Pre-convention guide to the Las Vegas NAB: a President, pomp, circumstance and product

"DON ADAMS SCREEN TEST"

For those television executives who have yet to see the funniest half-hour series created for prime-time access, continuous screenings will be held 11:30 am to 5:30 pm in suite 2149, Las Vegas Hilton, NAB Convention MCA TV
GET THE "ALL-NEWS" STORY
INFORMATION SERVICE

"ALL NEWS" 2ND AND 5TH IN NEW YORK, 1ST AND 3RD IN LOS ANGE
2ND IN SAN FRANCISCO, 3RD IN BOSTON AND NOW A SUPERB NEW PROD
IT FROM BOB MOUNTY...CHUCK RENWICK...AL EISENBERG...JACK G. THA

Sources: ARB January/February 1975; TSA's Adults Avg. Qtr. Hr. & Cume Mon-Sun, 6AM-MIdn. Subject to qualifications available on re
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ALL-NEWS 24 HRS. A DAY EVERYWHERE
All in the family. Insiders are speculating that President Ford may talk about broadcast self-regulation in speech next week to National Association of Broadcasters convention (see page 23). It's noted that code amendment to provide "family viewing" will be topic in Las Vegas and that President wants to be topical. Ford support of "family viewing" concept would not only make it easier for NAB to take expected step but would also plug FCC Chairman Richard E. Wiley, who originated idea under pressure from influential members of Congress.

Mr. Wiley had Herman Land of Association of Independent Television Stations in for chat about "family viewing" last week. Chairman has sold it to networks and has NAB on verge of nailing it in code. Now he wants commitment from independents, which hate idea. If networks and affiliates are to be bland in 7-9 p.m. period, independents want to be free to counterprogram with action. No signs of Wiley thumbscrew in action last week. Chairman later said meeting was both "encouraging and discouraging."

Sitcom soaps. Comedy soap operas may be next trend in network daytime. For CBS-TV Norman Lear has already taped two episodes of Mary Hartman, satire on daytime drama. Sullivan Productions has delivered 10 scripts, also to CBS-TV, of ethnic daytime comedy called Change at 125th Street. And NBC-TV is developing Love and Kisses, another send-up of soap operas, with Mel and Ethel Buz as head writers for Sullivan Productions.

Eunson honor. Soon to be announced will be new annual award for distinguished service to broadcast journalism, to bear name of Robert Eunson, vice president and assistant general manager of Associated Press in charge of broadcast services. First award will be made in 1976 to coincide with Bicentennial. Donor will be Associated Press Broadcasters, representing 3,400 radio and TV station members of AP. Mr. Eunson is on sick leave following abdominal surgery during past year. He is 62, has been with AP 33 years as reporter, war correspondent and executive.

Voice in the dark. Next round in sharp encounter over how best to run U.S. overseas information system is scheduled for closed hearing April 3. Subcommittee of so-called Murphy Commission, which was set up by Congress and executive branch to make overview of foreign policy applications, will take testimony on new proposals to restructure U.S. Information Agency. Proposals came from Panel on International Information, Education and Cultural Relations, headed by Frank Stanton, former CBS vice chairman (Broadcasting, March 17). With dissent of two members, Stanton panel recommended establishment of Voice of America, now under USIA, as independent agency and transfer of rest of USIA functions to State Department.

Murphy Commission, headed by former Ambassador Robert D. Murphy, is to recommend legislative, constitutional or administrative changes it thinks are necessary to make foreign policy work better. Its report is due June 30. Subcommittee to consider Stanton panel report is headed by Representative Clement J. Zablocki (D-Wis.), will presumably hear critics as well as advocates of USIA reorganization. Other members are Frank C.P. McGlinn, executive vice president of Fidelity bank, Philadelphia, and Dr. David M. Abshire, chairman of Center of Strategic and International Studies of Georgetown University, which created Stanton panel under Rockefeller and Ford Foundation grants. Dr. Abshire, former assistant secretary of state, is also chairman of board to which CIA-funded Radio Free Europe and Radio Liberty report.

New world. Sweeping changes in federal regulatory policies affecting television broadcasting and cable TV are said to be proposed in report to be issued this week by prestigious Committee for Economic Development. Sources close to CED say one proposal is to take judicial function from FCC and give it to new court. Proposals, end result of study initiated more than four years ago (Broadcasting, Jan. 25, 1971), are said to envision vast, long-range expansion of communications channels at public's command. They lack unanimous support of broadcasters involved, however.

John A. Schneider of CBS/Broadcast Group, member of subcommittee that developed report, dissented, as did C. Wrede Petersmeyer, of Corinthian Broadcasting, member of subcommittee and of CED research and policy committee. Among report's apparent supporters on subcommittee were Donald H. McGannon of Westinghouse Broadcasting; former FCC Chairman Newton Minow, former Commissioner Kenneth Cox, and Barry Zorthian, long-time head of TV and cable at Time Inc.

Man in charge. Selection of successor to late Grover Cobb as number-two executive of National Association of Broadcasters is up to Vincent T. Wasilewski, president, who has power to name anyone he wants. Mr. Wasilewski has told staff and executive committee, however, that he'll consult with both before making decision. Right now, no one has inside track.

Only in Washington. FCC is shyng away from proposal to substitute 70-mile circles for Grade B contours as means of determining which television signals must be carried by cable systems located outside television markets or in markets below top 100. Commission feels new measurement may be required in view of new standards for predicting contours that it plans to adopt; they would result in reduction in size of predicted contours, at least for UHF stations.

Commission, which is moving toward notice of rulemaking on subject, decided last week it could not justify 70 miles as substitute, as stated in draft notice. So staff will rewrite item to make it more open-ended -- to ask whether mileage standard should be used and if so what it should be, or whether commission should simply retain present Grade B for must-carry.

Codifying violence. If independent TV-violence research underwritten by ABC stays on schedule, "editor's workbook" for program standards may emerge by end of year. That's one objective in ongoing studies by research team of Dr. Melvin Heller and Dr. Samuel Polsky. Their findings are used by ABC to develop and refine standards, and officials hope when work is finished to get operational materials for editors as well. Final report on these studies is due in September.
During the past year WMAR-TV executives, staff members and public service specialists were deeply involved in a wide spectrum of activities: serving on committees, as board members or officers of more than 83 civic, fraternal and health organizations, state, regional and national groups, and earning 64 awards and citations; they served as masters of ceremony or guest speakers at over 100 city, church, community or school-sponsored meetings and affairs with audiences ranging from 300 to 500 or more. 40 presentations of the color slide/talk "Dimensions of Television", produced by the WMAR-TV staff, were given to schools and groups with average audiences of 500; television career talks and materials were distributed to junior and senior high school students and government workers; thousands of mail and telephone inquiries for food, clothing, shelter organizations and all phases of homemaking were handled during the past year; in October a group of 12 Japanese broadcasters toured the station to better acquaint themselves with American techniques for television broadcasting—Kazuo Koyasu of Kansai Telecasting of Osaka, Japan, wrote "we were deeply impressed with the kind and diligent staff and excellent facilities"; hundreds of tours of WMAR-TV facilities were given to many different groups including career development students and foreign visitors for the Baltimore Council for International Visitors; feature films were shown for the enjoyment of senior citizens.

**COMMITMENT...**

the value of a television station's public service commitment could be judged not only by what the station produces for programming but its "off-air" activity as well. We list, with pride, some of the wide variety of projects in which the WMAR-TV staff is involved. We think this represents a spirit of full service to the community.

- in nursing and convalescent homes and homes for the aged
- used and out-of-date film commercials have been furnished to community colleges, colleges and public schools for the benefit of students studying television
- working with Communication Recruitment and Training, Inc., seven high school students majoring in mass communications spent two hours a day, five days a week for five weeks observing all aspects of the station's operations; WMAR-TV served as the distribution point for 10,000 tickets to underprivileged children to see the Ringling Brothers, Barnum & Bailey Circus; WMAR-TV participated with a special exhibit in the Baltimore City Fair which drew over 1,890,000 people to the heart of downtown Baltimore in a 3-day period; one of the WMAR-TV staff members was selected as "Woman of the Year" by the Advertising Association of Baltimore and was later chosen as one of 6 women to be similarly honored nationally by the American Advertising Federation; WMAR-TV developed a tailor-made, mini-mester curricula for area college students; a half-hour career potential film "SO YOU WANT TO GET INTO TELEVISION" was created by the WMAR-TV staff for school use; and various staff members served on college career panels; WMAR-TV was one of the four original organizations who were underwriters for the Baltimore Neighborhood Basketball League, cooperating with the Department of Recreation and Parks operating a basketball league in which over 1800 young people of all ages, mostly inner-city and underprivileged, were furnished uniforms and equipment and played all summer in organized leagues. This is just a sample...
Top of the Week

Playing Vegas. A special report sets the scene for the 33rd
National Association of Broadcasters convention April 6-9.
An overview begins on page 23; hotel/convention center
maps; NAB's official workshop, assembly and luncheon
agenda (page 24) and related activities (page 26); the 29th
annual engineering conference agenda, names and faces
(page 30); equipment exhibitors, exhibit hall maps locating
the 203 manufacturers' booths (pages 42-72); reps, nets,
programmers and others with hospitality suites, their per-
sonnel and products (pages 72-77).

Crossownership test. FCC rejection of petition to deny
renewal of Newhouse's WSYR-TV Syracuse — filed by local
group alleging undue concentration of media control — is
ready for day in court. Test of FCC's new crossownership
policy is in the offing. Page 77.

Nostalgia department. From the files of Washington's chap-
ter of Broadcast Pioneers — a documentary photo. Page 78.

Avco sale, continued. WLW(TV) Indianapolis becomes
fifth property sold in 11 months by Avco Broadcasting,
reportedly to ease economic troubles of parent Avco Corp.
Page 80.

Poor reception. Opinion Research Corp. report to Asso-
ciation of National Advertisers shows loss of public faith,
acceptance of counteradvertising idea. Page 82. And com-
parative ads get rap from Alfred R. Schneider, vice presi-
dent, ABC Inc., in speech to Television and Radio Adver-
tising Club of Philadelphia. "Singular, unrelated, minor
differences" used to compare products must go as of April
1, he notes. Page 82.

Ayer signed up. Army has redesignated N.W. Ayer to handle
recruiting account, not to exceed $45 million. But agency
won't buck Defense Department policy requiring bypassing
broadcast, holding out for PSA's. Page 84.

Thumbs down. Criticism from all sides, likely to material-
ize in court appeals, is being leveled at FCC's new pay

CATV viewing habits. Study by Arbitron Television found
households in 30 markets equipped with cable TV average
11.5% more viewing hours than those without CATV. Page
88.

Newsworthy obscenity? Radio Television News Directors
Association seeks exemption from FCC's indecency rule in
instances of bona fide news stories — White House
tapes, for example. Page 92.

Not above suspicion. Reed J. Irvine, chairman of Accuracy
in Media, locked horns with Jack Anderson, whose col-
umns have been prime targets of AIM criticism, at House
Banking subcommittee hearing. Page 92.

But no time-and-a-half. CBS's proxy statement to stock-
holders tells the world what Mr. Paley, Mr. Taylor, other
top executives, were paid in 1974. Page 93.

Over the rainbow. Before the convenience of portable elec-
tronic cameras, John Silva devised his Telecopter — a re-
mote studio mounted on a helicopter. For so doing, he'll
land the annual engineering award at next week's engineer-
ing conference at the NAB convention. Page 109.

FCC to act this week on new rules
for ascertainment, shortened form
for radio renewals, VHF drop-ins

FCC faces heavy workload this week, its last before members
scatter for National Association of Broadcasters' convention
next week and National Cable Television Association's week
after. On tap are two license renewal matters — proposed
rule governing manner in which applicants will ascertain
community needs and notice of rulemaking looking to adoption
of new license renewal form for radio licenses. Also on agen-
da are notices of inquiry on VHF drop-ins and use of auto-
mated transmitters in AM, FM and TV services, and proposed
modification of rule protecting television stations against
duplication of their network programs by cable-imported sig-
als.

Biggest and possible most difficult item for commission to
digest is order containing proposed ascertainment rule. It
runs about 40 pages and was distributed to commission for
first time late last week. Major feature is that licensees
would have to survey community leaders every year to as-
certain needs, instead of once toward end of three-year li-
cense period as now. Public ascertainment could be con-
ducted once during three-year term as now. Commission
would require only brief reports on ascertainment to be
filed at renewal time; however, complete documentation of
ascertainment activities would have to be available to pub-
lic at stations. One break for broadcasters is that, although
they could hire consulting firms to do only public survey,
they would not be required, as now, to use only top man-
agement or principals to survey community leaders; lower-
level officials could perform that function, provided they
reported to top management. Action on ascertainment rule
for renewal applications could lead to modifications in pro-
cedures that are now in effort for applicants for new sta-
tions or for assignments and transfers.

Radio renewal form contemplated in notice of proposed
rulemaking would be of record-breaking brevity — less than
four pages (present one runs 13). Drop-ins inquiry, based
on study done by Office of Telecommunications Policy,
will seek comments on feasibility of adding 83 VHF chan-
nels to table of TV allocations. Inquiry dealing with auto-
mated transmitters raises legal and engineering-questions
that FCC will say are formidable. New nonduplication rule,
as reported earlier ("Closed Circuit," Feb. 17), would pro-
vide for protection of stations within 35-mile radius in top
100 markets, within 55-mile radius in smaller markets (in-
stead of on basis of signal contours, as at present), exempt
systems with fewer than 1,000 subscribers, on headend
basis, and permit systems to carry protected programing on
what would otherwise be blacked-out channel as well as on
local channel.

There is one more item staff is attempting to put in
shape for commission attention this week — statement to
clarify kind of station-citizen agreement that commission
will accept. Staff's problem is to find language that will
cover conflicting opinions of several commissioners. Staffers
say odds of finishing item in time for consideration this
week are 50-50.

After this week, pace should slow down. Chairman Rich-
ard E. Wiley has distributed April calendar that includes no
project to be completed, although he has marked off eight
"special meetings." He has dubbed April "conventions and
'catch up' month."

Public happier than ever with TV

Television Information Office scooped itself with ads in
major newspapers and magazines last week calling attention
to its latest Roper survey, whose details are to be presented
at National Association of Broadcasters convention next
week. Ad said 71% of last year's respondents, largest maj-

Index to departments on back cover
Join us in Suite 160B, Rockingham Cottage, Sands Hotel. The suite is called “Candy Spots.” Open house begins 5 PM Saturday, April 5.

ABC Radio Network
A Division of ABC Radio
Ill wind. Thanks at least in part to hard times, daytime TV audiences increased during past year, according to statistics put together by sources at A.C. Nielsen Co. October-December 1974 figures from 10 a.m. to 4:30 p.m., NYT, revealed increase of one rating point in average households using television over same period in 1973. For adult women, 1974 fourth-quarter rating from 10 a.m. to 1 p.m. was 16.4 compared 15.6 in 1973, and from 1 p.m. to 4:30 p.m., figure hit 22.8 in 1974 over 1973's 21.8. Industry sources attributed gains to fact that more people are out of work and have more time on hands and to inflationary prices keeping people at home during day to watch television, which is cheaper than doing almost anything else.

Macdonald has better idea for Section 315
House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) last week introduced legislation to revise and partially repeal Section 315, so-called equal time provision of Communications Act. His bill (H.R. 5600), would (1) repeal equal time law as it applies to candidates for President and Vice President, (2) add to list of programs exempted from equal time requirement all regularly scheduled programs exploring contrasting views on current public issues but not intended to promote any individual's candidacy (design here is to permit stations to use candidates on shows such as Meet the Press without having to worry about rounding up all other candidates to address same issues), and (3) expand Section 315 so that spokesman for opposing party must be given equal opportunity to reply to any partisan address given over the air by incumbent President.

Last provision was not "advanced in any spirit of partisanship," Mr. Macdonald said in remarks in Congressional Record last week. "Rather it is submitted in recognition of the fact that presidential use of television has put opposition parties and viewpoints at a serious disadvantage in reaching the public and influencing public opinion."

First provision of Macdonald bill corresponds to legislation by Senator John Pastore (D-R.I.) (S. 608) now pending in Senate Commerce Committee. Representative Macdonald said his subcommittee will conduct hearings on bill "later this year."

A sort-of-five-year renewal bill
License renewal legislation bearing qualified approval of National Association of Broadcasters was introduced last week by Representative Louis Frey (R-Fla.), ranking Republican on House Communications Subcommittee. Bill (H.R. 5578) would give FCC authority to lengthen license period to five years. NAB would prefer Congress to legislate five-year term.

Mr. Frey's bill also provides that FCC shall renew li-

censes if licensee in its program service has been responsive "problems, needs and interests of service area," and commission shall establish procedures for ascertainment. Furthermore, it provides that renewal appeals shall be taken to court of appeals in circuit where station is located, rather than to Washington as happens now. Also Frey bill provides FCC shall look for ways to reduce or consolidate paperwork licensee must file for renewal consideration, especially that required of "smaller broadcast station."

Washburn solid for fairness, inoffensiveness
FCC Commissioner Abbott Washburn feels that passage of legislation banning commission's involvement in programming would be "unfortunate." FCC's responsibility to assure that broadcasters operate in public interest, he says, "requires some attention to what the licensee is presenting over the air."

Commissioner Washburn expressed that view on Thursday in appearance at Federal Communications Bar Association luncheon in Washington, while commenting on commission's fairness doctrine. He made it clear he supports doctrine and is troubled by Senator William Proxmire's (D-Wis.) bill that would abolish it as well, he said, as any commission rule touching on program content, "including the ascertainment of news and public affairs programming and children's programming."

Attention that commission must pay to programming, he said, "is expressed in rules like the fairness doctrine which apply equally to all and which, in their operation, do not circumscribe freedom of expression."

Commissioner also saluted National Association of Broadcasters' TV Code Board for approving new code language clearing hours of 7-9 p.m. for "family viewing" concept Chairman Richard E. Wiley worked out in talks with network heads and NAB officials. He said proposed code provisions "add up to an historic step forward," and expressed confidence NAB board will adopt them at convention next week, and that, "come next September, the plan is going to work and that Niagara of complaint mail now assaulting the commission will begin to abate." Commissioner recalled his service, in 1940's, for General Mills' Department of Public Services, when he was charged with responsibility for making sure General Mills-sponsored programs would not be "offensive." So what constitutes "family viewing" is by no means new question, he said.

Commissioner Washburn, after eight months with agency, also is concerned about length of time it takes to complete action in some cases. And although some fault for "regulatory lag" lies with commission, he said, he agrees with those who have said "administrative bar is contributing to the problem by insisting on doing things in the same old ways." He called on lawyers to contribute their skill, experience and cooperation in "helping to fashion a more workable, streamlined regulatory process." FCBA president Jack Blume responded with reminder that FCBA members have been working with commission task force on that problem for past year.

FCC launches its inquiry into program warehousing
FCC last week released details of wide-ranging inquiry into question of whether exclusive program contracts protect broadcasters' legitimate rights or whether their effect is to stifle development of pay cablevision and pay television. Over-all inquiry extends beyond contracts between networks and producers. It seeks information on extent and use of contract exclusivity between producers and either conventional or subscription television and subscription cable.

At same time, commission announced it had deferred further consideration of pending inquiry into warehousing
"The Autobiography of Miss Jane Pittman" won a 47% share of audience in its first network performance. And nine Emmys shortly thereafter.

"The Autobiography of Miss Jane Pittman" is one of 21 motion pictures in an extraordinarily powerful new group.

Viacom Features II

Source: NTI, 1 Feb. 1974. Audience estimates are subject to qualifications available on request.
in nonnetwork syndicated programming. New warehousing inquiry, is spin-off of commission action adopting new rules designed to prevent siphoning of programing from free television by pay television and pay cable (Broadcasting, March 24).

Commission said that public interest in maintaining present conventional television structure outweighs interest in free competition between free and pay television and pay cable. But it also expressed concern that new rules, together with exclusive contracts between conventional television interests and program distributors, might further restrict warehousing available to pay entrepreneurs.

Inquiry, commission said, will seek information on alleged warehousing of movies, pre-emptive purchase by national networks, and on exclusivity provisions of network and local contracts.

Comments are due Sept. 26, replies Oct. 30.

In Brief

No thanks. ABC, CBS and NBC have turned down proposal of new local stations to form of President Nixon for exclusive carriage with him. *New York Times* reported Mr. Nixon has now asked those stations, which reportedly included Rabbi Baruch Korff and former White House press secretary Ron Zeigler, to desist in their efforts as untimely. *Times* put requested fee at $250,000 sum to which no television network would agree. Networks also objected to conditions set for interview including prescreening of all questions by Mr. Nixon, and his insistence on “balance” in subject matter to be covered, with such balance to be determined by Mr. Nixon himself.

No thanks. “Media director” for theater in Washington suburb where George Carlin is to appear April 5 sought to promote discussion between comedian and FCC Chairman Richard E. Wiley on WTTG(TV) Washington April 4. Carlin record broadcast on WBAI-FM New York formed basis of commission’s declaratory ruling on “indecency” (Broadcasting, Feb. 17). Subject of proposed discussion was “broadcast censorship.” But Mr. Wiley turned idea down, saying he had previous commitment. He also doubted serious discussion of issue was contemplated.

Hat in ring. Nonprofit Open Media Corp. has made bid for 1450 kHz Cicer, Ill., vacated when Globetrotter Communication turned in license for 46.5,- owned by WGN to facilitate acquisition of McLeod Corp.’s WNUF-AM-FM Chicago (Broadcasting, Feb. 10). (Cicero calls have since been transferred to former WNUF[AM].) OMC’s bid came as petition for reconsideration and requested FCC to reinstate Globetrotter’s license for “sole purpose” of transferring it to OMC for “miniscule pecuniary gain.” Alternately, OMC submitted license should be held in trust on FCC’s behalf on condition it be assigned to OMC if group’s application is approved. If application is denied, license would be disposed of as FCC “sees fit,” said OMC.

Second chance. Supreme Court Justice William O. Douglas temporarily stayed proceedings Thursday (March 27) in antitrust suit Justice Department has filed against ABC, CBS and NBC. Justice Douglas’s action, granted in response to petition filed by three networks, will halt proceedings in U.S. District court in Los Angeles while he reviews networks’ request for permanent stay. Networks want proceedings halted while Supreme Court decides whether it will hear their appeal from government’s refiling of antitrust suit against them.

Talk about CPB funding. House Communications Subcommittee will hold hearings April 8-11 on bill to provide five-year financing for Corporation for Public Broadcasting.

Going for cert on WEFM. Controversial format-change case involving Zenith Radio Corp.’s WEFM (FM) Chicago may not be over yet. Department of Justice, in behalf of FCC, will ask Supreme Court to review lower court’s decision overturning commission’s approval of sale without hearing. At issue was proposed change in format from classical music to rock, by buyer, GCC Communications of Chicago Inc. Citizen group concerned about losing classical music format opposed sale, and appealed FCC’s action to U.S. Court of Appeals in Washington. Government is expected to ask high court to consider whether close scrutiny of broadcast program content judgments demanded by appeals court is required by Communications Act — and whether First Amendment permits such “government intrusion.”

Dear FCC. Complaints received at FCC for February more than doubled number in previous month. Chief reason for jump from 2,792 to 7,400 was advice given in nationally syndicated *Dear Abby* .column, where individual complaining of poor taste in television commercials — particularly product ads extolling virtues of personal hygiene items — and hemorrhoid cures — was directed to write FCC. Person did, and so did 2,326 others. Next largest complaint category [1,124] was “obscenity and profanity,” with NBC’s showing of “The Summer of ‘42” movie and ABC’s sitcom *Hot l Baltimore* cited as more flagrant examples. Station format changes also drew heavy criticism (871), with classical-to-pop music switch by WQIV(FM) New York still commanding center stage.

Getting warm. There appeared to be movement last week on matter of White House selection of new director of Office of Telecommunications Policy. Personnel office is said to have interviewed, for second time, Albert Horley, who heads Office of Telecommunications Policy in Department of Health, Education and Welfare. Mr. Horley has headed that office since its inception in 1970; office was result of consultancy study he did for department. There was no indication last week when decision on director would be made, but observers now believe it will be soon.

Possed for flight. Unstable political and military situation in Phnom Penh, Cambodia, has led ABC, CBS, NBC, AP and UPI to charter DC-6 transport plane on standby basis to evacuate personnel should Cambodian forces take over. Staff sizes for five participants in Phnom Penh have been varying, with most reducing number of reporters and crews, although NBC has announced plans to add to staff of seven. Total personnel for networks and wire services in Phnom Penh has numbered around 50 in recent months, well within 90-passenger capacity of chartered plane.

If at first. Sandy Frank, program syndicator whose offer of star entertainment was rebuffed by National Association of Television Program Executives convention in Atlanta (Broadcasting, Feb. 17), has hired own hall for next week’s National Association of Broadcasters convention in Las Vegas. Star is Bobby Vinton, whose half-hour show Frank organization distributes. He’s playing town that week, and Mr. Frank has bought out house for 90-minute show at midnight Sunday (April 6) at Flamingo hotel lounge. Producers Allan Blye and Chris Beare are co-hosts of invitation-only event.

Introducing the TC-50 live color camera!
The new TC-50 is a top-of-the-line broadcast quality prism camera at medium-line price.

A neat trick? Right—Harris has applied imaginative design to give you superb color fidelity and picture sharpness, along with operator convenience and flexibility, without unnecessary frills or seldom used automatic features.

Let us give you complete information. Write Harris Corporation, Broadcast Equipment Division, 123 Hampshire Street, Quincy, Illinois 62301.
In simpler times, it was enough that broadcasting entertain us. And in the process of entertaining, casually reinforce the comfortable assumptions that guided our lives.

But times have changed. Radically.

The vast electronic web that knits us together has, paradoxically, made us aware of our deep differences. And rather than preserve lulling illusions of unity, it is the modern broadcaster’s responsibility to present candidly the widest diversity of thinking.

It is not simply new, unfamiliar concepts which must be tested in the crucible of free discussion. Our old ideals of thought and behavior must submit to the same scrutiny.

Are they relevant to these stormy times? Can they be profitably modified and retained? Or do we, all too often, cling to them at our peril?

Only free discussion can foster what all men of goodwill seek: understanding, justice, and reconciliation.
the dogmas of the quiet past are inadequate to the stormy present
Abraham Lincoln
There's always a Ronzoni watching the pot to help New York's number-one pasta meet the competition

The marketing of pasta, spaghetti sauces and Italian frozen foods has become very big business. In 1973, it was estimated that Americans consumed $520 million worth of pasta alone. And from most indications, all Italian-style foods will continue to grow at the same rapid rate.

The giant food conglomerates have become aware of this brisk upturn and have proceeded to acquire heavily in the field. For example, Ragu (spaghetti sauces) is now a subsidiary of the Chesbrough-Pond's empire. Progresso Italian Foods is a division of a British-owned tobacco conglomerate. So it is both refreshing and intriguing to see a family-owned, nonpublic company, Ronzoni Macaroni Co., become the dominant brand in the biggest single pasta market of all, metropolitan New York.

Some source say that metro New York may consume almost 20% of the pasta sold in America... and Ronzoni's share of that market, according to Selling Area Marketing Inc. figures for 1974, is close to 20%. Ronzoni's reputation as a uniquely small, family-run operation manage such dominance in the face of fantastic competition?

The magic ingredient for the Ronzoni company seems to be a handful of nice, unassuming guys by the name of Ronzoni. It's a family affair in the true, old-fashioned sense. No single person or single force of the business is run without the personal supervision of a Ronzoni.

The Ronzoni family believes totally in consistent television and radio advertising (the use of print media is negligible). With this kind of success format, it is therefore logical and consistent that the advertising itself reflects the Ronzoni personality. And it does.

Commercial have been shot right in the Ronzoni factory. The approach is honest and straightforward. You see members of the Ronzoni family tending their own product - to make sure it's what it should be. The commercials make the point that Ronzoni is not just a brand name; it's also a family name. And when they make pasta or spaghetti sauce, "there's always a Ronzoni watching the pot."

That kind of pot-watching has really paid off. When our agency first became involved with the Ronzoni company in 1967, we did some very basic research. Our creative people wandered into the old Italian neighborhoods in Greenwich Village and the East Bronx just to see what kind of spaghetti Italians were buying. It struck us immediately that when people entered a grocery store and asked for pasta (without mentioning a brand name), they were handed a box of Ronzoni. With this to go on, we decided to shoot a TV commercial. On Arthur Avenue in the East Bronx featuring all the wonderful little Italian stores with their delicious looking open-air stands, homemade meatballs, butcher shops, bakeries, etc. We used very few professional actors, but relied heavily on the tradespeople themselves.

The commercial builds both visually and musically, as we cut from one great Italian delicacy to another, to the pay-off piece of copy that says, "Next time you're in an Italian neighborhood, go into a store and ask for spaghetti. No special brand - just spaghetti. And see what you get." The final shot shows the box of Ronzoni being laid right on the counter.

When Ronzoni decided to expand its distribution into other major markets, it was clear that another creative approach would have to be employed. Although supermarket buyers outside New York recognized that Ronzoni was the leading brand in the Big Apple, they were still reluctant to give Ronzoni any meaningful shelf space in places such as Philadelphia or Boston. Again, the agency's creative people went out into the field to look at the problem first-hand.

Soon we discovered that the supermarket chains that refused to put Ronzoni on their shelves on a citywide basis, did stock it in their stores located in Italian neighborhoods. We thought that this was the basis for a campaign in itself, and then created a character, "T. Bryce Wadcalader." The character looks and sounds as if he was born on the Philadelphia "Main Line" or in Newport, R.I. And he addresses a group of characters whom we hope but don't see. "These "social register characters" are unhappy about the fact that "they can't get the same spaghetti the Italians get."

These were two very different approaches to selling pasta, yet both were highly successful because they faced up to marketing reality. The fact that the competition was magnificently was clearly reflected by SAMI which showed Ronzoni's share of the pasta market in New York increasing 33% over an eight-year period.

Ronzoni did not begin producing its own spaghetti sauce until 1969. By that time, there were a multitude of brands or the shelf and the supermarket trade was not enthusiastic about having to make room for one more.

What enabled Ronzoni to carve out an acceptable share of the spaghetti-sauce market for itself in New York is the company's insistence on making a superior line of sauces. Right from the beginning the stress was on ingredients... and the family itself. We took the cameras and crew to the factory and showed Richan Ronzoni and his cousin, Ron, doing what they do every day of the week, checking on the ingredients... to see that the meat in the sauce is lean, and most important, tasting to see that the sauce itself is what should be.

In many ways, it is very straight and basic stuff, shot in an almost documentar manner. But people love it because it's straight and honest.

Subsequent commercials showed liv (on tape) demonstrations of how much thicker and meatier Ronzoni sauces are when compared to the other leading brand (whose name also begins with an "R").

Ronzoni entered the highly competitive category of Italian frozen foods early in 1974. I say highly competitive because, in addition to traditional Italian brands, you find brands such as Sara Lee and Stouffer's in the freezer with the Italian style items.

It's too early to tell how successful Ronzoni's line of frozen Italian foods will be, there are a lot of hopes Advertising is again concentrated in broadcast media and the family name plays an important part in the image building. Radio commercials have had the point that these are the only froze Italian dinners made with Ronzoni pasta.

In our seven-year association with the Ronzoni people, there has been a gradual but very definite expansion of product line and distribution. Ronzoni has gone from single-market advertiser of a single line of pasta products to a multimarket advertiser of a complete line of pasta, sauce, frozen food and egg-noodle products.
tv managers

why should sunday mornings
be a ratings wasteland.

programming of the
rex humbard worldwide
television ministry
gets big audiences.

our ratings
and mail response
from over 400 tv stations
proves this.

GOOD SUNDAY TIME

let us prove it
to you.

we need good
tv stations between
8 am and noon sundays.

sell us time.

contact:
judd jackson
216-923-0434
p.o. box 100
akron, ohio
44331

at
nab convention
las vegas hilton
April 4-6—Women In Communications Inc., Great Lakes region meeting. Ohio State University, Holiday Inn, Columbus.
April 4-6—Women in Communications Inc., Great Lakes region meeting. Ohio State University, Holiday Inn, Columbus.
April 4-6—Professional Journalists, Sigma Delta Chi, annual conference. Circus hotel, Las Vegas, Nev. April 11-12—Professional Journalists, Sigma Delta Chi, for members in Michigan, Ohio, western Pennsylvania, W.V. Virginia, Lane Avenue Holiday Inn and Ohio State University, Columbus.
April 11-12—Region 1 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in South Dakota, Nebraska, Kansas, and Missouri. Lutheran women's college, Fremont, Neb.
April 5—Region 11 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Arkansas, Louisiana, Mississippi and Tennessee. East Texas State University, Edwardville chapter.
April 5-6—Regional 2 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Alabama, Mississippi and west Florida. Oxford Ramada Inn and University of Mississippi, Oxford.
April 5-6—National Association of Broadcasters annual convention. Las Vegas convention center.
April 5-6—International Television Association annual conference. Sahara hotel, Las Vegas.

Also in April
April 7—Comments due at FCC regarding post-pemision or cancellation of March 31, 1977, compliance data for cable systems. Reply comments due April 17.
April 8-10—National Association of Evangelicals annual convention. Site to be announced, Los Angeles.
April 9—Recording Industry Association of America annual convention. Site to be announced, Los Angeles.
April 11—American Association of Advertisers annual convention. Site to be announced, Los Angeles.
April 11-12—Leadership Conference, Broadcast Industry Conference. Site to be announced, Los Angeles.
April 11-12—Region 4 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in New York, central and eastern Pennsylvania, New Jersey, Delaware, New England. Syracuse University, Syracuse, N.Y.
April 11-12—Region 5 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Illinois, Indiana, Kentucky, Ohio, and northwestern University, Evanston, Ill. April 11-12—Region 7 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in South Dakota, Nebraska, Kansas, and Southern Illinois University-Evansville chap, Prom-Shari, hotel, Kansas City, Mo.
April 13-17—Broadcast Industry Conference, Broadcasters Association, Broadcast Media and CATV Community Service Awards. Speakers include: Mrs. N. Stanton, former president, CBS; Bill Leona senior VP, CBS News; Larry Gelbart and George Putney.

