FCC suffers setback in order curbing indecency
Special report: winding up for NAB Washington

THE BIGGEST EVENT IN TELEVISION HISTORY...

ROOTS

SEE PAGES 16-17

WARNER BROS. TELEVISION DISTRIBUTION
A WARNER COMMUNICATIONS COMPANY
"All-Star Almost Anything Goes"
is set to knock out traditional prime access competition when the 1977-78 season gets underway!
In these weekly offbeat olympics, two teams of today’s most popular entertainment stars compete in the wildest, zaniest sports events ever brought to television.

There’s excitement, suspense and uproarious fun from start to finish in every half hour.

When ABC aired a similar series, "Almost Anything Goes," without stars in Summer ’75, the show jumped to a time-period-winning 35% share in just four weeks.

And in November ’76, ABC’s two-hour “Battle of the Network Stars” special zonked all prime-time competition with a 24.2 rating and a 40% share while handily winning almost every demographic breakout.

That’s proof positive! Viewers love this kind of programming, and even more so when stars are involved!

Now, Viacom’s going to do it better than ever before with the all-new

"All-Star Almost Anything Goes"

Audience estimates are subject to qualifications available on request.
A new, low-cost, standardized approach to television switching automation employing microcomputer technology.
FCC PUT DOWN AGAIN □ Washington appeals court, in overturning WBAI ruling, says commission efforts against indecency on the air are contrary to Communications Act. PAGE 27.

AFTERMATH FOR THE MEDIA □ President Carter puts distance between himself and his UN ambassador’s feelings on coverage of terrorist acts. CBS’s Who’s Who examines the professional problems involved in reporting stories such as the Hanafi sieges in Washington, specifically WTOP-TV newsman Max Robinson’s intimate role in that story. PAGE 28.

CONFERENCE ON THE COAST □ NAB’s TV code people meet again with Hollywood producers, who indicate willingness to tone down violence. PAGE 29.

PETITION-TO-DENY SURVIVORS □ The FCC spends a day—its last meeting before the Sunshine Act went into effect—considering the renewal applications of 13 radio and TV stations; all but two get the nod. PAGE 31.

ON THE FIRING RANGE □ The three major television networks argue against Group W’s petition to require more previewing time of programs for affiliates. PAGE 34.

RADIO RULES □ A new radio network policy statement issued by the FCC repeals much of the 1941 rules. At the heart of the new policy is the obligation licensees have in serving their communities. PAGE 34.

CABLE CHATTER □ Several groups interested in cable regulation meet with the FCC to decide what to do about the issue, but nothing much seems to have been accomplished. PAGE 44.

FALLEN ‘ANGEL’ □ Actress Farrah Fawcett-Majors’s planned defection from ABC-TV’s Charlie's Angels results in a law suit from Spelling-Goldberg Productions. PAGE 50.

FUTURE FIBER □ Irving Kahn of Broadband Communications says that lasers with a life of more than 100,000 hours will be on the market later this year. PAGE 53.

BETTER THAN SPEED READING □ Robert Grass, manager of communications research for duPont, tells the Association of National Advertisers that TV gets the commercial message across much better than print. PAGE 55.

WASHING ITS HANDS □ General Motors, after getting complaints from religious groups, backs out on its sponsorship of a made-for-TV movie on the life of Jesus that will be presented on NBC-TV. PAGE 56.

ADDED INCENTIVE □ The FTC says advertising offering premiums to children should not be banned outright but should be considered on a case-by-case basis. PAGE 57.

CONVENTION COUNCIL COUNTDOWN □ The National Association of Broadcasters convention starts next Sunday in Washington and it’s shaping up as a record-breaker. Advance registrations are 1,000 ahead of last year and exhibit space sales will be an all-time high. PAGE 58. Here’s the official convention agenda along with related meetings and activities. PAGE 60. The line-up of hospitality suites in Washington. PAGE 68. Abstracts of the technical papers offer a preview of the Broadcast Engineering Conference that will run concurrently with management sessions. PAGE 71. A complete directory of equipment makers’ booths and what they’ll show. PAGE 76. A detailed list of the programers, station representatives, brokers and others who also will be on hand. PAGE 94.

CAPSTONE FOR DAN SMITH □ A fitting climax to the long career of the just-retired vice president of Capital Cities Communications will come March 29 when he receives the NAB’s 1977 Engineering Achievement Award. PAGE 121.
Nearly five years ago, concerned citizens and governmental agencies in the area called Siouxland (where Iowa, Nebraska and South Dakota meet) created a badly needed recreation facility for the aged, the Siouxland Senior Center. By early 1974, however, the Center had become bogged down by inactivity, lack of money and inadequate facilities.

KMEG-TV's community service committee worked closely with the Center staff and officers to line up donations of labor and materials to remodel the Center. And then the station helped stage an entertainment benefit featuring actor Will Geer of "The Waltons."

The result is a new card room, kitchen and library, new air conditioning, and continuous remodeling. In addition, KMEG-TV's involvement has increased awareness of senior citizens' needs and stimulated more and more contributions to benefit all the members of the Center.

Supporting community projects like the Siouxland Senior Center is all part of the Fetzer tradition of total community involvement.
Closed Circuit

Insider report: behind the scene, before the fact

Wiley way
Although his successor seems nowhere in sight, Chairman Richard Wiley is regretfully contemplating departure from the FCC when his term expires June 30. It's no secret he relishes public life, having been FCC's most vigorous chairman since original members of Federal Radio Commission took office 50 years ago. Mr. Wiley, at President's pleasure, can serve as chairman until his successor qualifies, but that's likely new Democratic chairman as well as Democratic successor to Commissioner Ben L. Hooks will be named by then. (Mr. Hooks, however, does not take over his new post as head of National Association for the Advancement of Colored People until Aug. 1.)

There's speculation not only on incoming commissioners but also on Mr. Wiley's future. Foreclosed from making any commitment in private sector before his term expires or is otherwise terminated, Mr. Wiley presumably could always return to Chicago law firm he left and perhaps open Washington offices where he could specialize in communications. Moreover, his demonstrated administrative talents could entice invitations from corporate entities within and outside communications (to which he would not be adverse). Whatever he does, he would hope to leave open for eventual return to public life, to either elective or appointive office in federal government.

Piece by piece
Although Senate Communications Subcommittee's ambitions are less clearly defined than those of counterpart panel in House, they are nevertheless sizable—as evidenced by Senate Chairman Ernest F. Hollings's (D-S.C.) intention to hire three or four more staff people, or "whatever Magnuson [Warren Magnuson (D-Wash.), chairman of Commerce Committee] will let us have." Mr. Hollings would like "little bit of expertise" in new people, but that's not as important to him as "good minds" with "good judgment."

Subcommittee plans extensive hearings in same general subject areas that make up outline for House subcommittee's rewrite of Communications Act. But Senator Hollings is sticking with remark he made to broadcasters last year, that he doesn't think there is need to rewrite entire law. (Broadcasting, Oct. 25, 1976). He prefers to handle communications problems segmentally and "without doing damage to the general fabric of communications."

Tit for tat
If House Communications Subcommittee acts on proposed pole-attachment legislation (see page 50), look for broadcasters to step up pressure for like treatment of license-renewal bill. Argument will be that if subcommittee does that for cable industry, despite subcommittee Chairman Lionel Van Deerlin's (D-Calif.) saying there will be no piecemeal legislative work while subcommittee is working on rewrite of whole Communications Act, then it should do something for broadcasters too. Subcommittee members' comments about proposed pole-attachment bill aren't in yet. At least one, Timothy Wirth (D-Colo.), will argue that bill deserves separate action because it comes under heading of unfinished business from last year.

Hot line
Viewers of recent late-night movie on WOAI-AM Mayaguez, Puerto Rico, got more than they bargained for. Continuity was suddenly interrupted, and screen was filled with skin flick. Porno footage ran anywhere from 15 seconds to five minutes, depending on which source is accepted, before scheduled film returned.

