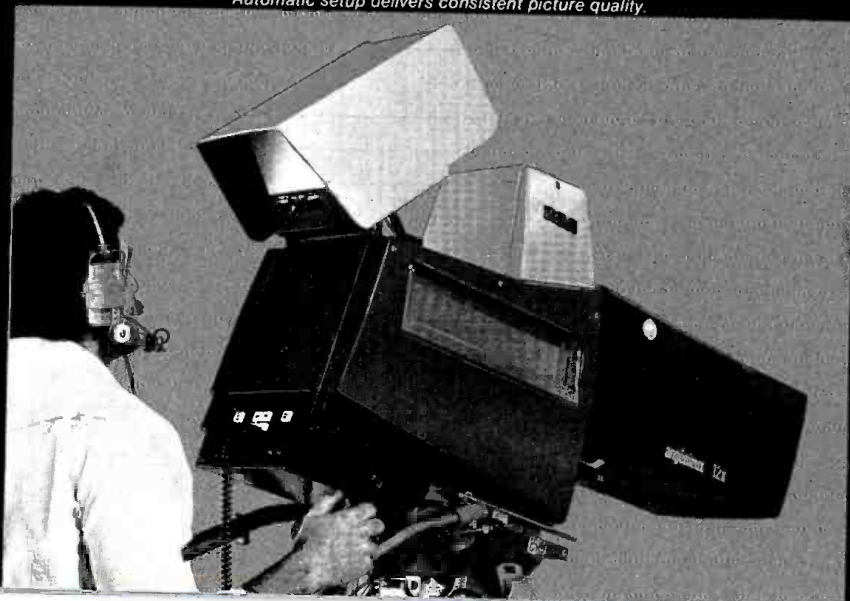
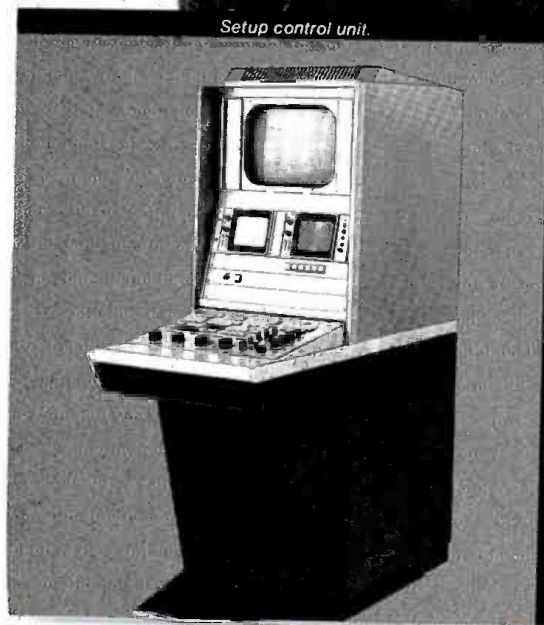
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Here is a dramatic breakthrough from RCA: the completely new, fully automatic TK-47 studio camera.

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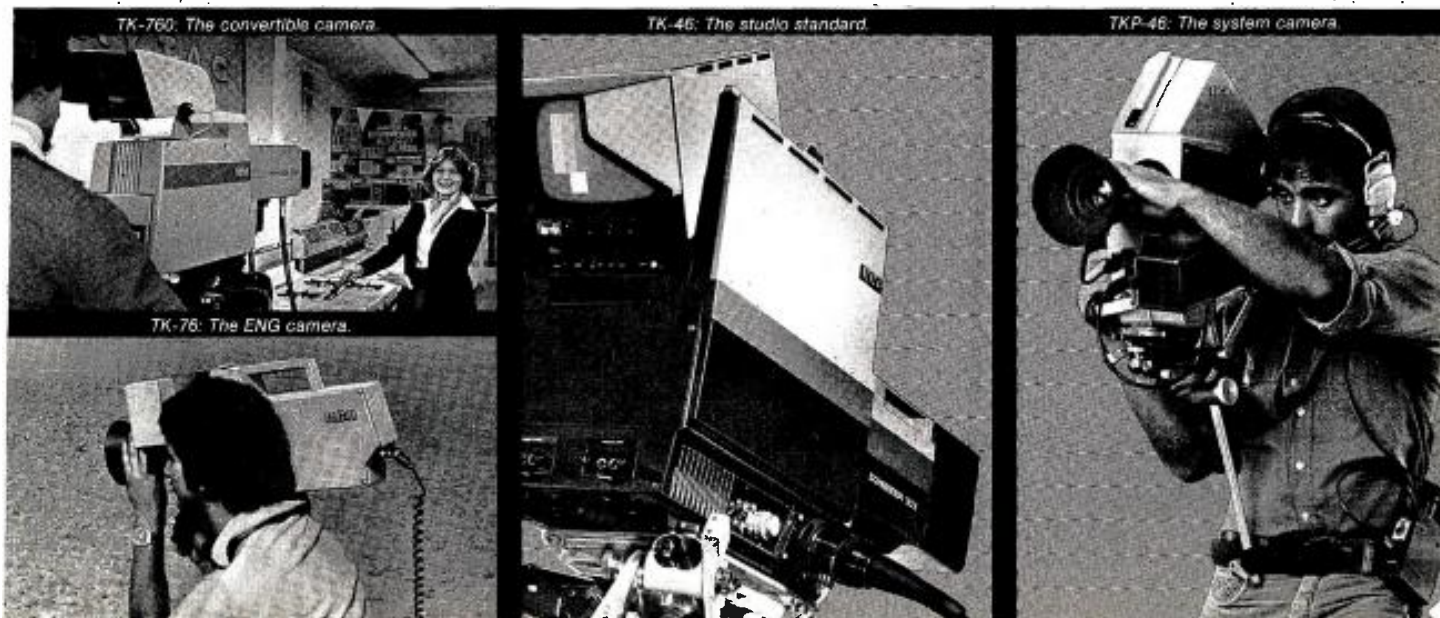
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on *Future of Public Broadcasting*. Nebraska Educational TV Commission, Lincoln.

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 21-22**—Symposium on "The Media: Do the Guards Need Guards" and awards banquet of *Accuracy in Media*. Twin Bridges Marriott, Washington.

■ **April 21-22**—Regional *Intercollegiate Broadcasting System* conference for students and instructors with presentations and workshops by commercial broadcasters. Bemidji State University, Bemidji, Minn.

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—*MIP-TV*, 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 23-25**—*Washington State University's* Edward R. Murrow broadcast journalism symposium. Washington State University, Pullman. Contact: Hugh Rundell, Department of Communications (509) 335-5058.

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 chairman: Jack Mayer WDXN 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 27-29**—Human resources workshop of *Broadcast Financial Management Association*. Hyatt Regency, Chicago.

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, P.R.

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**—*Wisconsin Broadcast News Council* and *Radio Television News Directors Association* joint seminar. University of Wisconsin campus, Stevens Point, Wis.

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 1-5**—Eighteenth annual *National Press Photographers Association-University of Oklahoma TV Newsfilm* workshop. Norman, Okla.

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

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 4-6**—Human resources workshop of *Broadcast Financial Management Association*. Waldorf-Astoria, New York.

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 11-14**—*Western States Advertising Agencies Association* Western advertising conference. Canyon hotel, Palm Springs, Calif.

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 Broad-*

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KMBC-TV, Kansas City/**McGRAW HILL:** KGTU, 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



casters 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 18-20**—Human resources workshop of *Broadcast Financial Management Association*. Marriott, New Orleans.

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—Electrol78 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 1-3**—Human resources workshop of *Broadcast Financial Management Association*. Sir Francis Drake, San Francisco.

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 Manufacturers' Foundation for Economic Freedom*. NAB headquarters, Washington.

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

■ **June 6-9**—Third Asian-Pacific television conference, sponsored by *The Cultural and Social Centre for the Asian and Pacific Region*, Seoul, Korea, with *San Francisco State University* as co-host. Satellite communications will be the theme. San Francisco State University, San Francisco.

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 8-10**—*Florida Cable Television Association* annual convention. Dutch Inn at Lake Buena Vista, near Orlando, Fla.

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/Con-*

sumer 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 16-18—Annual convention and awards banquet of *Chesapeake AP Broadcasters Association*. Hunt Valley Inn, Cockeysville, Md.

■ **June 17-18**—*Radio Television News Directors Association* board meeting. Atlanta Hilton, Atlanta.

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 20-22**—*Armed Forces Communications and Electronics Association* 32d annual convention. Senator Harrison H. Schmidt (R-N.M.), member of Senate Communications Subcommittee, will deliver keynote luncheon speech. Sheraton Park hotel, Washington.

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

June 21-24—*Florida Association of Broadcasters* 43d 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—National meeting of *Radio Television News Directors Association of Canada*. Bayshore Inn, Vancouver B.C. Contact: Elmer Harris, VBCM St. Johns, Newfoundland A1B 3P5.

June 24-28—*Georgia Association of Broadcasters* convention. Callaway Gardens, Ga.

June 25-26—*Public Broadcasting Service's* annual membership meeting. Fairmont hotel, Dallas.

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 Endowment for the Arts. University Bay Center, 1950 Willow Drive, Madison, Wis. Information: Carol Brown Eilber, (608) 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 16-18—*California Broadcasters Association* midsummer meeting. Del Monte Hyatt House, Monterey, Calif.

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*Arbitron, October/November, 1977 versus Arbitron October/November, 1976.
Total persons 12+ MSA.



We applaud the broadcasters of America—and give a special hand to the networks and individual stations which have been so helpful in presenting the messages of our spokesmen. Our special thanks to the Mutual Broadcasting System, which has featured our weekly “What’s the Issue?” radio programs for almost twenty years—and special recognition to the growing number of television stations which are scheduling our monthly “Enterprise” series.

As American broadcasting continues to provide meaningful service to the public—we say, *Encore!*

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Any broadcaster who would like to use our public service spots, or our issue specialists for actualities, interviews or background, is invited to get in touch with our Broadcast Center, Phone: (202) 659-6239

Open Mike®

Nickeled and dimed to death

EDITOR: I would like to comment on the (March 27) letter from Glenn F. Cunningham [on performer royalties].

I do not consider one percent of my gross billing minuscule. I consider it a hell of a lot of money that will do little to help the unknown struggling performer. Instead, it will make the super-rich superstars super-richer.

The record companies who now beg us to expose their product will be paid for the privilege of allowing us to help increase their profits. I think all radio broadcasters should keep a record of every song they play and at the end of the month send a statement to the record companies for the amount of commercial time given their products.—*Dave Raven, president and general manager, WSAU(AM)-WIFC(FM) Wausau, Wis.*

Bill Ray

EDITOR: I noticed in BROADCASTING that Bill Ray has retired from his present job [editorial, “Big shoes,” March 13; BROADCASTING, April 3]. While FCC chairman, I brought Bill to the commission at the recommendation of former Senator Paul Douglas (D-Ill.). I felt we needed a person in that crucial job who knew the business and who would be tough but fair. Bill fulfilled every expectation. As the one who brought Bill into public service, I want to go on the record in thanking him for his continuous, persevering dedication to the public interest.—*Newton N. Minow, Sidley & Austin, Chicago.*

Off on our head

EDITOR: The headline on your story about trends in ad expenditures (March 27) is incorrect in citing a 1977 growth rate for TV of 20% and for radio of 7%. The figures as estimated by McCann-Erickson are actually:

Network TV up 21%, spot TV up 5%, local TV up 12% for a total TV growth of 13.5%. Meanwhile radio’s network growth is estimated at 15%; national spot radio is up 12%, and local radio up 11% for a total estimated growth in radio of 11.5%.

Our own estimate is that the McCann-Erickson figures may be a little on the low side for local radio, which we believe grew more like 12% to 14% in 1977. If so, radio’s growth totally would have been similar to the TV percentage.—*Miles David, president, Radio Advertising Bureau, New York.*

(The 20% and 7% figures applied to television’s and radio’s respective slices of the national ad-expenditure pie.)

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The Greenville-- Spartanburg-- Asheville Market 37th in the U.S.

The Timken Company's 580,000 sq. ft. Gaffney, South Carolina, plant makes tapered roller bearings, Timken's unique contribution to the battle against friction. Timken enjoys a worldwide market because the bearing can take both radial and thrust loads in all combinations. The Timken Company, with head-

quarters in Canton, Ohio, has approximately 23,000 employees in factories and distribution centers around the world.

The WSPA-TV market hums with modern plants making products for the automotive, chemical, textile, and electrical industries; farming, transportation and tourism round out the ac-

tion, participated in by a labor force of 600,000. In our 29-county area of dominant influence are 510,700 households* effectively served by WSPA-TV. For availabilities check our national reps.

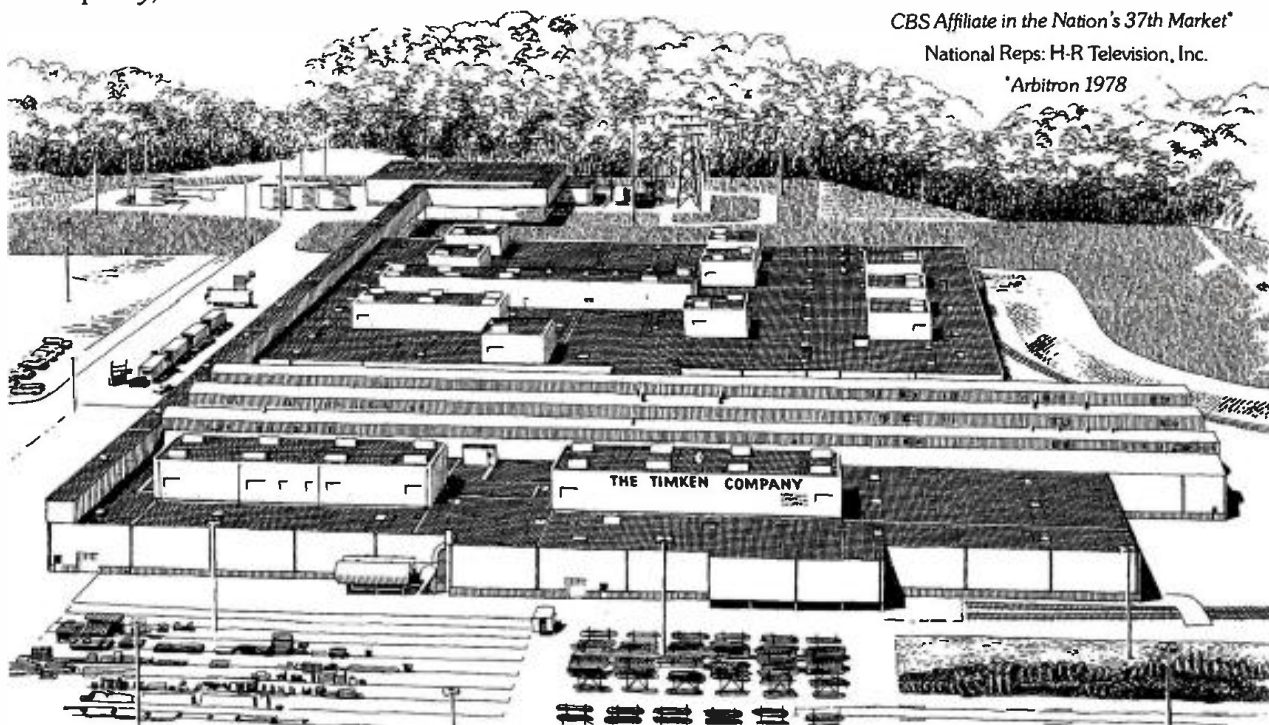
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National Reps: H-R Television, Inc.

*Arbitron 1978



One household can hurt you more in the courtroom than it ever could in the ratings.

As a broadcaster you worry about each household where ratings are concerned. But let one household take you to court with a libel suit and you may have something to really worry about. A typical settlement today could cripple your business.

That's why you need Broadcasters Libel Insurance protection from ERC—especially in this age of jumbo liability suits. We've been providing libel and copyright coverage for more than 40 years and today our policy doesn't have a single exclusion. You're even covered for punitive damages.

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ON THE CBS TELEVISION STATIONS

We know, we know. But you'd be feeling pretty good too.

The coveted IRIS Awards of the National Association of Television Program Executives go to only seven television stations in the top 25 markets. They are awards for program excellence.

Three of the seven have just gone to CBS Owned stations!*

Which is extraordinary recognition—especially from a jury of our peers. From people who know television programming as only its practitioners can.

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WCAU-TV PHILADELPHIA, KMOX-TV ST. LOUIS



***CHICAGO CBS 2**
"ONCE A PRIEST..."

PHILADELPHIA CBS 10
"THE GREAT METRIC MYSTERY"

NEW YORK CBS 2
"EYE ON: THE MEDIA AND THE 'SON OF SAM'"

Monday Memo[®]

A broadcast advertising commentary from Robert S. Levinson, vice president and director of network programming, BBDO, New York

The TV audience isn't declining, it's changing

In the past year, virtually every media executive has examined the widely publicized issue of television's audience decline. We are told household viewing is off significantly. We are told men and women are viewing less television. We are told a dozen reasons why a decline is taking place. We are told that we should reconsider television's effectiveness.

We are being misled.

BBDO knows this first hand because we conducted our own comprehensive analysis of television usage. In this study, we examined six years of Nielsen October data and dissected the data in almost every conceivable way. We examined both year-to-year usage variations and 1977 usage levels versus the relative usage levels of the past five years. And while our conclusions are often similar to what has been said before, they are also often different.

We found that the greatest mistake most advertisers, agencies, television industry executives and television research personnel have made is generalizing that there has been a decline in television usage. For in generalizing, significant increases in television usage by key demographic segments of the population have been ignored.

Specifically, we determined that homes-using-television levels are declining relative to the average of the household viewing levels of the last five years. More important, we discovered that this doesn't necessarily mean that there has been a decline in the absolute number of households with TV sets turned on.

In daytime (Monday-Friday, 10 a.m.-4:30 p.m.) there has been a decline in the absolute number of households with TV sets turned on; however, in prime time (Monday-Sunday 7:30-11 p.m.), there has been an increase in the absolute number of households with TV sets turned on. The prime-time increase is possible because the growth in total television households has exceeded the decrease in the percentage of households viewing this daypart.

Most important of our findings in the area of household usage is that we detected a cause for the decline in household viewing levels.

Over the past six years, there has been a steady decline in households of five or more persons—those households that account for the heaviest household viewing, while simultaneously there has been a steady increase in households of one or two persons, which account for lightest household viewing. Obviously, the more people there are in a household, the more likely it is that the television set will be



Robert S. Levinson joined BBDO in 1960 as an analyst in network availabilities. He became director of network services in 1966 and was elected a vice president in 1967. He was appointed director of network planning in 1970, associate director of network programming in 1971, director of the network programming department in 1975. He was elected a member of the board of directors in 1977.

turned on. If the nature of the nation's household size is changing and getting smaller, then household viewing levels are going to decrease.

Simply knowing that household viewing levels are declining really tells us very little about what people are doing. As an agency, we really wanted to determine whether people are watching less television. After all, households don't watch television and they don't buy the products we're advertising—people do.

There is no simple answer to the question, "Are people viewing less television?" Our research shows that different demographic segments are behaving differently in each television daypart. We have, however, been able to detect two clear-cut viewing declines: females in daytime and older women in daytime and prime time.

Why are women watching less daytime television? Our data point to three causes. First, the percent of the female population available to view daytime television is diminishing at an increasing rate. Second, the programming of daytime television is targeted to reach a diminishing demographic segment of the available audience. Third, program changes (show, length, time) in daytime, which are occurring with greater frequency in recent years, are counterproductive given the nature of the available audience.

In September 1977, Nielsen added 1,700,000 women to the adult female population. Nielsen also added 1,200,000 women to the working women population. Working women by definition are lighter daytime viewers than nonworking women. Additionally, a quick look at similar figures for the past six years clearly shows that the available-to-view daytime audience has been increasing, but at a decreasing rate. Women 50 years of age and older aren't likely to be working women and in fact happen to be the fastest growing segment of the available daytime audience. The decline in this category's viewing is therefore of particular interest.

A program that efficiently reaches the women 50 years of age and older is generally canceled or repositioned, as a 50-plus skew gives a show only limited commercial salability. We concluded that what we are seeing is the networks competing for a diminishing young female audience and at the same time ignoring the presence and availability of the older viewer.

Ultimately, we were drawn to the conclusion that women in the 50 and over age category are viewing less television in both daytime and prime time because there is less on television for them to view. All of the changes, stunting and cancellations have affected this group to a greater degree than it has affected other age groups. Interestingly, the effects of rapid program changes, stunting and cancellations are not uniform across all dayparts. Prime time is a dramatically different daypart from daytime.

Prime time could be defined as leisure time. The working versus nonworking relationship that concerned us in daytime is not as relevant in prime time. Program length and time changes are less important in prime time because they affect only program selection habits, not life-style habits.

Unlike daytime, the available prime-time audience is increasing, and also unlike daytime, prime time is experiencing a considerable growth in viewing alternatives that has led to an increase in the percentage of the younger demographic segments that are now using television.

In summary, television viewing is healthier than we have been led to believe. Daytime viewing will continue to decline if more and more younger women are added to the workforce and older women continue to be an afterthought to TV programmers. Prime time will continue to show decreased viewing by older women because it's their favorite shows that are being replaced or moved rapidly. Younger people will continue to watch prime-time television at their current increased levels as long as the trend of increased viewing alternatives continues.



BMI music scores just as big on TV.

Most of the music you hear when you see a smash movie is ours.

BMI music was part of 8 of the top 10 box office movies in 1977. We were an unseen but not unheard force in STAR WARS. We helped ROCKY through the big fight. We ran with SMOKEY AND THE BANDIT, and were there when A STAR IS BORN. We were the fourth presence in

CLOSE ENCOUNTERS and our music helped swell THE DEEP.

Today's blockbuster movies are always tomorrow's top-rated TV offerings.

We're BMI, the world's largest music licensing organization, with over 50,000 writers and publishers. No matter where Americans look they hear our music.

What the world expects from the world's largest music licensing organization.

BMI

Our open door policy.



Most broadcasters open their doors a lot wider these days. Few of us settle for just the "establishment" view any more. We're part of a bigger club now-and membership is open to everybody who decides to get involved.

At PNS, we think that's a welcome change.

Last August and September, each of our stations took an entire evening of prime time to let the hometown audience see what we see

every day-what issues people care about and how widely they differ. We wanted this dramatic new use of local television's power to open up the process even further.

NOBODY EVER ASKED ME did. It gave all of us new perspectives on local priorities. It created new challenges for each of our stations to follow up-to illuminate the priorities by using the entire range of our daily local programming. Specifically, here's what we've been doing ever since.

DATE	STATION	PROGRAM	SUBJECT
8/15/77	WPLG	AM MIAMI	Funding for community development
8/19/77	WPLG	AM MIAMI	Dade county economic development
8/22/77	WPLG	AM MIAMI	Health rehabilitation for the mentally ill
8/25/77	WPLG	AM MIAMI	Women's Day in Dade county
8/27/77	WPLG	Half-hour special	Nobody Ever Asked Me followup
9/4&6/77	WJXT	MAGAZINE FOUR	Nobody Ever Asked Me letters
9/6/77	WJXT	KUTANA	Education: NAACP's role and civil rights
9/9/77	WPLG	AM MIAMI	Education: School volunteer program in Dade county
9/9/77	WJXT	KUTANA Seminar	Employment: Equal Opportunity
9/12/77	WPLG	AM MIAMI	Juvenile courts system
9/13/77	WJXT	MIDDAY	Capital punishment
9/14/77	WJXT	MIDDAY	Health care: Handicapped services
9/14/77	WJXT	KUTANA	Health care: The homebound patient
9/14/77	WJXT	KUTANA	Ethnic pride: The Black community
9/17/77	WPLG	SATURDAY PM	Community ascertainment interviews
9/18&20/77	WJXT	MAGAZINE FOUR	Capital punishment
9/19/77	WJXT	UPBEAT	Ethnic community: Young Black businessmen
9/19/77	WPLG	AM MIAMI	Psychology and culture of South Florida
9/22/77	WFSB-TV	Weekly Series	Education: Teaching reading
9/22/77	WFSB-TV	THIS WEEK Taped Debate	Transportation: Highway expansion vs. mass transit
9/24/77	WPLG	SATURDAY PM	Employment: Affirmative action in Dade county
9/27/77	WPLG	AM MIAMI	Local Environment: Drinking water
9/29/77	WFSB-TV	THIS WEEK	Sex education
10/3/77	WJXT	MIDDAY	Health care: Infant Respiratory Syndrome
10/4/77	WJXT	MIDDAY	Health care: National health insurance
10/5&6/77	WFSB-TV	6 PM News Special, Noon News Special	Aging: Mandatory retirement
10/9/77	WJXT	MAGAZINE FOUR	Health care: Hypertension
10/13/77	WJXT	MIDDAY	Health: Dentistry
10/13/77	WFSB-TV	THIS WEEK	Justice: Baake case
10/14/77	WJXT	MIDDAY	Health care: Age care
10/15/77	WJXT	MAGAZINE FOUR	Health care: Obesity
10/17&19/77	WFSB-TV	6 PM and Noon News Series	Housing: Buying a first home
10/22/77	WPLG	SATURDAY PM Town Meeting	Transportation: Auto insurance in South Florida
10/29/77	WPLG	Town Meeting	Education: Bilingual classes
10/30/77	WJXT	MAGAZINE FOUR	Health care: Saccharine
10/31-11/4/77	WFSB-TV	THIS WEEK	How to stop smoking
11/1/77	WJXT	MIDDAY	Transportation: People movers
11/1&4/77	WJXT	UPBEAT	Ethnic: Black colleges
11/3/77	WFSB-TV	6 PM and 11 PM News	Education: Abuses in private schools

11/3/77	WJXT	KUTANA	Education: Sixth grade centers
11/6/77	WJXT	Town Meeting	Hospital health costs
11/8/77	WJXT	MIDDAY	Community: Urban league
11/10/77	WFSB-TV	THIS WEEK	Education: Why Johnny can't read
11/11&18/77	WJXT	MIDDAY	Crime prevention
11/12&20/77	WTOP-TV	MORNING SHOW 5 Part Series	Unemployment
		6 and 11 PM News Series	Unemployment
		PSA's aimed at local businesses	Unemployment
		Station Editorials	Unemployment
11/12/77	WTOP-TV	HARAMBEE	Unemployment among Blacks
11/13&20/77	WTOP-TV	Town Meetings	Unemployment among Blacks
11/13/77	WTOP-TV	PRISMA	Unemployment in the Latin community
11/14/77	WJXT	KUTANA	Education: Standardized tests and the Black student
11/17/77	WFSB-TV	THIS WEEK	Pornography
11/20&22/77	WJXT	MAGAZINE FOUR	Transportation: Mopeds
11/22/77	WJXT	MIDDAY	Energy: Jacksonville's Electric Authority
11/24/77	WFSB-TV	THIS WEEK	Transportation: Auto insurance rates
11/28/77	WJXT	MIDDAY	Education: Sixth grade centers
11/29/77	WJXT	MIDDAY	Community organization
12/1/77	WFSB-TV	THIS WEEK	Women: International Women's conference: a post-mortem
12/3/77	WPLG	Town Meeting	Education: Functional literacy test
12/5&9/77	WJXT	UPBEAT	Employment and housing
12/8/77	WFSB-TV	Town Meeting	Community ascertainment: Manchester, Connecticut
12/10/77	WPLG	SATURDAY PM	Government: Re-development and urban planning
12/15/77	WFSB-TV	THIS WEEK	Legalized gambling
12/15&16/77	WFSB-TV	6 PM and Noon News Series	Crime and the elderly
12/16/77	WJXT	MIDDAY	Senior citizens
12/18/77	WJXT	Town Meeting	Jacksonville Electric Authority
12/22/77	WFSB-TV	THIS WEEK	The Church and social issues
12/26/77	WFSB-TV	Special	Corporations: Powers in the community
1/2/78	WFSB-TV	THIS WEEK	Media: The future of Connecticut's newspapers
1/14/78	WPLG	SATURDAY PM	Transportation: Miami's rapid transit system
1/22/78	WJXT	Town Meeting	Education: Functional literacy test
1/22/78	WFSB-TV	THIS WEEK Open Phone Discussions	Religion: Catholic liberals and conservatives
1/22&27/78	WTOP-TV	MORNING SHOW	Metro transportation
		5 Part News Series	Metro transportation
		Station Editorials	Metro transportation
1/22/78	WTOP-TV	PRISMA	Metro transportation in the Latin community
1/27/78	WFSB-TV	THIS WEEK	Energy: Nuclear safety
1/27&28/78	WTOP-TV	Open Forum Special 11:30 PM - 1:30 AM	Metro transportation
1/28/78	WPLG	Town Meeting	Energy: Local government's role in public utilities
1/29/78	WJXT	Town Meeting	Education: The issue of race
2/78	WFSB-TV	CORSAIR & CO.	Employment: A look on the bright side
2/5/78	WFSB-TV	THIS WEEK	Gay rights
2/5&6/78	WPLG	SOUTH FLORIDA REPORTS	Criminal justice and youth offenders
2/19/78	WPLG	SOUTH FLORIDA REPORTS	Tri-ethnic communities
2/19/78	WFSB-TV	THIS WEEK	Gun control
2/20&24/78	WPLG	News Series	Transportation: Rapid rail transit
2/21&25/78	WFSB-TV	CORSAIR & CO.	Community relations: Breaking down the fences in New England
2/25/78	WPLG	Town Meeting	Transportation: Rapid rail transit
2/26/78	WFSB-TV	THIS WEEK	The justice system
2/26/78	WJXT	Town Meeting	Education: Local school advisory committees
2/26/78	WPLG	SOUTH FLORIDA REPORTS	Higher education in Florida

We do a lot to make our open door policy work. Like all broadcasters, we begin with FCC requirements. We learn community priorities through market research and ascertainment interviews.

Our open door policy then goes further. With *NOBODY EVER ASKED ME*, we devoted a full evening of prime time to an open discussion of community priorities. This encouraged the people who feel the strongest and know the most to argue

their ideas among themselves-and with the public. Then-the follow up. Our response was programming-in both news and public affairs-much of it in prime time.

In our experience, no other medium brings community issues home like local television. And with our open door policy, we're making local television more interesting, relevant, useful, inclusive and productive for our communities.

We're happy to share it with you.



POST-NEWSWEEK STATIONS, INC.

WFSB-TV HARTFORD, CONNECTICUT • WJXT JACKSONVILLE, FLORIDA • WPLG MIAMI, FLORIDA • WTOP-TV WASHINGTON, D.C.

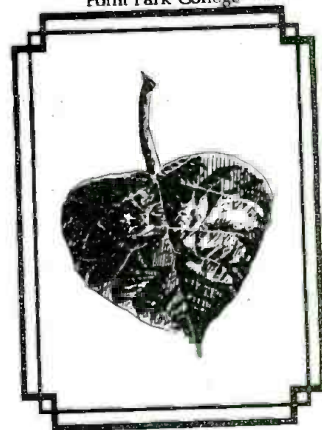
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took 66% of all
RECORD WORLD 1977 charts**

**BMI licensed
60 of the top 100
in BROADCASTING'S
1977 Playlist.**

**BMI licensed music
took 64% of the 1977
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Top of the Week

A public mea culpa from CBS

Jankowski goes on the air to apologize for tennis promotions

In a move without precedent, Gene F. Jankowski, president of the CBS/Broadcast Group, was scheduled to appear on CBS-TV yesterday afternoon (April 9) and apologize to the public.

His taped appearance, set for about 1:22 p.m. NYT during CBS Sports coverage, was in response to the FCC's demand to know what CBS had done or planned to do "to inform the general public of the deceptive practices" in promoting four tennis matches as "winner take all" when in fact they weren't (BROADCASTING, March 20).

The tape is also scheduled to be replayed during half-time of a National Basketball Association game on CBS-TV next Sunday (April 16).

CBS's reply directly to the FCC on the winner-take-all and other questions is due April 17. The commission gave CBS until then to offer data "showing grounds for possible mitigation" of punishment that, it said, might involve short-term renewal of one or more CBS owned-station licenses.

Text of Mr. Jankowski's taped statement, following introduction by CBS Sports commentator Jack Whitaker:

■ For more than 50 years, CBS has tried to adhere to the principle that a CBS broadcast must be what it purports to be. I regret to say that in four tennis broadcasts between February 1975 and March 1977 this was not the case. Let me emphasize that no question has been raised as to the competitive integrity of these matches. But the matches were described by CBS, both on the air and in print, as "winner-take-all"—and they weren't "winner-take-all." The financial arrangements made by independent promoters with the players involved substantial payments to the losers.

In the first match, Connors versus Laver, the winner received a prize of \$100,000, the loser \$60,000. While the fact that the loser would get a large payment was disclosed at one point during the broadcast, most references on-the-air and all prematch publicity relating to the \$100,000 winner's prize failed to mention the

loser's purse. This was an error, which we recognize and regret.

The three later matches were described on the air and in prematch publicity as involving \$250,000 winner's prizes, but the players' agreements with the promoters guaranteed them set amounts of money or preagreed percentages, whether they won or lost. In effect, there were no "prizes."

In the second and third matches, our announcers stated—consistent with their understanding at the time—that the winner would receive a \$250,000 prize; in several instances, appearance fees to the loser were also mentioned. Promotional materials for the matches also made reference to the supposed \$250,000 winner's prize, and newspaper advertising for the second match prominently featured the "winner-take-all" phrase.

Shortly before—and again immediately after—the third match, communications received by CBS in connection with a dispute between one of the players and the promoter should have raised questions as to the true financial arrangements and made us realize that the prize money was not as represented by the promoter. By the time of the fourth match, a number of people at CBS knew that Connors and his opponent, Nastase, would receive guaranteed amounts and weren't competing for a "winner-take-all" prize.

This information was never effectively communicated either to the on-air broadcasters or to the people with publicity responsibilities. Some fourth match publicity referred to a \$250,000 prize and, on the basis of information given to one of our announcers by the pro-

moter, several "winner-take-all" references were made on the air at the beginning of the match. A CBS executive viewing the fourth match phoned the producer and told him that no prize money was at stake, and no further on-air references were made to prizes. But we failed to correct the "winner-take-all" statement during the broadcast.

It was wrong and misleading to refer to prize money without disclosing that both players would receive substantial money just for showing up and playing. And we should have been more diligent in finding out what the true financial arrangements were, and in getting that information to our people.

When newspaper reports concerning this matter appeared in May 1977, CBS management retained a former federal judge to conduct an investigation with the assistance of a Washington law firm. Their report, which was most critical of CBS's conduct, was adopted by CBS and furnished to the Federal Communications Commission, which also conducted an investigation. Following that investigation, the FCC concluded that CBS had deceived the public in the presentation of these matches.

Last year, both to the FCC and in testimony to the Congress, we publicly accepted responsibility for the errors that resulted in the public being misled.

As a result of our experience with these matches, we have instituted internal controls aimed at preventing future occurrences of this sort. We now require a contractual guarantee from promoters of events we broadcast that the prize money information provided to us is truthful and accurate. The important facts con-



cerning any sports event we broadcast must now be made available in advance to the people responsible for broadcasting, promoting and advertising the program to assure accuracy. A senior CBS Sports executive must approve advertising and promotional materials—and they must also be approved by the director of program practices, sports, a new position we established as a "watchdog" for all aspects of sports broadcasts.

As with any human enterprise, CBS is not infallible. Since the first of these matches, we have broadcast more than 1,200 hours of sports programming. We regret that these four tennis matches departed from our accustomed standards. We are determined that those standards will be maintained in the future, for CBS's reputation for integrity is our most priceless possession.

FCC has a heart for small-market radio station

Commission lets WHMI off hook on ascertainment, even though it is within Detroit SMSA; In other actions, agency approves Turner sale of Chattanooga stations, Metromedia buy in Houston

The FCC under Chairman Charles D. Ferris last week gave a signal that, when it comes to small-market broadcasters, it can be at least as sympathetic as was the commission under the chairmanship of Richard E. Wiley.

The commissioners exhibited their feelings during discussion of a request by WHMI(AM) Howell, Mich., for a waiver of the rule requiring it to follow formal procedures in ascertaining community problems, needs and interests. At present, stations in communities of less than 10,000 population that are outside any Standard Metropolitan Statistical Area are exempt under an experiment begun in February 1976 under former Chairman Wiley. But while Howell has a population of only 5,000, it is within Detroit's SMSA.

All six commissioners present (Joseph Fogarty was absent) made it clear they thought it unfair that, because of what Commissioner Abbott Washburn called "a quirk of geography," the station is obliged to follow the rule. There was not even any mention of the criticism of the exemption often expressed by citizen groups—that it is the small-market station that is frequently unresponsive to community needs.

But the staff had recommended against the waiver. Jeff Baumann, chief of the renewal branch, said the staff is reluctant to "fiddle" with the experiment by waiving the exemption, until the results of the test are analyzed, and the performance of exempt stations is assessed. The staff is to begin its analysis next February. And Martin Levy, deputy chief of the Broadcast Bureau, warned that granting the waiver

would lead to a flood of similar requests.

The staff's argument persuaded Chairman Charles D. Ferris and Commissioner Tyrone Brown. Both expressed concern about the impact on the experiment; the chairman said the effect could be to "call into question the basis for helping small-market stations in the future."

But the other four commissioners—Robert E. Lee, James H. Quello, Mr. Washburn and Margita White—voted for the waiver. As Commissioner Lee put it, they regarded that to be the "common sense" approach.

In other matters, the commission:

- Approved Metromedia Inc.'s acquisition of KDOG-TV (ch. 26) Houston from Crest Broadcasting for \$11 million. The purchase gives Metromedia its seventh television station, all in the top-50 markets.

- Postponed action on what was understood to be a staff recommendation that the renewal application of KJAZ(FM) Alameda, Calif., be designated for hearing. The station's renewal is the subject of a petition to deny filed by the Committee for Open Media. The staff, at the request principally of Commissioners Washburn and White, will check into reports that COM offered to purchase the station for \$1 million. Commissioner Washburn said an "abuse of the commission's process" might be involved. COM proposed sale of the station to a nonprofit corporation whose directors would be appointed by KJAZ's present owner, Patrick Henry, and COM (BROADCASTING, Dec. 12, 1977).

- Renewed Turner Communications Corp.'s license for WGOW(AM) Chattanooga, and approved sale of that station and its affiliated FM, WYNQ, to Bloomington Broadcasting Corp. for \$1,050,000. But the commission did so only after taking a hard look at complaints filed by Sun World Broadcasters Inc., the former licensee of WSWB-TV Orlando, Fla. Sun World alleged that Turner's president, R. E. (Ted) Turner III, had attempted to force Sun World to sell him the station and that the efforts amounted to the exercise of de facto control over the station. Among other things, Mr. Turner acquired the station's transmitter site and threatened to deny Sun World access to it, and forced the financially troubled Sun World into receivership. The commission said Mr. Turner's "novel approach" to acquiring a station required careful consideration but did not constitute acquisition of de facto control of the station, since the internal decision-making process of the licensee was unaffected.

- Rejected a petition to deny renewal and granted the application of KTRK-TV Houston, subject to the receipt of additional information. The petition was filed by 12 citizen groups in Houston.

- Notified WHNE(AM) Portsmouth, Va., that it is liable for a \$5,000 fine for misleading the public during a treasure hunt contest, and admonished the station for conducting the contest in a manner that disrupted the community and posed a threat to public safety.

ABC's grip on prime time slips a bit in February

Although it's still on top in 65 of top-100 markets, it showed drop in HUT's in 62 while NBC gains in 80 and CBS is up in 73

ABC-TV affiliates still ruled the prime-time roost in the February local sweep measurements, but by declining margins.

In the top-100 markets, according to ABC calculations based on Arbitron Television's February measurements, ABC-TV affiliates as a group could claim a 38.6% share of the three-network audience in prime time, far ahead of CBS-TV affiliates' 32.2% and NBC-TV stations' 29.2%.

And in the 97 of those markets where all three networks had primary affiliates, ABC's were ranked number one in 65, as against CBS's first-place position in 22 and NBC's in 10 (see table).

But ABC affiliates, far more than those of CBS and NBC, lost ground from February 1977 in terms of prime-time homes delivered—a reversal of the February 1977 situation and to some extent of that found in the November 1977 sweeps.

By network, the February 1978 audience gains correlated inversely with network ranking: Third-place NBC had most, second-place CBS was next and ABC had fewest.

ABC has affiliates in 99 of the top-100 markets, and 62 of those showed prime-time homes declines from February 1977 while 33 showed gains and four were unchanged.

NBC, with affiliates in all 100 markets, showed gains in 80, declines in 16 and no change in four.

CBS, represented in 98 of the markets, was up in 73, down in 24, unchanged in one.

ABC affiliates captured first place in the first 14 markets and in 21 of the top 25. CBS had three of the top 25; NBC one. ABC, however, lost households in 18 of the top 25 markets; CBS gained in 16 and NBC was up in 22. CBS showed strong gains in New York, Chicago and Dallas-Fort Worth among the top 25. NBC was up significantly in Philadelphia, St. Louis, Denver, Hartford-New Haven, Conn., and Portland, Ore.

ABC sources attributed the bulk of its declines to its "unusually high" audience levels in February a year ago, when ABC had the special audience momentum provided by the week-long, record-setting *Roots* just a few weeks before. "It's hard to match that," an ABC researcher asserted. In February 1977, ABC's local gains outran local losses by more than three to one.

ABC sources also reported that, even with declines in many markets, ABC delivered 26% more homes than the average of CBS and NBC. They also con-

February's sweepings from the top 100

The following table shows how affiliates fared in prime time in each of the top 100 markets in Arbitron Television's February sweep measurement, as compiled by ABC researchers from the Arbitron reports. The numbers represent prime-time averages in thousands of households (add 000). The plus or minus numbers show percentage of change in the household figures as compared with Arbitron's February 1977

sweep. ABC research officials said the 1977 household figures are Arbitron's "pure" network averages for entertainment programming, covering the hours from 7:30 to 11 p.m. NYT Monday through Saturday and 7-11 p.m. Sunday excluding all access programs or other local programming presented during those hours. The sweep period was Feb. 1-28. Bold-face figures indicate the top network in each market. ■

	ABC		CBS		NBC			ABC		CBS		NBC	
	HH	% change	HH	% change	HH	% change		HH	% change	HH	% change	HH	% change
1. New York	1582	+3	1197	+17	1053	+9	53. Greensboro-Winston Salem- High Point, N.C.	117	-2	87	-4	73	+9
2. Los Angeles	827	-10	505	-1	539	-4	54. Toledo, Ohio	83	-6	93	+1	73	NC
3. Chicago	705	-1	494	+10	446	+9	55. Little Rock, Ark.	107	+2	76	+14	80	+7
4. Philadelphia	636	-3	427	+5	396	+22	56. Wichita-Hutchinson, Kan.	81	-1	79	+2	72	+13
5. Boston	366	-7	289	-4	272	+5	57. Tulsa, Okla.	116	+6	76	+14	61	+18
6. San Francisco	337	-4	267	+5	247	+1	58. Richmond, Va.	69	-7	86	+8	69	+23
7. Detroit	429	-2	318	+4	309	+9	59. Shreveport, La.-Texarkana, Tex.	101	+9	50	-41	74	+28
8. Washington	258	-9	243	+6	215	+4	60. Knoxville, Tenn.	33	+4	88	+28	93	+21
9. Cleveland	357	-1	246	-1	230	+2	61. Syracuse, N.Y.	81	-2	88	+6	80	-9
10. Pittsburgh	332	-3	270	+4	159	-2	62. Des Moines, Iowa	74	-1	78	+10	60	+20
11. Dallas-Fort Worth	286	+3	233	+21	190	+8	63. Mobile, Ala.-Pensacola, Fla.	83	0	78	+7	58	+2
12. St. Louis	215	-2	200	-2	175	+11	64. Jacksonville, Fla.	48	-6	97	+18	66	+12
13. Houston	229	-4	184	+9	180	+2	65. Omaha	102	+4	72	+1	65	+3
14. Minneapolis-St. Paul	113	-2	177	+6	160	+6	66. Rochester, N.Y.	77	-9	67	+2	52	+13
15. Miami	176	-5	226	+10	159	+7	67. Green Bay, Wis.	93	+9	65	+4	62	+7
16. Atlanta	167	-13	180	+3	182	+9	68. Roanoke, Va.	51	0	83	+9	61	+13
17. Tampa-St. Petersburg, Fla.	113	-12	193	-2	156	+2	69. Davenport, Iowa-Rock Island-Moline, Ill.	74	0	54	-3	61	+22
18. Seattle-Tacoma	218	+3	114	+9	155	+7	70. Fresno, Calif.	55	-1	45	-2	47	-4
19. Baltimore	207	-2	169	NC	186	-2	71. Springfield-Decatur-Champaign, Ill.	63	-5	60	+5	60	+2
20. Indianapolis	178	+2	149	+11	135	+5	72. Spokane, Wash.	87	+2	50	+9	47	-4
21. Denver	159	-2	120	+17	121	+14	73. Cedar Rapids, Iowa	83	+12	57	+19	51	+16
22. Hartford-New Haven, Conn.	199	+13	200	+10	72	+17	74. Portland-Poland Springs, Me.	64	-7	46	+10	47	-8
23. Sacramento-Stockton, Calif.	159	+4	104	-1	126	+8	75. Johnstown-Altoona, Pa.	15	-17	65	-2	89	+11
24. Portland, Ore.	137	+7	113	-7	103	+11	76. South Bend-Elkhart, Ind.	64	-2	52	+4	48	+4
25. Cincinnati	158	+2	144	-8	116	+5	77. Paducah, Ky.-Harrisburg, Ill.-Cape Girardeau, Mo.	41	-12	77	+10	69	+19
26. Milwaukee	144	-8	116	-2	123	+5	78. Youngstown, Ohio	65	-11	57	+8	45	0
27. Kansas City, Mo.	162	-4	133	+6	119	+9	79. Albuquerque	75	-6	46	+12	48	+9
28. Buffalo, N.Y.	163	+14	107	-14	97	-5	80. West Palm Beach	41	-14	—	—	45	+10
29. Providence, R.I.	141	+26	79	-32	120	+2	81. Jackson, Miss.	33	-13	53	+6	80	+9
30. San Diego	121	+25	97	-10	70	-23	82. Chattanooga	65	-1	50	+5	54	+18
31. Nashville	119	-6	136	-6	125	+15	83. Bristol, Va.-Johnson City-Kingsport, Tenn.	33	+4	59	+26	56	+2
32. Columbus, Ohio	151	+7	135	+3	96	-3	84. Springfield, Mo.	26	-16	55	+15	68	+12
33. Charlotte, N.C.	59	-17	138	+11	95	+16	85. Lincoln-Kearney-Hastings, Neb.	41	-2	62	+7	16	+14
34. Phoenix	130	+7	105	+13	83	0	86. Springfield, Mass.-Greenville-New Bern, N.C.	71	-3	—	—	41	-16
35. Memphis	112	-2	130	+15	94	+12	87. Lexington, Ky.	48	+3	51	+22	43	+10
36. New Orleans	128	+1	134	+20	94	+8	89. Fort Wayne, Ind.	56	-10	41	-7	33	-13
37. Greenville, S.C.-Asheville, N.C.	124	+5	100	+12	105	+11	90. Peoria, Ill.	57	-1	40	+15	44	+26
38. Grand Rapids-Kalamazoo, Mich.	117	-2	92	+9	85	+2	91. Evansville, Ind.	67	-8	37	+6	33	+27
39. Oklahoma City	108	-4	92	+5	105	+11	92. Huntsville-Decatur, Ala.	56	+44	53	+9	31	-6
40. Orlando-Daytona Beach, Fla.	107	-11	94	-1	92	+5	93. Tucson, Ariz.	48	-4	35	+3	37	-9
41. Albany-Troy-Schenectady, N.Y.	109	+5	86	-15	95	+11	94. Lansing, Mich.	—	—	56	-2	38	+12
42. Wilkes Barre-Scranton, Pa.	131	+10	78	+9	87	+8	95. Sioux Falls, S.D.	23	+15	57	-10	45	+25
43. Charleston-Huntington, W. Va.	91	-12	90	+5	127	+17	96. Fargo, N.D.	32	-3	40	+8	41	+5
44. Salt Lake City	114	-2	84	+22	70	+3	97. Columbia, S.C.	29	-15	26	+24	60	+5
45. Louisville, Ky.	85	-8	105	+5	98	+13	98. Austin, Tex.	38	-9	50	+5	23	+15
46. Norfolk, Va.	106	-6	97	+5	72	+4	99. Baton Rouge	84	+94	49	-2	29	-44
47. San Antonio, Tex.	108	-11	93	+15	73	0	100. Colorado Springs	53	-1	37	+24	30	-3
48. Birmingham, Ala.	144	-15	45	+22	89	+15							
49. Dayton, Ohio	91	+2	118	+6	81	+1							
50. Harrisburg-Lancaster-York-Lebanon, Pa.	78	-3	85	+15	104	+20							
51. Raleigh-Durham, N.C.	99	-1	100	+5	19	+46							
52. Flint-Bay City, Mich.	122	0	43	+17	88	+9							

tended that during the sweep period, special programming occupied 81 half-hours, or 46%, of NBC's prime-time programming and 30 half hours, or 17%, of CBS's, as compared with 17 half hours, or 10%, of ABC's.

ABC research authorities said that the

February measurement showed ABC with 14,592,000 prime-time homes, CBS with 12,186,000 and NBC with 11,063,000. These numbers represented a 1% drop from a year ago for ABC, a 6% rise for CBS and a 7% gain for NBC.

Thus, over-all, the audience news was

positive: The three-network prime-time homes total of 37,841,000 represented a 3% rise in homes using television as compared with February 1977's 36,728,000, indicating once again that the prime-time HUT-level declines apparent last summer and fall have been reversed.

FCC tries to dot every i in saying no on AT&T tariffs

Elaborate order sets the stage for next round in telephone company's attempt to get more money from occasional users while cutting rates to networks

Four months after it adopted an order rejecting a proposed AT&T tariff that would have sharply increased rates for occasional users of television service—while reducing them for the networks—the FCC has issued an 89-page document explaining why.

The commissioners, at a meeting on Nov. 30, one day before the tariff was to go into effect, made clear the decision to reject was based on two grounds—alleged failure to attempt to justify what they considered discrimination against part-time users, and alleged violation of guidelines the commission laid down in an earlier proceeding for allocating costs among the company's services (BROADCASTING, Dec. 5, 1977).

Part of the delay in issuing the order was said to have been caused by turnover of personnel. But much of the time can be attributed to the effort made by the staff to draft an order as impervious as possible to the court appeal AT&T was expected to

Where to be if you don't have to be somewhere else. With an agenda spanning three days (two fulls and two halves) and a cast of hundreds, there'll be constant competition for the conventioners' attention at the National Association of Broadcasters annual industry gathering in Las Vegas this week. Most of the time there will be three shows running simultaneously—one for radio, another for TV and a third for engineering. Although most convention-goers will probably want to stick with their particular disciplines, each program has sessions that would be worth anybody's time. As an aid in making up minds, the editors offer this list of potential standouts.

Sunday 3 p.m. Opening general assembly with the presentation of the NAB Distinguished Service Award to Cox Broadcasting's J. Leonard Reinsch.