Major meeting dates in 1975-76
April 6—National Association of Broadcasters annual convention. Las Vegas convention center.
April 12—National Cable Television Association fall convention. Rivergate convention center, New Orleans.
May 13-14—Annual convention, CBS-TV affiliates, Century Plaza hotel, Los Angeles.
May 18-20—Annual convention, NBC-TV affiliates, Century Plaza hotel, Los Angeles.
May 23-30—Annual convention, ABC-TV affiliates, Century Plaza hotel, Los Angeles.
June 8-11—Broadcasters Promotion Association 20th annual seminar. Denver Hilton hotel, Denver.
April 17—Radio Television News Directors Association international convention. Fairmont hotel, Dallas.
Nov. 12-15—The Society of Professional Journalists, Sigma Delta Chi, 68th annual convention, Benjamin Franklin hotel, Philadelphia.
The New First Family

We've a new family of cameras we would like you to meet. Not one new Philips color camera, but three. They were made for each other. More important, they were made for you.

They are the culmination of an innovative heritage unmatched in our industry. There was the original three Plumbicon* tube camera. Sealed beam-split prism. Modular, all-solid-state design. Contours-out-of-green. Extended-red Plumbicon tubes, and anti-comet-tail Plumbicons. Then man-carried cameras of uncompromising quality, opening the doors to "electronic journalism." Digital control and triaxial cable—the icing on the cake.

This time, we wanted to gather all the great features, precisely mix them in cameras for specific purposes and requirements, add a number of new and worthy features, and offer you a family of studio and remote cameras exactly as you want them.

Stable, Reliable

In the LDK-5, the LDK-25 and the LDK-15 you have an uncommon commonality of components—modular design with a high degree of interchangeability between systems. They share an improved prism and optical assembly enhancing sensitivity and accuracy of alignment. Electronic color temperature control reduces filter requirements, and the extensive use of ICs and OP AMPs contribute to the family's notable stability and reliability. The cameras are designed to take full advantage of XQ1080 anti-comet-tail Plumbicon tubes with bias light, the rear-loading XQ1070s, and 41XQ image-intensified Plumbicons for remarkable low-light performance. CLUE (color line-up equipment) means fast, efficient set-up. Of course, you have a variety of zoom lenses.

Successor to the PC-100, the LDK-5 is the ideal remote camera, operating on triax with automatic cable compensation eliminating timing problems even beyond a mile. Its built-in memory maintains settings for up to a week without external power, and a narrow-band data channel provides for control via a standard telephone pair or narrow-band radio link.

Like the LDK-5, the LDK-25 has the same low-profile, tough but light (and we might add, elegant) head castings that distinguish the PC-100, with tiltable, rotatable and removable viewfinder. Lower in cost than the LDK-5, the LDK-25 is ideal for field, studio and production firms where the sophistication of triax is not required or TV81 is already installed. Automatic correction circuitry takes care of iris, white and black balance and centering; variable matrixing is optional.

Then, the portable LDK-15 affords complete flexibility as it interfaces with either the LDK-5 or the LDK-25 C.C.U. with absolutely no compromise in performance. With a small portable processing unit, it will even operate independent of either C.C.U.

That's only the beginning. We want you to meet the family in person and see exactly why Philips continues to be recognized, worldwide, as the ultimate in broadcast cameras. Write or telephone.

*BURN N.V. Philips of Holland

BROADCAST EQUIPMENT DIVISION
PHILIPS AUDIO VIDEO SYSTEMS CORP.
A NORTH AMERICAN PHILIPS COMPANY
One Philips Parkway, Montvale, N.J. 07645 * Tel: (201) 391-1000 TWX: 710-990-7301
WHICH BRAND VARIETY/TALK SHOW DO WOMEN 18-49 PREFER?

According to the January Arbitron figures, The Mike Douglas Show is preferred by more of the most desirable consumers than either of the other two most popular brands of variety/talk show in America!

Look at the trend. Mike's moving up—4% over November '74. While Brands X and Y are down 3% and 8% respectively.

(And overall, in homes Mike ranks first in 52% of his markets, 67% with adults, 67% with women, 57% with women 18-49, and 67% with women 25-49.)

Of course I can't identify either of the competing brands here. But if you'll call me, George Back, I'll be delighted to fill in the blanks for you. As well as provide any necessary qualifications to the ratings as above stated.

See us at the NAB in suite 573 at the Las Vegas Hilton.

THE MIKE DOUGLAS SHOW
AMERICA'S #1 DAYTIME VARIETY/TALK SHOW
GROUP
W PRODUCTIONS INC
WESTINGHOUSE BROADCASTING COMPANY
90 PARK AVENUE, NEW YORK, N.Y. 10016 (212) 983 5681

Source: Arbitron Nov '74, Jan '75.
WHAT IS A CONSULTANT?

There are as many answers to that question as there are consultants. It is the very nature of competent consultants to be highly individualistic and call upon not only their own professional life input, but that of their staff, in order to arrive at their recommendations. These recommendations come about only after assembling all the possible facts that research can uncover in a given market.

Despite what you read in books and articles, consultants cannot be lumped together as a generic entity.

As the oldest company in our field, and as the one most qualified, from the standpoint of the broadcast background of all members of our staff, we would give you a different answer to many questions than other companies. For example, we don't believe there is any single formula for success, and it is absurd to believe anybody can or should control your newscast. It's your station and your responsibility.

Our company consists only. We secure the finest research we can find, from the country's leading social scientists, to gather your background facts. But our search is not our primary business. Objective analysis and specific recommendations based on monitoring, research and professional broadcast background, along with continuing consultation for at least a year, at all levels desired inside a client station, constitute our final product.

Our list of clients is not the largest in the field, but it is the most impressive, and no other company can claim to have served so many clients successfully and continually for as long as thirteen years.

If you want to know who we work for, how we work with them, what they think of us, and exactly what we think consultants should be, call us.

M&H
McHugh and Hoffman, Inc.
Communications Consultants

7900 Westpark Drive
McLean, Virginia 22101
Area Code 703

Return to page 19 of the 1975 Broadcasting publication.
SOPHISTICATED NEW YORK TV CRITICS PICK 'FRIGHTENSTEIN'!

And they're the ones that really count—the kids who turn the dial. They like it so much that in January 1975 they gave WNEW-TV 29% more children than for Bugs Bunny on the same station in January '74. 54% more than in November '74.

And compared to the second children's station, they gave WNEW-TV a phenomenal lead—688%. That's not a misprint. Six-hundred-and-eighty-eight percent over the Addams Family!

And 1,151,000 kids.

What is "Frightenstein"? A captivating blend of fun, learning, and gentle ghoulishness. It's what you get when you cross Sesame Street with Laugh-In and Hallowe'en.

So pick up the phone and call for a viewing right now. Before somebody else beats you to it. 130 first run half hours.

Call or write: George Back, Group W Productions Inc., 90 Park Avenue, New York, N.Y. 10016 (212) 983-5081.

See us at the NAB in suite 573 at the Las Vegas Hilton.

THE HILARIOUS HOUSE OF FRIGHTENSTEIN

Source Jan. & Nov. '74 & Jan. '75, New York N.S.I.

THE AUDIENCE FIGURES SHOWN ARE ESTIMATES, SUBJECT TO THE TECHNIQUES AND PROCEDURES USED BY THE SERVICE NOTED. AUDIENCE ESTIMATES INCLUDE OTHER PROGRAMING IN THE TIME PERIOD.
This year WCVB-TV Boston won more Ohio State Awards than any other TV station.

... given to WCVB-TV, Boston, for consistently outstanding cinematography and production... thoughtful selection of subject matter... dedication to upgrading the visual medium... truly creative treatments of important issues.

'Forever Gershwin' skillfully blends information and entertainment... well paced... distinguishes itself through artful production and thorough research...

...'No Fish Tomorrow') provides a comprehensive look at one of our most important and often forgotten industries... beautifully produced... personal and meaningful... woven together with a clear editorial stance.

WCVB-TV in Boston is proud to have received three Ohio State Awards. Channel 5 has now won more than 60 different awards since we began broadcasting 36 months ago.

nationally represented by hnp
NAB heads for Las Vegas to work, yes, work

At 53d convention, hottest ticket: President's speech; "family time" to get into code; talk of cutting boards down to size; workshops to teach delegates the business; hardware show in the main tent with programming as second banana

Dean Martin, Totie Fields, Diana Ross, Debbie Reynolds, Juliet Prowse, Johnny Cash, Bob Newhart, Roy Clark, the "Poliies Bergeres," "Le Lido de Paris Revue," the President of the United States and several thousand broadcasters will be playing Las Vegas next week when the annual convention of the National Association of Broadcasters is added to the regular attractions of the Strip. It is the convention's first visit to the gaming capital, and it comes at a propitious time.

Field work can be done, for example, on the kind of programming to exclude from those "family-viewing" periods that the TV board is expected to establish in the television code. After a trying year, the broadcasters can use a little diversion.

Advance registration was up to 3,166 last week—no record, but 180 higher than at this point before last year's convention, held in Houston. And NAB staff members were predicting total registration would be 5,500, compared to 4,825 last year.

So spirits were high at NAB headquarters in Washington last week as staffers contemplated what they hope will be a unique program in a tour which perhaps more than any other in the country deserves that same description. The convention headliner is President Ford, who is scheduled for a luncheon address on Monday (April 7). There are no plans for a question-and-answer session or press conference in connection with the President's speech.

As in previous conventions there will be ceremonies, award presentations, and more speeches by public figures. But what will be new this year is a workshop format—22 different sessions addressing the "nuts-and-bolts" problems encountered in the daily operation of a TV and radio station. Among the topics for the workshops are radio and TV legal problems, budgets, sales, community affairs, agribusiness, editorializing on the air, electronic news-gathering equipment, women in broadcasting and minority hiring and training.

This year the workshops will be incorporated in the program of the convention from 9 to 10:30 a.m. daily. There will be no more 8 a.m. "early-bird" sessions. Early-bird sessions might be appropriate in Chicago or Washington, but the NAB's feeling was that asking conventioners to rise with the sun in Las Vegas might be asking too much.

Indeed, Las Vegas does have a lot to take the conventioneer's mind off his work, but many broadcasters are coming with a strictly business attitude. To accommodate those who want to keep abreast of the state of the art in electronics, NAB has booked over 200 exhibitors, who will occupy 75,000 square feet of floor space in the Las Vegas Convention Center, the hub of the convention activity. That is roughly the equivalent of the area of one and a half football fields. At $6 a square foot, the exhibitors collectively will pay $450,000 for the privilege of displaying their wares.

Many will attend simply because the convention offers the opportunity for "eyeball-eyeball discussion with a lot of people in one central location," in the words of one Florida broadcaster. And a good deal of that discussion will focus on what the government and the FCC are doing in the area of broadcast legislation and regulation and on what broadcasters in many instances can do to keep them from doing it. Radio broadcasters are hoping for word from the FCC on a new license-renewal form. And foremost in the minds of many television broadcasters will be the FCC's new pay-cable television rules.

According to NAB's feelers, though, license-renewal legislation is again the number-one issue of the year in the industry. With that in mind, the NAB government relations department has been casting about on Capitol Hill, mostly on the House side, seeking to revitalize the issue that died last year at the hands of House Commerce Committee Chairman Harley Staggers (D-W.Va.). NAB could devote its attention to lobbying the FCC for all the renewal reforms it seeks, save one—the five-year license term, which can only be legislated. It has therefore decided to renew its fight for a renewal bill. And it hopes its recent discussions with members of the House will provide the material for an optimistic report to the membership at the convention.

One NAB spokesman last week said that, if the past is a guide, discussion of government and NAB issues will mostly take place "in the quarters"—that is, in hotel suites, in the halls, in the bars. But the NAB agenda is liberally sprinkled with government-relations programs. For starters, FCC Chairman Richard E. Wiley will be the featured speaker at the Tuesday luncheon, and he and Commissioners Benjamin Hooks, Robert E. Lee, James Quello and Abbott Washburn will form a panel to answer questions from the floor at a joint management-engineering session Wednesday morning.

The small-market radio session Monday afternoon involves the FCC chairman and staff. The first half of the program will be a one-on-one play, "In Reality Renewal," designed to underscore the most common problems a small-market broadcaster faces in applying for renewal. In the cast will be Wallace Johnson, chief of the FCC Broadcast Bureau; Richard Shiben, chief of the FCC Renewal and Transfer Division; Martin Levy, chief of the FCC Broadcast Facilities Division, and William Ray, chief of the FCC Complaints and Compliance Division. In the second half of the small-market radio program, Chairman Wiley and Paul Putney, deputy chief of the FCC Broadcast Bureau, will join Messrs. Johnson, Shiben, Levy and Ray in a question-and-answer panel.

NAB President Vincent T. Wasilewski is expected to direct some of his remarks in his state of the industry address at the opening session to broadcasting's First Amendment problems. In addition, he will field government-related questions in the radio management conference's radio phone-in show Tuesday morning. In that capacity he will be filling in for Grover Cobb, NAB senior executive vice president, who died March 7.

In memory of Mr. Cobb, the Television and Radio Political Education Committee has announced last Thursday an annual Grover C. Cobb memorial award to be given to "a person who demonstrates unusual dedication to improvement of the government-relations aims of the broadcast industry." Details of the award will be announced in a later issue.
Getting oriented: guides to Las Vegas hotels and the convention center

Note: Special shuttle buses will operate daily between convention hotels and the convention center at 15-minute intervals. Hours 9 a.m. to 5 p.m. Sunday, 8 a.m. to 6 p.m. Monday, Tuesday and Wednesday.

Who, what, when and where: the official NAB agenda for its 53rd annual convention

Registration hours: Credentials are available at the Rotunda lobby of the Las Vegas Convention Center. The registration desk will be open from 9 a.m. to 5 p.m. on Saturday, April 5, from 8 a.m. to 5 p.m. on Sunday and Monday, and from 9 a.m. to 5 p.m. on Tuesday and Wednesday.

Equipment exhibit hours: Displays of broadcast equipment and services will be open in the north and south exhibit halls and the concourse of the convention center. Exhibits will be open 9 a.m. to 5 p.m. Sunday through Wednesday.

Workshops, assemblies and luncheons: All will be held in the Convention Center, unless indicated.

Monday, April 7

Broadcast workshops


What NBACA means to the industry. Room three, 9-10:30 a.m. Objectives of the National Broadcast Association for Community Affairs and what it can do for stations. Presented by: Eddie L. Madsen Jr., NBACA, Washington.

FCC enforcement. Gold room, 9-10:30 a.m. Topics currently under close watch by the FCC—hypocrisy, joint sales and rate arrangements, obscenity, indecency, etc. Moderator: Brenda F. Fox, NAB counsel. Panelists: Ashton Hardy, FCC general counsel; William B. Ray, chief, FCC Complaints and Compliance Division.


Getting the business (also on Wednesday). Rooms 22 and 23, 9-10:30 a.m. You don’t have the account until you get the check. Presented by: Carleton Loucks, Radio Advertising Bureau senior vice president, New York; Robert H. Alter, RAB executive vice president, New York.

Radio news, formats and equipment (also on Tuesday). Rooms one and two, 9-10:30 a.m. Successful formats for different markets and how to make innovative use of broadcast equipment. Moderator: Tom Frawley, Cox Broadcasting, Washington, president, Radio
Agribusiness and broadcasting: producing dollars and audiences for radio (also on Tuesday). Room four, 9:10-30 a.m. How farm directors serve urban and rural listeners to produce more sales dollars and larger audiences. Moderator: Bill Mason, WGN Continental, Chicago, president, National Association of Farm Broadcasters. Panelists: Bill Alford, Orion Broadcasting, Cedar Rapids, Iowa; Ray Kremer, NAFB director of sales, Mount Dora, Fla.; Ray Senate, WIBW-AM-FM Topeka, Kan.; Donald Swanson, WIC-AM-AM -FM Pittsburgh; Jack Moffitt, WUAB-TV Cleveland; Edwin Metcalfe, WPTA-TV Fort Wayne, Ind.


Management sessions


Engineering certification. Room three, 8:30-5:30 a.m. Discussion of the Society of Broadcast Engineers' certification program. Moderator: James C. Wulliman, WTMJ-TV Milwaukee. Panelists: Glenn Lawrence, WAGA-TV Atlanta; John Dimling, New Jersey Public Broadcasting Authority, Trenton; Benjamin Wolfe, Post-Newsweek Stations, Washington.


Agribusiness and broadcasting: producing dollars and audiences for radio. Room two, 9-10:30 a.m. How farm directors serve urban and rural listeners to produce more sales dollars and larger audiences. Moderator: Bill Mason, NAFB president, WGN Continental, Chicago. Panelists: Bill Alford, Orion Broadcasting, Cedar Rapids, Iowa; Ray Kremer, NAFB director of sales, Mount Dora, Fla.; Ray Senate, WIBW-AM-FM Topeka, Kan.


Management assembles


Hundred-plus market television session. Gold room, 10:45-12

Broadcast workshops

Tuesday, April 8


(No sessions are scheduled Tuesday afternoon so delegates may visit the broadcast equipment exhibits and hospitality quarters.)

Wednesday, April 9

Broadcast workshops


Getting the business. Rooms 22 and 23, 9-10:30 a.m. You don't have to sit around until you get the check. Presented by: Carleton Loucks, RAB senior vice president, New York; Robert H. Alter, RAB executive vice president, New York.


How stations make a profit with TVB. Room 15, 9-10:30 a.m. Utilizing your television sales organization to increase business. Presented by: Roger Rice, TVP president, New York; Norman (Pete) Cash, TVB vice chairman, New York.


Related convention activities

(Not part of the official NAB convention program)

Wednesday-Thursday, April 2-3

7:30 a.m. American Forces Radio and Television workshops. Flamingo hotel.

Friday, April 4

7:30 a.m. American Forces Radio and Television workshops. Flamingo hotel.

10 a.m. Broadcast Education Association board of directors meeting. Hilton hotel.

2 p.m. BEA registration. Convention Center, Gold room foyer.

4 p.m. BEA workshops. Convention Center.

Saturday, April 5

7:30 a.m. American Forces Radio and Television workshops. Flamingo hotel.

8:30 a.m. Broadcast Education Association general session. Convention Center.

10:30 a.m. BEA workshops. Convention Center.

12 noon. BEA luncheon. Hilton hotel, Ballroom, section D.

2 p.m. Association of Maximum Service Telecasters board of directors meeting. MGM Grand hotel, Directors room.

2 p.m. BEA general session. Convention Center, Gold room.

5 p.m. BEA business meeting. Gold room.

Sunday, April 6

9 a.m. Broadcast Education Association workshops. Convention Center, room four.

9:30 a.m. Broadcast Music Inc. board of directors meeting Caesar's Palace, Imperium East.

10:30 a.m. BEA general session. Convention Center, Gold room.

12 noon. Society of Broadcast Engineers board of directors meeting and luncheon. Hilton hotel, conference room five.

2 p.m. Association of Maximum Service Telecasters annual membership meeting. MGM Grand hotel, Bijou/Century rooms.

2:30 p.m. Society of Broadcast Engineers membership meeting Hilton hotel, conference rooms two and three.

3 p.m. Mutual Broadcasting System meeting. Hilton hotel, Ballroom, sections D and E.

4:30 p.m. Council for UHF Broadcasting meeting reception. Hilton hotel, rooms eight and nine.

Monday, April 7

5 p.m. Harvard Seminar alumni smoker. Hilton hotel, Ballroom section D.

Tuesday, April 8

2:30 p.m. Broadcast Pioneers board of directors meeting. Hilton hotel, conference room two.

Engineering agenda begins on page 30.
Bonneville means business.

Better programming builds bigger audiences.

Radio advertisers buy stations with larger audiences; they pay more for good demographics and proven effectiveness. Effective radio programming is more than music.

We design effective programming, our performance proves it—check our track record.

Call us or write today.

274 County Road, Tenafly, N.J. 07670
201-567-8800

A Division of Bonneville International Corporation.
The secret of selling radio to retailers is the secret of “Hot Items.”

Who do you think can sell radio to a retailer faster? A radio salesman or another retailer with a strong, solid radio success story? Another retailer, hands down. Because a retailer relates instantly when another retailer starts telling him about the sales increases he got from using radio. That’s the rationale behind “Hot Items”, ABC Radio’s newest retail sales presentation that uses retail case histories to answer today’s 4 hottest retail sales questions.

And what are today’s 4 hottest retail sales questions?

1. Traffic: “Can a flagship store keep drawing heavier traffic for sales, special events, fashion promotions and regular price selling?”
2. Coverage: “Is there a more effective way to cover a group of interlocking smaller markets when you need more newspapers than you can afford?”
3. Cost: “Can a specialty shop economically reach its customers consistently in the face of today’s rising media costs?”
4. Impact: “Can a dominant store maintain heavy promotional pressure when the market expands and newspaper coverage declines?”

The obvious answer to all these questions is a very loud “Yes, with radio!” Time after time, “Hot Items” hammers home the terrific potential of radio as a retail medium through real success stories told by the retailers themselves, in their own words and with their own commercials.

In a year with precious little loose money around, “Hot Items” can help you crack new retail business.

“Hot Items” was originally presented in January, 1975, at the National Retail Merchants Association’s annual convention in New York City. Those who saw it told us it was exactly the kind of tough, direct presentation that would help sway retail accounts from newspapers to radio and convince current retail clients to spend more.

Actually, “Hot Items” is the second retail sales presentation produced by ABC Radio. Our first effort, “The Golden Age of Radio”, was offered only to ABC Owned Stations and affiliates of the ABC Radio Network. Many of these stations reported substantial increases in retail business, both new accounts and increased budgets, directly attributable to the presentation. “Hot Items” can do the same for your station. (A limited number of “Golden Age” presentations are still available.)
While they last, we'll send one along with “Hot Items” for an additional $100.)

"Hot Items": What you get and how to use it.

The “Hot Items” retail sales presentation package includes 140 slides, a full script and two tape cassettes—one with the full presentation; the other with retailer quotes and commercials only.

With the slides and full presentation cassette, you can just turn off the lights, turn on the equipment, sit back and let it sell. If you want a more customized presentation, deliver the presentation yourself, using the script and retailer quotes and commercials cassette.

Either way, it makes retailers warm up to you, your station and to radio like gangbusters. The selling facts are all there in the presentation. Just get it in front of your retail prospects. And you’ll sell.

Mail this coupon today and make your first “Hot Items” presentation in just 2 weeks.

Mail to: Retail Sales Dept., ABC Radio, 1330 Avenue of the Americas, New York, New York 10019

☐ Send me “Hot Items”. (140 slides, 2 tape cassettes and the script.) @ $140.

☐ Send me “Golden Age of Radio”. (116 slides, 2 tape cassettes and the script.) @ $100 when you order “Hot Items”.

Both presentations come on a 10-day trial basis. If you don’t think they are well worth the money, send them back for a full refund.

☐ Bill me. ☐ Check or money order for $______is enclosed.

Name_________________Station___________

Address______________________________

City_____________State_________Zip_____

ABC RADIO abc
Over on the engineers' side of the convention

Following is the official NAB agenda for the 29th annual engineering conference, including abstracts of technical papers to be presented.

Monday, April 7

Opening general assembly (joint session with management). Rotunda, 10:45 a.m.-noon. See main NAB agenda, page 24.

Management/engineering luncheon. Hilton ballroom, 12:30-2 p.m.


Opening of conference. 2:30-3:35 p.m. Vincent T. Wasilewski, NAB president.

Electronic news gathering workshop. Room 18, 9-10:30 a.m. Moderator: Albert H. Chis- mark, Broadcast Division/Meredith Corp., Syracuse, N.Y.; Julius Barnathan, ABC, New York; Thomas M. Battista, KMOX-TV St. Louis; Ralph L. Hucaby, WLAC-TV Nashville; A. H. Lind, RCA, Camden, N.J.; Robert Mauser, NBC, New York. Evolutionary improvements and reductions in size of electronic cameras and video-tape equipment have reached the point where serious considerations have now been given to using live transmission and videotape for coverage of "hard news." The panel will review the results obtained from their operating experience with portable electronic news gathering systems for television. The systems, comprising handheld color cameras, portable video-tape recorders, and microwave relay equipment will be discussed in detail. Samples of actual program material broadcast, both live and by videotape will be displayed. The panel will describe the results obtained from these news gathering systems.

Engineering advisory committee report. 2:35-2:45 p.m. Robert W. Flanders (chairman), McGraw-Hill Broadcasting, Indianapolis. Over the past several years, the NAB engineering advisory committee has been confronted with a multitude of technical problems of varying degrees of magnitude. The areas of concern have dealt with such diversified subjects as TV and land mobile allocations; operator licensing, AM/FM/TV transmission characteristics, tower icing, radiation levels, the efficient use of the spectrum and revisions to the FCC's technical rules and regulations. This report will review the various activities and deliberations that the committee has engaged in during the past twelve months.

Up front at the NAB's engineering conference (more pictures on pages 34 and 38) ...

Status report on the JCIC ad hoc committee on television broadcast ancillary signals. 2:45-3:15 p.m. Robert A. O'Connor (chairman), CBS-TV, New York. During the past year, this ad hoc committee has continued its study into the technical aspects of ancillary signals intended to be carried along with the television program signal, and designed to provide a variety of program-related and broadcast-related functions. Proposals have been analyzed and tests conducted on techniques involving signals in the vertical blanking interval, the horizontal blanking interval and within the program audio and program video. All work has been done with the two basic requirements of all ancillary signals in mind, namely that such signals should in no way degrade the quality or integrity of the program signal and that the proposed technique is capable of providing a reliable service. This paper describes these analyses and tests that have been conducted to date, and the preliminary conclusions that have been reached.

JCIC ad hoc committee for the study of telephone sound. 2:45-3:15 p.m. Daniel R Wells (chairman), Public Broadcasting Service, Washington. During April 1973, the Joint Committee on Inter-Society Coordination (JCIC) formed an ad hoc committee for the study of television sound (AHSTS). The purpose of the AHSTS was to examine the entire television system from
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original production to the sound heard in the home in an effort to identify areas of possible improvement and to assign to appropriate organizations specific questions for solution. The committee is studying categories that include studio production, over-the-air broadcasting, cable television, the home receiver and the applications of state-of-the-art techniques. This paper will review the committee’s activities over the past year.

JCIC ad hoc committee for color television study. 2:45-3:15 p.m. Richard T. Monroe, Westinghouse Broadcasting, New York. During the past several years, JCIC has been engaged in a number of committee activities looking toward enhancing the technical performance of television broadcasting. The three areas presently under review are 1) improving color compatibility; 2) the use of television broadcast ancillary signals, and 3) investigating possible improvements to television sound, the latter two being now in the formulative stage. This report will discuss in detail the status of these present efforts and the timetable for the completion of each task.

What the new environmental impact statement requirements mean to broadcasters. 3:15-3:35 p.m. John F. X. Browne Jr., J. F. X. Browne & Associates Inc., Bloomfield Hills, Mich. The FCC has ruled that any applications for new facilities or major changes in existing towers must be accompanied by a statement setting forth the impact of the proposal on the environment. Applicants must be prepared to justify the selection of a particular site, demonstrate that local zoning approvals were received without significant objections, and satisfy the commission that the proposal will not have an adverse impact in terms of a myriad of environmental considerations. This paper will describe the new require-ments which have been placed upon the broadcaster and a method of compliance. What’s been happening at the FCC—a review of pending docket entries. 3:35-4 p.m. James D. Parker, CBS-TV, New York. Amendments to the FCC rules and regulations are accomplished through formal rule-making proceedings, commonly referred to as “dockets.” Over the years, many changes affecting matters of technical significance have been brought about through these docket proceedings. In some cases, final decisions have not yet been reached. This paper will review some of the docket actions which are still pending, and will stress the importance of individual broadcasters making known to the FCC their views on matters under consideration in FCC proceedings.

FCC technical panel. 4-5 p.m. Moderator: R. LaVerne Pointer, ABC, New York. Panelists: Wallace E. Johnson, chief, Broadcast Bureau, FCC; Phyl C. Horne, chief, Field Engineering Bureau, FCC; Neal K. McNaughten, assistant chief, Broadcast Bureau, FCC; Dennis Williams, chief, Aural Facilities Existing Bureau, FCC. A highlight to the broadcast engineering conference has been always the exchange of ideas and information between the FCC’s staff and the conference. To facilitate this exchange of Information, a panel session consisting of four commission representatives has been scheduled for presentation. The panel will attempt to answer all technical questions related to broadcasting and will also engage in a discussion of the fundamental philosophy from which the present FCC technical rules were adopted.

Tuesday, April 8


A review of the quadraphonic (four-channel) FM field tests. 9:00-9:25 a.m. E. M. Tingley, Electronic Industries Association, Washington. The National Quadraphonic Radio Committee (NQR) has completed extensive three-part field tests on seven systems proposed by five companies. Listening tests carried out using noise signals and program material determined the subjective effect of using two, three or four transmission channels. Closed circuit and broadcast tests were made to evaluate signal/noise ratios, protection ratios, distortion, channel separation, noise interference susceptibility and multipath effects. Compatibility of existing receivers, SCA (Subsidiary Communications Authorization) service and the FCC station assignment plan were considered in setting up the test program. The NQR report to the FCC, giving the committee’s evaluation and technical conclusions regarding four-channel
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FM broadcasting, will be discussed. A new technique for maintaining high FM modulation without degrading audio quality. 9:25-9:50 a.m. Eric Small, broadcast audio consultant, San Francisco, and Robert Orban, Orban Associates, Oakland, Calif. Current FM broadcast practice calls for the highest loudness consistent with good audio quality. FM limiters use clipping to control peaks until their high frequency AOC circuits have attacked completely. The result is a series of spikes which greatly increase the peak carrier deviation without increasing loudness. In order to avoid overmodulation, the average modulation must therefore be lowered. By combining the broad band limiter, high frequency limiter, pre-emphasis, low pass filter and stereo generator in one integrated system, it becomes possible to deal with this problem. The use of phase correction and non-linear filtering can limit overshoots to less than 5% above steady-state values. This paper will discuss the various methods of implementing this concept.

Design criteria for a 1kw solid state AM broadcast transmitter. 9:50-10:40 a.m. Brian B. Cox and Hilmer I. Swanson, of the Broadcast Equipment Division, Harris Corp., Quincy, Ill. This paper will describe methods of power amplifier design including redundancy techniques for a 1kw AM broadcast transmitter of high reliability. Lighting and VSWR protection will be discussed as well as tuning and ease of module replacement. The design of the modulator for a solid-state power amplifier will be covered, again showing advantages of redundancy techniques, transient response for best signal emphasis, efficiency, positive peak capability and distortion. The paper includes a description of circuits for control and protection of solid-state RF/AF amplifiers from line transients and a discussion of required maintenance accessibility of components, physical layout and experience gained from actual commercial operation. Battery operation of the transmitter during power failure can readily be implemented.

Space age transmitter today. 9:50-10:40 a.m. Robert H. Fasulkey, Westinghouse Defense and Electronic Systems Center, Baltimore. Advance solid state technology has been achieved through the development of several extensive solid state communications systems. These systems provided the design motivation to develop a highly efficient, high power solid state automatic AM broadcast transmitter. By combining capability of totally solid state equipment with satellite construction techniques a lightweight, high power, efficient transmitter has been produced which will have phenomenal life coupled with an attractive cost. Every category of transmitter parameter has been improved by a large measure over that of a tube type transmitter. From initial acquisition to facility support a considerable improvement is realized. This paper will describe the benefits to be gained from automation allowing the first design for fully unattended automatic operation.

Is AM stereo in your future? 10:40-11:05 a.m. Emil L. Torick, CBS Laboratories, Stamford, Conn. Recent interest in various forms of multichannel broadcasting prompts a question on the future of AM stereo. With the current success of FM two-channel broadcasting and the potential of extending this service to three or four-channel transmission, the AM broadcast community has begun to show concern about the possibilities for expanding the scope of its own service. Although the first AM stereo system was invented in 1925, widespread experimentation was not conducted until the period 1958-1960. That activity temporarily ceased when the FCC authorized the present two-channel system for FM in 1961. Recently, experimental AM stereo broadcasts have created renewed interest in the AM medium. This paper will discuss both past and present activities in the field of AM stereo.

Grounding, bonding, shielding, isolation and decoupling—a primer. 11:05-11:35 a.m. Carroll Cunningham, Dynma Engineering, Taos, N.M. With the advent of improved components, achievable signal-to-noise ratios in broadcast systems have been substantially improved. This has placed more stringent requirements on broadcast engineers to reduce noises generated at the systems level. Over the years, various taboos have been established, that if followed, have served to generally manage the system's noise problem. These taboos constitute what is called, in social sciences, an "oral tradition" and the rationale behind many of them often has been imperfectly understood. This paper is intended to formalize and systematize this somewhat amorphous body of knowledge and provide broadcast engineers with a broadened systems understanding that should be especially helpful when "traditional" procedures appear not to work.

A review of the new NAB cartridge tape standards activities. 11:35 a.m.-12 noon. John P. Jenkins, International Tapetronics Corp., Bloomington, Ill. The original NAB cartridge standards published in 1964 no longer reflect the state of the art or the broadcasters' needs. Shortly after the 1974 NAB convention, a new committee was organized to update the cartridge tape recording and reproducing standards. During the last year, broadcasters and manufacturers have been working to rewrite these standards. Work is nearing completion, with the following topics, as well as many others, being reviewed: cue tones; cartridge dimensions; compatibility between stereo and mono; tape speed; width; pulling force; establishment of standards or phase, distortion, azimuth and crosstalk life, environment and stability of system and international consideration. This paper will discuss the committee's progress to date.