Explaination that station lost no time in giving FCC recalled similar incident involving Palm Springs, Calif., cable system several years ago. Employe was running porno film in control room for his own entertainment when he hit wrong switch and sent blue material out over air. He switched back as soon as he realized what had happened. But, station told FCC, he wasn't fast enough to save his job.

Allbritton courted
Major media's newest entrepreneur—Joe L. Allbritton, Texas banker who took over still ailing but vastly improved Washington Star and its profitable station enterprises early last year—is enlarging reputation as wheeler-dealer. Having turned over WMAL-AM-FM Washington to ABC for $16 million cash, Mr. Allbritton still has WMAL-TV (which is to be renamed WILA), highly rated ABC-TV affiliate, which would fetch fancy price, plus WLVX-AM-FM-TV Lynchburg, Va., WCIV-TV Charleston, S.C., and Star itself. (He must sell one of two remaining Washington properties as well as either radio or TV in Lynchburg by January 1979 under FCC mandate.)

Mr. Allbritton's image hasn't been entirely benign, what with departure earlier this year of Richard S. Stakes, who was largely responsible for building broadcast properties, and who quit as president of Star presumably because of disagreements with front office. There's reported talk of swap of Combined Communications Corp.'s KOOC-TV Oklahoma City plus "bundle" for WMAL-TV. In today's market, brokers regard WMAL-TV in $50-million class. CCC bought KOOC-TV for $6.5 million in 1970. Among others, LIN Broadcasting, group owner, has had conversations with Allbritton representatives.

Deceleration
National representatives are disappointed that spot radio activity in January and February has not maintained accelerated pace of fourth quarter of 1976, though most reps are topping January-February 1976. One bright note in national radio is continued increased use of reps' nonwired networks by advertisers.

Into space
Highest live-action series budget in history of Saturday-morning children's television is claimed by CBS's new Space Academy. CBS will pay Filmation, production company, $117,000 for Academy which kicks off next September (10:30-10:56 a.m., NYT). To be done on tape in Hollywood, Academy will use elaborate sets, with "a floating city in space" filling up one huge soundstage.

Not so special
Special-events coverage by Public Broadcasting Service is likely to take on new look with upcoming season. WETA-TV Washington, major producing station, has been forced to withdraw $1-million plan from Station Program Cooperative (auction process whereby licensees pick national programs) after 68 (at most) of 155 licenses offered to share in cost. Licensees want more coverage outside Washington and more advance warning for rescheduling (live coverage of cabinet confirmation hearings was bumped by many PBS members that had instructional programming commitments).

PBS staff, WETA-TV, representative licensees and Corporation for Public Broadcasting will re vamp plans, hope to re enter it in next June's "minimarket."

Public relations effort also will get under way to convince licensees that it's impossible to plan special-events coverage far enough in advance to avoid scheduling conflicts, and furthermore that it's worth aggravation to have programs.
Hilton Hotels □ Hotel chain is mapping one-to-two week spot-radio flight beginning in May. Robert Towers Advertising, New York, will place spots in about eight markets to reach adults, 25-64.

American Motors □ Car company is readying six-week spot-radio buy for early April. Mace Advertising, Southfield, Mich., will place spots in 70 markets, aiming for men, 18-49.

Chesbrough-Pond’s □ Company is mapping 13-week spot-TV flight for its Ragu spaghetti sauce starting in early April. Waring & LaRosa, New York, will place spots in 18 markets during fringe time peaks, gearin them to women, 25-54.

Johnson & Johnson □ Tampons will get 14-week spot-radio flight beginning in early May. Compton Advertising, New York, will schedule spots in 15 markets, zeroing in on female teen-agers.

Chevrolet □ Car company has four-week spot-radio buy ready for April start. Campbell-Ewald, Detroit, will seek spots in New York to reach men, 18-49.

Wella □ Hair care products company is planning three-week spot-TV buy beginning in early May. James Neal Harvey, New York, will place spots in about 40 markets during fringe viewing periods, attracting women, 18-49.

Quaker □ Captain Crunch cereal is preparing 12-week spot-TV campaign starting later this month. AdCom, Chicago, will place TV spots during children’s viewing. Demographic target is children, 6-11.

Volkswagen □ Porche and Audi cars will get three-week spot-TV push starting in late March. Doyle Dane Bernbach, New York, will place spots in fringe and special programing, gearin spots to men, 18-49.

Colgate □ Dental cream gets 13-week spot-TV drive beginning in late March. Ted Bates, New York, will place spots in about 30 markets during daytime and fringe periods, attracting women, 18-49.

Midas Mufflers □ Company is scheduling 10-week spot-radio campaign for late March. Wells, Rich & Green, New York, will pick spots in about 15 markets, gearin them to men, 18-49.

Underwood □ Food manufacturer will launch four-week spot-TV drive for its meat spreads starting in early April. Kenyon & Eckhardt, Boston, will place spots in fringe and prime hours in about 37 markets. Target audience is women, 25-49.

Noxell □ Company will feature Lestoil cleaner in six-week spot-TV buy beginning in late March. Foote, Cone & Belding, New York, will clear spots in 48 markets in daytime and fringe viewing hours to reach women, 18-49.

Kroger □ Supermarket chain has 12-week spot-TV promotion slated for late March. Campbell-Mithun, Chicago, will place spots in daytime access, prime, early and late fringe viewing periods, targeted to women, 18-49.

Bank of America □ Company is arranging seven-week spot-TV drive starting in late April. Grey Advertising, Los Angeles, will place spots in 11 markets during fringe, prime and weekend periods, aiming spots to adults, 18-34.

Michigan Bell □ Telephone company is planning 16-week spot-radio drive featuring its long distance phone calls beginning in mid-April. Ross Roy, Detroit, will place spots in about 43 markets, looking for adults, 16 and over.

Marine Midland Bank □ Bank has 13-week spot-TV campaign ready to start in late March. Benton & Bowles, New York, will gear TV spots in about seven markets during fringe, prime and news periods, seeking to reach adults.

Jeno’s □ Foodproducts manufacturer is readying two-week spot-TV buy for its frozen pizza starting in early April. Independent Media Services, New York, will place spots during fringe and prime periods to reach women, 18-49.

Air Wick □ E-Z Clor pool chemicals launches five-week spot-TV promotion in mid-April. Stolz Advertising, St. Louis, will schedule spots in five markets at news, prime and late fringe periods to reach adults, 35 and over.

Brandywine Mushrooms □ Company is planning five-week spot-TV test for its mushrooms beginning in early April. J.M. Korn & Sons, Philadelphia, will arrange spots during daytime, prime, early and late fringe periods in Phoenix, seeking women, 18-49.

Hollywood Health Foods □ Safflower oil will get nine-week spot-TV drive late in March. Chiat/Day, Los Angeles, will place spots in about four markets during all day parts. Demographic target is women, 25-49.

Krazy Glue □ Glue will be featured in three-one-week spot-TV flights beginning in late March, April and May. Furman Roth, New York, will place spots in at least 200 markets during daytime, fringe, access, news and special periods to reach men, 18-49.

Gardner □ Baking company will place four-week spot-TV buy for its Soft Twist white bread starting in early April. W.E. Long Advertising, Chicago, will schedule spots in four markets during daytime periods to reach women, 18-49.