Monday 9 a.m. Opening radio session with NAB President Vincent Wasilewski's annual state-of-the-industry speech. **Or.** Opening TV session with a speech by Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), a panel on sex and violence on television, followed later by Mr. Wasilewski.

Monday 10-11 a.m. Engineering workshop on satellite distribution systems for radio.

Monday, 11 a.m. Special session for foreign broadcasters on broadcasting, particularly radio, in United States.

Monday 12:30 p.m. Engineering luncheon with a speech by George Jacobs, director of research and engineering for the U.S. Board for International Broadcasting. **Or.** Television luncheon (12:45 p.m.) featuring Alex Haley, author of "Roots."

Monday 2:45 p.m. Television session with *In the Box*, a debate pitting former FCC Chair-

man file. Rejecting a tariff without a hearing, the commissioners were told, was a risky, if legally defensible, procedure. As of last week, AT&T said it had reached no decision on whether to appeal.

The commission directed AT&T to declare within 60 days when it will file a new tariff. But the commission also indicated—as members did at the time of the

meeting four months ago—that it intends to take the initiative in the matter of setting rates for television service. The FCC said it will soon consider instituting an investigation to determine "a lawful" tariff, including the possible "prescription" of a tariff—an action that would be unusual, if not unprecedented. The commission will base the hearing on the tariff now in effect

In Brief

FCC Chairman Charles D. Ferris, who since joining commission in October, has issued some one-month calendars projecting work to be done, last week issued **three-month calendar**. Dates of special interest for broadcasters and cable operators include: **April 18**, closed meeting on proposed 6th, 7th and 8th notices of inquiry regarding 1979 World Administrative Radio Conference; **April 25**, telephone company-cable television crossownership, definition of cable system and satellite delivery of cable programming; **May 10**, panel session on UHF television reception (noise figure reduction); **May 17**, minority programming; **May 19**, UHF TV reception; **June 7**, noncommercial broadcasting questions, including FM allocations, underwriting of programming, definition of non-commercial station, and multiple ownership (should it be limited, as in commercial broadcasting?); **May 22**, meeting on reconsideration of commission policy regarding authorized user of international communications satellites and Spanish International Network's petition for authority to deal directly with satellite company.

□

CBS-TV was to join ABC-TV over weekend in **offering affiliates 40-second prime time breaks for local news updates**. ABC, under plan disclosed last winter (BROADCASTING, Dec. 12, 1977), started last Wednesday (April 5) making breaks available at about 10:30 p.m. NYT four nights each week (usually Tuesday, Wednesday, Thursday, Saturday). CBS is making them available about 10 p.m. every night, effective Sunday (April 9). **NBC-TV** notified affiliates last week it **was considering idea**, hoped to have decision after May meeting with affiliates board.

□

Henry Geller, nominated to head new National Telecommunications and Information Administration within Department of Commerce, will testify Friday (April 14) at **confirmation hearing** before Senate Communications Subcommittee, which has also set May 3-4 hearing on public broadcasting legislation.



ABC has loosed doubled-barreled blast at Federal Trade Commission proposals to restrict TV advertising to children. If adopted, they would set up members of FTC as "**national nannies**," said ABC President **Elton Rule** (above) Thursday in speech to Hollywood Radio & Television Society. "If any product is clearly harmful," he said, "the place to ban it is in the marketplace." And in speech prepared for delivery yesterday (April 9) at meeting of ABC Radio affiliates in advance of National Association of Broadcasters convention in Las Vegas, ABC Senior Vice President **Everett Erlick** said "a broadcasting ban on the advertisement of products affects only the economic health of our industry, not the public health, the consumption of products or their availability."

□

ABC-TV's telecast of 50th annual **Academy Awards** last Monday, (10 p.m.-12:55 a.m. NYT) **pulled 36.3 rating and 68 share**.

□

American Trucking Association has filed fairness doctrine complaint against NBC as result of series of reports on trucking industry safety practices seen on three segments of *Nightly News* in October. Complaint filed with FCC alleges that broadcasts described trucking, in general, as "unsafe," and that industry was represented by "irresponsible" drivers and "crass mercenary management." Complaint says NBC

man Richard E. Wiley against Dr. Everett Parker of the United Church of Christ on the question: Should commercial television regulation be revised to meet the current state of technology?

Monday 4 p.m. Engineering panel with technical experts from the FCC staff and private industry.

Tuesday 7:30 a.m. Engineering workshop on production experience with one-inch video tape.

Tuesday 8 a.m. Engineering workshop on AM stereo.

Tuesday 9 a.m. Radio general session with a panel on news coverage of terrorist activities, followed by a question-and-answer session with FCC staff members.

Tuesday 10 a.m. Television workshop on children's programming.

Tuesday 11 a.m. Television panel on children's television advertising.

Tuesday noon. Radio luncheon with Ronald Reagan.

Wednesday 9 a.m. Joint radio and TV session with a panel on "worldwide broadcast freedoms," a question-and-answer session with FCC commissioners and a conversation between NAB President Wasilewski and House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.)

Wednesday noon. Joint radio, TV and engineering luncheon with a speech by FCC Chairman Charles Ferris and a concert by Charley Pride.

and, presumably, would fold into the hearing the new tariff AT&T is expected to file. The approach was suggested by Commissioner Joseph Fogarty, who has expressed concern about the possibly adverse effect of cost-based rates on the broadcasting industry.

A major element of the order—one that surprised some communications attor-

neys—was that the commission based its charge of discrimination on an eight-year-old decision, one involving what is now Hughes Television Network Inc. The commission in that case found that although the service provided to full-time (network) and occasional users was the same, the rate structure unlawfully discriminated against the occasional user: Their charges

were higher, by mileage and time.

Customers of part-time service had estimated that their costs under the proposed tariff would have increased 40%, while the networks' would have dropped about 5%.

AT&T had asserted that the findings of the 1970 case were not applicable because of "changed circumstances." It noted that its full-time facilities are "dedicated" to the exclusive use of contract customers, and since 1973 have been maintained as a separate network. The commission, however, said that is not relevant—that what is relevant is that the services provided full and part-time users are functionally the same and are perceived as such by the customers.

Furthermore, the commission said, AT&T did not submit the required cost justifications but, instead, relied on "unsupported general observations on cost-usage functions and conclusory statements which were found to be inadequate" in the 1970 case.

The guidelines the tariff is said to have violated were designed to assure a 9.5% rate of return by each of AT&T's interstate services. Among other alleged violations, the commission said AT&T employed a "disparate and incongruous" rate-making concept by its failure to reconfigure other service categories to eliminate unnecessary facilities and its disproportionate assignment of cost reductions to other unspecified service categories.

has failed to afford time for expression of contrary views. NBC defends balance and accuracy of show, rejects argument that fairness issue has been raised. Reports focused on problems of truck safety, NBC said, and were not intended to be indictment of drivers, industry or regulatory authorities.

□

Four citizen groups whose court suit was factor in scuttling of **Joe L. Allbritton's** plans to sell WJLA-TV Washington to Combined Communications Corp. are now reminding him that **if he makes another effort to sell** station, they expect him to live up to pledge made three years ago to seek out **minority buyers** for station. Three of groups withdrew opposition to Mr. Allbritton's 1976 acquisition of station and other Washington Star Communications properties when he agreed to "facilitate successful bids" from minority purchasers and to aid them and other minority groups seeking stations in raising \$10 million in financing. "We look forward to assisting you in any way we are able to forward the objectives of our agreement," groups wrote to Mr. Allbritton, who is under **FCC crossownership gun** to sell station or leave post as publisher of *Star*.

□

Filmways Radio, after about year in radio syndication business, called it quits last week. New syndicators are being sought to take over *20-40* soft rock, *Country Concert*, *Record Report* (Charlie Tuna) and *Wolfman Jack* services before contractual 30-day cancellation clauses run out.

□

FCC has named senior staff economist on President's Council of Economic Advisers, **Nina W. Cornell**, as **chief of Office of Plans and Policy**—first woman to head commission office or bureau since 1963. She has specialized in regulatory procedures at CEA, focusing on economic consequences of regulatory decisions—function FCC Chairman Charles D. Ferris has said OPP should serve in connection with commission activities. She joins commission April 17. **Carlos Roberts**, whom Ms. Cornell succeeds at OPP, moves to Safety and Special Radio Services Bureau as chief, succeeding **Charles Higginbotham**, who announced retirement. **Susan Greene**, of Cable Television Information Center, and formerly with staff of Children's Television Workshop, has

become commission's consultant on children's television. **Elliot Maxwell**, former counsel to Senate Select Committee on Intelligence, will join OPP staff as adviser on policy involving privacy, unauthorized interception of messages and communications security. □ **Asher Ende**, former deputy chief of FCC's Common Carrier Bureau (1964-1973) and pioneer in satellite law, joins Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind as of counsel.



"The election of **John Caples** and myself to the Hall of Fame is a final step in making copy research legitimate," said **George Gallup** (r), chairman of the Gallup Organization Inc., Princeton, N.J., as he accepted that honor from American Advertising Federation in New York last Wednesday. Mr. Caples (l), in advertising for 53 years, 50 of them with BBDO, was honored for his expertise in mail order advertising—he wrote the ad that began: "They laughed when I sat down at the piano ..." started to play ..."

□

The **1978 BROADCASTING YEARBOOK** is now being received by subscribers. Latest edition of standard reference volume contains complete listings of all U.S. radio and television stations, directories of advertising agencies, station representatives, programmers, FCC, group owners. New this year: expansive section on international broadcasting.

Join the Mutual Network and get a Free Dish!

And what a dish it is! Following FCC approval, radio stations across the country will be getting 10-foot diameter satellite earth stations (INSTALLED AND PAID FOR BY MUTUAL) to join the network's leap into the space age.

Mutual is launching a new era in transmitting network radio, abandoning the 22,300 miles of land lines and, coincidentally, sending network programs 22,300 miles into outer space to the Westar I satellite. Network affiliates will receive the satellite signal via their Mutual dish. And here's your opportunity to join Mutual in putting network radio into the space age!

Mutual Means Multi-Channels, Too

With this new satellite capability, Mutual is entering a revolutionary era in network radio, offering affiliates more variety in diversified programming to fill the increasing needs of stations for news, sports, public affairs and other programs.



A technician operates Mutual's new computerized master control console. It will enable Mutual to feed up to six network programs simultaneously when combined with the network's planned satellite distribution system.



Mutual has signed a seven year contract with Western Union for up to six 15khz channels on its Westar I satellite and has contracted with California Microwave, Inc. to manufacture more than 500 receiving terminals with 10 ft diameter antennas.

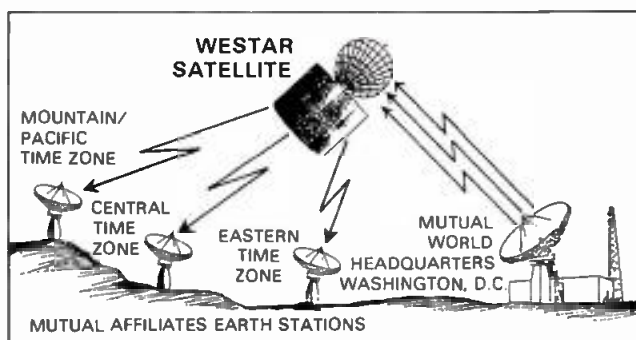
Mutual, through its new revolutionary, computerized master control facilities, will in the near future be capable of broadcasting up to six programs simultaneously via satellite transmission. And, via satellite, Mutual has a sound quality unheard of in the history of network radio. The network signal will be 15khz stereo via Westar I, unlike the normal 5khz signal of other national interconnected networks. For the first time in history, network transmission quality will match the maximum capability of AM and FM stations.

And multi-channel will mean a myriad of new and unique programming for network radio. Mutual can simultaneously transmit a football game in English, a football game in Spanish, a Mutual newscast, a public affairs program, a country music show or a stereo concert --- a wide selection of programs that will make Mutual the first and only "full service network" in the history of broadcasting.

Mutual News and Public Affairs

One of the most important criteria stations have for choosing a network is its news product. And while Mutual is extremely proud of its technical advances, Mutual also takes pride in having the largest news gathering organization in Washington, D.C. --- the news capital of the world. Mutual's team of award-winning newsmen, backed by an excellent staff of audio journalists, broadcasts more newscasts 24 hours each day than any other network.

Whatever your format, whatever your market, Mutual News can deliver the type of news you want dependably, responsibly, thoroughly, and quickly. From Mutual news on the hour to Mutual news on the half hour to Mutual information at :55 past the hour -- Mutual has a newscast to fill the needs of good music, talk, all news, religious, contemporary, or any other format.



Mutual can simultaneously transmit a football game in English, a football game in Spanish, a newscast, a public affairs program, a country music show or a stereo concert.

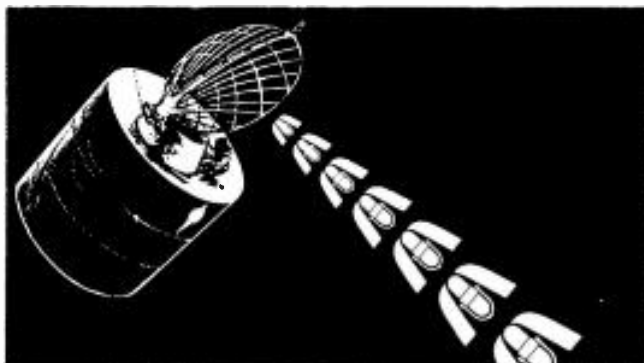
Mutual Sports

In addition to the widest variety of programs in network radio, Mutual is the World's Number One Sports Radio Network. No other network in America approaches the extensive broadcast schedule of Mutual Radio Sports. From football to golf, from basketball to soccer, from auto racing to horse racing, Mutual covers them all. With Mutual's extensive sports program, your stations can add many new clients to your present line-up, advertisers never before on your station and you can build a whole new dimension to your audience. Without question, Mutual has the widest variety of play-by-play sporting events in network radio.

New Concepts in Network Programming

The first added attraction is Mutual's 2½-minute Mini-Features. Stations across the country have found how profitable these 2½-minute Mini-Features can be with a minimum of programming interruption. Mutual's Mini-Features are concise programs that cover the broad spectrum of a station's programming needs --- news and sports --- information --- entertainment --- public affairs. And it's a star-studded line-up, featuring personalities like Curt Gowdy, Jack Anderson, Elmer Dapron, Duff Thomas, Sidney Omarr, Fred Robbins, and many more. In each of Mutual's Mini-Feature programs, stations have a choice of inserting a local commercial in each program the first time* it is broadcast each day. This permits Mutual stations programming of the Mini-Features to benefit from AM

**except Elmer Dapron*



Via satellite, Mutual has a sound quality unheard of in the history of network radio. The signal will be 15khz stereo via Westar I, unlike the normal 5khz signal of other networks.

drive time. And the second time the program airs each day, the station must include the network commercial. Now, concept No. 2 is an all-night talk show that can turn your station into the talk of the town. Mutual has introduced "The Larry King Show", and it has been a tremendous success. Larry King talks to big names in every walk of life and talks to people across America and one of Mutual's most innovative programs. From 12 midnight to 5:30AM, Larry takes to the air and has turned the wee hours into high profit hours for stations around the country.

It's a Full Dish

You can see why Mutual's 'Free Dish' is worth looking into right now. With the broad spectrum of programs on Mutual, your dish could be a blue plate special, and you could beat the competition into the revolutionary era of super quality programming... through the use of transmission on Mutual --- the World's Largest Radio Network.

Mutual Has Your Dish In Las Vegas!

We invite you to learn more about it at the
NAB Convention:

Champagne Brunch, Satellite Seminar - Sunday, April 9, 10:00 AM-2:00 PM. Key radio station management and engineering personnel are invited to a special sales presentation "The Feeling is Mutual" and a satellite seminar. Pavillions 9, 10, 11, Las Vegas Hilton.

Mutual Hospitality Suite 2964 - Open Daily, April 8-12, Las Vegas Hilton.

Mutual's Convention Exhibit Booth 407 - Open Daily, April 9-12, Las Vegas Convention Center.

Mutual's Outside Exhibit Booth - Open Daily, April 9-12, located just outside the main entrance to the Las Vegas Convention Center.

Mutual's Larry King - Broadcasting live from the Convention in Mutual's Mobile Broadcast Studio, April 9-12.



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1755 South Jefferson Davis Highway
Arlington, Virginia 22202, (703) 685-2050

Broadcasting's big spenders

Television's top 100 advertisers spent \$4.26 billion in 1977, up \$450 million over previous year

Combined network and spot television spending in 1977 by TV's top 100 advertisers amounted to \$4.26 billion, according to a report issued by the Television Bureau of Advertising last week.

Based on figures compiled by Broadcast Advertisers Reports, TVB placed the top 100's expenditures in network at \$2.76 billion and in spot at \$1.5 billion. Total TV advertising among the top 100 climbed by about \$450 million over 1976.

Total national TV expenditures by all advertisers were reported earlier by TVB as \$5,930,988,000—\$3,619,475,400 in network and \$2,311,512,600 in spot (BROADCASTING, March 13, 20). Thus the top 100

accounted for almost 72% of national TV advertising.

Procter & Gamble was on its customary number-one perch with total TV investments of \$349.9 million, up 3%, followed by General Foods, \$214.1 million, up 10%; American Home Products, \$143.7 million, up 10%; Bristol-Myers, \$133.4 million, up 11%; General Mills, \$126.3 million, up 29%; General Motors, \$117.4 million, up 18%; Lever Bros., \$104.3 million, up 7%, and Sears, Roebuck, \$102.3 million, up 27%.

Ten firms increased their television investments by 32% or more, according to TVB. They were Anheuser-Busch Inc., up 81% to \$42.4 million; J. C. Penney Co., up 65% to \$34.5 million; Eastman Kodak Co., up 44% to \$33.1 million; Quaker Oats Co., up 43% to \$35.1 million; H. J. Heinz Co., up 43% to \$43.2 million; Revlon, up 42% to \$30.6 million; Johnson & Johnson, up 41% to \$52.9 million; Philip Morris Inc., up 38% to \$42.7 million; Norton Simon Inc., up 33% to \$42.2 million and

Chesebrough Pond's, up 32% to \$34.7 million.

The leading category was food and food products with expenditures of \$1.095 billion, up 9%. It was followed by toiletries and toilet goods, \$767.3 million; automotive, \$554.3 million; proprietary medicines, \$423.4 million, and soaps, cleaners and polishes, \$386.5 million.

Joining the list of top 100 TV advertisers for the first time were Time Inc. with expenditures of \$19.6 million; Mego International Corp., \$15.2 million; American Stores Co., \$14.6 million; Safeway Stores, \$14.2 million, and Dial Media Inc., \$14.2 million.

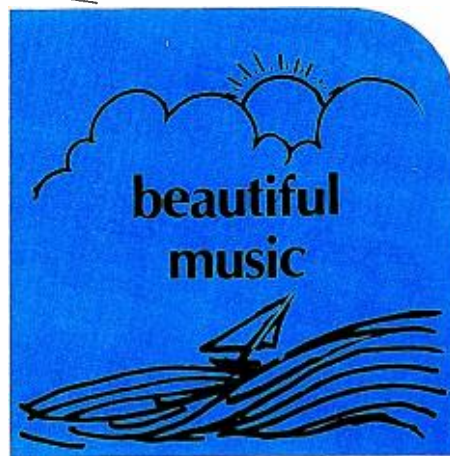
Major categories posting large increases were publishing and media, up 43% to \$87.7 million; records, tapes, radio and TV sets, up 43% to \$177.9 million; jewelry, optical goods and cameras, up 35% to \$105.8 million; beers and wines, up 31% to \$226.4 million and institutional and corporate promotion, up 30% to \$52.8 million.

	Total TV	Spot TV	Network TV		Total TV	Spot TV	Network TV
1. Procter & Gamble	\$349,875,900	\$114,624,800	\$235,251,300	55. RCA	27,556,800	11,414,500	16,142,100
2. General Foods	215,071,200	71,758,400	143,312,800	56. Beecham Group	27,554,000	3,435,400	24,118,600
3. American Home Products	143,676,900	35,248,200	108,428,700	57. Carnation	25,752,700	7,366,400	18,386,300
4. Bristol-Myers	133,366,400	18,940,800	114,425,600	58. Noxell	25,554,000	3,821,200	21,732,800
5. General Mills	126,345,600	44,198,000	82,147,600	59. Toyola Motor Distributors	25,424,400	13,294,800	12,129,600
6. General Motors	117,412,900	26,713,400	90,699,500	60. Squibb	25,375,800	4,686,200	20,689,600
7. Lever Brothers	104,344,700	35,926,400	68,418,300	61. Block Drug	\$24,110,200	\$6,840,700	\$17,269,500
8. Sears Roebuck	102,298,900	22,072,000	80,226,900	62. North American Philips	23,888,100	11,942,000	11,946,100
9. McDonald's	95,888,500	58,334,900	37,553,600	63. Hanes	22,812,900	2,136,700	20,476,200
10. Ford Motor	84,119,000	28,033,800	56,085,400	64. A.H. Robins	21,880,600	21,880,600	—
11. Colgate-Palmolive	85,953,700	34,799,000	51,154,700	65. American Cyanamid	21,014,600	4,652,700	16,361,900
12. Warner-Lambert	82,256,900	20,158,600	62,098,300	66. Avon Products	20,822,700	2,891,700	17,931,000
13. Nabisco	75,104,900	12,080,300	63,024,600	67. Standard Brands	20,777,600	7,202,400	13,575,200
14. PepsiCo	66,407,100	37,770,600	28,636,500	68. Kresge	20,366,200	15,125,900	5,240,300
15. Chrysler	61,691,800	29,790,200	31,901,600	69. American Motors	20,227,100	5,313,900	14,913,200
16. Ralston Purina	61,685,700	11,529,300	50,156,400	*70. Time	19,615,400	18,225,000	1,390,400
17. Gillette	58,557,500	11,898,300	46,659,200	71. Exxon	19,589,000	3,820,200	15,768,800
18. American Telephone	57,933,800	28,970,700	28,963,100	72. Goodyear Tire & Rubber	19,525,000	6,472,100	13,052,900
19. Sterling Drug	57,878,200	8,877,900	49,000,300	73. American Express	19,343,200	5,098,200	14,245,000
20. Kellogg	57,737,700	17,122,700	40,615,000	74. Polaroid	19,229,200	527,300	18,701,900
21. Nestle	57,215,300	21,530,800	35,684,700	75. Scott Paper	17,919,000	13,527,100	4,391,900
22. Pillsbury	54,878,300	14,997,000	39,881,300	76. Kimberly Clark	17,662,100	5,426,500	12,235,600
23. Johnson & Johnson	52,887,600	4,348,700	48,538,900	77. Smithkline	17,658,700	1,171,000	16,487,700
24. Kraftco	49,484,000	28,330,200	21,153,800	78. Beatrice Foods	17,450,100	13,725,100	16,487,700
25. Coca-Cola	45,358,200	27,263,400	18,094,800	79. Federated Dept. Stores	16,919,600	16,919,600	—
26. Esmark	44,181,200	9,972,800	34,208,400	80. Greyhound	16,740,300	3,698,300	13,042,000
27. Philip Morris	42,679,100	10,376,200	32,302,900	81. Carter Wallace	16,342,800	613,900	15,728,900
28. Richardson Merrell	42,446,900	7,996,500	34,450,400	82. E. & J. Gallo Winery	15,588,300	5,395,100	10,193,200
29. Anheuser-Busch	42,402,500	10,237,100	32,165,400	83. Teledyne	15,500,300	1,611,000	13,689,300
30. Heublein	42,282,700	21,784,000	20,498,700	*84. Mego International	15,182,900	12,902,300	2,280,600
31. Norton Simon	42,172,700	12,520,300	29,652,400	85. Warner Communications	15,076,400	8,850,100	6,226,300
32. Internat'l Telephone	40,297,000	27,249,900	13,047,100	86. Triangle Publications	14,954,400	14,954,400	—
33. Jos. Schlitz Brewing	40,096,500	6,196,400	33,900,100	87. Alberto Culver	14,928,300	6,930,200	7,998,100
34. General Electric	35,889,800	11,641,000	24,248,800	*88. American Stores	14,648,300	14,648,300	—
35. Mobil Oil	35,169,600	27,834,700	7,334,900	89. Gulf & Western Industries	14,541,400	7,271,000	7,270,400
36. Quaker Oats	35,090,900	17,033,100	18,057,800	90. F.W. Woolworth	14,492,000	11,758,800	2,733,200
37. Chesebrough Ponds	34,718,800	7,368,100	27,350,700	91. UAL	14,482,700	7,045,700	7,437,000
38. J. C. Penney	34,489,700	15,549,200	18,940,500	92. Pfizer	14,244,400	1,157,800	13,086,600
39. H. J. Heinz	34,189,100	5,262,900	28,926,200	*93. Safeway Stores	14,179,800	14,179,800	—
40. Mars	34,042,000	18,129,300	15,912,700	*94. Dial Media	14,176,100	14,176,100	—
41. Clorox	33,544,000	5,120,100	28,423,900	95. Consolidated Foods	14,123,300	9,363,200	4,760,100
42. Eastman Kodak	33,077,700	2,633,200	30,444,500	96. Union Carbide	13,919,600	450,500	13,469,100
43. William Wrigley Jr.	33,047,100	31,978,900	1,068,200	97. Firestone Tire & Rubber	13,822,500	3,591,200	10,231,300
44. Schering-Plough	32,795,300	6,618,900	26,176,400	98. Milton Bradley	13,720,900	13,228,400	492,500
45. Mattel	32,501,400	21,484,300	11,017,100	99. Shell Oil	13,562,700	2,657,100	10,905,600
46. Miles Laboratories	32,377,800	6,061,600	26,316,200	100. Ideal Toy	13,406,200	8,366,000	5,040,200
47. Revlon	30,557,000	12,463,500	18,093,500				
48. S.C. Johnson & Son	30,091,100	3,989,500	26,101,600	Total	\$4,262,718,600	\$1,498,975,500	\$2,763,743,100
49. Borden	29,687,800	17,221,400	12,466,400				
50. Nissan Motor U.S.A.	29,380,000	12,836,500	16,543,500				
51. Morton-Norwich Products	28,614,800	4,078,800	24,535,800				
52. CPC International	28,452,800	12,789,900	15,662,900				
53. Campbell Soup	27,932,200	7,844,700	20,087,500				
54. Volkswagenwerk	27,838,200	9,588,500	18,249,700				

*New to the Top 100 in 1977

NOTE: Investments classified as retail/local by BAR (i.e. General Foods' investments for Burger Chef, investments by Sears, Roebuck, McDonalds, etc.) are included in the above tabula lion.

NOW ... 100 STATIONS!



America's finest music services

Because each format contains the **secret of long listening** and that means beautiful **ratings**—beautiful **profits**. **Because** each format features **custom music** and **up-dates every month**. **Because** each format has the unique rotation system that has consistently given us the highest share ever scored by any FM station in America's top 3 markets—New York, Los Angeles and Chicago—that has proven its success on 100 select stations throughout the country—beating every other major syndicator in market after market. Available for FM or AM stations at a price you can afford. Call for demo tapes and information—about the hottest ARB stories in America.

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NAB: BE OUR GUEST!
CAESAR'S PALACE LAS VEGAS
APRIL 9-12

...and what have we done for you lately?

14 years ago we delivered the original 30mm Plumbicon® camera tube that revolutionized TV broadcasting...

9 years ago we introduced the 1-inch Plumbicon tube that permitted the design of more compact broadcast cameras...

4 years ago — the 2/3-inch Plumbicon tube brought broadcast quality to portable cameras and gave us ENG...

Today, we bring you two of these popular pickup tubes with further improvements in performance.

Ever since the original Plumbicon tube won the Emmy Award for having revolutionized color TV broadcasting, we've been keenly aware of the importance of the name Plumbicon to the TV industry which has come to depend on it as its assurance of consistent performance and quality. There's no disputing the fact that contemporary Plumbicon tubes outperform their original versions by a wide margin.

Two of the most recent improvements in the Plumbicon pickup tube line, (the 30mm XQ1410 and the 2/3-inch XQ1427) are described here. These tubes, like all Plumbicon TV camera tubes, offer unmatched resolution and sensitivity, superior color rendition... excellent highlight handling... low and steady dark current... high signal-to-noise ratio... minimal lag... stable operation over a wide temperature range... and long life.



Type XQ1427: Offers significantly higher resolution than earlier versions; modulation depth is 60% typical at 320 TV lines giving sharper, clearer pictures and allowing operation at lower light levels. New gun design and 1500-line mesh construction result in improved registration and geometry, reduction of flare by a factor of 3 and reduced beam landing error.



Type XQ1410: The XQ1410 gained immediate acceptance by the television industry as a significant advance over all previous 30mm tubes. This recognition is based on the XQ1410's dramatic reduction in lag (typically 37% below that of our XQ1020.) The XQ1410 ends color-fringing, greatly reduces picture-smear and gives better dynamic resolution — even under poor lighting conditions. With its internal bias lighting, all three channels can now be balanced for identical lag characteristics. New gun construction gives improved resolution, (60% typical modulation depth at 400 TV lines). New mesh construction results in better geometry and registration and significantly reduces microphony.

Make no mistake — these are vitally important improvements on vitally important camera pickup tubes... but these developments are only part of the answer to — "What have we done for you lately?"

...and now the next generation of Plumbicon TV camera tubes: with them begins the age of Electronic Cinematography.



"Cinematography" once meant the creation of motion pictures on film, and film alone. But no more.

The next generation of Amperex Plumbicon TV pickup tubes, in combination with recent advances in new camera design and videotaping systems, is destined one day to reduce to near-zero the use of film in broadcast cinematography and in motion picture production. Now, indeed, begins a new era...and a new art form: Electronic Cinematography. All-electronic production will offer a technically superior product, and will permit shorter lead times between production and broadcast...and it allows motion picture directors to combine the creative aspects of single-camera film production with the immediacy of live-on-tape TV techniques.

All this has been no accident, of course. We, for instance, have been working toward this moment for fourteen years, ever since the introduction of the original Plumbicon tube...right through the advent of ENG, first brought to reality by our 2/3-inch version of the Plumbicon tube.

This steady stream of advances in TV pickup tube technology now culminates in a new generation of Plumbicon tubes that offers major advances in resolution and lag performance...advances that were prerequisite to the dawn of the age of Electronic Cinematography.

Type S45XQ: Developed for use in new studio cameras that will accept 30mm tubes, has limiting resolution of 1600 TV lines, with modulation depth of 95% at 400 TV lines and 40% at 1000 TV lines. Nothing like it has ever been offered in a broadcast quality tube. The S45XQ provides for external bias lighting; but decay lag, even without bias light, is typically only 7% after 50 milliseconds.

Type S73XQ: Physically interchangeable with conventional 1-inch broadcast Plumbicon tubes, can be used in existing studio and field production cameras with only minor circuit modifications. Typical limiting resolution of the S73XQ is 1000 TV lines, with modulation depth of 65% at 400 TV lines. Overall signal-to-noise ratio can be maximized in the S73XQ by a low-capacitance target contact. A revolutionary gun design in the S73XQ reduces lag; decay lag is typically 2% at 50 msec. with bias lighting.

Both of these new-generation tubes inherit all the finer qualities of the original Plumbicon pickup tube: near-zero dark current...high sensitivity...resistance to burn-in, even in highlights...precise geometry and registration...and long life. You can expect from them what you have learned to expect from Amperex Plumbicon tubes; performance at the edge of tomorrow.

For more information, contact: Amperex Electronic Corporation, Slatersville Division, Slatersville, Rhode Island 02876. Telephone: 401-762-3800.

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See us at NAB, Booth 819

The new NAB

Coming to grips
with the changing
reality of
broadcasting



“NAB over the years has been accused of being a virtually reactive organization. I would hope that the board understands the kind of responsibility I sense, and that is to provide the kinds of policies and directions that are broad enough so that we would have others reacting to us—so that we minimize our having to knee jerk.”

Joint Board Chairman Donald A. Thurston

It had the ring of a re-enactment of Martin Luther's tacking his 95 theses to the church door. But this list of grievances—16 long—was passed out at the final “banquet” of the National Association of Broadcasters winter board meeting in Key Biscayne, Fla., in January 1976. The author: George Brooks of KCUE-AM-FM Red Wing, Minn., who by the following fall would have driven most of NAB's movers and shakers to distraction.

He also, by then, had driven them into action.

It began conventionally enough: They formed a committee (named by Wilson Wearn, of Multimedia, the incumbent joint board chairman) to study the Brooks grievances—some frivolous but in sum indicating a frustration shared by many in NAB who discerned an increasing complacency in the association's attitude toward its own members and toward government affairs in Washington. (“The era of retreat, retrenchment and cringing under every assault” must end, Mr. Brooks had demanded.) But then something surprising happened: Something happened. And the happening continues to this day.

The instigator has long since left the NAB board, but his mark remains. The succeeding two years have seen a number of basic changes—changes that have brought the NAB, in the opinion of many insiders, to the peak of its powers. Grudgingly, the association's chiefs admit they owe a debt to George Brooks.

NAB President Vincent Wasilewski, whose ouster was repeatedly sought by Mr. Brooks, speaks of him now as “a catalyst

... he had a lot of good thoughts. He awakened us to the need for revitalization of our efforts.”

And Mr. Wearn, who spent long and trying hours in heated meetings with Mr. Brooks, allows as how the association has emerged “through some troublesome times. There was a point when it didn't seem to me that the board and the staff were acting in unison.” George Brooks, he says, “goaded us into action.”

In September 1976 the process that became known as the “reorganization” was accomplished, its chief immediate manifestation being the hiring, firing and shuffling of key personnel.

It proceeded like this:

John Summers, NAB executive vice president and general counsel, was moved out of the legal department and made executive vice president and general manager, to be President Wasilewski's chief administrator and right-hand man. Erwin Krasnow, a partner in the Washington law firm of Kirkland & Ellis—a sometime college lecturer and author of a book on broadcasting regulation—was named general counsel.

In a related change, responsibility for lobbying the FCC and other agencies was moved from the legal department to government relations, where the professional lobbyists up to that point had concentrated exclusively on Congress. Donald Zeifang, executive vice president, remained in charge of government relations with the title of senior vice president.

The station relations department, which might have been called the membership department, was merged into public relations, which had really been doing the job of station relations. James Hulbert, executive vice president of public relations, became senior vice president in charge of the new department (renamed station services). Burns Nugent, executive vice president of the old station relations department, and Alvin King, director of station relations, were dismissed. Wayne Cornils, a radio board member from KFXD-AM-FM Nampa, Idaho, was hired to head membership recruitment.

Then the public relations duties were combined with oversight of the NAB Code Authority in a new department, a move tied to the hiring of Thomas Swafford, former CBS vice president for program practices, to be senior vice president in charge of NAB public affairs. But that arrangement and Mr. Swafford remained for less than a year. At the end of 1977, Shaun Sheehan, a PR professional from Washington, was hired as vice president for public affairs, and the Code Authority was back by itself again under Jerome Lansner as vice president and general manager.

In other changes, George Bartlett and John Dimling, vice

Stewards. The NAB's eight-person executive committee (facing page) is the key operational link in the chain that leads from the 48-member joint board of directors to the association's staff. For all practical purposes, it meets monthly—although not officially in January and June, when the entire board meets, or in the month of the NAB convention. The joint board chairman heads the executive committee, on which he is joined by the chairmen and vice chairmen of the radio and television boards, by a representative of the three major networks (the position rotates each year), by the association president and by the immediate past joint board chairman (who, however, has no vote). The incumbents (l to r): Joint Board Chairman Donald Thurston of WMNB-AM-FM North Adams, Mass.; Len Hensel, radio board chairman, WSM(AM) Nashville; Kathryn F. Broman, TV board chairman, Springfield (Mass.) TV Broadcasting Corp.; Peter B. Kenney, NBC's Washington vice president; NAB President Vincent T. Wasilewski Jr.; Dick Painter, radio board vice chairman, KYSM-AM-FM Mankato, Minn.; Thomas E. Bolger, TV board vice chairman, WMTV(TV) Madison, Wis., and Wilson C. Wearn, the immediate past joint board chairman, of Multimedia Inc.

presidents for engineering and research, respectively, began reporting directly to John Summers, instead of to the head of the station relations department, and Harold Niven, vice president for planning and development, was given the added label of supervisor of the annual NAB convention.

For all the movement, Mr. Wasilewski, whose view spans nearly 30 years on the association staff, prefers to call the result a fine-tuning. Whatever the terminology, it has brought about changes at NAB. To name a few:

- The association has revamped and augmented its programs for radio, to the point that one rarely hears the old comment that TV always hogs the show. It isn't true, the staff argues, that NAB was ever weak in its radio program. It's just that "we were not doing a good job of telling our radio people what we were doing for them," says Mr. Hulbert. But several conspicuous new projects have sprouted nonetheless in the two years since the criticisms crested. The most venturesome is a planned radio program conference in Chicago in August, a new NAB meeting for radio only.

The new radio activity was sparked not only by George Brooks but by the emergence of the National Radio Broadcasters Association, a presence with which NAB is not yet comfortable. Staff members still talk about having made a mistake in not reacting quickly or decisively enough to head off NRBA when it blossomed from what used to be the National Association of FM Broadcasters, begun as a booster for only that half of the radio industry. But they contend that NRBA hasn't dealt NAB any irreparable harm: Radio memberships in both organizations are at all-time highs.

- In the government relations arena, there are signs of NAB trying to exercise a new cross-industry leadership. The most recent example was a summit of broadcast and advertising associations called by NAB in March to plot common strategy against the Federal Trade Commission's proposed restrictions on children's TV advertising.

(That was the second such summit at NAB. The first, called last year to work out an attack against proposed legislation to restrict advertising for saccharin products on television, was only held at NAB; it was initiated by Radio Advertising Bureau President Miles David, whose call for a collective response set in motion a massive grassroots effort choreographed by NAB. The legislation's subsequent defeat occasioned audible sighs of relief at NAB headquarters. "It proved to the grassroots [the station managers] that they have clout in Washington," says Donald Ziefang. And after the bitter loss of license renewal legislation in 1974 and the slim pickings after that, "we felt," says President Wasilewski, "that a victory would be useful."

- An action by the association's board at its most recent January meeting may become something of a landmark on the NAB landscape. The board decided to get involved in the case of WBAI(FM) New York, the station cited by the FCC for broadcasting indecent language when it aired comedian George Carlin's "seven dirty words" routine.

The association stayed aloof from that fray while the case was before the FCC and in the appeals court. And when it did enter the case, before the Supreme Court, it went in holding its nose. But it went in nonetheless, saying the station's right to air the record was protected by the First Amendment. And that surprised some of the cynics, who doubted an association such as NAB would be willing to risk the kind of controversy such a stand could provoke within its own ranks.

There have been still other signs—the television code board deciding last year, for instance, to go on the offensive with TV's critics and facing a hostile "public meeting" in Boston—that the largest broadcasting association was trying to shed a part of its image of a private bureaucracy that is anti-everything-that-might-upset-the-status-quo.

All these things have sprung from the reorganization. Donald Thurston, NAB's current joint board chairman (who was chairman of the board subcommittee that designed the new structure), explains why he thinks it had to happen: "Because [the NAB staff] was trying to be all things to all people, and not having

some accountability, and not having standards of judgment for performance, not providing the kinds of clearly defined goals it began to make us kind of ineffective. It reminded me of a giant utility or a bureaucracy that becomes a lot of lateral promotions and lack of any direction and essentially a reactive kind of thing.

"That doesn't exist any more," he says, "I sense a stronger dedication to achievement, the establishment of goals."

Mr. Thurston's influence continues to be a strong one. NAB officials repeatedly say it is a democratic organization, that all the major decisions are the collective work of the 48-member joint board. That's so, and it's also true that between board meetings, which occur only twice a year, the association's work is carried on by the executive committee, the highest ranking members of the board. But look for the primary forces behind much of the association's current activity, the ongoing daily work and the special projects, and the focus narrows to two men:

The chairman and the president.

On the one hand there is Don Thurston, deeply committed, leader of virtually every group he has ever joined, a fountain of new ideas for NAB programs, all of them equally "fascinating" to him. On the other hand there is Vincent Wasilewski, outwardly cool, at times reticent, a respected leader but not known as an innovator, personally skeptical of some of Mr. Thurston's ideas. They are different personalities occupying central seats of influence in the "new" NAB.

Discussions with the two men reveal that each has his own view of the association. Mr. Thurston speaks of a new worldliness at the NAB, a broadening of the association's vision beyond the bounds of broadcasting's parochial problems to embrace a larger world of communications that includes, among others, public broadcasting and cable. Mr. Wasilewski talks of NAB as remaining at the vanguard of the resistance-to-government movement. "I think NAB has been at the forefront for resisting the unreasonable proposals that would have otherwise been forthcoming," he says.

Each man's view reveals a bit of his personality. Mr. Thurston's vision for NAB, for instance, sounds like a larger version of himself. Besides presiding over his small market AM, FM and radio carrier business in North Adams, Mass., he has been or is: chairman of the administrative board of the First United Methodist Church, director and trust committee member of the Berkshire Bank & Trust Co.; president of the chamber of commerce and the industrial development commission and president of the local real estate development company revitalizing downtown North Adams. He was also an original member of the Massachusetts CATV Commission. He is a broadcaster first, but a renaissance broadcaster, bemoaning a trend he sees toward specialization in the industry. Increasingly, he says, stations are being run by "highly professional skilled managers" who don't participate in broad industry affairs "because they are specialists."

It's the same with the NAB, he says. "Like most trade associations, we have suffered from myopia. We deal with so many internal kinds of problems that we don't often enough look outside. . . . NAB over the years has been accused of being a virtually reactive organization. I would hope that the board understands the kind of responsibility I sense, and that is to provide the kinds of policies and directions that are broad enough so that we would have others reacting to us—so that we minimize our having to knee jerk."

Although he has been chairman only since June, the list of Thurston-originated programs is already formidable. First there was the conference at Airlie House in northern Virginia last year, to educate broadcast managers about other communications technologies, including common carriers, cable, satellites and defense communications. Then there was the formation of the minority task force to broaden what were before then "token" efforts for minorities, Mr. Thurston says, into a serious search for ways to increase minority participation in broadcast management. (The



Senior echelon. Chairman Donald Thurston, President Vincent Wasilewski and Executive Vice President and General Manager John Summers.



Ambassadors. The government relations department, headed by Senior Vice President Donald Zeifang (l), is charged with NAB's persuasive efforts with the outside world—principally, with Congress and the FCC. Mr. Zeifang's two main men in that mission are among the industry's most experienced lobbyists: vice presidents Bill Carlisle (c) and Roy Elson.



Organization persons. The station services department, headed by Senior Vice President James Hulbert (2d from l), is charged with NAB's liaison with its own—the 4,500 radio and 560 TV stations that make up the association's membership. Mr. Hulbert's chief aides: Charlie Jones (l), radio vice president; Jane Cohen, TV vice president, and Wayne Cornliss (r), vice president for membership recruitment.



The lawyers. NAB's increasingly active legal department is headed by Senior Vice President Erwin Krasnow (r), who has accelerated the pace, increased the volume and enlarged the nature of the association's dealings with courts and regulators. His senior staff (r to l): assistant general counsels Dick Wyckoff, Jim Popham and Brenda Fox. At left: Melvin Reddick, an attorney serving for a year as NAB's resident minority intern.



Public relations. The newest member of NAB's senior executive team is Shaun Sheehan (l), vice president for public affairs, who took over in January. His top two: Robert Hallahan (l), news bureau director, and Candy Greene, director of media relations.

group has set a goal of doubling minority participation in three years.)

Further, there is the plan to link NAB's board with that of the Canadian Association of Broadcasters at a June meeting in Toronto. The immediate goal is uncertain, but Mr. Thurston's thought is that the discussions of issues common to both associations—the two nations' broadcast border problems and the 1979 World Administrative Radio Conference, among them—will lead ultimately to the creation of an institution linking all North American broadcasters, including those in Mexico.

Another project representative of Mr. Thurston's outward reach is a plan to strengthen ties with public broadcasting. NAB's acknowledgment of that medium has historically been limited to support for its independence from government intervention. Mr. Thurston's chief interest, however, includes working with public broadcasting to develop new sources of quality programming and new creative talent, particularly for television. Ultimately the effort will include the broadcast education associations and the National Association of State Boards of Education. The tie with the latter is to develop a plan to increase viewership of educational programs. All these elements fit together in Mr. Thurston's master plan: "I see a need for us to find the kind of common ground that we have to preserve the localism in broadcasting," he says, "to improve its source of programming supply, to develop an apprentice program or even a summer theater program for the TV arts that would be comparable to the opportunities available in summer stock or apprentice theater. We don't even have a place to regionally try out new video programming techniques or, for that matter, new radio programming techniques. It's so damned competitive. At the moment there just isn't any way to do that."

Mr. Thurston has other ideas, all of which he expounds with equal intensity. He talks, for instance, about the possibility of a short-term (three to five years) tax on all foreign-made receivers, including radio and TV, to start a trust fund for the expansion of public broadcasting. It's an idea he has not given much thought to yet, he says, but one that strikes him as "intriguing" nonetheless.

NAB staff members are not always similarly intrigued with the chairman's notions, however, especially when they translate into new assignments for them. Inside Washington headquarters, Mr. Thurston is generally recognized as a strong, activist leader, who is, the staff realizes, trying to set some directions that will carry NAB along well after he steps down (expected in June 1979). But some staffers fail to see some of Mr. Thurston's projects—sometimes referred to as "pet projects"—as being as important as he sees them; there are grumbles that they get in the way of more important work.

This is not true of all the chairman's ideas. The minority task force has been well-received. But not so the Canada project—referred to by one staffer as "an extracurricular little thing." "There are too many things going on," this person says, "to spend that much time on the international area."

The Canada meeting reportedly has been a source of contention between Mr. Thurston and Mr. Wasilewski. The latter says publicly that the plan is a "good thing." But it is apparent he has not been fully persuaded. "What is the goal involved?" he says. "Unless you have a particular goal, it's hard to work toward it. Right now, it's a little illusory what can transpire at that meeting. But," he adds in a quick afterthought, "I can assure you that the staff will give its most enthusiastic shot."

On the issue of public broadcasting, Mr. Wasilewski's enthusiasm again falls short of the chairman's. He voices the opinion that public broadcasting is becoming increasingly competitive with commercial broadcasting. "It's the general feeling throughout the industry that it's become the petroleum broadcasting service," he says. He has no hesitation about meeting with the Public Broadcasting Service (the executive committee has invited Lawrence Grossman, PBS president, to its May session) to see if there are interests in common, but as for working with public broadcasting to develop alternative programming sources, as Mr. Thurston suggests, "I don't think that would be our proper function," he says. "We don't even do that with our

own commercial industry. That's left to the competitive world."

Mr. Wasilewski makes clear that his priorities are what some call the "meat-and-potatoes" matters, such as the performer royalty legislation in the House, a bill given slim chances for passage but which he says "can be a sleeper." He says it pains him that more television managers are not concerned about such matters as pay cable and satellite distribution of TV signals to cable. And he says proposals for a "spectrum use fee" on broadcasters are likely to become the most burning problem broadcasters face in the near future.

Aside from their differing outlooks theirs are widely differing demeanors. There is hardly a meeting that Mr. Thurston attends that he doesn't wind up controlling, one member of the executive committee says. Mr. Wasilewski, by contrast, speaks only when asked or when he thinks he must. "He looks like he's half asleep sometimes," says Kathryn Broman, TV board chairman. But the president nevertheless commands the respect of the entire executive committee. Says Mrs. Broman, "People don't realize how bright and quick and knowledgeable he is." Peter Kenney of NBC, the network member on the executive committee, says, "I can't think of anyone else who can hold together the varied interests of an association that large."

After nearly 30 years on the association staff, Mr. Wasilewski tends to downplay events such as the reorganization. Nor, one has the impression, does he view Mr. Thurston as having had a revolutionary impact. "I think Thurston is an effective chairman," he says. "I think he doesn't want to see any stultification of activity. . . . He provides a great catalyst for all of us. But still NAB remains a very stable trade association representing multifaceted interests."

These are the two key players in NAB's arena right now: Mr. Wasilewski and his staff seen bumping along perhaps at a faster rate than in the past, but never veering sharply to one side or another; Mr. Thurston trying to entice them into new areas. Are the two on a collision course? One doesn't get that feeling, knowing Mr. Wasilewski.

"I have lived with chairmen and chairmen and chairmen, and I've never felt my role diminished by any of them," he says. "I'm one of those guys that's adjustable and political, and because I can get along with all kinds of personalities, that's why I'm in my job."

By Mr. Wasilewski's way of thinking, it isn't so much how the players are organized as how good they are. And this, he says, may be the best bunch of players NAB has ever had.

The team is topped by John Summers, an old employee in a new slot. Mr. Summers is a man with a short fuse, but a good administrator—a better one, some executive committee members think, than Vince Wasilewski.

Since he took over, the internal organization is considered tighter, largely because there is now someone filling the position of the late Grover Cobb, NAB senior executive vice president, who died in 1975. The way the NAB organization chart is arranged now, the strings from the various departments run to Mr. Summers; in theory—and reportedly in practice—Mr. Wasilewski has more time to devote to his forte, policy, and to intra- and inter-industry contact. Mr. Wasilewski says he spends about 50 days a year on the road making speeches to associations and at meetings of advertising and broadcast associations. He also is the last court of appeal on all inside disputes having to do with administration or policy.

It was Mr. Summers who, in consultation with Mr. Wasilewski, hired all the new people in the last year and a half, including:

■ **Erwin Krasnow.** One of the newcomers, he, probably more than any other NAB staffer, symbolizes the "new" NAB. Repeatedly mentioned for the "freshness" of his approach to legal problems, he is admired by one and all on the executive committee, including Mr. Wasilewski, who says, "I always try to hire people who are better than myself and I think we've done that with Erwin."

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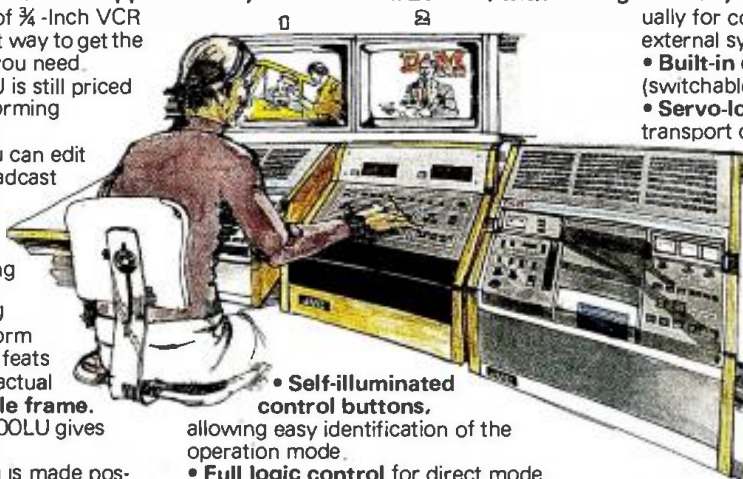
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by senior vice president—Mr. Krasnow has presided over a flurry of legal activity. True to his habit of keeping “at least eight irons in the fire,” as one colleague observed, he has kept NAB an active participant in proceedings at the FCC, other agencies and the courts while at the same time boosting the legal department’s services for the association’s membership. The latter activities include the publication of a broadcasting legal encyclopedia which Mr. Krasnow wrote, sales of which have so far grossed \$75,000. Other materials and projects completed or in the works are cassette recordings on ascertainment problems and answers; a guide to state taxation of broadcasting; information on lawyer advertising and a booklet for judges on broadcasting in the courtroom, and workshops on broadcasting law and on libel and slander.