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You told us things that made us cross our fingers and hope you were right.
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Review of circular polarization field tests at WLS-TV Chicago, 9:10:25 a.m. Fred Zeilner, Jr., ABC, New York; Dr. Matti Siukola, Communications Systems Div. RCA Corp., Gibbsboro, N.J.: Neil Smith, Smith & Powstenko, Washington. WLS-TV, channel 7, Chicago, licensed to the ABC, is presently operating from Sears Tower in Chicago, utilizing two specially designed transmitting antennas. One is an interim, horizontally polarized antenna and the other is an experimental, circularly polarized antenna. The basic purpose of this combined facility is to afford a means of testing the relative merits of circular polarization in the television broadcasting service. Based both on theory and on experience in the use of circular polarization in FM broadcasting, it is believed that this mode of transmission should improve television service. These three individual papers discuss: 1) the design and construction of the experimental CP antenna; the installation of the CP antenna at Sears Tower, and 3) the field intensity measurements which were taken to ascertain the achieving of the project objectives.

Structural considerations when changing or adding on existing towers. 10:25-10:55 a.m. John L. Windle, Stainless Inc., North Wales, Pa. In recent years there has been a substantial increase in the desire to replace or add antennas to existing broadcast towers. Since each tower has been designed for a specific arrangement of antennas and transmission lines, it is essential that its structural adequacy to support any new loads be properly evaluated. The purpose of this paper is to outline the structural considerations that must be investigated, thereby providing an understanding of the sensitivity of tower structures to change in loading. The information presented will include the identification of structural elements, definition of their modes of behavior and failure, and their response to loads from antennas and transmission lines.

Utilization of CCD sensors in TV cameras. 10:55-11:25 a.m. S. L. Bendell and A. H. Lind, Broadcast Systems Division, RCA Corp., Camden, N.J. Reported developments in charge coupled device (CCD) solid-state image sensors have led many people in the industry to anticipate that color TV cameras for broadcast applications will appear imminently. A brief description of a solid state image sensor—its configuration and how it operates—will be followed by a look at its present performance status. Broadcast quality color camera applications requirements will be outlined and within this context a comparison will be made of a currently available CCD versus a small-beam scanned pickup tube.

Audio in broadcast television—an overview of current techniques. 11:25 a.m.-12 noon. Alastair M. Heaslett, audio engineering department, Ampex Corp., Redwood City, Calif. Audio has come of age in the television industry. This has heralded the opening of a veritable panoply of techniques and tricks for audio signal processing which have hitherto been largely confined to the audio mastering and radio broadcast industries. With particular emphasis on magnetic recording, this paper will examine some of these techniques and highlight their applications in the television broadcast service.

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A practical method of automatic color balance correction. 9:50-10:15 a.m. B. Van-Benthem, CBS Laboratories, Stamford, Conn. Since the introduction of telecine chains of improved stability and the resultant reduction of operator attention, the need for an unattended color correction system has become apparent. This paper will describe such a system including the philosophy of automatic color balance correction and show that within certain limits, satisfactory performance can be obtained. An automatic sensing circuit will be described that can be applied to a manual color corrector which makes it practical to color balance an encoded NTSC signal at the output of a telecine chain without upsetting the balance of that film chain.

The need for a more efficient UHF transmitter. 10:25-10:45 a.m. Al Martin, Kaiser Broadcasting Co., Southfield, Mich. Visualize the problems with any transmission system that is only 30% efficient. Such inefficiency may be tolerated if the level of power requirements were not of the magnitude used in present day UHF transmitters. Engineering management in UHF consider this problem to be second in priority only to the need for more efficient receiving equipment. High powered transmitters and the energy crisis have spotlighted the situation. Electrical power rates have risen nearly 100% in many areas. Who is working on the problem? Where will the research and development money come from? What are the chances for improvement? Is there a solution? If so, does it involve a new improved klystron tube? A change in modulation technique? The need is obvious. This paper will explore current interest in such a project.

Joint session with management. Rotunda. 10:45 a.m.-12 noon.

Convention luncheon with management. Hilton ballroom. 12:30-2 p.m.

203 manufacturers show their wares in exhibit halls

Below and on the following pages are listed the equipment manufacturers exhibiting products in the three halls of the Las Vegas Convention Center. On pages 44, 45 and 46 are maps to the exhibit halls, with locators for each of the manufacturers. Beginning page 72 are listings for firms other than equipment makers that will have hospitality suites in Las Vegas: brokers, radio and TV programmers, the networks, reps and others. Asterisk (*) indicates new equipment.

Acrodyne Industries Inc. S711
21 Commerce Drive, Montgomeryville, Pa. 18936

Akal America E1223
2139 East Del Amo Boulevard, Compton, Calif. 90220

Alford Manufacturing Co. N119
120 Cross Street, Winchester, Mass.

Allied Tower Co. Inc. S1008
Box 331, South Houston, Tex. 77587
Personnel: Max Bowen, Jerry Bennett, J. C. Smith.

Alpha Epsilon Rho S20
College of Journalism, University of South Carolina, Columbia, S.C. 29208

Amco Engineering Co. S813
7333 West Ainslie Street, Chicago 60656

American Data Corp. N329
315 Wynn Drive, P.O. Box 5228, Huntsville, Ala.

American Electronics Laboratories Inc. N404
Box 552 Lansdale, Pa. 19150

American Electronics Inc. S905
Box 903-904, Saint George, S.C. 29477

Ampex Corp N207
401 Broadway, Redwood City, Calif. 94063
Product: Video recorders and cameras, time
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READ DataNews, UPI’s new 1200 word per minute news service.

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We’ll be looking for you. Booth 503—South Hall. Where you’ll find the best in broadcast news!
North hall
Continued from page 42

Ampro Corp. S910
2220 Maplewood Avenue, Willow Grove, Pa. 19090

Andrew Corp. N323
10500 West 153 Street, Orland Park, Ill. 60462

Angenieux Corp. of America N321
Islip Airport, Box 340, Ronksokama, N.Y.

Asaca Corp. of America S600
1289 Rand Road, Des Plaines, Ill. 60016
Product: Portable color TV camera (three-tube); one-inch four heads portable VTR.

Audio Designs & Mfg. N205
16005 Surgeon, Roseville, Mich. 48066
Product: Broadcast production consoles (BC-5, TV32)*, intercomm*, distribution amplifiers* and rack (DA-16, CH20), Personnel: Bob Bloom, Don James, Murray Shields.

Audio Services Inc. S915
3140 East Jefferson Street, Detroit 48207

Auditonec Inc. S1014
180-B South Cooper Street, Memphis 38104

Autogram Corp. S1015
631 J Place, Piano, Tex. 75074

Automated Processes Inc. S810
80 Marcus Drive, Melville, N.Y. 11746

Bell Brothers Research Corp. Electronic Display Division N213
1633 Terrace Drive, St. Paul
Product: Monochrome and color broadcast monitors in full feature and economy version, digital display monitors, waveform...
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2525 Hyperion Avenue, Los Angeles 90027

BASF E1208
Crosby Drive, Bedford, Mass.

Belar Electronics Laboratory Inc. N307
Dorset at Lancaster, Devon, Pa. 19333

Berkeley Colortron Inc. N416
1015 Chestnut Street, Burbank, Calif.
Product: Studio and portable lighting systems, memory center lighting control system, *Colorspot, Berkeley Beam. Personnel: Joseph N. Tawil, Marion M. Rimmer, Tom Pincu, Moe Tawil, Jeff Sessler, Jay Bauer, Gene Murphy, Silvio Massone, Dave McNeilly, Walter Nygaard, Clyde Tichenor, Mike Reichmann.

Boston Electronics Inc. E1219
9024 West 51st Terrace, Shawnee, Kan. 66203

Bird Electronic Corp. N110
30303 Aurora Road, Cleveland, 44139
Product: RF directional ThruLine wattmeters and lab standards, RF absorption wattmeters and line terminations; 2 w to 50 kw coaxial loads and attenuators; RF power and VSWR monitors; coaxial filters, couplers and filter-couplers; cox switches; RF power sensors for OEM transmitters; 7500 w reject loads series 8.891-510*. Personnel: Helen J. Bird, Bruce Bird, Tom Bonsky, Herbert H. Heller, Dave Kallenborn, Mike Kunz, Leo Lesyk.

Boston Insulated Wire & Cable Co. N414
65 Bay Street, Dorchester, Mass.

Broadcast Electronics Inc. N235
8810 Brookville Road, Silver Spring, Md. 20910

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Burwen Laboratories S1018
209 Middlesex, Burlington, Mass. 01803

CBS Laboratories N103
227 High Ridge Road, Stamford, Conn. 06904

CCA Electronics Corp. N319
716 Jersey Avenue, Gloucester City, N.J. 08030

CMX Systems N107
635 Vaqueros Avenue, Sunnyvale, Calif. 94086

CSI Electronics Inc. N203
875 Industrial Highway, building 7, Cincinnati, N.J. 08077

Cablewave Systems Inc. S611
60 Dodge Avenue, North Haven, Conn. 06573

Canon U.S.A. Inc. N114
10 Nevada Drive, Lake Success, N.Y. 11040
Product: 10X zoom (12mm to 120mm, f:2.0)* for one-inch hand-held TV cameras, 25X (16mm to 400mm, f:2.1) double zoom for one-inch color TV cameras, 34X field zoom (24mm to 800mm, f:1.8)* for one-inch and one-and-one-quarter-inch cameras, Canon Scoptic motion picture cameras and lenses. Personnel: Yoshiaki Suguri, Frank Beemish, Jack Keyes, Paul Powers, Matt Miyazaki, Dick Turchen, Harry Hirai, Ted Sakurai, Yasaji Asai.

Capitol Magnetic Products N112
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<table>
<thead>
<tr>
<th>SUPPLIER</th>
<th>JAMPRO</th>
<th>RCA</th>
<th>GATES</th>
<th>COLLINS</th>
<th>SHIVELY</th>
<th>PHELPS/DODGE</th>
<th>CCA</th>
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<tr>
<td>1. Antenna Type Number</td>
<td>JSCP-6</td>
<td>BFG  6A</td>
<td>FMS-6</td>
<td>37CP6</td>
<td>6810-6</td>
<td>CFM HP-6</td>
<td>FMC-HP-6</td>
</tr>
<tr>
<td>2. Safe input power rating</td>
<td>40 KW</td>
<td>36 KW</td>
<td>40 KW</td>
<td>40 KW</td>
<td>30 KW</td>
<td>40 KW</td>
<td></td>
</tr>
<tr>
<td>3. Power gain ratio DB</td>
<td>5.05</td>
<td>5.06</td>
<td>5.05</td>
<td>5.00</td>
<td>5.18</td>
<td>5.2</td>
<td>5.2</td>
</tr>
<tr>
<td>4. Trimmed 1.1/1 VSWR bandwidth</td>
<td>±200KHz</td>
<td>±100KHz</td>
<td>±100KHz</td>
<td>±110KHz</td>
<td>±150KHz</td>
<td>±100 KHz</td>
<td>NS</td>
</tr>
<tr>
<td>5. Axial ratio-polarization</td>
<td>2DB</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
</tr>
<tr>
<td>6. Impedance match at each bay?</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>7. Factory VSWR plot in L.B.</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>8. Factory phase/amplitude checks</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>9. Tuned on customer tower?</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>10. Antenna factory pre-tuned?</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>11. Quadraphonic capability*</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>12. Manufactured by seller?</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>13. Dual Deicer wattage?</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>14. Antenna shop painted?</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>15. Weight with mtg. bases</td>
<td>498.5#</td>
<td>381#</td>
<td>496#</td>
<td>512#</td>
<td>NS</td>
<td>404#</td>
<td>404#:</td>
</tr>
<tr>
<td>16. Wind load 50/33 PSF, EIA</td>
<td>673#</td>
<td>920#</td>
<td>883#</td>
<td>1301#</td>
<td>727#</td>
<td>780#</td>
<td>780#:</td>
</tr>
<tr>
<td>17. Deicer wind load, 50/33 PSF</td>
<td>770#</td>
<td>1040#</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
<td>NS</td>
</tr>
<tr>
<td>18. Warranty - guarantee</td>
<td>2 Yr.</td>
<td>1 Yr.</td>
<td>1 Yr.</td>
<td>1 Yr.</td>
<td>1 Yr.</td>
<td>1 Yr.</td>
<td>1 Yr.</td>
</tr>
<tr>
<td>19. Antenna List Price</td>
<td>$7,250</td>
<td>$7,642</td>
<td>$7,245</td>
<td>$6,900</td>
<td>$5,505</td>
<td>$5,000</td>
<td>$6,545</td>
</tr>
<tr>
<td>20. Antenna price with deicers</td>
<td>$8,750</td>
<td>$11,421</td>
<td>$8,820</td>
<td>$8,400</td>
<td>$5,903</td>
<td>$5,660</td>
<td>$7,670</td>
</tr>
</tbody>
</table>

Other exclusive reasons for choosing a PENETRATOR include dual wattage deicers for energy conservation, FAA color painting for longer antenna life, and a 15 page complete instruction booklet with measured factory VSWR!
television camera for studio and remote applications, CEI-290 broadcast back-pack color television camera, CEI-435 broadcast color television camera for medical applications. Personnel: George Grasso, Rod Maddison, Bud Schneider, Michele Grasso, Lee Pettijohn, Mike Lang, Raoul Proctor, Marc Broemmelsiek, Kathy Nolan, Paul Kendrick, Mark Grasso, Rod Hall, Keith Belcher, Neil Bellas, Bob Rodgers, Jim Hanks, Joe Pipala, Jim Fadely, Don Kline, Bill Riester, Floyd Kloepper.


Computer Magnetics Corp. S1009 125 West Providencia Avenue, Burbank, Calif. 91502 Product: Refurbished Mark X and Mark XX* video head assemblies, audio stacks for VTR's, video disks and video heads for Slo-Mo. Personnel: I. Tsu, T. Minaric, Ted Emm, J. Luiz, W. Bell, A. Kiser.


Comrex Corp. S1013 58 Union Avenue, Sudbury, Mass. 01776 Product: Comrex 450 mhz wireless microphone system, cue transmitters, cue receivers, mobile repeater systems, TV off-air audio receivers. Personnel: John F. Cheney.


Data Communications Corp. (BIAS) S909 3000 Director's Row, Memphis Product: The BIAS system for radio and TV broadcast—on-line, real time system automates a station's sales, traffic and accounting operations.

Data Disc Inc. S835 686 West Maude Avenue, Sunnyvale, Calif. Product: "BDR 500, a broadcast quality, high band color, slow motion video replay system. Personnel: Bernie Okey, Dan Marshall, Russ Mendia.


Digital Video Laboratories, Inc. S837 1051 Clinton Street, Buffalo, N.Y. 14206 Product: Digital time base correctors and video processors at four times subcarrier for all video-tape formats. Personnel: John Lowry, Norman Cox, Jack Sinclair, Richard Kupnicky Sr., Trevor Smith, Gerry Hunt Sr., David Pierdon, Yoshi Nagaiishi.

Dipol Electronics Inc. S1001 1051 Clinton Street, Buffalo, N.Y. 14206

Duncan Electronics Inc. S1104 2865 Fairview Road, Costa Mesa, Calif. 92626 Product: Series 220 and 300 professional slide controls for audio control equipment used for broadcasting, recording and sound reinforcement. Personnel: John S. Laughlin, H. H. Hondysheil.


Triax Color comes of age

THOMSON-CSF TTV 1515

Now used in the CBS Television mobile units
THOMSON-CSF
TTV1515

- Over 3 trouble-free years of field service
- Over 300 now in service
- Used by CBS to cover field events

Thomson-CSF has been one of France’s major electronics companies since 1893. Today, it’s the largest corporation in France for professional electronic equipment, with over 48,000 employees. The parent corporation, Thomson-Brandt, has over 98,000 employees.

Thomson-CSF took a leadership position early in triax color cameras. Its first patents on circuits for this camera were granted in 1964. Before the end of 1971, the TTV 1515 was already the world’s most field-proved triax color camera. Today, over 300 are in service.

It all adds up to be the most successful camera in triax color TV. Join the Thomson trend. Win the economy, reliability and picture quality of the true third-generation color camera. The one that works. The TTV 1515 by Thomson-CSF.

Features:

Uses triax cable...1/5 the weight of TV-51. Your mobility zooms. Set up and strike time drops way down. Van space suddenly holds many times more cable footage. You start with dramatic cost cuts on cable and connectors... then continue with years of manpower savings.

Converts from triax to 1/2 inch multiconductor cable with a five minute switch of plug-in circuit boards.

Automatic synchronization. A miniature sync generator built into CCU restores, from mixed sync only, all signals usually derived from external sync...blanking, drive, etc.

Three 30 mm. separate mesh tubes, along with dynamic focus correction, provide excellent corner to corner resolution.

Pick-up tubes removable from rear without disturbing deflection yokes.

Head amplifier surrounds target for full shielding. The quietest picture you’ve ever seen.

Continuous automatic registration. A unique concept: reference windows in the optical path continuously correct vertical and horizontal centering and size.

Superb low-light picture capability... lighting levels down to 10 foot-candles.

Automatic cable compensation with up to 1 1/4 miles of triax.

Contour correction with adjustable comb filter.

Separate RGB outputs, enabling color coding in all existing systems: SECAM, PAL,
CCU is 68 1/2 lbs. light, fits in 7 inches of standard 19" rack. It incorporates miniature sync generator, contour correction with adjustable comb filter, color masking, amplitude modulated shading, automatic cable compensation. All these logically belong in the CCU (not the camera). Thomson puts them there. Shown also: operational control panel containing all the controls associated with registration setting and adjustment of the main operational functions of the camera.

Novel design of the optical block provides high efficiency along with built-in dioscope, bias light system and optical reference marks for auto registration. Yokes are mounted in parallel to reduce registration errors due to magnetic fields. Dual filter wheel provided for independent color and N.D. filter selection.

NTSC...or all three simultaneously for world-wide live broadcasts.
Ultra-stable digital and RF multiplexing.
Wide range of zoom lens packages with manual or servo controls.
Unique built-in dioscope...no add-on "black boxes" in front of lens.
Viewfinder tilts, swivels, locks and operates remotely.
The light one: camera only 77 lbs., viewfinder 11 lbs.

Downtime virtually eliminated. Instantly-accessible plug-in circuit boards can be changed in seconds. No trouble-prone multi-layer circuit boards.
DRAMATIC SAVINGS IN SET-UP AND STRIKE TIME

In just three hours of strike time, a TV crew had their TTV 1515’s on the road after covering a professional football game. The next morning they were set up in a city 100 miles away to cover an awards banquet. That’s triax mobility and economy in action!

Thomson-built mobile van shows the dramatic compactness possible with TTV 1515. Van carries four cameras, all control equipment, enough triax cable for most events, plus crew!
Eastman Kodak Co. N206
343 State Street, Rochester, N.Y. 14650

Editel Communications Inc. S806
24293 Telegraph Road, Southfield, Mich.

Electrohome Ltd. 809 Wellington Street, North, Kitchener, Ont.
Product: Color and monochrome video monitors, receiver/monitors; related accessories including ceiling and wall mounts, mobile stands, speaker/amplifier, podium. Personnel: William Ellis, Norm Bennett.

Electronics, Missiles, & Communications Inc. N410
P.O. Box 116, White Haven, Pa. 18661

Electro-Sound, Inc. S1007
725 Kifer Road, Sunnyvale, Cali. 94086
Product: 1 kw UHF transmitter*, 100 watt UHF and VHF translators, 10 watt UHF and VHF translators, MDS transmitters and receivers, Bogner UHF and VHF transmitting antennas. Personnel: Ross V. Swain, Steve Koppelman, Jim DeStefano, V. P. Loughborough, Huston Shroyer, Bob Unetch, Russell Pigioni.

Fifiepak Division, TelePro Industries Inc. N221
105 Great Kills Drive, Mount Laurel, N.J. 08057

Fleming, Robert Bosch Corp. N211
279 Midland Avenue, Saddle Brook, N.J. 07675

Fiorentino Associates Inc. S606
10 West 66th Street, New York
Product: Consultants and designers for production facilities. Consultation service include systems planning and design, project supervision and cost control. Personnel: imero Fiorentino, William M. Klages, Pete Howard, George Honchar.

Fusion Optical Inc. S603
420 West End Avenue, New York 10024

Fujitsu 58-25 Brooklyn-Queens Expressway, Woodside, N.Y.

General Camera Corp. E1212
471 11th Avenue, New York 10018

Gotham Audio Corp. N122
741 Washington Street, New York 10014

The Grass Valley Group Inc. N209
P.O. Box 1114, Grass Valley, Cali. 95945

Harris Corp., Broadcast Equipment Division N201
123 Hampshire Street, Quincy, Ill. 62301

Hitachi Shibaden Corp. of America N225
58-25 Brooklyn-Queens Expressway, Woodside, N.Y.
Ikegami Electronics USA Inc.  S008 29-19 39th Avenue, Long Island City, N.Y. 11106

Ingersoll Products, division of Borg Warner  S002 1000 West 120th Street, Chicago 60643
Product: Cabinets, modular enclosure systems. *CompuDesk line of computer support furniture; components such as drawers, doors and panels; hardware items such as handles, hinges and paint; aluminum ball-bearing slides and slim slides. Personnel: Gary P. Ellis, Roy Johnson, Ron Rope, Don Jones, Lou Snitzer, Marlton Cohn.

Innovative Television Equipment  N412 21200 VanOwen Street, Canoga Park, Calif. 91303

International Tapetronics Corp.  S900 2425 South Main Street, Bloomington, Ill. 61701

International Video Corp.  N101 990 Almanor Avenue, Sunnyvale, Calif. 94086
Product: IVC-7000P hand-held TV camera, PBR (programmed broadcast recorder), re-
WE BUILT THIS ISLAND
TO FIND OIL AND GAS THAT MAY
NEVER BE USED.

The Beaufort Sea is 200 miles north of the Arctic Circle. It's among the coldest, most barren, most miserable places on earth. It also has promising new reserves of gas and oil hidden beneath its icy surface. Unfortunately, conventional drilling rigs lose their means of support when the ice begins to melt. And it's much too costly to bring in large floating rigs during the brief summer thaw. The only reasonable solution is to build islands for our rigs.

So, we build them—the size of city blocks, more than three miles out. Working 24 hours a day, we dump gravel, build shacks and hoist derricks, getting our island complex together in time to find the oil and gas necessary to help make a pipeline feasible by 1980.

GOODBYE, CHEAP AND EASY.
Building multimillion-dollar islands in the Beaufort Sea isn't our idea of cheap, easy energy.
What's worse is knowing that what gas and oil we do find may never move a car, never heat a home, never turn on a light. Because, if we and the other oil companies searching in the area don't find enough gas and oil to make building a pipeline economically practical, it won't be built. And without a pipeline, there's no sensible way of getting our fuel to market.

IS IT WORTH THE RISK?
Risky business, searching for gas and oil these days. But we figure it's worth it. According to Canadian geological surveys, there could be an estimated 2.5 billion barrels of crude and 40 trillion cubic feet of natural gas under the Beaufort Sea and its shores.

At today's prices, that's almost 30 billion dollars! We'd like our fair share, so we'll take the risk.
We're putting our capital and time into exploration.
That's where the future is. You'll be hearing from us.
How did WTQR (FM) become #1 Adults 18-49 in Winston-Salem? Drake-Chenan has the answer.

WTQR scored big in their first ARB with Drake-Chenal. They did it with one of our six quality formats for automation. Their story could be your story. Write or visit us at the NAB Convention in Las Vegas. We'll be in suite 1830 at the Hilton.

Drake-Chenal

8399 Topanga Canyon Boulevard
Canoga Park, Calif. 91304 Call collect: (213) 883-7400

Rating estimates average quarter hour as per April/May 1974 ARB M-S 6am-mid.TSA.

Broadcasting Mar 31 1975 82
NOW USED BY ALL 4 NETS
AND A LARGE GROUP OF INDEPENDENTS

IKEGAMI

HL-33 Mini-Portable Camera For
Electronic News Gathering

JULIUS BARNATHAN,
Vice President in charge of
Broadcast and Engineering, ABC
says:

"We selected the IKEGAMI
Portable Camera because
we believe it is state-of-the-art and has excellent
reliability so essential for
electronic news gathering."

The HL-33 is completely self-
contained; can operate a VTR
from the back-pack. No CCU
is required. The camera head
weighs only 12 pounds, the
back-pack 23 pounds includ-
ing batteries. Its NTSC video
signal can be used directly on
the air, directly tape recorded
or a combination of the two
modes.

For further information and/or demonstration, call or write:
IKEGAMI ELECTRONICS INDUSTRIES INC. OF NEW YORK
35-27 31st Street, Long Island City, New York 11106/Telephone: (212) 932-2577
Mole-Richardson Co. N223
937 North Sycamore Avenue, Hollywood.
Product: Mole focal-spot for Mole*, Mole focal-spot for Midget*, Mole 1250 w HMI focusing spot, 4,000 molequartz baby 4K super softlite, 2,000 w molequartz 2K baby "Zip" softlite, and the 120 watt eight-tube Molescent, Solarspots, Molefays, Molepars, Broads, Scoops, Nooklites, light kits and car kit, Molepower wet cell battery pack and charge kit. Personnel: Bud Lavigne, Dick VanVleck, Don Benoit.

Moseley Associates Inc. N305
111 Castilian Drive, Goleta, Calif.
Product: Computer-assisted digital remote control system; aural studio-transmitter links (STL) for all commonly used bands from 148 mhz through 960 mhz; all solid-state remote pickup link equipment for 160 mhz and 450 mhz; wire and wireless remote control systems for AM-FM-TV; remote control accessories; stereo generator; SCA generator; automatic parameter logging systems; status/alarm system. Personnel: John A. Moseley, John E. Leonard, Jr., T. A. Kvass, K. F. Zimmermann, Howard M. Ham, Jr., Vincent Mercadante, Albert A. Crocker, Ronald Hughen.

Mosaic Magnetics Inc. S1101
9940 Industrial Way, West Hollywood, Calif.

Nagrap Magnetic Recorders Inc. S1004
19 West 44th Street, New York 10036

Nortronics Co. Inc. N402
8101 10th Avenue North, Minneapolis 55427

Nurad Inc. E1225
2165 Druid Park Drive, Baltimore 21211

Optasound Corp. S829
25 East 26th Street, New York 10010

Otari Corp. S1112
981 Industrial Road, San Carlos, Calif. 94070

Pacific Recorders and Engineering Corp. S1012
11760 Sorrento Valley Road, San Diego 92121

Paperwork Systems Inc. S509
2000 A Street, Bellingham, Wash. 98225

Paulmar Inc. S615
3336 Commercial Avenue, Northbrook, Ill.

Pentagon Industries Inc. S901
4751 North Olcott Avenue, Chicago

Phelps Dodge Communications Co. S609
Plant 1, Route 79, Marlboro, N.J. 07746
That's the kind of invitation you don't get very often. But that's our invitation, thanks to the new NSI Cumulative Audience Package and its exclusive "on-line" capability.

If you have your own remote computer terminal, you can have your cume analyses run directly and immediately at "your place". If you don't have a remote terminal, it's almost as simple to have us run it at "our place".

But there's much more to NSI's new CAP than just direct access to the computer. For example, it includes any and all spots or combination of spots and requires no pre-selection. CAP also lets you choose Metro and/or Designated Market Area (DMA) and/or Station Totals and up to twelve different demographics per combination of spots—all within a single order.

Whatever your cume analyses needs—competitive sales situations, audience flow analyses or duplication studies—the new NSI Cumulative Audience Package provides information you need in terms of net reach, average frequency and frequency distribution.

Ask your Nielsen Client Service Representative for all the details about the new NSI CAP and the new lower prices, too.

(If you're going to be in Las Vegas for the NAB Convention, why not visit "our place" for an actual demonstration of CAP's on-line capability?)

LAS VEGAS HILTON • SUITES 1429-30-31
Philips Audio Video Systems Corp.,
AKG Audio Division
1 Philips Parkway, Montville, N.J. 07645


Philips Video Audio Systems Corp.,
subsidiary of North American
Philips Corp.
1 Philips Parkway, Montville, N.J. 07645


Potomac Instruments Inc.
932 Philadelphia Avenue, Silver Spring, Md.


Power-Optics Inc.
1055 West Germantown Pike, Fairview Village, Pa.


Q-TV/Telesync
342 West 40th Street, New York 10018


Quick-Set Inc.
3650 Woodhead Drive, Northbrook, Ill. 60062


RCA Corp.
Commercial Communications Systems Division
Camden, N.J. 08102


RCA, Electronic Components
Industrial Tube Division
102
New Holland Avenue, Lancaster, Pa. 17604


Recortec Inc.
777 Palomar Avenue, Sunnyvale, Calif. 94086


Revox Corp.
155 Michael Drive, Syosset, N.Y. 11791

Products: Tape recorders, tuners, amplifiers, microphones, headphones, stands and accessories, mixer. Personnel: Peter Giddings, Judith Giddings, Derek Allen.

Robins/Fairchild Fairchild Sound Equipment Corp.,
subsidiary of
Robins Industries Corp.
51108
75 Austin Boulevard, Commack, N.Y. 11725


Rodelco Electronics Corp.
11018
356A Comac Road, Deer Park, N.Y. 11729


Rohde & Schwarz Sales Co., Inc.
14 Gloria Lane, Fairfield, N.J. 07006

Product: Dynamic transmitter performance measurements, video tape recorder performance testing including SRN, tracking unit for
9 REASONS WHY YOUR PRESENT LENSES JUST BECAME OBSOLETE.

The remarkable new Fujinon lenses with EBC are revolutionizing the television industry, and here's why:

1. **Glass** — Any lens can only be as good as the glass it's made from. So, to assure ourselves that we get absolutely the finest quality glass, we make our own. Traditionally, glass manufacturers use clay crucibles for the melting of their raw materials. However, at the extremely high temperatures required, reactions take place between the clay and the molten glass resulting in minute optical impurities in the finished glass. At Fujinon we use expensive platinum crucibles, thus eliminating all possible reactions between glass and clay.

2. **Computers** — The designing of sophisticated lenses involves calculations that would take an expert mathematician years to complete. Therefore, at Fujinon, one of the most modern computer installations in the world constantly works to maintain the superb quality of our lenses.

3. **Electron Beam Coating** — Fujinon's unique and exclusive coating process is the most advanced in the world, and it holds several advantages over conventional coating systems: One is that thinner and more uniform coatings can be applied. Another is that there is a greater range of substances that can be used for coating. Thirdly, a greater number of coatings can be applied to a surface.

<table>
<thead>
<tr>
<th>Lens Surface (%)</th>
<th>Transmittance (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uncoated</td>
<td>90 T&lt;sub&gt;0&lt;/sub&gt;, 95&lt;sup&gt;T100&lt;/sup&gt;</td>
</tr>
<tr>
<td>Single Layer</td>
<td>90 T&lt;sub&gt;0&lt;/sub&gt;, 98&lt;sup&gt;T100&lt;/sup&gt;</td>
</tr>
<tr>
<td>Triple Layer</td>
<td>90 T&lt;sub&gt;0&lt;/sub&gt;, 99&lt;sup&gt;T100&lt;/sup&gt;</td>
</tr>
<tr>
<td>EBC</td>
<td>99&lt;sup&gt;T100&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

Fujinon lenses with Electron Beam Coating (EBC) can have up to 11 separate coatings; and it is these coatings that make our lenses the almost perfect transmitters of light.

4. **Optical Transfer Function** — The exceptional performance resulting from the Electron Beam Coating of Fujinon lenses can be measured in several different areas. The optical transfer function is a measure of total lens performance; resolution, sharpness plus various kinds of aberration and contrast. By this critical criterion the Fujinon lenses clearly deliver superior optical performance.

5. **Flare Factor** — This is stated as the percentage of the light reflected by the lens' surfaces, the inside of the lens' barrel and the internal mechanism.

Here again Fujinon lenses have lower flare figures than comparable conventional lenses.

6. **Spectral Transmission** — Color definition is determined by the degree to which a lens transmits the various wavelengths in the light spectrum. Fujinon's use of rare earth elements in making their optical glass, plus their exclusive Electron Beam Coating make their lenses the ultimate in color transmission.

7. **Fringe Transmission** — One common drawback to many zoom lenses is inferior fringe transmission, especially in their extreme wideangle position. Not so with Fujinon lenses and their Electron Beam Coating. These lenses enjoy outstanding fringe transmission.

8. **'72 Winter Olympics** — The exceptionally fine picture quality transmitted from Sapporo, Japan during the '72 Winter Olympics was acclaimed by both the public and commercial broadcasting companies the world over. Fujinon zoom lenses were utilized throughout by NHK (Japan Broadcasting Corporation), which originated the coverage of the Games.

9. **First Time Available in the U.S.A.** — Up until now you may not have been very familiar with Fujinon broadcast lenses, but there's a very simple reason why: This marks the first time they'll be available in the United States. So if you want to get the jump on your competition by a marked improvement in the quality of your picture transmission, then your next lens has got to be a Fujinon.

For information on the complete Fujinon optical systems, contact Fujinon in New York.

Fujinon Optical, Inc., 420 West End Avenue New York, N.Y. 10024 Phone: (212) 724-9834

See you at the Fujinon Booth #603 at the 1975 NAB Convention in Las Vegas, April 6-9.
frequency response measurements on VTR and FR links, TV demodulator for transmitter and remote control. TV monitoring receiver covers all TV bands, for off-air measurements, automatic video measurements with VIT distortion analyzer, complete picture transmitter test assembly. Personnel: Ulrich L. Rohde, Samuel Rich, C. E. Barlow, Allen Freeland, Thomas Mair.

Rosco Labs Inc.
36 Bush Avenue, Port Chester, N.Y.

Rupert Neve Inc.
Berkshire Industrial Park, Bethel, Conn. 06801

Russo Electronics Mfg.
1070 Brookhaven Drive, Cibola, Calif.