Rust-Oleum □ Rust preventive gets

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**BAR reports television-network sales as of Feb. 27**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Feb. 27</th>
<th>Total dollars week ended Feb. 27</th>
<th>1977 total minutes</th>
<th>1977 total dollars year to date</th>
<th>1976 total dollars year to date</th>
<th>% change from 1976</th>
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<tr>
<td>Monday-Friday</td>
<td>148 $889,200</td>
<td>1,145 $6,502,900</td>
<td>5,898,200</td>
<td>11.9</td>
<td></td>
<td></td>
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<tr>
<td>Sign-on-10 a.m.</td>
<td>148 $889,200</td>
<td>1,145 $6,502,900</td>
<td>5,898,200</td>
<td>11.9</td>
<td></td>
<td></td>
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<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>985 $159,320</td>
<td>7,913</td>
<td>116,313,600</td>
<td>100,288,700</td>
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<td>Thursday-Sunday</td>
<td>332 $7,764,100</td>
<td>2,897 $74,243,000</td>
<td>60,302,000</td>
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<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>100 $3,786,500</td>
<td>831</td>
<td>31,397,200</td>
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<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>17 $844,400</td>
<td>196</td>
<td>10,636,400</td>
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<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>418 $35,690,900</td>
<td>3,450</td>
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<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>202 $3,921,000</td>
<td>1,638</td>
<td>33,885,500</td>
<td>29,615,900</td>
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<td>Total</td>
<td>2,202 $67,989,300</td>
<td>18,070 $548,014,100</td>
<td>$457,111,800</td>
<td>19.9</td>
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Source: Broadcast Advertisers Reports

**Broadcasting** Mar 21 1977
"If I don't tell WNEW-TV, and you don't tell WNEW-TV; who's to know?"

WNEW-TV watches New Yorkers

We watch them all the time.
And one thing we've learned is that they like to be given a choice.
So, instead of putting on a half hour of news at 11 o'clock like all the network stations, we give them a full hour of news at 10 o'clock. An hour ahead of every other major late-news show. While the stories are still fresh.
Our speciality is local stories. Nobody does them better than we do.

While many of the network-station reporters are relative newcomers, our reporters have an average of ten years of covering the New York area.
So, okay, we watch the people of New York. And New Jersey. And Connecticut.
But does that mean they watch us?
Fact: More homes watch WNEW-TV than two out of the three network stations.

Source: Nielsen 1976. All Reports, Station Total Net Weekly Circulation. Audience data are estimates subject to qualifications on request.

WNEW-TV is represented by Metro TV Sales.

Hollywood Brands Division of Consolidated Food is planning four-week spot-TV campaign in late April. Kelly Nason, New York, will place spots in fringe periods to reach women, 18-49, children, 6-11, and teen-agers.

Conwood Company has 13-week spot-TV promotion set for its Hot Shot insecticide beginning in late April. Tucker Wayne & Co., Atlanta, will place spots during prime viewing hours in 88 markets. Women, 18-34, are target audience.

Toy Chest Toy store has 10-week spot-TV campaign slated for early April. Chase-Ehrenberg & Associates, Chicago, will buy spots in St. Louis in fringe, daytime and prime viewing hours to reach children.

Vicks Chemical Company will feature Oil of Olay skin softener in five-week spot-TV promotion beginning in late March. Norman, Craig & Kummel, New York, will place spots in three markets in fringe, prime and special hours, zeroing in on women, 25 and over.

International House of Pancakes Restaurants has three-week spot-TV drive slated for early April. Brooks Advertising, Oak Lawn, Ill., will place spots in early and late fringe viewing hours in about five markets including Dallas and Chicago, to reach adults, 25-49.

City Loan and Savings Subsidiary of Commercial Credit company is planning two-spot-TV flights starting in late April and late May, running for five weeks each. W.B. Doner & Co., Baltimore, will place spots in seven markets during prime, early and late fringe periods, gearing them to men, 18-49.

Amstar Company is arranging four-week spot-TV buy for its Domino sugar starting in early April. Lewis & Gilman, Philadelphia, will place spots in Dallas-Fort Worth markets, zeroing in on women, 25-54.

Church’s Chicken Fast food chain is planning 11-week spot-TV campaign starting in late March. William B. Tanner, Memphis, will select spots in approximately 50 markets during fringe, daytime and prime periods, zeroing in on adults, 15-49.

Mr. Steak Restaurant chain is mapping five-week spot-TV buy beginning in late March. Stimpson Associates, Seattle, will place spots in five markets during daytime, prime, access, news, weekend and early fringe periods, seeking women, 35 and over.

Collins & Aikman Fabric manufacturer has spot-radio and TV drive scheduled for April. Gaynor & Ducas, New York, will place spots in about five markets, searching for men, 25-64.

California Strawberry Advisory board for strawberries has six-week spot-TV promotion to begin in early April. Botsford Ketchum, Los Angeles, will buy spots in 60 markets in daytime and fringe periods to reach women, 25-49.

Schenley Distiller/IMPORTER is arranging five-week spot-radio and TV drive slated to start in early April. Leo Burnett, Chicago, will set radio spots in 27 markets and TV spots in four markets to reach adults, 18-49.

Jet-X Manufacturers of pressure car washers is arranging six-week spot-TV promotion beginning in April, Frye-Sills, Denver, will map spots during daytime and fringe periods in 39 markets, searching for adults, 18-49.

Blue Star Ointment will get eightweek spot-TV campaign starting in April. Ritchie, Hopson & Associates, Houston, will gear spots to adults, 35 and over, placing them in daytime and fringe viewing hours in 33 markets.


L.R. Nelson Lawn sprinkler launches one to three-week spot-radio campaign starting in May. Richardson, Myers & Donofrio, Baltimore, will seek spots in at least five markets, looking for men, 25-49.

Menley & James Sea & Ski suntan products is planning six-to-nine week spot-radio flight for mid-May. Ogilvy & Mather, New York, is gearing spots to teen-agers.

Sanyo Company is planning three-week spot-TV campaign for its microwave oven beginning in mid-April. Keyes, Martin & Co., Springfield, N.J., will select spots in fringe and prime periods, looking for adults, 25-34.

R.T. French Pan Rich gravy will get six-week spot-TV flight beginning in early April. J. Walter Thompson, New York, will buy spots during prime viewing periods in two markets, seeking to reach women, 25-54.

Lehn & Fink Lysol toilet bowl cleaner arranges 13-week spot-TV drive starting early next month. SSS&F, New York, will clear spots in 16 markets at daytime and fringe periods to reach women, 18-49.
The reality of 5 footcandles.

Unretouched filmstrips of the Eastman Ektachrome video news film 7240 (tungsten)

ASA 125
Normal studio lighting
160 footcandles, f/4
Standard process

ASA 500
6 footcandles, f/1.4
Forced 2 stops

ASA 1000
100-watt bulb 6 ft.
over model's head.
5 footcandles, f/1.4
Forced 3 stops

Real life isn't always bright sunlight or floodlight. Sometimes, when you're on a terrific assignment, the light situation may be not-so-terrific.

Eastman Ektachrome video news film is capable of providing broadcast quality images down to 5 footcandles (with forced processing). And this can make the difference between picking up a good story beautifully—or having no story at all.

EASTMAN EKTACHROME Video News Film 7240 (tungsten), 7239 (daylight).

Film is good news.
THE FIRST FAMILY OF RADIO GATHERS AT THE NAB

Once again, we're inviting everyone in our large family of 1,561* ABC Radio Network affiliates to meet with us at the National Association of Broadcasters convention.

It's our chance to have a yearly get-together and find out what we can do for each other.

Come meet your representatives at the Sheraton Park Hotel, Suite B 220 starting Saturday, March 26. You're also invited to attend the affiliates' business meetings on Sunday, March 27 at the Washington Hilton.

We're looking forward to seeing you. Isn't that what family gatherings are for?

The Four Demographic Radio Networks.