Mr. Krasnow is in the mold of Don Thurston, trying, he says, to get NAB to take “positive stands and enlightened leadership. That’s really my bag.” On nearly all of Mr. Thurston’s big projects—the minority task force and Airlie House, for examples—the influence of Erwin Krasnow can be easily traced. Of him Mr. Thurston says, “He epitomizes some of the new spirit and new questions and desires to open new doors. He and I . . . are having a field day, frankly.”

■ **Shaun Sheehan.** On the staff only since January, Mr. Sheehan already has the executive committee cheering from the sidelines for his efforts to fill what Mr. Summers called NAB’s most glaring hole—public relations. A PR professional who spent the last three and a half years as a group supervisor in Washington for the Chicago-based public relations firm, Daniel J. Edelman Inc., Mr. Sheehan replaced Thomas Swafford, a reorganization hiree whose career as the first NAB public affairs senior vice president was shortlived (less than a year).

Mr. Sheehan made an auspicious start at NAB, with the help of a well-timed news event. When the Federal Trade Commission announced its proposed trade rule restricting children’s advertising on television, Mr. Sheehan peddled NAB to the networks, the wire services and other major news media, with the result that Messrs. Wasilewski and Summers enjoyed more national exposure in a few short weeks than they had previously attracted in their entire NAB careers.

Mr. Sheehan did something else indicative of his approach to public relations—he sent a release around to the press giving NAB’s position on government initiatives in the TV advertising area before the FTC announced its proposal. The aim, he says, was to get NAB out of its traditional reactive stance and into a position where its view was known first and others were put in the reactive posture. But it’s an uphill battle, as he found when he tried to clear his press release. The other NAB chiefs wanted to wait and study the proposal, even knowing what their position would be. “There’s a lawyer complex around here,” he says.

Although feeling his way cautiously, Mr. Sheehan shows himself as another in the camp Messrs. Thurston and Krasnow.

■ **Michael Harwood.** Aside from being a trade association, the NAB is a company (with a \$5 million-plus budget and 123 employees). More specifically, it is a corporation, and it has two officers—President Wasilewski and another of the newcomers, Michael S. Harwood, the secretary-treasurer. It is he who is primarily responsible for the workings of NAB’s budget machinery and physical plant.

He, too, has the board’s favor for his actions thus far, including the institution of an energy reduction program at the headquarters building that is expected to cut the NAB’s electric bill some \$30,000 this year.

Mr. Harwood, at 43, is working on a second career. He retired as a lieutenant colonel after 20 years in the Army, then joined the Washington management consulting firm of Coopers & Lybrand. He assumed the NAB post, succeeding John G. Kinzer, in July 1977.

■ Two other newcomers of note are **Jane Cohen** and **Wayne Cornills**, vice presidents for television and membership, respectively, under Senior Vice President James Hulbert in the station services department. Ms. Cohen, a former program manager at WRC-TV Washington, occupies a position newly revived at the as-

sociation—ironically, in part because of the organization’s recent successes with radio. For five years, **Charlie Jones**, NAB vice president for radio, had been serving as chief promoter, troubleshooter and liaison for that medium, with such success that grumbling began to be heard that television was being slighted. The TV vice presidency was created, its occupant to be the one person NAB TV members should first look to for help. Active in a broad range of areas since she signed on last June, Ms. Cohen’s most tangible work product to date is the TV program of this week’s NAB convention in Las Vegas.

Mr. Cornills, since joining NAB in 1976, has overseen the reversal of what was once a declining membership. In the last year radio and TV membership reached new highs for the association, topping 5,000 total. In recognition, the leadership promoted Mr. Cornills from membership director to vice president last January.

The top jobs in other departments remained essentially unchanged in the shuffling. **Donald Zeifang**, who joined the association under Grover Cobb, heads the government relations department as senior vice president. Vice presidents under him are **Roy Elson**, two-time Arizona Democratic senatorial nominee who maintains valued contacts for NAB on Capitol Hill, and **William Carlisle**, an NAB staffer for 24 years who oversees NAB’s grassroots legislative efforts.

Amid all the talk of “enlightenment” and of the retreat of “reactiveness,” there are limits to how far the association can be expected to change.

Nowhere, for instance, is the tension between the old and the new NAB more visible than in the association’s long-running battle with the House Communications Subcommittee over the rewrite of the Communications Act. Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has repeatedly appealed to broadcasters for their support of the rewrite, but NAB has maintained steadfast opposition to the entire undertaking, arguing that the Communications Act continues to serve well.

That’s a predictable position, Chairman Van Deerlin wrote in a dry letter to Mr. Wasilewski last January. “I don’t criticize you or the board for this. The broadcasters didn’t elect you to uncouple their gravy train.”

Some things apparently won’t change quickly. When Chairman Thurston was portrayed as wanting to keep an open mind about Mr. Van Deerlin’s proposed “fees” on users of the broadcast spectrum, he was instantly bombarded with complaints from board members saying they couldn’t believe he was departing from the NAB’s position in steadfast opposition to any “tax.” Mr. Thurston claimed he had been misrepresented (BROADCASTING, April 3).

No less an “enlightened” thinker than Erwin Krasnow defends the association’s rewrite stance. From a political standpoint, he says, it isn’t smart to be accommodating too soon. “If you start out compromising, you get compromised to death,” he says. From an association standpoint, “there are some rules,” he says. “A trade association is not basically a peacemaker and a compromiser.”

It cannot be predicted with certainty how the new NAB will proceed in the future, largely because three of the top five elected board officials depart the board in June—TV chairman Broman, radio chairman Hensel and radio vice chairman Richard Painter (KYSM-AM-FM Mankato, Minn.). But Mr. Thurston is expected to remain another year, as is Thomas Bolger (WMTV-TV Madison, Wis.), the current TV board vice chairman who is expected to be elected TV chairman.

Mr. Bolger is the current favorite to succeed Mr. Thurston as joint board chairman. He says he likes many of Mr. Thurston’s initiatives, but counts himself another “meat and potatoes” man. His main concern as chairman would be to look after the “day-to-day” things, he says.

Whatever the future course, or whoever the future captain, some verities can be expected to hold true. Len Hensel zeroes on that mark when he says that “any association,” in the long run, “reacts to protect the membership. That’s the animal.” ■

The biggest show in town

For broadcasters, Las Vegas is where the fun is this week—and the work. Some 6,000-plus are expected to descend on Nevada's famous city to wander through the maze of the association's biggest exhibit ever (122,000 square feet), hear some speeches, attend some workshops and do some serious suite-hopping. Ronald Reagan, FCC Chairman Charles Ferris, Alex Haley, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and his Senate counterpart, Ernest Hollings (D-S.C.), Charley Pride and the Mormon Tabernacle Choir—those names and more mark the highpoints of the agenda that follows.

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 Broad-

casting, 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 Hense (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, KTTR(AM)-KZZN(FM) Rolla, Mo.; Gordon King, Broadcast Financial Management Association.

Kicking the agency habit—RAB. Room 20. Moderator: Charles K. Murdock, 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.



Reinsch's reward. Receiving the National Association of Broadcasters highest honor, the Distinguished Service Award, at that group's convention in Las Vegas this week is J. Leonard Reinsch, chairman of Cox Broadcasting. Mr. Reinsch, a prominent figure in broadcasting and politics, began his broadcasting career in 1924 when he worked as an announcer at WLS(AM) Chicago while attending Northwestern University.

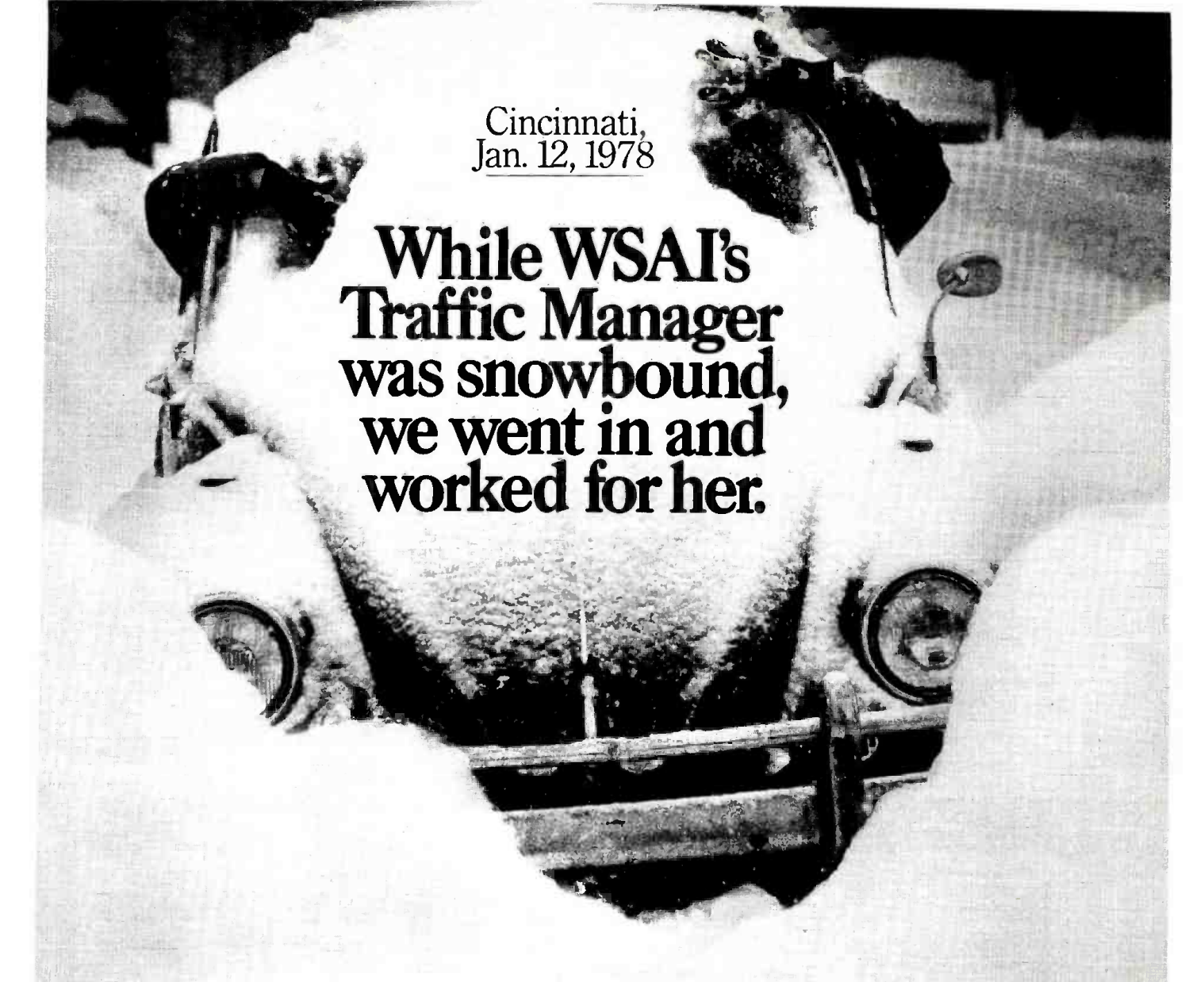
"Then there was the supremely lucky day that I saw a blind advertisement in BROADCASTING," he will tell the NAB convention this week. It was placed in search of a manager for a new station in Dayton, Ohio. Reinsch got the job, from

the newspaper company owned by former Ohio Governor James M. Cox and his son, James Jr., and put WHIO(AM) on the air in 1934. He's been with Cox ever since, becoming president in 1964 and later serving as chairman and chief executive of Cox Cable Communications until its merger into Cox Broadcasting last July.

Mr. Reinsch's interest and activity in politics goes back almost as far as his broadcasting career. He was introduced by Governor Cox to Franklin D. Roosevelt, and later asked by that President to help coach his Vice President, Harry Truman, in how to use radio. He later became one of Mr. Truman's close advisers. Presidents Kennedy, Johnson, Nixon and Carter also

benefited from Mr. Reinsch's counsel (see above). In addition to the unofficial adviser role, he has served as radio-TV consultant to the Democratic National Committee, executive director of the Democrats' national conventions in 1960 and 1964 and was in charge of Mr. Kennedy's arrangements during the televised Great Debates. He was also a member and for a time chairman of the U.S. Advisory Commission on Information during the Kennedy, Johnson and Nixon administrations.

Publicly traded Cox owns five AM's, seven FM's, five TV's and the Christal Co. and TeleRep rep firms. It is also in business publishing, movie production and is a cable MSO.



Cincinnati,
Jan. 12, 1978

**While WSAI's
Traffic Manager
was snowbound,
we went in and
worked for her.**

A blizzard hit Cincinnati, and WSAI's traffic manager was snowed in at home. Only three people were at the station: the chief engineer, a receptionist and an announcer. The traffic manager desperately needed Saturday and Sunday logs for both her AM and FM stations. She placed a call to Station Business Systems in Los Angeles.

Station Business System's client service representative prepared the logs and called the station. The chief engineer answered, was told what he had to do and had no difficulty retrieving

the Saturday and Sunday logs.

This is the kind of service you can expect from our *on-line* business automation system. If WSAI AM/FM had an in-house, stand-alone system, the logs would simply not have been available. Someone trained to use a stand-alone system has to be physically present to operate it.

Station Business Systems—formerly Compu/Net. Only our name has been changed, not our way of giving you service.

Contact: Susan Dingethal (212) 262-5293,
Jack Baker (213) 642-2211.

STATION BUSINESS SYSTEMS

formerly Compu/Net.

We changed our name but not our service.

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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, KYTV(TV) Springfield, Mo. Panelists: Lou Zaccaro, 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.

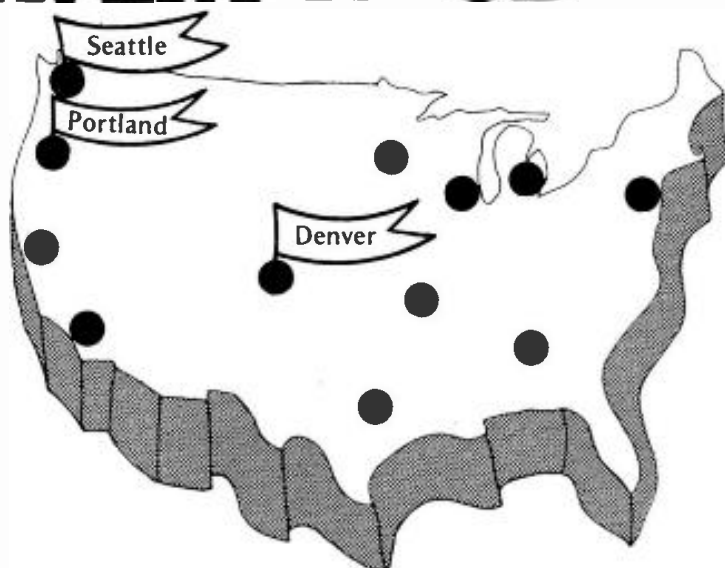
Community projects pay in more ways than one—NBCCAA. Room B-1. Moderator: Rod Synnes (WTMJ-TV Milwaukee), president, National Broadcast Community Affairs Association. Panelists: Charles T. Leasure, KBTU(TV) Denver; Fred Barber, WRAL-TV Raleigh, N.C.; Sy Yanoff, WBZ-TV Boston.

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 Davl, 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 Wycoff, 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

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Big brother to big brothers

It was nearing Christmas time and the Big Brothers of Wexford and Missaukee Counties of Northern Michigan needed toys and things for their little friends. The director placed a call to "Tell and Sell" a daily Monday through Friday "Swap-Shop" type program broadcast by the Fetzer Radio Station WWAM in Cadillac.

Within three weeks, sufficient toys were garnered to meet the needs of the organization, and the director called in and personally thanked the "Tell and Sell" audience for its efforts in "making the project a complete success."

Helping with projects like this is all part of the Fetzer tradition of total community involvement.



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WWTN Cadillac	WWUP-TV Sault Ste Marie	WJFM Grand Rapids	WKJF(FM) Cadillac
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If you know our CP-16 — the 16mm sound camera that is recognized worldwide as the standard in TV-newsfilm — you know Cinema Products!

You know of our responsiveness to the needs and requirements of the working TV-newscameraman... our sensitivity to his input from the field.

And you know of our commitment to provide him with the most reliable, highest-quality, cost-efficient TV-news gathering tools: lightweight, rugged and dependable equipment, with a minimum of downtime.

We are therefore extremely pleased to introduce the all-new MNC-71CP — the only ENG camera that bears the Cinema Products logo.

A breakthrough in ENG camera design

Manufactured by NEC, Japan's largest manufacturer of broadcast equipment, the MNC-71CP is, without a doubt, the finest and most advanced camera of its class — specifically designed from its inception to be used both as a compact, lightweight, fully self-contained ENG



Lightweight and compact (no backpack), the MNC-71CP is ideally balanced for on-the-shoulder operation.



camera as well as a broadcast-quality, versatile field production camera (with sophisticated remote production control capabilities, such as the ability to balance the MNC-71CP to match the colorimetry of other cameras in the field or in the studio).

Optimum performance

Extensive use of LSI micro circuits developed uniquely by NEC dramatically reduces the number of individual components in the camera. As a result, the MNC-71CP is significantly more stable in performance, 7 to 14 times more reliable in circuit operation, as well as considerably lower in its power consumption.



MNC-71CP with 5" viewfinder, mounted on Universal 2030 fluid head tripod (equipped with double handles). Also shown: Remote Production Control Unit and Remote Control Panel ("Palnt Box"), camera case and related accessories.

Logical functional design

Everything about the MNC-71CP has been designed from the ground up for simple operation and easy maintenance. It is therefore logically and simply laid out in terms of control placement, fast set-up and registration, and accessibility of parts.

For example, merely opening the camera sideplates exposes all internal circuit boards without requiring the use of a module extender, and the removal of just six screws permits access to the pickup tubes for quick replacement even in the field.

Service and parts availability

Behind the MNC-71CP is Cinema Products' outstanding reputation for after-sales service. The same consistent and dependable backup we have always provided for our CP-16 line and Steadicam™ — an extensive dealer organization and full factory support.

camera...



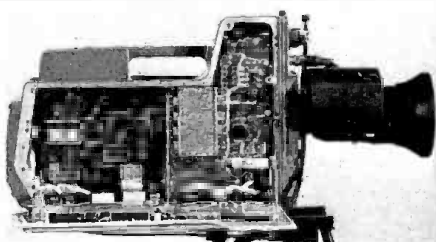
Since NEC directly manufactures all circuit components for the camera, you are guaranteed a full supply of replacement parts for the life of the camera. And we will make these available anywhere in the United States within 24 hours!

Unprecedented 1-year warranty

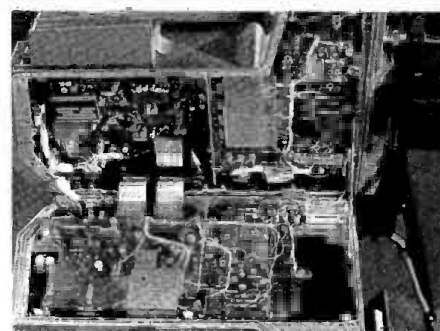
So confident are we of the MNC-71CP and its reliable performance, that it is covered by the standard Cinema Products full one-year warranty (unprecedented in the broadcast industry!). And, there is no service charge ever for warranty work.

Available here and now

Make the most of your ENG dollar with the all-new MNC-71CP — the reliable ENG/EFM camera with reliable CP backup. What's more, it is available here and now to take care of your immediate needs.



Merely opening the sideplates of the MNC-71CP permits checking all internal circuits without using a module extender.



OUTSTANDING FEATURES & OPTIONS

- High-transmittance prism optics (maximum aperture f/1.4).
- 3-tube RGB system features Saticon® or Plumbicon® 2/3" tubes, as desired.
- Built-in linear matrix for high fidelity in tracking colors from high-to-low light levels.
- Three-position gain control: 6 to 12 dB additional gain for greater flexibility in boosting for extremely low light levels.
- Built-in, easy-to-use filter wheel arrangement.
- Automatic white and black balance circuits.
- Built-in microphone and intercom amplifiers.
- Signal-to-noise ratio: 51 dB.
- Complete accessibility of circuit boards and pickup tubes for easy maintenance.
- Fast set-up facility for converging the camera.
- Remote production control capabilities include the ability to balance the MNC-71CP to match the colorimetry of any number of cameras in the field and in the studio, as well as genlock, master pedestal control, servo-iris control, etc.
- A full range of options and accessories further enhances the MNC-71CP's capabilities as an outstanding ENG/field production camera for battery or AC operation.



Steadicam (Universal Model) enhances MNC-71CP production capabilities in the field: providing utmost flexibility and fluidity as well as saving time and cutting costs. It is ideal for TV specials, documentaries, and commercials.

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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. (wvbs-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, wicb(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 (WSMAMI 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 programming. 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 Shrinsky, Stambler & Shrinsky, 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. Murdock, 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, WINO(AM) Chicago; Edward Scandrett, WMAL(AM) Washington.

The impossible dollar—RAB. Room 20. Moderator: Al Leighton, KCLD-

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An RTI Film Care Center pays for itself by raising the on-air quality of your films, saving labor and ending costly commercial make-good's.

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AM-FM St. Cloud, Minn. Panelists: Edward O. Fritts, WNLA-AM-FM Indianola, Miss.; Dean Sorenson, KCCR(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, KRNT(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, WWSV-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 (KHO-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 programing 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, *Marlo 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 (WMTV(TV)) Madison, Wis.), vice chairman, NAB

Donahue delivers because he's different every day.

DONAHUE is No. 1 with women 18-49 in New York City and Detroit. No. 1 in Philadelphia, Cleveland, Atlanta, Milwaukee and Fresno!

Phil Donahue won the 1977 Talk, Variety Series Emmy because he zeros in on one issue, one guest, one subject for a full hour, pushing and probing with the studio and telephone audiences.

From movie stars to sexuality, marriage to medicine, children to fashion, religion to politics, lifestyles to divorce, **DONAHUE'S** the only daytime strip that's different every day. That's why **DONAHUE** delivers the women 18-49 your advertisers want to reach.

Call Don Dahlman for a full ratings study. Ask how **DONAHUE** fits into your public affairs commitment. 513/352-5955.



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DONAHUE

NSI, Feb. '78. Estimates. Qualifications on request.
Representative sampling of 7 **DONAHUE** markets measured in Feb. For other markets, please call Multimedia.

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A Revolution in Television Signal Measurements... **ANSWER.**

Now you can automatically measure signal amplitude *and timing* parameters ... quickly and precisely with **ANSWER**. For example, a complete in-service NTC 7 measurement routine can be completed and recorded in less than one minute – and with $\pm 0.5\%/0.5^\circ$ worst case accuracies.

■ Future measurement requirements are easily accommodated!

Software programmability allows **ANSWER** to accommodate signal and measurement format changes or your own special requirements. You'll make a sound, long term investment with **ANSWER**.

■ **ANSWER** is automatic.

Ideal for continuous surveillance at remote transmitter and earth station sites, **ANSWER** requires no operator attention, thus reducing training requirements, and freeing engineering personnel for more pressing tasks!

■ Minimizes need for out-of-service system evaluation.

Performance of your system over its entire dynamic range may be easily determined in-service. **ANSWER** not only measures signal average picture level, but may be programmed to instantaneously run a complete measurement routine when a specified APL condition occurs.

■ Fast identification and warning of system faults.

ANSWER provides *two* sets of programmable limits for each measured parameter. Limits set #1 can trigger data logging; limits set #2 can initiate data logging, activate alarms, and cause executive action such as switching to a backup line.

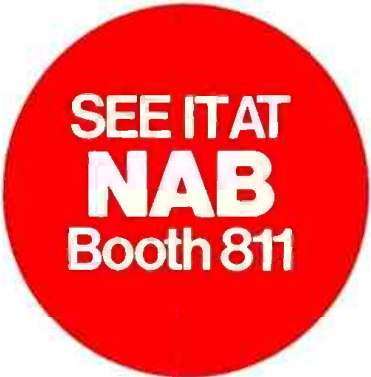
■ High accuracy – low maintenance.

Up to 15 dB noise reduction through digital signal averaging gives improved measurement accuracy. In addition, **ANSWER's** all digital circuitry minimizes drift and extends the time between periodic recalibrations.

■ System compatibility.

Three RS232C interface ports are standard. An IEEE 488,1975 (GPIB) interface is available as an option.

There's much more to learn about the economies, reliability, and measurement accuracy **ANSWER** can offer you. Call your nearest Tektronix field engineer or circle the reader service number for a brochure with the **ANSWER**.



SEE IT AT
NAB
Booth 811

The Questions...

- Transmission Quality ?
- Legal Signals ?
- Long-Term Performance Trends ?
- Permanent Records ?

The ANSWER... facts, when you want them.

1-28-78
5:32 PM
STL OUT
WRGM-TV

IN SERVICE MEASUREMENTS

UITS

INS GAIN	-2.2 IRE
LINE TIME DIST	2.9 IRE
SHORT TIME DIST	5.0 IRE
CHROM-LUM GAIN	-6.4 %
CHROM-LUM DELAY	50.0 NS
AMP/FREQ 0.5 MHZ	50.2 IRE
1.0 MHZ	49.0 IRE
2.0 MHZ	48.0 IRE
3.0 MHZ	47.5 IRE
3.58MHZ	47.0 IRE
4.2 MHZ	46.2 IRE
LUM NON-LIN	-4.0 IRE
CHROM NON-LIN GAIN	-1.0 IRE
	-4.4 IRE
CHROM NON-LIN PHASE	4.7 DEG
DIFF GAIN	0.1 %
DIFF PHASE	4.6 DEG
CHROM-LUM XTALK	2.0 IRE
RANDOM NOISE	54.0 DB
REL BURST GAIN	-0.2 %
REL BURST PHASE	-0.7 DEG
SYNC GAIN	39.1 IRE
BURST GAIN	30.0 IRE
APL	41.0 %

TIMING

H SYNC	4.91 US
FRONT PORCH	1.79 US
SYNC-BURST END	7.79 US
SYNC-VIDEO START	9.61 US
H BLANKING	11.40 US
COLOR BURST	9.0 CYCLES
BREEZEWAY	0.56 US
EQ PULSE	2.46 US
SERRATION	4.73 US
V BLANKING	21/20.5 LINES

You can get individual measurements or complete sets of amplitude and timing measurements on-command or continuously from ANSWER. Hard copy, such as shown here, minimizes manual logging and provides a uniform, permanent record.

This sample output is one of many possible formats.

Tektronix
COMMITTED TO EXCELLENCE

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, Richter & Parsons, New York. Proponent: David Johnson, ABC Television Spot Sales. Opponent: Allen Banks, Dancer, Fitzgerald, Sample, New York. *Should we rid kidvid 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.

The agenda for the Engineering Conference

Monday, April 10

Implementing the vertical interval reference signal workshop. Room G. 9-10 a.m. Moderator: C. Bailey Neal, chairman, Broadcast TV Systems Committee, Electronic Industries Association. Panelists: Charles W. Rhodes, Tektronix, Beaverton, Ore.; Thomas B. Keller Jr., WGBH-TV Boston; Edward T. Wall, WRV-TV Durham, N.C.; Robert Mausler, NBC-TV; Michael T. Fisher, ABC; LeRoy E. DeMarsh, Eastman Kodak, Rochester, N.Y.

Living with digital broadcast equipment workshop. Room E. 9-10 a.m. John Wentworth, RCA, Camden, N.J.

Satellite distribution systems for radio workshop. Room E. 10-11 a.m. Moderator: William Wisniewski, vice president for engineering, Mutual Broadcasting, Arlington, Va. Panelists: Dick Cassidy, director of engineering, National Public Radio; Ralph E. Green, director of engineering, CBS Radio; Guy Beakley, director of engineering, Satellite Communications Division, Scientific-Atlanta Inc., Atlanta; Andrew F. Inglis, president, RCA-American Communications, Piscataway, N.J.; Gary Worth, executive vice president, Mutual; S.N. Varma, manager, satellite interface engineering, Western Union, Upper Saddle River, N.J.; J. Walter Johnson, director of satellite broadcast, California Microwave, Sunnyvale, Calif.

Review of TV circular polarization workshop. Room G. 10-11 a.m. Moderator: Neil Smith, Smith & Powstenko, Washington. Panelists: Peter K. Onnigian, Jampro Antenna, Sacramento, Calif.; Matti Siukola, RCA, Gibbsboro, N.J.; G.W. Collins, Broadcast Products Division, Harris Corp., Quincy, Ill.

Interference to broadcast reception workshop. Room E. 11 a.m.-12 noon. Moderator: Robert W. Flanders, vice president and director of engineering, McGraw-Hill Broadcasting, Indianapolis. Panelists: William Kessler, consulting engineer, National Public Radio, Gainesville, Fla.; C. Bailey Neal, Broadcast TV Systems Committee, Electronics Industries Association; Phyll Horne, FCC; Henry B. Ruh, *Amateur TV* magazine, Bloomington, Ind.

World Administrative Radio Conference-1979 workshop. Room G. 11 a.m.-12 noon. Moderator: James D. Parker, CBS-TV. Panelists: John Serafin, ABC; Edward E. Reinhart, Comsat, Washington; Donald G. Everist, Cohen & Dipell, Washington; Neal McNaughten, FCC, Gary Hess, WJMD(FM) Bethesda, Md.; George Jacobs, U.S. Board for International Broadcasting, Washington.

Engineering conference luncheon. South exhibit hall. 12:30-2:30 p.m. Presiding: Eugene A. Chase, chief engineer, WKRG(TV) Fort Wayne, Ind. Invocation: Father Herbert A. Ward Jr., director, St. Jude's Ranch for Children, Boulder City, Nev. Speaker: George Jacobs, director, research and engineering, U.S. Board for International Broadcasting, Washington, on "International Broadcasting—It's Alive and Kicking on Shortwave."

Radio-TV session. Room 24. 3-5 p.m. Presiding: R. LaVerne Pointer, vice president, broadcast engineering, ABC. Coordinator: James H. Hoke, vice president and director of engineering, 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. *The transformation of a broadcast ENG color camera to a production camera.* 3:30-4 p.m. L.J. Bazin, RCA, Camden, N.J. *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 Instruments, 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. *Acceptable criteria for transmitter power output measurements.* 10-10:25 a.m. Mark Rubin, president, Electro Impulse, Red Bank, N.J. *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. *State of the art of AM.* 11-11:25 a.m. Forest M. Cummings, project

Free Family Classic For Summer

A Star-Studded Animated
Special Now In Its 3rd Year

Freedom Is!

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- NO PROGRAM CHARGE
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 - 3 MINUTES TO USE AT YOUR DISCRETION: SALES OR PUBLIC SERVICE

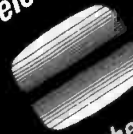
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Benji and Waldo, with the help of Ben Franklin and Thomas Jefferson, discover a new meaning of freedom. A large and loyal audience in your market is waiting to see it.

SALES OR PUBLIC SERVICE: EITHER WAY IT'S A WINNER!

This 30-minute animated special features the talents of Jonathan Winters, Richard Roundtree, Edward Asner, Joseph Cotten and Dan Dailey. With superb animation and sparkling music, "Freedom Is!" has shown the kind of station interest and viewer support in the past two years that proves excitement and originality deserve a place in your summer schedule.

Plan now to schedule this Family Classic from Lutheran TV between May and August. Audition cassettes and prints are available.



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St. Louis, MO 63139

engineer, Rockwell International, Dallas. *Library storage systems for audio tape cartridges.* 11:30 a.m.-12 noon. John P. Jenkins, executive vice president, International Tapetronics, Bloomington, Ill.

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. *Digital storage of video images.* 10-10:25 a.m. Carl P. Hollstein, vice president for engineering, Consolidated Video Systems, Sunnyvale, Calif. *Television automation—its perils, pitfalls and payoffs.* 10:30-10:55 a.m. Bill Kessel, chief engineer, KTVT(TV) Fort Worth, Tex. *Learn mode programming: its application to creative production switching.* 11-11:25 a.m. Bruce Rayner, product manager, Grass Valley Group, Grass Valley, Calif. *Improving microwave ENG coverage.* 11:30 a.m.-12 noon. A.A. Goldberg, CBS Technology Center, Stamford, Conn.

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. 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 duplexing of TV transmitters—techniques and applications.* 9-9:25 a.m. Nathaniel S. Ostroff, vice president, Acrodyne Industries, Montgomeryville, Pa. *Diplexed audio for network television transmission.* 9:30-10 a.m. Paul R. Wickliffe, Bell Telephone Laboratories, Holmdel, N.J.

Joint meetings with management. Room 24. 10:30 a.m.-12 noon. See management agenda, page 52.

Joint management/engineering luncheon. Las Vegas Hilton ballroom 12:30-2:30 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 Co.	
Radio Network	Hilton 2931
Television Network	Hilton 465
Television Network	MGM Grand 1662A

Others

Acrodyne Industries	Hilton 1711
Adda	MGM Grand
Air Time	MGM Grand 1909A
Alpha Epsilon Rho	Alladin 2644
American Electronic Labs	
Ampex	Hilton 1469
Audio Video Systems	Hilton 461
International Division	Hilton 561
Magnetic Tape Division	Hilton 371
Arbitron	Hilton 1650
Toby Arnold & Associates	Desert Inn
Arvin/Echo Science	MGM Grand 997A
Association of Maximum Service Telecasters	
Associated Press/AP Radio	MGM Grand 1575A
Atwood Richards	Hilton 361
Audits & Surveys TRAC-7	MGM Grand
Audio Designs & Manufacturing	Hilton 949
Audio Sellers Inc.	MGM Grand 1275A
Autotron/Automation Electronics	Hilton 2630
Avery-Knode	Desert Inn
Beckerman Associates	MGM Grand 2262A
Bell & Howell	Desert Inn
Datapoint Division	
Billboard Broadcasting Corp.	MGM Grand 1133A
Blackburn & Co.	Caesar's Palace 873
Blair Radio	Hilton
Blair Television	Hilton
The Blue Marble Co.	MGM Grand
BMI	Desert Inn
Bridal Fair	Caesar's Palace
Bogner Broadcast Equipment	Desert Inn
Bolton Broadcasting	MGM Grand
Bonneville Broadcast Consultants	
Robert Bosch	MGM Grand 1098A
Broadcast Electronics	Hilton 750
Broadcast Programming International	Hilton
Broadcast Programing International	Hilton 1269
Buckley Radio Sales	Hilton 1269
Kent Burkhart & Associates	Sands
Burns Media Consultants	Hilton
Capitol Magnetic Products	Caesars Palace 1065
Cavox Stereo Productions	Hilton
CCA Electronics	Hilton 2550
Centro	MGM Grand 1462A
	Desert Inn

The Las Vegas connection. BROADCASTING magazine editorial and sales headquarters during the NAB convention is in suite 574 of the Hilton. In attendance will be John Andre, David Berlyn, Bill Criger, Rufus Crater, Doug Hill, Ed James, Win Levi, Bill Merritt, Randy Moskop, Peter O'Reilly, Dan Rudy, Larry Taishoff, Sol Taishoff, Don West, Dave Whitcombe, Len Zeidenberg.

Five of a kind.

MOR
"The Great Ones"
Traditional or Contemporary
The adult format
for live or automated
application.

**BEAUTIFUL
MUSIC**
"Music... Just For
The Two Of Us"

Available in
balanced blends of
music that involves
and motivates
an audience.
Contemporary
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A winner in live
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CONTEMPORARY
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format with rock's
top hits and oldies.
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in a natural format
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or medium market
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needing to reach
the broadest
audience.

Choosing the right format
for your station is a high stakes game.

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no high-speed quality loss and your audience hears full-spectrum
audio quality. Formats from Peters all have that special
quality plus the experience and format know-how of a full team
of broadcasting specialists.

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Century 21 Productions	Hilton 1069	Meeker	MGM Grand 2261A
Cetec Broadcast Group	Hilton	Memorex	MGM Grand 1434A
Chapman Associates	Hilton	Micro Communications	Sahara
Christal Co.	MGM Grand	Microwave Associates	MGM Grand 1162A
Claster TV Productions/ Romper Room Enterprises	MGM Grand	3M	Hilton
Comark Industries	Sands	George Moore & Associates	Sahara
Commonwealth Advertising	Caesar's Palace	National UHF Broadcasters Association	Jockey Club
Community Club Awards	MGM Grand	A.C. Nielsen	MGM Grand 1961A
Computer Images	MGM Grand 1061A	Nightingale-Conant	MGM Grand 998A
Computer Magnetics	MGM Grand	O'Connor Creative Services	Hilton 2915
Concept Productions	Hilton 650	O'Day Broadcast Systems	Hilton 2850
Consolidated Communications Counselors	Hilton 2569	Olesen	Caesar's Palace
Consolidated Video Systems	MGM Grand 861A	Orban Associates	Hilton 2530
Continental Electronics Manufacturing	Hilton 1250	Orrox/CMX Videomax	Hilton 2330
R.C. Crisler	MGM Grand 962A	Otari	Hilton
CSI Electronics	Hilton 1910	Panasonic	Sahara
Data Communications	Hilton 2922	Peters Griffin Woodward	MGM Grand 2062A
DataWorld	MGM Grand 933A	Peters Productions	Hilton 2669
Dolby Laboratories	Hilton 1550	Petry Television	MGM Grand
Drake-Chenault Enterprises	Hilton 2875	Philips Broadcast Equipment	MGM Grand 2161A
Duca-Richardson	MGM Grand	Pro/Meeker Radio	Caesar's Palace
Dytek Industries	MGM Grand	Pulse	Hilton
Eastman Kodak	Desert Inn	Radio Arts	Hilton
Eastman Radio	Caesar's Palace 782	Radio Programming Management	Hilton
Electronics Missiles & Communications	MGM Grand 1197A	Ram Research	Caesar's Palace
William A. Exline	Riviera	Research Group	MGM Grand
Filmways Radio	Hilton 1450	Recortec	Hilton
Imero Fiorentino Associates	Hilton 850	Rhodes Production	MGM Grand 797A
FM 100 Plan	Caesar's Palace 882	Cecil L. Richards	Hilton 2450
FRM Productions	Caesar's Palace 1174	Richmond Hill Laboratories	Sahara
Fujinon Optical	Hilton 2350	Richter-Kalil & Co.	Desert Inn
Fuji Photo Film U.S.A.	Hilton 810	A.D. Ring and Associates	MGM Grand 933A
General Broadcasting	Hilton	RKO Radio	Caesar's Palace 974
Gladney Schrag Communications	Hilton, Grand & Club Salon	RKO Radio Sales	MGM Grand 1261A
Greater Media Services	Hilton 1769	R/VR-RKO TV Representatives	Desert Inn
W. John Grandy	Jockey Club	Savalli/Gates	Hilton
Greater Media Services	Hilton 1769	Scientific-Atlanta	Hilton
Wilt Gunzendorfer & Associates	Hilton	Selcom	Hilton 1369
H-R/Stone	Hilton	SESAC	Hilton 2169
H-R Television	MGM Grand 1761A	Shafer/Cetec Broadcast Group	Hilton
Harrington Righter & Parsons	MGM Grand 1910A	Richard A. Shaheen	MGM Grand 761A
Dan Hayslett & Associates	Hilton 2010	SIN	MGM Grand
Ted Hepburn	MGM Grand	Spectra-Vision	MGM Grand
Hitachi Denshi Corporation of America	Hilton 2911	Howard Stark	MGM Grand
Hogan-Feldman	Hilton	Starlight Communications	Hilton
Holt Corp.	Dunes	Station Business Systems	Hilton 1610
Keith W. Horton Co.	Frontier	Steel Andrus and Adair	MGM Grand 1498A
Bernard Howard & Co.	Hilton 2810	Susquehanna Productions	Hilton 950
Ikegami Electronics USA	Hilton	System Concepts	Royal Inn
Image Transform	MGM Grand 1233A	William B. Tanner	Hilton 1669
Innovative TV Equipment	Hilton 2830	Tayburn Electronics	MGM Grand 1433A
Jefferson Data Systems	Hilton 2430	Telcom Associates	MGM Grand 1033A
Jim West Co.	Caesar's Palace 1074	Telerep	MGM Grand 1462A
Carl T. Jones Associates	Union Plaza	Television Technology	Monaco
JVC Industries	MGM Grand	Telstar	MGM Grand
KalaMusic	Hilton 2230	Thomson-CSF Electron Tubes	Hilton 2050
Kaman Sciences	MGM Grand 2532A	Thomson-CSF Laboratories	Hilton 378
Katz Agency	Hilton 2913	Top Market Television	MGM Grand 862A
William Kepper & Associates	Hilton	Torbet-Lasker	Sands
Kline Iron and Steel	Caesar's Palace 1173	Edwin Tornberg	MGM Grand
Larson/Walker & Co.	MGM Grand 1209A	Toshiba International	MGM Grand
Hugh Ben LaRue	Dunes	Tuesday Productions	MGM Grand 1161A
Lenco Electronics	MGM Grand Penthouse C	U.S. JVC	MGM Grand
Major Market Radio	Hilton	United Press International	MGM Grand
Reggie Martin	Riviera	United Telecom	Hilton 565
Jack Masla & Co.	Caesar's Palace	Utility Tower	MGM Grand
Marconi Electronics	Hilton	Viacom Enterprises	MGM Grand 2461A
McCurdy Radio Industries	Hilton 2310	Vidtronic	MGM Grand 934A
McGavren-Guild	Hilton 2867	Vital Industries	MGM Grand
McMartin Industries	Hilton 578	Watermark	Hilton 1869
Ralph E. Meador	Landmark	Webster Group	Caesar's Palace
Medallion TV Enterprises	Hilton	Wilkin Associates	MGM Grand 762A
		Wilkinson Electronics	Hilton
		Will Rogers Memorial Fund	MGM Grand 833A
		Adam Young	MGM Grand 1198A

The VTR Format of Tomorrow. While others are still talking about it... Bosch already has it: the BCN System.

BCN scanner shortens
tape path, minimizes
environmental and
mechanical
tracking error



Since the BCN was first introduced, more than 400 of these systems have been ordered from all parts of the world. More than 350 of them have been delivered and are in operation.



Simplified threading of the BCN 20

The four basic requirements placed on a new VTR format:

- Top broadcast quality for all TV standards.
- Universal applicability.
- Reel-to-reel and cassette handling.
- Adaptable to future developments.

The BCN System is not only a broadcast VTR:

It is also the electronic alternative to film. For the quality- and economy-minded industrial user, and for all professional non-broadcast applications.

The BCN System is offered by four leading manufacturers of "broadcast" equipment, and it is produced in both Europe and the USA.

The BCN System offers two different portable versions: the portable BCN 20 with a tape capacity of more than 60 minutes on one reel—and the BCN 5, the 20-min. cassette recording and play-back version. Both versions operate under all conditions with full broadcast quality. In the future, the BCN cassette version will also be used in an automatic multi-cassette VTR.



BCN 5 cassette VTR

The BCN System meets these four basic requirements for a new VTR format today: The compatible and economical BCN 1" format produced by Bosch guarantees broadcast quality in all TV standards and color systems (PAL, PAL-M, SECAM, NTSC). For all fields of telecasting and VTR applications. It is adaptable to future developments in video tape and video head technology. The segmented-field process makes purely electronic switching of writing speeds possible. As a result, the BCN is already an economical and universal VTR with a guaranteed future today.



Portable
BCN 20

The BCN System features electronic editing with:

Single-picture display—for an unlimited time with no danger to the tape.

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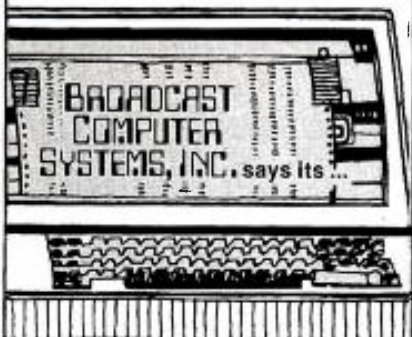
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Media

NAB backs WQAL in opposing FCC's call for hearing

Cleveland station, whose plans for nonentertainment programing fell below commission's 6% norm, says it's been discriminated against arbitrarily; association cites First Amendment grounds

The National Association of Broadcasters says the FCC's action last month in designating for hearing the renewal application of WQAL(FM) Cleveland has raised "fundamental questions in light of the First Amendment" and the no-censorship provision of the Communications Act. The commission, it adds, should reconsider the order "in the broader context of its constitutional and policy implications."

NAB expressed its views in a pleading supporting a petition by WQAL's licensee, SJR Communications Inc., for reconsideration of the hearing order. WQAL, in its petition, says it was denied due process of law.

The commission order broke new ground as the first to be issued on programing grounds alone. The questions to be explored are whether the station has met, or will meet, the ascertained problems, needs and interests of the community (BROADCASTING, March 13).

WQAL's problems stem from its proposal of only 2.9% nonentertainment programing for the new renewal period. Under the commission's procedures, the renewal applications of FM stations proposing less than 6% nonentertainment programing are submitted to the commissioners for review, along with the station's justifications.

WQAL was not the first FM to propose less than 6% nonentertainment programing. But it was the first whose justification failed to satisfy the commission.

The station is not making a First Amendment argument. Indeed, it has supplemented its renewal application to reflect, it says, "the present percentage of nonentertainment programing of 6.19% ..." And it says it is "determined to comply in full with all pertinent commission requirements ... Nothing less could be expected from any rational and knowledgeable broadcaster." One of WQAL's complaints is that it was not made aware that its renewal application might be designated for hearing if the programing justification it offered did not satisfy the commission.

WQAL also asserts that, in failing to afford it an opportunity to address the commission's concerns, the commission has treated it differently from other licensees—CBS Inc., for instance. WQAL notes that, after concluding that CBS officials were guilty of misconduct, including misleading the public, in connection with the broadcasts of the Heavyweight Cham-

pionship of Tennis matches, the commission deferred action to afford the network an opportunity to offer "mitigating" information (BROADCASTING, March 20).

The commission's action in designating the renewal application for hearing, WQAL said, "has deprived all licensees ... of the clear predictability of reasonably fixed and certain standards which is the key foundation of the administrative process."

NAB makes a similar point. "The commission's designation order is so ambiguous that it places the entire direction of communications regulatory law, insofar as it relates to station programing, into a profound state of flux. Such a condition is inconsistent with requirements for procedural due process ..."

As for the First Amendment questions it sees being raised, NAB says, "The commission's action can be construed to betoken a new era of programing control and censorship." Such an interpretation of the designation order, the NAB adds, "would appear to raise the distinct prospect of substantive commission programing standards to be applied to future renewal applicants."

At a minimum, NAB says the commission should reopen for consideration the question of its delegations of authority to its staff regarding program showings in renewal applications. It says such a review is needed particularly in light of questions as to whether the standards used for referring renewal applications to the commission—the use of flat programing percentages—is consistent with the commission's mandate to achieve a fair distribution of broadcast service throughout the country.

Furthermore, NAB says, the WQAL order has raised the question of whether all broadcasters must regard commission-prescribed programing percentages as if they were "presumptive substantive standards or else run the risk of a designation order" in the event the justifications they offer for the proposed programing are not accepted.

Noncommercial too commercial, says union

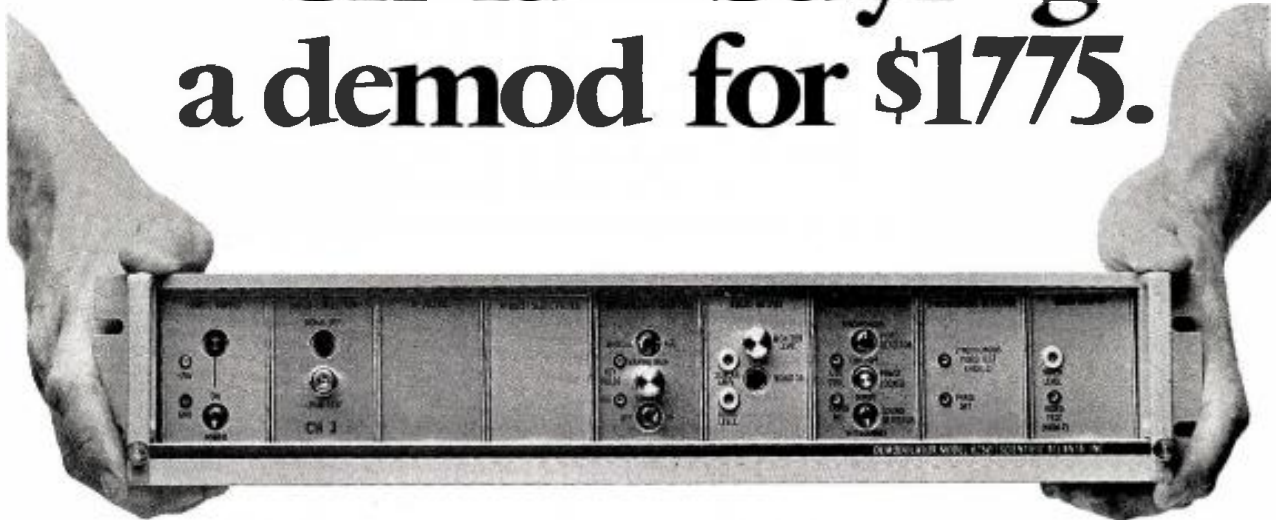
SAG hits public broadcasting for underwriting, foreign buys and says commercial system should pay for noncommercial

The Screen Actors Guild in New York issued a position paper last week criticizing public broadcasting practices and suggesting remedial legislation from Congress that would include imposition of fees for commercial broadcast licenses.

SAG attacked public broadcasting on a number of fronts, charging intrusion into the commercial sphere, a lack of public involvement and criticizing its use of foreign programing.