Schafer Electronics Corp.
75 Castilian Drive, Santa Barbara Research Park, Goleta, Calif. 93107

Scully/MetroTech Division
475 Ellis Street, Mountain View, Calif. 94040

Shure Brothers Inc.
222 Hartrey Avenue, Evanston, Ill. 60204

Sintronic Corp.
705 Haverford Avenue, Bryn Mawr, Pa.

How did WTQR(FM) become #1 Adults 18-49 in Winston-Salem? Drake-Chenault has the answer.

WTQR scored big in their first ARB with Drake-Chenault. They did it with one of our six quality formats for automation.

Their story could be your story. Write or visit us at the NAB Convention in Las Vegas. We'll be in Suite 1830 at the Hilton.

DRAKE CHENAULT
8399 Topanga Canyon Boulevard
Canoga Park, Calif. 91304 Call collect: (213) 883-7400
Rating estimates average quarter hour as per April/May 1974 ARB. M-S 6am-mid,TSA.
state lighting control console*: laniso HMI metal halide fresnels.*

Willi Studer America Inc. S702
3916 Broadway, Buffalo, N.Y. 14227

Systems Marketing Corp. S817
Sono-Mag
Bloomington, Ill.

Teber Manufacturing & Engineering Co. S705
2061 Edison Avenue, San Leandro, Calif. 94577
Products: VTR audio heads; Ampex and RCA audio heads; bulk tape eraser, 60-cycle and 50-cycle units*; Standard Tape Lab (STL); pink noise test tape*; STL sweep tape*. Personnel: W. D. Taber, R. H. Kearns, Greg Orton.

Tapcaster, TCM Inc. N400
12326 Wilkins Avenue, Rockville, Md. 20851

Tektronix Inc. N209
P.O. Box 500, Beaverton, Ore. 97077

Tele-Cine Inc. S801
294 East Shore Drive, Massapequa, N.Y. 11768

Telecommunications Industries Ltd. E1215
6335 Homewood Avenue, Suite 204, Los Angeles 90028
Product: Porta-Pattern test chart systems, test charts, test slides, super 8 mm and 16 mm test films and new Porta-Pattern emulsioned plastic eight inches x ten inches transparencies for use in light box systems. Personnel: Ed Ries, Herb Didier, Jim Morris, Ross Thyler, Jenny Squire, Virginia Didier, Jim Landy.

TeleDyne Camera Systems N210A
131 North Fifth Avenue, Arcadia, Calif. 91006

Teleimation Inc. 214
P.O. Box 15058, Salt Lake City 84115
Products: TVS/TAS-1000 audio-video distribution switcher, TCF-3000 broadcast color film camera, FS-12 frame synchronizer, 525 series terminal equipment, TEP II television event display system, TCG-1432A character generator, TSG-2000 sync generator, TCE-2000 color encoder, TVP-1000 video processing amplifier. Personnel: Lyle Keys, Bob Bacon, Ken Lawson, Don Smith, Ron Ward, Hank Maynard, Ralph Moore, Dave Waddell, Dennis Fraser, Jerry Cudlipp, Mike Richardson, Gary Kuzot, Don Rhodes, Marshall Ruehrdanz, Tommy Thompson, Don Dunbar, Gary Atkins, Dave Clayton, Jack Daniels, Sam Khias.

Telemation, a division of Geotel Inc. N304
185 Dixon Avenue, Amityville, N.Y. 11701

Television equipment ASSOC. Inc. S701
Box 1391, Bayville, N.Y. 11709

Television Microtime Inc. S700
1280 Blue Hills Avenue, Bloomfield, Conn. 06002
Product: 640 digital time base corrector, 610 analog time base corrector, velocity corrector.

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Telex Communications


Thomson-CSF Inc., Broadcast Products Division

750 Bloomfield Avenue, Clifton, N.J. 07015


Time and Frequency Technology Inc.

S902

3000 Olcott Street, Santa Clara, Calif 95054


Unidyne Corp.

E1217

98 Scott Street, Norfolk, Va. 23502


United Research Laboratory Corp.

S1000

681 Fifth Avenue, New York 10022

Product: Auto-Tel professional tape recorders (conversion amps), duplicate replacement parts. Personnel: George Adams, Mark Rosenwald, Juan Marquez, Ralph Diliz, Anita Adams, Lee Rand, Harry Weiss, Peter Kaiz.

Utility Tower Company

N406

3200 N.W. 38th, Oklahoma City


Varian Associates

N120

611 Hansen Way, Palo Alto, Calif.


Vedco Inc.

E1205

2320 North Woodlawn Avenue, Metairie, La. 70001


Vega/Division of CETEC Corp.

N512

9500 Baldwin Place, El Monte, Calif.


Video Aids Corp. of Colorado

SS01

112 West Fourth Street, Loveland, Colo.

Videomax (an Orrox company)  N107
154 San Lazaro, Sunnyvale, Calif.
Product: Quadruplex video-head rebuilding/ restor- ing for all versions of RCA high-band-low-band headwheel panels and Ampex Mark X Ill head assemblies; mastering and long-life series are available to match specific requirements for each facility. Personnel: Bittitt, Sid McCollum, Bill Siegel, Allan Bahr, Bill Justus, Stan Becker.

Video Memory S831
3070 Kenneth Street, Santa Clara, Calif. 95050
Product: Video recorder/Reproducer that is nonsegmented helical with one-inch tape*, two track audio makes stereo available, among many options are a multiband signal system, editing module, remote control. Personnel: David Chang, Jay Tucker, Andy Bolla, David Zimmerman.

The Video Tape Co. S812
4212 Lankershim Boulevard, North Hollywood, Calif. 91602

Vidreel Inc. E1216
42 Central Drive, Farmingdale, N.Y. 11735
Product: Manufacturers of plastic six and one-half inch by two inch reels and boxes for video tape duplication, also video/audio cas- sette boxes. Personnel: Suzanne Schisgall, James Schisgall.

VIF International A401
P.O. Box 1555, Mountain View, Calif. 94042

Visual Electronics Corp. N210
1216 Kifer Road, Sunnyvale, Calif. 94086

Vital Industries Inc. N116
3700 N.E. 53rd Avenue, Gainesville, Fla. 32601
Product: TV automation, production switch- ers, digital and routing switchers*. Personnel:
D. Donovarn, D. Buzan, G. Peters, Eric King, R. McAll, M. Bowers.

Ward-Beck Systems Inc. E1201
290 Larkin Street, Buffalo, N.Y.

Westinghouse Electric Corp. S1100
1111 Schilling Road, Hunt Valley, Md.

Wilkinson Electronics Inc. N311
1937 West MacDade Boulevard, Woodlyn, Pa.

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Broadcasting Mar 31 1975
Radio programers

Broadcast Programing
International  Hilton 2266-69-70
Pacific National Bank Building, Bellevue, Wash. 98004
Product: Audio panel display of nine program services, programing seminars. Personnel: Kemper Freeman Jr., Hugh Feltis, Cal Vandergrift, Bill Vreeke, Pat Rowe, Mike Bettelli, Kim Wade.

The Chicago Radio Syndicate Inc.  Hilton 577-78-79
Two East Oak Street, Chicago, Ill. 60611

Century 21 Productions Inc.  Hilton 1869
7263 Envoy Court, Dallas, Texas 75247

Drake-Chenault Enterprises Inc.  Hilton 1830
8399 Topanga Canyon Blvd., Suite 300, Canoga Park, Calif. 91304

Nightingale-Conant Corp.  MGM Grand 1575
6677 North Lincoln Avenue, Chicago, Ill. 60645

PAMS Inc.  MGM Grand 2231-33-33A
4141 Office Parkway, Dallas, Texas 75204
Product: Station ID's, WLS package, radio sales package, programing service, custom commercials Personnel: William Meeks, Dennis Meeks, Bruce Collier Jr., Paul Gilster.

Peters Productions Inc.  Hilton T-1968-69
8228 Mercury Court, San Diego, Calif. 92111

RPM radio programing/management  Hilton 339
Personnel: Tom Krikorian.

The Sundance Organization Inc.  Sahara 4631
4631 Insurance Lane, Dallas 75205

TM Productions and TM Programing  Hilton 1930
2103 Routh Street, Dallas, Texas

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Watermark Inc.  MGM Grand 1233A

TV programers

Avco Program Sales Hilton 1729-30-31
Personnel: Don Dahman, Gene Graham, Lee Jackoway and Dalton Danon.

Sandy Frank Film Syndication Hilton 2903-4

Grey Advertising Hilton 312
Programs: Spirit of Independence (104); Spirit of ’76 (104); Maintenance Ms. (104). Personnel: Henry Siegel, Mel Jacobs, Marilyn Fisher, John Ranck.

Group W Productions Hilton 573-74-75-76
30 Park Avenue, New York 10016
Series: The Mike Douglas Show (five weekly); Call It Macaroni (12); The Hilarious House of Frightenstein (130); The Coral Jungle (26); Doctor in the House (90); Norman Corwin Presents (26); Earth Lab (52). Personnel: George L. Back, Jack Foley.

Hughes Television Network Sands

Metromedia Producers Corp. Hilton 149-51

MCA TV Hilton 2149-51
445 Park Avenue, New York 10022
Programs: Emergency (100), Don Adams Screen Test, Adam-12 (175), Ironside (198), Marcus Welby, M.D. (148), Rod Serling’s Night Gallery (37), The Bold Ones (98), The Name of the Game (76), The Virginian (225), Dragnet (98), Run For Your Life (85), Suspense Theatre (53), Universal Star Time (30), It Takes A Thief (65), Major Adams (136), Wagon Train (32), Alfred Hitchcock Presents (260), Boris Karloff Presents Thriller (67), The Munsters (70), Leave It To Beaver (234), McHale’s Navy (138), The Jack Benny Show (104), various movies. Personnel: Lou Friedland, Keith Godfrey, Bob Greenberg, Marc Grayson, Hal Cranton, Bob Davis, Bert Herbert.

Romper Room Enterprises Inc. Hilton 319
660 Kenilworth Drive, Towson, Md. 21204


Time-Life Films Hilton 2230
30 East 42 Street, New York 10017
Programs: Money (26), Wild, Wild World of Animals series I, II and III (26 each), America (26), Window on the World (6 hrs.). Play of the Month (16), Monty Python’s Flying Circus series I and II (13), Vision On (42), Dad’s Army (26), One Man’s China (7), Great Zoos and Great Parks of the World (14), The Six Wives of Henry VIII (6), Elizabeth R (5), The Search for the Nile (6), Civilization (14), Family Classic Drama Serials I (25) and II (21), Life Around Us (26), Dr. Who (72), The Roads to Freedom (13), Nana (5), The First Churchills (12). Personnel: Bruce Paisner, Wynn Nathan, David Block, Peter Dimmock, Tom English, Don Menchent, Frank Miller, Bob Lloyd, Jack Donahue, Bob Greenstein.

Viacom Enterprises Hilton 1330
Product: Andy Griffith (249), Beverly Hillbillies (216), Rock Concert (52), Dick Van Dyke (156), Gomer Pyle (150), Family Affair (138), Gentle Ben (56), Hogan’s Heroes (168), I Love Lucy (179), Perry Mason (245), Petticoat Junction (148), The Most Important Person (88), The Price Is Right (52), The 225,000 Pyramid (52), Twilight Zone (17), What’s My Line (260), Wild West West (104), Hawaii Five-O (214), Wild Life in Crisis (52), Dan August (52). Personnel: Hank Gillespie, William Andrews, Todd Gaulocher, Robert Donnelly, George Faber and Edward Hewitt.

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Worldvision Enterprises  Hilton 1150
Product: The Rockies (115), Ski Boy (39), Wonders of the Wild (26), Mod Squad (124), Ben Casey (153), The Fugitive (120), The Invaders (43), Combat (152), The Great Adventure (39), Curiosity Shop (17), Breaking Point (30), New Breed (36), Come Along (13), Let’s Make a Deal (104). It Pays to be Ignorant (39), The Irish Hovars (93), FDR (27), The Jackson Five (23), Wonderful Stories of Profesor Kitzel (104), Discovery (103), Anything You Can Do, Dark Shadows, NYFD (49), Twenty-Six Men (87), One Step Beyond (94), The Rebel (76), Anniversary Game, One Man Show (26), The People’s Choice (104), Beany & Cecil (79), Fantastic Four (19), George of the Jungle (17), Harvey Cartoons (170), Jerry Lewis Show (17), King Kong (78), Magic Clown (60), Milton the Monster (26), New Casper Cartoons (26), The Reluctant Dragon and Mr. Toad (17), Smokey the Bear Show (17), various features and specials. Personnel: Kevin O’Sullivan, Neil Delman, Jerry Smith, Colin Campbell, Howard Lloyd, Charles Atkins, Ben Okuluski, John Ryan, Jim Thomson, Scott Moger, Al Hartigan, Scott Towle, Monte Lounsby and Kevin Tannehill.

Networks

American Broadcasting Companies Inc.
Sands Aqueduct Wing

ABC Radio
Sands, Rockingham Cottage
Candy Spots Suite

CBS Inc. (corporate)
Hilton

CBS-TV
Hilton 26, 49, 50, 51

CBS Radio
Hilton 2550

CBS Stations Division
Hilton 2649, 2650, 2651

Mutual Radio Networks
Hilton 2901

National Black Network
Hilton 2530

NBC, NBC-TV, NBC Radio
Hilton 460-63 (NBC-TV) and 2629-31 (NBC Radio)

Reps

Adam Young Inc.  MGM Grand 896, 898
Personnel: Adam Young, Arnie Kohler, Vincent Young, Bill Wallace, Bill Peavy.

Avery-Kindel Inc.
Hilton 2030

Bolton/Burchill International Ltd.
MGM Grand
645 Madison Avenue, New York 10022
Personnel: Carmen Bolton, Jons Burchill.

Buckley Radio Sales Inc.
MGM Grand
3 East 54th Street, New York 10022

Century National Sales International 570

The Christal Co.
Caesar's Palace 4418
Personnel: Phil Flanigan, Bob Duff, Nick Verbisky, John Fouts.

Harrington, Righter & Parsons
MGM Grand 976-976A

H/R Stone Inc.
Hilton 1449
Personnel: Peggy Stone, Saul Frischling, James Alspaugh, Don Propst, Bob Lorver, Thomas Marks.

Major Market Radio
MGM Grand 2296-98-98A

Jack Masla
MGM Grand
666 Fifth Avenue, New York 10019
Personnel: Jack Masla, Stan Feinblatt, Charles McCreary, George Maris, Bud Pearse, Bill Wallace.

McGavren-Guild Inc.
Sands Hotel, Summer House
400 Park Avenue, New York 10022

The Meeker Co., Inc.
Hilton 1630

Peters, Griffin, Woodward
MGM Grand 1033

PETTY TELEVISION
Dunes

Savalli/M/M
Caesar's Palace

Selcom Inc.
Hilton 320
Personnel: Hugh Wallace, Herb Hahn, Bill Smithe.

Selcom Inc.
Caesar's Palace

Top Market Television
MGM Grand
437 Madison Avenue, New York 10002
Personnel: Jim McCann, Dick Williams, Dale Paine, Tom Shannon, Len Ttronick.

Alan Torbet Associates
Caesar's Palace 559
Personnel: Alan Torbet, Brock Petersen, Ralph Conner, Peter Moore, Bob Allen, Len Sable, Steve Marriotte.

Brokers

Blackburn & Co.
MGM Grand

Chapman Associates
Star Dust

Crisler & Co.
MGM Grand

Gunnendorfer & Associates
Riviera
Personnel: Willi Gunnendorfer.

Hamilton-Landis & Associates
Las Vegas, Hilton

Hogan-Feldman Inc.
Caesar's Palace

Larson-Walker Inc.
MGM Grand
831-833-833A

LaRue Media Brokers Inc.
Desert Inn

Cecil L. Richards
Media Brokers
Caesar's Palace
Personnel: Cecil (Lud) Richards.

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Broadcasting Mar 31 1975 75
Richard A. Shaheen Inc. MGM Grand
Personnel: Richard A. Shaheen, Bill Exline.

Howard Stark Frontier Hotel
Personnel: Howard E. Stark.

Edwin Tornberg & Co. Riviera

Others

Arbitron Hilton 1649
1350 Avenue of the Americas, New York 10019

Atwood Richards Telecine Inc. MGM Grand 795, 797, 797A
Personnel: Moreton Binn, Jack Fennell, Sidney B. Hoenig, Jim Carbery, Laura K. Forrest.

Associated Press Hilton 1349-50-51
50 Rockefeller Plaza, New York 10020

Community Club Awards MGM Grand Box 151 Westport, Conn. 06880
Personnel: John C. Gilmore, Bess Gilmore, Phio Peterman, Mark Fabre, Paul Cowley.

A. C. Nielsen Co. Hilton 1429-30-31
Nielsen Plaza, Northbrook, Ill. 60062
Personnel: George Baillie, Bill Miller, Ben Wilson, Roy Anderson, Paul Baard, George Blichea, Bill Hamill, Dave Taylor, Lou West, Dave Wootson, Larry Frek, Jim Lyons, Gene McClure, Bob Tivilini, Bill Chesney, Joe Matthews, Jim Showmaker, Carol Carter, Karl Wyler.

SESAC Inc. Hilton 2249
10 Columbus Circle, New York 10019

Telcom Associates Inc. Hilton 1529
215 East Fifty First Street, New York 10022

Television News Inc. Hilton 321
Personnel: Jack Wilson, Reese Schoenfeld, Roger Alles, John Vrba, Don Quinn, Frank Browne, Carl Von Schallern.

Teistar Inc. MGM Grand Box 388 Westport, Conn. 06880

The Pulse Inc. Hilton 1210-11

United Press International Convention Center S503
220 East 42nd Street, New York 10017

The Vidtronics Company Inc. Landmark 365-67-88
855 North Cahuenga Boulevard, Hollywood, Calif. 90028

Continued from page 23

award will be worked out at the meeting in Las Vegas of the NAB-affiliated National Committee for the Support for Free Broadcasting, the parent committee for TARPEC.

Another major issue at the convention will be sex and violence in television programming—specifically, the NAB television board’s special meeting to consider the NAB TV code review board’s recommendation to incorporate in the NAB code provision for a nightly two-hour family-viewing period and program warnings for potentially disturbing shows. Dissent is expected from a few of the TV board members; several think the proposal too strong, and some, too weak. But according to insiders and an informal BROADCASTING poll (“Closed Circuit,” Feb. 24), the TV board will approve the proposal by a comfortable majority. Last week, Wayne Keral of KENS-TV San Antonio, Tex., chairman of the TV code board, said he assumes the final vote of the TV board will not be unanimous, “but on the other hand, I would be surprised if it didn’t pass.”

An inside issue expected to receive considerable attention “in the quarters” and in a formal committee session is the NAB bylaws committee’s recommended changes in the shape of the joint board and executive committee (broadcasting, March 17). Donald Thurstor, WMNB-AM-FM North Adams, Mass., chairman of the bylaws committee, said last week he has received about 50 responses from present and past board members to the recommendation and that most of them are favorable. Many suggested further changes, he said, but most were in the nature of operational or administrative reforms rather than bylaws amendments. Many of the responders, for example, were concerned that the past board chairman was being kicked out of the organization altogether. Under the bylaws proposal, the past chairman would no longer vote on the
Crossownership policy faces test in Syracuse

Local coalition fighting renewal of WSYR-TV disagrees with reasoning of FCC, prepares for court action

The question of how effective the FCC's new crossownership policy is in protecting multimedia owners against petitions to deny that are based on concentration-of-control-of-media grounds is to be tested in court.

At issue is the petition to deny that a citizen group in Syracuse—the Syracuse Coalition for the Free Flow of Information in the Broadcast Media—filed against the renewal of Newhouse Broadcasting Corp.'s WSYR-TV. Among the issues raised in the petition was one that, in view of its ownership of the two major newspapers in Syracuse, WSYR-AM-FM-TV and 10 cable systems within the television station's grade-B contour, Newhouse held an undue concentration of control of media in the area.

However, the commission rejected that allegation as meriting a hearing in view of the standard for a hearing on that issue that it asserted in the report and order embodying its new crossownership rule (BROADCASTING, Feb. 3). (The rule bars the creation of new newspaper-broadcast...
Head hunting. The Washington chapter of Broadcast Pioneers—out to "rescue photos from anonymity"—had a photo identification party last Monday (March 24) in the library at headquarters of the National Association of Broadcasters. Among the candidates for such rescue was this group picture, known to include many broadcasting and engineering pioneers, and others yet unidentified. (Remarked one enthusiast: "If photographs were oil paintings, this half-century-old shot would rate with Rembrandt.")

The picture was taken circa 1927-28 at the KDKA Pittsburgh transmitter on Old Greensburg Hill, and included among its subjects experts from Westinghouse, General Electric and RCA who pioneered radio. L to r: (standing) Dr. Frank Conrad of KDKA, "father of broadcasting"; Dr. Alfred N. Goldsmith, chief engineer, RCA; Merlin Hall Aylesworth, first president of NBC; next man unidentified; E. F. W. Alexander of General Electric, inventor of the alternator (precursor to the vacuum tube); L. W. Chubb, director of radio engineering, Westinghouse; David Sarnoff of RCA; H. P. Davis, Westinghouse attorney instrumental in drafting the original radio law; next two men unidentified. (seated) Otto S. Shairer of RCA; Mr. Eldridge (first name unknown) of Westinghouse radio sales; W. R. G. Baker, chief engineer for General Electric; next man unidentified; Charles Horn, superintendent of radio operations for Westinghouse and later chief engineer for NBC, and S. M. Kintner, vice president-research for Westinghouse.

At right: Among those helping to identify this and other pictures were (l to r) Frank U. Fletcher, Washington attorney and chairman of the chapter; Caltheine Heinz, librarian, and Joseph A. Baudino, retired senior VP of Westinghouse who programmed project.

Crossownerships in the same market and requires the breakup of 16 combinations said to constitute "egregious" media monopolies.) The commission said the coalition had "neither alleged any specific abuses flowing from the common ownership of WBAY-TV and other media nor made any showing of economic monopolization to warrant action under the Sherman Act.

The coalition said this was in error. It expressed the belief that Newhouse controls about 80% of the dollar value of mass advertising in the Syracuse market. But its major complaint seems to be that the commission is denying it access to the information it needs to make the case the commission requires.

In denying the hearing the coalition requested, the coalition said, the commission denied it access "to the evidence necessary to demonstrate the extent of the licensee's dominance." It noted discovery procedures are available under commission rules only after a hearing order.

The coalition also said the commission erred in ruling that the evidence of Newhouse's "extensive media holdings in the Syracuse area" was not enough to warrant exploration in an evidentiary hearing. "Indeed, the commission appeared to hold that appellant had the burden of proving enough to warrant action under the Sherman Act at the pleading stage."

Refund hopefuls get another 'no'

For the third time, the FCC has rejected requests for refund of filing fees that broadcasters have paid to the commission. And in so doing, the FCC restated that the 1972 Supreme Court ruling in the National Cable Television Cable Association case, which declared the 1970 fee schedule illegal, pertained only to cable fees.

Two months after deciding to refund some $41 million to cable television operators, the FCC issued its Jan. 20 order, which denied all similar requests made by broadcasters. That order also first detailed the commission's opinion that the Supreme Court had ruled only on the "validity" of cable fees and had made no judicial determination regarding the general schedule of fees (Broadcasting, Jan. 27).

Since that time, numerous licensees and group broadcasters, including ABC, have filed for refunds—many for the second time (Broadcasting, Feb. 10 et seq.). But in an order released Feb. 26, the commission restated its opinion regarding the applicability of the Supreme Court's decision on broadcast fees and denied the refund petitions.

However, the filing of refund petitions on behalf of broadcasters has continued (Broadcasting, March 24). One Washington attorney noted that the persistence in filing was more than just a case of not taking no for an answer. Many licensees want to get their names on the record as having petitioned for a refund, he explained, in case the commission should reconsider its position.

Not all the efforts made by broad-
FCC playing it loose on rules for ascertainment by noncommercials

Robinson voices concern that process involves government in programing; says procedures should be flexible, impose least financial burden

FCC Commissioner Glen O. Robinson, who is heading the commission’s effort to develop ascertainment-of-needs procedures for noncommercial broadcasters, discussed that subject in a speech last week to the Association of Public Radio Stations in Washington. But he did not give much of a clue as to what noncommercial broadcasters might expect from the commission, other than an effort to produce procedures that would be reasonably flexible and would constitute no more than a minimum financial burden.

Commissioner Robinson confessed to a general lack of enthusiasm for formal requirements and to a concern that the process could involve the government in programing. But, he added, he also saw some benefit in imposing formal ascertainment requirements—particularly on noncommercial broadcasters. For “as the beneficiaries of special public solicitude and support,” he would not expect them to be primarily guided by Nielsen ratings to the same degree he would commercial broadcasters. “Accordingly, it is incumbent on them to make special efforts to ascertain community needs.”

He said he has no fixed view on whether standards for noncommercial broadcasters should resemble those for commercial broadcasters, or whether they should be more or less demanding. (The commission is expected to complete action soon on a revised set of standards for commercial licensees.) But he said there are two primary concerns in either case: achieving reasonable flexibility with minimum financial burden.

It should not be impossible, he said, “to define the general components of an adequate survey of community without, for example, mandating the same rigorous for Panguitch, Utah, as for Washington, D.C.” As for the second goal, he hopes the commission can tailor requirements to the type of stations and to the size and character of the community in a way that would minimize financial burdens.

He noted that one proposal attracting attention as a means of easing financial burdens would permit public broadcasters to join with other noncommercial and commercial stations in making demographic studies and general public surveys. Despite its appeal, he said, the idea has drawbacks—the special needs pertinent to public broadcasting might be overshadowed by those of commercial broadcasters in a joint commercial/public broadcasting undertaking.

In any event, the commission’s purpose is simple and “benign,” he said. “We want licensees to be aware of their communities and their community needs and we want some tangible evidence that licensees take seriously their obligations to be aware and to be responsive.” In the long run, he added, broadcasters have much to gain—not only in terms of the information and understanding they will acquire but also from the “enhanced public credibility and acceptability” the process will produce.

NBC-TV agrees to ante up free time

Network joins CBS in offer contingent on equal-time repeal

NBC has said it will offer four free TV prime-time half hours to Republican and Democratic candidates for President and Vice President next election if Senator John Pastore’s (D-R.I.) bill to partially eliminate the equal-time law passes.

The network had made similar pledges at least three times in the past eight years. The free time would be made available to the candidates to use “as they wish,” an NBC spokesman said.

CBS also renewed its free-time pledge. In a March 12 letter to Senator Pastore, chairman of the Senate Communications Subcommittee, CBS President Arthur Taylor said the network would devote eight hours of TV and radio time to presenting the candidates’ views if the Pastore bill passes.

The Pastore bill (S. 608) would amend Section 315 of the Communications Act so that broadcasters would no longer be required to make equal time available to candidates for President and Vice President. Senator Pastore tried but failed two weeks ago to bring the bill to a vote before the full Commerce Committee (see Broadcasting, March 24). His subcommittee will question the heads of all three commercial networks on the bill before taking it back to the full committee.

Cold shoulder. Igloolik, Northwest Territories, population 611, has rejected the Canadian Broadcasting Corp.’s offer of a television trial run. A town referendum found 53 opposed, 47 in favor of introducing the medium, with 26 asking for more time to study the effects of TV on children and the Eskimo way of life. Eight other Eskimo communities have replied in the affirmative to CBC.

Former WTIC owner sued

The 1080 Corp., which purchased WTIC-AM-FM Hartford, Conn., a year ago from the Travelers Insurance Co., has filed a $1.5 million suit against Travelers, claiming the former owner came up short...
Stop By and See Us at
The MGM GRAND HOTEL
While You're at the NAB

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Frank H. Nowaczes
James W. Blackburn, Jr.
Richard F. Blackburn
Clifford B. Marshall
Robert A. Marshall
Hub Jackson
Wendell W. Doss
Roger H. O'Sullivan
Colin M. Selph
Roy A. Rowan

Avco jettisons fifth station
This time it's WLW1(TV), which is being bought by Wolfe family of Columbus

AVCO Broadcasting Co., which sold four of its stations and its sales representation firm in the past 11 months, has announced an agreement in principle to sell WLW1(TV) Indianapolis to the Edgar T. Wolfe family, Columbus, Ohio, newspaper publisher and broadcast owner. The price tag for the Indianapolis VHF facility is reported to be $17,650,000.

In May, Avco sold WOAI(AM) San Antonio, Tex., to Clear Channel Communications Inc. for $1.5 million (Broadcasting, May 6, 1974). Clear Channel is owned by two local businessmen: L. Lowry Mays and B. J. McCombs.

Later in the month, Avco disposed of its subsidiary, Avco Radio-Television Sales Inc., a broadcast representation firm, which it sold to Peter Lasker and other employees (Broadcasting, May 20, 1974).


And four weeks ago, Avco sold its San Antonio television property, KMOL-TV (formerly WOAI-TV), to publicly traded 20th Century-Fox Film Corp. for $9.3 million (Broadcasting, March 3). All the station sales await FCC approval.

At the time of the KMOL-TV transaction, John T. Murphy, president of Avco Broadcasting, said the sales were undertaken to alleviate economic problems of the parent Avco Corp. He would not comment on the prospect of Avco selling off its remaining broadcast properties which include WLW(AM)-WLW(TV) Cincinnati, WLWC(TV) Columbus, WLWD(TV) Dayton, all Ohio; KYA-AM-FM San Francisco and WRTH(AM) Wood River, Ill.

While the remaining properties are not "officially" listed on the market at this time, one broker noted, the feeling is that Avco will sell as many of its
broadcast holdings as need be to fortify the parent's financial standing.

Avco's 1974 year-end financial report disclosed a consolidated loss of $20,687,000 ($3.23 per share) for the year ending Nov. 30. That loss came on top of a net loss of $22,604,000 reported for 1973, attributed to an extraordinary charge of $48,000,000 for the write-off of investments and costs applicable to Cartridge Television Inc., a manufacturing and product line dealing with home video tape decks.

Avco, aside from its broadcast interests, makes electronic equipment and heavy machinery, is engaged in electronic and chemical research and insurance and financial services. It also owns Carte Blanche, Avco Embasy Pictures and is involved in film distribution and production through Avco Film Productions Co.

The Edgar T. Wolfe family of Columbus publishes the Columbus Dispatch, a daily newspaper and owns WBSN-AM-FM-TV in the same city. Richard Wolfe is president of the broadcast properties.

WLW is an ABC affiliate on channel 13 with 316 kw visual and 31.6 kw aural power and an antenna 976 feet above average terrain.

Changing Hands

Announced

The following broadcast station sales were reported last week, subject to FCC approval:

- **WLW** (TV) Indianapolis; Sold by Avco Broadcasting Co. to Dispatch Printing Co., Columbus, Ohio, newspaper publisher and broadcast owner, for $175,600,000. See story page 80.

- **KCBC** (AM) Des Moines, Iowa; Sold by Allied Broadcasting Co. to Minnesota Iowa Television Co. for $650,000. Allied Broadcasting is owned by Allied Construction Service Co. (Robert L. Maddox), Des Moines, 50%, and Robert D. Bunce, 50%. Mr. Bunce is negotiating to buy KLFW (FM) Ames, Iowa, from Lunde Corp. (Paul D. Lunde) for $200,000. Allied purchased station owner, Black Hawk Broadcasting Co., group owner headed by Robert Buckmaster, president. Black Hawk, which has some 50 stockholders, owns KWWL-AM-TV and KFMW (FM) Waterloo, KLWV (AM) Cedar Rapids, KTIV (TV) Sioux City, all Iowa, and KAAL (TV) Austin, Minn. Black Hawk also owns soft drink bottling company, food and drink vending, sign and billboard business and Carnaby Square Inc., advertising agency, all headquartered in Waterloo, Iowa. KCBC is on 1390 kzh full time with 1 kw.

- **WOCY** (FM) New Bedford, Mass.; Sold by Southern Massachusetts Broadcasters Inc. (formerly Gray Communications Inc.) to Edmund Dinis for $418,000. Seller, George Gray, owns WAAB (AM), WAAP (FM) Worcester, Mass., and WAAL (FM) Binghamton, N.Y. Mr. Dinis, attorney and new to the broadcast field, has interests in a local health spa, motor inn and an insurance agency. WGCY is on 97.3 mhz with 50 kw and antenna 285 feet above average terrain.

- **KTYD** (AM-FM) Santa Barbara, Calif.; Sold by Salomon Corp. (Ronald H. Usem, president and 58% stockholder) to An- tares Broadcasting Co. for $279,600. Buyer is owned by G. David Gentling (80%) and son, Gregory Gentling (20%). G. David Gentling owns Southern Minnesota Broadcasting Co., licensee of KROC-AM-FM-TV Rochester, Minn. His son is program director at the Rochester television station. KTYD is daytimer on 990 kw with 1 kw. KTYD-FM is on 99.9 mhz with 34 kw and antenna 550 feet above average terrain.

Approved

The following transfer of station ownership was approved last week by the FCC.

- **KMBY** (AM) Monterey and **KVEC** (AM) San Luis Obispo, both Calif.; Sold by West Coast Broadcasters Inc. to Century Broadcasting Co. for $500,000 and $475,000 respectively. Principals in seller are James L. Saphier family, who also have interest in WBMJ (AM) San Juan, Puerto Rico, and are among applicants for KJIG (AM) formerly KRLA Pasadena, Calif., in currently pending proceeding. (Broadcasting, Jan. 14, 1974). Century Broadcasting (Charles D. Powers, 50%) owns KEXO (AM) Grand Junction, Colo. Mr. Powers also has 45% interest in WJFF (AM) Herrin, Ill., and KTFI (AM) Twin Falls, Idaho. KMBY is on 1240 kzh with 1 kw day and 250 w night. KVEC is on 920 kzh with 1 kw day and 250 w night.

- Other sales approved by the FCC last week include: **KSEE** (AM) Santa Maria, **KBRQ** (AM) KBBY (FM) Ventura, both Calif.; **WWFL** (AM) Clermont, Fla., and **KJAM** (AM-FM) Madison, S.D. See page 99 for details.