*As of March 4, 1977.
## The First Family of Radio

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**Information**

- **State**: Various states across the United States.
- **Callsigns**: Different radio station callsigns.
ROOTS

A David L. Wolper Production
Based on Alex Haley's No. 1 best selling book

ROOTS 200 years to unfold

ROOTS 12 years of research to discover

ROOTS 2 years to create

ROOTS 8 nights to make television history

<table>
<thead>
<tr>
<th></th>
<th>N.Y. Time</th>
<th>Rating</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>9-11 pm</td>
<td>40.5</td>
<td>61</td>
</tr>
<tr>
<td>Monday</td>
<td>9-11 pm</td>
<td>44.1</td>
<td>62</td>
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<tr>
<td>Tuesday</td>
<td>10-11 pm</td>
<td>44.8</td>
<td>68</td>
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<tr>
<td>Wednesday</td>
<td>10-11 pm</td>
<td>43.8</td>
<td>66</td>
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<tr>
<td>Thursday</td>
<td>10-11 pm</td>
<td>45.7</td>
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<td>Friday</td>
<td>9-11 pm</td>
<td>45.9</td>
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<td>Saturday</td>
<td>10-11 pm</td>
<td>42.3</td>
<td>65</td>
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<tr>
<td>Sunday</td>
<td>9-11 pm</td>
<td>51.1</td>
<td>71</td>
</tr>
</tbody>
</table>

WARNER BROS. TELEVISION DISTRIBUTION
# THE "TOP 20" TELEVISION AUDIENCES OF ALL TIME

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>NTI HOUSEHOLD AUDIENCE ESTIMATES (AVG. AUD.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><strong>ROOTS</strong> (Sun., Jan. 30)</td>
<td>36,380,000</td>
</tr>
<tr>
<td>2.</td>
<td>Gone With the Wind—Pt. 1</td>
<td>33,960,000</td>
</tr>
<tr>
<td>3.</td>
<td>Gone With The Wind—Pt. 2</td>
<td>33,750,000</td>
</tr>
<tr>
<td>4.</td>
<td><strong>ROOTS</strong> (Fri., Jan. 28)</td>
<td>32,680,000</td>
</tr>
<tr>
<td>5.</td>
<td><strong>ROOTS</strong> (Thur., Jan. 27)</td>
<td>32,540,000</td>
</tr>
<tr>
<td>6.</td>
<td><strong>ROOTS</strong> (Tues., Jan. 25)</td>
<td>31,900,000</td>
</tr>
<tr>
<td>7.</td>
<td>Super Bowl XI (1977)</td>
<td>31,610,000</td>
</tr>
<tr>
<td>8.</td>
<td><strong>ROOTS</strong> (Mon., Jan. 24)</td>
<td>31,400,000</td>
</tr>
<tr>
<td>9.</td>
<td><strong>ROOTS</strong> (Wed., Jan. 26)</td>
<td>31,190,000</td>
</tr>
<tr>
<td>10.</td>
<td><strong>ROOTS</strong> (Sat., Jan. 29)</td>
<td>30,120,000</td>
</tr>
<tr>
<td>11.</td>
<td>Super Bowl X (1976)</td>
<td>29,440,000</td>
</tr>
<tr>
<td>12.</td>
<td>Super Bowl IX (1975)</td>
<td>29,040,000</td>
</tr>
<tr>
<td>13.</td>
<td><strong>ROOTS</strong> (Sun., Jan. 23)</td>
<td>28,840,000</td>
</tr>
<tr>
<td>14.</td>
<td>Airport (Nov. 11, 1973)</td>
<td>28,000,000</td>
</tr>
<tr>
<td>15.</td>
<td>Super Bowl VII (1973)</td>
<td>27,670,000</td>
</tr>
<tr>
<td>16.</td>
<td>World Series—Game 7 (1975)</td>
<td>27,560,000</td>
</tr>
<tr>
<td>17.</td>
<td>Super Bowl VIII (1974)</td>
<td>27,540,000</td>
</tr>
<tr>
<td>18.</td>
<td>Super Bowl VI (1972)</td>
<td>27,450,000</td>
</tr>
<tr>
<td>19.</td>
<td>Love Story (Oct. 1, 1972)</td>
<td>27,410,000</td>
</tr>
<tr>
<td>20.</td>
<td>All In The Family (Jan. 5, 1976)</td>
<td>27,350,000</td>
</tr>
</tbody>
</table>

Source: Nielsen Television Index (NTI), 2nd January 1977 and 1st February 1977 Reports.
Is there a middle ground for 30- and 60-second television commercials?

The feelings of creative people toward media people always have been based on a simple, direct, maybe unfair premise: Have I seen my commercial enough on TV? If I've seen it, the media guys are great. If I haven't they're duds.

You would think this would always put media people on the defensive and at a disadvantage. Wrong. Nature compensates. The media people have something called charts.

Charts, an overwhelming weapon. Now maybe they should be outlawed, but at least there should be a bilateral agreement to limit and control them.

Media charts are unlike any others. They're always exact and precise. They can mesmerize a person with numerical logic, and convince you that you've seen your commercial when you were sure you hadn't. When a media chart is flashed in front of me, without warning, and I don't have time to press thumbtacks onto my palms, it's only a matter of time until my feet go cold, my eyes stop blinking and I'll agree to anything.

I think the business of media may have become too precise and exact for its own good.

The 30-second commercial is my foremost example. It continues on unquestioned. Ninety percent of all television commercials are 30 seconds. Why? Because of its efficiency, and that can be proved.

So from 8 p.m. to 11 p.m. the American public watches our advertising in a comfortable, melodic rhythm. Thirty-second commercial after 30-second commercial.

The viewer not only watches in this rhythm, he thinks in this rhythm and probably goes to the bathroom in this rhythm. Reason enough to question the 30-second rule all television advertising is in today.

But more important, we have clients who need more than 28 1/2 seconds to deliver their messages completely and understandably. They make cars and cameras and sell services that often take longer than 28 1/2 seconds to explain.

I've heard it said that a 30-second commercial is 80% as effective as a 60. That seems to make it extremely efficient, but I don't understand 80%. If a Broadway show is 80% a hit, it's not a hit. If a movie is 80% enjoyable it probably won't make money.

And if a salesman is only 80% convincing in trying to get you to buy something, you probably won't buy it.

I'm in no way saying that we should go back to the 60-second standard that we had 10 years ago. In many cases that would be a waste of time and money. But this religious dedication to 30 seconds has to be just as wrong.

Time should not dictate the selling message. The selling message should dictate the time.

Efficient alternatives are the answer. So I'd like to recommend—ready or not—the 45-second commercial.

Why not? Most of the movies shown on television have breaks, two minutes long, for the commercials. Two 45's and a 30. It works.

The prime-time half-hour network shows have three breaks, one minute each. Why couldn't they have three breaks—a minute and a half, one minute, and 30 seconds? So one of the breaks would offer two 45-second commercials.

I'm sure the planning, scheduling and cost evaluation of a 45-second commercial would be difficult. In the beginning anyway. There are problems that I couldn't even imagine. But I don't think there are problems that media people couldn't imagine. Or couldn't handle.

For instance, the main problem is that there probably can't be a first 45-second commercial. There have to be two 45-second commercials. Otherwise there are going to be an extra 15 seconds dangling somewhere, because all network time seems to be sold in blocks of 30's.

So, I guess, one agency would have to have one client who had two products that could each use a 45-second commercial and could each use the same media buy. Or something like that.

And who commits first? The network or the advertiser?

But on the other hand where is it written that all network time has to be sold in blocks of 30's? It all seems so overwhelm-ing, is it really worth it? If you've ever sat down to write a television commercial you might agree that it is. Imagine if you were writing a movie and you had to choose between an hour and a half or three hours. Or a book, and your only choice was 400 pages or 800.

The commercial is the same thing in miniature. That's why to me most of the benefits of a 45-second commercial are obvious. First of all we wouldn't have to choose between two extremes. The 30 or the 60. Or have to pull a 30 out of a 60 or stretch a 30 into a 60. When done this way one of the lengths always suffers.

Forty-fives would give us room to breathe and develop advertising ideas. Tonight, watch a two-minute break during a network movie. There will be four commercials and wall-to-wall copy. The copy always starts at the second-and-a-half pull-up. Chances are two of the four commercials will be stand-ups. The great writers and art directors can do stand-ups, but they also learned to sell using charm, warmth and even humor. And for perfect timing, the one thing you need is a little time.

Forty-fives should also be a benefit to advertisers introducing new products. A few extra seconds for the new advantages and the new reasons why.