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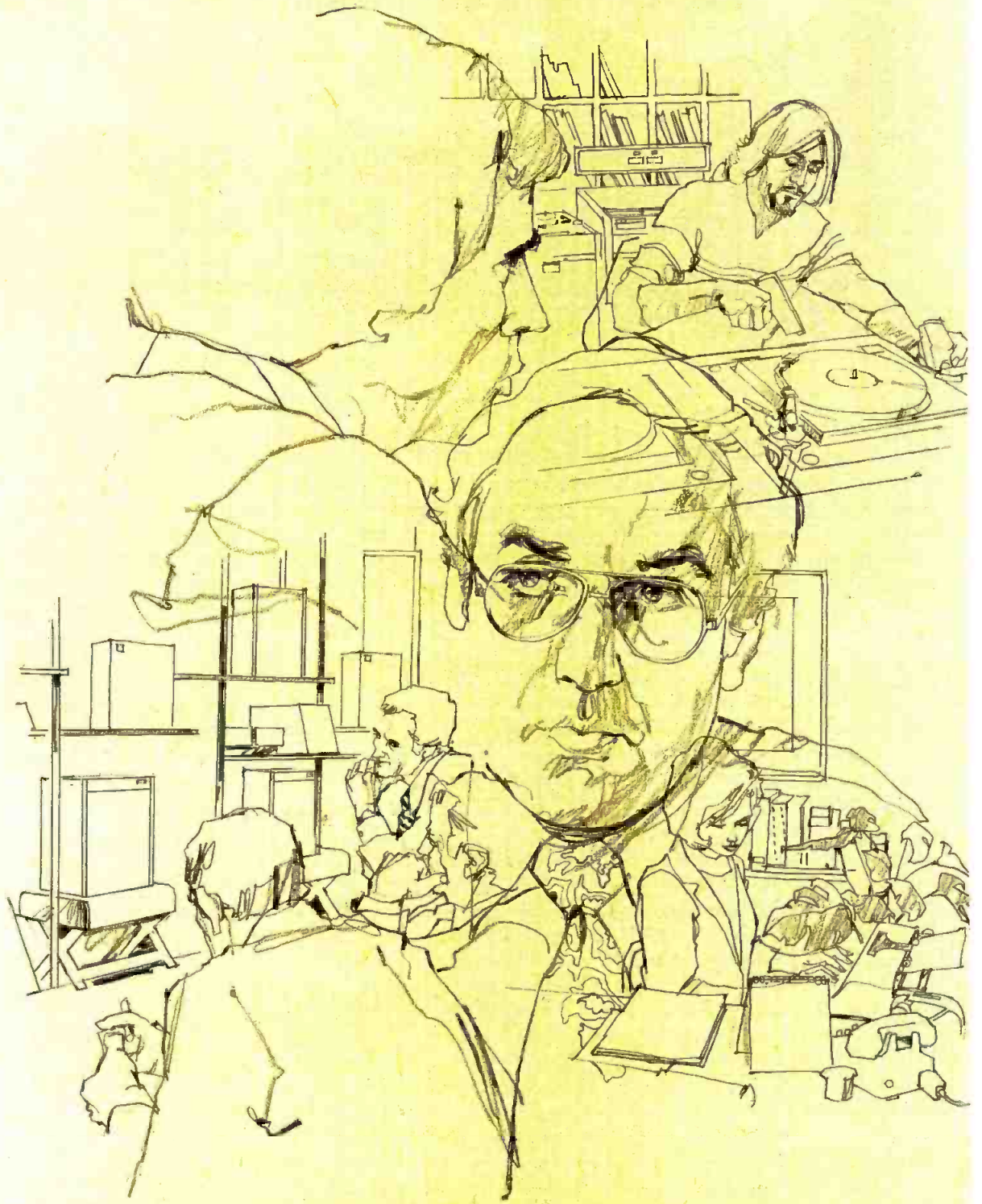
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tent of public broadcasting is to provide an alternative to commercial broadcasting, 25% of public television is financed by corporate underwriters; more than two-thirds of its prime time is devoted to programs financed and made available through corporations, and some of its stations have leased their facilities to commercial operations.

Illustrating the lack of public involvement, SAG said the "clear intent of the enabling legislature" was to involve all segments of the community in the policy-making process of public broadcasting. An analysis of the make-up of the boards of directors of the public broadcasting outlets and of the board of the Corporation for Public Broadcasting reveals they are "dominated" by political and business interests, SAG reported.

SAG said the original concept was for public broadcasting to become a means of encouraging American talent. Instead, the union continued, federal funds "have actually been used to acquire or produce programs abroad and 25% of national public television prime time utilizes foreign-made programs."

The union acknowledged that public broadcasting does not have adequate funding from government sources or the public. But it maintained that corporate funding cannot be accepted as a continuing policy because this would "allow commercial interests to dominate public broadcasting ... and can lead to its eventual destruction as the alternative it was intended to be."

SAG called upon Congress to pass legis-

lation that (1) would require commercial broadcasters to pay an annual fee for their licenses to be placed in a trust fund and used to maintain the public broadcasting system; (2) would restrict corporate contributions to general grants not earmarked for any specific programs but to be used at the discretion of public broadcasting administrators; (3) would require all public TV and radio stations receiving federal funds to be governed by autonomous boards drawing their membership from all segments of the area they serve; (4) would reaffirm public broadcasting's responsibility to "nurture American creative resources" by requiring that a major portion of the prime-time broadcast schedule be reserved for domestically produced programming; (5) would prohibit use of federal funds to acquire and produce programming abroad, and (6) would assure "a fair and decent economic environment" for creative people and others employed by public broadcasting.

SAG urged the administration to "honor obligations imposed upon it by the present laws governing public broadcasting and appoint men and women to the CPB board who are representative of all elements of our diverse society." It also asked the administration, along with Congress, to study various media programs now being conducted under the auspices of the Department of Health, Education and Welfare that would provide new emphasis on instructional applications of the media. SAG suggested that these activities be combined in a new Telecommunications Office of HEW.

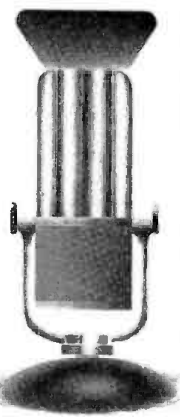


New office, old hand. John E. Reinhardt (r) was sworn in last Monday (April 3) by Vice President Walter Mondale as the director of the new International Communications Agency, a combine of the United States Information Agency, the Voice of America and the State Department's Bureau of Educational and Cultural Affairs. Among Mr. Reinhardt's first duties in his new role (he was the director of USIA) was to have the old USIA motto, "Telling America's story abroad," removed from the ICA's Pennsylvania Avenue office building. In its stead, Mr. Reinhardt is considering a new motto, borrowed from the 19th-century author, Oliver Wendell Holmes: "Man's mind, once stretched by a new idea, never retains its original dimensions"—indicative of the new agency's emphasis on cultural exchanges between the United States and other countries. Holding the Bible during the ceremony was Carolyn Reinhardt, wife of the director.

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Female-owned AM wants special treatment by FCC

WLEM asks for expedited action on application to increase power in same manner as minority request would be handled by commission

The FCC, which has been showing some sensitivity to the needs of minorities in connection with broadcast ownership, now is faced with a request that it show the same kind of sensitivity where women are concerned. Pending at the commission is what is believed the first request for expedited consideration of an application ever filed in behalf of women. The request, however, may prove to be academic.

At issue is an application for an increase in power, from 1 kw to 5 kw, filed by WLEM(AM) Emporium, Pa., in June 1976, which has yet to reach the point in processing of being accepted for filing.

It is said to be one of the few stations, if not the only one, owned almost exclusively by women. The owners are Anne Spotts, who took WLEM over on the death of her husband in 1970, and her two daughters, Jeannine A. Jones and Debra A. Lanzillo, all of whom are said to be active in the station's operation. They have argued that grant of the application would

provide coverage to listeners who have no local radio coverage and would afford a first regional service to a four-county area. WLEM is the only radio station in Cameron county.

More than that, the station is now seeking expedited action because of the sex of the owners. Mrs. Scott, referring to "recent judicial and commission precedent recognizing the furthering of minority ownership," said that, "as a female owned and operated station, WLEM should receive such consideration."

In a follow-up letter, the station's attorney, Edward S. O'Neill, noted that the commission in February granted requests for expedited consideration of two AM applications that had been filed by minorities. And, he said, "in this context, there is no material distinction between 'minorities and women.'" The commission, he added, consistently treats those classes "identically."

Accordingly, he said, where female ownership of a broadcast station would be strengthened, and benefit to the public would result, the commission should "take extra ordinary action to assure that the subject application is now promptly considered" and, if it is warranted, granted.

Commission officials say the staff has been slow to reach the WLEM application because it was one of 565 AM applications—normally a year's supply—that were filed in June 1976, most in an effort

to beat the deadline for a six-month freeze that went into effect the next month.

Will the commission expedite consideration of the application, in view of the request from Mrs. Spotts?

One official said the staff is expected to reach the WLEM application within 90 days. And it is not likely, he said, the commission could act on the request much before work on the application is begun.

Changing Hands

Announced

The following station sales were announced last week subject to FCC approval:

■ **KLL-AM-FM** Lubbock, Tex.: Sold by Corbin Broadcasting Co. to Thrash Broadcasting Co. for \$1,740,000. Seller is owned by Larry Corbin (80%) and Jerry Coleman (20%), each of whom owns 20% of KMA(AM) Madill, Okla. Buyer is principally owned by James Thrash, former director of Turner Communications, Atlanta, and general manager of its WRET-TV Charlotte, N.C. Mr. Thrash, now associated with Blackburn & Co., media broker. (BROADCASTING March 27), has no other broadcast interests. KLL is 1 kw daytimer on 1460 khz. KLL-FM is on 96.3 mhz with 54 kw and antenna 540 feet above average terrain. Brokers: Magruder Media and Dan Hayslett & Associates. Blackburn & Co. acted as consultant for buyer.

■ **WTRL(AM)** Bradenton, Fla.: Sold by Boris Mitchell and Gordon M. Towne to Paul W. Moseley for \$850,000. Mr. Mitchell is sports announcer for Florida State University; Mr. Towne is general manager of WCOA(AM)-WJLQ(FM) Pensacola, Fla. Neither has other broadcast holdings. Buyer, formerly with Griswold Eshelman, New York advertising agency, has no other broadcast interests. WTRL is on 1490 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

■ **WGNS(AM)** Murfreesboro, Tenn.: Sold by Vogel Communications to Davidson Broadcasting Corp. for \$700,000. Seller is owned by William R. Vogel of Murfreesboro, owner of WBLO(AM) Evergreen, WTCB(AM) Flomaton and WHOD-AM-FM Jackson, all Alabama; WIFM(FM) Franklin and WMPI(FM) Scottsburg, both Indiana; WDOH(FM) Delphos, Ohio; WNOI(FM) Flora, Ill., and WULA-AM-FM Eufala, Ala., which he has sold, subject to FCC approval, for \$225,000 to Roth E. Hook (BROADCASTING, March 20). Buyer is owned by Kenneth D. Lavender and Mildred B. (Sue) Littleton, owners of WHLP(AM)-WIKF(FM) Centerville, Tenn. Mr. Lavender is appointments secretary to Tennessee Governor Ray Blanton. Mrs. Littleton is wife of Sam Littleton, sales manager of WSM(AM) Nashville. WGNS is on 1450 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

■ **WKKK(AM)** De Land and WPUL(AM) Bartow, both Florida: Sold by De Land Broadcasting and Trans-Florida Radio Inc.



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for \$350,000 and \$290,000, respectively, to Mid-Florida Broadcasting. Sellers are owned by David Hill, who has no other broadcast interests. Buyer is owned principally by Randolph A. Marsh and Robert L. Marsh, brothers and Chicago attorneys who have no other broadcast interests. Buyer is seeking waiver of FCC's three-year rule in both transactions. WKKK is 5 kw daytimer on 1310 khz. WPUL is 1 kw daytimer on 1130 khz.

■ **WWCO(AM)** Waterbury, Conn.: Winnepeg Corp., licensee, sold by Peter M. Marcus and his mother, Muriel B., to Mercury Broadcasting Corp. for \$587,500. Mr. Marcus is applicant for new FM at Tucson, Ariz. Neither he nor Mrs. Marcus has other broadcast interests. Buyer is owned by Joseph B. Somerset, David A. Swiger, Susan W. Workman (30% each) and Thomas G. Baxter (10%). They own WNLG(AM)-WTYD(FM) New London, Conn. WWCO is on 1240 khz with 1 kw day and 250 w night.

■ **WJBY(AM)** Gadsden, Ala.: Sold by Boman Broadcasting Inc. to Gadsden Broadcasting Co. for \$360,000, plus \$100,000 covenant not to compete. Seller is principally owned by Charles F. Boman, who has no other broadcast interests. Buyer is owned by Kerry Rich (40%), Gordon Henderson and Niel Hinton Mitchem (30% each). Mr. Rich is member of Alabama state legislature and is announcer for WJBY. His partners are Georgia businessmen. WJBY is 5 kw daytimer on 930 khz.

■ **KEZC(FM)** Truckee, Calif.: Sold by Secret Mountain Laboratories Inc. to Lake Tahoe FM Inc. for \$135,000. Seller is wholly owned by Natural Broadcasting System Inc. (Dwight Tindle and Eric Hauenstein), which also owns KDKB-AM-FM Mesa, KBWA(AM) Williams and 20% of KNOT-AM-FM Prescott, all Arizona. Buyer is owned by Carroll Brock (51%), Charles Gratner (20%), Carl Auel and Marvin Clapp (14.5% each). Mr. Brock, Sacramento, Calif., developer, holds construction permits for AM and FM at Grass Valley, Calif., and is applicant for new FM in Redding, Calif. Mr. Gratner is former salesman for KCRA(AM) Sacramento. Mr. Auel is president and principal owner of Butte Broadcasting Co., licensee of KEWQ(AM) Paradise, Calif., and is station manager of KEBR(FM) Sacramento. Mr. Clapp is Sacramento broadcast engineering consultant. KEZC is on 101.7 mhz with 940 w antenna 480 feet above average terrain. Broker: William A. Exline Inc.

■ Other station sales announced last week include: WREY(AM) New Albany, Ind. (see page 118).

Approved

The following station sales were approved last week by the FCC.

■ **WICE(AM)** Providence, R.I.: Sold by Crohan Communications to Dunn Broadcasting for \$914,500, plus \$25,000 covenant not to compete. Seller is owned by Robert J. Crohan, who has no other broadcast interests. Buyer is owned by

John M. Dunn, former vice president and general manager of WROZ(AM) Evansville, Ind. WICE is on 1290 khz with 5 kw day and 1 kw.

■ **WWTC(AM)** Minneapolis: Sold by Buckley Broadcasting Corp. to Minnesota Metropolitan Radio Inc. for \$600,000. Seller is major group owner of KGIL-AM-FM San Fernando, Calif.; KKHI-AM-FM San Francisco; WDRC-AM-FM Hartford, Conn., and is principally owned by Richard D. Buckley Jr. and Stanley G. Warwick. Buyer is owned by Robert E. Short, Minneapolis businessman with no other broadcast interests. WWTC is 5 kw daytimer on 1280 khz.

■ Other stations sales approved last week include: WTAI-AM-FM Melbourne, Fla.; KMVI-TV Wailuku, Hawaii; KCLN-AM-FM Clinton, Iowa, and WONT(FM) Oneonta, N.Y. (see page 119).

Media Briefs

Improvement plan OK'd. FCC plan for improving television service to New Jersey—setting guidelines for VHF stations in New York and Philadelphia to follow in stepping up news coverage of state has been upheld by U.S. Court of Appeals for Third Circuit. Court rejected petition of New Jersey Coalition for Fair Broadcasting that

disparity of VHF allocations among New Jersey, which has one, now operated principally as New York noncommercial station, and its neighbors violates Communications Act.

Concessions. Ziff Corp., New York publisher that has bought, subject to FCC approval, Rust Craft Greeting Cards and its station group for \$69 million, has had "highly productive exchange" with Rochester (N.Y.) Black Media Coalition and altered its application for Rust Craft's WROC-TV Rochester. Company will allow coalition to produce monthly half-hour program and will contribute \$3,500 annually to "some form of scholarship program for minority students in field of broadcasting."

Further depletion. Harvey Shulman, executive director of Media Access Project, Washington, is leaving public interest law firm after five years to join faculty of University of Oregon Law School. Statement from MAP last week said search for new director is "wide open."

Anyone from 1922? Organizers of third "woc Old-Timers Reunion" want to contact former personnel of WOC(AM) Davenport, Iowa. Purpose is to invite them to May 5-7 event at pioneer station and/or include information on where they are and what they are doing in nostalgia programming. Responses should be sent to Paul Tesdell, 2000 West Town Parkway, West Des Moines, Iowa 50256.

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Wasilewski answers

National Association of Broadcasters President Vincent Wasilewski has responded to National Black Media Coalition Chairman Pluria Marshall's charges of racism at the NAB, saying Mr. Marshall "is off base," particularly in making personal attacks on Mr. Wasilewski. "Mr. Marshall hardly knows me," he said in a segment of the syndicated *America's Black Forum*, the same program on which Mr. Marshall made his statements (BROADCASTING, March 6).

Mr. Marshall had called NAB's new minority task force a "smokescreen" and

said NAB probably would never do anything substantive for blacks "as long as Vince Wasilewski is president," of the association.

Discussion turned to NAB's proposal for a tax certificate that would permit a station seller to postpone payment of capital gain taxes on sale of a station to minority owners if he purchases another broadcast property of at least equivalent value within a certain time. Hasn't Mr. Wasilewski been accused of supporting a program of reverse discrimination by backing that proposal? asked one interviewer. Yes, said Mr. Wasilewski—accused of racism on the one side and reverse discrimination on the other—"That's part of the job."

Programming

\$35 million gets 20 runs, 20 years of 'GWTW' for CBS

Classic movie had TV's highest rating before 'Roots'; payment will be spread over five years

CBS has acquired exclusive television rights from MGM, to "Gone with the Wind," widely regarded as the most popular motion picture of all time, for an unprecedented 20 years at an unprecedented price of \$35 million.

The five-hour movie, which in its only previous television exposure—on NBC-TV in 1976—was shown on two successive nights and scored what was then the highest rating ever for a TV entertainment program, will be seen on CBS-TV for the first time in the season that opens in September. Officials said it had not been decided whether "GWTW" would launch CBS's new season or be played later on.

In all, they said, CBS has rights to 20 showings of the movie over the 20 years.

"In the 40 years since it premiered," Robert A. Daly, president of CBS Entertainment, said in announcing the deal, "Gone With the Wind" has become a part of America's culture, a film masterpiece that has consistently demonstrated a truly unique and enduring ability to attract new audiences.

"We take special pride that this entertainment phenomenon will be seen on CBS by new generations of television viewers for the next 20 years. It is an entertainment attraction of monumental proportions that will bring new—and renewed—enjoyment to viewers of all ages."

Frank E. Rosenfelt, president and chief executive of MGM, called the \$35-million price an "unprecedented license fee [that] is testimony to the greatness [of the movie] and enhances even further the outstanding success MGM is currently enjoying in its operations."

MGM said it expected that the license revenue will be reported over four consecutive fiscal years, commencing in the fourth quarter of fiscal 1978. CBS is to pay it in five consecutive equal yearly installments starting in September of this year.

MGM estimated that more than \$135 million in U.S. box-office grosses would be needed to equal the \$35-million TV license fee. The company also said it retained complete worldwide rights to future theatrical releases of the film as well as Canadian and foreign television rights.

In its one TV performance, for which NBC reportedly paid \$5 million, "GWTW" averaged a 47.6 rating over two nights, with an estimated 33,960,000 homes tuned in the first night and 33,750,000 the second. These numbers were topped in 1977 by ABC-TV's *Roots*, whose final episode soared to a 51.1 rating representing some 36,380,000 homes.

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The good old days of programing for CBS bring in old time ratings, too

Network's 50th anniversary shows along with 'Waltons' special push it to first for the week

While it was reliving glories of its past with a week-long anniversary celebration, CBS-TV also brought back some of its old ratings magic by winning the prime-time

week of March 27-April 2, its third victory this season.

The six *CBS: On the Air* specials during the week averaged a 21.3 rating and a 37 share, handily winning their time periods on all but one night. Monday through Friday the specials aired at 10-11 p.m. and scored 38, 43, 40, 46 and 35 shares, respectively, Saturday's two-and-a-half-hour segment (8:30-11 p.m.) pulled a 30. In addition, several special episodes of regular series helped push the network's average even higher, and it finished the week with a 20.0 average to ABC-TV's 18.7 and NBC-TV's 16.5.

Highest rated of the special episodes was the return of stroke victim Ellen Corby to her role as Grandma on *The*

Waltons. That pulled a 40 share, while Carol Burnett's farewell special on Wednesday (8-10 p.m.) had a 38 and Bob Newhart's final original episode scored a 31 on Saturday. Also strong for CBS was the premiere of its new tryout series, *Dallas*. It started a five-week run on Sunday (10-11 p.m.) with a 37 share.

Among other new series performances, ABC-TV pre-empted *The Hardy Boys/Nancy Drew Mysteries* and *How the West Was Won* on Sunday for the premiere of *Young Pioneers*. It scored a 28 share, helping NBC's new show, *Project UFO* (5-9 p.m. Sunday) increase its usual audience to a 34 share. The only other of the newer entries to improve over its showing the previous week was ABC-TV's *Julie Farr, M.D.* (formerly *Having Babies*), which pulled a 36 share on Tuesday. Showing minor declines were CBS's *The Incredible Hulk*, down two points to a 32 share, and NBC's *Richie Brockelman, Private Eye*, down three points to a 28. CBS's *Sam* lost five points from its 29 share a week earlier and ABC's *A.E.S. Hudson Street* plummeted nine points to a 24.

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After five successful years on the air, thousands of loyal "Big Country" listeners still don't know they're listening to automated radio stations. Chances are, even you, the professional broadcaster, wouldn't be able to tell.

"Big Country" is the only radio automation format that has accomplished the task of sounding totally live. Four major-market personalities provide you with all the country hits, and new voice track tapes for every day of the year. The jock's comments are always new...they never repeat. And the music is strategically rotated and updated. Never before has a radio format been able to deliver the live personality and identity possible with "Big Country."

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Bob Morgan
3-8 pm

Jason McCall
5-10 am

Chris Lane
10am-3 pm

Chuck Roberts
8 pm-1 am

Program Briefs

Ties to TV. ABC-TV has signed \$200-an-hour model Cheryl Tiegs to report on fashion, beauty and health for *Good Morning, America* and to appear on various ABC series, including *Battle of the Network Stars*. ABC Entertainment President Anthony Thomopoulos said Ms. Tiegs "represents a style that reflects ABC."

TV gets the blame. New York police have arrested two boys, ages 13 and 14, for allegedly gunning down numbers dealer, and speculate that youths were hired by rival gambler who got idea from *Kojak* episode that aired week before crime was committed.

Say it again. Calling it "kind of decision that people often misunderstand," NBC Chairman Julian Goodman continued defense of NBC Radio's rejection—first in 22 years—of paid religious *Lutheran Hour* program on abortion (BROADCASTING, March 27). He told Young Presidents Association in Fort Worth that "agenda for debate" on any subject should not be "determined by those with particular

Nice try. NBC-TV staged a small invasion of the film world during this year's Academy Awards competition by sneaking a TV special into the running for best animated short film. The *Doonesbury* special, a Hubley Studio production based on the well known comic strip, qualified for its nomination because NBC, with the express intention of gaining eligibility, "released" it for a week at a Los Angeles movie theater last fall. The network tried the same tactic with another animated special, *King of the Beasts*, which was not nominated "Sand Castle," an entry by the National Film Board of Canada, won the Oscar.

cause in mind and the ability to pay for broadcast time."

Expanding to Chicago. Columbia Pictures Industries, New York, has formed Editel-Chicago to serve as post-production facility in that area at 301 East Erie Street. It will include stage, scene-by-scene color correction room for 16mm and 35mm film-to-tape transfer, two computerized on-line editing suites and audio mix facilities and will offer remote capability.

Long, long time. For 26th consecutive year, CBS Radio will broadcast Triple Crown of thoroughbred racing—Kentucky Derby on May 6 at 5:25 p.m. NYT, Preakness on May 20 at 5:25 p.m. and Belmont Stakes on June 10 at 5:25 p.m. CBS Radio sportscaster Win Elliot will provide color commentary following each event. Calling

the Derby and the Preakness will be Cawood Ledford, sports reporter for WHAS(AM) Louisville, Ky., CBS affiliate. Belmont Stakes will be called by Ray Haight, veteran track announcer.

Back in action. Metromedia Producers Corp., which hasn't made TV movie in past few years, is preparing one, *Lady of the House*, for NBC-TV. Film stars Dayan Cannon, is about former prostitute who served as mayor of Sausalito, Calif.

Happy Howard. Ron Howard, co-star of ABC-TV's *Happy Days*, has been signed to direct and star in made-for-TV movie for NBC-TV, "Cotton Candy." He also is to develop other projects for NBC through his production company, Major H Productions, but contract does not include acting duties in any series, NBC spokesman said.

'Muppets' is tops in the top 50

Katz study shows ITC program as highest rated in prime access in largest markets, followed closely by '\$128,000 Question'

The programing department of the Katz Agency has continued its evaluation of the February 1978 Arbitron sweep in terms of first-run prime-time access programing on network affiliates. And ITC Entertainment's *The Muppet Show*, as it did in Katz's top-10 markets study (BROADCASTING, April 3), showed up with the highest

average share in the top 50.

In the top-50 markets, however, *The Muppet Show*'s competition tightened the race. *The Muppet Show* earned a 29 share, with *The \$128,000 Question* and *Family Feud* (both Viacom) not far behind with a 27 share each, followed by Jim Victory Television's *Match Game P.M.* and Firestone Program Syndication's *New Candid Camera* tied with a 27 share.

In the top-10 markets, *The Muppet Show* was given a 30 average; its nearest competitor was *Family Feud* at 26.

February 1978 Arbitron sweep *

Share rank	Program	Distributor	Number of stations					
			Oct. 1977 share		Nov. 1977 share		Lead-in's share	
							Rating	Share
1	Muppet Show	ITC Entertainment	38	28	29	23	17	29
2	\$128,000 Question	Viacom	12	20	23	27	17	28
	Family Feud	Viacom	30	22	25	25	16	28
4	Match Game P.M.	Jim Victory TV	38	26	26	26	14	27
	New Candid Camera	Firestone	18	19	25	27	16	27
6	Wild Kingdom	Bozell & Jacobs	24	23	25	25	15	26
7	Gong Show	Firestone	39	26	27	25	15	25
	Hollywood Squares	Rhodes Productions	71	26	27	25	15	25
	Price is Right	Viacom	29	24	27	26	15	25
	\$100,000 Name							
	That Tune	Sandy Frank	44	23	26	33	15	25
	Wild Wild World							
	of Animals	Time-Life TV	14	24	26	27	14	25
12	Sha Na Na	Lexington Broadcast	26	20	23	23	15	24
13	\$25,000 Pyramid	Viacom	27	23	24	24	13	23
14	All Star							
	Anything Goes	Viacom	24	20	21	25	13	22
	Tattletales	Firestone	14	19	19	26	13	22
	When Havoc Struck	SFM Media Service	25	—	—	24	14	22
17	In Search of ...	Bristol-Myers	23	17	20	21	12	21
18	That's Hollywood	20th Century-Fox	25	19	19	23	11	20
19	New Truth or							
	Consequences	Metromedia	10	15	16	24	11	20

*Figures represent total plays with most markets averaging two per week.

**Includes only those 33 markets surveyed in October.

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WERE-AM
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Broadcast Advertising*

FTC power on corrective ads left untouched by Supreme Court

**Warner-Lambert now must spend
\$10 million to dispel notion
that Listerine can affect colds
and sore throats; company won't
have to say, however, 'contrary
to previous advertising'**

The Federal Trade Commission's authority to order corrective advertising has withstood court challenge. The Supreme Court last week let stand a decision of the U.S. Court of Appeals in Washington affirming the FTC's order to Warner-Lambert Co. to state in future advertising that its Listerine will not help prevent colds or sore throats, as had been claimed (BROADCASTING, Aug. 8, 1977).

The FTC order, issued in 1975, was the first to go beyond orders requiring advertisers to cease advertising determined to be deceptive. The FTC held that the customary cease-and-desist order would not be sufficient to protect the public. Listerine's alleged medical benefits had been claimed by Warner-Lambert in its advertising since 1921. And the appeals court noted that the claims actually date back to 1879, when Listerine went on the market. The FTC, after several years of investigation and hearings, concluded that Listerine's ability to kill germs on contact is without medical significance in treating colds or sore throats.

The FTC order directs Listerine to include corrective information in its advertising until it has spent \$10 million—an amount equal to Listerine's annual advertising budget for the years between 1962 and 1972.

Listerine won one point in its court appeal. The FTC directed the company to include this message in its advertising: "Contrary to prior advertising, Listerine will not help prevent colds or sore throats or lessen their severity." The appeals court held that the first four words were not "warranted" and served only to "humiliate" the manufacturer.

But the court rejected Listerine's arguments that the FTC lacks authority to impose the order and that the order impinges on the First Amendment. The court disagreed with the contention that Congress, in creating the Federal Trade Commission in 1914, did not contemplate orders requiring corrective advertising. And it said the Supreme Court decisions affording commercial speech a degree of First Amendment protection presented "no obstacle" to government regulation of false or misleading advertising.

The Supreme Court not only rejected Listerine's petition for review of the appeals court decision but also a government

request that it consider that part of the decision eliminating the four-word preamble.

A spokesman said the FTC was "gratified" the "court system" had upheld the commission's authority to order corrective advertising, although it was disappointed about losing the preamble.

In any event, Ray Randall, acting director of the public information office, said the FTC would use the authority "where it appears to be an appropriate relief... But we won't plug it into every case."

P&G's 45/15 can't get its foot in door

**NBC-TV bans odd-length spots,
while stations in markets where
advertiser is trying to place them
are mostly saying no thanks**

Procter & Gamble is continuing efforts to place 45/15-second combinations of TV commercials on stations, but seems to be meeting with limited success.

P&G's experiment with the 45/15 form has been weakened by an NBC-TV decision to discontinue local commercial cut-ins containing segments of less than 30 seconds. In several states, P&G had been making a copy cut-in test of a 45-second commercial and a 15-second public service spot, with the entire 60-seconds paid for by P&G. NBC-TV notified affiliates that when the current schedule expires in September, commercials of less than 30 seconds will not be accepted. (ABC-TV said it does not have the P&G cut-ins on its schedule and CBS-TV reported it has been permitting this practice.)

P&G also has been using the 45/15 combination in certain local markets. But a canvass by BROADCASTING of TV stations in Salt Lake City, Seattle and Flint, Mich., where P&G has been seeking time, uncovered only one station, WJRT-TV Flint, that has accepted the P&G offer. All others turned down the proposal, citing the issue of clutter and a desire not to "open up a can of worms," as one broadcaster said.

Tom Hartman, general sales manager of WJRT-TV, said he did not understand how a 45/15 spot would contribute to clutter any more than two 30's would. The P&G schedule on the station, he said, will start today (April 10) on behalf of Crest.

The subject of 45/15's was raised last month at the convention of the National Association of Television Program Executives in Los Angeles by Ancil Payne (King Broadcasting, Seattle), chairman of the NBC Television affiliates board of delegates (BROADCASTING, March 20).

P&G has gone on record as saying it is disturbed by reports that its employment of 45/15's is being perceived as contributing to clutter and is intended to force stations to sell 15 seconds of time to other advertisers to accommodate P&G's use of 45-second copy.

In a letter from Gordon Young, associ-

ate media director of P&G, to Roger D. Rice, president of the Television Bureau of Advertising, the P&G executive said the company has been testing various length commercials, primarily in network TV, and in most cases on its own daytime serial productions. He noted that the spots always complied with the National Association of Broadcasters code time standards.

The subject of 15's also came up in a speech last week by Ronald B. Kaatz, vice president-corporate director of media research and director of network relations, J. Walter Thompson, Chicago. In a talk before an Association of National Advertisers workshop on advertising research, Mr. Kaatz said that with P&G testing the 45-second spot, it may be inevitable that 15-second commercials will emerge at some point in the future.

"If this comes to pass," he said, "the differential between television and time spent with an outdoor board will be reduced from eight to one when we had a 60-second to four to one today and perhaps two to one tomorrow. At this

point we should be researching ways of making outdoor as communicative as the new television minispots of the future."

NAB says FCC has no power over amount of commercials

Association charges commission with illegally regulating by 'raised eyebrow' and delegating improper authority to its staff, asks for a rulemaking

The National Association of Broadcasters is asking the FCC to initiate a rulemaking aimed at eliminating one manifestation of what the NAB says is the "lifted eyebrow" technique of government regulation—the



Hyping the pitch. A new sell-radio campaign that uses humor to play up radio's advantages to advertisers was the focus of this get-together of radio network, radio rep and Radio Advertising Bureau executives. They taped a report, distributed to stations over network lines, urging the stations to use the new spots extensively, starting April 22.

The campaign was created for RAB by Dick & Bert, award-winning commercial producers, whose campaign for *Time* magazine is among the best-known in radio. RAB President Miles David said it was expected that over 3,000 stations, as well as the networks, would carry the spots—which were to get a preview over the four national wired networks over the past weekend. Mr. David will also play them during the RAB presentation at the National Association of Broadcasters convention in Las Vegas this week.

"We're urging a heavy weekend campaign over the first 13 weeks of the campaign," Mr. David said, "because weekends are a good time to reach advertising decision-makers in their cars, at home or outdoors. But we suggest 'long weekends,' including Mondays."

This is the third RAB sell-radio campaign. The first two—"Radio: Adflation Fighter" in 1975-76 and "Radio: The Sound Alternative" in 1977—"were highly successful, both in terms of station support and in producing new-business leads for stations in markets of every size," RAB reported.

RAB member stations will receive the announcements as part of their monthly RAB sales kits. Tapes are also available to nonmembers on request.

Participating in the closed-circuit appeal for station participation were (l to r) Jack Thayer, president, NBC Radio; Mr. David; Sam Cook Digges, president, CBS Radio; Harold Neal Jr., president, ABC Radio; Robert Lobdell, vice president and general sales manager, Blair Radio; Leslie Benson, RAB director of member development, and Frank Boyle, chairman, Eastman Radio. Participating but not pictured was Ralph Conner, executive president, Torbet-Lasker. C. Edward Little, president of Mutual, was unable to participate because of travel conflicts.

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KGGM-TV
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KSNB-TV
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Check us out for your station. Call 800-426-8872 or call collect 206-733-8510. Or visit Booth 316 at the NAB.

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monitoring of commercial time on AM and FM stations. The NAB says the commission lacks the necessary authority to engage in such regulation.

The FCC staff, in accordance with a rule adopted in November 1973, selects for commission consideration AM and FM renewal applicants whose commercial time proposals exceed certain limits—generally, 18 minutes per hour in most markets and 20 minutes in resort markets. (The standard is based on the NAB radio code, which limits subscribers to 18 minutes of commercial time unless they can justify amounts in excess of that limit.)

The NAB says such delegations of authority to the staff are a form of government regulation by "raised" or "lifted eyebrow." And "the real-world results of a specific rule and a staff directive employed with 'raised-eyebrow' approach are the same," the association says.

But whether the commission acts through delegation of authority to the staff or by rule, it is proceeding without authority in law, according to NAB. It says the legislative history of the Communications Act of 1934 and its forerunner, the Federal Radio Act of 1927, "establishes that the commission does not have statutory authority to impose by rule standards with respect to the length or frequency of broadcast commercials."

The commission 15 years ago initiated a rulemaking aimed at prescribing limits on commercial time. However, the effort generated a storm of protest in Congress, and the commission abandoned the project, although not soon enough to head off House approval of a bill prohibiting the commission from adopting rules dealing with commercial time. And in the report accompanying the bill, the NAB noted, the House Commerce Committee said the commission's rulemaking proposal constituted "an outstanding example of a regulatory agency arrogating to itself the right to legislate."

NAB said the commission should delete all references, in its staff delegations of authority, to commercial time standards for radio stations. Instead, NAB said, the commission should adopt a policy of handling complaints of overcommercialization on an ad hoc basis.

Finance

Gangbusters year for John Blair & Co.

Company's profits were up 53%; graphics division the major star

Broadcasting accounted for \$30,688,000 or 22% of the revenues of John Blair & Co. in 1977 and for \$7,523,000 or 38% of its operating profit, the company's annual report showed last week.

Broadcasting revenues were up 10% from 1976 and broadcasting operating profits were up 1%. These results included commissions from Blair's television and radio station sales representation and net time sales of its wholly owned WHDH Corp., operator of WHDH(AM) and WCOZ(FM) Boston. The report did not break out revenues and profits of the two components separately.

Blair's graphics division contributed \$111,448,000 or 78% of the revenues and \$11,988,000 or 61% of operating profits. The division's profits were up 105% from 1976 on a 28% rise in revenues. In total, Blair had revenues of \$142,486,000, up 24%, operating profits of \$19,652,000, up 47%, and net earnings of \$9,192,000, up 53%.

The company's proxy statement, also available last week, meanwhile showed Jack W. Fritz, president and chief executive, as highest paid officer in 1977 with salary and bonus totaling \$181,283, plus \$12,750 in profit-sharing accruals. Vice President Robert A. Hemm had \$120,941 in salary and bonus, Vice President Thomas C. Harrison \$114,902 and Vice President Harry B. Smart \$114,866. Messrs. Hemm, Harrison and Smart also had \$12,750 each in profit-sharing accruals.

Estimated annual benefits upon retirement at age 65 were put at \$31,166 for Mr. Fritz, \$29,750 for Mr. Hemm, \$25,027 for Mr. Harrison and \$38,250 for Mr. Smart.

The proxy statement—issued in preparation for the annual meeting of shareholders on May 2 in New York—also showed that since Jan. 1, 1977, Mr. Fritz

has exercised options on 4,250 shares of Blair stock at \$20,172 when the market value was \$69,063, and Mr. Hemm exercised options on 1,125 shares at \$5,836 when market value was \$19,828. Unexercised options as of March 22 of this year were held by Mr. Fritz on 26,250 shares at an average of \$9.6589 a share; Mr. Hemm, 2,875 shares at \$14,9701; Mr. Harrison, 10,000 shares at \$4.75 and Mr. Smart, 11,500 shares at \$4.644.

In the annual report, Mr. Fritz told shareholders that 1977 was "a good year" for the TV representation division "although the division's earnings did not match those of 1976, a year in which the broadcasting industry realized unprecedented gains."

He said the radio representation division's billings "advanced satisfactorily" but that increased expenses, as in the case of the TV division, "narrowed the [radio] division's profit contribution for the year." The Blair Represented Network, he said, "continued to experience good billings growth" and also emerged as "the biggest network in U.S. radio," wired or nonwired. WHDH-WCOZ turned in "record sales performances along with earnings improvement."

The report said Blair's representation division, "the largest independent station sales representation organization in the U.S.," set a company record with \$297 million in time sales, 9% more than in the "extraordinary" sales year of 1976.

"The time sales generated by Blair Television and Blair Radio in 1977 are equivalent to 10.6% of the \$2.8 billion estimated to have been spent on all national spot broadcasting throughout the U.S. in that year," the report continued. In 1976 Blair claimed 10.1% of that year's estimated \$2.7 billion total.

MM posts good year, TV's profits down, however

Metromedia Inc.'s annual report for 1977 showed that its broadcasting group's revenues rose by 8% to \$150,796,000 but operating income only inched upward, to \$42,837,000 from \$42,739,000 in 1976. Metromedia explained that the group's income was affected by the TV division's sharply higher programing costs.

Revenues of Metromedia Television were at record level but profits fell slightly because of midyear softness in spot TV and the increased costs. Metromedia Radio achieved records in revenues and profits. Metromedia Inc. showed record revenues of \$300.6 million and record net income of \$32.1 million, up 5% over 1976.

Metromedia Inc. began an exchange offer to its stockholders March 30 calling for an exchange of \$47 principal amount of new 9½% subordinated debentures due in 1988 for each share of common stock tendered up to a maximum of 1.5 million shares (BROADCASTING, Feb. 20). Lehman Brothers Kuhn Loeb Inc., New York, is acting as the dealer manager.

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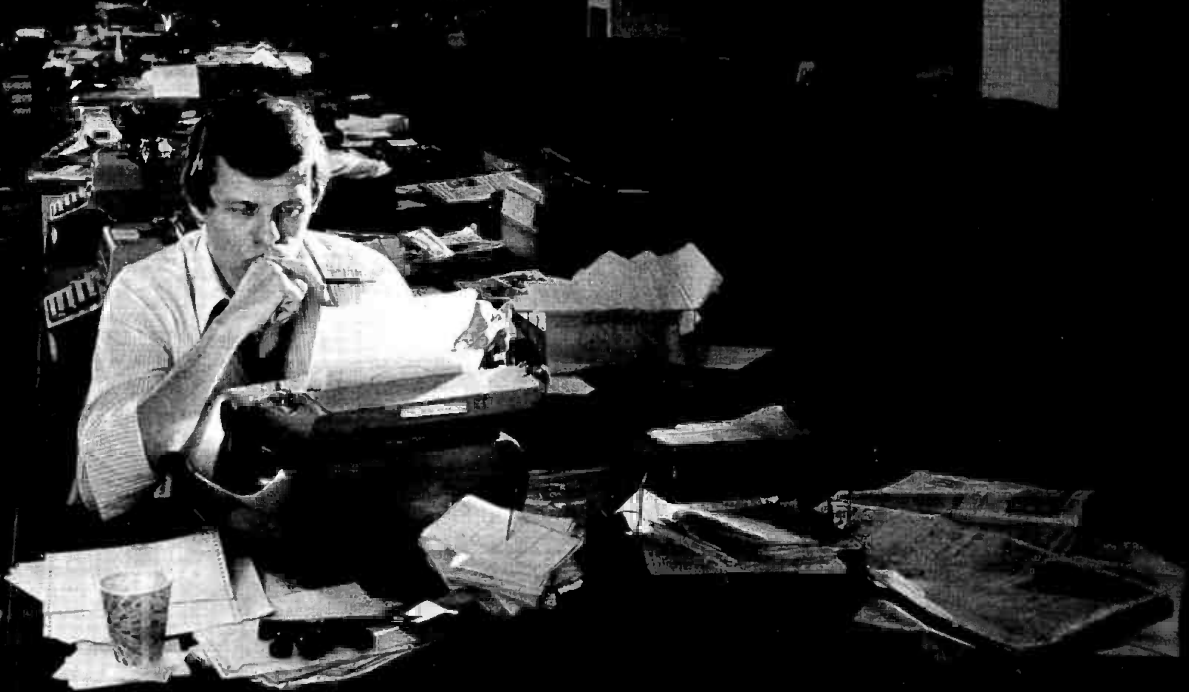
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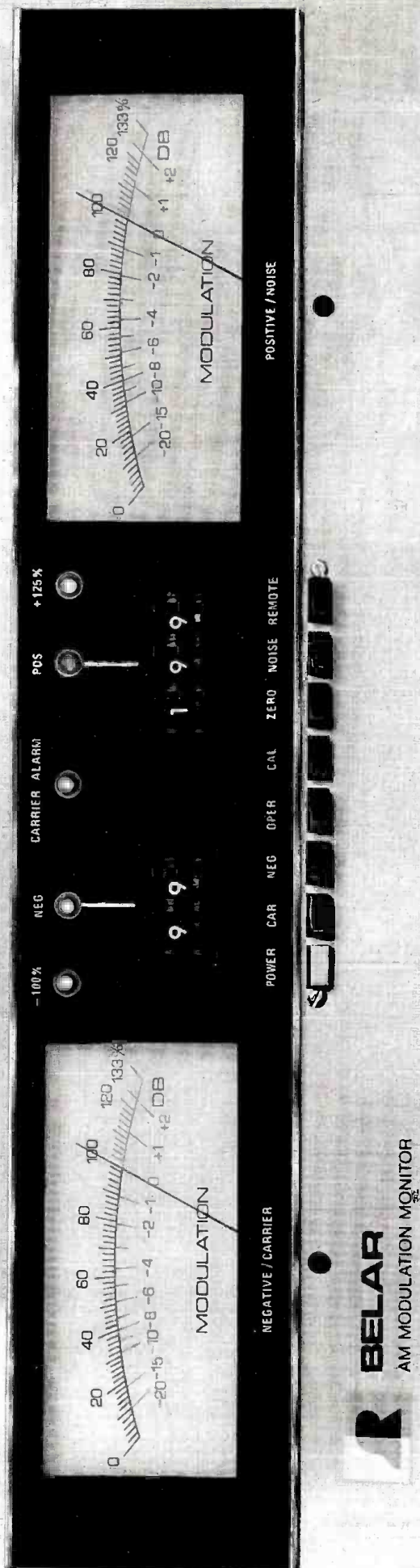
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Salant's slow to cheer on freedom of information

It's more pertinent to worry about how far there is to go than to celebrate how far journalism has come, CBS News chief tells Missouri ceremony

The 20th anniversary of the University of Missouri Journalism School's Freedom of Information Center "can hardly be a victory celebration. It can be only a reminder of how far all of us who prize a free flow of information have yet to go."

In an address scheduled for delivery at the Columbia, Mo., campus last Friday, CBS News President Richard S. Salant offered some further reminders—ranging from UNESCO Resolution 19C that "would control, through government bodies" information coming in and going out of countries to the Colonel Herbert suit against CBS, Mike Wallace and the producer, Barry Lando, regarding a libel-case plaintiff's demands to explore journalists' "states of mind" (BROADCASTING, March 27).

Mr. Salant was to be on hand to accept a 1978 Missouri Honor Award for distinguished service in journalism; other winners this year are Ray A. Karpowicz, vice president of KSD/KSD-TV Inc. St. Louis, and Representative John E. Moss (D-Calif.) (BROADCASTING, April 3).

Turning his attention from news access to dissemination, Mr. Salant expressed a frequent concern—that "the major issue facing journalists ... is whether our responsibility is to give the people what they want ... or ... to give them what they ought to know."

He said he believes "perhaps optimistically that television news has passed through that phase"—the "whole business of consultants and surveys." However he claimed that print seems to have picked it up.

Although news operations must have adequate ratings or circulation to stay in business, Mr. Salant said: "I suggest that journalism is not only a free enterprise—it is also a great moral one."

"Journalists must not only look, and fight for, a free flow of information that goes into the beginning of the journalistic pipeline," he charged, "but we must equally concern ourselves with, and fight against other intrusions that clog the end of the pipeline—most certainly including our own intrusions."

"A free flow of information, to be fully useful, must include not only freedom from government clogging, but also from our own shutting off, or diversion, of the flow."

Mr. Salant also discussed "that omnipresent intrusion special to broadcast journalism, arising out of the collision be-

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Moving right along. Just 52 years after the BBC first asked permission to broadcast the proceedings of the British Parliament, the House of Commons last week went on the air. For an hour last Monday (April 3), the national network and some local commercial radio stations broadcast the House's traditional question time, in which members of the government reply to questions put to them by the members of Parliament. Henceforth, there will be two live question periods each week (30 minutes each) and a daily half-hour edited version of the day's debate. Debates in the House of Lords are also scheduled to be broadcast soon. The BBC had been trying to get its microphones into Parliament since 1926—when it wanted to carry Winston Churchill's budget message—but to no avail. The MP's voted down radio coverage several times. A 1975 broadcast experiment was marred when MP's traded insults and hooted down then-Prime Minister Harold Wilson.

tween the inescapable fact of licensing ... and the First Amendment guarantee ...

Yet he explained that some journalists "are their own worst enemies and hardly friends of a free press," with "excessive First Amendment claims," or "acts of omission or commission because of timidity, or cowardice, or greed or irresponsibility."

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Cream of the SDX crop for 1977

**Society announces winners of awards
to be presented later this month**

Winners of the 46th annual Sigma Delta Chi Awards for distinguished journalists included repeat top honors for WTOP-TV Washington and Jay Lewis of the Alabama Information Network.

The announcement in Chicago last week by the Society of Professional Journalists, Sigma Delta Chi, listed awards in 16 categories of print and broadcast journalism and reflected outstanding performances in 1977.

The radio winners (and categories):

Paul McGonigle, KOY(AM) Phoenix, for coverage of a bank robbery and hostage-taking in Yarnell, Ariz. (reporting); WSGN(AM) Birmingham Ala., for its intensive investigation of insurance fraud in that state (public service); Mr. Lewis of the Alabama Information Network for editorials on misuse of tax dollars and improper use of state vehicles by state officials (editorializing). Mr. Lewis won a 1974 SDX award for editorializing on television.

The TV winners:

The Eyewitness News Team of KPIX(TV) San Francisco for its coverage and follow-up of the eviction of 45 elderly residents of the International hotel in the city's

See the Latest from Hitachi at NAB



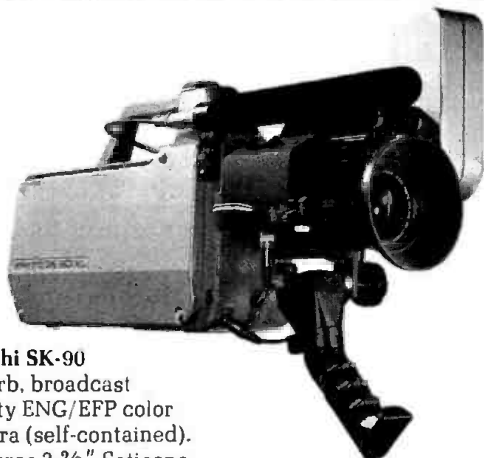
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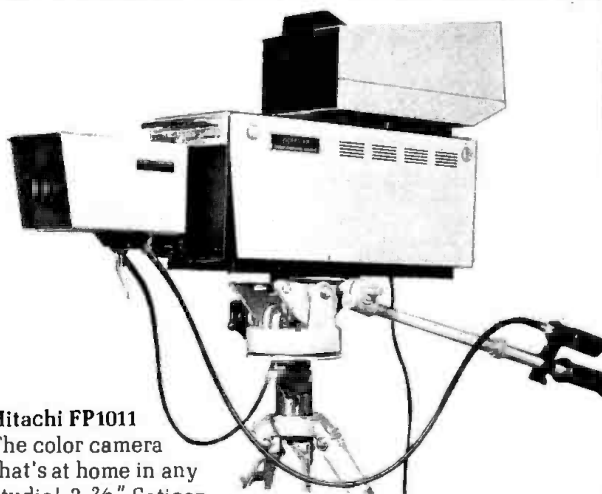
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Chinatown (reporting); KOOL-TV Phoenix for its *Water: Arizona's Most Precious Resource*, a telecast that was used as a reference tool by state legislators and which was cited by the SDX judges as "an example for others to follow" in states where water supplies are or soon will be critical (public service); Rich Adams, WTOP-TV Washington, for his investigation and editorial on the lack of coordinated medical care in the city's metropolitan area, particularly for the poor and the elderly (editorializing). WTOP-TV was also a 1965 recipient of an SDX award for editorializing.

The society's bronze medallions and plaques will be conferred at an awards banquet in St. Louis on April 29.

Murrow symposium set

Washington State University, Pullman, will be the site this month for the Edward R. Murrow Symposium on broadcast journalism. Speakers at the three-day event (April 23-25) will include Howard K. Smith of ABC News; Frank Mankiewicz, president of National Public Radio, and Richard C. Wald, the former president of NBC News. Mrs. Janet Murrow, widow of the broadcast pioneer, will be a guest at a banquet on Monday night.

Among subjects to be discussed are: "The First Amendment and Broadcasting," "The Responsibility of the Journalist" and "Press Freedoms and Broadcast Journalism." The symposium is being funded by grants from the Washington Commission for the Humanities, the Ford Foundation and CBS Inc.

Journalism Briefs

Kennedy honors. *CBS Reports* documentary, "The Fire Next Door," dealing with arson in Bronx and national implications of that crime, was top winner in Robert F. Kennedy Journalism Awards competition. Bill Moyers (content), Tom Spain (director), Howard Stringer (production) and Dan Lerner (camera work) will receive \$3,000 cash prize. Among honorable mentions: *God Give You Years*, report on elderly by noncommercial WPBT(TV) Miami. Citation of merit was given Jack Hill, KAIT-TV Jonesboro, Ark., for *Is There Any Hope for Hope Street?* report on low-income housing problems. Awards are given annually in print and broadcast media for outstanding coverage of problems of disadvantaged.