Media Briefs

- **JOIN** NBC. **KISS** (AM) Los Angeles will affiliate with NBC Radio, effective April 7. Licensed to Eleven-Fifty Corp., station is on 1150 kw with 5 kw day and 1 kw night.

- **HARRIS** sale. Gannett Co., Rochester, N.Y., will acquire Louis Harris & Associates, market and opinion research firm, from Donaldson, Lufkin and Jenrette investment banking firm for $4 million cash and closing adjustments. Harris, subsidiary of DLJ, had 1974 gross revenues of $4,876,000. Louis Harris continues as DLJ director and major shareholder.

- **GROWING? Si.** Caballero Spanish Media Inc., New York, Spanish-language-representative firm, has formed Caballero Radio Network of more than 20 stations beamed to this market which can be bought with one order and one bill. Stations in network include KKKW (AM) Los Angeles, WADO (AM) New York, WQBA (AM) Miami, KOFY (AM) San Francisco and WOJO (AM) Chicago.

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**SOUTHEAST**

Attention Religious Broadcasters

First time offering

AM-FM and UHF TV in growth medium
to large market.

Valuable real estate included, fully equipped.

Price: $1,250,000

Contact: Milt Q. Ford — Washington Office
Advertising image in a bad way in new ORC survey

AGENCIES GET LOW SCORES ON ETHICS; HALF THE PEOPLE DON'T BELIEVE ADS; MAJORITY WANTS COUNTERADVERTISING

Public faith in advertisers and advertising has sunk so low that six out of 10 consumers (61%) think television networks should be required to carry countercommercials, Harry W. O'Neill, executive vice president of Opinion Research Corp., told an Association of National Advertisers workshop on corporate advertising last week.

"And half of these consumers believe the network should be required to give free time for the countercommercials," Mr. O'Neill added, stressing the need for business to make a better case for itself.

"While this counteradvertising is a proposal that many activists would like to see the government implement," he noted, "the whole subject now seems to be caught in a legal limbo. It has not been laid to rest, however, and the basic idea is certainly acceptable to most consumers." Mr. O'Neill's report was based on corporate-image studies that ORC has been doing among consumers since 1959, and the findings dealing with countercommercials were more typical than extreme examples of the lot. He said that in the latest survey, for example, three out of four respondents (75%) thought too much power is concentrated among a few companies and, for the first time, over half (53%) thought that many of the country's largest companies ought to be broken up.

Advising agencies ranked third, trailing only car dealers and oil companies, among businesses perceived as "falling down most in their ethical and moral practices." (TV networks ranked eighth in a field of 19, but were seen as having improved since the 1972 survey.)

On the whole, consumers with opinions on the subject were almost evenly divided between those who think advertising is believable (51%) and those who consider it unbelievable (47%) — and among the young, the college educated and the so-called thought leaders the balance tips the other way.

The ORC also found, among other factors, that two consumers out of three (64%) now think advertising tends to make people buy things they don't need or cannot afford. (This was consistent with a finding in an American Association of Advertising Agencies survey reported a week earlier, but the AAAA survey also found that this belief had little bearing on consumer attitudes toward advertising as a whole.)

Although federal regulation of pricing was supported by substantial minorities, and a clear majority (60%) thought government regulation is a good way to make business more responsive to public needs, the ORC study also found a growing fear of "big government." In fact, Mr. O'Neill said, "the fear of government encroachment is approaching a majority" (49%).

Thus, he continued, "business, despite all the criticism leveled against it, has a great opportunity to take affirmative action to offset the public pressures for more government control. . . . Simply selling an abstract like free enterprise is not enough, however. The pressure is on corporations as never before to overcome misconceptions about their activities while correcting abuses for which they are accountable."

Mr. O'Neill spoke Wednesday (March 26) on the opening day of a two-day workshop program that also was to include a showing of the Television Bureau of Advertising's presentation on TV as a corporate-advertising medium and at least passing references to TV values in specific campaigns described by other speakers.

Among the latter, Robert D. Lundy, public relations and advertising vice president of TRW Inc., showed some commercials used in a successful TRW advertising campaign, and Ralph N. Wilson, vice president of Caterpillar Tractor Co., showed commercials his company is using in Japan to help "get awareness of Caterpillar and establish our rightful place as a leader in the industry."

Regional selling by TV networks worries station reps

Station representatives are carefully eyeing a recent spurt of regional network TV buying that they see as a threat to spot. The development arises from a settlement the networks made with the Federal Trade Commission (Broadcasting, May 20, 1974, et seq.).

The FTC had been investigating charges that networks froze smaller advertisers into a set- tlement that had TV values; other differences; and the named competitor, which added to the challenges as to the appropriateness of this type of advertising.

"I believe that there is surging a serious question as to whether you and I are serving the best interests of our respective clients — for us, the viewer; for you, the advertiser — if we continue to have less effective, comparative advertising with the public's image in comparison to its named competitor, which only leads to challenges as to the appropriateness of this type of advertising."

Mr. Schneider also reviewed in some detail the ABC standards and practices department's work in programing, as well as highlights of continuing ABC-sponsored research on violence and children, presented earlier during Senate committee hearings on that issue. While we have learned much during the course of research studies," he said, "they continue so that we will be able to further identify significant factors as well as sharpen and refine our broadcast guidelines."

"We have found, for example, that prime-time purchase by F&M Schaefer Brewing Co. on all three networks, through its house agency, Summit Advertising, New York, on 27 East Coast stations. Sunoco Inc. is reported to have reduced its spot line-up to 27 markets from 98 after contracting for an east-of-the-Mountain schedule on NBC. Bloom Advertising, Dallas, has bought regionally for Amalie Oil Refining Co. on NBC-TV covering 18 markets in Texas, Louisiana, and parts of Florida and Alabama and for Pearl Brewing on ABC-TV in 19 stations in Texas and two in Louisiana.

ABC's Schneider cautions on comparative ads

He says they often don't compare useful differences; he also outlines ABC research into program violence
violence can be responsibly portrayed to the extent to which its consequences are adequately depicted in depth. Under these circumstances, such portrayals may even have the effect of reinforcing real-life prohibitions, thereby acting as a suppressor of violence. On the other hand, it is clear that gratuitous violence serves no useful purpose and may increase aggressive behavior.

"Similarly, while any act may be emulated, we are extremely cautious in avoiding the portrayal of specific, detailed techniques involved in the use of weapons, the commission of crimes or avoidance of detection."

As for so-called "adult" programing, Mr. Schneider said, ABC policy requires "that the presentation . . . be accomplished unexploitably, unsensationally and responsibly." He said advisories alerting parents to the presentation of such material are presented "only after careful deliberation," because indiscriminate use would become an invitation rather, than a warning, and are initiated only by the standards and practices department, never by the program, promotion or public relations department.

Short bursts of TV tested by Sears stores

Results differ in two markets where new media mixes are sought

Sacramento, Calif., and Tampa, Fla., are a continent apart, but they have a common denominator: They are locales for experiments by Sears, Roebuck & Co. in the use of heavy doses of television advertising for short durations.

A spokesperson for the corporation in Chicago emphasized that the tests were not part of a corporate policy and said the experiments in the two areas were conducted independently and without the common knowledge of the participating Sears regions.

Officials at Sears in both Sacramento and Tampa and at TV stations in these areas were reluctant to discuss the tests and their results, one source citing "aggravation they have caused in newspaper circles" and another mentioning "the conservative stance by Sears headquarters" on the disclosure of advertising information.

In the Sacramento Valley area, at least, the "blitz" approach will continue. Starting in April, the Sears group there will devote one week each month to TV while the remaining weeks will have a normal media mix. Probably four stations in the Sacramento-Stockton area will participate. The initial test was conducted for a week between Jan. 5 and Jan. 11 and results were said to be highly satisfactory.

The test campaign in Tampa was said to be more intensive. It was staged between Jan. 12 and Jan. 18 and again on Feb. 22-24. An official of Sears there said: "The tests were inconclusive" and "we really haven't had a chance to analyze the results." He declined to say whether the Sears group in Tampa would continue to test this technique but pointed out that "TV is a substantial medium for us."

He explained that Sears is "searching for the proper media mix—the timing of campaigns, how much frequency, how much reach are required, how and when we exclude media."

Television station sources felt the tests represented "a comparison with newspaper advertising" and are partly a reaction to rising newspaper rates.

Nielsen refires February sweeps for 15

Computer foul-up is blamed, new reports are sent out; low sampling is cited as reason for withdrawal of Jan.-Feb. Minneapolis report

A. C. Nielsen Co. officials say they have issued new reports to replace the first 15 of the February all-markets sweep, which were originally issued the week of March 17.

They said the station totals in the first 15 were victim of a "computer bug," but that subsequent reports did not appear to have been affected. The initial reports, they emphasized, were not recalled, "just reissued."

The markets were identified as Elmira, Syracuse, Buffalo and Utica, all New York; Springfield-Holyoke, Mass.; Erie, Pa.; Harrisonburg, Va.; Lancaster-Harrisburg-Lebanon-York, Pa.; Manchester, N.H.; Providence, R.I.; Parkersburg, W. Va.; Salisbury, Md.; Wheeling, W. Va., Steubenville, Ohio; Worcester, Mass., and Zanesville, Ohio.

A Nielsen spokesman meanwhile issued a statement emphasizing that "the sole reason Nielsen withdrew its January-February report for Minneapolis-St. Paul (BROADCASTING, March 10) was that the actual sample for that market was less than the contractual minimum, which was inadvertently specified as equal to the all-market (sweep) measurement minimum."

Actually, the spokesman said, in-tab sample goals this year were identical to those for January-February 1974.

As for the 17 other January-February markets, the spokesman said a subsequently abandoned experiment with third-class mail resulted in "an unevenness in in-tab sample by week but did not materially affect the validity and usefulness of these reports." Weekly household figures were not omitted because of sample problems but because they were not supposed to be included in the first place, the spokesman said.

At Nielsen's request, the Broadcast Rating Council is auditing these 17 January-February reports.


New from ARB. American Research Bureau has published Arbitron Radio U.S.A., reference book for broadcasters, advertisers, and agencies based on data from Arbitron Radio's 1974 fall sweep. Book provides two pages of listings for each market measured in sweep, including average quarter-hour and cume estimates for metro and total survey areas.

"FIVE" MIXER

AUDIO CONTROL

B-500 series

the new leader

in audio console design—

a plug-in modular system

lets YOU choose your inputs—

two models for every operating mode . . .

monaural, stereo and dual channel

McMartin

McMartin Industries Inc., 4500 South Seventy-sixth Street

Omaha, Nebraska 68127 Phone (402) 331-2000

Broadcasting Mar 31 1975 83
BAR reports television-network sales as of March 16

<table>
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<tr>
<th>Day parts</th>
<th>Total minutes week ended Mar. 16</th>
<th>Total dollars week ended Mar. 16</th>
<th>1975 total minutes</th>
<th>1975 total dollars</th>
<th>1974 total dollars</th>
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<tr>
<td>Monday-Friday</td>
<td>119</td>
<td>$1,965,000</td>
<td>1,088</td>
<td>$5,166,000</td>
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<td>Sign-on-10 a.m.</td>
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<td>Monday-Friday</td>
<td>1,004</td>
<td>10,632,000</td>
<td>10,838</td>
<td>110,894,000</td>
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<td>10 a.m.-6 p.m.</td>
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<tr>
<td>Saturday-Sunday</td>
<td>332</td>
<td>5,327,000</td>
<td>3,130</td>
<td>51,487,000</td>
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<td>Sign-on-6 p.m.</td>
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<td></td>
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<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>2,469,000</td>
<td>1,060</td>
<td>26,983,000</td>
<td>25,161,000</td>
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<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>313,700</td>
<td>185</td>
<td>4,888,100</td>
<td>4,727,000</td>
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<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
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<td>1,850</td>
<td>31,335,000</td>
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<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>2,679,000</td>
<td>1,850</td>
<td>31,335,000</td>
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<td>$47,968,900</td>
<td>21,964</td>
<td>$496,640,300</td>
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Source: Broadcast Advertisers Reports

based on broadcast week, Monday through Saturday, 6 a.m. to midnight. Similar books will now be published bi-annually based on ARB spring and fall sweeps. Cost is $30 or four copies for $100 for stations and agencies, who must be ARB subscribers.


Ewen cuts back. William Ewen, deputy chairman of National Advertising Review Board, will work for self-regulatory organization only on part-time basis, starting tomorrow (April 1). He denied reports his new job assignment is related to financial problems of NARB, saying organization does not have money difficulties and adding he had requested part-time service last summer, Mr. Ewen, 61, will retain his title and duties, but day-to-day operations will be handled by C. Wenton (Tony) Balis III, director of NARB.

NARB study cites need for updating women ads

Findings sent agencies to help correct improper portrayals, negative appeals

Advertising has not kept pace with the changing status of women in creating ads directed to or portraying women. That was the conclusion of a report by a National Advertising Review Board five-member consultive panel. NARB called it the ad industry's first self-analysis of the subject. A checklist of questions is being distributed by NARB to agency creative people for their guidance in the future.

The study group was led by Dr. Aurelia Toyer Miller, University of Massachusetts. Among the findings were that advertising too often shows women as just housewives and mothers, minimizing their business and professional roles; working women are underrepresented in both broadcast and print advertising; ads often "feature women's sexuality to the neglect of their individuality" and minority women are treated no worse and no better than white women. Improving the situation, the panel said, will provide more fair treatment for women and will be an intelligent marketing decision.

The study is the second in a series of NARB "consultive reports." The first dealt with consumer safety habits, and a report on environmental topics and advertising is in the works.

Panel members for the current report were William Carpenter, PPG Industries; William M. Clagett, Ralston Purina Co.; Fred W. Heckel, United Air Lines, and James C. Nelson Jr., Hoefer, Dietrich & Brown.

Agency recommends air advertising but Army says no

Ayer, reappointed by account, will spend $45 million elsewhere

"N. W. Ayer ABH International, New York, a staunch believer in broadcast for armed services recruitment advertising, has been reappointed for the U.S. Army recruiting, but it's problematical that "we need you" spots will be crowding the airwaves.

The announcement of Ayer's redesignation said the account was "not to exceed $45 million," and may be less. An Ayer spokesman said the principal media to be used are magazines, newspapers and outdoor.

It is the policy of the Defense Department not to use broadcast for several reasons, according to Ayer: Defense claims the airwaves belong to the public and public service announcements should be made available for Army recruitment; the other armed services would be required to go the paid advertising route if the Army marched in that direction.

Ayer has had the account since 1967. It was chosen on March 21 over three other finalists—Ogilvy & Mather Inc., Needham, Harper & Steers Inc. and Young & Rubicam International Inc., all New York. Ayer's reappointment two and a half years ago touched off a controversy leading to two Army inquiries into the handling of the account.

"The use of broadcast is not entirely a closed issue," an Ayer official said. "We think radio and TV are effective media for recruitment and we have suggested them. We are prepared to go into broadcast whenever the Army gives us permission."

He pointed out that the agency received permission in 1971 for an intensive, three-month campaign costing $10.5 million on behalf of the civilian Army. He said broadcast advertising was "highly effective" (Broadcasting, May 31, 1971). After that, however, political pressures caused the Army to drop broadcast buying.

Television and radio stations have been "generous" in carrying public service spots promoting recruitment, the Ayer executive said. But he acknowledged that "we're not able to get the appropriate time periods for our messages—only paid advertising can do that."
Few late starters get ratings hypo from rerun period

Barney Miller,'Ellery Queen,'Caribe' find such happiness, but elsewhere the opposition is crushed by the second time around

Every year at this time, a number of marginal second-season shows, plus a batch of one-shot pilots, begin scrambling for viewer attention, often hindered as much as helped by the fact that they're up against reruns of continuing series.

For example, the first two reruns of The Waltons (CBS, Thursday, 8-9 p.m., NYT) have boosted the show's ABC competitor for the first half-hour, Barney Miller, from average shares in the low 20's to a 27 share on March 13 and another 27 share on March 20. By contrast, two NBC sitcoms have fluctuated against Waltons reruns. Sunshine (8-8:30 p.m.) got a 17.8 rating and 29 share on March 13, but dipped to a 15.2 rating and 26 share on March 20. Similarly, The Bob Crane Show (8:30-9 p.m.) chalked up an 18.0 rating and 28 share on March 13 and then went down to a 14.9 rating and 24 share on March 20.

On Sunday, March 21, a Kojak rerun (CBS, 8:30-9:30 p.m.) gave a good send-off to MCA TV's Ellery Queen, a two-hour made-for-TV-movie pilot on NBC, which harvested a 21.9 rating and 34 share. (The old Kojak episode still came out on top, though, with a 22.3 rating and 35 share.)

CBS is getting almost invisible samplings for a series of half-hour sitcom pilots (The Friday Comedy Special, 8-8:30 p.m.) because it's up against NBC's high-rated comedy, Sanford and Son. Against Sanford and Son on March 14, CBS's Love Nest pilot managed a barrel-scraping 11.6 rating and 19 share. A week later, against a Sanford rerun, a CBS pilot called Wives only managed a 15 rating and 24 share.

That same night (March 21), a CBS comedy-adventure pilot called Super Cops (9-9:30 p.m.) hit a disappointing 16.3 rating and 28 share against a Rockford Files rerun on NBC, and Switch (9:30-11 p.m.), a CBS 90-minute pilot about a pair of unconventional private eyes, got an 18.1 rating and 32 share, which was much lower than the second half of Rockford's rerun (23.9 rating and 40 share) and a Police Woman rerun (23.2 rating, 45 share).

Again by contrast, however, Medical Center's first rerun of the season on March 24 (CBS, Monday, 10-11 p.m.) helped ABC's second-season Caribe series to its best numbers in more than a month (a 19.7 rating and 33 share) and Medical Center's 16.2 rating and 27 share).

Three other second-season offerings whose fate still hasn't been sealed yet came up with sub-par numbers in the most recent national Nielsen's:

* The Law (NBC, Wednesday, 10-11 p.m.), which is based on the critically acclaimed made-for-TV movie aired a few months ago and which is getting a three-week experiment on the network, premiered on March 19 with a disappointing 15.3 rating and 27 share. (It was easily beaten by a rerun of CBS's Manhunter, which logged a 19.6 rating and 34 share.)
* The Mac Davis Show made its debut in a new time period (NBC, Thursday, 9-10 p.m.) on March 20 and got only a 16.2 rating and 25 share, finishing third to a Waltons rerun on CBS and a Streets of San Francisco rerun on ABC.
* We'll Get By (CBS, Friday, 8:30-9 p.m.) continued to come up short against NBC's Chico and the Man, hitting only a 13.4 rating and 23 share compared to a 24.8 rating and 42 share for a Chico rerun on March 21.

Edith as victim

Authors of book decrying sexism in grade-school textbooks do the same for prime-time television

A new study on sexism in prime-time TV is intended to do for television what the authors' previous analysis, "Dick and Jane as Victims" (1972), did for primary-school textbooks. "The networks," the authors say, "will feel increased pressure, first social, and then more persuasively, economic, to change the female image they project."

"Channeling Children," by Women on Words and Images, a Princeton, N.J., corporation of six women, presents a statistical survey of one year's top-rated dramatic programs and describes sample episodes, with the underlying theory being that family entertainment shows "influence the role expectations of millions of young children who watch them."

The authors found "outmoded and prejudicial" behavior among such prime-time characters as: Edith, on CBS's All in the Family, who plays "the victimized fool," and CBS's Maude, whose lead is "consistently stereotyped." On NBC's Sanford and Son, "Women are minor characters, primarily presented as sex objects"; on ABC's Kung Fu, Caine "may admire and respect them, but is shown as clearly superior to such ineffectual women." In all, 20 comedy and adventure shows and 214 advertisements were examined by consultants—Phyllis AlRoy, Joan Barti, Rogie Bender, Prudy Brown, Cynthia Eaton, Carol Portnoi Jacobs and Ann Stefan.

The book is available for $2.50, from Women on Words and Images, Box 2163, Princeton 08540.

Hallmark sends best on 25th

Hallmark Cards' Hallmark Hall of Fame will celebrate an anniversary of some distinction next year—it's 25th season on TV—with programs predominately keyed to the nation's 200th anniversary. Three of at least four dramas it plans to present on NBC will revive American history: Maxwell Anderson's "Valley Forge" (adapted by Sidney Car-
roll); Norman Corwin's "The Rivalry," based on Lincoln-Douglas debates (adapted by Mr. Corwin) and the story of Truman-Churchill-Stalin summitry based on Charles L. Mee Jr.'s current best-seller, "Meeting at Potsdam" (dramatized by Sidney Carroll). A fourth Hallmark drama for 1975-76 is Shaw's "Caesar and Cleopatra" (adapted by Audrey Maas), starring Sir Alec Guinness.

TV's record of its programming feared an endangered species

AFI's Stevens says government should set up policy to avoid problem that faced film industry

A national policy to preserve the television record in permanent archives has been urged by George Stevens Jr., director of the American Film Institute, Washington, speaking March 21 in St. Louis at the Popular Culture Association convention. Mr. Stevens pointed out that a similar problem of lost and destroyed movies had existed in the America's film industry, a situation now being rectified, particularly since the creation of AFI in 1967.

Only 5% of all network programming produced since 1948 has been preserved, he said, and we have been "unconsciously 'shredding' the bulk of the visual transcript of our culture."

The AFI director noted that years ago permission had been granted to destroy the kinescopes of Paddy Chayefsky's award-winning "Marty," that long missing and recently relocated was Richard Nixon's 1962 "you won't have Dick Nixon to kick around" press conference, and that one network had only fragments of Martin Luther King's "I Have a Dream" speech.

Mr. Stevens called on the White House's Office of Telecommunications: Policy to initiate a presidential directive to federal agencies, particularly the Library of Congress and the National Archives, telling them to "reorder their priorities and place emphasis on the visual record of our culture equal to the emphasis now placed on the printed record"; to encourage broadcasters and citizen groups, especially libraries and universities, to coordinate a national approach to the problem and to "create a commission to clarify national policy, develop necessary copyright guidelines and devise a long range plan to insure the survival of our visual culture."

Program Briefs

Info to the attic. Charles Michelson Inc., New York, will add original Dragnet and Gunsmoke radio series to its roster of syndicated vintage radio dramas beginning in May, with list of stations featuring them to be announced in April.

Back in three parts. QB VII, the six-and-a-half-hour, $2.5-million made-for-TV movie, which achieved high 30's shares when ABC telecast it over two nights last April, will be repeated next month on three successive nights. Scheduled dates and times: Tuesday, April 22 (8:30-11 p.m., NY); Wednesday, April 23 (9-11 p.m., ET) and Thursday, April 24 (9-11 p.m.). ABC will post warning notice during telecast advising parents that movie "deals with mature subject matter."

QB VII was co-produced by Columbia Pictures Television and Douglas S. Cramer Co.

Aveo gets "Call." Aveo Embassy Television, New York, announced acquisition of worldwide syndication rights to Ports of Call, 26 one-hour travel-adventure tapes produced by WPLG-TV Miami.

New in Philadelphia. Richard W. Ostrohander has formed own company, OZMA Broadcast Sales. He'll represent Gray- Schwartz Enterprises and Sunshine Video production companies, in 16 Eastern states. Mr. Ostrohander has served in sales-management posts with Taft Broadcasting, Allied Artists and Rhodes Productions. OZMA Broadcast Sales, 408 South Sixth Street, Philadelphia 19147; (215) W. 6-1779.

Sailing, National Telefilm Associates, Los Angeles, announces six more stations have signed for Victory at Sea, 26 half hours of World War II naval history. New stations, bringing total to 35 markets, are WGN-TV Chicago; wbfF-TV (both) Baltimore, WGPS-TV Detroit, KIMO-TV Anchorage, KTXL(TV) Sacramento, Calif., and noncommercial WSPV-TV Beckley, W. Va.

Cop in. Columbia Pictures Television announces that two of its TV shows, Police Story and Police Woman (both on NBC), have been renewed for 1975-76 season; network has ordered 22 episodes of each hour-long show, CPT reported.

NBC O&O's buy 'Kukla.' NBC-owned television stations have purchased reinarned version of 1950's series, Kukla, Fran and Ollie. They will run it once a week beginning in fall. Program is produced by Bob Tasse productions and is syndicated by BTL Enterprises, both Los Angeles (BROADCASTING, March 10).

Sports fans. WMCA(AM) New York, WBBM(AM) Chicago and WBEE(AM) Boston are among stations signed for Memories from the Sports Page, daily series of one-and-a-half-minute nostalgic episodes narrated by Mel Allen. Mobil Oil buys time on stations and gets 30-second spot within each episode. Producer is Frank Fitzgerald, distributor is SFM Media.

Selling women shorts. WNEW-TV New York, WLS-TV Chicago and WBB-TV Boston are among 40 or so stations already lined up for Today's Woman, according to its producer, Newsweek Broadcasting Services, Inc., JWT Syndication. Series, which will be sent to stations in biweekly packages of 10 segments (with each segment running about two minutes and 45 seconds), "will portray the life-styles and individual pursuits of a variety of women." With March 31 as kickoff date, show goes free to stations in exchange for harter spots to program's bankroller, Lever Brothers Co.

Political telethon. 1975 Democratic National Telethon will be broadcast for 22 hours on ABC weekend of July 26-27. This will be fourth consecutive year Democratic party has used network telethon fund raising. It will originate in Los Angeles and will begin at 9 p.m. EDT Saturday. ABC estimates 190 to 200 stations will carry all or parts of telethon, which will include appearances by Democratic presidential candidates, key political figures and entertainers.

Producing for ABC. Producing team of Robert W. Christiansen and Rick Rosenberg have signed exclusive television and theatrical motion picture contract with Paramount Pictures to develop their own projects for media as well as ones assigned by Paramount.

Hits 63 mark. Freemantle Corp., New York, announced that its Monday through Friday five-minute TV cooking show, Take Kerr, starring Graham Kerr, added 17 new markets in last month to bring its total to 63. New stations include WPLG-TV Miami, KDKA-TV Pittsburgh and KAOA-TV Denver. Distributor is JWT Syndication.

NAEB clearinghouse. National Association of Educational Broadcasters, Washington, has established NAEB Program Information Clearinghouse to catalog program activity on public radio and television. Index is geared to aid producers and document program services. NAEB is funded by National Education Association, National Library Foundation, Eaxon Corp., Markle Foundation and National Foundation March of Dimes.

SAG, AFTRA still courting

The Screen Actors Guild has scheduled a regular joint executive committee meeting for June 12-14 at Los Angeles, with discussion of long-pending proposals to merge with American Federation of Television and Radio Artists among other issues on the agenda. Attending will be the executive committees of both SAG's East Coast and West Coast chapters, plus chairmen and co-chairmen of each chapters' merger committees. Both SAG and AFTRA chapters over the past few years have passed resolutions favoring merger of both unions. Key to the fruition of amalgamation lies, according to observers, in resolving such issues as the structure of combined organization, due structure, pension-welfare plans, and fate of officers and staff of each union.

Broadcasting Mar. 31 1975

86
The new rules nobody likes

FCC's antisiphoning revisions draw objections from all sides

FCC members and staff are taking the only kind of pleasure they can from the complaints and law suits being filed in response to the pay cable rules the commission adopted two weeks ago (BROADCASTING, March 24). "If so many different parties are mad," one official said, "we must be doing something right.

So far, actual and likely challengers, in court with appeals or before the commission with petitions for reconsideration, include cable-industry interests, broadcasters and motion picture producers.

Two notices of appeal have already been filed, both in the U.S. Court of Appeals in Washington. One was by a group of eight cable companies; the other was by Metromedia Inc. A committee of the Motion Picture Association of America will meet this week in New York to consider MPAA's position, and, based on the MPAA's past statements, an appeal is considered likely.

All this occurred even before the text of the rules was issued. Representatives of the networks and the National Association of Broadcasters were concerned about the new rules and, based on the MPAA's past statements, an appeal is considered likely.

However, the attorney for ABC said that it was likely the network would seek reconsideration. James McKenna, of McKenna, Wilkinson & Kittner, said it appeared to him that the commission had inadequate information on which to base some of the provisions of its rules. And one way to provide that information, he added, was through a petition for reconsideration. "But we're waiting for the text before deciding what to do."

NAB's anti-pay cable television committee considered the matter on Wednesday, and its mailing address President Vincent Wasilewski said the association will seek reconsideration and, if dissatisfied with the commission's response, will go to court. Besides some of the rules—particularly those dealing with films, which some broadcasters do not feel will prevent siphoning of that material—the NAB is concerned about the commission's issuance of a notice of inquiry dealing with broadcasters' alleged "warehousing" of films. NAB officials say the inquiry could lead to rules wiping out the exclusivity protection broadcasters can now obtain in firm contracts.

However, NAB does not feel the pay cable rules, as described in the news release that was issued on March 21, are all bad. NAB officials say the definition of a market— which includes all conventional television stations the cable system must carry under the commission's rules—is better than the one the commission had been considering, a 35-mile zone.

And Robert Resor, of the NAB's Office for Free Television, said that "on the surface" the rules designed to protect broadcasters against the siphoning by pay cable of their sports programs "don't look so bad. But, he said, a committee will study the complex new regulations in order to determine what their actual impact will be.

But on balance, he indicated, NAB is not happy with the pay cable rules the commission fashioned.

NCTA picks best in programming

Cable systems will be honored at New Orleans convention for local origination shows

Winners of the National Cable Television Association's 1975 Cablecasting Awards for outstanding local programming have been announced. They were named in 16 categories, based on program type and system size. Awards will be presented at luncheon ceremonies Tuesday, April 15 at the NCTA convention in New Orleans.

For CATV systems with fewer than 500 subscribers:


Other: Continental Cablevision of Merrimack Valley, Lawrence, Mass., Looking Up; Norman J. McLeod, program director.

Honorable mention: Duncan Cablevision, Duncan, Okla., Bible School Series; Dave Clemmer, program director.

For CATV systems with 5,000 to 15,000 subscribers:

News and public affairs: Continental Cablevision's Big Valley Cablevision, Stockton, Cali., Stockton City Council; Jeff Jones, program director. Election '74: Junction City Cable TV Co., Junction City, Kan., "Election '74: Rick Bergthold, program director.

Sports: Big Valley Cablevision, CTY-5 Sports; Jeff Jones, program director.

Children's: Continental Cablevision of Michigan, Jackson, Information Station; Nancy Hauser, program director.

Education: Continental Cablevision of Michigan, through the Museum to Early Jackson; Nancy Hauser, program director.

Other: Continental Cablevision of New Hampshire, Concord, It's Elementary; David K. Johnson, program director.

Honorable mention: Continental Cablevision of Ohio, Hindley, The Findlay Show; John Borgert, program director.

Documentary special: Suburban TV Cable Co., Reading, Pa., "Life in the Dark;" Paul E. Steun, program director.

Honorable mention: LVO Cable of Hayward Inc., Hayward, Calif., "Drawbridge: The Bay's Sinking Ghost Town;" Scott Swearingen, program director.

For CATV systems with more than 15,000 subscribers:

News and public affairs: Teleprompter Cable TV, New York, Israel, "The Week in Review;" Peter Hess, program director.


Performing arts: Tulsa Cable Television, Tulsa, Okla., "In Rehearsal: Hurst Swigard, program director.

Other: CATV systems with 5,000 to 15,000 subscribers: La Jolla Cablevision of Lynwood, Lynwood, Wash., "On the Henning Farm;" Sharon Potvin, program director.

A video-tape featuring highlights from the above programs will be shown at NCTA's convention luncheon and at the programming center.

Old exclusivity deals still stand, says FCC

Agency sticks by grandfathering of syndication protection

The FCC has affirmed and defined its "grandfather" rule governing exclusivity protection that stations may demand from cable systems for nonnetwork programming. The rule authorizes the continuation of exclusivity arrangements that were in effect before March 31, 1972, when the current cable regulations were adopted.

In a declaratory ruling, the FCC made these points: A station carried by a cable system before March 31, 1972, and enjoying syndicated exclusivity protection at the time is entitled to continued protection, but only against simultaneous carriage of the same program from another station. The protection extends to any syndicated program, whether it was on the station in the pre-March 31, 1972, period or not.

The ruling arose in response to requests from cable systems in California carrying kmst (TV) Monterey and ktvu (TV) Oakland-San Francisco, which now broadcast the same episodes of two syndicated series at the same times. Ktvu had argued that the "grandfather" rule pertained only to syndicated programs that had been under exclusivity protection before March 31, 1972. The FCC dis
Cable boosts viewing. Arbitron Television reported last week that it had found in a 30-market study that households equipped with cable TV averaged 11.5% more TV viewing than households without CATV.

In 10 of the 30 markets, Arbitron said, the difference was more than 15%. In Santa Barbara-Santa Maria, Calif., it reached 30.3%. Arbitron attributed the difference to the fact that CATV homes are paying for programming and also have available a wider choice. It said neither size of market nor degree of penetration affected the finding that CATV homes watch more than non-CATV homes. However, it said, CATV penetration tended to be higher as markets got smaller. The figures were taken from Arbitron's 1974 television county coverage study.

The findings were summarized in the following table which gives average quarter-hours of viewing per week in cable-connected and noncable households.