And there are advertisers who are interested in public service messages. This is bound to happen more and more in the future. Large corporations disseminating helpful information. Energy conservation, recycling, health tips. In years past the general store was a responsible and depended-upon member of the community. In years to come I believe it will be the giant corporation. And what better way to get important messages to each citizen than a portion of the media budget. Perhaps the last 15 seconds of a 45-second commercial.

The 45-second commercial. Why not? If for no other reason, wouldn't it just be kind of nice never again to see a 60-second commercial that's too long, or a 30-second commercial that's too short?
THE SURE HIT
FOR THIS FALL!

The New TRUTH or
CONSEQUENCES

FOR NIGHT TIME – PRIME ACCESS
HALF-HOUR ONCE-A-WEEK
IN COLOR

NEW MASTER OF CEREMONIES

BOB HILTON

PRODUCED IN ASSOCIATION WITH

RALPH EDWARDS

The Creator of Broadcasting’s
Most Successful
Game and Audience
Participation Shows

UPROARIOUS STUNTS
ELABORATE HOAXES
REMTOTES

FAMOUS GUEST STARS

CALL US TODAY!

METROMEDIA PRODUCERS CORPORATION

485 LEXINGTON AVENUE, NEW YORK, N.Y. 10017 • (212) 682-9100 • CABLE METPROEAST
Big value, small package.
The new TK-760 is a fine studio camera in a compact configura-
tion. It produces the picture quality and colorimetry for interface with
other cameras, resulting in outstanding production flexibility.
This 45-pound field camera is at home outside the studio,
too. It is easily trans-
ported, flexible and self-contained—ready to produce remote
pictures without sac-
rificing any of its
automatic features or compromis-
ing its picture quality. AC power
input through a power cord yields
video output through a coaxial
cable, without a CCU.
The TK-760 CCU features auto-
matic cable equalization (ACE). It
adjusts for cable lengths from 0 to
1000 feet. Cable testing and
mechanical compensation are
eliminated. Time and money are
saved, and consistent picture
quality is assured. With ACE,
multi-CCU positioning in busy
locations becomes a reality. Just
plug in the TK-760 camera to the
pre-located CCU, and you're on-
air immediately.
Long-term camera stability
assures fast setup time. The com-
pact CCU size (8½"x10½"x3½")
lets you run more than one
camera from the CCU module,
with multiple CCLs mounted side-
by-side.

Impressive, proved features.
These quality camera features,
and the TK-760 format, are based
on the technology of the perform-
ance-proved RCA TK-76 elec-
tronic journalism camera:
- Prism optics
- Bias light; minimizes lag at low
light levels
- Built-in sync generator; gen-
locks to black burst or com-
posite signal
- Vertical and horizontal contour
enhancement with comb filter
and coring
- Chroma keyer option; installed
as an integral part of the camera
- T-frame construction; maintains
optical alignment
- Shock-mounted optical system;
maintains registration, reduces
microphonics
- Automatic iris control
- Automatic white balance control
- Automatic flare control (black
level)
- Video level indicator in view-
finder; senses peak white
- + 9 dB video gain switch for
extremely low light levels
- Accommodates a variety of
lenses
- Fast warmup—useable picture
in 5 to 7 sec.
- Built-in filter wheel

Big view, handy controls.
The new TK-760 boasts a 5" diagonal view finder for effective
picture composition. And well-
placed pushbutton controls afford
maximum camera operator
convenience.

"must-see" value.
You pay much less
than you'd expect
for all the quality
and the many con-
venience features
you get in the
TK-760.
If ever there was a "must-
see" camera value, it's the
new TK-760.
So get your hands on one
soon. Your RCA Representative
will arrange that.

Get your hands on the new
TK-760 at NAB. It's one
more of The Dependables.
use-it-anywhere
the surprising price
This week

March 20-23 - 1977 BIAS (Broadcast Industry Auto-
mation System) seminar sponsored by Data Com-
munication Analysis, Memphis, Hilton hotel, Memphis.

March 21 - Mutual Broadcasting System's agency-
executive luncheon presentation, "The Feeling is

March 21-22 - Conference on "The Copyright Act of
1976: Dealing with the New Realities," sponsored by
the Copyright Society of the U.S.A. and the New
York Law Journal. Barbara Ringer, register of copyrights,
Library of Congress, will be keynote speaker. Bonaventure
hotel, Los Angeles.

March 21-23 - First of series of hearings before
Senate Communications Subcommittee on telecommu-
nications policy issues, subject of this being com-
mon carriers. Room 235, Russell Senate Office build-
ing, Washington.

March 21-23 - California Community Television
Association's 3rd annual congressional-FCC con-
ference, Mayflower hotel, Washington.

March 22 - Mutual Broadcasting System's agency-
executive luncheon presentation, "The Feeling is
Mutual." Baltimore Hilton, Baltimore.

March 22 - Fifteenth annual advertising research
conference of New York chapter of American Market-
ing Association. Among topics will be TV clutter and

March 23 - New Jersey CATV Association winter
general membership meeting. William J. Hamilton Jr.,
speaker of the New Jersey General Assembly, will be
guest speaker. Hotel Williamsburg, Williamsburg.

March 23-26 - Alpha Epsilon Rho, National Honor-
ary Broadcasting Society 35th annual convention.
Mayflower hotel, Washington. Contact: AER President
Andy Orgel, CBS Radio Network, 51 West 52nd Street.
New York 10019.

March 24-25 - American Forces Broadcasting con-
fERENCE. Twin Bridges Marriott hotel, Arlington, Va.

March 26-27 - New York state second annual video
conference. Rochester Institute of Technology, Roches-
ter. Information: Student Television Systems, 1
Lomb Memorial Drive, Rochester.

March 27 - Annual membership meeting of the
Association of Maximum Service Telecasters. 1 p.m.,
Delaware suite, Sheraton-Park hotel, Washington.
(Special meeting of the present board of directors of
AMST will be held March 26, 2 p.m., in Map room of
Washington Hilton hotel. Newly elected AMST board
will meet March 28, 2 p.m., Map room of Washington
Hilton, to elect officers.)

March 27-30 - National Association of Broad-
casters annual convention. Shoreham Americana,
Sheraton Park and Washington Hilton hotels, Wash-
ington.

March 27-30 - Ninth annual international con-
ference of The International Industrial Television

Also in March

March 28 - Colorado Broadcasters Association legis-

March 28 - Louisiana Association of Broadcasters
legislative reception, Hotel Washington, Washing-
ton.

March 29 - Ohio Association of Broadcasters' "Salute
to Congress" dinner. Hyatt Regency, Wash-
inton.

April

April 1-2 - Region three conference of Society
of Professional Journalists, Sigma Delta Chi, for
Alabama, Georgia, South Carolina, Florida and East
Tennessee, Knoxville, Tenn.

April 1-2 - Region four conference of Society
of Professional Journalists, Sigma Delta Chi, for
Michigan, Ohio, West Virginia and Pennsylvania and

April 1-2 - Region five conference of Society
of Professional Journalists, Sigma Delta Chi, for Illino-
is, Indiana and Kentucky Chicago.

April 1-2 - Region seven conference of Society
of Professional Journalists, Sigma Delta Chi, for South
Dakota, Missouri, Nebraska, Kansas and Iowa. Colum-
bia, Mo.

April 1-2 - Region nine conference of Society
of Professional Journalists, Sigma Delta Chi, for Wyom-
ing, Utah, Colorado and New Mexico, Albuquerque, N.
M.

April 1-3 - National convention of the Intercollegi-
te Broadcasting System. Hyatt Regency hotel, Wash-
ington.

April 1-3 - Women in Communications Inc. region
two meeting. Speakers will include Marlene Sanders,
ABC vice president, and Helen Thomas, UPI corre-
spondent. Ohio University, Athens.

April 3-6 - International Tape Association's seventh
annual seminar, "Audio/Video Update." Keynote
speaker will be NBC's Don Brinkley and syndicated
columnist Art Buchwald. Hilton Head Island, S.C.