Getting the team together. Joining Lloyd Dobyns as principal reporter and co-anchor on NBC News's upcoming weekly prime-time magazine hour will be Linda Ellerbee, NBC correspondent currently on House of Representatives beat. Mr. Dobyns is anchor of *Weekend*, monthly magazine from which weekly effort is being adapted (BROADCASTING, Nov. 21, 1977). It is set for September premiere; day and time haven't been chosen.

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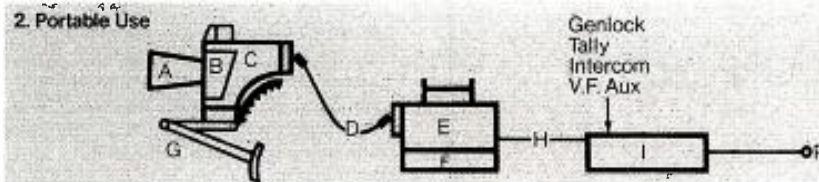
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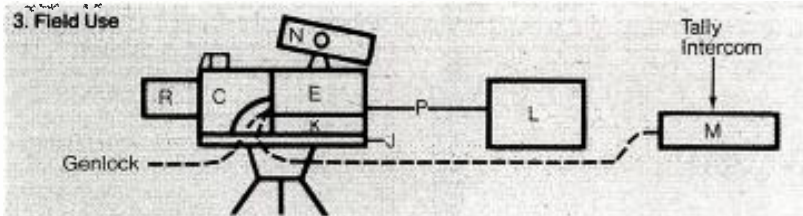


Digital Command Unit (DCU)

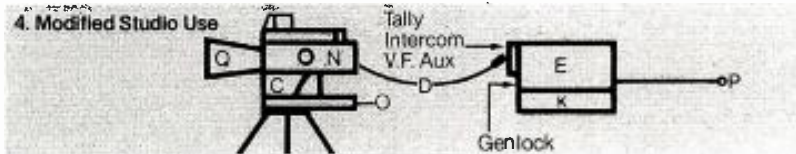
2. Portable Use



3. Field Use



4. Modified Studio Use



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C)	Camera head pack
D)	Camera cable (300 ft.)
E)	Process pack
F)	D.C. pack
G)	Shoulder Mount
H)	Co-axial cable (3000 ft.)
I)	DCU
J)	Mount adapter
K)	A.C. pack
L)	VTR or FPU
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The FCC senses an opening on cable regulation

Commission plans to use New York decision upholding its authority against St. Louis decision saying it had gone beyond proper bounds

The FCC, whose authority over cable television has been chipped away by several court decisions over the past year, had particular reason to cheer a decision of the U.S. Court of Appeals for the Second Circuit, in New York, in a case involving the commission's authority to pre-empt state regulation of pay cable rates (BROADCASTING, April 3). First, the commission's authority—asserted in an effort to protect pay cable from the "chilling" effect of such regulation—was affirmed. But perhaps more important, the decision came in time to be cited in the petition the FCC will file seeking Supreme Court review of another appeals court decision. That was in the Midwest Video Corp. case, in which the U.S. Court of Appeals for the Eighth Circuit, in St. Louis, overturned the commission's rules requiring cable systems to set aside channels for public access (BROADCASTING, Feb. 27).

"There appears to be a conflict" between the two appeals courts, one commission attorney said last week. "The Second Circuit reads our authority more broadly than the Eighth. That will be a basis for seeking review of the Eighth Circuit's decision."

The decision in the Midwest Video case not only overturned the access rules and the imposition of minimum channel capacity standards on cable systems; its language cast doubt on the validity of all the commission's rules not directly related to the carriage or nonduplication of television signals.

At issue is the question of what action is "reasonably ancillary" to the commission's responsibilities in the field of broadcasting—the standard laid down by the Supreme Court in affirming the FCC's jurisdiction over cable.

The access rules are not, the Eighth Circuit Court of Appeals said. But pre-empting regulation of pay cable rates is, according to the Second Circuit Court of Appeals: Permitting pay cable to develop free of price restraints "is reasonably ancillary to the objective of increasing program diversity."

Actually, the Second Circuit court, in an opinion written by Judge J. Edward Lumbard, sought to distinguish its opinion from the one overturning the access rules. Judge Lumbard noted that the Eighth Circuit had held that, in adopting the access channel rule, the commission was attempting to do in the cable field something it was barred from doing in broadcasting—imposing the burdens of common carriers. And "the far less intrusive" action regard-

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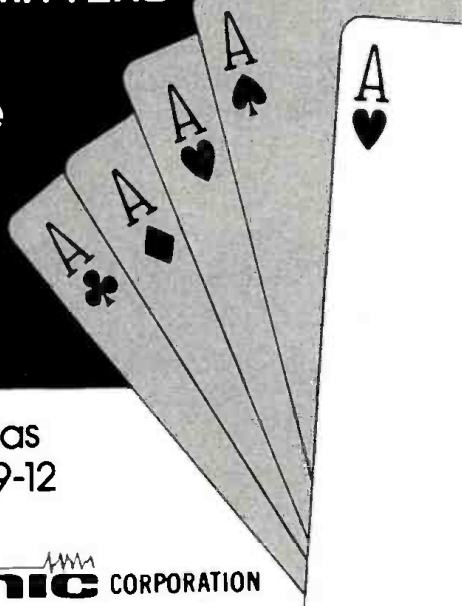


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Equipment & Engineering

FCC gets to work on lower levels for UHF noise

Panels of experts will appear before commission May 10 to debate going down as low as 10 db

The FCC has set in motion machinery to help it resolve troublesome questions involved in setting a reduced maximum UHF noise, or interference, figure for television sets. It announced May 10—with a starting time of 9:30 a.m.—as the date on which it will hear a panel of experts on the issue. And it invited persons wishing to participate, either as experts or as nonexperts, to file letters by April 14.

The decision to hear from a panel of experts was taken two weeks ago, when the commission, largely at the urging of Commissioner James H. Quello, decided not to accept without further study a staff-drafted order dropping the noise standard from 18 db to 14 db effective Oct. 1, 1979 (BROADCASTING, April 3). Commissioner Quello felt a greater reduction in the noise—to 12 db or 10 db—might be possible.

The commission staff, in recommending a 14 db maximum, had argued that too little is known of the trade-offs involved in reducing the noise figure to 12 db or 10 db. It was possible, the staff argued, that reducing the noise figure below 14 db would endanger the commission's effort to reduce UHF taboos—interference-caused limitations on the number of UHF stations that can be licensed to an area.

The technical relationship involved in maximum noise figure reduction is one of a number of issues the panelists will be asked to address. Others deal with the cost relationships involved (how, for instance, does the retail cost of a receiver increase at various levels of reduction of the maximum UHF noise figure?), the effects on viewers of a reduced noise figure (improvements or impairments seen by a viewer) and the timing of any reduction (is there any reason why a 14 db maximum cannot be achieved by Oct. 1, 1979, or sooner?).

The commission last week also released the draft order as a means of providing a context for the questions. The commission is requesting panelists—and others who are interested—to respond to the questions in writing by May 5.

The draft order notes that up to two thirds of the television receivers entering the market already meet the 14 db standard. As a result, it says that the 4 db reduction would provide significant public benefits by setting a ceiling within the feasible state of the art with minimal costs to consumers and would involve only minor changes, at most, by manufacturers.

The draft also cited these gains from a 4 db reduction: It would not result in signifi-

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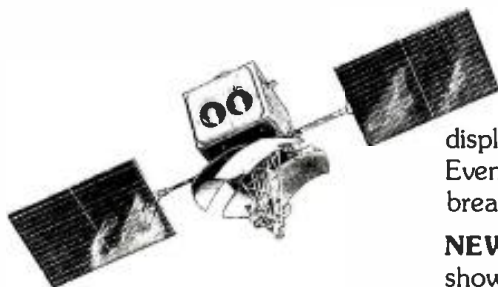
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cantly greater susceptibility to other forms of interference, and would be reasonably cost effective, regardless of whether UHF stations also raised their antenna power.

Those who wish to participate in the panel session are to file by April 14 a letter describing their technical expertise and the specific questions they want to address.

The commission will set aside a limited amount of time to make nontechnical presentations, to express their views following the panel. Those interested in participating are to file letters by April 14, stating the amount of time they want.

Winning performance

Cinema Products gets an Oscar for its Steadicam mount

It came sweeping gracefully down a spotlight stairway during the Academy Awards ceremony April 3, but it definitely wasn't a starlet.

It was Cinema Products' Steadicam, the harness mount used for holding a film or ENG camera while the operator walks or runs in pursuit of his subject. Steadicam appeared in person (on a cameraman) to demonstrate why it had been awarded an



Oscar for technological achievement.

According to Ed DiGiulio, president of Cinema Products, the Steadicam won the first Class I award given by the academy's technical committee in 10 years. Of three classes of awards, only the highest are given an actual Oscar during the televised ceremony, he said.

The academy's citation for "the invention, design and development of Steadicam" listed Garrett Brown, a Philadelphia filmmaker who originally conceived of the equipment; John Jurgens, Cinema Products' executive vice president in charge of its development, and the design team that put it together. Mr. DiGiulio said two patents have been granted on the product, one for its over-all design and one for its suspension system. About 100 of the devices have been sold (prices start at \$18,000) since marketing began in May 1976, he said, with buyers split about evenly between movie and TV producers. Mr. DiGiulio accepted the award along with Mr. Jurgens.



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**Source: Arbitron ADI, November, '77

***Source: Nielsen Viewers in Profile, November, '77

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**FCC's White meets with federal
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changes in networking technology
indicate it needs 'full-scale study'**

If the nation faced a war situation and President Carter wanted to address the public through the Emergency Broadcast System, which is designed to connect virtually all radio and television stations in the country, would the system serve its purpose?

FCC Commissioner Margita White, who is defense commissioner, issued a statement last week asserting that she had been assured by representatives of government agencies concerned with the operation of EBS that it would. The assurances, she said, were based "on the results of

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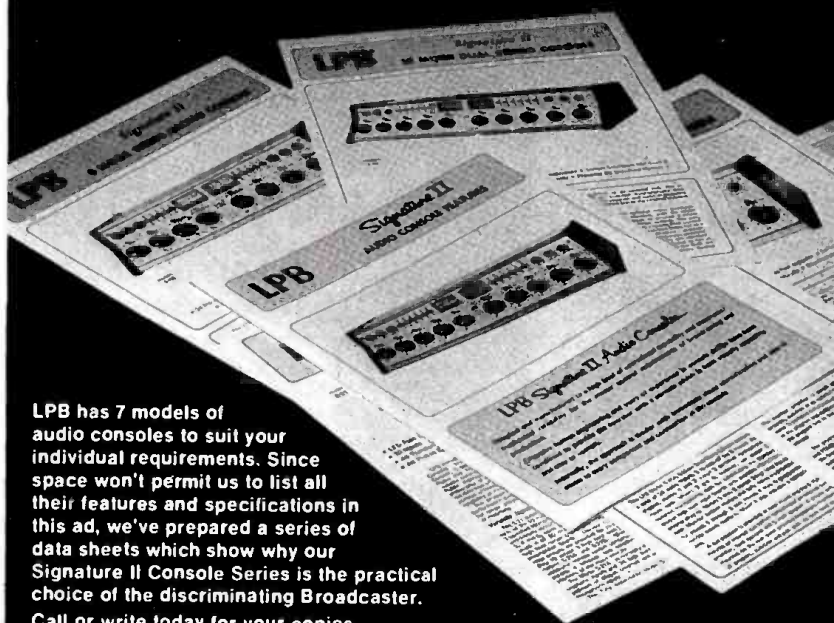
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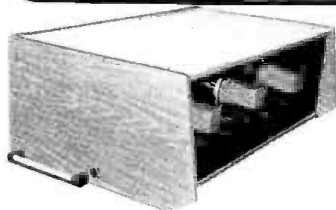
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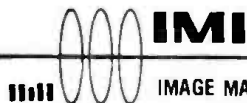


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numerous continuing tests." But she also indicated "a full-scale study" of the system would be desirable if it is to be retained.

Her statement followed a meeting she had on Tuesday with members of the White House Communications Agency and the National Telecommunications and Information Administration. The meeting was occasioned by a report of Working Group I of the National Industry Advisory Committee, which expressed strong doubts about the adequacy of the EBS system ("Closed Circuit," April 3).

According to the minutes of a meeting the group held on March 9, the members—representatives of the broadcasting industry, AT&T and independent telephone companies—feel that, because of technical advances in communications, such as satellite and microwave links, "the basic structure of network interconnections has been changed so that it is virtually impossible to speedily reconfigure the combined radio network as required."

The chief of the FCC's Emergency Communications Division, Raymond Seddon, said last week there is some basis for the working group's concern. He saw "no serious deficiencies" in the EBS system—if needed, it would work today—but he said that, because of the use of satellites and specialized common carriers, "the system does have to be reviewed, to tighten up loose ends."

Commissioner White, in her statement, said, "looking to the future," two steps need to be taken in connection with EBS. The first, a procedural one, is for President Carter to "revalidate the presidential requirement for the EBS." It is customary for a new President to review the system and state the need for it. Commissioner White said a statement of requirement is pending approval at the White House.

If EBS is to be retained as the primary method for the President to address the nation in an emergency, she said, she would ask NIAC to conduct "a full-scale study." NIAC would be asked to look into all the interconnection arrangements and operating procedures associated with EBS, and to report its findings and recommendations to the commission.

The commissioner's statement was welcomed by James Holton, of NBC, vice chairman of Working Group I, who had transmitted the group's concern in a letter to John Summers, of the National Association of Broadcasters, who is chairman of the NIAC services subcommittee. "If a meeting is called to study the matter, that's fine," said Mr. Holton. "That's what we're looking for."

Apart from requirements at the national level, Commissioner White's statement dealt with the work of her staff, other federal agencies and broadcasters in developing plans to enable federal, state and local officials to issue warnings and other emergency information. Thus far, she said, the program has been "a tremendous success." She said it had been activated more than 800 times at the state and local level since the program was established 18 months ago.

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The Broadcasting PlaylistTM Apr 10

Contemporary

Last This week week	Title □ Artist	Label
2 1	Can't Smile Without You □ Barry Manilow	Arista
1 2	Night Fever □ Bee Gees	RSO
3 3	Staying Alive □ Bee Gees	RSO
5 4	Emotion □ Samantha Sang	Private Stock
10 5	If I Can't Have You □ Yvonne Elliman	RSO
6 6	Lay Down Sally □ Eric Clapton	RSO
4 7	Love is Thicker Than Water □ Andy Gibb	RSO
9 8	Jack and Jill □ Raydio	Arista
13 9	Dust in the Wind □ Kansas	Kirshner
11 10	Ebony Eyes □ Bob Welch	Capitol
12 11	Our Love □ Natalie Cole	Capitol
7 12	Just the Way You Are □ Billy Joel	Columbia
14 13	The Closer I Get to You □ R. Flack/D. Hathaway	Atlantic
18 14	Running on Empty □ Jackson Browne	Elektra/Asylum
8 15	Sometimes When We Touch □ Dan Hill	20th Century
21 16	We'll Never Have to Say Goodbye □ Dan & Coley	Atlantic
40 17	Fantasy □ Earth, Wind & Fire	Columbia
17 18	Goodbye Girl □ David Gates	Elektra
19 19	Sweet Talkin' Woman □ Electric Light Orchestra	UA/Jet
20 20	With a Little Luck □ Wings	Capitol
23 21	Falling □ LeBlanc & Carr	Big Tree/Atlantic
15 22	Thunder Island □ Jay Ferguson	Asylum
22 23	Count on Me □ Jefferson Starship	Grunt/RCA
25 24	More Than a Woman □ Bee Gees	RSO
27 25	Feels So Good □ Chuck Mangione	A&M
30 26	You're the One That I Want □ Travolta/Newton-John	RSO
36 27	Disco Inferno □ Trammps	Atlantic
24 28	Thank You for Being a Friend □ Andrew Gold	Asylum
50 29	Too Much . . . □ Mathis & Williams	Columbia
34 30	Imaginary Lover □ Atlanta Rhythm Section	Polydor
33 31	Hot Legs □ Rod Stewart	Warner Bros.
28 32	Movin' Out □ Billy Joel	Columbia
29 33	Before My Heart Finds Out □ Gene Cotton	Ariola
- 34	Werewolves of London □ Warren Zevon	Asylum
46 35	On Broadway □ George Benson	Warner Bros.
26 36	Dance Dance Dance □ Chic	Atlantic
16 37	Flashlight □ Parliament	Casablanca
31 38	I Go Crazy □ Paul Davis	Bang
- 39	More Than a Woman □ Tavares	RSO
35 40	How Deep is Your Love □ Bee Gees	RSO
41 41	Which Way is Up □ Stargard	MCA
37 42	We are the Champions □ Queen	Elektra
- 43	Shadow Dancing □ Andy Gibb	RSO
39 44	Always and Forever □ Heatwave	Epic
32 45	Peg □ Steely Dan	ABC
- 46	Lady Love □ Lou Rawls	Phila. Int'l
38 47	Happy Anniversary □ Little River Band	Capitol
48 48	This time I'm in It for Love □ Player	RSO
- 49	It's a Heartache □ Bonnie Tyler	RCA
- 50	Deacon Blues □ Steely Dan	ABC

Playback

Mass appeal. Bonnie Tyler makes her "Playlist" debut at 49 this week with *It's a Heartache* (RCA). "It's outrageously great," says Greg Mills, music director, KRUX(AM) Glendale, Ariz. "It doesn't appeal to just one demographic group; people from 12 to 25 to 35 love it. They all identify with it," he says. John Tobin, music director, KSLY(AM) San Luis Obispo, Calif., agrees. *Heartache* has no bounds in terms of age and music preference. "It appeals to young, old, pop, country and MOR," he says. Miss Tyler's raspy voice seems to be the key to her popularity. "Her voice does something," says Mr. Mills. "It's sultry, a Janis Joplin-type voice . . . a female Rod Stewart." It's "Gibb-erish." When it comes to making hits the Gibb brothers can do no wrong. And it appears Andy's new cut, *Shadow Dancing* (RSO), which bolts to 43, won't be an exception to the rule. The RKO chain has added the cut and, says Dave Sholin, music coordinator, "It's a smash; it will make top five." He describes the medium-tempo cut as "real strong Bee Gees [with] lots of hooks." **Elton's back.** After more than a year's silence, Elton John returns with a new single, *Ego* (MCA). It's being added all over the country, but the forecast is generally *Ego*-deflating. Walt Brown, music director, WERC(AM) Birmingham, Ala., says "I added it simply because it's Elton John, but I have my doubts about it."



Country

Last This week week	Title □ Artist	Label
2 1	Someone Loves You Honey □ Charley Pride	RCA
1 2	Ready for the Times to Get Better □ C. Gayle	United Artists
3 3	It Don't Feel Like Sinner to Me □ The Kendalls	Ovation
14 4	Sweet Sweet Smile □ Carpenters	A&M
6 5	Hearts on Fire □ Eddie Rabbitt	Elektra
10 6	I Cheated on a Good Woman's Love □ B. Craddock	Capitol
4 7	A Lover's Question □ Jacky Ward	Mercury
7 8	I've Got a Winner in You □ Don Williams	ABC
8 9	Mamas Don't Let Your Babies □ Waylon & Willie	RCA
9 10	Walk Right Back □ Anne Murray	Capitol
11 11	Do I Love You □ Donna Fargo	Warner Bros.
19 12	Everybody Loves a Rain Song □ B.J. Thomas	MCA
12 13	Return to Me □ Marty Robbins	Columbia
5 14	Every Time Two Fools Collide □ Rogers & West	UA
20 15	I Would Like to See You Again □ Johnny Cash	Columbia
13 16	Two Doors Down □ Zella Lehr	RCA
- 17	Don't Break the Heart □ Margo Smith	Warner Bros.
18 18	Soft Lights and Hard Country Music □ Moe Bandy	Columbia
- 19	We Believe in Happy Endings □ Johnny Rodriguez	Mercury
24 20	Woman to Woman □ Barbara Mandrell	ABC
- 21	Bucket to the South □ Ava Barber	Ranwood
- 22	Starting All Over Again □ Don Gibson	ABC
22 23	Don't Ever Say Goodbye □ T.G. Sheppard	Warner Bros.
- 24	Maybe Baby □ Susie Allison	Warner Bros.
21 25	The Grandest Lady of Them All □ Conway Twitty	MCA

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.

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Perris



McCombs

Move of **Dan Gold** from WFSB-TV Hartford, Conn., to CBS's WCAU-TV Philadelphia (see story page 106) has triggered appointment of three new VP-general managers at three Post-Newsweek stations: **G. William Ryan** from WPLG(TV) Miami to WFSB-TV; **Alan E. Perris** from WJXT(TV) Jacksonville, Fla., to

WPLG, and **Amy McCombs**, program manager, WFSB-TV, to WJXT.

Arthur Mortensen, formerly with Hughes Television Network, New York, named president of KSHO-TV Las Vegas and KWMS(AM) Salt Lake City. He will be based in Las Vegas.

Ron Rosenthal, sales manager, WHEN(AM) Syracuse, N.Y., named general manager, KEZX(FM) Seattle. Both are Park Broadcasting stations.

Charles Gerber, station manager, WKYC-TV Cleveland, joins KNBC(TV) Los Angeles in same capacity. He succeeds **John Rohrbeck** who became VP/general manager, WRC-TV Washington (BROADCASTING, Feb. 6). All are NBC owned stations.

Perry St. John, station manager, Stoner Broadcasting's KSO(AM) Des Moines, Iowa, elected VP/general manager of broadcast operations, for company's KSO and KGGO(FM) Des Moines. **Calvin L. Crane**, station manager of KGGO, elected VP/general manager, broadcast operations, for KHAK-AM-FM Cedar Rapids, Iowa (recently purchased by Stoner, subject to FCC approval).

Charles Harper, VP and general manager, WTVQ-TV Lexington, Ky., appointed assistant to president. Succeeding Mr. Harper is **Jeff Evans**, executive VP and general manager,

WLCY-TV Tampa-St. Petersburg, Fla.

Richard R. Ferry, general manager, WHPN(AM)-WHVS(FM) Hyde Park, N.Y., joins WROC(AM)-WPXY(FM) Rochester, New York, in same capacity.

George J. Mitchell, general manager, WKEF(TV) Dayton, Ohio, and president of Ohio operations for licensee, Springfield (Mass.) Television, named project supervisor of new UHF station in Jacksonville, Fla., in which Springfield is stockholder. In his absence, **Lon Miroli**, WKEF general sales manager, named assistant general manager. **Beri Golub**, WKEF program director, named corporate research director.

Larry J. Blickhan, news director, KQCA(FM), Canton, Mo., named station manager. **Ann Ellison**, office coordinator, named assistant station manager.

Erik O. Bennorth, director of special services, NBC-TV sales service, New York, appointed a regional manager, affiliate relations, NBC-TV.

Walter S. McDowell, promotion director, WRGB(TV)-WGY(AM)-WGFN(FM) Schenectady, N.Y., joins WFTV(TV) Orlando, Fla., in same capacity.

Blaine Baggett, public information specialist, Public Broadcasting Service, Washington, ap-

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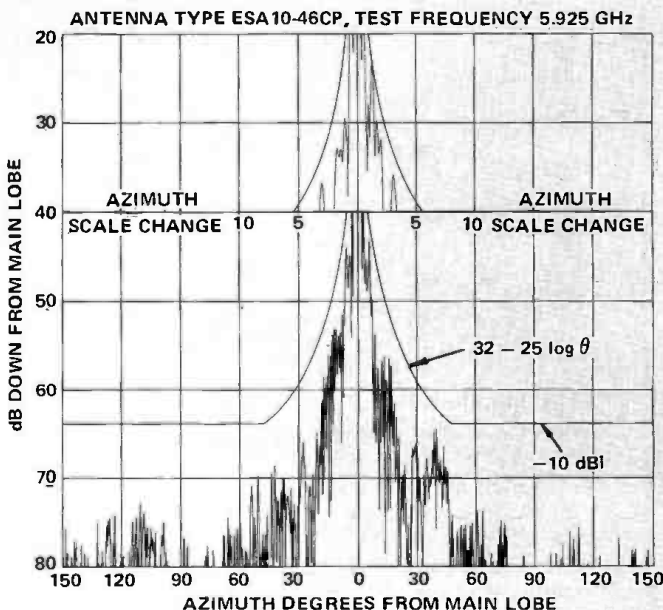
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pointed manager of video services.

Pat A. Conner, instructional radio coordinator, South Carolina Department of Education's Office of Instructional Television and Radio, Columbia, joins South Carolina Educational Television and Radio Network as associate director for development, research and planning.

Thomas J. Durney, general sales manager, KCMO(AM) Kansas City, Mo., named general manager, WKSS(FM) Hartford-Meriden, Conn., owned by Broad Street Communications, New Haven, Conn. He succeeds **Ralph Nelson**, who has been named VP of Broad Street subsidiary, BGW Associates, Hamden, Conn., management consulting firm.

Sandra Kennedy, research director for ABC Radio Spot Sales, New York, appointed re-

search manager for ABC Radio Network in New York.

Thomas Weberling, sales manager, WMEL(AM) Melbourne, Fla., appointed general manager.

Jim Longworth, with WFMV-TV Greensboro, N.C., appointed promotion director.

Lilly Eide, manager of communications, WBBM-TV Chicago, appointed director of communications.

Broadcast Advertising

Robert P. Zabel, president of N.W. Ayer ABH International, New York, will transfer his office from New York to Chicago in May, as part of agency's effort to expand its facilities and resources in Midwest and on West Coast. Re-

porting to him will be Ayer's offices in Chicago, Los Angeles, San Francisco and Seattle. **Louis Hagopian**, chairman and chief executive officer, will remain in New York. **Charles A. Rink**, executive VP and general manager of Ayer's Chicago office, will take early retirement at 55 in fall, and successor to him will be announced shortly.



Robinson

account executive.

Brooke S. Taylor, president, Target Audience Programming, New York, appointed director of The Rep Network, division of Pro Time Sales, New York. TAP and TRN provide noninterconnected network program services to advertisers.

Hal Friedman and **Jane Collins Snowday**, associate creative supervisors, and **Peter Grounds**, executive producer, J. Walter Thompson, New York, named VP's.

Richard V. Hopple, management supervisor, Benton & Bowles, New York, appointed VP.

David S. Abbey, president, Katz American Television, New York, named to board of directors of Katz Agency, New York.

Leonard Lipson, associate media planner, SSC&B, New York, named VP **Keith Landau**, media planner, named assistant media director there.

Tom McKinley, VP and manager of Philadelphia office of Major Market Radio (subsidiary of Golden West Broadcasters, Los Angeles, transferred to San Francisco office as VP, manager. He succeeds **Greg Reed** who becomes general sales manager of GWB's KSFO(AM) San Francisco. **Laury Baum**, manager of MMR's Chicago office, succeeds Mr. McKinley.



O'Hallaron

account supervisor.

Michael J. O'Hallaron, director of financial services, D'Arcy-MacManus & Masius, St. Louis, elected VP.

Margaret A. Warder, marketing press relations manager, Mobil Oil, New York, returns to Burson-Marsteller, New York, as VP, director of radio/television services. She left company five months ago as

Mara Fizdale, VP; **Dan Heagy**, associate creative director; **Walt Maes**, VP; **Bob Simon**, associate creative director, and **Russ Slaughter**, associate creative director, Leo Burnett, Chicago, all appointed creative directors.

J. Anthony Montgomery, management

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supervisor, Warwick, Welsh & Miller, New York, elected senior VP. **Jack Braman**, manager of sales promotion, American Airlines, New York, named account executive there.

Howell J. Malham, account executive, Blair Radio, Chicago, joins Broadcast Marketing Co., as Southwestern divisional manager, based in Houston.

William E. Silinski, account supervisor, Conahay & Lyon, New York, joins Dancer-Fitzgerald-Sample, New York, as VP, account supervisor.

Ed McCombs, formerly with Colle & McVoy, Minneapolis, joins J. Walter Thompson, Chicago, as copywriter. **Tina Ryman**, Smith College graduate, joins JWT there as art director.

Frank S. Kelly, account executive, RKO Radio Sales, New York, joins New York sales staff of Blair Radio.

Guy Burnett, executive VP/creative director, Burnett-Parish & Pann, Chicago, named senior copywriter/creative group head, Jennings & Thompson/FCB Advertising, Phoenix.

Herbert D. Gordon, senior VP-media director, Ketchum, MacLeod & Grove, Pittsburgh, also appointed director of operations, newly created position.

Peter Melonas, director of marketing recruitment, The Interpublic Group of Companies, New York, named VP/director of personnel, Kenyon & Eckhardt there.

Terry Vavra, VP/manager of research, Dancer-Fitzgerald-Sample, New York, joins Kenyon & Eckhardt there as associate director of research.

Abbott L. Wool, associate media director, Wells, Rich, Greene, New York, joins Sawdon & Bess there in same capacity.

Ron Goldner, account executive, Field Spot Sales, New York, joins Katz American Television, New York, as account executive, White sales team.

Christine Conderino, broadcast negotiator, Ed Libov Associates, New York, joins Helitzer Advertising, New York, as broadcast media director.

John Waugaman, general sales manager, KFWB(AM) Los Angeles, rejoins Radio Advertising Representatives, New York, in same capacity. He left RAR six years ago as Midwest sales manager.

Shelly Rubin, senior estimator, Air Time, New York, appointed media group supervisor.

Joan Barron, sales manager/account executive, Canadian Standard Broadcast Sales, New York, named account executive, Adam Young there.

Anastasia Vournas, account manager, Cadwell, Davis, Savage, New York, appointed director, new business development.

Arthur C. Erickson, director of advertising, Stroh Brewery Co., Detroit, appointed director of advertising and creative services.

William Katsafanas, general sales manager, WBAL-TV Baltimore, appointed VP, sales. **John J. Gilmore**, national sales manager, succeeds Mr. Katsafanas.

Ira Dankberg, account executive, KVOA-TV Tucson, Ariz., named local sales manager.

Lesli Legum, commercial producer, Lawler,

Ballard, Little Advertising, Norfolk, Va., named sales service co-ordinator, WTAR-TV there.

Sheila Couzens, account executive, KYCU-TV Cheyenne, Wyo., named to same position, KMGH-TV Denver.

Don Telford, in various management and sales positions with stations in Eureka, Calif., appointed sales manager of KIEM-TV there.

Dave Gregory, account executive, WACQ(AM) Boston, named local sales manager for WACQ and co-owned WTKR(FM) there.

Tim Ridley, account executive, KAAT-AM-FM Oklahoma City, named local sales manager.

Viola S. Arnold, formerly with KMOX(AM) St. Louis, joins WIL-FM there as account executive.

Fred N. Bourjaily, promotion director, WZZP(FM) Cleveland, named sales coordinator, co-owned WABQ(AM) there.

Bruce G. May, account executive, WNTY(AM) Southington, Conn., joins WNDU(AM) South Bend, Ind., in same capacity. **Tom Stine**, news director, WHON(AM)-WOLK(FM) Richmond, Ind., also named account executive, WNDU.

Elmer J. Ingrassia, from sales department of WFIE-TV Evansville, Ind., joins WTTV(TV) Bloomington, Ind. (Indianapolis), in same capacity.

Jack Welsh, account executive, J.I. Scott Co., Grand Rapids, Mich., appointed account supervisor.

Michael Cleary, regional media director, Commonwealth Advertising, Minnetonka, Minn., named media supervisor. **Sally Siewert** and **Naheed Khan**, buying assistants there, named regional media directors. **Debra Roue**, **Sherry Sharpe** and **Kay Paul**, media coordinators there, named buying assistants.

Jerry P. Barnes, former Montgomery county (Iowa) magistrate, named account executive, KOAK(AM) Red Oak, Iowa.

William H. Towell, former owner-manager, *Shopper's Guide*, Pensacola, Fla., joins Broadcast Marketing Co., San Francisco, as South-eastern representative, based in Pensacola for sales-support services firm.

Larry Martin, art director, Jennings & Thompson/FCB, Phoenix, named executive art director.

Programing



Chertok

Harvey Chertok, advertising, promotion and publicity director, Time-Life Television, New York, named VP of Time-Life Films.

Phyllis Tucker, manager, variety programs, West Coast, NBC-TV, Burbank, Calif., named manager, film programs, West Coast, NBC-TV.

Joseph Ceslik, national sales coordinator of Paramount Television's syndication department

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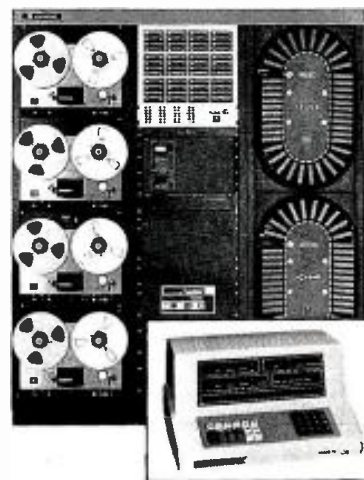
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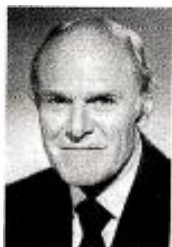
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Upward mobility. Promotions at CBS-TV CBS, Radio and CBS Entertainment: **Carl S. Ward**, network VP affiliate relations, named to new post of VP, administration, with continuing activities among CBS-TV affiliates plus administrative duties for entire network division. **Robert L. Hosking**, VP of CBS Stations Division and general manager of CBS's wcau-TV Philadelphia, succeeds him as VP, affiliate relations. **Daniel E. Gold**, senior VP-general manager, Post-Newsweek's wfsh-TV Hartford, Conn., succeeds Mr. Hosking. **Bruce R. Bryant**, VP and director of affiliate relations, becomes VP and general manager, affiliate relations, with expanded responsibilities. **David Fuchs**, CBS News VP, public affairs,

rejoins network as VP and assistant to President James H. Rosenfield.

Named VP's, CBS Radio: **Lois Gredell**, general manager, wbbm-FM Chicago; **James M. Keating**, general manager, wcau-FM Philadelphia; **John E. Baker**, general manager, weei-FM Boston; **Thomas H. Pierce**, general manager, kcbs-FM San Francisco, and **Robert G. McGroarty**, general manager, CBS-FM national sales.

At CBS Entertainment, **Alan M. Levin**, VP, business affairs, New York, becomes VP and assistant to President Robert A. Daly, with headquarters on West Coast. **John J. Agoglia**, director, business affairs, New York, succeeds Mr. Levin as VP, business affairs, New York.

New York, named VP, operations, United Artists Television syndication division, New York.

Melvin (Bud) Getzler, VP/general manager Taft Broadcasting's Hanna-Barbera subsidiary, named to newly created post of VP/director of business affairs, Taft's West Coast group which includes Hanna-Barbera and subsidiaries Taft H-B Program Sales, H-B International and Hanna-Barbera Enterprises, Cinemobile Systems, Solow Production, Cine Guarantors and Marineland.

Aubrey (Bud) Groskopf, chief operating officer, National Telefilm Associates, Los Angeles, elected to board of directors and executive committee. He has also been elected president of NTA's subsidiaries, which include International Film Distributors of Canada, United Kingdom and Australia.

Jerry Greenberg, director of communications, wbbm-TV Chicago, named to same position, 20th Century-Fox Television, Beverly Hills, Calif.

Dennis E. Doty, executive in charge of package development and motion pictures for television, William Morris Agency, Los Angeles, named VP, television development, Marble Arch Productions there.

Benigno Nosti, VP and general manager of Viacom's Latin American operation, Miami, appointed president.

Susan Percival, associate producer, wwj-TV

Detroit, joins wbz-TV Boston as producer of station's daily, *Woman 78*.

Robert J. Levy, production manager, KOTV(TV) Tulsa, Okla., named program director succeeding **John Irvin**, who joins wish-TV Indianapolis in same capacity. Both are Corinthian stations.

Ted Stecker, operations manager, KITE(AM) Terrell Hills-KITE-FM San Antonio, both Texas, appointed program director, WNDU(AM) South Bend, Ind.

Chuck Deel, program director, WFUZ(FM) Ocala, Fla., joins WMEL(AM) Melbourne, Fla., as program director.

Bill Gardner, with KSD(AM) St. Louis, joins KVIL-AM-FM Dallas as assistant program director and air personality.

Dave Alexander, promotion director, WFMV-TV Greensboro, N.C., appointed program manager.

John Hill, chief announcer, WPHM(AM) Port Huron, Mich., appointed program director.

Jeffrey Jay Weber, music director, WAZY-AM-FM Lafayette, Ind., appointed program director.

Lee Hanson, formerly VP, Association of Maximum Service Telecasters, Washington, joins Peters Productions, San Diego, on sales staff as regional manager specializing in television.

Richard E. Drummy, show manager, Metrotape West, Hollywood, Metromedia production subsidiary, appointed sales manager.

Broadcast Journalism



Wight

series for station and to be featured correspondent on "Topic A" segment of evening news.

Royal Kennedy, reporter for WMAQ(TV) Chicago, named ABC News Chicago correspondent.

Patrick T. O'Donnell, assignment editor, WLKY-TV Louisville, Ky., joins WLS-TV Chicago in same capacity.

John Watkins, managing editor, WRC(AM) Washington, named news director, KGO(AM) San Francisco. He succeeds **Dick Leonard** who relinquishes his administrative duties to concentrate on news writing and reporting.

Cliff Kirk, news announcer and reporter, KPOL-AM-FM Los Angeles, joins KOTV(TV) San Diego as weekend news anchor and weekday general assignment reporter.

Carmen Harlan, news/public affairs director, www(FM) Detroit, joins wwj-TV there as general assignment reporter.

Peter Mobilia, director of news, operations and programs, WNUS(AM) West Springfield, Mass., joins ABC News, New York, as news writer.

Joe Sanchez, reporter, KXAS-TV Fort Worth, and **Tom Bearden**, anchor, WHBQ-TV Memphis, named reporters, KMGH-TV Denver.

Bob Burks, news and sports reporter, wcky(AM) Cincinnati, joins wmc-TV Memphis as reporter.

Donna Balnes, researcher-writer, noncommercial WETA-TV Washington's *USA People and*

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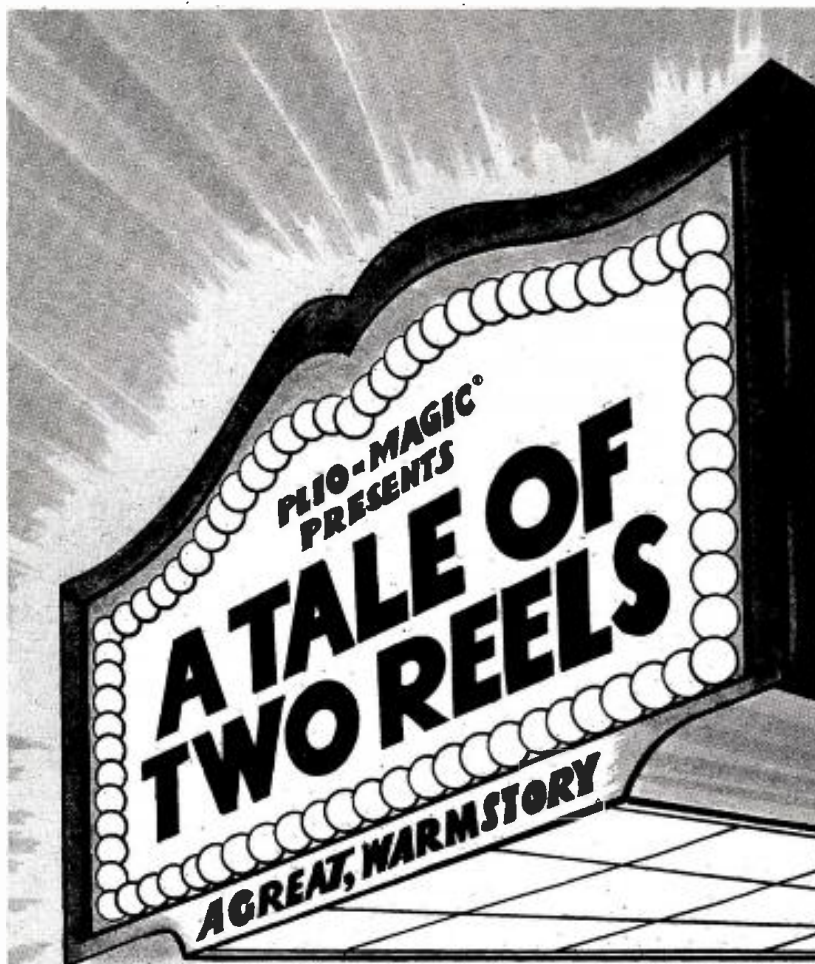
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Politics, joins KHOU-TV Houston as general assignment reporter. Other KHOU-TV additions: **Tom Hansen**, from WANE-TV Fort Wayne, Ind., ENG editor; **Nancy Cope**, from Houston News Service, assistant assignments editor; **Ron Bell**, from WCHS-TV Charleston, W. Va., general assignment photographer; **Richard McFarland**, from WTVN(TV) Columbus, Ohio, photographer.

Patrice Bingham, public affairs director, KOLO(AM) Reno, appointed news director. **Kirk Frösdick**, former sports director, KASH(AM) Eugene, Ore., joins KOLO as anchor and morning news editor.

John Pruitt, anchorman for noon and 6 p.m. newscasts, WSB-TV Atlanta, joins WXIA-TV Atlanta news department.

Ian Pearson, news director, WANE-TV Fort Wayne, Ind., named to same position, KOTV(TV) Tulsa, Okla.

Mike Mason, reporter/anchor, WSAZ-TV Huntington, W. Va., joins WCIX-TV Miami as assignment editor.

Dan Cohen, associate news producer, WRC-TV Washington, named news producer, WDBO-TV Orlando, Fla.

John D. Buchin, reporter, producer, anchor for WGHP-TV High Point, N.C., joins WHEC-TV Rochester, N.Y., as reporter. **Jack Rotholz**, reporter for WXXI(TV) Rochester, joins WGHP-TV in same capacity.

Dennis Bounds, anchorman, KTHI-TV Fargo, N.D., joins WFTV(TV) Orlando, Fla., as weekend anchor.

Patrick Heffernan, reporter, WDLB-AM-FM Marshfield, Wis., joins KDTH(AM) Dubuque, Iowa, in same capacity.

Leslie Wolfe, reporter-editor, WIZM(AM) La Crosse, Wis., joins WSOC(AM) Charlotte, N.C., in same capacity.

Jonathan Harris, graduate, Indiana University, Bloomington, joins WNDU(AM) South Bend, Ind., as reporter.

John Runde, sports director WEVU(TV) Naples, Fla., appointed Collier county correspondent and news anchor. **Chris Barnes**, sports director, WBBH-TV Fort Myers, Fla., succeeds Mr. Runde.

Robert M. West, documentary producer, WTAR-TV Norfolk, Va., appointed to newly created position of executive producer of news, WTAR-AM-TV, responsible for evening and late-night TV newscasts and all radio newscasts.

Mike Rucker, with WCTV(TV) Tallahassee, Fla., joins WFLA-TV Tampa-St. Petersburg, Fla., as weathercaster.

Steve Floethe, executive writer-producer, Gordon-Kerckhoff Productions, New York, joins WMBB(TV) Panama City, Fla., as news director/anchor.

Fred P. McNeese, South Carolina news editor for UPI, Columbia, S.C., named North Carolina news editor, Raleigh, N.C. **Joan Mower**, UPI staff member, Atlanta, succeeds Mr. McNeese.

Robert O. Blanchard, dean and professor of School of Communication, American University, Washington, joins Pennsylvania State University School of Journalism as director and professor succeeding **Arthur M. Barnes**, who continues with school, engaged in instruction

and research.

Elmer Lower, who retired April 1 as ABC VP for corporate affairs (BROADCASTING, April 3), named 1977 recipient of AP Broadcasters' Robert Eunson Award for distinguished service to broadcasting. Mr. Lower, who was in print and broadcast journalism for 45 years, including presidency of ABC News (1963-74), will receive award at APB convention in Cincinnati.

Cable

Gregory A. Krüser, Northeast regional marketing manager, Teleprompter Corp., New York, joins Showtime, Viacom's pay television subsidiary, New York, as manager, subscription marketing and training.

Arthur H. Harding, assistant general counsel, National Cable Television Association, Washington, becomes associate with Fleischman & Walsh, there, communications law firm specializing in cable.

Richard Sabino, general manager, Greater Boston Cable Corp., Boston, named system manager of Nashua, N.H., facility of Warner Cable, New York. **Michael E. Marcovsky**, Qube (Warner's two-way cable system in Columbus, Ohio) programming operations general manager, named to newly created post of VP, program operations for Qube.

Laurie Leonard, assistant regional manager, American Television & Communications, Englewood, Colo., appointed manager of new market development.

Andrea Graff, operations manager, Columbia Pictures Pay Television, New York, takes on additional title of production coordinator there.

V.L. Patterson, with Cardiff Cablevision, Denver-based cable MSO with systems in Oklahoma and Missouri, named executive vice president.

Raymond E. Murdough, sales engineer, Jerrold Electronics Corp., Horsham, Pa., named VP-engineering, Home Theater Network, Portland, Me. **Karen S. Jarmon**, director of college relations, Nasson College, Springvale, Me., named director of marketing for HTN.

Lawrence D. Feinberg, director of programming, Cinemerica Inc., Beverly Hills, Calif., pay-TV programmer and distributor, named VP-programing.

Lawrence Schneider, general manager, Northwest Cablevision, Winsted, Conn., joins Cable TV of Coral Springs (Fla.), in same capacity.

Equipment & Engineering

Albert T. Montemuro, engineering leader, RCA systems engineering group, Camden, N.J., named manager, systems engineering and custom repair and engineering, RCA Broadcast Systems there.

Lee Pardee, chief engineer, KTTV(TV) Los Angeles, promoted to VP, engineering for KTTV and its production division, Metrotape West.

Ross B. Kauffman, chief engineer, WCVB-TV Boston, named director of engineering.

Donald Lefebvre, managing director, Telemation, London, named international sales manager. He will continue to be based in Salt Lake

City.

Don Powers, radio sales manager, CCA Electronics, Cherry Hill, N.J., appointed areas sales manager for southern New Jersey, Delaware, Maryland, District of Columbia, Virginia and North Carolina.

James R. Williams, manager of quality control, RCA Records, New York, joins Cetec Audio, North Hollywood, Calif., in same capacity.

Charles St. John Smith, area systems manager, Burroughs Corp., Philadelphia, joins Jerrold Electronics, Hahboro, Pa., as manager of management information systems.

Carl J. Reber, assistant VP, financial administration, Comsat, Washington, named VP responsible for financial matters.

Joseph W. Doherty, director of engineering, New York Network, Albany, operated by State University of New York, appointed executive director of engineering. **Ira Singer**, assistant director of engineering, appointed director of network services.

Allied Fields

Louis K. Weinberg, manager, character licensing, ABC Merchandising, Inc., New York, promoted to director of company which is subsidiary of ABC Inc., New York.

Simon Salamon, account executive, advertiser/agency sales, Arbitron, New York, appointed Eastern manager, advertiser/agency sales. **Martin J. Toole**, account executive, Eastern radio sales for Arbitron, New York, appointed manager, Southeastern radio sales, Atlanta.

Andrew J. Hangarter, senior media analysts, Arbitron, New York, joins RAM Research, San Diego, audience rating service, as director of diary operations.

Deaths

George O. Gillingham, 83, FCC director of information for 22 years, died at his home in Washington April 3. Mr. Gillingham served two tours as head of information office: from 1939 to 1942 and from 1946 until his retirement in 1965. Before that he was a newspaperman. During World War II, while on leave from FCC, Mr. Gillingham rose from captain to lieutenant colonel and was chief of Chemical Warfare Service's information branch. Mr. Gillingham is survived by his brother, two nephews and niece.

Frank Bunetta, 61, director of *Honeymooners* series and other Jackie Gleason shows, died of heart ailment March 31 at his home in Lafayette, La. During his career, he also directed Sid Caesar's *Show of Shows*, Ernie Kovacs show, and Bishop Sheen program. Survivors include his wife, Terry, two sons and one daughter.

Diana Bourbon, 78, radio performer, actress and drama critic, died March 19 of cancer. She retired five years ago after a career that included association with Orson Welles's *Mercury Theater*, *Double or Nothing* and *Request Performance*.

Dr. Philip A. Macomber, 48, professor of speech and director of television services at Kent State University, Kent, Ohio, died March 17. His wife, Barbara, son and mother survive.

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As compiled by BROADCASTING based on filings, authorizations, petitions and other Period March 17 through March 23, plus earlier filings (see note below).

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.

Progress report. BROADCASTING's backlog in reporting "New Stations" activity has been substantially reduced. Reporting of grants of new broadcast facilities is now current; 11 starts and 68 applications remain to be researched. They will be published in the April 17 issue.

New stations

TV applications

- West Palm Beach, Fla.—Public Broadcasting Foundation of Palm Beach County seeks UHF TV ch. 42 (638-644 mhz); ERP 1069 kw vis., 106.9 kw aur.; HAAT 1971 ft.; ant. height above ground 1996 ft. P.O. address: 505 S. Congress Ave., Boynton Beach, Fla. 33435. Estimated construction cost \$1,661,832; first-year operating cost \$500,000; revenue not given. Principals: non-profit corporation formed to own and operate noncommercial broadcasting stations in Florida.
- Honolulu—Mauna Kea Broadcasting Co. seeks UHF TV ch. 26 (542-548 mhz); ERP 12.11 kw vis., 2.4 kw aur.; HAAT 2171 ft.; ant. height above ground 117 ft. P.O. address: 10880 Wilshire Blvd., Suite 2007, Los Angeles 90024. Estimated construction cost \$5,000; first-year operating cost \$55,000; revenue \$84,000. Principals: Mauna Kea is wholly-owned subsidiary of Mount Wilson FM Broadcasters which is licensee and operator of KBCA-FM Los Angeles. Mount Wilson is 80% owned by Saul Levine and 20% by F. E. Wilson.
- Edwardsville, Ill.—Southwestern Illinois Public Television Inc. seeks UHF ch. 18 (494-500 mhz); ERP

5000 kw vis., 500 kw aur., HAAT 1,225.3 ft.; ant. height above ground 1,245 ft. P.O. address: Southern Illinois University, Edwardsville 62026. Estimated construction cost \$3,104,000; first-year operating cost \$470,938. Legal counsel Dow, Lohnes & Alberson, Washington; consulting engineer Alvin H. Andrus. Applicant is state agency.

- Bemidji, Minn.—Northern Minnesota Public Television seeks VHF ch. 9 (186-192 mhz); ERP 316 kw vis., 63.2 kw aur.; HAAT 1097.7 ft.; ant. height above ground 1074 ft. P.O. address: Memorial hall, Birchmont Drive, Bemidji, Minn. 56601. Estimated construction cost \$1,351,692; first-year operating cost \$200,000; revenue not given. Principals: is non-profit public corporation organized to furnish noncommercial radio and TV service to north central and northwestern Minnesota.