<table>
<thead>
<tr>
<th>City and Market</th>
<th>ADI and (rank)</th>
<th>Cable avg. quarter-hour</th>
<th>% difference</th>
<th>Non-cable avg. quarter-hour</th>
<th>% difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco (6)</td>
<td>20.4</td>
<td>137</td>
<td>150</td>
<td>+ 9.5</td>
<td></td>
</tr>
<tr>
<td>Pittsburgh (10)</td>
<td>25.1</td>
<td>180</td>
<td>210</td>
<td>+16.7</td>
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</tr>
<tr>
<td>Seattle-Tacoma (18)</td>
<td>19.8</td>
<td>147</td>
<td>171</td>
<td>+16.3</td>
<td></td>
</tr>
<tr>
<td>San Diego (31)</td>
<td>28.5</td>
<td>146</td>
<td>167</td>
<td>+12.8</td>
<td></td>
</tr>
<tr>
<td>Charleston-Huntington, W. Va. (40)</td>
<td>29.0</td>
<td>161</td>
<td>179</td>
<td>+11.2</td>
<td></td>
</tr>
<tr>
<td>Orlando-Daytona Beach, Fla. (44)</td>
<td>20.2</td>
<td>159</td>
<td>176</td>
<td>+10.7</td>
<td></td>
</tr>
<tr>
<td>Wilkes Barre-Scranton, Pa. (45)</td>
<td>46.2</td>
<td>173</td>
<td>179</td>
<td>+3.5</td>
<td></td>
</tr>
<tr>
<td>Toledo, Ohio (50)</td>
<td>19.5</td>
<td>169</td>
<td>176</td>
<td>+4.1</td>
<td></td>
</tr>
<tr>
<td>Syracuse-Eldre, N.Y. (54)</td>
<td>23.7</td>
<td>168</td>
<td>169</td>
<td>+0.6</td>
<td></td>
</tr>
<tr>
<td>Johnstown-Altoona, Pa. (72)</td>
<td>52.9</td>
<td>167</td>
<td>187</td>
<td>+12.0</td>
<td></td>
</tr>
<tr>
<td>Springfield-Durcatu-Champaign, III. (74)</td>
<td>19.4</td>
<td>158</td>
<td>170</td>
<td>+7.6</td>
<td></td>
</tr>
<tr>
<td>West Pail Beach, Fla. (84)</td>
<td>25.8</td>
<td>156</td>
<td>167</td>
<td>+7.1</td>
<td></td>
</tr>
<tr>
<td>Bristol, Va.-Kingsport-Johnson City, Tenn. (89)</td>
<td>29.9</td>
<td>158</td>
<td>183</td>
<td>+15.8</td>
<td></td>
</tr>
<tr>
<td>Huntsville-Durcatu-Florence, Ala. (93)</td>
<td>31.0</td>
<td>155</td>
<td>168</td>
<td>+8.4</td>
<td></td>
</tr>
</tbody>
</table>

Agreed. KMST was held to be entitled to protection against the simultaneous carriage of the programs from KTVA, which is farther from the cable systems than KMST is.

Four to join NCTA board

Four regional directors of the National Cable Television Association — three newly elected and one reappointed — have been named to the 28-member board which will meet April 17, following the annual NCTA convention (Broadcasting, March 24).

McLean A. Clark, of Big Timber CATV, Big Timber, Mont., was elected to a three-year term from district one (Alaska, Idaho, Montana, Oregon, Washington and Wyoming).

Joseph Gans, president, Cable Television Co., Hazleton, Pa., was elected to a three-year term, for district eight (Delaware, Maryland, New Jersey and Pennsylvania).

Joseph W. Taylor, president and general manager, Teleprompter Manhattan CATV Corp., was elected to a three-year term for district nine (Connecticut, Massachusetts, New York, Rhode Island and Vermont).

Don Shuler, president, Cypress CATV of Dayton, Dayton, Ohio, was named to a one-year term following his appointment to the board last November to fill an unexpired term to represent district seven (Illinois, Indiana, Michigan, Ohio and Wisconsin).

Cable Briefs

Twice before, United Cable Television Corp.’s petition to deny sale of KBOI-TV Boise, Idaho (formerly KBOI-TV) by Boise Valley Broadcasters Inc. to Donrey Communications Co. (Broadcasting, March 10) has been opposed by interested seller, which charged United with “attempting to relitigate” six-year cable dispute already resolved by FCC. Petition to deny has nothing to do with qualifications of either buyer or seller, claimed Boise Valley, but is another attempt to obtain rights for distant signal carriage.

New definition. FCC has proposed rule change that would permit few TV stations that were not on air during periods in 1970 and 1971 when commission surveyed to establish list of “significantly viewed” stations. New stations could establish significant viewership on county-wide basis rather than previous “cable community” basis. FCC carriage rules allow significantly viewed stations in cable community to be carried on system. Station must be carried if it makes request to that effect.
Color-pricing bind cited by Sarnoff

RCA Chairman Robert W. Sarnoff told a University of Indiana School of Business audience March 20 that the low price of color television sets is hurting the industry and that the "prime objective for television manufacturers must be more realistic pricing to achieve adequate profits."

Mr. Sarnoff said that "while costs of materials, parts and labor have risen constantly, the price of sets has failed to recover more than a fraction of these increases," adding that this situation contributed to the absorption of three major TV set manufacturers in 1974 and the discontinuation of production by two others.

He did see hope for the future, however, citing a survey naming a color television set as the "purchase toward which most consumers would choose to apply any tax rebate." He said that, after correction of the industry's "self-inflicted pricing problems," it should share in the upturn of the economy.

Technical Briefs

New name. Miratel division of Ball Brothers Research Corp., Boulder, Colo., has been changed to Electronic Display division. Miratel name will be retained as brand identification for division, which produces various display monitors for broadcast and educational use. Parent company is involved in broadcast and electronic data industries.

Magnecord updated. Telex Communications Inc. has announced availability of 1400 tape-recorder series designed for professional use. Open-reel recorders and reproducers are updated and improved version of Telex's Magnecord recorders, with added features such as servo drive system to assure timing accuracy of less than three seconds deviation per 30 minutes operating time, solid state logic controls and dual tap transformer. Units are available in full-, half- and quarter-track head configurations. Rack mount sized units are priced from $1,645. 9600 Aldrich Avenue South, Minneapolis 55420, (612) 884-4051.

For syndicators. Electro Sound Inc., Los Angeles, announces availability of high-speed, tape duplicating systems for syndicated program producers. Model ES-2001 is capable of taking one-quarter-inch, seven-and-one-half or 15 inches-per-second masters and producing either three and three-quarter, seven-and_three-quarter, seven-and-one-half or 15 ips copies. System is configured as master to 10 slaves, all accommodating up to 14-inch reels.

Quick connection. Goldmark Communications Corp., Stamford, Conn., reports it has developed simple device that can be manufactured for less than $10 and can be used to connect and disconnect TV receivers for cable-TV service. Goldmark says device is activated by special key and will reduce costs because each connection and disconnection now amounts to about $25 in labor.

London connection. RCA International Ltd. (United Kingdom) has established new regional office in London area at Sunbury-on-Thames to facilitate operation of its services in radio and TV broadcast equipment for European and African markets. Patrick J. Murnin has been named vice president of RCA in charge of London operation. Reporting to him will be broadcast equipment sales office in Geneva and company's Jersey Isle (Britain) plant which assembles and conditions video-tape recorders and equips mobile vans for TV broadcasters.

Rewinder. Electro Sound Inc., Sunnyvale, Calif., announces availability of ES-100-811 Gemini dual, eight-track cartridge winder, operating at high speed 240 ips. Gemini provides two cartridge positions per unit, includes digital footage counter, and offers two-button operation. Price: $1,880 with counter.

Clear and practical. FCC has amended its rules to clarify requirements for calibration and logging of remote-control instruments at radio and television stations. Amended rules, which replace piecemeal and overlapping original rules with single set of standards for all services (AM, FM, and TV), become effective April 11. Adopted changes do not impose any new rules, but merely detail in clearer fashion requirements for such calibrating.

More time. National Association of Broadcasters has asked FCC to extend provisional third-class operator's license from one to three years. Currently, those who fail third-class examination can obtain one-year interim license during which time they can retake test. NAB said, "increased complexity" of examination and shortcomings of government-published study guide require longer provisional licenses.

Switcher. Shintron Co. has made available model 367 chromatic post-production switcher for editing, identifying and assembling tape libraries. Switcher has helical genlock sync generator and edit code generator and reader. Unit sells for $3,780. 144 Rogers Street, Cambridge, Mass. 02142.

Riding on Westar. Mutual Broadcasting System and Mutual Black Network on March 15 began transmitting regular programming on daily basis between Washington and Los Angeles via Westar, Western Union's domestic satellite.

Video editor. Datatron Inc. has introduced expandable video editor system that can be built up to any desired configuration, including computer controlled, completely automatic on-line, off-line system. Basic unit, designated model 5050 Vidicue, is capable of operating with two tape machines and is priced at $25,000 including installation. It features visual display of tape position and all edit points and utilizes Datatron's "jam-sync" which automatically sets and synchronizes system's time-code generator. 1562 Reynolds Avenue, Santa Ana, Calif. 92707.

Tape measure. Rothchild Printing Co. has introduced Tape Measure, calculator designed to compute amount of recording or playing time remaining on reel of audio tape. Calculator is priced at $1.49. 7900 Barnwell Ave., Elmhurst, N.Y. 11373.

EIA plans Chicago session

The agenda has been set for VIDSEC '75, a June 1-3 conference sponsored by the Electronic Industries Association video systems subdivision, that will be held concurrent with the Summer Consumer Electronics Show, at McCormick Place, Chicago.

Hardware manufacturers, users and engineering specialists are expected to make reports and product-performance evaluations. A library will display over 500 video cassettes submitted by 35 program distributors; labs will feature demonstrations of production techniques by industry professionals. The agenda includes a "State of the Art" conference, to be moderated by Ken Winslow, Public Television Library, and featuring: Irwin Tarr, Panasonic; Richard O'Brien, Sony Corp. of America; William E. Amos, Philips Audio Visual Corp.; George Schupp, Zenith Radio Corp.; R. T. Cavanagh, North American Philips Corp., and Gordon W. Bricker, RCA.

GET SMART!... FROM UNIDYNE CORPORATION

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Broadcasting Mar 31 1975
Wildfire—Michael Murphey (Epics) * Mr. Murphey had a major underground hit in 1972 with a song called Geronimo’s Cadillac, but he makes his first substantial move onto pop playlists with this single, now receiving both country and pop play. Wildfire is a restrained ballad about that old romantic triangle—a man, a woman and a horse (a field largely untouched since the Byrds’ Chestnut Mare). It has been added by KIMN(AM) Denver and KILT(AM) Houston.

Love Won’t Let Me Wait—Major Harris (Atlantic) * The latest in a flurry of R&B-oriented Atlantic singles that includes the Average White Band, Ben E. King, and The Jimmy Castor Bunch, is this comeback effort by Major Harris. Performed in the mellowest of R&B styles, Love Won’t Let Me Wait seems indebted to Al Green and the Philadelphia Sound, and also (surprisingly, for 1975 soul) to Nat King Cole. Mr. Harris’s smooth vocal is set off by subdued instrumentation and some provocative background noises. The single has been added by WFIL(AM) Philadelphia and WRC(AM) Washington.

Rainy Day People—Gordon Lightfoot (Warner Brothers) * Gordon Lightfoot took the pop world by surprise with his hit single Sundown and the album that accompanied it. With his latest release, he seems ready to re-establish himself with an audience that may be too young to remember the hits that made him popular with college audiences in the 1960’s. Rainy Day People is restrained and mostly in keeping with a style that has been generally unchanged by pop success. It has been added by KIMN(AM) Denver, KEW(AM) Topeka, Kan., WCUE(AM) Cuyahoga Falls, Ohio, and WHAS(AM) Louisville, Ky.

Sandy—Hollies (Epics) * The Hollies seem to have gotten away from the rock sound of Long Cool Woman in a Black Dress and their earlier hits, and are leaning more towards the lush, full sound of He Ain’t Heavy, He’s My Brother and 1974’s The Air That I Breathe. Sandy, a Bruce Springsteen ballad given an orchestrated treatment by the British group, continues in that softer tradition. It has been added by KIMN(AM) Denver, KEVN(AM) Wichita, Kan.; and KRZY(AM) Salem, Ore.

Music Briefs

Superhit in business. Stereo automation service for FM broadcasters is offered by new Superhit Music Inc., according to Scott Burton, president of Aircheck Associates Inc., Baltimore, Mo., who will operate Superhit with Dick Ulett. Complete service of automation packages, equipment and program consultation is offered with program and sales consultation portion handled by Aircheck Associates. First client for Superhit is KPHB-FM Poplar Bluff, Mo., 504 West Drive, St. Louis.

Emphasis on records. Viewlex Inc., Great Neck, N.Y., records and recording concern, reports it is completing divestiture of all non-music business subsidiaries, and concentrating on building up record interests, principally Buddah Records. Viewlex had reported a $4 million loss over last three months. One focus of expansion of Buddah and custom labels will be increased television advertising of special LP packages, and addition of such advertising for regular album product.

Extras. The following new releases, listed alphabetically by title, are making a mark in Broadcasting’s “Playlist” reporting below the first 75:

- BLOODY WELL RIGHT, Supertramp (A&M).
- DON’T TELL ME GOODNIGHT, Lobo (Big Tree).
- HUSH’/I’M ALIVE, Blue Sweve (EMI).
- I’LL PLAY FOR YOU, Seals & Crofts (Warner Bros).
- LIVING A LITTLE, LAUGHING A LITTLE, Spinners (Atlantic).
- LAST FAREWELL, Paul Whiteman (RCA).
- LEONA, Wet Willie (Capricorn).
- LIVE YOUR LIFE BEFORE YOU DIE, Pointer Sisters (Blind Thieves).
- LOVE WON’T LET ME WAIT, Major Harris (Atlantic).
- LOVE FINDS ITS OWN WAY, Gladys Knight & the Pips (Buddah).
- LOVER PLEASE, Kris Kristofferson & Rita Coolidge (Monument).
- ONLY ONE WOMAN, Nigel Olsson (Rocket).
- PINBALL, Brian Protheroe (Chrysalis).
- RUNAWAY, Charlie Kulis (Playboy).
- RUNAWAY, Rhodes Kids (GRC).
- SAIL ON SAILOR, Beach Boys (Reprise).
- SMOKEY FACTORY BLUES, Steppenwolf (Mums).
- SWING YOUR DADDY, Jim Gilstrap (Roxbury).
- YOU BROUGHT THE WOMAN OUT OF ME, Evie Sands (Haven).
- YOU’RE A PART OF ME, Susan Jacks (Mercury).

Tracking the ‘Playlist.’ A new wave of singles begins to fill the ‘Playlist’ top 20 this week, as 15 of the 20 either move up or remain unchanged from last week. Olivia Newton-John continues her enormous pop success with Have You Ever Been Mellow with its fourth week at number one, while Murray & Berries debut smash, Lovin’ You, rises from four to two. Credit producer Allen Toussaint with some of the success of Labelle’s biggest hit, Lady Marmalade, still a disco favorite and climbing at three on the chart. Hot Chocolate seems to be making its Emma as big a hit as its Brother Louie was for Stories two years ago. Phoebe Snow’s Poetry Man, which some felt was slighted when the Grammy for best new artist went to Marvin Hamlish, still climbs at 11. Tony Orlando & Dawn continue to make their Elusive and Touching debut, while Love Me Forever by Billy Davis Jr. and Sugarcane’s comeback effort is a recounting of its difficulties in finding a record label—Don’t Call Us, We’ll Call You is at 18. Sammy Johns is bringing Atlanta-based GRC Records its biggest pop hit, as his Chevy Van moves to 20. Several progressive-oriented singles, Leo Sayer’s Long Tall Glasses, the Ozark Mountain Daredevils’ Jackie Blue, and Queen’s Killer Queen, are moving through the middle range of the chart, as are two pop releases, Paul Anka’s I Don’t Like to Sleep Alone and John Denver’s Thank God I’m a Country Boy, the latter boated at 44. John Lennon’s remake of Stand By Me is also rising quickly, boated at 43. The first “hard country” effort to achieve pop success in some months is Freddie Fender’s Before the Next Teardrop Falls, boated at 53. Leading the new additions to the chart is Kraftwerk’s Autobahn, boated at 41, one of the most offbeat pop successes of the year. The Carpenters are following Please Mr. Postman’s success with a return to original material—Only Yesterday enters boated at 56. Neil Sedaka booted to 58. Neil Sedaka’s I Don’t Like to Sleep Alone and John Denver’s Thank God I’m a Country Boy, the latter boated at 44.

Broadcasting Mar 31 1975
90
These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played, and for the part of the day in which it appears. (†) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

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<thead>
<tr>
<th>Rank</th>
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<th>Top 30</th>
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Broadcasting Mar 31 1975
RTNDA worries about effect of WBAI ruling

Concern is prompted by possible release of Watergate tapes and obituaries on them; association asks FCC exemption of live news

If the FCC means what it says about banning “indecent” language from the airwaves, particularly at times when children are in the audience, what are broadcasters to do in presenting news or public affairs programs when such language forms part of the story? What, for instance, would be the impact of the commission’s “indecency” ruling on the broadcasting of the White House tapes, if they are released to the media?

The Radio Television News Directors Association raised these questions last week in a petition asking the FCC to clarify or reconsider its indecency ruling in the case involving WBAI (FM) New York (BROADCASTING, Feb. 14). RTNDA urged the commission to make it clear that it did not intend to apply its definition of “indecent” language in a way that would ban such language when it is presented as part of a bona fide news or public affairs program.

The commission, in its WBAI ruling, defined indecent language as that which describes “in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities and organs, at times of the day when there is a reasonable risk that children may be in the audience.” Indeed, when children were in the audience, the commission added, “indecent” language cannot be redeemed “by a claim that it has literary, artistic, political or scientific value.

But, RTNDA said, that definition might require the censoring of “audio and video ‘actualities’ of angry political demonstrations and even more structured political debate, interviews and conversations [in order] to eliminate the offensive language, no matter how important that language may be to a proper understanding of the persons, viewpoints and events being reported.”

The White House tapes of former President Nixon confronting with his aides “include language definable as indecent under the commission’s standard,” RTNDA said. If the courts release the tapes to the public, RTNDA added, broadcasters “will probably consider it their duty to present those highly important conversations both in their entirety and in excerpted form, without textual censorship.”

“It will be a long wait for the Nixon tapes, however. They would not be made public until at least 1977, according to a General Services Administration report to Congress. Processing of the Nixon tapes and papers would be done over a three-year period at a cost of $7 million, according to GSA Administrator Arthur F. Sampson. First to be released would be the Watergate tapes, he said, although the work cannot start until final settlement of Mr. Nixon’s suits that challenge the government’s claim to ownership of the materials. The suits are expected to be appealed to the Supreme Court, with a final ruling expected to be some 18 months off.”

RTNDA finds “most questionable” the commission’s decision to go beyond Supreme Court standards for obscenity in banning “indecent” speech when serious literary, artistic, political or scientific value can be claimed for it, if children can be expected to be in the audience. “If journalistic programming were included in that prohibition,” RTNDA said, “the commission would not be striking at a most sensitive area of programming, but would be affecting programming which is not part of the problem which the commission is seeking to solve.”

Accordingly, RTNDA said, “a balancing of public interests requires that the commission forgo regulation of journalistic programs in the manner described by the commission’s declaratory ruling.”

APB finalizes San Antonio line-up

Broadcast organizations to be honored for news cooperation; top panelists, speakers planned

The Associated Press Broadcasters is putting the final touches on the agenda for its annual convention, May 29-31 at Hotel Palacio Del Rio, San Antonio, Tex. Highlights will include panels on news credibility and sports programming, the presentation of top news cooperation awards and addresses by prominent figures in government and broadcasting.

Arthur Taylor, president of CBS Inc., will be the keynote speaker; John Chancellor, NBC anchorman and reporter and former director of the Voice of America, will address the closing luncheon; and Representative Barbara Jordan (D-Tex.) will be a featured speaker. Current APB President Frank Balch, president and general manager, WJOY (AM) Burlington, Vt., will turn over the gavel to Tom Frawley, VP-news, Cox Broadcasting, Washington, AP president-elect.

Members of the news credibility panel will be Jack Gannaro, VP-general manager, WFRH (AM) Wisconsin Rapids, Wis.; Lou Boccadi, AP vice president and executive; Hal Buel, AP executive photo editor, and Bob Benson, managing editor of AP Radio.

Sports panelists will be Robert Wussler, CBS vice-president for sports; Grant Teaff, Baylor University football coach; Dave Smith, sports editor of the Boston Globe, and Larry Musser, AP special correspondent and sports writer.

AP’s annual news cooperation awards will be presented to KVWO-AM-FM Killeen, WY0 (over all cooperation); WASHAM-FM Washington (spot news); KMOX-AM-FM St. Louis (weekend coverage), WTXA-AM-FM Springfield, Ill. and KPH-AM-FM Wichita, Kan. (enterprise).

AIM chairman draws fire from Anderson

Accuracy in Media’s Irvine accused of using Fed facilities for media criticism work

Reed J. Irvine, chairman of Accuracy in Media, was called before a House Banking subcommittee to answer charges that he used government facilities to carry on his media critique work.

His accuser was Jack Anderson, whose newspaper columns have been a primary target of AIM’s criticism. In his March 12 column, Mr. Anderson said Mr. Irvine used his $37,000-a-year job at the Federal Reserve Board to gather information from federal agencies for use by AIM. When Mr. Irvine told the House Domestic Monetary Policy Subcommittee that, “I do AIM work on my own time, not using government facilities or materials,” Mr. Anderson, seated beside him, accused him of producing “dishonest” work.

Other targets of AIM’s criticism have been the news reporting of CBS and NBC (BROADCASTING, March 24) and recently the Securities and Exchange Commission has ruled that RCA and CBS may not withhold AIM-proposed resolutions from their proxy material to be sent to stockholders proposing the creation of committees to investigate charges of bias and distortion in NBC and CBS reporting (BROADCASTING, March 3).

At the hearing Mr. Anderson said he had information to prove that Mr. Irvine on one occasion made a request for information in a letter typed on government stationery, by a Fed secretary and that when the government official responded to the request, Mr. Irvine used the information for AIM business. “If this letter was written with the Fed’s authorization, then the Fed supported Irvine’s antipress activities,” Mr. Anderson said, “if the letter was not authorized that suggests he has misused his Fed position and the Fed facilities in violation of the law.” Mr. Irvine said he had a legitimate reason to ask for the information. And he said he tries “to draw a distinction between my Federal Reserve Board work and my private activities,” performing AIM work at home or in AIM’s Washington office in the evenings and on weekends.

Mr. Anderson also said AIM is not a legitimate press critic, but a defender of right-wing causes.” It is, in short, a propaganda outfit,” Mr. Anderson added.

When asked by a subcommittee member if he saw any conflict of interest between his job and his AIM work and if he thought he could continue his job in good faith, Mr. Irvine replied, “I don’t think my integrity has been publicly questioned by anyone I need to be concerned about.” He said he hoped no civil servant should be prohibited from trying to correct errors in the media. “I intend to continue.”

Broadcasting Mar. 31 1975 92
CBS Inc. Chairman William S. Paley’s 1974 salary and additional compensation totaled $450,000, President Arthur R. Taylor’s came to $400,000 and CBS/Broadcast Group President John A. Schneider’s reached $295,000, the company’s proxy statement to stockholders showed last week.

Frank Stanton, former CBS president, received $142,692 under a consultant’s contract, extending through 1987, that provides for his being paid at an annual rate of $100,000 adjusted for cost-of-living increases since 1966, plus office space, secretarial assistance and other services. The 1974 payment was said to include $7,500 as adjustment on the payment for 1973, following his retirement on March 31 of that year.

Goddard Lieberson, president of the CBS/Records Group, received $280,000 in 1974—$150,000 in salary and $130,000 in additional compensation—and also has a contract, as previous proxy statements have reported, under which he is to receive $393,661 in deferred compensation whenever he leaves CBS.

Mr. Paley’s $450,000 for 1974—$225,000 salary and $225,000 additional compensation, of which $208,125 was paid and $16,875 deferred—makes him the second highest-paid executive of a network-operating company, behind RCA’s Chairman Robert W. Sarnoff. The RCA proxy statement put Mr. Sarnoff’s 1974 total at $483,500, consisting of $326,000 salary and $157,500 incentive, of which $52,500 was paid and $105,000 is to be earned out in two annual installments (Broadcasting, March 17).

ABC’s proxy statement with 1974 salaries has not been issued, but other reports show Chairman Leonard H. Goldenson with a contract extending through 1977 at $200,000 a year and President Elton Rule with one at $175,000 a year.

The new CBS proxy statement indicates a change in Chairman Paley’s contract since the 1974 proxy was issued. The contract still provides for his employment until, in the proxy’s words, “such date as Mr. Paley shall cease to be a senior elected officer of CBS” and for his employment thereafter as a consultant through 1987, at which time he would be 86 years old. But where the old contract puts his consultant’s pay at $100,000 a year adjusted for cost-of-living increases since 1970, the new one pegs it at $90,000 in the first year of employment, with the same cost-of-living adjustments. If based on 1974 salary, Mr. Paley’s consultant’s pay would be $112,500 a year plus living-cost increases.

Mr. Taylor, who joined CBS as president July 31, 1972, received $200,000 in salary in 1974 and an equal amount of additional compensation, none of it deferred. His estimated annual CBS pension upon retirement from the company at age 65 was put at $73,282.

Mr. Schneider’s 1974 pay included $165,000 salary and $130,000 additional compensation of which $120,250 was paid and $9,750 deferred. Pension benefits on retirement at age 65: $71,738.

The proxy statement also shows that John D. Backe, president of the CBS/Publishing Group, and John Phillips, president of the CBS/Columbia Group, each received $118,038 salary plus $85,000 in extra compensation, all of it paid in Mr. Backe’s case, $38,250 paid and $46,750 deferred in Mr. Phillips’s. Estimated annual pension for Mr. Backe upon retirement was put at $39,102; for Mr. Phillips, $19,884.

The 1974 salary and additional compensation for Mr. Paley and Mr. Taylor represented increases of almost $50,000 from their respective 1973 totals. Mr. Schneider was almost $25,000.

Mr. Taylor’s $400,000 put him on a par with Dr. Stanton’s salary and additional compensation in 1972, his last full-time full year at CBS. Mr. Taylor did not, however, achieve the equality with Mr. Paley’s pay that Dr. Stanton had during his last several years there. Mr. Taylor was also $10,000 short of the $410,000 total that Dr. Stanton—and Mr. Paley—had in 1969.

While all the highest-paid officers received increases in 1974, the number of officers and directors declined from 48 to 36 and their salaries as a group dropped 11% to about $2 million and additional compensation paid out to them dropped about 7% to $1.1 million.

TV revenues in Time’s life

Time-Life Films had $10 million in revenues in 1974, with about half derived from sales to commercial and public TV networks and stations and other half from sales of video cassettes, films and filmstrips to educational, industrial and government buyers, according to Time Inc.’s annual report distributed last week. Report said Time’s Home Box Office, pay TV program network, now has 70,000 subscribers in four Northeasterner states and is growing at a rate that may permit it to become profitable by 1977-78. Manhattan Cable Television Inc., CATV subsidiary, cut its loss by 40% last year and hopes to cut it further this year as the system anticipates a 25% growth in subscribers, currently at 60,000. Computer Television Inc., principally owned by Time, is serving 41,500 rooms in 68 hotels but is “still in the early stage of development and holds all the risks of an unproved venture.” The report did not show what these TV interests or Time’s womtv (tv) Grand Rapids, Mich., contributed to over-all Time Inc. revenues, which increased 13% to $825.6 million, and net income, up 5.7% to $50.2 million.

This announcement appears as a matter of record only.

$15,000,000
TAFT BROADCASTING COMPANY
Notes due April 1, 1991

The company delivered $10,050,000 of the Notes in February 1975 and expects to deliver the balance in September 1975.

Private placement of these securities has been arranged by the undersigned.

Loeb, Rhoades & Co.
Forty Two Wall Street, New York, N.Y. 10005
Telephone (212) 530-4000

March 25, 1975
**Broadcasting's index of 134 stocks allied with electronic media**

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**Broadcasting with other major interests**

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**Cablecasting**

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**Broadcasting Mar 31 1975**

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### Service

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<th>Net change in week</th>
<th>% change in week</th>
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<th>P/E ratios</th>
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### Electronics/Manufacturing

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<th>Net change in week</th>
<th>% change in week</th>
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<th>P/E ratios</th>
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Over-the-counter bid prices supplied by Horshorn-Webers, Hemphil-Noyes Inc., Washington, D.C. Yearly highs and lows are drawn from trading days reported by Broadcast. Actual figures may vary slightly. 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. ** Stock split. P/E ratio computed with earnings figures for last 12 months published by company. * No annual earnings figures are available. ** No P/E ratio is computed; company registered net losses.
Media
Paul Kelley, sales manager, WBBZ-TV Boston, named VP-general manager, WMEX-(AM) Boston.
William Dwyer, general sales manager, KNBR-AM San Francisco, named general manager.

Norm Feuer, VP-general manager, WLYF-FM Miami, and VP of parent Sudbrink Broadcasting Co., Fort Lauderdale, Fla., assumes additional duties as VP-general manager, WLAK(FM) Chicago, and will be headquartered there. Kathy Seipp, sales manager, WLYF, named station manager.


Hal O'Donnell, program director, KEYT-TV Santa Barbara, Calif., named general manager.

David K. Bivins, manager, nighttime pricing and financial evaluation, NBC-TV, named director, pricing and financial evaluation, NBC-TV. He succeeds Jerome Wexler, now VP, business affairs, NBC-TV (BROADCASTING, Jan. 27).

C. E. Cooney, general manager, and Francis A. Martin, operations manager, both KRON-TV San Francisco, elected VP and treasurer, respectively, of licensee, Chronicle Broadcasting Co.

Manny Sternfeld, manager, financial administration, NBC-TV New York, named management, business affairs, NBC's WRC-TV Washington. Eugene McGuire, manager, business affairs, NBC's W3BC-TV Cleveland, named director of employee relations, WRC-TV.

Al Kucin, general manager, WYFF(FM) Chicago, additionally elected VP, RKO General Radio, parent company.

Allan S. Ross, coordinator of employee relations, Ciba-Geigy Corp., named director of staffing and personnel development, ABC Inc., New York.

Peter Lenz, promotion manager, WKBF-TV Cleveland, named to same post, W2BS-TV Philadelphia. Both are Kaiser Broadcasting stations.

Kitty Broady, public relations director, WWIN(AM) Baltimore, named director of public relations, WQBF(AM) Baltimore.

Frank Jackson, news and public affairs manager, WIFD-TV Chicago, named assistant manager, community affairs, WBBM-TV Chicago. Liza Seaman, continuity coordinator, WBBM-TV, named manager of community information.

Jim Geary, manager of sales service and traffic, Westinghouse Broadcasting Co., named manager of new traffic/data processing department, KMBC-TV Kansas City.

South Carolina Broadcasters Association newly elected officers and directors: A. P. Skinner, WOLS(AM) Florence, president; Betty Roper, WYMB(AM) Manning, VP; Virgil Evans, WCSt-TV Charleston, VP; Steve Currie, WQBD-TV Charleston, Tom Chandler, WQAY(AM) Cayce, and Bob Heinlein, WQCD(AM) Chester, directors.

Charles E. Pride, publicity manager, WWJ-AM-FM-TV Detroit, named assistant director, advertising and press information, WXSY-TV Detroit.

William J. Lamb, director business affairs, noncommercial KEET-TV Los Angeles, elected VP-business affairs.

Broadcast Advertising
Frank S. Mangan, with Katz Radio, Chicago, named manager, Buckeye Radio Sales, Chicago office.

Hal Hayes, account supervisor, Chiat/Day Advertising, Los Angeles, elected VP.

Charles Dickinson, senior art director, Cunningham & Walsh, New York, Robert Coborn, creative group director, C &W, New York, and Wally Carlson, manager of print production, C &W, San Francisco, elected VP's.

Lyle Eugene Smith, account executive and local sales director, WEEK-TV Peoria, Ill., named assistant general sales manager, WQAD-TV Moline, Ill.

Allen Kay, group creative supervisor, Needham, Harper & Steers, New York, named to newly created position of associate creative director.

Thomas N. Clancy, former associate media planning director, Doyle Dane Bernbach, New York, named media director, Altman, Stoller, Weiss, New York.

Art Wallis, announcer-production director, KIM(AM) Denver, named creative director, WQAR(AM) Cleveland.

Mark S. Walton, chief of radio production, U.S. Navy, named broadcast service supervisor, Leo Burnett Co., Chicago.

Gary Gusick, account executive, Carlson/Liebowitz, Los Angeles, named copy.
writer, Cunningham & Walsh, San Francisco.

**Programming**


Michael James Lucas, program director, KONO(AM) San Antonio, Tex., named to same post, KXOL(AM) Fort Worth.

Charles Tolep, VP-technical facilities and operations, Viacom Enterprises, elected VP-merchandising and licensing.

Bob Walker, music director, WPOC(FM) Baltimore, named to additional post of assistant program director.

**Broadcast Journalism**

Milt Weiss, executive news director, WCAU-TV Philadelphia, named news director, KHOU-TV Houston.

Ron Magers, anchorman, KSTP-TV St. Paul, named news director.

Bill Peterson, news director, WSPD-TV Toledo, Ohio, named to same post, KCST-TV San Diego. Both are Storer Broadcasting stations.

Steve Milner, reporter, KFI(AM) Los Angeles, named news director, KNA(AM) Long Beach, Calif.

William J. Miller, special projects manager, KXOL(AM) Phoenix, named manager of news division.

Harold Winard, with WNNJ(AM)-WXLL(AM) Newton, N.J., named news director, succeeding Bill Shusta, who joins WHAM(AM) Rochester, N.Y.

Dave Nixon, news anchorman, KCAU-TV Sioux City, Iowa, named director of news programming.

Frank P. Gottlieb, news producer, WTAI-TV Pittsburgh, named news producer, WLW(TV) Columbus, Ohio.

Don O. Noel Jr., former editor, Hartford (Conn.) Times, named senior correspondent, WFSB-TF Hartford.

Jim Lawrence, editor, KXOL-AM-FM Fort Worth, named afternoon editor, WRR(AM) Dallas. Allen Stone, newsman, KRLD-AM-FM Dallas, named morning editor, WRR.