April 5 - Mutual Broadcasting System's agency-ad-
vertiser luncheon presentation, "The Feeling is

April 7 - Washington telecommunications round-
table on "Satellite Communications: Current and Near-
Future Issues," sponsored by Public-Cable Inc., Na-
tional Education Association headquarters, 1201 16th
Street, N.W., Washington.

April 11-12 - Television Bureau of Advertising com-
mercialism seminars; for sales and management per-
sonnel. TVB headquarters, New York.

April 12-14 - Klieg! "Lighting for Television" semi-
nar. Site to be determined. Little Rock, Ark. Contact:
Wheeler Baird. Klieg! Brothers, New York; (212)
785-7474.

April 13 - New England Cable Television Association
spring meeting. The Country Kitchen, Route 9, West
Bristol, Vt.

April 14-15 - Institute of Broadcasting Financial
Management/Broadcast Credit Association quinquennial
board of directors meeting. Hyatt Regency, Chicago.

April 15-16 - Region six conference of Society
of Professional Journalists, Sigma Delta Chi, for North
Dakota, Minnesota and Wisconsin. Marquette Univer-

Major meetings

March 27-30 - National Association of Broad-
casters annual convention, Washington.

April 17-20 - National Cable Television Associa-

April 22-27 - MIP'TV '77, 13th annual interna-
tional marketplace for producers and distributors of
weekly television programming. Palais des Festivals,
Cannes, France.

April 27-May 1 - American Women in Radio and
Television 26th annual convention. Radisson
downtown hotel, Minneapolis.

May 8-12 - Annual meeting, ABC-TV affiliates.
Century Plaza hotel, Los Angeles.

May 15-18 - Annual meeting, NBC-TV affiliates.
Century Plaza hotel, Los Angeles.

May 18-21 - American Association of Advertis-
ing Agencies annual meeting, Greenbrier, White
Sulphur Springs, W. Va.

May 24-25 - Annual meeting, CBS-TV affiliates.
Century Plaza hotel, Los Angeles.

June 2-4 - Associated Press Broadcasters annual
meeting, Chase-Park Plaza, St. Louis.

June 11-15 - American Advertising Federation
annual convention and public affairs conference.
Hyatt Regency hotel, Washington, D.C.

June 13-15 - Broadcast Promotion Association
22d annual seminar: Beverly Hilton hotel, Los
Angeles. 1978 convention will be June 17-20. Radisson
Chase Hotel, Minneapolis. 1979 convention will be June
9-14, Queen Elizabeth hotel, Montreal.

June 27-30 - Meeting of the National Associa-
tion of Broadcasters joint, radio and TV boards,
Williamsburg Lodge and Williamsburg Inn, Williamsburg,
Va.

Sept. 15-17 - Radio Television News Directors
Association international conference, Hyatt
Regency hotel, San Francisco. 1978 conference will be at
Atlanta Hilton hotel, Sept. 12-16; 1979 conference will be
at New Marriott hotel, Chicago, Sept. 11-14.

Sept. 18-21 - Institute of Broadcasting Finan-
cial Management 17th annual conference, Hyatt
Regency Chicago. 1978 conference will be held
Sept. 17-20 in Las Vegas; 1979 conference will be in
New York, Sept. 16-19.

Oct. 9-12 - National Radio Broadcasters Associa-
tion convention. New Orleans Hilton, New
Orleans.

Oct. 23-26 - Annual meeting of Association of
National Advertisers. The Homestead, Hot
Springs, Va.

Nov. 14-16 - Television Bureau of Advertising
annual meeting, Hyatt Regency hotel, San Fran-
cisco.

Nov. 15-20 - National convention of The Society
of Professional Journalists, Sigma Delta Chi.
Renaissance Center, Detroit. Birmingham, Ala., will be
site of 1978 convention.

March 4-8, 1978 - National Association of
Television Program Executives conference. Bon-
ventre hotel, Los Angeles. Future conferences:
March 10-14, 1979, MGM Grand hotel, Las Vegas;
March 8-12, 1980, Bob Hill complex, San Fran-
cisco.
sity, Milwaukee.
April 15-16 — Women in Communications Inc. region seven meeting. Stratton-Century hotel, Oklahoma City.
April 15-17 — Women in Communications Inc. region six meeting. Spokesmen will be Tom Brokaw, NBC, and Leslie Stahl, CBS. Twin Bridges Marriott, Washington.
April 16 — California Associated Press Television- Radio Association 39th annual meeting. Hotel del Coronado, Coronado.
April 16-17 — Women in Communications Inc. region one meeting. First day at Washington State University, Pullman. Second day at University of Idaho, Moscow.
April 17-19 — Canadian Association of Broadcasters annual meeting. Winnipeg Inn, Winnipeg, Man.
April 17-20 — National Cable Television Association annual convention. Conrad Hilton hotel, Chicago.
April 18-19 — Television Bureau of Advertising communications seminar for sales and management personnel, TVB headquarters, New York.
April 19-21 — Ninth annual conference of Southern Educational Communications Association. Host will be the Alabama ETV Network, Gulf State Park Resort and Convention Center, Pleasure Island, Ala.
April 20-21 — Television Bureau of Advertising retail workshop, Biltmore hotel, New York.
April 20-22 — Spring meeting of Indiana Broadcasters Association, Brown County Inn, Nashville, Ind.
April 21-23 — Louisiana Association of Broadcasters spring convention, Sheraton hotel, Baton Rouge.
April 22-23 — Region one conference of Society of Professional Journalists, Sigma Delta Chi, for New York, central and eastern Pennsylvania, New Jersey, Delaware and New England states, Boston.
April 22-23 — Region eight conference of Society of Professional Journalists, Sigma Delta Chi, for Oklahoma and Texas, Dallas.
April 22-23 — Region 10 conference of Society of Professional Journalists, Sigma Delta Chi, for Washington, Oregon, Idaho, Montana and Alaska, Otter Crest, Ore.
April 22-24 — National Association of Farm Broadcasters South Central regional meeting, Hilton Inn, Amarillo, Tex.
April 24-29 — San Francisco State University's 27th annual Broadcast Industry Conference, San Francisco State University, San Francisco.
April 27-May 1 — American Women in Radio and Television 26th annual convention. Speakers will include FCC Commissioner Margita White. ABC Inc., President Eliot Rule and Belo Broadcasting Corp. President Mike Shapiro. Radisson Downtown hotel, Minneapolis.
April 28-29 — Minnesota Broadcasters Association spring meeting. Registry hotel, Bloomington.
April 28-30 — Sigma Delta Chi Distinguished Service in Journalism Awards Ceremonies. To be held in conjunction with region 11 conference of Society of Professional Journalists, SDX, for California, Nevada, Arizona and Hawaii, San Diego.
April 29-30 — Women in Communications Inc. region five meeting. Press Club, San Francisco.
April 30 — Pennsylvania Associated Press Broadcasters Association annual meeting and awards presentation. Host Town Inn, Lancaster.
April 30 — White House Correspondents Association 53rd annual dinner and reception to honor the President. Washington Hilton hotel, Washington.