- Kansas City, Mo.—SelectTV of Kansas City Inc. seeks UHF ch. 62 (758-764 mhz); ERP 1,868 kw vis., 186.8 kw aur.; HAAT 1120 ft.; ant. height above ground 1222 ft. P.O. address: 324 East Wisconsin Ave., Milwaukee 53202. Estimated construction cost \$45,000; first-year operating cost \$522,000; revenue \$800,000. Principals: Joseph M. Bernstein (25%), Debra L. Slotnick (25%), David L. Block (25%), Edward D. Schneiderman (12.5%) and Marvin L. Zembsky (12.5%). Father of David L. Block and Debra L. Slotnick, Robert S. Block, is 47.75% owner of permittee of WCGV(TV) Milwaukee, 67.5% of applicant for new Philadelphia TV, 95% of applicant for new Fort Worth, Tex. TV, 49% of applicant for new Houston TV and several subscription television systems.

- Las Vegas—Broadcast West Inc. seeks UHF ch. 21 (512-518 mhz); ERP 280 kw vis., 28 kw aur.; HAAT 1,419 ft.; ant. height above ground 100 ft. P.O. address: 3451 Losee Road, North Las Vegas, Nev. 89030. Principals: Carl B. Hilliard Jr. (51%), San Diego attorney and owner of several land-mobile/common-carrier businesses.

- Atlantic City, N.J.—World's Playground Broadcasting System Inc. seeks UHF ch. 53 (704-710 mhz); ERP 3034 kw vis., 728 kw aur.; HAAT 461 ft.; ant. height above ground 496 ft. P.O. address: 1 S. South Carolina Ave., Atlantic City, N.J. 08401. Estimated construction cost \$1,185,758; first-year operating cost \$223,005; revenue none. Principals: Sydney E. Rappaport (26%), Florence K. Rappaport (25%) and five others. Rappaports, married couple, are New Jersey business people.

- Tulsa, Okla.—Western Area Bureau of Information Broadcasting Division seeks UHF ch. 41 (632-638 mhz); ERP 2100 kw vis., 430 kw aur.; HAAT 291 ft.; ant. height above ground 256 ft. P.O. address: 1516 Fourth National Bank Building, Tulsa, Okla. 74119. Estimated construction cost \$842,600; first-year operating cost \$150,000; revenue \$325,000. Principals: J.W. Choate and sons (limited partnership), 49.7% and

Darrell Lee Smith, 30.7%. None of parties have broadcast interests.

- Tulsa, Okla.—Oklahoma City Broadcasting Co. seeks UHF TV ch. 29 (560-566 mhz); ERP 2838 kw vis., 284 kw aur.; HAAT 1480 ft.; ant. height above ground 1491 ft. P.O. address: 299 Diana Court, Conshohocken, Pa. 19428. Estimated construction cost \$1,424,000; first-year operating cost \$881,044; revenue \$1,130,000. Principals: James H. Milligan (86%), Ted F. Baze (10%) and Ina Lou Marquiss (4%). Mr. Baze is station manager of WPHL-TV Philadelphia, Oklahoma is applicant for ch. 34 Oklahoma City. Messers. Milligan and Marquiss are Oklahoma city businessmen.

- Abilene, Tex.—Big Country TV Co. seeks UHF ch. 32 (578-584 mhz); ERP 55 kw vis., 11 kw aur., HAAT 909.5 ft.; ant. height above ground 749 ft. P.O. address: 1469 Woodland Trail, Abilene 79605. Estimated construction cost \$1,360,124; first-year operating cost \$640,300; revenue \$750,000. Legal counsel Hamel, Park, McCabe and Saunders, Washington; consulting engineer A.C. Martin. Principals: William Terry (55%) and nine others with 5% each. Mr. Terry is former general manager of KRBC-TV Abilene.

- Rosenberg, Tex.—Texas 45 Broadcasting seeks UHF TV ch. 45 (656-662 mhz); ERP 1435 kw vis., 144 kw aur.; HAAT 1032 ft.; ant. height above ground 1026 ft. P.O. address: 141 West Jackson Boulevard, Rm. 4226, Chicago 60604. Estimated construction cost \$904,825; first-year operating cost \$489,500; revenue \$600,000. Principals: Texas 45 is wholly-owned subsidiary of Weigel Broadcasting which is principally owned by Howard and Jacqueline Shapiro, married couple which together owns 67.5%. Weigel also owns WCIU-TV Chicago.

- Waco, Tex.—Business Communications seeks UHF ch. 25 (536-542 mhz); ERP 1466 kw vis., 146.6 kw aur.; HAAT 1825 ft.; ant. height above ground 1658 ft. P.O. address: 6300 Ridgela Place, suite 516, Fort Worth, Tex., 76116. Estimated construction cost \$2,863,130; first-year operating cost \$788,000; revenue \$800,000. Principals: Texas Steel Co. (94.23%) and W. J. Camfield (4.81%). Mr. Camfield was program manager at KOA-TV Denver. Texas Steel is public corporation.

- Waco, Tex.—Heart O'Texas Broadcasting sales seeks UHF ch. 25 (536-542 mhz); ERP 3000 kw vis., 450 kw aur.; HAAT 1843 ft.; ant. height above ground 1723 ft. P.O. address: 800 First National Building, Waco, Tex. 76701. Estimated construction cost \$2,840,000; first-year operating costs \$1,499,199; revenue \$1,750,000. Principals: Robert A. Whitley (17%) Waco investor and 12 others none of whom has broadcast interests.

AM applications

- Selma, Ala.—Alexander Broadcasting seeks 1340 khz, 1 kw-D, 250w-N. P.O. address: Route No. 2 Box 460A, Selma, Ala. 36701. Estimated construction cost \$4,750; first-year operating cost \$23,367; revenue \$35,000. Format: adult contemporary. Principals: Thomas and Betty Alexander (married couple) and their son Paul. Parties also own WALX(FM) Selma. (Application seeks to replace deleted station WAMA(AM).

- Harrison, Ark.—Bowman and Loveland Broadcasting seeks 1530 khz, .5 kw-D. P.O. address: Route 5, Harrison, Ark. 72601. Estimated construction cost \$49,076.40; first-year operating cost \$77,523.40; revenue \$135,000. Format: country/standard 'pops. Principals: Mary Ann Bowman, Donald Eugene Loveland, Judith Ann Loveland and Charles Edward Bowman, each 25%. Bowmans and Lovelands are married couples and are Columbus, Ga. and Harrison business people.

- Yellville, Ark.—Adams Broadcasting Co. seeks 1530 khz, 500 w-D. P.O. address: Box 759, Yellville 72687. Estimated construction cost \$31,362; first-year operating cost \$54,701; revenue \$70,000. Format: C&W. Principals: John C. Adams, Donald J. Adams (brothers), David E. Doshier and Roscoe E. Jefferson (25% each). Mr. J. Adams owns local insurance firm.

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WJAR-TV, Providence, R.I.
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Martin Tahse Productions
Ontario Educational Communications Authority
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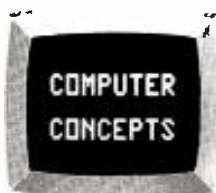


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■ Apple Valley, Calif.—Oasis Broadcasters seeks 960 khz, 5 kw-D, 1kw-N. P. O. address: 20026 Olivera Lane, Apple Valley 92307. Estimated construction cost \$159,671; first-year operating cost \$66,240; revenue \$135,000. Format: MOR, contemporary. Principals: John Deitz Jr. (72%), Milan and Luna Leggett (25%) and Lucinda Paulos (3%). Messrs. Deitz and Leggett are vice presidents of Century Broadcasting Corp. Ms. Paulos is community affairs director for KWST(AM) Los Angeles.

■ Fraser, Colo.—Grand Radio Inc. seeks 1250 khz, 5 kw-D. P.O. address: High Country Inn, Box 96, Winter Park, Colo. 80842. Estimated construction cost \$165,421; first-year operating cost \$31,800; revenue \$75,000. Format: MOR. Principals: Dwight H. Gayer and Diane E. Gayer, each 50%, married couple with no broadcast holdings.

■ Beloit, Kan.—KRZJ Broadcasters seeks 1190 khz, 2.5 kw-D. P. O. address: Box 466, Wray, Colo. 80758. Estimated construction cost \$106,830; first-year operating cost \$84,000; revenue not given. Format: C&W/MOR. Principals: Robert D. and Majorie M. Zellmer (married), owners of 53% of KRZJ(AM) Wray.

■ Hazard, Ky.—Perry Broadcasting Co. seeks 1170 khz, .25 kw-D. P.O. address: 256 Cedar St., Hazard, Ky. 41701. Estimated construction cost \$75,595; first-year operating cost \$75,070; revenue \$80,000. Format: contemporary. Principals: William D. Gorman Jr., 49%; Jack M. Fritz, 40%, and Charles Richard Cox, 11%. Mr. Gorman is manager of WKYH-TV Hazard where his father owns majority interest. Neither of others has broadcast interests.

■ Wickliffe, Ky.—Ballard-Carlisle Broadcasting seeks 1380 khz, .5 kw-D. P.O. address: Box 591, Crossville, Tenn. 38555. Estimated construction cost \$52,400; first-year operating cost \$50,000; revenue \$60,000. Format: country/top-40/gospel. Principals: Robert W. Gallaher (75%) and Charles R. Geveden (25%). Mr. Geveden is Wickliffe lawyer. Mr. Gallaher owns 80% WUCR(AM) Sparta, 33-1/3% WHAL(AM) Shelbyville, 17% WTCV(FM) Shelbyville, all Tennessee, 20% WKXN(FM) Greenville, Ala. and 26% WKYR(AM) Burkesville, Ky.

■ Camp Lejeune, N.C.—Francon Inc. seeks 1580 khz, 10 kw-D, 5kw-ch. P.O. address: 237 Western Boulevard, Jacksonville, N.C. 28540. Estimated construction cost \$31,000, plus land lease; first-year operating cost \$104,546; revenue not given. Format: religious. Principals: Charles E. Franklin and John R. Kelbaugh (50% each). Mr. Franklin is Jacksonville veterinarian. Mr. Kelbaugh is major in Marine Corps.

■ Yanceyville, N.C.—WMC Broadcasters seeks 1540 khz, .25 kw-D. P.O. address: Box 686, Yanceyville, N.C. 27379. Estimated construction cost \$61,382; first-year operating cost \$55,200; revenue \$150,000. Format: country. Principals: Charles A. Womack Jr., Harold Dean McCain and Samuel F. Cooper, each 33-1/3%. Mr. Womack is owner and publisher of Chatham *Star Tribune* and *Gretna Gazette*, both Virginia and 50% of Yanceyville *Caswell Messenger*. Mr. McCain owns 40% of *Caswell Messenger* and Mr. Cooper 10% of same.

■ Somerset, Pa.—Norlin Broadcasters Inc. seeks 1330 khz, 1 kw-D. P.O. address: 858 Olm Street Johnstown 15904. Estimated construction cost \$73,435; first-year operating cost \$45,400; revenue \$50,000. Format: adult contemporary. Principals: Ronald W. Lorence, William C. Boyer (40% each) and Gregory W. Guise (20%). Mr. Lorence is announcer for WJAC(TV) Johnstown. Mr. Boyer is employee of Windber, Pa., construction company. Mr. Guise is producer for WCMH-TV Columbus, Ohio.

■ Fairview, Tenn.—B.L.P. Inc. seeks 850 khz, .5 w-D. P.O. address: Box 102, Fairview, Tenn. 37062. Estimated construction cost \$22,750; first-year operating cost \$31,200; revenue \$40,000. Format: MOR/country/religious/top-40. Principals: James C. Parker, John A. Lampley, Samuel E. Warden Jr. and James T. Williams, each 25%. None has broadcast interests.

■ Buena Vista, Va.—Rockbridge Communications seeks 1270 khz, 1 kw-D. P.O. address: 711 Plunkett Street, Lexington, Va. 24450. Estimated construction cost \$74,582.30; first-year operating cost \$50,000; revenue \$100,000. Format: country. Principals: Melvin H. Sorrells (71.4%), Lexington banker. None of owners has broadcast ownership.

■ Grand Coulee, Wash.—North Central Broadcasters Inc. seeks 1490 khz, 1.0 kw-D, 25w-N. P.O. address: Box 188 Electric City, Wash. 99123. Estimated construction cost \$23,700; first-year operating cost \$43,260; revenue \$45,000. Format: Standard pops. Principals: George C. Good and Phil F. McGee (50% each). Mr. Good owns local construction firm. Mr. McGee is local restaurateur.

■ Kenosha, Wis.—Metro Broadcasting Corp. seeks 1320 khz, 5 kw-D. P.O. address: 1020 56th Street, Kenosha, Wis. 53140. Estimated construction cost \$76,200; first-year operating cost \$90,000; revenue \$185,000. Format: talk/MOR. Principals: Frank M. Falduto and Donald F. Boyle. Mr. Falduto is director of Kenosha tri-county community relations (was general manager of WKZN-AM-FM Zion-Kenosha), Mr. Boyle is Kenosha attorney.

FM applications

■ Chickasaw, Ala.—Chickasaw Broadcasting Associates seeks 98.3 mhz, 3 kw, HAAT 205 ft. P.O. address: Box 1425, Gum Street, Mobile, Ala. 36601. Estimated construction cost \$34,138.60; first-year operating cost \$55,800; revenue \$110,000. Format: contemporary. Principals: Jay Dickie Roberts, C. Alvin Roberts (cousins), Stephen S. Riggs and Ellen A. Bailey (25% each). Roberts cousins own WGOK(AM) Mobile. Mr. Riggs formerly owned interest in WLPR(FM) Mobile. Ms. Bailey has realty and investments in Alabama and Florida.

■ Benson, Ariz.—Stereo 97 Inc. seeks 97.7 mhz, 3 kw, HAAT 271 ft. P.O. address: 276 Nassau Ave., Buffalo, N.Y. 14217. Estimated construction cost \$44,250; first-year operating cost \$35,378; revenue \$45,000. Format: MOR. Principals: Jack Loisoif (100%), research engineer. Paul S. Loisoif (son), director/secretary/treasurer, was news director at KSOM(AM) Ontario Calif. which is only broadcast interest.

■ Morrilton, Ark.—Morrilton Broadcasting Co. seeks 101.7 mhz, 3 kw, HAAT 282 ft. P.O. address: Highway 64 East, Morrilton, Ark. 72110. Estimated construction cost \$29,275; first-year operating cost \$110,400; revenue \$18,000. Format: MOR. Principals: J.C. Willis (51%), Stanton C. Willis (24%) and Ella Mae Willis (25%). (J.C. and Ella Mae are married couple, parents of Stanton C.) Willises are also partners in licensee of KVOM(AM) Morrilton.

■ Carpinteria, Calif.—Thomas A. Neal seeks 101.7 mhz, .32 kw, HAAT 920 ft. P.O. address: 700 North Main Street, Santa Ana, Calif. 92701. Estimated construction cost \$10,500; first-year operating cost \$61,850; revenue \$85,488. Format: MOR. Principals: Mr. Neal is board chairman and 90% owner of California Western University, correspondence/degree-granting institution.

■ Grass Valley, Calif.—Nevada County Broadcasters seeks 92.1 mhz, .29 kw, HAAT 980 ft. P.O. address: 3350 Watt Ave., Sacramento, Calif. 95821. Estimated construction cost \$9,750; first-year operating cost \$6,975; revenue not given. Format: MOR/news. Principals: Carroll E. Brock (100%), is applicant for new AM in Grass Valley, new FM in Healdsburg, and new FM in Redding, both California.

■ La Mirada, Calif.—Quality Public Broadcasting Corp. seeks 90.1 mhz, 10 w, HAAT 100 ft. P.O. address: Box 1, Whittier, Calif. 90608. Estimated construction cost \$2,000; first-year operating cost \$200. Format: educational. Applicant is nonprofit organization with application pending for new TV at Los Angeles. Eugene R. Bertermann is president.

■ Lemoore, Calif.—Gross Country Communications Inc. seeks 104.9 mhz, 3 kw, HAAT 185 ft. P.O. address: 1758 North Fairfax Ave., Los Angeles 90046. Estimated construction cost \$28,400; first-year operating cost \$5,600; revenue \$34,000. Format: contemporary. Principals: J. Bruce Johansen and Kerry Edward Burke, each 50%. Mr. Johansen is former general manager of KBSC-TV Los Angeles, now sells promotional products. Mr. Burke was technical director at KBSC-TV until Sept. 1977.

■ Manteca, Calif.—McFadden Broadcasting seeks 96.7 mhz, 3 kw, HAAT 304 ft. P.O. address: 4300 Plintridge Drive, Bakersfield, Calif. 93308. Estimated construction cost \$12,600; first-year operating cost \$25,680; revenue \$75,000. Format: contemporary/spanish. Principals: Jack L. (80%) and Virginia Jo McFadden (20%). Married couple are proprietors of entertainer management corporation in Bakersfield and have no broadcast interests.

■ Marina, Calif.—Christian Broadcasting Fellowship seeks 92.7 mhz, .83 kw, HAAT 567 ft. P.O. address: Box 904, Marina 93933. Estimated construction cost \$72,567.44, first-year operating cost \$82,740; revenue not given. Format: Religious. Applicant is nonprofit,

nonstock religious organization with application pending for FM at Salinas, Calif. Richard S. Bushell is president.

■ Marina, Calif.—Clintell Cornelius Porter seeks 92.7 mhz, .891 kw, HAAT 567 ft. P.O. address: 1175 Sonoma Ave., Seaside, Calif. 93955. Estimated construction cost \$50,449; first-year operating cost \$29,160; revenue \$36,000. Format: contemporary/jazz. Principal: is proprietor of Seaside advertising agency and salesman/announcer at KZEN(AM) there.

■ Monterey, Calif.—Peninsula Broadcasting Corp. seeks 92.7 mhz, .83 khz, HAAT 567 ft. P.O. address: 1010 Cass St. c/o Charles Winge, Monterey, Calif. 93940. Estimated construction cost \$95,562.77; first-year operating cost \$99,572; revenue \$50,000. Format: mellow contemporary. Principals: Lester S. Granetz, 25%; John E. Kessler, 25%; Lawrence Troum, 25%, and Arthur Goldstein, 25%. Mr. Granetz owns 12-1/2% of WBRW(AM) Somerville, N.J., Mr. Kessler is consultant to and 7-1/2% owner of ZFB-FM Bermuda. Others have no broadcast interests.

■ Monterey, Calif.—Seven Cities Media seeks 92.7 mhz, .88 kw, HAAT 573 ft. P.O. address: 520 Merritt Ave., Oakland, Calif. 94610. Estimated construction cost \$88,054; first-year operating cost \$82,000; revenue \$80,000. Format: MOR/theatrical/classical/jazz. Principals: George B. Green (97%), director of radio and TV for California Farm Bureau Federation.

■ Willows, Calif.—Willows Broadcasting seeks 105.5 mhz, 3 kw, HAAT 120 ft. P.O. address: Box 7, Willows, Calif. 95431. Estimated construction cost \$40,275; first-year operating cost \$6,980; revenue \$15,000. Format: MOR/country. Principals: Anthony F. Rusnak and Charles W. Stone, each 50%. Mr. Rusnak owns 50% and is general manager of KIQS(AM) Willows, Mr. Stone owns remainder of KIQS and is general manager and 50% owner of KDAC(AM) Fort Bragg, Calif.

■ Craig, Colo.—R&R Associates seek 102.5 mhz, 100 kw, HAAT 1206 ft. P.O. address: 340 Yampa, Craig, Colo. 81625. Estimated construction cost \$123,514; first-year operating cost \$51,025; revenue not given. Format: MOR. Principals: Royal R. Maxwell and

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Robert F. Sweeney, each 50%, neither has broadcast interests.

■ **Durango, Colo.**—Broadcast Management seeks 101.3 mhz, 100 kw, HAAT 290 ft. P.O. address: Jennings State Bank Building, Davenport, Neb. 68335. Estimated construction cost \$22,100; first-year operating cost \$60,00; revenue \$84,000. Format: beautiful music. Principals: Ronald E. Ford and M. Douglas Jennings, each 50%. Parties also own KDGO(AM) Durango, 50% each.

■ **Paonia, Colo.**—North Fork Valley Public Radio seeks 90.9 mhz, .01 kw, HAAT not given. P.O. address: Rt. 1 Box 62, Garvin Mesa, Paonia, Colo. 81428. Estimated construction cost \$8,238.20; first-year operating cost \$6,150; revenue not given. Format: informational variety. Principals: non-profit corporation formed to own and operate noncommercial public broadcasting facility in Paonia.

■ **Bonifay, Fla.**—Townsend Broadcasting Corp. seeks 99.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Box A, Parsons, Tenn. 38363. Estimated construction cost \$79,900; first-year operating cost \$48,400; revenue \$60,000. Format: contemporary and some religious. Principals: Frank A. Woods (49%), Hobart L. Townsend Jr. (26%) and wife Ruth D. Townsend (25%). Townsends own same per cent of WTBP(AM) Parsons and WTB(AM) Monticello, Fla.; Mr. Townsend owns 25% and Mrs. Townsend 24% of WSEV-AM-FM Sevierville, Tenn. and same of WBRY(AM) Woodbury, Tenn. Mr. Woods owns 49% of WTBP and WTB and 30% of WSEV-AM-FM and WBRY. His wife Jayne O. Woods owns 21% of WSEV-AM-FM and WBRY.

■ **Mariana, Fla.**—Quality Public Broadcasting Corp. seeks 91.1 mhz, 10 w, HAAT 100 ft. P.O. address: Box 1, Whittier, Calif. 90608. Estimated construction cost \$2,000; first-year operating cost \$200. Format: Educational. Applicant is nonprofit organization with application pending for new TV at Los Angeles. E.R. Berterman is president.

■ **St. Augustine, Fla.**—Dorothy Brunson seeks 105.5 mhz, 3 kw, HAAT 138 ft. P.O. address: 37 Riverside Drive, New York 10023. Estimated construction cost \$69,434; first-year operating cost \$40,000; revenue \$75,000. Format: variety. Principals: Ms. Brunson (100% owner) is general manager at WLBI(AM)-WBLS(FM) N.Y.

■ **Adel, Ga.**—Timberland Communications Inc. seeks 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 508, Adel, Ga. 31620. Estimated construction cost \$27,790; first-year operating cost \$5,058; revenue \$36,000. Format: country/easy rock. Principals: Ralph L. Deen (51.08%) and W. George Deen Sr. (48.91%). Ralph L. and W. George Deen are brothers and own 51.08% and 48.91% of WBIT(AM) Adel, respectively.

■ **Kealahou, Hawaii**—Kona Coast Broadcasting Co. seeks 92.1 mhz, 3 kw, HAAT 158 ft. P.O. address: Box 845, Kealahou, Hawaii 96750. Estimated construction cost \$2,850; first-year operating cost \$9,850; revenue not given. Format: MOR. Principals: Thomas M. Jones and co-trustees of trust of Richard E. Jones, each 50%. Mr. Jones, individually and as co-trustee with Sally A. Jones Lenart (his sister), own KKON(AM) Kealahou and KBON(AM) San Bernardino, Calif.

■ **Lewiston, Idaho**—Lewis-Clark State College seeks 89.9 mhz, 10 w, HAAT minus 860.5 ft. P.O. address: 6th Street at 8th Ave., Lewiston, Idaho 83501. Estimated construction cost \$4,845; first-year operating cost \$1,000. Format: informational variety. Principal: is state-supported, non-profit, educational institution.

■ **East St. Louis, Ill.**—East St. Louis Board of Education, District 189 seeks 89.3 mhz, 10 w. P.O. address: Tenth and State Street, East St. Louis 62201. Estimated construction cost \$32,536.25; first-year operating cost \$4,000. Format: Educational. Applicant is public school system.

■ **French Lick, Ind.**—Hoosier Hills Broadcasting Corp. seeks 100.1 mhz, 3 kw, HAAT 320 ft. P.O. address: Prospect Hill, West Baden, Ind. 47432. Estimated construction cost \$14,460; first-year operating cost \$14,410; revenue \$30,000. Format: Modern Country, Rock. Principals: Thomas A. Chiat, Charles N. Cutler, Alan Rosendale (one-third each). Mr. Chiat owns New York public relations firm. Mr. Cutler is chief engineer of WTMT(AM) Louisville, Ky. Mr. Rosendale is program director of WYFE(AM) Rockford, Ill.

■ **Mason City, Iowa**—TLC Broadcasting Corp. seeks 98.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 216 Second St., NE, Mason City, Iowa 50401. Estimated construction cost \$60,000; first-year operating cost \$20,000; revenue \$28,000. Format: easy listening/contemporary/classical. Principals: 14 owners of 7-1/7% each none of whom has broadcast interests.

■ **Arkansas City, Kan.**—Ark Valley Broadcasting Inc. seeks 106.5 mhz, 100 kw, HAAT 378 ft. P.O. address: 106 S. Summit, Suite B, Arkansas City 67005. Estimated construction cost \$114,300; first-year operating cost \$80,523; revenue \$120,693. Format: C&W. Principals: William P. Turney (4%), Louis B. Burke Jr. (30%), Donald D. Wolf and John R. Stanesic (33% each). Mr. Turney, president, is chief engineer of KJCK(AM) Junction City, Kan. Mr. Burke is chief engineer of KJJJ(AM) Phoenix. Mr. Stanesic is local dentist. Mr. Wolf is advertising manager of KJCK.

■ **Arkansas City, Kan.**—Violet Broadcasting seeks 106.5 mhz, 100 kw, HAAT 501 ft. P.O. address: 121 W. Fifth, Arkansas City, Kan. 67005. Estimated construction cost \$109,235; first-year operating cost \$70,380; revenue \$108,000. Format: contemporary. Principals: Gary L. (60%) and Viola A. Violet (40%), engineer and traffic/bookkeeper, respectively, at WMAO-TV Inverness and WNLA-AM-FM Indianola, both Mississippi, respectively.

■ **Garden City, Kan.**—Kanza Society Inc. seeks 91.1 mhz, 100kw, HAAT 3527 ft. P.O. address: 412 1/2 N. Main St., Garden City, Kan. 67846. Estimated construction cost \$130,535; first-year operating cost \$75,751. Format: variety/religious. Principals: Kanza is private, non-profit, tax-exempt membership corporation formed for purpose of operating noncommercial FM in southwest Kansas.

■ **Wellington, Kan.**—Sumner Broadcasting Co. seeks 93.5 mhz, 3000 kw, HAAT 165 ft. P.O. address: Kley Drive, Wellington, Kan. 67152. Estimated construction cost \$39,000; first-year operating cost \$63,023; revenue \$36,000. Format: standard pops. Principals: Edwin D. and Zora B. Hundley (married), 50% each, who own KLEY(AM) Wellington, also 50% each.

■ **Benton, La.**—Benton Broadcasting Corp. seeks 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 2600 Jewella Ave., Shreveport, La. 71109. Estimated construction cost \$81,080; first-year operating cost \$91,000;

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revenue not relied upon. Format: MOR. Principals: Louis Flanagan, Hilry Huckaby III and William C. Monroe, each 33-1/3%. Mr. Flanagan works at *Shreveport Sun*, Mr. Huckaby is Shreveport lawyer and employs Mr. Monroe. None has broadcast holdings.

■ **Gordonville, Mo.**—Rainbow Broadcasting seeks 99.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 1301 Woodland Drive, Jackson, Mo. 63755. Estimated construction cost \$78,490; first-year operating cost \$43,200; revenue \$121,690. Format: beautiful rock. Principals: P. Bruce Dockins, Vernon L. Werner, and John E. Ellis, each 33%. Three owners are Jackson, Mo. businessmen and own KJAS(AM) Jackson, Mo.

■ **Chadron, Neb.**—Big Sky Co. seeks 97.5 mhz, 100 kw, HAAT 844 ft. P.O. address: 212 Bordeaux Street, Chadron, Neb. 69337. Estimated construction cost \$72,000; first-year operating cost \$36,000; revenue \$60,000. Format: country. Principals: Kermit G. Kath and Donald E. Jones, each 50%. Mr. Kath owns 100% KGOS(AM) Torrington, Wyo.; 47% KWOR(AM) Worland, Wyo.; 50% KCSR(AM) Chadron, Neb.; 50% KVSH(AM) Valentine, Neb.; and 100% KERM(FM) Torrington, Wyo. Mr. Jones owns 50% of KCSR and of KVSH.

■ **Boulder City, Nev.**—Ferraro and Ferraro seek 105.5 mhz, 120 kw, HAAT 148 ft. P.O. address: 628 Avenue L, Boulder City, Nev. 89005. Estimated construction cost \$71,301.20; first-year operating cost \$49,120; revenue \$50,000. Format: classical/news. Principals: Art and Jodi Crowfoot Ferraro, each 50% (married couple), partners in M and T Sales, Los Angeles, both former broadcast and print journalists.

■ **Nashua, N.H.**—Merrimack Valley Broadcasting Inc. seeks 106.3 mhz, 3 kw (applicant is applying for same technical facilities as formerly licensed to WOTW-FM). P.O. address: 14 Church St., Nashua 03060. Estimated construction cost \$50,000; first-year operating cost \$60,000; revenue \$250,000. Format: country. Principals: Joseph G. Sakey (18.1%), Paul R. Shea (14.1%) and nine others. None have other broadcast interests. Merrimack is also applicant for WOTW(AM) in Nashua.

■ **Nashua, N.H.**—Sunrise Broadcasting Corp. seeks 106.3 mhz, 3 kw (applicant is applying for same technical facilities as formerly licensed by WOTW-FM). P.O. address: 2 Auburn Street, Nashua, N.H. 03060. Estimated construction cost \$122,900; first-year operating cost \$109,300; revenue not given. Format: country and some classical/oldies (5% total). Principals: Lee C. White (20%), Phil David Fine (20%) and six others none of whom has broadcast interests excepting Sunrise application for WOTW(AM) Nashua.

■ ***Mahwah, N.J.**—Ramapo College of New Jersey seeks 90.3 mhz, .01 kw, HAAT minus 64 ft. P.O. address: 505 Ramapo Valley Road, Mahwah, N.J. 07430. Estimated construction cost \$15,087.67; first-year operating cost \$5,765; revenue not given. Format: informational variety. Principals: non-profit incorporated public educational institution.

■ **Alamogordo, N.M.**—Richard Sweetland seeks 94.3 mhz, 3 kw, HAAT minus 491.75 ft. P.O. address: Box 1490, Alamogordo, N.M. 88310. Estimated construction cost \$65,782; first-year operating cost \$66,300; revenue \$75,000. Format: MOR. Principals: Mr. Sweetland is real estate investor and former employee at KRIO(AM) McAllen, Tex.

■ **Raton, N.M.**—Raton Broadcasting Co. seeks 94.3 mhz, 3 kw, minus 528 ft. P.O. address: 1128 State St., Raton, N.M. 87740. Estimated construction cost \$33,482.90; first-year operation cost \$3,600; revenue \$3,600. Format: variety. Principals: James T. Roper (100%), licensee of KRTN(AM) Raton.

■ **Ruidoso, N.M.**—Sierra Blanca Broadcasting Co. seeks 93.5 mhz, 3 kw, HAAT minus 467 ft. P.O. address: 1404 Sudderth Drive, Ruidoso, N.M. 88345. Estimated construction cost \$34,382; first-year operating cost \$17,250; revenue \$21,250. Format: easy listening/classical. Principals: Edward D. Hymen (100%), licensee of KRRR(AM) Ruidoso.

■ **Windsor, N.C.**—Cashie Valley Broadcasters seek 97.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Drawer 99, Windsor, N.C. 27983. Estimated construction cost \$45,229; first-year operating cost \$25,100; revenue \$75,000. Format: variety. Principals: Charles Franklin Barry III (60%) and Joseph Ray Phelps (40%). Mr. Barry is Long Beach, Calif. businessman, Mr. Phelps is Windsor insurance company manager and former announcer/salesman at WIAM(AM) Williamston, N.C.

■ **Williston, N.D.**—Charles L. Scofield seeks 96.1 mhz, 100 kw, HAAT 873 ft. P.O. address: 410 E. 6th

St., Box 1367, Williston, N.D. 58801. Estimated construction cost \$111,639; first-year operating cost \$36,000; revenue \$40,000. Format: standard pops. Principals: Mr. Scofield is licensee of KEYX(AM) Williston and cable systems.

■ **Shelby, Ohio**—Harry Wilber seeks 100.1 mhz, 2.15 kw, HAAT 350 ft. P.O. address: 613 Beech St., Oberlin, Ohio 44074. Estimated construction cost \$48,772; first-year operating cost \$84,000; revenue \$120,000. Format: solid gold. Principals: Mr. Wilber also owns WOBL(AM) Oberlin.

■ ***Claremore, Okla.**—Claremore College seeks 91.3 mhz, 10 w, HAAT 365 ft. P.O. address: College Hill, Claremore 74017. Estimated construction cost \$8,160; first-year operating cost \$2,500. Format: educational. Applicant is college. Larry Filkins is faculty adviser.

■ **Gold Hill, Ore.**—Hill Radio Inc. seeks 100.3 mhz, 30.26 kw HAAT 985 ft. P.O. address: 640 Skyline, San Luis Obispo, Calif. 93401. Estimated construction cost \$71,409; first-year operating cost \$60,000; revenue \$60,000. Format: pops. Principals: Duane E. Hill own 100%. Until last Sept. he was 77% owner of KATY(AM) San Luis Obispo and his wife Dee Anne Hill owned remainder.

■ ***Philadelphia—University City Parish** seeks 88.1 mhz, 10 w, HAAT 118 ft. P.O. address: 48th Street at Baltimore Avenue, Philadelphia 19143. Estimated construction cost \$6,062; first-year operating cost \$1,000. Format: Religious, Educational. Applicant is parish of Eastern Pennsylvania Conference of United Methodist Church; Hal Taussig is associate pastor.

■ ***Williamsport, Pa.**—Williamsport Area Community College seeks 88.1 mhz, .01 kw, HAAT minus 332.8 ft. P.O. address: 1005 W. Third St., Williamsport, Pa. 17701. Estimated construction cost \$11,312; first-year operating cost \$550; revenue not given. Format: rock/MOR/information. Principals: is state, non-profit, public education institution.

■ ***Kingsport, Tenn.**—Kingsport City Schools Board of Education seeks 90.3 mhz, .01 kw, HAAT 881.5 ft. P.O. address: 1701 East Center St., Kingsport, Tenn. 37664. Estimated construction cost \$43,494; first-year operating cost \$23,000. Revenue not given. Format: informational variety. Principals: applicant is elected board of education which operates city school system.

■ **Pampa, Tex.**—Pampa Broadcasters Inc. seeks 100.3 mhz, 47.3 kw, HAAT 202 ft. P.O. address: Box 1779, Pampa 79065. Estimated construction cost \$65,305; first-year operating cost \$54,133; revenue \$30,000. Format: beautiful music. Principal: James B. Hughes, owner of KGRO(AM) Pampa; 51% of KPIN(AM) Casa Grande, Ariz.; 50% of applicant for new AM at Carlsbad, N.M., and 50% of KCAS(AM) Slaton, Tex.

■ **Pecos, Tex.**—Parday Inc. seeks 98.3 mhz, 3 kw, HAAT 77 ft. P.O. address: Box 88, Ballinger, Tex. 76821. Estimated construction cost \$24,682; first-year operating cost \$66,232; revenue \$50,000. Format: country/Spanish/religious. Principals: Roy E. Parker and G.A. Day, each 50%. Mr. Parker is 60% owner of KCOM(AM) Comanche, Tex. and 25% owner of applicant for new AM in Granbury, Tex. Mr. Day owns 75% of same AM applicant.

■ **Seminole, Tex.**—Triple R Broadcasting Inc. seeks 106.3 mhz, 3 kw, HAAT 173 ft. P.O. address: Box 89, Comanche, Tex. 76442. Estimated construction cost

\$27,500; first-year operating cost \$8,909; revenue \$8,436. Format: country/news. Principals: Ralph D. Copeland is principal owner. Triple R also owns KIKZ(AM) Seminole.

■ **Snyder, Tex.**—Snyder Broadcasting Co. seeks 101.7 mhz, 3 kw, HAAT 293.7 ft. P.O. address: 2206 KSNY Drive, Snyder, Tex. 79549. Estimated construction cost \$62,172; first-year operating cost \$25,000; revenue \$18,000. Format: easy listening. Principals: Flora D. Hughes (50%) and Wendell Mayes Jr. (32.5%). Ms. Hughes is 50% owner KSNY(AM) Snyder and 25% of cable system there. Mr. Mayes owns 32.5% of KSNY; 15% of same cable system; 89.8% of licensee of KNOW(AM) Austin, KVIC(AM) KCWM(FM) Victoria and KCSW(AM) San Marcos, all Texas; 84% of licensee of KCRS(AM) KWMJ(FM) Midland, Tex.; and several cable systems.

■ **Victoria, Tex.**—Damaree Enterprises of Texas Inc. seeks 107.9 mhz, 100 kw, HAAT 443 ft. P.O. address: 1903 Melrose, Victoria, Tex. 77901. Estimated construction cost \$32,781; first-year operating cost \$87,850; revenue \$130,000. Format: rock/folk/country. Principals: Levooy Patrick Demaree (70%), 40% owner of KFAY(AM) Fayetteville, Ark.; 90% of KKEG(FM) Fayetteville.

■ **Manti, Utah**—Sanpete County Broadcasting seeks 105.1 mhz, 30 kw, HAAT 130 ft. P.O. address: 122 West Union St., Manti Utah 84642. Estimated construction cost \$35,800; first-year operating cost \$22,800; revenue \$26,000. Format: standard pops/standard/country. Principals: Douglas Lee (40%) and Kay Christensen Barton (10%), who own same per cent of KMTI(AM) Manti.

■ ***Lynchburg, Va.**—Liberty Baptist College seeks 89.9 mhz, 100 kw, HAAT 1,133 ft. P.O. address: 701 Thomas Road, Box 1111, Lynchburg 24505. Estimated construction cost \$68,000; first-year operating cost \$72,000. Format: religious. Applicant is religious college. Albert W. Snyder is acting chairman of TV-Radio-Film Division.

■ ***Pullman, Wash.**—Washington State University seeks 90.7 mhz, 10 w, HAAT 106 ft. P.O. address: French Administration Building, Pullman 99164. Estimated construction cost \$4,095; first-year operating cost \$1,400. Format: educational. Applicant is state university; Dr. Glenn Terrell is president.

■ **Mullens, W. Va.**—Slab Fork Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT 210 ft. P.O. address: Box 751, Mullens 25882. Estimated construction cost \$71,900; first-year operating cost \$56,000; revenue \$60,000. Format: Country, MOR, Soft Rock. Principals: Gene E. McCoy, Clifford C. Phillips Jr., Billie E. Wilcox and, brother, John R. Wilcox (25% each). Mr. McCoy owns Washington building materials concern. Mr. Phillips is principal of local high school. Mr. B.E. Wilcox is employe of local Moose Lodge. Mr. J.R. Wilcox is transportation director of local school board.

■ **Oak Hill, W. Va.**—Bradwin Corp. seeks 105.9 mhz, 20.4 kw, HAAT 717 ft. P.O. address: 421 Virginia St. W, Charleston, W. Va. 25302. Estimated construction cost \$172,000; First-year operating cost \$117,000; revenue \$125,000. Format: country. Principals: B.S. Jones, P.T. Bucy, M.I. Taber and Edwin Associate Inc., each 25%. Mr. Jones is employed at WCHS(AM) Charleston, W. Va.; Mr. Bucy is Charleston accountant; Mr. Taber is

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■ **DePere, Wis.**—De Pere Broadcasting seeks 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 37, De Pere, Wis. 54115. Estimated construction cost \$50,503; first-year operating cost \$48,884; revenue not given. Format: MOR. Principals: Romaine W. Schanock, 20%; Agnes Louise Wood, 20%; and William C. Young, 20%. None have broadcast interests.

■ **Cody, Wyo.**—Shoshone Communications Corp. seeks 97.9 mhz, 100 kw, HAAT 1,832 ft. P.O. address: 2001 Mountain View Road, Cody 82414. Estimated construction cost \$88,856; first-year operating cost \$28,900; revenue \$40,000. Format: beautiful music. Principals: James F. Hayes, Ann Coe Hayes (married with one-third each), Dorsey Miller Jr. and Robert D. Coe II-brother-(16-2/3% each). Group owns KODI(AM) Cody.

Grants

■ **Portales, N.M.**—Broadcast Bureau granted eastern New Mexico University 89.5 mhz, 100 kw, HAAT 290 ft. P.O. address: S. Avenue O and W. 15th St., Portales 88130. Estimated construction cost \$119,297; first-year operating cost \$78,000. Format: Variety. Principal: Applicant is state-owned university.

■ **Lillington, N.C.**—Broadcast Bureau granted Harnett Broadcast Inc. 1370 khz, 2.5 kw-D. P.O. address: Box 295, Lillington 27546. Estimated construction cost \$63,275; first-year operating cost \$57,500; revenue \$125,000. Format: MOR. Principal: Bobby R. Etheridge (100%). Mr. Etheridge owns building supply company and is president of investment firm. He has no other broadcast interests.

AM starts

■ **WOSO San Juan, PR**—Authorized program operation on 1030 khz, 10 kw-U. Action Dec. 7, 1977.

■ **KRDZ Wray, Colo.**—Authorized program operation on 1450 khz, 1kw-D. Action Jan. 23.

■ **KAWS Hemphill, Tex.**—Authorized program operation on 1530 khz, 1kw-D. Action Sept. 16, 1977.

FM starts

■ **WCMP-FM Pine City, Ala.**—Authorized program

operation on 92.1 mhz, ERP 3 kw, HAAT 290 ft. Action Jan. 3.

■ **KZEV Clear Lake, Iowa**—Authorized program operation on 103.1 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 16.

■ **KDRB Derby, Kan.**—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 300 ft. Action March 11.

■ ***KINF Dodge City, Kan.**—Authorized program operation on 91.9 mhz, TPO 10 w, Action Jan. 7, 1977.

■ **WNKR Falmouth, Ky.**—Authorized program operation on 95.3 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 30.

■ ***WCCH Holyoke, Mass.**—Authorized program operation on 89.5 mhz, TPO 10 w. Action Oct. 23, 1977.

■ **WATD Marsfield, Mass.**—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 220 ft. Action Aug. 16, 1977.

■ ***WTBR-FM Pittsfield, Mass.**—Authorized program operation on 89.5 mhz, TPO 10 w. Action Dec. 20, 1977.

■ **WCLX Boyne City, Mich.**—Authorized program operation on 95.3 mhz, ERP 1.2 kw, HAAT 460 ft. Action Dec. 17, 1977.

■ **WFNN Escanaba, Mich.**—Authorized program operation on 104.7 mhz, ERP 100 kw, HAAT 350 ft. Action Jan. 11.

■ **WHMI-FM Howell, Mich.**—Authorized program operation on 93.5 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 25.

■ **WUPM Iornwood, Mich.**—Authorized program operation on 106.9 mhz, ERP 25 kw, HAAT 520 ft. Action Jan. 25.

■ ***WEJY Monroe, Mich.**—Authorized program operation on 89.5 mhz, TPO 10 w. Action Jan. 25.

■ ***KSSU Collegeville, Minn.**—Authorized program operation on 89.1 mhz, TPO 10 w. Action Oct. 6, 1977.

■ ***KDXL St. Louis Park, Minn.**—Authorized program operation on 91.7 mhz, TPO 10 w. Action Mar. 8, 1977.

■ **WZZB Madison, Miss.**—Authorized program operation on 104.9 mhz, ERP 3 kw, HAAT 300 ft. Action Sept. 12, 1977.

■ **WBMI West Branch, Miss.**—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 25.

■ **KKBL Monett, Mo.**—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 270 ft. Action Nov. 11, 1977.

■ ***KRSH Overland, Mo.**—Authorized program operation on 90.1 mhz, TPO 10 w. Action Nov. 2, 1977.

■ **KJEZ Poplar Bluff, Mo.**—Authorized program operation on 95.5 mhz, ERP 100 kw, HAAT 410 ft. Action Dec. 16, 1977.

■ **KFAH Alliance, Neb.**—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 25.

■ **KINI Crookston, Neb.**—Authorized program operation on 96.1 mhz, ERP 57 kw, HAAT 510 ft. Action Aug. 29, 1977.

■ **KZUM Lincoln, Neb.**—Authorized program operation on 89.5 mhz, TPO 10 w. Action Nov. 7, 1977.

■ **KNCY-FM Nebraska City, Neb.**—Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 16, 1977.

■ **KWYK-FM Aztec, N.M.**—Authorized program operation on 94.9 mhz, ERP 30 kw, HAAT 430 ft. Action March 3.

■ **KRSY-FM Roswell, N.M.**—Authorized program operation on 97.1 mhz, ERP 25 kw, HAAT 235 ft. Action Dec. 29, 1977.

■ ***WCDB Albany, N.Y.**—Authorized program operation on 90.9 mhz, TPO 10 w. Action Aug. 16, 1977.

■ **WBTF Attica, N.Y.**—Authorized program operation on 101.7 mhz, ERP 1.25 kw, HAAT 440 ft. Action Nov. 10, 1977.

■ **WTC Cazenovia, N.Y.**—Authorized program operation on 90.9 mhz, TPO 10 w. Action Sept. 26, 1977.

■ ***WPUM Rensselaer, N.Y.**—Authorized program operation on 90.5 mhz, TPO 10 w. Action Jan. 25.

■ ***WSCS Sudus, N.Y.**—Authorized program opera-

tion on 89.5 mhz, TPO 10 w. Action Dec. 21, 1977.

■ ***WPWR-FM Utica, N.Y.**—Authorized program operation on 90.7 mhz, TPO 10 w. Action Oct. 29, 1977.

■ ***WFSS Fayetteville, N.C.**—Authorized program operation on 88.1 mhz, TPO 10 w. Action Jan. 25.

■ **WDZD Shalbotte, N.C.**—Authorized program operation on 93.5 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 25.

■ ***WKVR Huntington, Pa.**—Authorized program operation on 91.7 mhz, TPO 10 w. Action Jan. 5.

■ ***WIXQ Millersville, Pa.**—Authorized program operation on 91.7 mhz, TPO 10 w. Action Jan. 25.

■ ***WTLR State College, Pa.**—Authorized program operation on 89.9 mhz, ERP 10 kw, HAAT 450 ft. Action Oct. 12, 1977.

■ ***KPSU Goodwell, Okla.**—Authorized program operation on 91.7 mhz, ERP 380 w, HAAT 120 ft. Action Jan. 25.

■ **KOOV Copperas Cove, Tex.**—Authorized program operation on 103.1 mhz, ERP 2.5 kw, HAAT 320 ft. Action Oct. 12, 1977.

■ **KMOO-FM Mineola, Tex.**—Authorized program operation on 96.7 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 16, 1977.

■ ***KPLN-FM Plains, Tex.**—Authorized program operation on 90.7 mhz, TPO 10 w. Action May 9, 1977.

■ **KGUL-FM Port Lavaca, Tex.**—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 175 ft. Action April 11.

■ **KJAK Slaton, Tex.**—Authorized program operation on 92.7 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 11.

■ ***WDCE Richmond, Va.**—Authorized program operation on 90.1 mhz, TPO 10 w. Action Jan. 12.

■ ***KWRS Spokane, Wash.**—Authorized program operation on 90.3 mhz, TPO 10 w. Action Jan. 25.

■ **WKGJ New Martinsville, W.Va.**—Authorized program operation on 103.9 mhz, ERP 3 kw, HAAT 300 ft. Action Nov. 9, 1977.

Ownership changes

Applications

■ **WULA-AM-FM Eufaula, Ala.** (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 3 kw)—Vogel-Milligan Corp. seeks assignment of license to WULA Inc. for \$225,000. Seller: is principally owned by William R. Vogel (50.1%) and Robert Ellington (15.9%). Mr. Vogel is majority owner of WGNs(AM) Murfreesboro, Tenn.; WHOD-AM-FM Jackson, Ala.; WBLD(AM) Evergreen, Ala.; WMPI(AM) Scottsburg, Ind.; WIFN(AM) Franklin, Ind.; WTCB(AM) Flomaton, Ala.; WNOI(AM) Flora, Ill., and WDOH(AM) Delphos, Ohio. Buyer: is owned by Roth Hook (85%) and Lucille Hook (15%). Mr. Hook owns 50% WSLG(AM) Gonzales, La.; 100% WAQT(FM) Carrollton Ala.; 55% WRAG(AM) Carrollton, Ala.; 25% KRUS(AM)-KXKZ(FM) Ruston, La.; 65% WMAG(AM)-WQST(FM) Forest, Miss.; 55% WRUS(AM)-WAKQ(FM) Russellville, Ky., and majority of several Mississippi, Louisiana and Kentucky cable systems. Mrs. Hook owns 25% of KRUS(AM)-KXKZ(FM) and 5% of WMAG(AM)-WQST(FM) Forest, Miss. Ann. March 24.

■ **WJBY(AM) Gadsden, Ala.** (930 khz, 5 kw-D)—Boman Broadcasting Inc. seeks assignment of license to Gadsden Broadcasting Co. for \$360,000 plus \$100,000 covenant not to compete. Seller: is principally owned by Charles F. Boman who has no other broadcast interests and wishes to devote time to other interests. Buyer: is owned by Kerry Rich (40%), Gordon Henderson (30%) and Niel Hinton Mitchem (30%). Mr. Rich is member of Alabama House of Representatives and salesman-announcer at WJBY. Other parties are Georgia businessmen. Ann. March 28.

■ **WWCO(AM) Waterbury, Conn.** (1240 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Winnipeg Corp. from Peter M. Marcus and Muriel B. Marcus (100% before; none after) to Mercury Broadcasting Corp. (none before; 100% after). Consideration: \$587,500. Sellers: Peter M. is son of Muriel B. Marcus. He has application for new FM in Tucson and Marcuses are selling so he is free to devote time to said FM. Buyer is owned by Joseph B. Somerset (30%), David

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A. Swiger (30%), Susan W. Workman (30%) and Thomas G. Baxter (10%). Mr. Somerset is radio consultant, Mr. Swiger is New York manufacturer, Mr. Baxter is general manager of WNLC(AM)-WTYD(FM) New London, Conn. (Mercury is licensee of WNLC(AM)-WTYD(FM).)

■ **WKKX(AM)** De Land, Fla. (1310 khz, 5 kw-D)—Deland Broadcasting seeks assignment of license to Mid-Florida Broadcasting for \$350,000. Seller: owns 100% of licensee of WPUL(AM) Bartow, Fla. (see below) and is principally owned by David Hill. Buyer: is limited partnership control of which is vested in Randolph A. Marsh (10.416% owner) and Robert L. Marsh (6.25% owner), both Chicago attorneys (brothers). Assignor requests waiver of three-year rule. Ann. March 29.

■ **WPUL(AM)** Bartow, Fla. (1130 khz, 1 kw-D)—Trans-Florida Radio Inc. seeks assignment of license to Mid-Florida Broadcasting for \$290,000. Seller: owns licensee of WKKX(AM) Deland, Fla. (see above) and is principally owned by David Hill. Buyer: see above. Assignor seeks waiver of three-year rule. Ann. March 29.

■ **WREY(AM)** New Albany, Ind. (1290 khz, 500 w-D, DA)—Stuart K. Lankford seeks assignment of license to George A. Freeman for \$205,000. Seller: owns WAKO-AM-FM Laurenceville, Ill. Buyer: is licensee of KGRI-AM-FM Henderson. Tex. Ann. March 24.