Rod Fritz, sports director, WEEX(AM)-WWQO(FM) Easton, Pa., named to news staff, WPEN-AM-FM Philadelphia.

Donna Drews, with KRLD-AM-FM Dallas, named county government reporter, WFAA-TV Dallas-Forth Worth.

Dwight E. Smith, reporter-anchorman, WISH-TV Indianapolis, named to news staff, WMAR-TV Baltimore.

**Cable**


Wayne R. Hauser, general manager, Davis Communications, Oxnard, Calif., elected VP and general manager, Community Cablevision Inc., Newport Beach, Calif.

John E. Walkmeyer Jr., communications policy analyst, Center for Development Technology, Washington University, St. Louis, named cable communications specialist, Minnesota Commission on Cable Communications, Bloomington.

George Gilbert, manager of TV, voice and data operations, CPI Microwave Inc., named manager of transportation development, Home Box Office Inc., New York.

Newly elected officers, Georgia Cable TV Association: Jon Oscher, Cartersville Cable TV president; Frank Hurst, Community Telecast of Georgia, LaGrange, VP; Betsy Dooley, Clear Vu cable TV, Summerville, secretary-treasurer; Albert Harrison, John Jacobs Jr., Bill Keller and Ray Mercury, directors; Frank Hamilton, associate director.

**Equipment & Engineering**


Fred M. Samuel, assistant product manager, Sony Corp. of America, named director broadcast/CATV/CCTV division, Calvert Electronics Inc., New York.

Tom Sleeman, director of operations, KVRL(TV) Houston, joins The Grass Valley Group, as Southeast regional sales manager, based in Atlanta. Don Bowdish, field sales engineer, Ampex Corp., joins Grass Valley Group, Grass Valley, Calif., as district manager.

Frank D. Langstroth, formerly VP- legislative affairs, Magnavox Co., named VP-West Coast operations, Electronic Industries Association's new office in Los Angeles.

**Allied Fields**

Gail James, associate director of research and planning, Bank Marketing Association, named senior project director of custom research, A. C. Nielsen Co., Northbrook, Ill.

Larry Stewart, producer, director, and vice president of Hollywood chapter of National Association of Television Arts and Sciences, named chairman, awards committee for academy.

Lawrence B. Goldberg, on legal staff, American Society of Composers, Authors

**Dr. Jansky in a 1970 photo**

C. M. Jansky Jr., 79, internationally known consulting radio engineer, died March 25 in Washington after an illness of several months. He developed a heart condition six years ago but had lived a comparatively normal life by virtue of cardiovension treatment to correct the heart irregularity.

Memorial services were held at the Cosmos Club in Washington Friday. Dr. Jansky is survived by a son, Curtis Moreau, Washington electronics engineer; a daughter, Mrs. C. T. Froshcer, of Homestead, Fla.; his second wife, Kerstin, whom he married four years ago, and five grandchildren.

In the 1920's Dr. Jansky pioneered in radio broadcasting and the formulation of the original guidelines for allocations. He was nominated for a commissioner-ship on the Federal Radio Commission by President Calvin Coolidge in 1928, but the appointment lapsed with the change in administration. He also pioneered in the geophysical exploration for oil by use of radio signals through the earth's crust.

Cyril Moreau Jansky Jr. was born in Denton, Mich., June 28, 1979, the son of a professor of electrical engineering. His first job was as an instructor in engineering at the University of Wisconsin, where he graduated in 1917. He had become interested in radio in 1916 and probed the development of the vacuum tube, then experimental, as a ham radio operator. He joined the University of Minnesota faculty in 1920 as an instructor in electrical engineering and participated in the establishment of that school's WLB, a nocommercial radio outlet.

When broadcasting began to emerge in 1921, Secretary of Commerce Herbert Hoover called the first of a series of conferences to chart the future of radio allocations, then under the ship inspection service of the Department of Commerce. Dr. Jansky was named member of the conference and became a close adviser of the secretary, an association that endured during Mr. Hoover's presidential term and thereafter. Dr. Jansky, in 1957, accepted the Distinguished Service Award of the National Association of Broadcasters for the then alling former President.

Dr. Jansky served as president of the Institute of Radio Engineers (now IEEE) in 1934. In 1930 he left the campus to establish the engineering firm of Jansky & Bailey in Washington. That firm was merged into Atlantic Research Corp. in 1961. Both Dr. Jansky and Stuart L. Bailey subsequently retired from Atlantic. Mr. Bailey had been a student under Dr. Jansky. The firm was the first to specialize in station coverage surveys.
For the Record

As compiled by Broadcasting, March 17 through March 21 and based on filings, authorizations and other FCC actions.

Abbreviations: AJL-Administrative Law Judge, alt.-characteristic height of antenna above average terrain, kw.-kilowatts, kw.-max.-maximum expected operation value, mhz.-megahertz, mod.-modifications, N.-new, PSA-preservation service authority, SH-specified hours, trans.-transmitter, TPO-transmitter power output, U-unlimited hours, vis.-visual, w.-watts. *-noncommercial.

New stations

TV actions
* Fort Smith, Ark.-McM Broadcasting Co. Broadcast Bureau granted UHF ch. 24 (550-536 mhz); ERP 513 kw vis., 101 kw aur., HAAT 920 ft.; ant. height above ground 541.3 ft. P.O. address: c/o Melvin B. Caldwell, 2201 Mississippi Ave., Joplin, Mo. 64801. Estimated construction cost $387,906; first-year operating cost $364,485; revenue $250,000. Legal counsel C. G. McClinton, St. Louis. Consulting engineer Melvin B. Caldwell, Principal: Delbert McClinton (25%), Melvin B. Caldwell (30%), O. L. Messers. McClinton have interest in construction companies in Fayetteville, Ark. Mr. Caldwell is broadcast consultant in Joplin. Mr. and president of KUHI-TV Joplin (BPCT-4763). Action March 14.
* Albuquerque, N.M.-Spanish Television of New Mexico. Broadcast Bureau granted ch. 23 (324-340 mhz); ERP 11.7 kw vis., 2.2 kw aur., HAAT minus 25 ft.; ant. height above ground 291 ft. P.O. address: 7221 N. Hills Blvd., NE, Albuquerque 87109. Estimated construction cost $42,950; first-year operating cost $32,175; revenue $116,500. Legal counsel Daily, Joyce, Bonsari & George; Washington. Consulting engineer Howard E. Griffith, Principal: Odes L. Eckart (44.2%); Herbert J. Taylor (13.4%); et al., Mr. Eckart has interest in New Mexico Shopping center. Mr. Holgerson is CATV program salesman for Springfield, N.H., and Mather is owner of熊猫ala distribution and drugstore in Gallup, N.M. (BPCT-4775). Action March 12.

AM application

AM actions

Deaths
Carlton KaDell, 70, Chicago and Hollywood radio personality for over 40 years, died March 14 of heart attack in Chicago. Mr. KaDell announced such Hollywood Network programs as "Amos 'n Andy Show, Big Town, Mayor of the Town, Jack Carson Show, Edgar Bergen Show and Chesterfield Time." He returned to home town of Chicago 20 years ago and was with WEWM (FM) Chicago at time of death.

John A. DeMott, 63, one of original members of Hal Roach's "Our Gang" comedies and television production director with CBS in New York and with NBC and Paramount in Hollywood, died March 19 of heart attack at University hospital, San Diego. Survivors include his wife, Barbara, and two sons, John Jr., sports director of KSON (AM) San Diego, and Michael.

E. Murray Hahn, 57, general manager, WINE-AM-FM Brookfield, Conn., died Feb. 12 in Danbury, Conn., after brief illness. He is survived by his wife, Marie, two sons and one daughter.
**FM actions**
- Durango, Colo.—Fort Lewis College. Broadcast Bureau granted 91.9 mhz, 10 kw, HAAT minus 100 ft. P.O. address: College Heights, Durango 81301. Estimated construction cost $1,500. Principal: Betty Shoulders, supervisor of student affairs (BPF-16340). Action March 14.
- Oak Lawn, Ill.—Application by Reavis High School for FM on 86.9 is dismissed at request of applicant (BPEP-1-7686). Ann. March 17.
- Sauk Rapids, Minn.—Tri-County Broadcasting Co. Broadcast Bureau granted 101.7 mhz, 1 kw, HAAT 300 ft. P.O. address: Box 255. Sauk Rapids 56379. Estimated construction cost $1,000; first-year operating costs $13,300; revenue $25,000. Former C & W: Principal: Herbert M. Hopper (100%). Owner: WALT (AM) Sauk Rapids (BPF-79816). Action March 17.
- Lawton, Texas—Application for CP for station to be operated by Rider College. Broadcast Bureau requested to determine if applicant is entitled to CP and purposes of Trustees, dismissed at request of applicant (BPEP-1-79817). Action March 17.
- Kilmarnock Va.—Kilmarnock Broadcasters. Broadcast Bureau granted 101.1 mhz, 1.9 kw, HAAT 310 ft; first costs $1,300; revenue $2,000. Former C & W: Principal: Affiliated with PC. Owner: D. G. Marinelli (BPH-92685). Action March 18.

**FM sales**
- WKKM Harrison, Mich.—Authorized program operation on 92.1 mhz. ERP 3 kw, HAAT 100 ft. Action March 6.
- KBHL Lincoln, Neb.—Authorized program operation on 93.5 mhz. ERP 3 kw, HAAT 115 ft. Action March 6.

**Ownership changes**
- WLIS(AM) Old Saybrook, Conn. (1420 khz, 500 w) — Seeks transfer of control of Radio Connecticut from James E. Powers and Betty Brown (100% before; 26% after) to Nutmeg Broadcasters Corp. (100%). Consideration: $40,285. Principals: John M. Powers, general manager; Ann Powers and Betty Brown wish to infuse new capital into Radio Connecticut. Nutmeg Broadcasters (Herbert and Ethel Rice) is licensee of WLIS(AM). (80%) and NWTY(AM) Southington, all Connecticut. Action March 17.
- KFBD-AM-FM Waynesville, Mo. (AM: 1270 khz, 500 w; FM: 97.7 mhz, 3 kw) — Seeks assignment of license from James P. DeAngelo to Medicine Media for $10,000. Seller: James P. DeAngelo (100% before) and Buyer: Medicine Media (100% after). Action March 17.
- KFBH-AM-FM Waynesville, Mo. —Has been silent since August 1974. Donald N. Tritton, Ralph G. Devitt and Floyd M. Mooney (none before, each 25% after) are Waynesville doctors and auto dealer, respectively. Action March 20.
- WZID(FM) Manchester, N.H. (95.7 mhz, 10 kw) — SEeks assignment of license from New Hampshire Community Service to Radioactive Group for $190,000. Seller: Ralph Gottlieb, controlling shareholder, wishes to assign WZID to Gross Broadcasting Group which is controlled by his daughter, Sall Jo Lyons. Ann. March 19.

**Facilities changes**
- KBBQ(AM)-KBVF(FM) Ventura, Calif. (AM: 1050 kHz, 5 kw; DA-2: FM: 95.1 mhz, 28 kw, horizon, 6.9 kw ver.) — Broadcast Bureau granted transfer of control of Tri-County Public Service Inc. from Russell L. Fites (50% before; none after), Jean Ittenberg (25% before; none after), and Robert C. Grettengberg (15% before, none after) to Annabelle Rea (none before, 50% after), Marjorie Rea (none before, 25% after) and Michael R. Thomas (none before, 25% after). Consideration: $13,200. Principals: Marjorie and Annabelle Rea are wife and daughter of the late Luther Schaefer.��. Tri-County, Mr. Thomas is general manager of KBBQ(AM) and KBVF(AM). (BTC-7643-4). Action March 13.
- WWFL(AM) Clermont, Fla. (1340 khz, 1 kw-D. 230 w-N) — Broadcast Bureau granted transfer of control of River City Broadcasting Co. to ESPN from Olin Tice Sr. and Jr. (100% before; none after) and Buyer: Annabelle Rea (none before, 100% after). Action March 17.

**TV actions**
- KPCB-TV Pittsburgh—Broadcast Bureau granted mod. of CP to change ERP to 1100 kw (visual); existing antenna to be removed. (BPMC-7571). Action March 17.

**AM Applications**
- WGTN Mattawoman, Md.—Seeks to increase daytime pattern 15 kw to unlimited and install new trans. Action March 21.
- WOUB Athens, Ohio —Seeks CP to increase daytime power to 500 w, change trans. Ann. March 21.

**FM actions**
- KTQM San Rafael, Calif.—Broadcast Bureau granted CP to make changes in daytime pattern due to destroyed tower (BPB-19878). Action March 13.
- KDB Santa Barbara, Calif.—Broadcast Bureau granted CP to change daytime pattern due to conditions (BPB-19892). Action March 13.
- WSWF Fort Lauderdale, Fla.—Broadcast Bureau granted mod. of CP to make changes in directional system (BMPD-19373), Action March 13.
- WRLF Columbus, Ohio—Broadcast Bureau granted CP to replace expired permit for changes (BPB-95811), Action March 17.
- WSPH Baltimore—Broadcast Bureau granted CP to install new antenna, trans. with 1 kw day and 1 kw night. Action March 17.
- WMKL Portsmout, Va.—Broadcast Bureau granted CP for changes in the directional system (BPB-19849). Action March 17.
- WTTN Watertown, Wis.—Broadcast Bureau granted CP to permit changes for (BPB-99620). Action March 17.

**FM sales**
- WKLS Atlanta—Broadcast Bureau granted CP to install new antenna; make changes in transmission line (BPB-9263). Action March 17.
- WSMF-FM, Litchfield, Ill.—Broadcast Bureau granted CP for changes in directional system; height 175 feet (BPB-9264). Action March 17.
- WOLI Ottawa, Ill.—Broadcast Bureau accepted draft agreement on March 21 in accordance with commission’s first report and order in Doc. 19550; change frequency to 95.3 mhz; change ERP 3 kw; ant. height 190 ft. Action March 17.
- WSPH Baltimore—Broadcast Bureau granted mod. of CP to change antenna location; make changes in system for National Commission’s first report and order in Doc. 19550, in accordance with amendment to commission’s first report and order in Doc. 19550; change frequency to 95.3 mhz; change ERP 3 kw; ant. height 190 ft. Action March 17.
- WJLV Baltimore—Broadcast Bureau granted mod. of CP to change antenna location; make changes in system for National Commission’s first report and order in Doc. 19550, in accordance with amendment to commission’s first report and order in Doc. 19550; change frequency to 95.3 mhz; change ERP 3 kw; ant. height 190 ft. Action March 17.
- WJVE-N Albion, Mich.—Broadcast Bureau granted CP to install new antenna; make changes in antenna system; ERP 1.2 kw; ant. height 460 ft (BPH-93153). Action March 17.
- KIOS-FM Omaha—Application to change trans. location to Benson High School, Maple and 52nd St., Omaha; operate by remote control from studio site; install new antenna; make change in antenna system and change HAAT to 326 ft, disminated. Action March 17.
- WJHL-FM Hempstead, N.Y.—Broadcast Bureau granted CP to change trans. change location; change trans. and ant. system; ant. height 300 ft (BPB-97273). Action March 17.
- WKCR-FM New York—Broadcast Bureau granted CP to change location to Number 1 World Trade Center, New York, N.Y.; install new trans. and antenna and make changes in the antenna system; ERP 700 kw; ant. height 1370 ft; remote control permitted (BPB-93937). Action March 17.
- WMYK Elizabeth City, N.C.—Broadcast Bureau granted CP to change license in ant. system. (BPB-9280). Action March 17.
- WWCMW-Stateside—Broadcast Bureau granted CP to install new antenna; make changes in antenna system; ERP 27 kw; ant. height 880 ft; remote control permitted (BPB-9280). Action March 17.
Summary of broadcasting

FCC tabulations as of Feb. 28, 1975

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<tr>
<th>Commercial AM</th>
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* Special temporary authorization
** Includes off-air licenses


B. Puerto Rico, AM proceedings: Cavallaro Broadcasting Corp., competing for 1100 kHz, at San Juan; Figueroa and Associates, at Rio Grande; Boricua Broadcasting Corp., at San Juan; Vieques Radio Corp., at Isabela Segunda (Docs. 19897.8, 19900.1)—ALJ Chester F. Naumowicz Jr. granted motion by Cavallaro and Associates for dismission application, by separate action joint petition for approval of agreement by Cavallaro, Boricua Broadcasting Corp.; dismissed dissmissal of Boricua application upon reimbursement of $74,762.85 and amended Boricua application; by another separate action granted petition by Cavallaro for leave to amend his petition of application in response to pending issue and ordered conference for March 28, Action March 13.

FCC starts

Following stations were authorized program operating authority for changed facilities on date shown. WJAM, Harriman, Tenn. March 25 (BB835) March 27 and WPAD-FM Paducah, Ky. (BB835) March 6.

In contest

Designed for hearing

a. Radio Marion (Doc. 20363) — FCC designated application for hearing. Issues to be determined — inclusion of WJAM to composition of Marion and Perry county, Ala., is reflected to reasonable degree in licensee’s community leader and general public surveys, whether ascertainment survey was conducted by appropriate personnel of licensee and whether survey reasonably could have been expected to discover needs, interests and problems of WJAM’s service area. Action March 11.

Procedural rulings


c. Fort Wayne, Ind., FM proceedings: Templar Broadcasting Co. and Kwan Broadcasting Co. and Weber Broadcasting, competing for 103.9 MHz (Docs. 20328.316) ALJ Joseph Stimler scheduled hearing for May 15 and further hearing for May 25 to consider cancellation of hearing now scheduled for April 21, Action March 21.

Dismissed

KCTY(FM) Solinas and KTRB(FM) Modesto, both California, facility changes proceeding: EJO Co, Inc. and Big Valley Broadcasting (Docs. 20275.6)—ALJ Walter C. Miller granted petition by Big Valley and dismissed its application with prejudice: petition on file by JECO to modify proceeding was cancelled hearing now scheduled for March 25. Action March 12.

Joint agreements

Decatur, Ill., FM proceedings: Praidland Broadcasters, WBIZ Inc., Superior Media and Decatur Broadcasting, competing for 95.1 MHz at Decatur (Docs. 20271.8) —alla CTMC Thomas B. Fitzpatrick approved joint request for approval of agreement by Praidland, Decatur Broadcasting and Soy Communications Co., authorized payment by Praidland and Soy to Superior of $8,400, ordered reimbursement held in abeyance pending favorable resolution of trafficking issue, denied petition for dismissal of application by Superintendent and retained application in hearing status for sole purpose of resolution of trafficking issue. Action March 13.

Avalon, N.J., FM proceedings: WAVV Communications and Avalon Broadcasting Corp., competing for 94.3 MHz at Avalon (Docs. 20030.1)—ALJ Jay

ordered Beaver Broadcasting System to forfeit $500 for repeated violation of operator requirements of rules. Action March 19.

KVNUAM Logan, Utah—Broadcast Bureau ordered Cache Valley Broadcasting Co. to forfeit $300 for repeated violation of rules for making required equipment performance measurements. Action March 17.

WJAM, Warren, Va.—Broadcast Bureau ordered Northern Neck and Tidewater Broadcasting Co. to forfeit $1,000 for repeated violation of rules by operating in excess of authorized power. Action March 17.

Other actions

FCC denied request by Howard L. Giftord to review Broadcasting Bureau ruling that further action on his complaint against KFPS, El Dorado, was not warranted. FCC denied request of three Democratic Senatorial candidates in June 1974 California primary for Tennessee radio station, KOVU-AM, Stockton-Sacramento, KPTV-BSN, San Diego and KTVX Sacramento had either violated equal opportunities provision of Communications Act or had engaged in unfair and discriminatory practices in their political broadcasting. Broadcast Bureau said Giftord’s complaint contained no new issue for equal opportunities as required by rules and that KPTV-BSN had not acted unreasonably or in bad faith. Action March 12.

KJLH(FM) Compton, Calif.—FCC reaffirmed action granting authority to Broadcast Bureau to issue special temporary authority to KLJH(FM) Compton, Calif., to determine whether objectionable interference would be caused by a change in trans. location. Action March 12.

KFY(FM) Fresno, Calif.—FCC denied application by KFRE(AM) Fresno and affirmed staff action denying its request for approval of application of KFRE(FM) Fresno, licensed to Stereo Broadcasting Corp. Broadcast Bureau denied KFRE’s petition, stating that alleged examples of public confusion resulted primarily from similarities in promotional material that would not be resolved in resolving call letter disputes. Action March 12.

WRC-TV Washington, D.C.—FCC denied complaint of National Organization for Women challenging grant of license renewal application. NOW charged that WRC-TV failed to seek needs of its community in that it had inadequate programming designed to meet those needs. NOW also contended WRC-TV had violated fairness doctrine and discrimination in employment practices. Denial of petition was conditioned on whether action taken might more appropriately result as final determination by U.S. Equal Employment Opportunity Commission on charges against WRC-TV that NOW filed in March, Action March 19.


WABC-TV New York—FCC denied petition by National Organization for Women to deny renewal of license to WABC-TV (BPTV-New York) because it had not provided programming designed to meet the needs of its community, that it had inadequate programming designed to meet those needs. NOW also contended WABC-TV had violated fairness doctrine and discrimination in employment practices. Denial of petition was conditioned on whether action taken might more appropriately result as final determination by U.S. Equal Employment Opportunity Commission on charges against WABC-TV that NOW filed in March, Action March 19.

WPMM(AM) Portsmouth, Va.—Broadcast Bureau denied petition to identify as Portsmouth-Norfolk. VA. Action March 4.

Fines

KTKA(FM) Tucson, Ariz.—Broadcast Bureau ordered Arizonans Living Co., to forfeit $300 for repeated violation of rules by failing to make required equipment performance measurements. Action March 19.

WMVG(AM) Millcreek, Ga.—Broadcast Bureau notified M. T. Landy Inc. that incurred apparent liabilities of $500 for willful or repeated violation of operator requirements of rules. Action March 15.

WTLF(AM), Indianapolis — Broadcast Bureau notified Media Communications Co. that it incurred apparent liability of $300 for willful or repeated violation of rules in that transmitting system was operated by unlicensed operator. Action March 17.

KAVAM(AM) Hermiston, Ore.—Broadcast Bureau notified Hermiston Broadcasting Co. that it incurred apparent liability for failure to show $600 for willful or repeated violation of rules in that transmitting system was operated by unlicensed operator. Action March 17.

KTLIAM(AM) Tillamook, Ore.—Broadcast Bureau

Allocation

FCC took following actions on FM allocations:

Canton-Waynesville, Ohio—Broadcast Bureau proposed assigning first channel to Canton-Waynesville. Action was in response to petition by Jefferson County. Broadcast Bureau said Waynesville was largest of two communities. It was proposed because of different economic needs. Since Canton is within 10 miles of Waynesville, 285 channels are available through application of 10-mile rule. Action March 12.

Translators

Applications


Broadcasting Mar 31 1975

100
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readers per copy.
Cable

Applications

Following listing of cable TV systems requested certification (applications in which electric companies were listed are said TV proposed for carriage):

Evergreen Cabled Ltd., One Henderson St., Branton, N.Y. (CAC-4849); WDIQ Dozier, Ala.: WEAR-TV Pensacola, Fla. (CAC-4850); Cable TV Mobile, Ala.; WOCOV-TV, WKBV-TV, WSFA-TV Montgomery, Ala.; Cable Video, Box 272, Waterfor, Conn. 06859, for Sprague (CAC-4844); Lisbon (CAC-4845); Franklin (CAC-4846) and New Haven (CAC-4848), all Conn.: Delete NEWN-TV New York and add WLTV Cambridge, Mass.

Sawtooth Cablevision, Box 340, Hailey, Idaho 83333, for Belvue, Idaho (CAC-4847) and KTVB Boise, Idaho KIFI-TV Twin Falls, Idaho, (CAC-4851); KBKL-TV Pocatello and KMVT Twin Falls, Idaho.

DeKalb Cable Co., 108 E Washington St., Indiana, 46024, for DeKalb County, Ind. (CAC-4842); Watterfield (CAC-4843) and Garret (CAC-4845), all Indiana: WANE-TV, WPTA, WJFG-TV, Ft. Wayne, Ind.; WMSM-TV South Bend, Ind.; WKBK-TV Detroit; WVTQ-TV Toledo, Ohio; WBUQ-TV Lima, Ohio; WJHF-TV Minden, La.

Buckethead Video, Box 119, Carthage, Mo. 63330, for Carthage (CAC-4846) and Mayti (CAC-4847), both Missouri: Add WDXR-TV Pa. Duquesy, Ky.

C. A. Cabledvision, Box 10727, University Park Station, Philadelphia, Pa. 19148, for Collegeville and Artesia (CAC-4859), both New Mexico: Request certification of existing CATV operators.

Glen Karl Knolle, New Hartford, N.Y. 13413, for Canasota (CAC-4854); Wamps-ville, N.Y. (CAC-4857), all New York: WSYR-TV, WHEN-TV, WNYT-TV, WCNY-TV Syracuse; WDKT, WUTR Utica; WPXQ-WI, WOR TV New York and WUTV Buffalo, all New York.

Ceracheon Television Corp., 519 W State St, Ithaca, N.Y. 14840, for Groton, N.Y. (CAC-3802); Add WOR TV New York; WENY-TV Elmira, N.Y. (CAC-3840); WEF-TV, WTVR-TV, Scranton, Pa.; WHLO Binghamton, WXXI Rochester, both New York.

Lowville Cable Tel, 7612 N State St, Lowville, N.Y. 13363, for Lowville, N.Y. (CAC-4853); Add WOR TV New York.

Claremore Cablevision, Box 1248, Claremore, Okla. 74017, for Claremore, Okla. (CAC-4850); Add KTTX Dallas and DELA TV California.

Cablevision of Guymon, 215 W 5th St., Guymon, Okla. 73942, for Guymon, Okla. (CAC-4817); Add KTVZ Enid, Okla., in both Kansas and Oklahoma.

Athen/Etoah T.V. Co., Box 429, Athens, Tenn. 37303, for Athens (CAC-4830); Harriman TVC-TV, Harriman, Tenn. 37748, for Harriman (CAC-4831) and Rockwood TV Cable Co., Rockwood, Tenn. 37854, for Rockwood (CAC-4832), all Tennessee: Add WTCG Atlanta and WRIP Chattanooga.

Cablevision of Gainsville, 2100 Village Center, Gainesville, Fla. 32601, for Gainesville (CAC-4830); Add KTXT Dallas and DELA TV California.


Riverdale Cable TV, Box 1077, University Park Station, Denver 80210, for Riverdale (CAC-4868) and Commerce City (CAC-4862); Wolf Creek, Calif.; Powell (CAC-4863) and Fremont county, all Wyoming: Add KWGN TV Denver.

Certification actions

Rialto, Calif.--FCC granted certificate of compliance to the Rialto Cable TV Corp., to add seven signals to existing operations in Rialto, located in the Los Angeles-Foxenson-Fon- tana major TV market. National Cable re- ceived for registration in the application: Angeleno, KLSA Fontana; KHOF San Bernadino; *KPBS San Diego; KROK-FM, Scottsdale, Ariz.; and both Tuliana, Mexico. KMEX Los Angeles opposed carriage of KXTW on system. FCC said rules permit retransmission of domestic foreign stations unless local station could show imported station would have advantage as to its ability to serve public. It further pointed out that local sta- tion would have priority over any cable system. Commission found that KMEX's arguments were not "compelling demonstration" of need for nonnetwork programing and approved action March 11.

Milford, Del.--Application for general TeleVision for certificate of compliance dismissed as requested certification public, the FCC said it would not be issued until it was established in hearing that systems were operating in compliance with FCC regulations. SCA and Milford were denied application, argued that certificates of compliance should not be issued until hearer testimony of applicant showed noncom- pliance could be made, and communities would be deprived of necessary time required for proceeding. Action March 11.

Bair Creek township, Pa.--FCC denied Service Data Of Pennsylvania request at Bair Creek township, Pa. Service Electric received declaratory rule- ing that system was "operationally and" and "commercially successful" and, the FCC said that it was due to lack of significant number of subscribers it could not therefore authorize carriage of seven signals to Bair Creek township. Service Elec- tric waiver of franchise requirements since fran- chise was issued for Bair Creek township. Certification was without prejudice to reconsidera- tion of application with submission of material to Commissioner. Action March 11.

Other action

Springfield. Ili.--FCC denied request of Young's Community Television Corp., to add carriage to cable system. Taylor Electric company was fil in response to request by WRIP Greenfield, Wis., for approval of expansion to cable system. The electric company was in response to request by Taylor Electric company. Its application was in response to request by Taylor Electric company. Action March 15, 1975.

Young's Community Television Corp., to add carriage to cable system. Taylor Electric company was fil in response to request by WRIP Greenfield, Wis., for approval of expansion to cable system. The electric company was in response to request by Taylor Electric company. Its application was in response to request by Taylor Electric company. Action March 15, 1975.
Help Wanted Management
Small market Arizona station needs assistant manager. Must be strong on revenue including salary requirements to Box C-278, BROADCASTING.

Stations manager wanted for commercial religious station; position calls for extensive background, northern California. Box C-294, BROADCASTING.

Experienced account executive for single station market in north central Ohio. Excellent opportunity. Apply, radio station WLEC, P.O. box 414, Sandusky, OH 44870.

Phone experienced in sales. Management position with stock options possible. Cash could buy 49% of station with good potential. 513-346-7473.

Need strong, sales oriented manager for radio station in small market. Must be willing to start for small compensation which will increase as you work here a time period available. Call manager. Send details, including references, to Jack Wallmeier, P.O. box 472, Traverse City, MI 49684.

Southwestern group has opening for AM/FM Manager. Sales background essential. Experience in small markets necessary. Must have FCC knowledge and ability to work with staff. Super opportunity in mid-California. Earn over $15,000. Start at call. Ray Kandel, 3588 Newport Center, Suite 2120, 2202 Ave. of the Stars, Los Angeles, 212-277-4930. Interviews also at NAB.

Manager Wanted. Sales or station manager will probably be promoted to general manager within 12 months. Two prior sales managers are now GMs at our other stations. Earn $15,000-1st year with more money and responsibility in the future. Send resume to Community Service Broadcasting, 811 Broadway, Mt. Vernon, IL 62864.

Sales Manager wanted for full time AM and Class B FM combination stations in New Hampshire. Write to Harold Segal, Broadcast Automation Specialist, 495 Walnut St., Newtonville, MA 02160.

Key Manager for medium market upstate New York AM/FM operation. Strong sales and personnel background essential. Send resume to M. Penonien, Elmira, NY 14906.

Help Wanted Sales
California station seeking sales managers, community participating, who can lead, direct sales staff, and develop own billing. Salary, incentives, bonuses. Box C-104, BROADCASTING.

California station seeking salesperson, energetic, hard driving, preferably KAB trained. Salary, fringe benefits, Box C-230, BROADCASTING.

Wanted: Salesperson for eastern North Carolina's leading AM/FM fulltime. We offer salary plus commission. Send resume to M. Penonien, Box C-91, BROADCASTING.

Florida multi-station group wants seasoned pro first ticket to help produce beautiful MOR sound for discriminating adults, and sales leading to management. Medium market, fulltime resort facility. Box C-230, BROADCASTING.

If you are energetic, enthusiastic, goal oriented and can sell, write: Vice President, Broadcasting, Inc., Jack Chapman or Ray Stephens, KGAK, Gallup, NM 505-863-6444.

A great future can be yours on Cape Cod with a 50,000 watt AM stereo station. Contact Ken Patch at 617-548-3102.

Help Wanted Announcers
Florida multi-station group wants seasoned pro first ticket to help produce beautiful MOR sound for discriminating adults, and sales leading to management. Medium market, fulltime resort facility, Box C-230, BROADCASTING.

Northern New England, top-flight Beautiful Music station with exceptional ratings looking for exceptional voice and production person interested in creative broadcasting to large area and large population from rural setting. Box C-274, BROADCASTING.

Help Wanted Announcers Continued
Wanted—Experienced disc jockey for top 40 and soul music show with other stations. Must have third class license with broadcast endorsement. Minorities encouraged. Box C-276, BROADCASTING.


If you are professionally trained classical music announcer/producer, must be and sound personable and musically oriented voice. Opportunity is very important. On-air announcing, board work, program production, in-field concert recording. Centralized located music program services feeds 6-station FM network. NPP affiliate. Immediate opening. FCC. Third, Full benefits. Send tape, resume, salary requirements to: Michael Benowitz, program director, Minnesota Public Radio (RJS); Collegeville, MN 56321. 612-363-7702.

Leader in NYC suburban market need strong dependable morning person for MOR format. Seek maturity -radio experience. training needed. Ability and third endorsed a must. Send tape, resume, and salary requirement to Jeffery Witty, Box 412, Newburgh, NY 12550. Subsequent live audition and interest. Interviews of our market.

Four station midwest operation needs experienced MOR announcer with 3rd endorsed for morning slot on WWCA, Gary, Indiana. Many fringe benefits. Send tape and resume to: Gene Johnson, Station Manager, Radio Station WWCA, 345 Broadway, Gary, IN 46402.

Small market adult top 40 has immediate direct production opening. Send resume to: Donna Barrett, 911-537-4184. Equal opportunity employer.

Wanted, Experienced Announcer-Music Director-Production Director, Immediate opening, $125.00 to $130.00. Prefer experience in Midwest market. Excellent opportunity. Call 312-810-8344.

Help Wanted Technical
Experienced Broadcast Automation Specialist, strong on digital, computer circuits. Some travel. Box C-235, BROADCASTING.

We are currently taking applications for a chief engineer's position. We are a 500-watt, 2-stick daytimer. Must have 3 years of experience and be a top maintenance person. Salary $12,000 to start plus fringe benefits. Box C-295, BROADCASTING.

Challenging position open for sharp Broadcast Engineer with digital background. Some travel. Box C-297, BROADCASTING.

Seeking qualified engineer for personality MOR board shift, production, maintenance to back up our chief. If you can talk and sell, you're one our our area. Valley midwest Adult Format FM. $160-170 week. Send resume. We'll ask for tape. Box C-304, BROADCASTING.