May
May 1 — Deadline for entries in Howard W. Blakelock Awards in recognition of reporting on heart and blood vessel diseases. Winners will be chosen in radio and television as well as in other media and will deal with material presented in the year prior to Feb. 28, 1977. Entry information and blanks: American Heart Association, 7200 Greenville Avenue, Dallas 75231.
May 1-3 — Chamber of Commerce of the U.S. 85th national annual meeting, Washington.
May 2 — FCC's deadline for comments on inquiry into network programming practices and policies (Docket 21049). Replies are due June 1, FCC, Washington.
May 4-6 — Washington State Association of Broadcasters spring meeting, Rosario Resort hotel, Orcas Island.
May 7 — Iowa Broadcast News Association 1977 annual meeting, Adventureland Inn, near Des Moines.
May 7-8 — Kansas Associated Press Broadcasters, Association of News Broadcasters of Kansas and KUP joint meeting, Royal Inn, Hutchinson, Kan.
May 8-12 — Annual meeting, ABC-TV affiliates, Century Plaza hotel, Los Angeles.
May 12-15 — Annual meeting of Western States Advertising Agencies Association, Canyon hotel, Palm Springs, Calif.
May 15 — Emmy awards presentation at National Academy of Television Arts and Sciences, Santa Monica Civic Auditorium, Hollywood, On NBC-TV, 9:30 p.m. NTY to conclusion.
May 15-18 — National Retail Merchants Association annual sales promotion conference, Hilton hotel, Atlanta.
May 15-18 — Annual meeting, NBC-TV affiliates, Century Plaza hotel, Los Angeles.
May 18-21 — Kappa Broadcasters Association of Broadcasters annual convention, Ramada Inn, Tepaka.
May 20-22 — Northeast regional meeting of National Association of Farm Broadcasters. Site to be announced. Cincinnati, Contact: Davonna Oskarson, WLUWAM-CCTC.
May 23-25 — Central Educational Network instructional: television utilization/awareness workshop. Facucci Center for Tomorrow, Columbus, Ohio. Contact: Ted Lucas, CEN, Columbus 60625; (312) 463-3040.
May 23-26 — Canadian Cable Television Association annual convention and trade show. Four Seasons hotel, Calgary, Alberta.
May 24-25 — Annual meeting, CBS-Television affiliates, Century Plaza hotel, Los Angeles.
May 25-27 — Ohio Association of Broadcasters spring meeting. Kings Island Inn, Ohio.
May 30 — Revised starting date for Canadian Radio-Television and Telecommunication Commission hearing on pay television, Ottawa.

June
June 2-4 — Associated Press Broadcasters annual meeting, Edwin Newman. NBC News correspondent will be keynote speaker. FCC Chairman Richard E. Wiley will be featured speaker Chase-Park Plaza, St. Louis.
June 2-5 — Missouri Broadcasters Association spring meeting. Rock Lane Lodge, Table Rock Lake.
June 2-5 — Mississippi Broadcasters Association annual convention. Sheraton Biloxi, Biloxi.
June 3-10 — International Television Symposium and Technical Exhibit, Montreux, Switzerland. Information: Directorate, 10th annual Television Symposium, RO. Box 97, CH-1820 Montreux.
June 8-9 — Advertising Research Foundation midyear conference. Featured luncheon speaker June 9 will be Gerald Raphson, Raphson Advertising Inc., Atlanta. Keynote speech will be by James Button, senior vice president, Sears, Roebuck & Co. Hyatt-Regency O'Hare, Chicago.
June 14-16 — Iowa Broadcasters Association convention. The New Inn, Lake Okoboji.
June 15-17 — Komans Science Corp./IBCS user's conference for BCS customer stations. Anchors Point hotel, Colorado Springs.
June 17-18 — Western regional meeting of Na-
Thanks to us, thanks to him

EDITOR: Thank you for the "Profile" on Gene Accas [BROADCASTING, March 7]. A number of us in the academic areas of broadcasting owe Gene Accas far more than we can calculate for the fine instruction we received in the International Radio and Television Society faculty/industry seminars. Gene Accas is indeed an unusual man.—Wesley H. Wallace, professor and acting chairman, department of radio, television and motion pictures, University of North Carolina at Chapel Hill.

Whose side?

EDITOR: It is with utter disbelief that I read in the Feb. 14 issue of BROADCASTING that the National Association of Broadcasters is joining the movement for additional AM radio space.

How in the world can an organization that is supposedly devoted to the best interests of broadcasters be in favor of creating additional channels for AM transmission? Either the NAB is completely out of touch with the realities of the broadcast world or they are working for some other interests; otherwise, they could not be in favor of such a stand.

Within the past 10 years, we all have seen how FM has literally doubled or in some cases tripled the number of broadcasting stations in a given market. More and more the public views AM and FM as simply "radio." Adding more radio facilities to an already over-crowded marketplace would be disastrous both for AM and FM operators: Just who is the NAB working for?—Norman Wain, Metroplex Communications, Cleveland.

Pro-am

EDITOR: As part of the continuing dialogue in your magazine concerning university education for broadcasting, and the reaction of commercial broadcasters to the preparation received, I thought your readers would be interested in this.

On Feb. 26, TVS was scheduled to feed a television basketball game to an NBC regional network. The game was between Southern Illinois University in Carbondale and Drake University in the SIU-C arena. Although the equipment and the TVS director arrived on time, the crew was weathered in in Indianapolis, leaving no one to set up and operate the cameras and other equipment. TVS Director Bob Kyle got in touch with WSTV-TV Program Manager Virginia Mampre, and she lined up a volunteer crew for TVS/NBC consisting of some professional staffers from the university station and six students of the SIU department of radio-television. The students operated the three cameras, the audio gear, video-tape equipment and assisted in the technical direction. The origination of the game went off without a hitch, and after the game the students took down and packed the gear.

I think this indicated that our students are not only oriented toward the theoretical (which they are), but also the practical (which they also are). We think some broadcasters will benefit when these people, and others equally qualified, graduate into the job market.—Charles T. Lynch, chairman, radio-television department, Southern Illinois University at Carbondale.

Not at KGW-TV

EDITOR: I'm obliged to comment on your Feb. 21 article reporting on the National Association of Television Program Executives panel, "Local Strip Programming, Trend or End?" your reporter made a comment which mystifies me. I don't recall anyone on the panel making reference to "studio material...talking heads, to cut down on costs." I assure you I did not, and our show, Evening, does not, as the story implies.—Robert L. Lewis, director of programing, KGW-TV Portland, Ore.
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WHAT WE LEARNED ABOUT CHILDREN'S TELEVISION WOULD FILL A BOOK

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FCC thrown out of censorship business by D.C. court

Commission ruling in WBAI case involving George Carlin album cut is overturned in Tamm-authored decision as violation of Communications Act; Bazelon would go further; Leventhal dissents

At the time the FCC issued its anti indecency ruling in a case involving a George Carlin comedy record dealing with the "seven dirty words you can never say on television" (Broadcasting, Feb. 17, 1975), commission officials said that if the ruling did not survive judicial review, there was probably no language that could not be aired at any time. The question of whether that fear was warranted may soon be answered. Last week, a panel of the U.S. Court of Appeals in Washington overturned the commission's action, which attempted to distinguish broadcasting from other media for First Amendment purposes and which was designed to protect children from the broadcast of allegedly offensive material. Judge Edward A. Tamm, who wrote the court's opinion, said the commission's ruling was "overbroad and vague" and carried the commission into the "forbidden realm of censorship."

The panel, reflecting the uncertainty over government authority in the area of regulation of speech, was split. Judge Tamm said the commission's ruling constituted a violation of the Communications Act provision that prohibits the commission from censoring broadcast material. Chief Judge David Bazelon, who concurred, went further; he said the ruling also violated the First Amendment, and he appeared to reject the commission's view that material protected in other media could be barred from broadcasting. Judge Harold Leventhal, the third member, dissented, with an opinion generally supporting the commission's position.

The effect of the opinion was to place the commission in a quandary—or, as Chairman Richard E. Wiley put it, "a never-never land." He said the commission's ruling was a "good-faith effort" to implement the federal statute prohibiting the airing of obscene or indecent material. "I guess we did not do it right," he said. But he also said the commission was left without guidance as to how it might proceed properly.

Accordingly, it seemed likely the commission would seek review of the panel's decision by the full nine-member bench of the District of Columbia circuit. At a minimum, the court might provide clarification.

The record album at issue—George Carlin, Occupation: Foole—was broadcast by Pacifica Foundation's WBAI (FM) New York on the afternoon of Oct. 30, 1973. The album was featured in a broadcast on the use of language in society.

But the Carlin monologue came to the commission's attention in a complaint from a man who said he had heard it on the car radio while driving with his young son. And the commission—under pressure from Congress and the public to police the airwaves for allegedly offensive material—seized on it as a means of prohibiting it from doing: interfere with licensee discretion in programming. Despite the effort to "channel" the allegedly offensive material into late-evening hours, he said, the commission is still engaging in censorship.