Grants

■ **WTAI-AM-FM** Melbourne, Fla. (AM: 1560 khz, 5 kw-D; FM: 107.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Cape Canaveral Broadcasters Inc. from Robert and Winnie Vaughn (25.20% before; none after) to Thomas R. Hanssen (24.34% before; 50.08% after). Consideration: assumption of \$48,580 note. Principals: Sellers have no other broadcast interests. Mr. Hanssen, president of licensee, has no other broadcast interests. Remaining stock is held by John W. Donahy Jr. (46.48%) and seven others. None has other broadcast interests. Action March 27.

■ **KMVI-TV** Wailuku, Hawaii (ch. 12, 27.5 kw vis. 4.36 kw aur.)—Broadcast Bureau granted assignment of license from Maui Publishing Co. to Western Telestations for \$70,000. Maui Publishing also owns KMVI(AM) Wailuku. Buyer is 100% owned by Starr Broadcasting Group which also owns 5 AM's, 4 FM's and 4 TV's. Action March 27.

■ **WJVA(AM)** South Bend, Ind. (1580 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Booth American Co. to Mid American Broadcasting Co. for \$263,000. Seller, group owner, is principally owned by John L. Booth and family. It two years ago sold subsidiary, Booth Newspapers Inc., to Newhouse Newspapers. Booth's station group includes: WRBR(FM) South Bend; WIOU(AM)-WKMO(FM) Kokomo, Ind.; WJLB(AM)-WMZK(FM) Detroit; WIBM(AM)-WHFI(AM) Jackson and WSGW(AM)-WIOG(FM) Saginaw, both Michigan; WTDQ(AM)-WKLR(FM) Toledo, Ohio, and WABQ(AM)-WXEN(FM) Cleveland. Buyer is owned by Ralph Gregory and Charles Hayes, owners of WCER-AM-FM Charlotte, Mich. Action Jan. 25.

■ **KCLN-AM-FM** Clinton, Iowa (AM: 1390 khz, 1 kw-D; FM: 97.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Valley Broadcasting Co. to Patten Corp. for \$400,000. Seller: is owned by Robert Z. Morrison (51%), general manager Kenneth P. Kroemer and Donald Brondyke (each 22 3/4%). None has other broadcast interests. Buyer: is Michigan group owner, licensee of WKHM(AM)-WJOX-FM Jackson and WMPX(AM) Midland, both Michigan. It is principally owned by M.P. Patten, J. Castor and E.R. Huse. Action March 20.

■ **WWTC(AM)** Minneapolis, (1280 khz, 5 kw-U DA-N)—Broadcast Bureau granted assignment of license from Buckley Broadcasting Corp. of Minnesota to Metropolitan Radio Inc., for \$600,000. Seller: Richard D. Buckley Jr., president and board chairman and 6% owner of Buckley Broadcasting of Minnesota, is president and board chairman of Buckley Broadcasting of Conn. (WDRG-AM-FM Hartford, Conn.), president, board chairman and 11% owner, Buckley of Calif. (KGIL [AM] San Fernando and KKHJ-AM-FM San Francisco) and 60% of KGIL-FM San Fernando, Calif. Buyer is principally owned by Robert E. Short, 50.87%, Minneapolis businessman. It has no other broadcast interests. Action March 27.

■ **WONT(FM)** Oneonta, N.Y. (103.1 mhz, 2 kw)—Broadcast Bureau granted assignment of license from James E. Konstanty, receiver to Cimmerian Communications for \$95,000. Seller: is court-appointed receiver under instruction to sell assets of Franklin Mountain Broadcasting Corp. Buyer: is owned 50% each by Oscar A. and Janet L. Silver (husband-wife), Mr. Silver was salesman with TeleRep national television representatives, N.Y., Ms. Silver is media supervisor Ted Bates Inc., N.Y. Action March 27.

■ **WICE(AM)** Providence, R.I. (1290 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Crohan Communications to Dunn Broadcasting for \$914,500, plus \$25,000 covenant not to compete. Seller is principally owned by Robert J. Crohan, president, who has no other broadcast interests. Buyer: 100% owned by John M. Dunn, who was VP general manager of WROZ(AM) Evansville, Ind. but no longer has any broadcast interests or connections other than this application. Action March 27.

Facilities changes

TV actions

■ **WTKK-TV** Manassas, Va.—Broadcast Bureau granted mod. of CP to change ERP to vis., change trans., change type ant., ERP: 1,150 kw, max. ERP: 1,380 kw and ant. height 590 ft. (BMPCT-7,729). Action March 23.

■ **WRAL-TV** Raleigh, N.C.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP: 95.5 kw, max ERP: 100 kw and ant. height 1,990 ft. (BMPCT-7,707). Action March 23.

AM actions

■ **WVSA** Vernon, Ala.—Broadcast Bureau granted license covering permit for changes (BL-14,404). Action March 27.

■ **KDKB** Mesa, Ariz.—Broadcast Bureau granted license covering permit for changes (BL-14,344). Action March 27.

■ **KGKO** Benton, Ark.—Broadcast Bureau granted license covering permit for changes (BL-14,211). Action March 27.

■ **KBHF** Cartersville, Ga.—Broadcast Bureau granted license covering permit for new aux. trans. (BL-14,375). Action March 27.

■ **WQCK** Warner Robins, Ga.—Broadcast Bureau granted license covering permit for changes (BL-14,425). Action March 27.

■ **WNUI** Kahului, Hawaii—Broadcast Bureau granted license covering permit for aux. trans. (BL-14,372). Action March 27.

■ **WDLA** Walton, N.Y.—Broadcast Bureau granted license covering permit for changes (BL-14,358). Action March 27.

■ **WBBB** Burlington-Graham, N.C.—Broadcast Bureau granted license covering permit for changes (BL-14,423). Action March 27.

■ **WCHL** Chapel Hill, N.C.—Broadcast Bureau granted license covering permit for changes

(BL-14,436). Action March 27.

■ **WNOO** Chattanooga—Broadcast Bureau granted license covering permit for changes (BL-14,406). Action March 27.

■ **WGOC** Kingsport, Tenn.—Broadcast Bureau granted license covering permit for changes (BL-14,432). Action March 27.

FM application

■ **KOYN-FM** Billings, Mont.—Seeks CP to change TL, change type trans., ant., make changes in ant. system, ERP: 100 kw (h&v) and HAAT: 700 ft. (h&v). Ann. March 27.

FM actions

■ **WDJC-FM** Birmingham, Ala.—Broadcast Bureau granted license for changes, ERP: 100 kw (h&v) and ant. height 550 ft. (h&v) (BLH-7,548). Action March 27.

■ **WHKW-FM** Fayette, Ala.—Broadcast Bureau granted license covering permit for changes, ERP: 100 kw (h&v) and ant. height 350 ft. (h&v) (BLH-7,543). Action March 27.

■ **WLAY-FM** Muscle Shoals, Ala.—Broadcast Bureau granted license covering permit for changes, delete remote control, main ERP: 3 kw (h&v), main ant. height 300 ft. (h&v), aux. ERP: 650 w (h&v) and aux. ant. height 300 ft. (h&v) (BLH-7,598). Action March 27.

■ **WUOA-FM** Tuscaloosa, Ala.—Broadcast Bureau granted license covering permit for changes, ERP: 50 kw (h&v) and ant. height 320 ft. (h&v) (BLH-7,584). Action March 27.

■ **KAMB-FM** Merced, Calif.—Broadcast Bureau granted license covering permit for changes, ERP: 50 kw (h&v) and ant. height 390 ft (h&v) (BLH-7,482). Action March 21.

■ **KINX-FM** Colorado Springs—Broadcast Bureau granted license covering permit for changes, redescribe TL/SL, ERP: 50 kw (h&v) and ant. height minus 310 ft. (h&v) (BLH-7,607). Action March 27.

■ **KVMT-FM** Vail, Colo.—Broadcast Bureau granted license covering changes for aux. trans. and ant., ERP: 300 w (h&v) aux. (BLH-7,518). Action March 21.

■ ***WQTQ** Hartford, Conn.—Broadcast Bureau granted CP to change freq. to 89.9 mhz, change TL, install new trans., new ant., makes changes in ant. system, ERP: 63 w (h&v) and ant. height 86 ft. (h&v) (BPED-2,456). Action March 23.

■ **WSPY-FM** Plano, Ill.—Broadcast Bureau granted license covering permit for changes, ERP: 3 kw (h&v) and ant. height 300 ft. (h&v) (BLH-7,601). Action March 27.

■ **WRBR-FM** South Bend, Ind.—Broadcast Bureau granted CP to change TL/SL, change ant. system, ERP: 3 kw (h&v) and ant. height 290 ft. (h&v) (BPH-10,562). Action March 10.

■ **WHKC-FM** Henderson, Ky.—Broadcast Bureau granted license covering permit for changes, ERP: 3 w (h&v) and ant. height 300 ft. (h&v) (BLH-7,599). Action March 27.

■ **KSLI-FM** Alexandria, La.—Broadcast Bureau

How does K-ACE, Inglewood, a Class A FM station sandwiched in between two Class Bs, one a 105,000 watt giant, compete successfully in the Greater Los Angeles market?

Willie Davis, the owner, says a part of the answer is his consultant, Cliff Gill, a 25-year veteran manager, broker and station owner (currently K-Wave, San Clemente).

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■ FCC has released corrections to its 1976 radio financial figures published in BROADCASTING, Dec. 12, 1977.

In table two, under AM and AM/FM stations, individual items, the line for "sale of station time to national and regional advertisers or sponsors should read \$408,497,000, not \$408,897,000.

In table four, new 1976 figures have been supplied for Tulsa, Okla., market because of "significant omission" in FCC's original report:

Total Stations Reporting

AM and AM/FM time sales

Networks	\$ 10,799
National and regional advertisers	\$1,142,178
Local advertisers	\$5,499,801
Total broadcast revenues	\$5,898,057
Total broadcast expenses	\$4,908,152
Total broadcast income	\$ 989,905

In table six, all figures for "employment" and "investment in tangible broadcast property" in "other stations" column had erroneously included the 17 network O&O's which led to double counting in "totals column." Revised table is below.

1976 employment and investment in tangible broadcast property of nationwide networks, their 17 owned-and-operated AM stations¹ and other AM and AM/FM radio stations 1976

Employment	Nationwide networks ²	17 network owned-and-operated AM stations ¹	Other stations	Total
Full Time	914	1,368	50,981	53,263
Part Time	19	131	16,810	16,960
Total	933	1,499	67,791 ²	70,223

Investment in tangible broadcast property	Nationwide networks ²	17 network owned-and-operated AM stations ¹	Other stations	Total
Original cost	8,493,000	21,024,000	1,028,936,000 ⁴	1,058,453,000
Depreciated Cost	3,365,000	8,767,000	531,884,000	544,016,000

¹Seventeen network owned and operated FM stations are included in FM column.

²Includes 4,353 AM and AM/FM stations. FM stations associated with AM's but reporting separately are included in FM column.

³CBS, MBS, NBC, and ABC's 3 AM networks and one FM network.

⁴Includes 4,346 AM and AM/FM stations (a few stations rent or lease instead of owning their facilities).

granted license covering permit for changes, ERP: 98 kw (h&v) and ant. height 850 ft. (h&v) (BLH-7,456). Action March 27.

■ WJMD-FM Bethesda, Md.—Broadcast Bureau granted license covering changes, ERP: 21 kw (h&v) and ant. height 780 ft. (h&v), condition (BLH-7,564). Action March 15.

■ WFRB-FM Frostburg, Md.—Broadcast Bureau granted license covering permit for changes, ERP: 16.5 kw (h&v) and ant. height 860 ft. (h&v) (BLH-7,628). Action March 27.

■ WCOD-FM Hyannis, Mass.—Broadcast Bureau granted license covering permit for changes, ERP: 13 kw (h&v) and ant. height 130 ft (h&v) (BLH-7,552). Action March 27.

■ WWEL-FM Medford, Mass.—Broadcast Bureau granted license covering permit for changes in trans. and ant., aux. ERP: 4.5 kw (h&v) and ant. height 720 ft. (h&v) (BLH-7,602). Action March 27.

■ *WCWO Stockbridge, Mass.—Broadcast Bureau granted license covering permit for changes, ERP: 450 w (h&v) and ant. height 40 ft. (h&v) (BLED-1,709). Action March 27.

■ WHWL-FM Marquette, Mich.—Broadcast Bureau granted license covering permit for changes in SL, in trans., ERP: 100 kw (h&v) and ant. height 530 ft. (h&v) (BLH-7,542). Action March 27.

■ WGUD-FM Pascagoula, Miss.—Broadcast Bureau

granted license covering permit for changes, ERP: 2.35 kw (h&v) and ant. height 350 ft. (h&v) (BLH-7,545). Action March 27.

■ WSOC-FM Charlotte, N.C.—Broadcast Bureau granted license covering permit for changes in ant., ERP: 98 kw (h&v) and ant. height 1,040 ft. (h&v) (BLH-7,587). Action March 27.

■ WPEG-FM Concord, N.C.—Broadcast Bureau granted license covering permit for changes in trans., and ant., ERP: 20 kw (h&v) and ant. height 390 ft. (h&v) (BLH-7,597). Action March 27.

■ WBNS-FM Columbus, Ohio—Broadcast Bureau granted license covering permit for changes, ERP: 26 kw (h&v) and ant. height 660 ft. (h&v) (BLH-7,614). Action March 27.

■ WQXA-FM York, Pa.—Broadcast Bureau granted license covering permit for changes, ERP: 46 kw max. (h) at 38 kw max. (v), and ant. height 520 ft. (h&v) (BLH-7,557). Action March 27.

■ WIVK-FM Knoxville, Tenn.—Broadcast Bureau granted license covering permit for changes in trans. and ant., ERP: 100 kw (h&v) and ant. height 1,970 ft. (h&v) (BLH-7,349). Action March 27.

■ *WLYX Memphis, Tenn.—Broadcast Bureau granted license covering permit for changes (BLED-1,718). Action March 27.

■ *WSWM Memphis, Tenn.—Broadcast Bureau granted license covering permit for changes in trans.,

ERP: 165 w (h&v) and ant. height 160 ft. (h&v) (BLED-1,715). Action March 27.

■ *WNAZ Nashville, Tenn.—Broadcast Bureau granted license covering permit for changes, ERP: 500 w (h&v) and ant. height 120 ft. (h&v) (BLED-1,717). Action March 27.

■ KGRI-FM Henderson, Tex.—Broadcast Bureau granted license covering permit for changes, ERP: 3 kw (h&v) and ant. height 200 ft. (h&v) (BLH-7,533). Action Feb. 24.

■ WPJS-FM Orangeburg, S.C.—Broadcast Bureau granted license covering permit for changes, ERP: 100 kw (h&v) and ant. height 580 ft. (h&v) (BLH-7,590). Action March 27.

In contest

Case assignments

■ Phoenix, American International Development et al., **FM proceeding:** (BC Docs. 78-40-43)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Walter C. Miller as presiding judge, scheduled prehearing conference on May 5 and hearing on June 19. Action March 24.

■ Cleveland, SJR Communications (WQAL(FM)) **renewal proceeding:** (BC Doc. 78-94)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ David I. Kraushaar as presiding judge, scheduled prehearing conference on May 8 and hearing on June 20 in Cleveland. Action March 24.

Procedural rulings

■ Kalamazoo and Portage, Mich., WHW Enterprises et al., **FM proceeding:** (Docs. 21374-7)—ALJ James K. Cullen, Jr. set certain procedural dates and scheduled hearing for July 18. Action March 22.

■ Bozeman, Mont., Burt H. Oliphant et al., **FM proceeding:** (BC Doc. 78-15-17)—ALJ Reuben Lozner extended to April 14 time for all parties to respond to

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petitions to enlarge filed by Northern Sun Corp. and Burt H. Oliphant. Action March 24.

■ Deer Lodge, Mont., Deer Lodge Broadcasting, **renewal proceeding**: (Doc. 21398)—ALJ Daniel M. Head set certain procedural dates. Action March 24.

■ Albemarle, N.C., Radio Station WABZ Inc. and Victor Broadcasting Inc., **FM proceeding**: (BC Docs. 78-63-64)—ALJ Thomas B. Fitzpatrick granted motion by Broadcast Bureau and extended to April 14 time to respond to petition to enlarge filed by Radio Station WABZ Inc. Action March 27.

■ Athens, Tenn., James C. Sliger and Cumberland Broadcasting Corp., **FM proceeding**: (Docs. 21132-3)—ALJ Walter C. Miller closed record and set June 15 for filing proposed findings of fact and conclusions of law. Action March 23.

■ Lubbock, Tex., Grayson Enterprises and Texas Key Broadcasters, **renewal proceeding**: (Doc. 21283)—ALJ Thomas B. Fitzpatrick set certain procedural dates and scheduled hearing on Sept. 19 in Abilene, Tex. Action March 24.

■ Richmond, Va., Roy H. Park Broadcasting of Virginia (WTVR-AM-FM-TV) **renewal proceeding**: (Doc. 21409)—ALJ Reuben Lozner granted to limited extent motion by Park and canceled admissions and evidentiary hearings set for April 3 and 10, respectively, subject to rescheduling. Action March 21.

Initial decision

■ Patterson, N.Y.—ALJ Walter C. Miller denied application of Patterson Broadcasting for new FM on ch. 288A there. Action March 29, becomes effective in 50 days barring appeal or review.

FCC decisions

■ Commission decided to petition U.S. Supreme Court for review of federal appellate court decisions setting aside 1976 FCC order imposing mandatory access, channel capacity and equipment requirements on certain cable television systems. Action March 22.

■ Commission terminated show cause proceeding against Time Sales Inc., a former San Diego corporation and two of its former officers. Action March 22.

■ Commission exempted from cable TV network non-duplication rules signals that are significantly viewed off-the-air in a community. Action March 22, amends Part 76 of rules, becomes effective May 8.

■ WELO-AM-FM Tupelo, Miss.—Commission renewed licenses of Tupelo Broadcasting for WELO-AM-FM for short term ending Feb. 1, 1979. Action March 22.

■ *KUHT(TV) and *KUHF(FM) Houston—Commission renewed licenses for remainder of term to Aug. 1, 1980 conditioned on licensee's submitting to commission on April 1, 1979 written report on TV station's EEO efforts and outcome of pending employment discrimination proceedings against licensee. Action March 22.

■ WFAN(AM) Washington—Commission extended to April 22 date by which United Broadcasting Co., former licensee, must stop operating station. Action March 28.

■ WREL(AM) Lexington, Va.—Commission granted WREL Inc. permission to modify conditions placed on grant of its assignment application. Action March 24.

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	8	27	4,522	43	4,565
Commercial FM	2,949	1	89	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	280	5	285
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

Allocations

Actions

■ Bardstown, Ky.—ALJ Lenore G. Ehrig granted application of Nelson County Broadcasting for new FM on ch. 244A there. Action March 29, becomes effective in 50 days barring appeal or review.

■ Jersey Shore, Pa.—Broadcast Bureau assigned ch. 249A as community's first FM in response to petition by Jeffrey O. Schlesinger. Action March 27, becomes effective May 10.

■ Little Falls and Woodport, N.J.—Chief, Broadcast Bureau in response to request by New Jersey Public Broadcasting Authority extended from March 24 to April 24 date for filing responses to Association of Maximum Service Telecasters' comments concerning reassignment of noncommercial TV ch. 50 from Little Falls to Woodport. Action March 24.

Rulemaking

Petitions

■ Homer, Alaska—Alaska Village Missions request amendment of FM table of assignments to assign ch. 278 to Homer. Ann. March 29.

■ Lone Pine, Calif.—Dorothy Collins requests amendment FM table of assignments to assign ch. 276A to Tehachapi, Calif. Ann. March 29.

■ Gouverneur, N.Y.—DeHart Broadcasting Corp. (WIGS[AM]-WLUF-FM) requests amendment FM table of assignments to delete ch. 237A from Saranac,

N.Y., and assign it to Tupper Lake, N.Y. Ann. March 29.

■ Elk City, Okla.—Beckham Broadcasting (KADS[AM]) requests amendment FM table of assignments by substituting ch. 243 for ch. 232A at Elk City and substituting ch. 240A for 244A at Childress, Tex. Ann. March 29.

Cable

Applications

■ Following operators of cable TV systems requests certificates of compliance, FCC announced March 29 (stations listed are TV signals proposed for carriage):

■ Pena Cable TV, for Socorro, N.M. (CAC-12640): to change signals.

■ Waterloo Cablevision for Waterloo, Iowa (CAC-12645): commence operation.

■ Bolivar Cable, for Bolivar, Tenn. (CAC-12646): commence operation.

■ Fairview TV Cable System, for Fairview, Okla. (CAC-12652): change signals.

■ Vision Cable of South Carolina, for Darlington, S.C. (CAC-12653): WYAH-TV Portsmouth, Va.

■ Delta D Cable, for Taylorville, Ill. (CAC-12654): existing operation with signal changes.

■ Dorate Interstate Co., for Elkhart, Kan., Dalhart, Tex., (CAC-12655-6): WTCG Atlanta, WYAH-TV Portsmouth, Va.

■ Great Fall River Cable TV, for Fall River, Mass. (CAC-12657): commence operation.

■ Community Tele Communications, for Manhattan, Mont. (CAC-12658): commence operation.

■ Albuquerque Cable TV, for Albuquerque, N.M. (CAC-12659): KTTV Los Angeles, WTCG Atlanta.

■ Selmer Cable, for Adamsville, Tenn. (CAC-12660): WTVV Tupelo, Miss. WSM-TV Nashville.

■ Mass. Cablevision, for Falmouth, Mass. (CAC-12661): WXNE-TV Boston.

■ Whaling City Cable TV, for New Bedford, Mass. (CAC-12662): WXNE-TV Boston.

■ Manhattan Cable TV, for New York (CAC-12663): change signals.

■ Tower Cablevision, for Boyd, Ky. (CAC-12664): existing operation.

■ Warner Cable, for Warrensburg, for Warnesburg, Mo. (CAC-12665): existing operation.

■ Putnam All Channel Vision, for Greencastle, Ind. (CAC-12666): WTCG Atlanta.

■ Broken Bow Multivue TV System, for Broken Bow, Neb. (CAC-12667): WTCG Atlanta.

■ Mahoning Valley Cablevision, for Hubbard, McDonald, both Ohio (CAC-12680-1): commence operation.

Please send

Broadcasting

The newsworthy of broadcasting and allied arts

Name _____ Position _____

Company _____

☐ Business Address

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Subscriber Service

☐ 3 years \$90

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☐ 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

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

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.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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.

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. Porcaro, Executive Director, Alaska Public Broadcasting Commission, 308 G Street Anchorage, AK 99501. Salary \$24,000 per year. Kotzebue Broadcasting is an equal opportunity employer.

Need mature news oriented operations manager for growing regional AM/FM in Midwest agriculture area. Organizational and leadership qualities a must. Excellent modern facilities. City of license 15,000. Please send resume and references. Box D-151.

Program Director for noncommercial community radio station serving Dayton, Ohio area. Responsible for cultural programming and volunteer community programmers. Wide cultural knowledge and experience necessary. \$7000, paid vacation and health insurance. Apply by April 24 to Mark Mericle, Manager, WYSO-FM, Yellow Springs, OH 45387 513-864-2022. An Equal Opportunity/Affirmative Action Employer.

Wanted—General Manager for WFEC, Harrisburg, PA, programmed by No. 1 country PD. \$100,000 modernization plan includes new tower... great sales staff and local acceptance. Sales leader-sales idea person needed. A Great Scott station. Phone 215-326-4003.

Assistant Director Business and Development. Broadcasting Services, University of Northern Iowa. KHKE(FM) and KUNIF(FM), the University of Northern Iowa's dual FM public radio services, seeks an Assistant Director of Business and Development to be responsible for administering development programs designed to raise financial and volunteer support. Position requires skills in administering systems evaluation, financial accounting procedures and needs ascertainment activities. B.A. in business, management or public relations is essential. M.A. is helpful. Five years management and fund raising experience. Public or commercial broadcasting experience is helpful. The salary range is \$16,781-\$20,305 with hiring to be within the University's compensation plan, and an excellent fringe benefit package is available. Send personal resume with reasons for interest and credentials to: Raymond Harris, Personnel Services, 161 Baker Hall, University of Northern Iowa, Cedar Falls, IA 50613. Members of protected classes may feel free to identify themselves for purposes of Affirmative Action.

Manager needed for radio station in small rural town in North Carolina. Salary competitive. Reply to Paul Marcus, 444 Brickell Avenue, Suite 1050, Miami, FL 33131.

HELP WANTED SALES

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.

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.

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.

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.

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.

Wanted: a Builder. An aggressive, knowledgeable sales person to become our Sales Manager. You should have the ability to build sales, saleable promotions and a sales staff. As our first Sales Manager you can build your sales department as it should be built. Contact Bill Scott, KWET, Weiser, ID.

Interested in Sales? Command Broadcasting Group is looking for sales representatives now. E.O.E. Let's talk at the N.A.B. Convention. Contact Bob Outer at the Flamingo Capri, Las Vegas, April 8-11.

Local Sales Mgr.: List, guarantee, commission plus override. Minimum two years radio sales with leadership potential. Contact David Barner, WOKW, Brockton MA. 617-587-1410 (afternoons).

Southern Georgia Country operation has immediate opening for sincere, stable, successful salesperson with announcer experience for combination position. Active list waiting for the right person. Send tape and resume to WJEM, Box 368, Valdosta, GA 31601.

HELP WANTED ANNOUNCERS

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.

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.

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.

Wanted Rock Announcer for afternoon shift. Rush tape and resume to WYTI Radio, Box 430, Rocky Mount, VA 24151. Equal Opportunity Employer.

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.

Morning Person with experience. Possible Sales. Progressive Country with WDZD-FM on North Carolina Coast. 919-754-8171.

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.

Major Market New England Beautiful Music Station seeks experienced announcers. The future could be today if you qualify. Resume to Box D-115.

Night Deejay/Music Director, adult contemporary regional giant. Production essential. Better than average pay for the right person. Box D-134.

Need Experienced-Personable Communicator for community-minded MOR AM. Production. Some Beautiful Music duties also. Top Ten most desirable place to live. Good benefits. Resume to Box D-140.

Experienced Only Announcer for prosperous Small Market air staff. Excellent fringes. Good production required. Start at \$9,300. Tape, resume to Rich Adams, Box 603, Crawfordsville, IN 47933.

Top rated modern country station in Capital City has opening for a real pro, for a full time D.J. shift. If you are ready to move up, call PD. or G.M., 217-528-3033 E.O.E.

Automated, Beautiful Music station has opening for experienced Announcer with good voice and production skills. Send resume and audition tape with news and commercials to WLIN, PO Box 12247, Jackson, MS 39211.

Morning person for wake up ministry. 3-5 years experience preferred. Duties include news and some production. Send air check and resume to: Station Manager, WOLC, Princess Anne, MD 21853.

I Sure Would Like to know where all the experienced Contemporary Communicators are. Needed immediately—AM communicator from 6-9 with top production a must. E.O.E. Tapes and resumes to Doug Shackett, Electromagnetic Corp., 221 Washington Street, Claremont, N.H. 03743.

HELP WANTED ANNOUNCERS CONTINUED

Country Jock needed, Florida's Beautiful Treasure Coast. Tape and resume to Bob Irwin, Operations Director, P.O. Box 1330, Ft. Pierce, FL 33450 E.O.E.

Immediate opening for announcers with pleasant mature voices for an MOR station. Must be able to read, and do production. Send tape and resume to Vernon Beck or Josh Fuller at KBID, P.O. Box 1794, Wichita Falls, TX 76307.

Experienced announcers needed for progressive growing station in beautiful Northern Wisconsin. Need strong production—potential for sales and program director position. Send tape, resume and salary requirement to Roger Utneher, P.O. Box 310, Antigo, WI 54409.

P.M. Drive air personality for Contemporary M.O.R. Experience and good production a must. Salary commensurate with ability. Send air-check, production samples and resume to: Jeff Topps, WBNR, Box 511, Beacon, NY 12508, E.O.E.

Automated AM, Northeastern Michigan Lake Huron Shores. Contemporary Drake Chenault, news background, good production essential, automation experience not essential. Tape resume, John Carroll, WIOS Radio, P.O. Box 549, Tawas City, MI 48763.

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.

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 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, AL 99501. Salary: \$22,000 per year. Kotzebue Broadcasting is an equal opportunity employer.

Engineer Wanted for 2 stick day-timer in the Midwest. Complete maintenance background, all FCC regulations plus automation. Fringe plus profit sharing. Send complete resume to: Box D-121.

Broadcast Engineers—Senior Technicians. 25-36K after six month apprenticeship. Our jobs involve full responsibility for maintenance of shipboard communications and electronics navigation systems in the maritime service. You must be thoroughly familiar with digital and analogue circuitry and have demonstrated "hands-on" troubleshooting ability. These jobs also involve handling all ship communications. A second class FCC radiotelegraph license is required. For top level candidates without the telegraph license, we can train you. Outstanding vacation and fringe benefits. Submit resume in confidence to Radio Officers Union, Attn: IME, 70 Hudson Street, Room 710, Hoboken, NJ or phone 201-659-7370.

Broadcast Recording Technician, Knowledge of classical music recording techniques. Experience and/or degree required. \$9,984 plus benefits. Send resume and tapes to: WGUC Recording Technician Search, attention: Debbie Denney, Personnel Department—University Of Cincinnati, Cincinnati, OH 45221. EEO.

Chief Engineer who understands both AM and FM. Mid West Combo needs experienced pro with ears. Good equipment and facility. Chance for advancement with growing, ambitious group. Immediate opening. Resume to: Perry St. John, V.P. GM, KSO, KGGG, 3900 N.E. Broadway, Des Moines, IA 50317.

Chief Engineer needed immediately for small AM/FM. Automation and directional experience helpful. Prefer combo person with strong top 40 ability, but all applicants considered. Must know FCC rules. Call 919-243-5157, or send resume and tape to Engineering, WVOT/WXXY, Box 170, Wilson, NC 27893. EOE.

HELP WANTED NEWS

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.

Growing Southwest market, looking for news "Personality". Must be into Community Involvement, opinionated, with good voice. If you can present the news in an entertaining fashion, then lets talk. Great living and working conditions. Salary sixteen to twenty grand a year. If this sounds like you, then lets talk. Full resume to Box D-131.

News person needed for afternoon slot. We're looking for someone who can present the news, not read it. Great living and working conditions in great Southwest Market. Send full resume to Box D-132.

Illinois, Small town or rural background. Obtain, write, and air local news. Resume. Box D-144.

Broadcast Journalist for Midwest AM/FM. Excellent news room facilities, regional coverage. We place a high value on local news and public affairs. Grow with us. Please send resume, tape and references to WILCO AM/FM, Frankfort, IN.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Co-ordinator for Contemporary Automated 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

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.

Station Manager who can lead sales & programming to No. 1 position in your market is looking for career position. Must be good, sound, solid growth position. I'll bring you home! Box D-82.

I'll make your West Coast property much money, 20 years in Radio-TV all phases. Specialist in sales, motivation and training. Proven track record. Box D-105.

Sales up 300 percent in three years with same salespeople. Presently-employed operations manager looking for new challenge from civil employer. Prefer AOR or "true" MOR station. Twelve years experience, first phone. Know FCC R&Rs, ascertainment, renewals, etc. Box D-107.

Your manager may be a great salesperson who can't make your station successful because he doesn't understand programming. I am a sales-oriented programmer who can. Let me show you. Box D-141.

Looking: for medium market Operations Manager or Assistant Manager position in S.E. Contemporary. 11 years experience—from G.M. to P.D. and M.D. College and engineering (1st phone soon). Looking for career position. Currently G.M. Jerry at 803-382-2382.

15 Years Experience in all phases of Radio, seeking Small Market GM position, available April 15th. Call Bill Sutton 607-243-7526 evenings or write PO Box 31 Dundee, NY 14837.

Hard-working, aggressive account executive, 7 years major market experience seeks sales management opportunity. Box C-225.

SITUATIONS WANTED SALES

Mid-West Broadcaster with sales, copy, production and announcing experience, desires Small or Medium Market position! Box D-64.

Talented Veteran Broadcaster seeks Sales/Announcing position. Eight years experience in all facets of radio except engineering. Available in June. Box D-106.

General Sales Manager, Major/Medium market. Heavy sales/management & agency background. Good track, impeccable references. Sorry no miracles. Details 301-248-5767 evenings.

SITUATIONS WANTED ANNOUNCERS

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.

Experienced Announcer! Good Radio background. Smooth, friendly delivery and good newscasts! Box D-63.

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.

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 3pm.-12 midnight, or write David Cox, 6840 So. Bell, Chicago, IL 60636.

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.

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.- 2p.m. or write Dennis Bajek, 5343 So. Talman, Chicago, IL 60632.

Female, 21. Third Endorsed Expertly trained. Seeking 1st break in Radio. Available immediately. 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.

Third Endorsed with experience in MOR. Looking to move to Medium Market MOR or Top 40. My tape will speak for itself! Box D-109.

Experience, Personality, Production, Copywriting, News; Superman? No. East Coast jock? Yes. Box D-133.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Fresh Talent, 22, with small market experience seeking top 40 gig. Former KFRC intern, 3rd endorsed. will relocate. For smooth combo, production work call afternoons or write Ken Moniz 415-351-2342. 1870 Wayne Ave., San Leandro, CA 94577.

Energetic MOR Personality ready to learn and do it all. Good sales and sound. will relocate. Ronnie Simmons, 8841 20th Ave., Brooklyn, NY 11214, 372-2864.

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.

Production—Announcer, 30 Mos., 1st phone. Office experience. News self starter. 207-882-7395.

Experienced major market Communicator looking for smaller market community involved station. Creative production & excellent voice. B.S. in communications & third class endorsed. Call Bruce King at 216-732-8383.

Honest dependable DJ wants all night show. Third Endorsed. 4-1/2 years experience. 1-904-255-6950. Mike Hon, 373 Williams, Daytona, FL 32018.

10 years experience, 1st phone, 38, single. Adult contemp. Top 40 and C&W formats. Seeking an opportunity in the Southwest with a secure future. For further information call Bob Peacock, person to person at 214-630-1011 and leave word.

3-1/2 yrs. experience. Family, 1st ticket. Excellent voice. Seek/M.O.R. or Country. Medium Markets only. Phone Scott. 402-245-3869 afternoons.

Announcer First Class Eng. Looking for full time air shift, New England. Easy going, crackerjack production work, immediately. Box D-76.

SITUATIONS WANTED TECHNICAL

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-68.

AM-FM Chief—Experience. Construction Hi Power, Remote Control, Automation, Directionals, quality oriented, fine references. 512-383-6746.

30 yrs broadcasting engineering. 25 yrs Chief, AM-FM-DA-Proofs. Field measurements, installation. Prefer Nevada but will consider other Western states. Certified by SBE. Box D-130.

SITUATIONS WANTED NEWS

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, light 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.

Creative sports/news reporter with first phone seeking to relocate. Helped raise Seattle station's ratings from 5th to 2nd. Strong PBP commentary and news. Tom Bowman 206-522-0830.

Female sports/news pro. 3 yrs PBP, beat reporting, talk-show host, good production. 3rd endorsed. MA. Single. Ready to join your sports/news staff now. Anywhere. Box D-103.

Major market sports director looking to move. Football, basketball, hockey PBP talk experience, network stringer, some TV. Box D-153.

Experienced newsmen in small market desires move to station where hard work and talent is appreciated. Would like opportunity to enter Television News or Announcing if your station is affiliated. Prefer Midwest. 30 ... married. 314-638-4487.

Mid-market Sports Director available. Smooth delivery, exciting play-by-play. Interviewing, documentary. sports talk. B.A. 8 years experience. Jim 1-815-434-0396.

Serious About Local News? Young, hard-hitting ND has some no-nonsense concepts he can bring to your Major Market station. Call Steve, weekday mornings. Office: 212-895-6619.

Outstanding Sportscaster/Account Executive has just completed another Big Season looking for major college or pro PBP in Southwest or West. 8 years experience with excellent BPB sales record. Call 217-427-5432.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Top Rated, Top 15 Market Personality needs challenging "on-air" PD/MD opportunity with aggressive Adult Rocker/Adult Contemporary. If you've been searching for a leader with a music research, production, promotions, and extensive pop music background, you've found me. Top 100 markets only. Box D-111.

Tired of Floaters?? Seven years radio experience in production, music, programming. Family man. Want stable Top 40/Contemporary Station or chain with current or upcoming PD/Operations Director position. Now in Rocky Mountain area. Box D-142.

Country Programmer skilled at turning losers into winners. If you're considering going Country in a major market, or Country now but not taking the targets ... Lets talk. Dave Donahue. 901-362-0862.

Talented Promotion Assistant looking for new challenge. Creative, innovative, experienced, available. H. J. Carver, 9 Harris Avenue, Jamaica Plain, MA 02130, 617-522-1906.

TELEVISION

HELP WANTED MANAGEMENT

General Manager, Northeastern Educational Television of Ohio, Inc. PBS station operated by The University of Akron, Kent State University and Youngstown State University. Applicants must show evidence of experience in personnel, financial, legal and station management. MA preferred. BA required. Deadline for applications: April 28, 1978. Starting date: July 1, 1978. Contact Dr. Lawrence Looby, Youngstown State University, Youngstown, OH 44555.

Executive Coordinator, Friends of Channel 21, Inc. Grant funded academic specialist at WHA-TV, Madison. Responsible for coordination, direction and development of PTV citizen support group. Major responsibilities include: supervision of Friends' staff; development and coordination of volunteer activities; membership development; liaison with community groups, WHA staff and Friends' Board; fund raising through special projects and local underwriting; and long-range planning. Bachelor's degree required. Applicants should have: minimum of 3 years full time successful experience (5 years preferred) in community/volunteer leadership and program coordination plus demonstrated organizational capability, knowledge and successful experience in management, fiscal and program planning. Oral and written communication skills and proven successful experience in human relationships essential. Demonstrated knowledge and experience in public television citizen support activities and development required. Salary: \$18,000. Completed application deadline: May 1, 1978. Write for application and details: Mr. Skip Herbert, President, Friends of Channel 21, 821 University Avenue, Madison, Wisconsin 53706. An equal opportunity/affirmative action employer.

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.

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.

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.

Seeking aggressive, innovative Broadcast Account Executive with local and/or regional sales experience. Excellent growth opportunity with group owner. Good benefits. Contact Eric Zitron, WXEX-TV 804-643-0166. An equal opportunity employer.

Local Salesperson for WANE-TV group-owned CBS Affiliate. Will only consider experienced professionals. Send resume to Dave Sankovich, WANE-TV, 2915 West State Blvd., Fort Wayne, IN 46808, tel. 219-424-1515.

Television Capital Equipment Sales Rep needed for New York/Northeast. Rapidly growing company needs an ambitious, self starter, with managerial potential and network selling experience. Salary open. Send resume to Department 4, 34th Floor, 295 Madison Avenue, New York NY 10017.

Seeking Mature, experienced, television advertising and marketing executive who would like to associate with a totally unique opportunity in the San Diego Market. This person must not be afraid of new concepts or insurmountable tasks. Must be a tireless, organized self-starter who is willing to roll up his sleeves and start from scratch. Income commensurate with background and productivity. Send resumes to: Mission Cable TV, Inc., P.O. 19700, San Diego, CA 92119. Attn: R.V. Fairbanks.

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

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.

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, 55802. 218-727-8734.

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.

HELP WANTED TECHNICAL CONTINUED

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.

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.

News Reporter, Anchor: Central California NBC affiliate is looking for a bright, professional newspaper person, 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.

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.

Expanding Teleproduction operation within Top 100, No. 1 network affiliate seeks ambitious talented Maintenance Tech. Ampex Quad, RCA Cart, U-Matic, 1 Helical. Major equipment additions in planning. Looking for FCC 1st. Tech school & related experience. Equal Opportunity Employer. Contact: Box D-117.

Chief Engineer—Are you an aggressive, goal-oriented number two person in an engineering department who is ready to move up but is blocked behind a good chief? Middle-market, Midwest net affiliate seeks new leadership and it could be your chance to run your own show. Background should be heavy in maintenance, editing systems, ENG, color studio production equipment. 1st Class FCC license. Salary commensurate with your abilities and experience. A solid, growing company with a management commitment to technical excellence. EOE. Box D-143.

VTR Maintenance/Editor Engineer. Florida Public Broadcasting installing new Technical Headquarters in Tallahassee, Florida. New Type "C" Sony/RCA, Ampex highband helical and quad VTRs. Minimum 5 years State of the Art Video electronics with at least 1 year VTR time code editing experience preferred. Good salary. Call 904-354-2806 or write CTV, Inc., 2037 Main Street, Jacksonville, FL 32206. Attn: Gene Napier. An Equal Opportunity Employer. M/F.

Experienced TV Transmitter Engineer to install and maintain RCA remote controlled VHF transmitter, supervisor responsibilities. Send resume to: Ron Jacobson, Chief Engineer, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104, or call 801-972-1776. An Equal Opportunity Employer.

Experienced video/audio technician to supervise technical operation of large multi-studio production facility in Southeast. Must be experienced in set up and operation of color cameras, film chains, VTR, multi-track audio equipment. Supervisory ability important. Many benefits including 3 weeks vacation, 10 holidays, free hospitalization plan. An Equal Opportunity Employer. Send detailed resume to Box C-84.

Director of network engineering. Under administrative supervision of Network Manager, direct and be responsible for the overall planning and coordination of all engineering operations of a public television network. Minimum qualifications: Associate degree in Electronics or equivalent plus 10 years of engineering supervisory experience in commercial or educational television broadcasting; First class FCC radio-television broadcast license and familiarity with current state of the art procedures and equipment. Salary range: \$15,408 to \$23,976; normally starting salary not to exceed \$17,298/yr. Application deadline: April 21, 1978. Duties begin June 1, 1978. Forward resume to Keith Nighbert, Manager, WENH-TV, Box Z, Durham, NH 03824. AA/EEO.

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.

News Producer/Reporter: Top 30 market has immediate opening for energetic person with good writing and organizational skills for noon broadcast. Must be skilled reporter for afternoon duties. Minimum 2 yrs. experience. E.O.E. Reply Box D-124.

Anchor/reporter for 100-105 market station in Midwest with strong news commitment. Production, reporting, anchor experience necessary. Resume, salary expectation first letter. Box D-148.

News Director. Tremendous opportunity for right person. Vacancy occasioned by Promotion within our group. Position entails leadership of dominant medium market news station with top staff and equipment. Top salary and benefits for the successful applicant who has degree, experience and leadership ability. All replies confidential. Equal Opportunity Employer. Box D-149.

News Director for growing news department in small market NBC affiliate. Need bright take-charge person experienced in gathering, co-anchoring, assigning and motivating news staff. Send resume and tape to Arch McDonald, WHAG-TV, Box 310, Hagerstown, MD 21740. EOE M/F.

Immediate opening for weather person. Good salary. Send resume/tape to Scott Peterson, WLOX Broadcasting Company, P.O. Box 4596, West Biloxi Station, Biloxi, MS 39531.

Producer, Looking for talented, hard working professional who can produce fast-paced, top-rated newscast, early and late. Three years TV news production required. Call Jeff Rosser, 918-446-3351 or send resume to KTUL-TV, P.O. Box 8, Tulsa, OK 74101. E.O.E.

Sports Reporter/Anchor: Aggressive individual for group owned Southeast market CBS affiliate. Reporter on weekdays, anchor on weekends. Ability to shoot and edit film and ENG. Send resume to: Business Manager, P.O. Box 1833, Orlando, FL 32802. We are an Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

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.

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.

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.

Are you a Writer, Producer, and up-front person who can handle a talk show or magazine and build an audience as well? Equal Opportunity Employer. If you have experience in this area, contact: Box D-116.

Art Director: Top 10 affiliate. Emphasis is on design, graphics, TV experience and management abilities. An equal opportunity employer. Please send resume and salary requirements to Box D-136.

Full Time Position available as TV Director. Experience is necessary. Send resume and qualifications to: Production Manager, WEAU-TV, P.O. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Production Manager For Southeast Top 50 VHF network affiliate. Minimum 7 years production and management experience with emphasis on studio scheduling and personnel training, prefer degree in broadcast related field. An Equal Opportunity Employer. Send resume to Box D-155.

Assistant Director of Special Projects and Development. Responsible for assisting the Director in research, coordination, writing and presentation of WHA Radio and Television production projects to potential funding agencies. Major responsibilities include: research and analysis of funding sources; proposal writing; client contact and presentation of selected proposals; monthly newsletter; manage routine administrative detail; manage funding coordination system; department liaison activities; assist in training program; function as Acting Director in absence of the Director. Bachelor's degree required. Master's in business or arts administration preferred; knowledge and experience in public broadcasting and demonstrated proposal writing ability required. Salary: \$12,840. Completed application deadline May 1, 1978. Write for application and details: Ronald C. Bornstein, Director and General Manager, WHA Radio and Television, 821 University Avenue, Madison, WI 53706. An equal opportunity/affirmative action employer.

Assistant Creative Director for KOLO Television. Applicant must write, produce television commercials, have some experience in commercial art. Send resumes to KOLO Television, P.O. Box 10,000, Reno, NV. EOE.

Statewide PTV network is seeking Program Manager for development of local program schedule, supervision of production and directing staff, broadcast schedule, acquisitions, and portions of budget, traffic, continuity and logging. Knowledge of FCC and other agency requirements pertaining to broadcasting. Degree in broadcast communications and/or previous experience with public television station. Salary commensurate with experience and budget. Deadline: 4/17/78. Send resume to CPTV, Attn. Rita Dorman, 24 Summit St., Hartford, CT 06108.

Production Manager; medium market affiliate. Must be ambitious, aggressive, inventive and able to manage people. Opportunity for advancement. E.O.E. Send resume to: George Leh, WEVI-TV, Box 3265, Saginaw, MI 48605 or call 313 687-1000.

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.

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.

SITUATIONS WANTED TECHNICAL

First Phone: Maintenance, ENG, Transmitter or Studio, anywhere USA. Box D-10.

SITUATIONS WANTED NEWS

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.

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 Newsmen and Announcer with five years experience, seeking beginning job in Television. Age 30, married, First Phone, employed. Prefer Midwest. 314-638-4487.

Experienced TV Reporter/Anchor, BA in Television, Network feeds. Denny Brand, 7350 McArdle, Apt No. 154, Corpus Christi, TX 78412, 512-991-9508.

Dynamic dedicated Meteorologist looking for TV position in Northeast. 8 yrs of extensive radio broadcasting. Top references, resume and pictures sent upon request. Will come to you for audition. Write: William Schubert, Universal Weather, SVC Westchester County Airport, White Plains, NY.

Experienced 16MM/ENG Reporter/Photographer with biological background seeks position as street/scientific reporter. Coast preferred, but will entertain any inquiry. 919-484-3885 any hour.

SITUATIONS WANTED NEWS CONTINUED

Anchor with proven record of ratings success seeks organization with commitment to news. Box C-236.

News Director experienced at providing motivation and leadership to be Number One. Also heavy on administration and budgeting. Box C-240.

What a catch ... young sportscaster with college PBP, color and interview program experience. Can't miss top university graduate and athlete, plus good appearance and personality. Earl Freiman, 212-549-2862, 3805 Cannon Pl. Bronx, NY 10463.

Combination News and Sports Reporter/ENG Photographer-Editor with two years experience seeks Sports position. Box D-113.

Experienced Radio Newsman, M.S. broadcast journalism, some TV, wants you to see his VTR. Box D-122.

Experienced Producer wants Top 40 newsroom now. If you want a competitive professional, write Box D-126.

Experienced, excellent credentials seeking reporter/anchor position in large market. Box D-127.

Reporter & Cameraman Team working Major East Coast Metropolitan Market looking to relocate. Heavy experience in field survey, planning, logistics, financing, and execution of final product of hard news, sports, human interest features. Please inquire thru Box D-147.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

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.

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.

Does your station need someone with top ten market experience? I want to produce/direct in a smaller market, no size or geographic preference. Masters degree in Broadcasting, excellent references, tapes and resume available. Box D-112.

Tired of L.A. Director Producer now on staff, seeks relocation elsewhere on West Coast. Total production, news, sports remote, and commercial background. Box D-128.

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 Iturbide 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.

I need Transmitter, 320 ft. tower, Automation, Production Equipment for new class A FM in Northern California. Box D-146.

FOR SALE EQUIPMENT

5" Air Helix—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 8TA-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.

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 \$8500. takes it. International Cinema Eq. Co. Inc., 6750 NE 4th Court, Miami, FL 33138.

Discount Tape: Check our prices on fresh name-brand tape: bulk, reels, boxes, carts and cassettes. Call R.B.P. 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.

GE BT-50A 50KW AM Transmitter and Gates BC-10E 10KW AM Transmitter. Both are clean, well maintained and presently in use. Phone: 312-263-0800 x447.

2 G.E. 350 Cameras complete with Pedestals & Panning Heads \$7500/each. 6605 Eleanor Ave., Hollywood 213-463-2123.

Internal Revenue Service Sale: Sono-Mag Corp. Carousels 20A and 22A, Gates Time announcer 900-0056-001, Gates System Programmer Sp-10-2, and Time selector TS-3. Telephone Ashenberg 201-332-8085.

RCA VTR update modification kits for TR4/22/50/60/61/70. Splicer (singleframe), TEP interface, Time Code Edit Interface Kit, Audio Splice Timing Mod (Audio Insert Editor), Wideband Audio Amplifiers, most mod kits, some modules available. Lawhed, Ltd. 388 Reed Road, Broomall, PA 19008, 215-543-7600.

CDL VS100 Switcher: Double Reentry, 12 x 4 with two Mix Amps. Special Effects Amp, Proc Amp, Black Gen, Power Supply, RGB Chroma Keyer, Teck Preview, Downstream Keyer. Contact Rod Hall: 213-577-5400.

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.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

\$1.00 Phor sample 200 line "Phantastic Phunnies" and giphi! 1343 Stratford Drive, Kent, OH 44240

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Hones! 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.

Wanted: Used RKO radio sales course. State price. Box D-152.

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. Moneyback 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.

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.

Summer FCC License classes beginning June 19. Save \$100 by registering before May—pay \$350 plus registration. The Radio School, 1452 Del Paso Blvd., Sacramento, CA 95815, 916-920-2090.

RADIO

Help Wanted Management

OPERATIONS MANAGER

Need mature news oriented operations manager for growing regional AM/FM in Midwest agriculture area. Organizational and leadership qualities a must. Excellent modern facilities. City of license 15,000. Please send resume and references. Box D-151.

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-81.

Help Wanted Sales Continued

Leading National Marketer Needs Regional

SALES REPRESENTATIVES

If you have what it takes . . . we have what you need
to earn \$25,000 to \$40,000 and more!

We are looking for particular type sales professionals who will systematically work a territory as if it were their own business.

We are America's largest producer of complete advertising programs for Banks, Savings & Loans, and Auto Dealerships. Expansion has opened high-earnings career opportunities for sales representatives experienced in selling chief executives. If selected, you'll represent a dynamic company in a lifetime repeat business offering products with an unparalleled 15 year record of success.