Chief Engineer, AM 1kw directional, 50,000 watt FM stereo. Pro of performance. Good sales, engineering potential. Salary. Send resume and photo to: WBBR, P.O. Box 511, Beacon, NY 12508. E.O.E.

Field Engineer, Broadcast Automation Control Design Corporation is seeking an outstanding engineering candidate with state-of-the-art microprocessor logic and audio experience. Must be free to travel throughout the United States and overseas. You will be responsible for building, selling, supporting the growth of our custom base. Broadcast background in engineering production. Must be detail oriented. Must be totally professional and customer oriented. Only candidates who believe "the customer is always right" need apply. Very attractive salary, expenses and profit sharing. Contact us c/o the NAB Show. 896 Empire State Building, 1672 1st Ave., New York, NY 10020. 

Midwest SK/1k seeks qualified chief engineer. Must know rules, handle full responsibility as chief and have directional experience. Good pay, benefits. Call the manager. Box C-500, EOE.

Engineer-Announcer wanted, Maryland AM/FM, 301-876-1515.

Help Wanted News
Southeastern radio station in top 40 market has immediate opening for morning anchor/newsman to host aggressive morning working conditions. Box C-305, BROADCASTING.

Tired of the major market shuffle? Job security is alive and well in Fargo, North Dakota, a growing market, seeking professional AM-FM announcer. Excellent working conditions. Jay Markell, 701-277-5888, WDAY, Fargo, ND.

Director. Experienced in news gathering, writing, broadcasting. Equal opportunity employer. Send tape to WLEC, Sandusky, OH 44870.

Stereo W3LH needs newsman. Send tape and resume to Box V93, New London, WI 54456.

Help Wanted Programming, Production, Others
P.D., personality needed for midwest solid gold SK daytimer. You gotta believe in gold! Mature, intelligent, and patient. Salary, fringe, opportunities! Box C-324, BROADCASTING.

Creative production person-PD with good copy for automated rock FM. Salary to $600. Send tape of production and resume to KGIX, Box 340, Grand Junction, CO 81501.

An equal opportunity employer is looking for heavy production/newsman. Work for the number 1 radio chain in the country. Must have 3 years' experience and resume and phone calls only, please, to Program Director, WIDE, 419 S. Andrews Ave., Ft. Lauderdale, FL 33301.

Broadcasting Instructor, Radio/TV production, news writing and editing. Strong professional background and some teaching experience. Ph.D., preferred. N.A.J. required. An affirmative action equal opportunity employer. Send resume to: Liberal Arts, University of Texas at El Paso, El Paso, TX 79968.

Situations Wanted Management
Attention absentee owners. Let cost conscious, seasoned broadcast manager your small market station. Resume, phone and sales experience. Box B-160, BROADCASTING.

GM, Medium, large market. Experienced AM, FM, top ten, 40, E-Z, educated, stable. Go anywhere for right opportunity. Box C-215, BROADCASTING.

Hardworking experienced manager. Honest and sober. Will relocate for right offer. Box C-229, BROADCASTING.

Public stations: Highly experienced manager wants to relocate. Past managers and programming positions. Love to money. Excellent credentials, references. Box C-265, BROADCASTING.

施工单位: 高度经验丰富的经理希望在有创意的环境中工作。过去的工作经历包括在各种广播电台担任过管理职位。优秀的资历，参考材料。请附上详细资料。箱号 C-265，BROADCASTING。

GM, heavy sales oriented. Set high standards of performance. Bottom line professional! Box C-313, BROADCASTING.

Successful current GM seeking similar position. (Sta- tion being sold.) Strong on administration, sales, FCC, community. Lobbying. Marion, Ohio. EOE. Box C-314, BROADCASTING.

Successful GM/Sales Manager, 30 years radio, seeking medium market or suburban position. Profit oriented, professional broadcaster, knowledgeable in FCC. Community-oriented family man, 18K minimum, small resort market considered. Box C-316, BROADCASTING.

Situations Wanted Sales
Sales results guaranteed, provided 1 produce spots for clients. Prefer Midwest. Fred Rosenthal. 312-584-7255.

Situations Wanted Announcers
Upper Midwest: Jock with 10 years experience (in- cluding Award Winning, MOR, KPOP). Excellent candidate. Will consult MOR in competitive market. Hustle production and ratings. Box C-227, BROADCASTING.
Situations Wanted Announcers Continued

Attention Midwest, recently left, want back. Many years professional experience, with solid references. Financing own station, like wide news experience. Veteran. Third ticket endorsed. Box C-282, BROADCASTING.

Personality Morning Man wants top 100 market AM or FM. Box C-283, BROADCASTING.

Major Market air personality, top 40/contemporary MOR. Currently employed top 3 market. Creative, humorous, strong numbers, strong track record. Box C-283, BROADCASTING.

First-Phone Announcer. Nine years experience, includes production, music directing, automation, studio engineering. Send full package--all formats. Box C-293, BROADCASTING.

Experienced Pro, first phone, creative, intelligent. Currently owns and operates. Box C-295, BROADCASTING. Box C-295, BROADCASTING.


Started in radio when I was 14! Now 25 years, single. Have worked all formats including music dir. and news. Looking for contempo. MOR or top 40. 914-364-7359.

Need a twenty-one-year-old with first phone, BA, and two years experience? Bruce Wade, Kipling Drive, Salisbury, MD 21801. 301-472-6418.

Dependable four year rocker seeks position in East. Excellent News/Adventures. Experienced as DJ, 3rd class. Contact James Jones, 521 Lower Lane, Berlin, CT 06037. 203-828-9442.

Black Top-40 Announcer, experience, with knowledge in rock, jazz, soul. Solid non-regional, non-stereotyped voice. 3rd endorsed. Sid King, 645 Willis, Youngstown, OH 44501.

Need a smooth, quiet, creative and mature personality? Waiting for your call or letter. Black, 25, 1st phone, 2 years experience major and minor markets, and college radio. FM, soul, jazz or contemptory. Seeking to get into top 10 market. Box C-297, BROADCASTING.

Top 40 Announcer, experience, with knowledge in rock, soul, jazz. 3rd endorsed. Sid King, 645 Willis, Youngstown, OH 44501.

Sports director medium market, 3 years experience; play-by-play preferred. Jeff Kennedy, 813-727-3179.

Well-qualified DJ seeks first full-time job. Will work anywhere for good opportunity. Third phone endorsed, pleasing personality and able to take direction. Box C-301.

EXPERIENCED P.D., M.D. & S.D., hardworking, dedicated. Tight board. Heavy news. Looking for top 40. Box C-302, BROADCASTING. Box C-302, BROADCASTING.

Hard working and dedicated looking for Top 40 gig in medium market. PD & IM experience. Send resume, including photo. Send to: Tony Pristula 912-226-1240 or 912-226-3631.

D.J. 3rd phone, tight board, good news and commercials, willing to relocate. Looking for a future. Box C-303. Airport Road, Blackfoot, ID 83231. 208-785-1452.

Available now for radio announcer. Experienced, can write and produce commercials. Tapes available. 402-843-5662.

Situations Wanted Technical

Major Market FM or Group Chief Engineer. Experience in all phases of FM engineering including proof, filings, and type acceptance with superb troubleshooting and problem solving capabilities. Experience as chief in major and minor markets as well as transmission sales. Prefer manufacturing experience, northeast or west coast, interview at NAB. Box C-255, BROADCASTING.

Recent graduate in Electrical Eng. with first phone experience, 22 years age, single. Box C-287, BROADCASTING.

Chief engineer can make any station the very best sounding in its market. Have plenty of experience as chief of high power AM and FM, but I pride myself in fine audio. My current AM is the loudest and clearest FM and my FM the best quality by far in our very competitive top 10 market. I am not a "gadgie" in "thin的强大 engineering." Heavy experience with lots of enthusiasm, a winning combination! Box C-303, BROADCASTING.

Western Montana, Colorado, small to medium market only. AM-FM engineer, experienced all phases. Installation, service, transmitter and audio maintenance. Some experience if necessary. Eastern family man, non-drinker, seeks move west. Box C-306, BROADCASTING.

Chief, ham, automation, directional, mechanically inclined. Reliable anywhere. Pete, 14132 26th Morse Street, Cedar Lake, IN 46525.

I want back my isolation! Experienced 1st phone engineer to watch and maintain your equipment if it is removable. Box C-295, BROADCASTING.

Colorado news or announcer position sought by medium market NO. 14 years experience, including major market. Awards. Box C-252, BROADCASTING.

Up Your News Image. Highly experienced, hard working, talk, play-by-play, prefers AM, 1st phone. McLeod trained. Telephone talkshow, sports, programing, television in major-medium market considered. Box C-275, BROADCASTING.

Skilled Broadcast Newswoman, gather, write and report. Major market experience. Box C-282, BROADCASTING.

Former Peace Corps radio broadcaster, Far East, seeks reader, writer, reporter, for AM, PM, AM hour, FM, large small market; will air same, medium-small market. Box C-288, BROADCASTING.

Newsmen, seeking position in East. Strong local, experienced, tape production, 3rd endorsed. Box C-289, BROADCASTING.

Add experienced energetic youth to your operation. Married, 24, 85 with full broadcast background, prefers AM and/or news. Box C-309, BROADCASTING.

I’ll have your audience sitting up and listening! Experienced news/sports reporter available. Write or call John Petrinowski, 23 Harriet Avenue, Belmont, MA 02178. 666-2096.

Sports-news director for #1 small market station looking for move up. Strong on play-by-play. Contact: D.M. 410-492-5166.

Newsmen/Announcer, not afraid to be one-man news staff, or learn faces of radio. Paul Hennessy, North Collins, NY 14118.

Sports Director with music and news, looking for right move anywhere. P.B. commentary. Medium-large. please, 717-733-0531.

Top 20 Market sporcsitsir, 3 years major college schedule, direct experience with news/sports. John Minko, 146 Fourth, Bergenfield, NJ.

College grad looking for first break. 3rd endorsed. 4 years college radio; writing, reporting, casting. Tapes furnished to interested. Contact: Gary AbeI, 68-42 136 St., Flushing, NY 11356 or 212-11-4960.

TELEVISION

Help Wanted Management

Help Wanted Announcers

Sports announcer for medium market station in midwest. Knowledge of sports and enthusiasm most important. Please send full information of salary requirements to Box C-170, BROADCASTING.

Top 25 Market India in Midwest needs experienced talk-show announcer. On-air and book duties. Send resume, photos to Box C-299, BROADCASTING.

Help Wanted Technical

Situations Wanted Programing, Production, Others

Your sponsors deserve the best. I am the best. Copywriter extraordinaire. Box C-214, BROADCASTING.

Major market production director with progressive FM seeks similar position with large market progressive, rocker or contemporary personality format, possessing excellent music and ED production background. Curn. Broad background. My work entertains while it informs and sells. Box C-542, BROADCASTING.

HELP WANTED

Controller, Anchorage, Alaska AM-FM-TV. Require strong manager with good accounting skills, also supervise general office operation. Salary, benefits open. Reply Box B-178, BROADCASTING.

Group owned, CBS-TV affiliate, major market needs bright, energetic, creative promotion manager. Send resume to Box C-174, BROADCASTING.

Business Manager-Controller, Operator of Radio-TV CATV in Pacific NW. An Equal Opportunity Employer. Send resume to Box C-225, BROADCASTING.

Situations Wanted News

July 1, 1975 opening, TV Engineer, Salary $15,000/yr. Eastern firm, must have interest and experience in station operation, maintenance, and supervision responsibilities for TV facilities and its related services. First class license and experience in commercial and university TV work desired. All applications by May 15, William Schier, Educational Communications, SUNY, Binghamton, NY 13901.

Assistant Chief Engineer for Albany, New York VHF. Must have experience in both studio and transmitter operations. An equal opportunity employer. Write: J. Arthur Bone, Poole Broadcasting Company, 25 Catamore Blvd., East Providence, RI 02914.


Help Wanted News

Medium size midwest market looking for take-charge, knowledgeable News Director. On-air not a pre requisite, a complete dedication to news! Box C-161, BROADCASTING.

Weather person. Got a great weather act ready for a top 25 market? Meteorologist or otherwise. MFT EFO. Write General Manager, Box C-206, BROADCASTING.

Chief cameraperson/producer top 50 to improve air quality and establish needed procedures. Equal opportunity employer. Box C-272, BROADCASTING.

Looking for a number two person to assist in directing top news dept. in South Texas. Also will anchor the 10:00 p.m. news. Station is CBS affiliate in midwest market with industry-wide reputation as professional broadcaster. Please send resume to: Box C-299, BROADCASTING.

Aggressive news reporter with television production know-how for South Florida TV station. Journalism or related degree, some years TV experience. Send detailed resume and picture first letter. Equal opportunity employer. Box C-016, BROADCASTING.

Palm Beach, We’re looking for the right person to anchor and produce our 11:00 p.m. newscast. Must be above average in writing, and able to produce two hours of newscast operations with a desire to meet the competition head on. Our program must be more positive and professional with the ability to survive the sunny South Florida climate. Rush resume and photo to Personnel Department, WPBF Television, 3050 West Palm Beach, FL 33407. (No phone calls please.)
Help Wanted Programming, Production, Others

Producer/Director:Southeastern PTV station seeks creative director who shoots and edits film, initiates, produces, and directs television programs for community and schools. Minimum three years directing experience, BA, and sampler required. Send resume, availability and salary requirement. Box C-179, BROADCASTING.

Lead Newscaster/Anchor: Must have 2 years experience as a newscaster in major market. Please include resume and letter detailing your approach to such programming to Box C-310, BROADCASTING.

San Diego TV: Seeking a creative and energetic Director of Programming to lead its expanding programming department. The ideal candidate will have at least 5 years of programming experience, strong leadership ability, and a proven track record of success. Please send resume and salary requirements to Box C-219, BROADCASTING.

Site: Chief or supervisory position open for News Director in commercial or news station. Salary, benefits negotiable. Please send resume and salary requirements to Box C-319, BROADCASTING.

Experience:Do you need a young, articulate, well educated, versatile news reporter with solid radio and TV experience? Send resume & salary to Box C-311, BROADCASTING.

Young (22) ex-newspaper reporter seeks position with TV news staff as newswriter or broadcaster. Have job? Will travel. Andre Herman, 34 Sycouahama Avenue, Cooperstown, NY 13326.


Situations Wanted Programming

Program Manager: On-air talent in medium market ready for move to major market as Promotion Manager or Assistant. Box C-266, BROADCASTING

Business Manager, degree accountant. 5 years experience in general accounting and supervision. Experience with major market independent (UHF) and small market affiliates (VHF). EDP background. Seeking opportunity with station, group, film supplier or agency. Reply Box C-296, BROADCASTING

Situations Wanted Technical

Employed Chief twenty one years, desires change for better. Box C-151, BROADCASTING.


Situations Wanted News

Very talented sports director in Top 50 market now available. Box C-232, BROADCASTING.

Mini-cam experience and much more: 20 years in broadcast journalism. Management differences forcing move out. Many key personnel and clients on staff. Top 50 market. Have been anchor, reporter, public affairs producer, producer/manager, assignment editor, mini-cam operations manager, etc. Southeastern area preferred. Box C-250, BROADCASTING.

Top Anchorman, ready to move up. 30, family, degree, award winner. Box C-284, BROADCASTING.

Experienced female reporter; heavy feature, consumer experience. Please send resume, samples, and/or letter, to Chip Waters/Anchor. Licensed pilot. Box C-307, BROADCASTING.

Anchor/Producer/Writer looking for growth with medium market aggressive department. Employed. Degree. Box C-309, BROADCASTING.

Help Wanted Equipment

Want: Manufacturer or supplier of portable, battery operated VHF audio monitor system for channel 2 thru 13. Similar to portable radio. Lost brochure sent station. Write C-216, BROADCASTING.

ASAP need two 250 watt AM transmitters, working condition. Write model, age, condition, price. NBE, Inc., Westport, CT 06881.

Situations Wanted News Continued

Do you need a young, articulate, well educated, versatile news reporter with solid radio and TV experience? Send resume, salary, and references to Box C-311, BROADCASTING.

Young (22) ex-newspaper reporter seeks position with TV news staff as newswriter or broadcaster. Have job? Will travel. Andre Herman, 34 Sycouahama Avenue, Cooperstown, NY 13326.


Situations Wanted Programming, Production, Others

Reged individual seeks opportunity to develop newscast, rewrite, news gathering for educational, corporate, or governmental units in G.S. or overseas. 24 yrs. in Marketing, Sales. 9 years of practical experience in top 40 midwest market. Specialized in marketing, sales, promotions, fund raising. Send a rewarding application for my skills. Box B-143, BROADCASTING.

Promotion Director and First Phone Switcher/director. Dependable experienced professional. Let's promote your station! Box C-8, BROADCASTING

Promotion assistant, Packaged TV station, or similar in experience. Have ad agency experience in media and production plus several years experience in TV Sales Dept. Washt., D.C. area, 150 miles radius of Box C-257, BROADCASTING.

Freelance Producer/Writer available for long or short 10th and 11th week commitments. Credits include talks, variety, specials and news. Network and local station credits. Cell 212-796-8686. Box C-263, BROADCASTING.

Graphic Artist experienced in TV illustration, layout and set design. Hard worker, college degree, Black. Will relocate. Box C-271, BROADCASTING.

Young Cameraman from Europe, with background in the U.S.A., looking for a job; 5 yrs. experience in all phases TV and Films. Box C-292, BROADCASTING.

TV Production Trainee. Remember the person who gave you your first break? I need that feeling. Send resume and salary requirements. Box C-292, BROADCASTING.

Production, copywriting—Experience more important than salary. Masters radio-TV, public TV-FM experience. Dave LaLonde, 111 Knowland, Liverpool, NY 13088.

CABLE

Help Wanted Equipment

Account Executive. Our CATV clients have continuing needs for outstanding sales executives in various sized markets. We want college graduates who have completed school or equivalents. New York or New Jersey residence preferred. Box C-270, BROADCASTING.

FOR SALE EQUIPMENT

Best offer, New Cvc strip lights. Six Fliegel Bros. 23450 10 light strips with 250 amp pig tails, hanging brackets with C-clamps. Two strips still in plastic, one strip only $50. Box 1201, Zevens, KMR-IV, P.O. Box 1506, Palm Springs, CA 92292. 714-325-7121.

FM transmitter: 10KW Collins 830F-1 with stereo and 300 watts available. New or used. Contact Tom Jones, KNKR, Rochester, MN 55907-288-7700.

TV transmitters, VHF Ch. 4, both including VS-58 filter and diplexer: (1) RCA 25 kw T8Z15 with air cooled TI-5A driver, excellent characteristics; (2) RCA TI-21AL, 2 Kw. Test loads and spare parts available. Call WCCO-TV Transmitter Supervisor: 612-846-5591, 8855 Sterling Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

PC-70 Color Camera, excellent for studio or remotes. New tubes. $300.00. Chief Engineer, 813-334-1131.

Two Complete Stereo Automation Systems. For details contact Richard A. Schuh, 210-861-0100.


Anpex VE10008 Video Tape Recorder. Also new Mark V heads available. Contact J. Devine, 315-852-3825.

COMEDY

Desilvy: New sure-fire comedy! 11,000 classified one-liners, $10. Catalog freel Edmond Orrin, 2768-B West Roberts, Fresno, CA 93705.

Thunderbuntz, comedy for personalities, sample one dollar, one month five dollars. Thunderbuntz, Box 225, Belgrade, MT 59714.

MISCILEANEOUS

Tremendous savings on 3M-400 tape, evaluated, free of damage or excessive droppings. Write for free sample and details. Box C-116, BROADCASTING.

Prizes Prizes! Prizes National brand prizes for promotions, contests, programming. No barre or trade ... better for fantastic deal, write or phones: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog ... everything for the dealy! Custom I.D.'s, Promos, Airchecks, Wild Tracks. Books, FCC tests, Comedy and more. Write: Command, Box 26348, San Francisco, CA 94118.

Biographies and Record Information on hundreds of recording stars. Daily Almanac plus other programming aids. Free issue: Rock b.o.'s unlimited. Box 976, Briot, W1 53511.

Sell time on your station to religious accounts. Over 300 religious broadcasters are listed in our directory. Complete directory, $19.95. Religion Broadcast Clearing House, 1115 North Courts, Room 201, Boise, ID 83725.

As little as $4 per 24 page issue. Accurate MOR and other instant information. Send sample. The Sullivan Letter, 888 Seventh Avenue, New York City 10019.

Bumper Stickers, "Country Music is for the Birds."

What are Your Station's needs? ZEDEX, 11804 Pettion Road, Wheaton, MD 20906

Broadcasting Mar 31 1975 105
INSTRUCTION

Broadcast Technician: Learn advanced electronics and earn your degree by correspondence. Free brochure. Granite, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announces—1st-class F.C.C. license training at Announcer Training Studios, 122 W. 42nd St., New York, N.Y. C., licensed and A.A. benefits.


For 38 Years, our institute has been successful in training and teaching experienced announcers. Current FCC classes:


Chicago or Milwaukee, FCC License. Results guaranteed. Veterans approved. Lowest prices available.


HELP WANTED NEWS

**MORNING NEWS**

Must be able to drive, must be capable of writing under pressure, must have reporting experience. Play-by-play of Big Ten Football also possible. Stabilize environment and good salary. If you qualify, send tape and resume to Jerry Reid, KSTT, P.O. Box 3788, Denver, CO 80228.

**Situations Wanted Management**

Dynamic, innovative New York broadcaster, 25+ years professional experience with established/growing radio organization in programing, production, or operations. Extensive broadcast background in both television and radio, including network writing & audio, and video production, announcing (radio & TV), copy, promotion, directing, producing, programming, and TV/Radio engineering. FCC First Class license, with broad technical foundation. Education includes B.A. and M.B. Currently employed in management position. Radio-TV combination. Accustomed to long hours and 100+ plus non-stop consistently. Seeking Northeast ORF or contemporory outlet. $11,000+ starting. Creative, stable, and willing to work with your staff. Box C-301, BROADCASTING.

**Why Would an Experienced Large and Medium Market FM Put an Ad in This Magazine?**

A. He's out of a job.
B. He's a habitual job jumper.
C. He's a "no-talent."
D. None of the above.

If you're an owner looking for someone with an unblemished record at making a marginal facility healthy, answer this ad. Find out why the reason is "D."

**HAVE A MINUTE?**

If you have a minute to hear about one of the most exciting turnarounds in radio, let's talk at the NAB. If you want to win, we'll mean it for each other.

John E. Patton
816-937-7271
4333 Oak, Kansas City, Mo. 64111

**Situations Wanted Announcers**

Major Market Air Personality
Top 40/Contemporary MOR currently employed top 3 market. Creative, humorous, strong numbers, strong track record.

Box C-283, BROADCASTING.

**RADIO PERSONALITY**

Major Market P.M. Drive Man wants a Creative Spot with a Contemp/MOR Stable Pro Organization. I Can Produce. EDD 816-756-2463

**Situations Wanted News**

**Do You Really Care?**

Maybe you do. Strange circumstances lead to this ad, like needing work. I'm mature, clever and funny and belong on the air, somewhere. You gotta believe me, my tapes, my references, 5 yrs. exp., some P.D. Now tell me, do you really care. Well then, call 302-836-3207 and oh yes, Thank you.

**LOOKING FOR CHALLENGE**

Solid #1 12-34 in my time slot, top 5 mkt. Seeking personality position in major mkt., drive time preferred. For Info. & tape, leave message at 314-991-1080.

**Situations Wanted News**

**Radio Sports Director**


Box C-291, BROADCASTING

**Television Help Wanted Technical**

Circuit Development Engineers

Applicants should be familiar with latest solid state devices and techniques, BSEE and at least 5 years of recent design experience required.

Television Systems Engineers

Applicants should be thoroughly familiar with television systems. Minimum of 5 years of experience required.

Send resume and salary requirements to The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, Calif. 95945.

**Situations Wanted News**

**First Cabin News & Sportscaster**


Broadcasting Mar. 31 1975

106
JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!! Subscribe to:

Lead's
Box 61, Lincolndale, N.Y. 10540
Number "1" in Weekly, Nationwide Employment Listings for Radio, TV, D.J.'s, P.D.'s,Announcers, News, Sales and Engineers.
☐ $12.00 3 months (12 issues) ☐ $25.00 12 months (18 issues)
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Remit Cash With Order, Please!

WILLIAM J. ELLIOTT, JR. & COMPANY, INC.
Job placement and personnel recruitment for executives and all radio and television positions. Contact Bill Elliott at the N.A.B. convention, Las Vegas Hilton, April 6-9th. Write or call today.
50 S.W. 3rd Avenue
Suite 110F
Boca Raton, Florida 33432
305-392-4210

FOR SALE
Used TV Equipment

Many pieces of used TV equipment too numerous to list. Includes such items as TK41 color cameras, various sizes and lengths camera cable, etc.

Write: WESTERN COMPANY
2668 Territorial Road
St. Paul, Minnesota 55114
OR CALL
612-644-4087

COLOR PROCESSOR

Houston Ektachrome 16mm, purchased 1970, Model E-16-8-25, ME-4 or VNF-1 process for new EK 7240. Running daily at KSBW-TV, Salinas, CA
Dwight Wheeler 408-422-6422.

FOR SALE Stations

TOP MARKET OFFERING
AM and 50,000 watt FM stereo stations in the most ideal of the top 15 markets. Combined price: $2.4 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

WILLIAM J. ELLIOTT, JR. & COMPANY, INC.
Programing in the "Spirit of '76"
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Copy Deadline is MONDAY for the following Monday's issue. No telephone copy accepted. Copy must be submitted in writing.

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Putting television to flight: John Silva, NAB's engineer for 1974

John Silva remembers when he first began working in television and it would take him and his crew nearly three days to set up a remote broadcast. It was a monumental task then. The equipment was bulky and sensitive; all the cabling had to be done at the location.

Today, of course, setting up a remote takes perhaps three hours. Old clumsy equipment has been replaced by lightweight, solid-state hardware. Or it can be done even faster, and this is the reason Mr. Silva will be honored next week at the engineering conference of the National Association of Broadcasters convention with the annual engineering award. For it was Mr. Silva who developed and designed television's first—and possibly only—remote, in effect a remote studio mounted in and on a helicopter.

Mr. Silva dreamed up and built his contraption not in the recent years of portable electronic cameras, but back in the late 1950's.

"The idea of using a helicopter came to me one day in 1956 when driving on the freeway from home to the station." Mr. Silva recalls. I was trying to think of some way of overcoming the ground problem. Many times our mobile units were arriving at a news event when the ambulances were driving away, or the fire trucks were pulling out. It was frustrating. Suddenly, it dawned on me that the best way to circumvent the traffic situation entirely was to build a mobile unit in a helicopter."

After getting approval from his management, he set to work. The principal problems that had to be overcome, he says, were weight, temperature, vibration and noise. "Remember," he says, "in those days all equipment used tubes, and tubes were terribly affected by all those factors."

What Mr. Silva did in the case of the camera, for example, was to reduce weight by simplifying the GE Vidicon cameras he was using. First, he removed all circuitry not absolutely essential to make the camera work, and then he modified other elements. He went to 400-cycle power, for instance, instead of regular 60-cycle. This permitted him to reduce radically the size of transformers. For other equipment, he modified power inputs to permit use of direct current rather than alternating current, again permitting reductions in weights and sizes.

Mr. Silva gives GE credit for developing at that particular time the center-fed helical antenna that was of significant help in achieving the right kind of transmission.

Mr. Silva's baby, however, is no longer KTLA's. The Telecaster was sold last year to NBC-owned KNBC Los Angeles. Apparently, KTLA could no longer justify the expense in the face of heavy news competition from the three network-owned television stations in Los Angeles.

At present, the grey-haired, stocky, amiable Mr. Silva is directing the research-and-development work of Golden West Broadcasters, laboring principally on airborne TV for the Garrett Corp., a subsidiary of Signal Cos., 49.9% owner of Golden West Broadcasters.

John Silva was born and raised in San Diego, where his fisherman father owned several tuna boats. He himself went to sea with the Navy in 1942, after the outbreak of Pearl Harbor and after he got his electrical engineering degree from Stanford University (he spent the first two years of college at Massachusetts Institute of Technology). He served in the Pacific during World War II as a radar officer and received a Purple Heart for wounds received when a Japanese Baku Bomb pilot crashed into his ship.

It was later, during a tour of duty as radar and CIC officer in the office of the chief of naval operations in Washington, that he met his wife-to-be.

Mr. Silva entered commercial TV broadcasting in 1946. He had virtually agreed to join NBC in New York, where he had been offered the job by O.B. Hanson, then NBC's chief engineer. But after honeymooning back home in southern California, he and his wife decided that was where they belonged. So he allied himself as an engineer with the experimental Paramount Pictures-owned WXYZ, which became KTLA in 1946.

In the early days of KTLA, after Mr. Silva was named chief for remote broadcasts, he was the technical man on hand for such stories as the Kathy Fiscus tragedy in 1947 (a 5-year-old child was trapped and died in an abandoned well; the story was given national media attention), the 1952 A-bomb test in Nevada; troop embarkations during the Korean war, and 19 consecutive Tournaments of Roses, several of which he produced and directed himself for KTLA.

Now, at 55, Mr. Silva looks much the middle-aged man. But he was once quite an athlete: four years of high-school football (halfback) and track (half-mile and the 220); and college track (the 100 and 220). But now it's mostly golf for recreational diversion. Mr. Silva had at one time a respectable handicap of eight strokes; it has now crept up to 14.

But then, that's not the reason he's receiving the highest honor in his profession.

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Where to start de-regulation

The television board of the National Association of Broadcasters, in a special meeting during the association's annual convention in Las Vegas next week, is programmed to pass the "family viewing" amendment to the television code. Unless the board misreads the cue cards, subscribers to the code will be required to surrender yet another increment of independence to a steadily enlarging mechanism of centralized control.

The board would display a higher order of concern for the future of the television business if, instead of adopting the amendment, it ordered a review of the whole function and effect of the television code. An objective review could lead only to the conclusion that the code is carrying broadcasters in a direction exactly opposite to the one they say they want to take. As they have been warned before, they are heading toward a trap, not a sanctuary.

The NAB originally adopted the code and has continued to expand its restrictions in the illusion that self-regulation is a certain preventive of government regulation. It has never seeped through to the broadcasters that the more they formalize and codify their own rules, the easier they make it for others to use the rules for purposes the broadcasters never intended. Yet the process of outside manipulation of the code has been going on for years.

It began most conspicuously when the radio code was amended to include precise standards for the commercial loads that subscribers could carry, and the FCC, without the formality of rulemaking, adopted those standards as its own in radio license renewals. A more sophisticated version—with the FCC as instigating agent—came last year when the NAB tightened its commercial limitations in children's television programming. The standards were first urged by FCC Chairman Richard E. Wiley in the hallowed name of self-regulation and within no time were formally incorporated into the FCC's television license renewal form. Now, in the "family viewing" situation, the technique of government nudge and industry response is applied straight to television programming. It was Mr. Wiley, under pressure from the Congress, who wanted sex and violence excluded from "family viewing" time, though knowing the government could not do it without grossly violating the First Amendment. It is the NAB that will execute the order.

The anticipated action in Las Vegas next week will, of course, be only the beginning. Once the principle of exclusionary programming is established, the practice of judging what may or may not be seen in family time must then begin. Broadcasters will be subjected to endless buffeting from pressure groups of every kind, interpreting the code to mean what they want it to.

It makes little difference whether the FCC this time stops short of formally adopting the NAB code amendment on family viewing in its renewal process, as Mr. Wiley has said it would. There are other ways to get at licensees. Peggy Charren, the president of Action for Children's Television, has recently reminded everyone that the petition to deny license renewal can be used as a "sword of Damocles" by citizen groups if broadcasters fall short of their own or FCC standards. Television broadcasters must expect to be carefully monitored in family viewing time and to face complaints before the NAB's Code Authority and the FCC if someone out there thinks a neckline has dropped too low or has heard a shot fired in anger.

Las Vegas may not be the place or next week the time to rethink the whole concept of the code. But rethinking is necessary if broadcasters wish to retain any semblance of individuality. As the code now stands and as it is proposed to be amended, it suppresses competition by penalizing any broadcaster that deviates from what the establishment has decreed to be the norm. Maybe that is what the broadcasters really want, but if so, they have foreclosed their rights to ask for First Amendment freedoms.

No less an authority than Chief Judge David Bazelon of the U.S. Court of Appeals in Washington has raised a constitutional question about the process of code manipulation by the government. In a blistering dissent in the Sonderling sex-talk case (Broadcasting, March 24), Judge Bazelon pointed out that two years ago Dean Burch, then FCC chairman, severely criticized sex-talk shows in a speech to an NAB convention, that the NAB radio code board immediately voted to monitor such shows and that, in response to such pressures, the program form was swept from the air. It was, said Judge Bazelon, a precise and successful application of the "lifed eyebrow" technique that the FCC uses to control programing. What Judge Bazelon was saying was that broadcasters are acting as a party to the violation of the First Amendment when they cooperate in governmental repression.

They are also acting more like a cartel than like a group of independent businesses when they codify the time to be devoted to commercial messages at specific periods of the day and the nature of programs to be excluded from the first two hours of evening schedules. It is not a posture from which to argue convincingly for freedom from federal control.

The kind of code that broadcasters ought to have, if they insist on having any, could be taken from the American Society of Newspapers Editors, which has had a "Code of Ethics or Canons of Journalism" for 52 years. The code simply outlines basic standards of responsibility, independence, sincerity, truthfulness, impartiality, decency and fair play. It sets no standards for inches of space to be devoted to advertising or to the nature of editorial content to be placed on page one. It assumes newspaper people have the individual competence to make decisions of that kind. And the ASNE, it is pertinent to note, is now revising its code to make it simpler and shorter. The draft of the new version contains 340 words, including articles and subheads.

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