To qualify, you must have demonstrated an ability to sell concepts, make effective high-ticket sales presentations, and be a strong one-call closer. Advertising and broadcast media background helpful. You must be energetic, self-motivated and be able to travel away from home 2 to 4 nights a week. You'll be amply rewarded with an excellent compensation package that includes high commissions, incentives and company benefits. (Your commissions should average from \$400 to \$800 weekly after initial training period). If you're ready for this high earnings opportunity, year after year . . . and able to get into action within two weeks after selection, send us your resume today. WRITE: PERSONNEL DIRECTOR, THE GOLNICK COMPANY . . . ADVERTISING/MARKETING, 2817 E. OAKLAND PK. BLVD., FT LAUDERDALE, FLA. 33306.

Help Wanted Announcers

MORNING DRIVE

COUNTRY JOCK
WHTT/(KSTT)
BOX 3788
DAVENPORT, IA 52808

MAJOR MARKET TALKER

Midwest major market talk station now accepting resumes from creative, fun loving talk show hosts. This is the opportunity you've been working towards. Send resume to Box D-145.

Help Wanted News

NEWS DIRECTOR

Small Market A.M./FM.

Tremendous challenge for an experienced news person who wants to live in one of the greatest recreational areas of the west. We want an aggressive individual committed to in-depth local news coverage. Salary negotiable. EOE. Full resume to Box D-129.

FEMALE OR MALE

INTERESTED IN SPORTS?

We need a very alive sportscaster to do six morning drive reports. Must be very alert and together for exciting format. Also news responsibilities. Call John Bry. News Director.

WCUZ/WMLW

One McKay Tower
Grand Rapids, Michigan 49503
616 451-2551

Help Wanted Programing, Production, Others

WJR radio 76

AMERICA'S GREAT RADIO STATION

One of America's fine radio stations seeks a mature, ambitious, analytical and creative person as

PROGRAM DIRECTOR/OPERATIONS MANAGER

This may be the most fun, interesting and rewarding position in the radio business. Responsibilities include programming, news, sports, promotion, engineering and the care and feeding of a very talented group of 60 people. A person with general management experience would be particularly well qualified. Please contact

Bill James, Manager |WJR
2200 Fisher Bldg. Detroit, Mich. 48202
Equal Opportunity Employer.

Help Wanted Technical

CHIEF ENGINEER

Small Market AM/FM

12 thousand to start, for working engineer in pristine mountain community of 40,000, where living costs are less and outdoor recreation is abundant. Must be capable of growing with fast expansion program that includes fulltime directional CP. EOE. Resume to Mr. Smith, PO Box 969, Klamath Falls, Oreg. 97601.

Situations Wanted Management

AT NAB

let's talk. I'm Mike Button, successful professional Radio Programmer, a self starter, innovative. Work and communicate well with staff. Medium and Large-Market success with Adult Contemporary, Top 40 and Beautiful Music. At Las Vegas NAB 384-7181 or home 714-565-2552.

WANTED-REWARD

1. An owner who want's a Gen'l Mgr. with the following qualifications.
 2. A Gen'l Mgr. who is a former owner and knows all about the bottom line.
 3. A Gen'l Mgr. who can hire train and motivate a sales force to get out on the street and get the business.
 4. A Gen'l Mgr. who is a street fighter himself and knows you have to lead not just give lip service. Local and agency acct's
 5. A Gen'l Mgr. who knows the FCC there rules and regs.
 6. A Gen'l Mgr. who knows how to program and promote a station.
 7. A Gen'l Mgr. who is a college Grad with a degree in Accounting and who has Three years of law school.
 8. A Gen'l Mgr. who can take a loser and make it a winner or take a winner and increase the profits.
 9. A G.M. who can be a father, mother, psychologist and spiritual leader for the whole staff.
 10. Gets totally involved with community.
- If you are the owner that is looking for this kind of GM then the **REWARD** is me.
I will be available at the NAB for interviews. Please call Bill Hunter at the Algiers Hotel Las Vegas AC 702-735-3311 or Box D-120.

Situations Wanted Announcers

Major Market Mornings

A charismatic approach to AM Drive featuring humor, phones, sincerity, community involvement and a special intangible flair . . . A proven winner on all formats . . . If you want to capture your market, make lots of money and aren't afraid of success—we want to join your family. 609-737-1421.

Situations Wanted News

SUCCESSFUL MEDIUM MARKET NEWS DIRECTOR

Looking for investigative/government reporting position in top 20 market. Aggressive, curious, imaginative. Professional, Strong Experience, tight writing, professional involvement, award winner. Requirements: professional operation, challenge, management with serious commitment to news. Box D-110.

RADIO SPORTSCASTER

Play-by-play and regular daily sports reports. Experienced, with successful radio stations in competitive South Florida Market. Young, willing to relocate. 3rd endorsed. Contact Alan Friedman, 7763 West Boca Road, Apt. 1601, Boca Raton, Florida 33432. (305) 392-1586.

TELEVISION
Help Wanted Technical

Video Tape Technician



Deere & Company, a leading manufacturer of agricultural equipment, is currently seeking a qualified Video Tape Technician.

The individual we select will be responsible for the maintenance and operation of all equipment in the video studio at our Industrial Training Center. Requirements include a BS degree with experience in T.V. production and T.V. electronics. A knowledge of helical scan video equipment for color production is a definite plus.

We offer a competitive salary and comprehensive benefits that include paid relocation to Iowa. Send complete resume, including salary history to:

Ronald H. Like
Manager, Professional Employment
Deere & Company
Moline, Illinois 61265
An Equal Opportunity Employer M/F

*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

VIDEO TAPE CENTER PERSONNEL

RCA American Communications, Inc. has openings at our Vernon Valley Video Tape Center, Vernon New Jersey (near Great Gorge), for experienced Video Tape Technicians. Requirements are as follows:

VIDEO TAPE EDITING TECHNICIAN

- Perform all duties associated with computerized (CMX tape) tape editing and assembly in concert with and under the direction of the customer.
- Should be capable of operating all equipment and machines associated with a video tape operating center.
- Other responsibilities include maintenance and film/tape control and storage.
- Successful candidate will be exposed to, and trained in new video conversion techniques.
- Minimum 3 years related experience required.

VIDEO TAPE TECHNICIAN

- Perform all duties associated with realtime tape playback operations employing 2-inch quad machines (e.g. TR 600).
- Should be capable of operating all equipment and machines associated with a video tape operating center including TK28 Color Telecine Camera and related equipment, routing switchers, and audio cart or live operation.
- Minimum of 1 to 2 years related experience required.
We offer excellent starting salaries and a full range of company benefits.

To arrange interview, send resume and salary requirement to:

Mrs. B. Van Putten, Dept.
RCA American Communications, Inc.
201 Centennial Avenue
Piscataway, NJ 08854

We are an equal opportunity employer F/M.

VIDEO SALES ENGINEERS & SALES MANAGERS

**Choice territories in
Washington, D.C., New York,
New Orleans, Albuquerque and
Santa Clara.**

Tektronix, Inc., a Fortune 500 electronics leader, manufactures an extensive line of broadcast quality waveform and picture monitors, test and sync-pulse generators, vectorscopes, chrominance correctors, and other test and processing equipment. We're looking for a solid technical background in broadcast TV, an EE or the equivalent experience, and successful sales experience in a professional broadcast or CATV environment.

An enthusiastic, self-motivated personality is required since you will be operating with a high degree of independence. We offer a very competitive salary, bonus incentives, commissions and a company car.

LAS VEGAS NAB INTERVIEWS

Contact Austin Basso, Eastern Region Sales Manager, at Booth 811, or forward your resume to **SALES MANAGER (TV)**, Tektronix, Inc., 2 Research Court, Rockville, Maryland 20850. Phone: 301/948-7151.

Tektronix
COMMITTED TO EXCELLENCE

All replies will be held in strict confidence.
An Equal Opportunity Employer M/F/H

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.

Help Wanted News

TV METEOROLOGIST

Qualified meteorologist needed with on-air television weather experience. Medium market station. Send resumes only to Box D-123.
Equal Opportunity Employer (M/F)

11:00 PM CO-ANCHOR

We are a medium market station in the beautiful Northwest. We have a top-flight, aggressive news department and we are looking for an 11 o'clock co-anchor to help move us to ratings dominance. The salary is competitive, the training is excellent and the environment is great. EOE. Contact Bill Applegate, News Director. (503) 485-5611.

NEWS CO-ANCHOR WMAR-TV BALTIMORE—CBS AFFILIATE

Experienced News Anchor wanted for our M-F newscasts. Must have ability to do street reporting. Send resume and video cassette to:
Libby Stevens, Personnel Manager
WMAR-TV/FM
6400 York Road
Baltimore, Maryland 21212
EOE M/F

MIDWEST, NET AFFILIATE

Our nationally respected 35-person television news department invites applications for the following positions:

SENIOR REPORTER. Experienced, mature reporter for investigative and special assignment projects. Writing and packaging skills must be outstanding. Send resume and record of past reporting achievements.

ANCHOR. Anchor-producer. Premium placed on writing skill and effective delivery. Knowledgeable journalists only; no readers, please.

We are an EOE. Minorities and women encouraged to apply. Direct inquiries to Box D-150.

BOOKS

- 413 **DESIGNING & MAINTAINING THE CATV & SMALL TV STUDIO—2nd Edition**, by Kenneth B. Knecht. Completely updated edition of this simplified, yet detailed guide on the installation and maintenance of production facilities for CATV, CCTV, ITC and broadcast TV studios. 288 p 100 ill. **\$12.95**
453. **TV LIGHTING HANDBOOK**, by Dr. James A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and acquaint producers, directors, anyone involved in production, with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out. 228 p., including 4-color section. **\$12.95**

440 **VIDEO TAPE PRODUCTION AND COMMUNICATION TECHNIQUES** by J.L. Efrain. A complete text on the production of video recording for effective communications. Tells how to put professional techniques to work. 256 pages, illustrated glossary, index. **\$12.95**

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

please send me book(s) numbers _____
my check in the amount of _____ is enclosed.

Name _____

Address _____

City _____ State _____ Zip _____

We Hate To Call Ourselves An Employment Agency.

We wince anytime someone tries to put us in that category.

We've been to employment agencies and through the wild goose chases. The great job interviews that turn out to be nothing but bad news.

We're different!

We're Newspeople, Inc. and we find jobs at television stations for news people.

If you're a news director, weathercaster, anchor, sportscaster, editor, reporter, producer or photographer, we want to talk to you! Because we know that we can help you now, or at some time in the future.

Perhaps you're happy where you are right now. We're happy for you too. And if that's the best you can do for yourself right now, we'll advise you to stay put.

But maybe you're not aware of other opportunities that you are ideally suited for. Or you haven't been thinking about the advantages of moving up in your career.

That's where we can help you.

Tell us about yourself, your skills, your goals and we'll evaluate your money-making potential and the type of market and station you're best suited for. We'll give you the guidance you need to prepare a tape and resume that put you in the best light. And if we help you make a connection, it will be a connection you'll be glad to make.

Our fees are paid by the station that hires you. So there's no reason to hesitate calling us. We just want to know that you are out there. And we can't know about you unless you make the first move.

Newspeople, Inc.

(313) 968-1416 or write 26200 Greenfield, Suite 60, Oak Park, Mich. 48237

An affiliate of Reymier & Gerish Associates, Inc.

Help Wanted Programing, Production, Others Continued

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.

WANTED

Audience Promotion Writer Producer minimum two years television production experience. Must be creative, write well, and be willing to work long hours. Position offers many creative opportunities. Salary flexible. Box D-126.

TV PROGRAM DIRECTOR

For leading 50-60 station in Midwest market. We are seeking an individual with strong knowledge and experience in all programming and production areas—a thoroughly professional, creative person to head our programming department. This person must share our dedication to our community, our station and to excellence. All replies handled in a confidential manner. Send resume to Box D-139.

An EOE

Help Wanted Programing, Production, Others

INTERESTED IN BECOMING A CAMPAIGN NEWS SECRETARY?

YOU MAY BE JUST WHAT THE REPUBLICAN PARTY IS LOOKING FOR

The National Republican Congressional Committee is looking for bright, aggressive people with a background in communications and an interest in politics.

We are holding two training seminars in Washington, D.C., with the hope of placing news secretaries with 1978 Republican Congressional campaigns. The two seminars will be identical in content.

April 21, 22, 23

or

May 12, 13, 14

Write or call today for more information and an application form:

National Republican Congressional Committee

News Secretaries' Workshop

Room 512—300 New Jersey Avenue SE

Washington, DC 20515

202/225-1800

Here's the deal. You come to one or the other of the workshops. If you do well, we'll try to place you in a G.O.P. campaign somewhere in the country. There are lots of openings for trained people. And the potential for even more important assignments in the future.

And here are the details. There's a \$25 registration fee to keep out the non-serious. Meals and materials are on us. You pay to get to D.C. and for your lodging. You have to stay at the workshop hotel.

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.

ASSISTANT PROGRAM DIRECTOR

Immediate opening by Midwestern ABC-TV affiliate. Will understudy the Program Director and supervise Production activities. Strong experience in studio and remote production required. Should be interested in program philosophies, research, acquisition and development of local programs. Previous personnel supervision required. We are an equal opportunity employer. Send resume to Box D-108.

MEDIA RELATIONS REPRESENTATIVE

We are a major energy company in the Southwest and have an immediate opening for a media relations representative. You must have a journalism degree, with experience in radio/tv, print or both.

Applicant must be able to develop and maintain media contacts and have the ability to work with company executives in meetings with the press.

Salary will be based on experience.
Send resume and salary history to Box D-137.

We are an equal opportunity employer, M/F.

Situations Wanted Announcers

TV Magazine/Talk Show Host

15 year professional. Solid "on air" experience in news, sports and weather. Presently in Top 30. If you are planning a magazine show for Fall ... let's talk!

Box D-118.

Business Opportunity

FOR SALE

One of New England's foremost Radio/TV Schools for sale! \$225,000. Owner retiring. Building can be leased or sold to purchaser. Box D-135.

I HAVE \$3,250,000

to invest in construction of a new TV station. I am a 28 year veteran of the broadcast industry and am looking for 4 or 5 professionals, each committed to helping me build and operate it. Successful candidates will share 10% of the ownership and receive options for an additional 10%. Each will have a minimum of 10 years experience in either programming, National Sales, Local Sales, News, Accounting, or Station Management, and be able to make a cash investment of \$50-60,000. Box D-138. BROADCASTING.

Employment Service

"HOT TIPS!"

YOUR MONEY BACK ... If ANY issue doesn't give you an edge in your jobhunt. EXCLUSIVE RADIO OPENINGS! 55-75 NEW jobs per WEEK for jocks, news, programming & production ALONE! \$12 for 13 weeks, \$30/yr. FREE SAMPLE! Call our 24 HOUR HOTLINE! 904-252-3861. Box 678, Daytona, FLA 32017

Free Film

FREE FILMS? CALL MODERN TV

The leading distributor. We have the most. PSA's & newsclips too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

Radio Programing

"LIVE" REPORTS FROM HOLLYWOOD

10 million listen to the hottest name in Hollywood news. Lift your ratings with award winning commentator Gordon Currie, 4th year KMOX (St. Louis)—ask Jack Carney &/or Joe Martell WMT (Cedar Rapids). GORDON CURRIE, Box 4096, Glendale Cal. 91202. Tel. (213) 243-7770.



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

Miscellaneous

AUDITION TAPE

Aspiring TV reporter looking for first break with no station/video lab connections to rely on. Seeking person or firm experienced in all aspects of producing creditable, professional audition tape complete with chroma backs, street reports, and whatever else it takes to produce the best finished product possible. Prefer NYC metro-Conn. area. Fee negotiable. Tell me who you are and what you can do for me. Box D-114.

Radio Surveys

From the Warner Bros.:

500	calls	\$50.00	per
	diaries		mo.
100	calls	\$25.00	per
	diaries		mo.

S-A-M-S

3407 Stonybrae Dr., Falls Church, Va. 22044
PO. Box 2585, Augusta, Ga. 30903 (404) 733-0642

Audience Research

Professional Research Services

SURVEYS from \$339.00 • Write or call for brochure

- Increase sales revenue
- Achieve greater respect at the agency level
- Increase station prestige among employees

6806 S. Terrace Rd. Tempe, Az. 85283 (602) 839-4003

For Sale Stations

W. John Grandy Broadcasting Broker

During the NAB will be
at the Jockey Club
736-8800

LARSON/WALKER & COMPANY

Convention Headquarters

MGM Grand Hotel
1209A-1207-1209

SEE YOU
AT THE
SAHARA
737-2111

George MOORE
& ASSOCIATES
BROKERS AND APPRAISERS

6116 N CENTRAL EXPRESSWAY SUITE 712
DALLAS, TEXAS 75206 214-361-8970

For Sale Stations Continued

WIN IN THE WEST

Major Market
Class C FM
Top Facility
Profitable
Call to discuss with Principal
during NAB Convention, Las Vegas
(702) 382-7107 Ext. "21"

Class C FM

Southwest market with good growth potential.
Price \$500,000.00. Terms. Contact Boyd Kelley,
4525 Shady Lane, Wichita Falls, Texas 76308.
Phone AC 817-692-7722.

H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

WEST COAST: 1204 RUSS BUILDING • SAN FRANCISCO, CALIFORNIA 94104
415/873-4474

EAST COAST: 710 EAST 133RD ST., NO. 5D, New York 10022
212/286-0737

NAB CONVENTION

MGM GRAND HOTEL
• LAS VEGAS

HEADQUARTERS
SUITE 761 •
761 • A

MEDIA BROKERS • APPRAISERS

RICHARD A.

SHAHEEN INC.

435 NO MICHIGAN AVE. • CHICAGO 60611



**william
Kepper &
associates**

TV—Top 5 Market
Independent, with great
UHF Coverage/Signal.
See us at Las Vegas Hilton.

IL 1615 Orrington, Evanston 60201 (312) 869-3468
N.Y. 667 Madison Ave., NYC 10021 (212) 838-6880
CA. Box 2671 San Rafael 94901 (415) 457-5688



CHAPMAN ASSOCIATES®

media brokerage service

STATIONS

W Small	AM	\$42K	SOLD	Ray Stanfield	(213) 363-5764
SW Small	AM	\$145K	\$40K	Bill Whitley	(214) 387-2303
CA Small	AM	\$160K	SOLD	Evelyn Stanfield	(213) 363-5764
SE Small	AM-D	\$150K	\$44K	Paul Crowder	(615) 298-4986
SW Small	FM-A	\$87K	SOLD	Galen Gilbert	(214) 387-2303
MW Small	AM-D	\$106K	SOLD	David Kelly	(414) 499-4933
SE Small	AM/FM	\$225K	SOLD	Bill Chapman	(404) 458-9226
FL Small	Single	\$150K	29%	Joe Gratz	(813) 877-1800
SW Small	AM-F	\$170K	SOLD	Galen Gilbert	(214) 387-2303
SE Small	Single	\$138K	\$40K	Bill Chapman	(404) 458-9226
MW Small	Single	\$160K	\$46K	David Kelly	(414) 499-4933
SW Small	Single	\$70K	\$35K	Galen Gilbert	(214) 387-2303
W Small	AM/FM	\$375K	\$108K	Bill Hammond	(214) 387-2303
SE Medium	FM-A	\$250K	SOLD	Paul Crowder	(615) 298-4986
MW Medium	AM-F	\$255K	SOLD	David Kelly	(414) 499-4933
SE Medium	AM-F	\$700K	SOLD	Paul Crowder	(615) 298-4986
W Medium	FM	\$525K	\$250K	Ray Stanfield	(213) 363-5764
MW Medium	AM/FM	\$200K	SOLD	David Kelly	(414) 499-4933
SE Metro	FM-A	\$380K	SOLD	Bill Chapman	(404) 458-9226
NE Metro	AM/FM	\$700K	Nego.	Art Simmers	(617) 848-4893
SE Metro	AM-D	\$350K	SOLD	Bill Hammond	(214) 387-2303
NE Metro	FM-C	\$340K	SOLD	Art Simmers	(617) 848-4893
MW Metro	AM-F	\$250K	SOLD	John King	(517) 467-2201
W Metro	Fulltime	\$225K	Cash	Evelyn Stanfield	(213) 363-5764
FL Metro	FM	\$1.3MM	SOLD	Bill Hammond	(214) 387-2303
W Metro	AM/FM	\$875K	SOLD	Ray Stanfield	(213) 363-5764
SW Metro	AM/FM	\$775K	29%	Bill Whitley	(214) 387-2303
W Major	FM	\$4.0MM	SOLD	Ray Stanfield	(213) 363-5764
NE Major	AM/FM	\$1.7MM	29%	Warren Gregory	(203) 228-0365
CA Major	FM	\$1.4MM	SOLD	Ray Stanfield	(213) 363-5764
W Major	FM	\$2.6MM	SOLD	Bill Hammond	(214) 387-2303
MW Small	VHF	\$1.0MM	SOLD	Bill Chapman	(404) 458-9226
NE Medium	VHF	\$875K	SOLD	Art Simmers	(617) 848-4893
NE Metro	UHF	\$1.2MM	Nego.	Art Simmers	(617) 848-4893
SE Metro	VHF	\$7.0MM	SOLD	Art Simmers	(617) 848-4893

NAB: Las Vegas Hilton, Suite 2129

To receive offerings of stations within the areas of your interest, write
Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Ga. 30341

- Class "A" FM in Georgia city. An excellent buy for \$460,000.
- 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. \$690,000. 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. \$240,000.
- 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



**WE'RE "REEL" PROUD TO INTRODUCE
Jerry "Chip" Chiapetta**

... The Horton Company's new associate serving Florida and the deep South. Since receiving his B.A. from the University of Pittsburgh in 1956, "Chip" has been a journalist, an award-winning radio and television broadcaster and producer, the author of two books and more than 300 articles and picture stories published by national magazines. His special interest is the great outdoors and he's been elected to the Fishing Hall of Fame. Married and the father of four, "Chip" is a successful businessman who brings a remarkable industry background and a warm personality to his new assignment.

Through the years, we have said our associates are men of action... men of experience... men of their word. "Chip" Chiapetta is cast in that same mold. We know you will enjoy working with him. We do, already.
His address is 601 Elkcam Circle, Marco Island, FLA 33937, and his phone number is (813) 394-7579

**THE KEITH W.
HORTON CO.
INC.**

P.O. Box 948
Elmira, N.Y.
14902
(607) 733-7138

**BROKERS AND
CONSULTANTS TO
THE COMMUNICATIONS
INDUSTRY**

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

Bill Exline
NAB Address:
Riviera Hotel

734-5110

William A. Exline, Inc.
31 CARROLL COURT, SAN RAFAEL, CA 94903
(415) 479-0717
MEDIA BROKERS - CONSULTANTS

**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.

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.

**NAB
1978**



**EDWIN TORNBORG
& COMPANY, INC.**

Hospitality Suite

MGM GRAND HOTEL

Stock Index

	Stock symbol	Exch.	Closing Wed. April 5	Closing Wed. March 29	Net change in week	% change in week	High	1977-78 Low	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)		
Broadcasting													
ABC	ABC	N	39 1/2	38 5/8	+	7/8	+	2.26	46 3/4	35 3/8	7	18,152	717,004
CAPITAL CITIES	CCB	N	61 3/4	60	+	1 3/4	+	2.91	61 3/4	44 3/4	12	7,426	458,555
CBS	CBS	N	45 1/2	46 3/8	-	7/8	-	1.88	62	43 7/8	7	28,100	1,278,550
COX	COX	N	36 3/8	36 1/2	-	1/8	-	.34	36 1/2	25 1/2	10	6,185	224,979
GROSS TELECASTING	GGG	A	17	17 3/8	-	3/8	-	2.15	17 3/8	13 5/8	8	800	13,600
KINGSTIP COMMUN.	KTVV	O	6 1/2	6 1/2				7	3 7/8	12	462	3,003	
LIN	LINA	O	28	28 3/8	-	3/8	-	1.32	28 3/8	16 1/2	9	2,745	76,860
MOONEY**	MOON	O	2 3/8	2 3/8				2 5/8	1 7/8		425	1,009	
RAHALL	RAHL	O	18 3/4	18 3/4				19 1/2	8 5/8	20	1,264	23,700	
SCRIPPS-HOWARD	SRCP	O	37	35	+	2	+	5.71	37	30 1/2	8	2,589	95,793
STARR	SRG	M	12 1/4	12 3/4	-	1/2	-	3.92	12 3/4		11	1,487	18,215
STORER	SRK	N	25 1/4	26	-	3/4	-	2.88	26 7/8	19 3/8	9	4,876	123,119
TAFT	TFH	N	36	35	+	1	+	2.85	36	24 5/8	8	4,119	148,284
TOTAL										78,630	3,192,671		

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	7 1/2	8	-	1/2	-	6.25	8	3 3/4	8	1,229	9,217
JOHN BLAIR	BJ	N	21 1/4	21	+	1/4	+	1.19	21 1/4	11 1/8	6	2,427	51,573
CHRIS-CRAFT	CCN	N	9 7/8	9 3/4	+	1/8	+	1.28	10 1/4	4 1/2	24	4,451	43,953
COMBINED COMM.	CCA	N	35 5/8	35 3/4	-	1/8	-	.34	40 7/8	19	11	6,920	246,525
COWLES	CWL	N	19 1/4	19	+	1/4	+	1.31	19 1/4	12 1/2	22	3,969	76,403
DUN & BROADSTREET	DNB	N	30 1/4	29 1/8	+	1 1/8	+	3.86	31	26 1/4	15	26,339	796,754
FAIRCHILD IND.	FEF	N	19 3/8	19	+	3/8	+	1.97	19 3/8	9 1/2	12	5,708	110,592
FUQUA	FQA	N	10 1/4	10 3/4	-	1/2	-	4.65	13	8	6	9,396	96,309
GANNETT CO.	GCI	N	37 3/8	36 3/4	+	5/8	+	1.70	40 3/4	32 3/4	15	22,430	838,321
GENERAL TIRE	GY	N	24 1/4	23 3/4	+	1/2	+	2.10	29 1/4	22 3/8	5	22,692	550,281
GLOBE BROADCASTING	GLBTA	O	4 3/4	4 3/4	-				4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	GR	O	16	15 1/2	+	1/2	+	3.22	16	5	7	475	7,600
HARTE-HANKS	HHN	N	34	33 7/8	+	1/8	+	.36	36	26	12	4,477	152,218
JEFFERSON-PILOT	JP	N	28 1/4	28 1/4	-				32 3/8	26 5/8	9	23,946	676,474
MARVIN JOSEPHSON	MKVN	O	13 3/4	12 3/4	+	1	+	7.84	17 1/4	10 1/4	7	1,978	27,197
KANSAS STATE NET.	KSN	O	12 1/2	12 1/4	+	1/4	+	2.04	12 3/4	4 3/4	12	1,727	21,587
LEE ENTERPRISES	LNT	A	28 7/8	28 1/2	+	3/8	+	1.31	28 7/8	22 1/4	12	4,930	142,353
LIBERTY	LC	N	24 3/8	25	-	5/8	-	2.50	25 1/4	18	7	6,762	164,823
MCGRAW-HILL	MHP	N	19 1/2	18 3/4	+	3/4	+	4.00	19 5/8	15 5/8	10	24,682	481,299
MEDIA GENERAL	MEG	A	15 3/8	15	+	3/8	+	2.50	20	13 5/8	7	7,451	114,559
MEREDITH	MDP	N	29 1/4	29 1/2	-	1/4	-	.84	29 1/2	17 3/8	7	3,074	89,914
METROMEDIA	MET	N	45	45 1/8	-	1/8	-	.27	45 1/8	25 1/4	9	6,630	298,350
MULTIMEDIA	MPED	O	18 1/4	18 1/2	-	1/4	-	1.35	27 1/2	16 1/4	10	6,594	120,340
NEW YORK TIMES CO.	NYKA	A	21 1/2	20 1/8	+	1 3/8	+	6.83	21 1/2	15 3/4	9	11,422	245,573
OUTLET CO.	OTU	N	22 5/8	22 3/4	-	1/8	-	.54	24 1/4	16 5/8	8	2,290	51,811
POST CORP.	POST	O	26 3/4	25 1/4	+	1 1/2	+	5.94	26 3/4	16 1/4	8	893	23,887
REFEVES TELECOM	RRT	A	2 3/4	2 7/8	-	1/8	-	4.34	3 1/8	1 3/4	46	2,381	6,547
ROLLINS	RNL	N	17 3/8	17 1/2	-	1/8	-	.71	24 1/4	14 7/8	9	33,000	573,375
RUST CRAFT	RUS	A	23 3/4	23 3/4	-				24	3 1/2	14	2,297	54,553
SAN JUAN RACING	SJR	N	11 3/4	11 5/8	+	1/8	+	1.07	11 3/4	7 5/8	18	2,509	29,480
SCHERING-PLOUGH	SGP	N	28 3/8	28 1/8	+	1/4	+	.88	44 3/4	26 3/8	9	54,084	1,534,633
SONDERLING	SDS	A	19 1/2	18 7/8	-	3/8	-	1.98	19 1/8	8 3/8	8	1,105	20,442
TECH OPERATIONS	TO	A	3 5/8	4 1/4	-	5/8	-	14.70	4 3/4	2 3/8	15	1,344	4,872
TIMES MIRROR CO.	TMC	N	25	24 3/4	+	1/4	+	1.01	25 3/8	20 3/4	9	34,760	869,000
WASHINGTON POST CO.	WPJ	A	34 1/8	33 7/8	+	1/4	+	.73	35 1/8	21 3/4	9	8,476	289,243
WOMETCO	WOM	N	13 7/8	13 3/4	+	1/3	+	.90	14 3/4	10 7/8	9	8,554	118,696
TOTAL											364,174	8,951,911	

Cablecasting

ACTON CORP.	ATN	A	8 7/8	8 3/4	+	1/8	+	1.42	8 7/8	3 1/8	10	2,710	24,051
AMECO*	ACO	O							1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	42	41 1/2	+	1/2	+	1.20	42	19 3/4	21	3,863	162,246
ATHENA COMM.*		O	3/8	3/8					7/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O	4 3/8	4 1/4	+	1/8	+	2.94	4 3/4	3 1/8	20	8,370	36,618
CABLE INFO.*		O	1 1/2	1 1/2					1 1/2	1/2	8	663	994
COMCAST		O	9 1/4	8 3/4	-	1/2	-	5.71	9 3/4	3 3/4	14	1,651	13,620
COMMUN. PROPERTIES	COMU	O	12 3/4	12 1/2	+	1/4	+	2.00	13	3 5/8	23	4,839	61,697
ENTRON*	ENT	O	2 1/4	2 1/4					2 1/4	7/8	2	979	2,272
GENERAL INSTRUMENT	GRI	N	25	24 3/4	+	1/4	+	1.01	25	17 5/8	9	7,508	187,700
GENEVE CORP.	GENV	O	10 3/4	10 3/4					12 1/2	7 1/2		1,121	12,050
TELE-COMMUNICATIONS	TCUM	O	17 3/4	15 1/4	+	2 1/2	+	16.39	17 3/4	2 7/8	89	5,281	93,737
TELEPROMPTER	TP	N	11	11 1/2	-	1/2	-	4.34	11 1/2	6 3/4	26	16,927	186,142
TEXSCAN	TEXS	O	1 3/4	1 3/4					2	1 1/4	10	786	1,375
TIME INC.	TL	N	40	39 7/8	+	1 1/8	+	2.89	40	31 3/4	10	20,371	814,340
TOCOM	TOCM	O	4 5/8	4 5/8					4 5/8	2 1/4	10	894	4,134
UA-COLUMBIA CABLE	UACC	O	27 1/2	28 1/4	-	3/4	-	7.65	28 1/4	15 1/2	18	1,679	46,172
UNITED CABLE TV	UCTV	O	12 3/8	12 7/8	-	1/2	-	3.88	12 7/8	3 7/8	23	1,915	23,698
VIACOM	VIA	N	17 5/8	18 1/2	-	7/8	-	4.72	20	9 1/2	13	3,764	66,340
TOTAL											86,641	1,738,411	

	Stock symbol	Exch.	Closing Wed. April 5	Closing Wed. March 29	Net change in week	% change in week	1977-78 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
Programming													
COLUMBIA PICTURES	CPS	N	16 3/8	16 7/8	-	1/2	-	2.96	20 1/2	7 3/8	7	6,748	110,498
DISNEY	DIS	N	32 1/2	32 5/8	-	1/8	-	.38	47 5/8	32 1/2	13	32,380	1,052,350
FILMWAYS	FWY	A	9 1/4	9 3/4	-	1/2	-	5.12	9 7/8	6 7/8	7	2,579	23,855
FOUR STAR*			1 1/8	1 1/8				1 1/4	3/4		11	.666	749
GULF + WESTERN	GW	N	12 7/8	13 1/8	-	1/4	-	1.90	18 3/8	10 1/4	5	48,215	620,768
MCA	MCA	N	40 1/8	40 1/2	-	3/8	-	.92	42 3/4	32	9	18,558	744,639
MGM	MGM	N	32	29 7/8	+ 2 1/3	+ 7.11	32	16	14	3	14	14,609	467,488
TRANSAMERICA	TA	N	13 3/4	14 1/8	-	3/8	-	2.65	16 1/2	13 1/4	5	66,781	918,238
20TH CENTURY-FOX	TF	N	28	28 3/4	-	3/4	-	2.60	28 3/4	10	5	7,786	218,008
VIDEO CORP. OF AMER.	V	O	5 1/4	5 1/4				6 1/2	3 1/2	10		.973	5,108
WARNER	WCI	N	33 1/8	33 1/4	-	1/8	-	.37	33 5/8	25 3/4	7	14,458	478,921
WRATHER	WCU	A	9 1/2	10 1/4	-	3/4	-	7.31	10 1/4	4 1/2	9	2,243	21,308
TOTAL									215,996	4,661,930			

Service

BBDO INC.	BRDO	O	29 1/4	29	+	1/4	+	.86	29 3/4	22 1/2	8	2,513	734,505
COMSAT	CO	N	37 1/8	35 3/4	+	1 3/8	+	3.84	37 1/8	28 3/4	10	10,000	371,250
DOYLE DANE BERNBACH	DOYL	O	19 5/8	20	-	3/8	-	1.87	22	16 3/4	6	1,776	34,854
FOOTE CONE & BELDING	FCB	N	19 1/4	20 3/4	-	1 1/2	-	7.22	20 3/4	14 3/4	3	2,304	44,352
GREY ADVERTISING	GREY	O	32	32					33	16 1/2	6	716	22,912
INTERPUBLIC GROUP	IPG	N	29	28 1/2	+	1/2	+	1.75	39 1/4	22 1/2	8	2,387	69,223
MCI COMMUNICATIONS	MCIC	O	3 1/8	3	+	1/8	+	4.16	4 1/4	7/8	35	20,137	62,928
MOVIELAB	MOV	A	1 1/2	1 3/8	+	1/8	+	9.09	3	1	10	1,410	2,115
MPO VIDEOTRONICS	MPQ	A	4 5/8	4 7/8	-	1/4	-	5.12	9	4	6	529	2,405
A. C. NIELSEN	NIELB	O	23	22 5/8	+	3/8	+	1.65	23	18 7/8	12	10,832	249,136
CGILVY & MATHER	UGIL	O	45 1/2	45 1/2					45 1/2	31	9	1,805	82,127
J. WALTER THOMPSON	JWT	N	24	24 1/2	-	1/2	-	2.04	24 5/8	15 1/8	8	2,649	63,576
TOTAL											57,049	1,078,383	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	6	6 1/4	-	1/4	-	4.00	6 1/4	2 3/8	7	1,672	10,032
AMPEX	APX	N	12 3/8	13	-	5/8	-	4.80	13	7 3/8	12	10,928	135,234
ARVIN INDUSTRIES	ARV	N	20 1/4	18	+	2 1/4	+	12.50	20 3/4	14 1/2	5	5,959	120,669
CCA ELECTRONICS*	CCA	O	5/8	5/8					5/8	1/8	3	897	560
CETEC	CEC	A	3 7/8	4	-	1/8	-	3.12	4 1/4	1 3/4	12	1,654	6,409
COHU	CCH	A	4 1/4	4 1/8	+	1/8	+	3.03	4 1/4	2 1/8	13	1,779	7,560
CONRAC	CAX	N	19 1/2	20 1/2	-	1	-	4.87	27 1/4	19 1/4	6	1,803	35,158
EASTMAN KODAK	EASKD	N	43 5/8	42 3/4	+	7/8	+	2.04	86 3/4	42	11	161,370	7,039,766
FARINON	FARN	O	11	10 1/4	+	3/4	+	7.31	12	8	11	4,635	50,985
GENERAL ELECTRIC	GE	N	46 7/8	47 1/4	-	3/8	-	.79	56 5/8	44 1/2	10	184,581	8,652,234
HARRIS CORP.	HRS	N	47 3/8	47 1/2	-	1/8	-	.26	47 1/2	28	13	12,236	579,680
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	34	35 1/4	-	1 1/4	-	3.54	35 1/4	20 1/4	13	1,320	44,880
3M	MMM	N	43 1/2	44 3/4	-	1 1/4	-	2.79	57	43 1/2	12	115,265	5,014,027
MOTOROLA	MDT	N	39	39 1/8	-	1/8	-	.31	56 7/8	34 1/4	12	28,544	1,113,216
N. AMERICAN PHILIPS	NPH	N	26	25 1/8	+	7/8	+	3.48	36	24 3/4	6	12,033	312,858
OAK INDUSTRIES	OAK	N	22 3/8	23	-	5/8	-	2.71	23	9 3/8	25	1,716	38,395
RCA	RCA	N	25 3/8	24 3/4	+	5/8	+	2.52	31 3/4	22 3/4	8	74,810	1,898,303
ROCKWELL INTL.	RDK	N	31 3/4	31 3/4					36 3/4	28 1/4	7	33,600	1,066,800
RSC INDUSTRIES	RSC	A	2 7/8	2 3/8	+	1/2	+	21.05	2 7/8	1 5/8	12	2,690	7,733
SCIENTIFIC-ATLANTA	SFA	A	24	23 7/8	+	1/8	+	.52	24	16 3/4	13	2,426	58,224
SONY CORP.	SNE	N	7 3/4	7 1/4	+	1/2	+	6.89	10 3/8	7	12	172,500	1,336,875
TEKTRONIX	TEK	N	34 1/4	34 3/4	-	1/2	-	1.43	68 1/2	28 1/4	12	17,804	609,787
TELEMATION	TLMT	O	1 1/2	2	-	1/2	-	25.00	2 1/4	1/2	2	1,050	1,575
VARIAN ASSOCIATES	VAR	N	15 1/2	15 5/8	-	1/8	-	.80	21	14 3/4	9	6,838	105,989
WESTINGHOUSE	WX	N	17 1/4	16 3/4	+	1/2	+	2.98	22	16 1/4	6	87,329	1,506,425
ZENITH	ZE	N	15 5/8	14 3/8	+	1 1/4	+	8.69	28	11 3/8	21	18,818	294,031
TOTAL											967,438	30,052,146	
GRAND TOTAL											1,769,928	49,665,453	

Standard & Poor's Industrial Average

98.5 98.4 +.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
Loeb Rhoades Hornblower, 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. Earnings
figures are exclusive of extraordinary
gains or losses.

Senator Cannon: climate improving in the Congress

On Jan. 27 the chairmanship of the Senate Commerce Committee, the panel with jurisdiction over the affairs of broadcasters, passed from the 22-year tenure of Warren Magnuson (D-Wash.)—"Maggie" as Washington broadcasters knew him—to a senator with no endearing nickname. But Howard Cannon, Democrat from Las Vegas, where the National Association of Broadcasters is holding its annual convention this week, had already given broadcasters a measure of his usefulness to them.

Last year, when legislation proposing restrictions on broadcast and print advertising for saccharin products was roundly defeated in both houses of Congress, broadcast associations, led by the NAB, claimed a great victory. Their claim was reinforced when Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), a loser in the saccharin fight, later commented publicly that broadcasters "sure are powerful." It could easily be overlooked that it was Howard Cannon who handed them their victory.

Senator Cannon, a low-key member of the Communications Subcommittee barely known to broadcasters, grabbed the saccharin bill and ran with it, right over the wishes of his subcommittee chairman.

Apparently Senator Cannon acted on his own initiative. A Cannon aide recalls that when the senator first took his stand, broadcast lobbyists hung back, not anxious to cross Senator Hollings, who wanted a provision in the saccharin bill requiring broadcasters to make air time available for antisaccharin messages. Senator Cannon, ultimately with all the broadcast and advertising forces enthusiastically behind him, succeeded in getting the broadcast advertising provisions deleted in the Commerce Committee, then went to the Senate floor where he did the same for print advertising.

He did it without fanfare. And that, according to people who know Senator Cannon, is his standard operating procedure. He is considered an effective legislative maneuverer, as Senator Hollings, a man who isn't often beaten, will attest.

Although he has been a long-time member of the Communications Subcommittee, communications has not been Senator Cannon's forte. He has made his mark in the field of aviation regulation—he is chairman of two aviation-related subcommittees—and as chairman of the Rules Committee, which he gave up to take over Commerce.

In a recent interview he frequently hedged on the issues. On cable television, for instance, he said, "we're going to have



Howard Walter Cannon—senior senator from Nevada (D), chairman of the Senate Commerce Committee; b. Jan. 26, 1912, St. George, Utah; BE, Arizona State Teachers College, Flagstaff, 1933; LLB, University of Arizona, Tucson, 1937; law practice, St. George, 1938; reference attorney, Utah state senate, 1939; elected county attorney, Washington county, Utah, 1940; World War II service in Army Air Corps and Army Air Force, 1941-46, now major general (retired), U.S. Air Force Reserve; law practice, 1946-49; Las Vegas city attorney, 1949-58; U.S. Senate, 1959 to present; m. Dorothy Pace; children—Mrs. Nancy Lee Bjornsen, Alan Howard.

to do something . . . [but] what that is I don't know." Asked whether cable regulations, such as those restricting the carriage of broadcast signals from distant markets, should be relaxed, he said, "I don't know. I want to see precisely what the proposed regulations are . . . and then make a judgment on an individual basis."

On the Federal Trade Commission's newly proposed restrictions on children's television advertising: "I don't have a firm idea in my mind as to what ought to be done in that area. I want to hear from a lot of people and then form a judgment."

On TV violence and sex: "I think the industry itself has done a fairly good job of trying to police itself from the standpoint of violence, although I don't think it's done as good a job as it needs to do." But rather than have Congress take an action to stem violence and sex, "I think we ought to give the industry the opportunity to work in that area and see what it can come up with," said the senator.

Even on the saccharin issue, it turns out the senator's action was not so much out of a concern for broadcasting's First Amendment rights as for another principle: "I just felt the case had not been made

for us to step in and take such a bold move without more adequate support data," he said.

But more important than the state of his knowledge or the depth of his loyalty to broadcasting is his voting record, which is verifiably pro-broadcasting. Aside from the saccharin action, he voted the correct broadcast position the last time license renewal legislation was alive and kicking, in 1974. He still feels that both radio and TV should have longer license terms and that they should have an advantage—a "preference"—over license challengers at renewal time if they have done a good job. And he has cast a silent vote against attempting a rewrite of the Communications Act. For now, he says, he shares Senator Hollings's opinion that the issues should be handled according to demand, one by one.

Much of the senator's first few months in his new post has been spent in briefings with his subcommittee chairmen and staff members to increase his familiarity with issues.

But the sessions with Communications Subcommittee staff members are not to be taken as a sign of increased involvement in that area, Senator Cannon cautions. He says he wants to give Senator Hollings free rein in communications.

He says the same goes in other areas of the committee's jurisdiction, save aviation, where he plans to continue to handle matters personally. A pilot who continues to ferry himself about by air, Senator Cannon has a store of hangar stories, topped by the one about being shot down over Holland in World War II and parachuting into enemy territory. He and another officer, with the help of the Dutch underground, eluded German troops for 42 days before rejoining Allied forces.

Another fact about him, obscured by his gray-suited senatorial demeanor, is his talent on the saxophone and clarinet—good enough to help put him through law school more than 40 years ago, and good enough for him to accept occasional invitations today to jam with bands at nightspots in Las Vegas.

This lawyer, pilot, senator and sometime saxophonist has become a key figure in broadcasters' lives, and is likely to remain so for years to come. At 66, he has five years remaining in his current term, but talks as though he will not have had enough when that time is up.

Just what sort of mark he will leave on the committee and on broadcasting at this point is difficult to foretell. He doesn't want to say whether broadcasters should be happy or sorry about his move up, "but I would say that my general philosophy . . . would be toward less government regulation instead of more."

Looking up

Once a year, when the National Association of Broadcasters assembles for its annual convention, the diversity of the American broadcasting system is on display in one place. As Vincent T. Wasilewski, the NAB president, rises to speak in the Las Vegas convention center this week, he will face a constituency ranging from Muleshoe, Tex., to New York, from AM daytimers to television networks.

The heterogeneity of NAB membership is at once the association's political strength and organizational weakness. When all elements are in agreement on a given project, they can present a formidable force. When factionalism asserts itself, the NAB is deflected from its useful work to go about internal peace keeping.

At the moment little discord is perceptible among the members. The radio broadcasters who for a while felt slighted by an NAB emphasis on television have been mollified by changes in policy and programs. Television broadcasters who complained that the organization was ineffectual have been encouraged by changes in operations and staff.

The staff now contains the brightest and most willing workers to appear there in memory. It is occasionally initiating action these days instead of waiting to respond to the initiatives of someone else.

These salutary developments are traceable, of course, to the management of Mr. Wasilewski and his senior colleagues and to the close attention paid to NAB affairs by recent leaders on the NAB boards. They are also traceable to the dissidents of a few years ago who demanded change. It's beginning to look as if progress emerged from tumult.

The root cause

A pernicious practice through which the FCC has effectively regulated the amount of advertising that radio stations may carry has at last been attacked by the National Association of Broadcasters. As reported elsewhere in this issue, the NAB has petitioned the FCC to end the practice through a rulemaking. Broadcasters will no doubt applaud the NAB's action. They ought also to review their own role in the creation of the FCC practice that the NAB now wants to end.

A little history, from which key details were missing in the NAB's petition of last week, may be instructive.

In 1963, largely at the urging of FCC Commissioner Robert E. Lee, the FCC started a rulemaking to limit the commercial content of both radio and television schedules. The standards it proposed were lifted almost bodily from the NAB's radio and television codes. Mr. Lee's argument was that voluntary adherence to the codes had failed.

The NAB response, as principally articulated by the then president of the association, Leroy Collins, and the then director of the Code Authority, Robert D. Swezey, was to exhort broadcasters to join the codes. This publication wondered aloud at the time how the NAB could oppose the FCC's embrace of standards that the NAB itself idealized as worthy of universal adoption. It is still wondering.

While the code recruiters were busy with their work, practical broadcasters enlisted political forces in opposition to the FCC. Temperatures began rising in the House Commerce Committee, and the FCC eventually voted unanimously to scrub the rulemaking. To make sure the proposal stayed dead, the House committee issued a report criticizing the FCC for attempting to exceed its authority and asserting that no general standards could be logically

applied to commercial loads on stations of diverse circumstances.

Ten years later, the FCC figured out how to achieve the same ends without attracting attention. It issued an innocuous-looking list of changes in procedures purporting to relieve it of routine work that could as well be performed by the Broadcast Bureau. The bureau could renew AM and FM licenses, the commission said, unless the licensees were carrying commercials in excess of 18 minutes an hour, with some exceptions. Once again the standards came straight out of the NAB radio code.

In its new pleading, the NAB argues that stations vary so in size, purpose and condition that "it would be virtually impossible for the government to establish a set of standards which would provide equality under the law."

May not the same thing be said of the NAB standards that have persistently caused all this trouble?

On to bigger things

In one of the less startling discoveries of recent times, the latest research by Dr. George Gerbner and associates at the University of Pennsylvania's Annenberg School of Communications has found that violence on television declined last year (BROADCASTING, April 3). This will surprise no one who has been watching television, but perhaps Dr. Gerbner's saying so will make it official.

Violence, in case anyone has been too busy to notice, was replaced by sex as the in topic among TV's critics a long time ago. So long ago, in fact, that the criticism is wearing out. Complaints about sex on television, like complaints about violence on television, have been with us almost as long as television has. Remember the hullabaloo about Faye Emerson's neckline? Many of today's broadcasters cannot; it was that long ago.

Responsible broadcasters will not condone tastelessness in the handling of any subject. But the sex to be seen on television in a month won't compare with the sex to be seen on the average newstand in a moment. We are reminded: In New York a new off-Broadway musical was to open last weekend. It's called "The Best Little Whorehouse in Texas," and ads for it ran in the newspapers, all right, but were rejected by most stations and excised by others.

Television must reflect, within bounds, the society of which it is a part. It cannot, as they say, stick its head in the sand. If it does that, who knows? Dr. Gerbner might count it as an incident of self-inflicted violence.



Drawn for BROADCASTING by Jack Schmidt

"I had heard it was a small-market station, but I never dreamed ..."

WSB-TV has Atlantans Talking "Futuretalk"

WSB-TV is working to prepare Atlanta for the year 2000. One night each month, a 7:30 program called

"Futuretalk" is devoted to stimulating interest in the futures of urban living as they relate to Health, Economics, Race Relations, Housing, Transportation and Employment. During the evening, throughout the 15-county metro area, 150 "viewing posts" (as pictured) discuss the 7:30 show, while Action News tape crews visit various viewing posts, collecting responses for playback at 11:30 that same evening. Newspaper ballots enable home viewers to express their opinions. Produced in conjunction with Atlanta 2000,

and funded by a special grant from the National Endowment for the Humanities, "Futuretalk" is a unique television experiment — and another example of WSB-TV's commitment to innovative uses of the broadcast medium for the public good.

WSB-TV 2 In Touch With People

Cox TV stations are represented by TeleRep.

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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

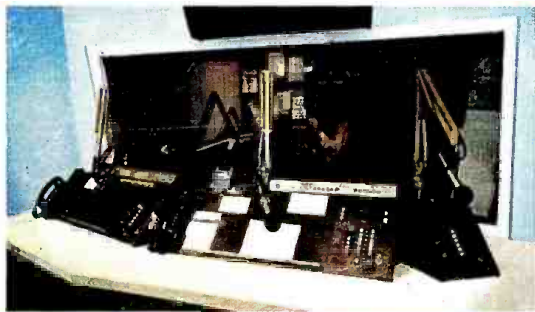
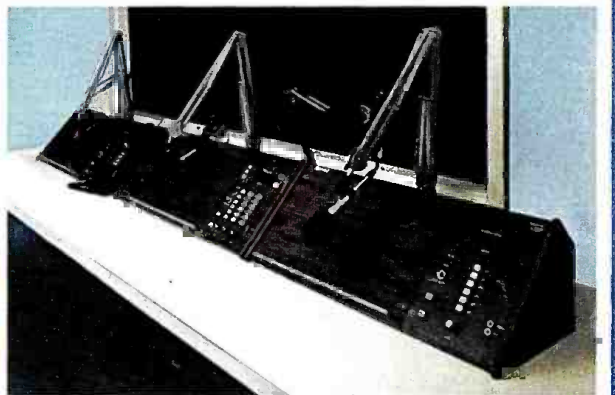
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