As drafted, the commission ruling, Judge Tamm said, would prohibit the broadcast of Shakespeare's "The Tempest" or "Two Gentlemen of Verona," some passages of the Bible, as well as the works of a number of authors, including Ernest Hemingway and James Joyce. The Nixon Watergate tapes would also be forbidden, he said.

Having declared the ruling in violation of Section 326, Judge Tamm said it was not necessary to decide the First Amendment question. But he also said the ruling does not meet the "rigorous demands" the Supreme Court has laid down for defining obscenity—even assuming the commission has the power to ban non-obscene speech from the air. He said the ruling is "overbroad" (it "sweepingly forbids any broadcast of the seven words irrespective of context or however innocent"

"We should continue to trust the licensee to exercise judgment, responsibility and sensitivity to the community's needs, interests and tastes. To whatever extent we err, or the commission errs in balancing its duties, it must be in favor of preserving the values of free expression and freedom from governmental interference in matters of taste."

—Tamm

clarifying its definition of the kind of indecent material that it would ban under the obscenity and indecency statute.

The definition referred to language that describes "sexual or excretory activities and organs" in a manner considered "patently offensive" by community standards for the broadcast medium and that is broadcast at a time of day when children would be expected to be in the audience. The commission said such material might be aired late at night, provided it had serious literary, artistic, political or scientific value. And the commission, citing its authority under the obscenity-indecency statute, held the words, "as broadcast," to be "indecent" and prohibited from the air.

To Judge Tamm, the statement does exactly what the Communication Act's Section 326—the no-censorship provision—or educational they may be) and "vague" ("it fails to define children"). Judge Tamm's solution to the problem is to trust broadcasters to exercise good taste and judgment. "To whatever extent we err, or the commission errs in balancing its duties," he said, "it must be in favor of preserving the values of free expression and freedom from governmental interference in matters of taste."

Judge Bazelon held that regulation of indecency must be subjected to the same restraints as those applied to the regulation of obscenity; he said the Supreme Court has always treated indecency in terms of obscenity. And, like Judge Tamm, he found the commission's definition of the term "massively overbroad." Furthermore, he said, the commission had failed to demonstrate radio and television are
different — why offensive speech that would be protected in other media may be regulated when broadcast over radio or television. Judge Bazelon rejected each of the commission's arguments for that proposition, including the principal one—that the ban is designed to prevent the exposure of children to words their parents would not want them to hear. The commission argued incorrectly that material regulatable for children can be banned from broadcast. If the commission had such power, Judge Bazelon said, it could ban the airing of political or religious programs from which parents might want to shield their children. The Constitution, he added, "limits the government's power to select programs for children."

Judge Leventhal, who appended a transcript of the Carlin monologue to his opinion to make clear the nature of the problem that confronted the commission, said he "cannot fault" the commission's action.

"TV-radio broadcasting has special access to the home, and home audiences are a primary target of the industry," he said.

"In the home, special considerations apply, with freedom of unwanted intrusion both by the government and by others presenting unwanted materials."

Judge Leventhal noted that the "abhorrence of censorship is a vital part of our society." But he indicated he is not an absolutist on the First Amendment, at least where children are concerned. He said he would not permit regulation of programming if the aim is "to assist parents in their protection of young children" during the time of their development — "a compelling state interest."

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Carter takes noninterventionist stance in debate over coverage of terrorists

Carter keeps his distance as UN ambassador says that in light of power of media, First Amendment needs rethinking

The "to be or not to be" dilemma posed for journalists by terrorist actions involving the media (Broadcasting, March 14) was propelled to the highest policy levels last week. Andrew Young, the ambassador to the United Nations, fueled the fire with a suggestion that the First Amendment might be "clarified" in light of the problems he says mass media create in covering terrorist acts. But his boss, the President, cooled off some of the heat with an official statement saying the problem is for the media, and not for the government, to solve.

Ambassador Young, a former Democratic congressman from Atlanta who was one of President Carter's earliest supporters in his campaign for the White House, offered his views on the malleability of the First Amendment in an interview with UPI in Sacramento, Calif., following the peace talks in the Middle East. The ambassador is the Hanafi Muslim takeover of three buildings in Washington (Broadcasting, March 14)

The takeover received heavy coverage from the press and broadcasting. And Ambassador Young said "a lot of these phenomena are the result of publicity they are given. In a sense, we're advertising to neurotic people" that the way to get attention is "to do something suicidal and ridiculous."

Then he said that the First Amendment should be "clarified by the Supreme Court in the light of the power of the mass media." But he also said he would prefer that the news media censor themselves in covering such crimes.

"I don't know if it protects the right of people literally to destroy the things we believe in," Mr. Young said, adding, "This kind of crime would not have been known about [in California] at all when the First Amendment was written. It would have died in Washington, D.C."

White House News Secretary Jody Powell was asked about the Young remarks during a news briefing on Monday, and said he understood that the ambassador was urging self-restraint. Later, however, he issued a written statement indicating that President had no interest in requiring any change in the way the media cover terrorist acts: "After talking with the President, I can give you a more direct response to the question of coverage of hostage situations.... "He recognizes the complexity of the problem and frankly has no easy solution in mind. He sees this as a problem that should be addressed by the news media as a powerful and responsible institution in our society. He has no desire to seek legislation or to otherwise impose a solution, and hopes those who make news decisions will themselves determine the definable boundaries of legitimate coverage."

"Who's Who" looks into the ethical questions of covering terrorist acts

The problem that confuses newsmen in covering acts of terrorism into which they are drawn as participants as well as reporters was highlighted on CBS News' Who's Who last week in a report on the preceding week's Hanafi Muslim siege in Washington.

"This whole subject scares the hell out of me," correspondent Dan Rather said in winding up an interview with anchorman Walter Cronkite at the end of the report (CBS-TV, Tuesday, 8-9 p.m. NYT). Mr. Cronkite said it scared him too: "It's a very, very serious problem for all of us."

In the interview they examined the problem as typified earlier in the broadcast by Hanafi Muslim leader Hamaas Abdul Khalil's choice of Max Robinson, WTOP-TV. The New York Herald Tribune was the principal channel for making public his demands while his forces, having killed one reporter, held 134 people hostage (Broadcasting, March 14). It is a growing problem, Mr. Rather noted.

"Last week in Washington it was Max Robinson," he said. "Next week it could be some other reporter anywhere."

Mr. Robinson, it had been noted, was threatened with kidnaping and put under police protection. But the threat, Mr. Rather said, "didn't change his approach to the story—he went back to his anchor position without visibly missing a beat."

On a broader scale, Mr. Rather asked, "since the terrorists seem to be getting better at handling us, are we getting any better at handling them? Mr. Cronkite wasn't sure—or that matter."

"It seems to me," he said, "that we cannot control the events that need to be reported. All we can do is be responsible in reporting the events that occur."

Andrew Young, ambassador to the United Nations, had said he wished there could be a law to restrict publication of information about violent crime. Mr. Rather wanted to know if the First Amendment could stand such a law.

"No," Mr. Cronkite replied. "It couldn't at all. In no way. The First Amendment says: 'There shall be no law which infringes on the freedom of speech and press...."' But what can newsmen say, Mr. Rather asked, when people tell them: 'Listen, we cannot allow this to happen and keep happening and escalate each time. Those of you in the media have to do something.'

"I don't know how the society got so media-oriented in blaming the messenger for everything that transpires in our society and forgets about the problems," Mr. Cronkite said. "We are only the messengers."

Do reporters and editors in instantaneous journalism have time to contemplate the consequences of what we do?"

Mr. Cronkite wasn't sure they should be concerned with the consequences. "When we start worrying about the consequences we're beginning to play another role other than that of reporters," he said. "We're beginning to play a judgmental role. We're beginning to play God. And I don't think I'm equipped to do that. I'm not sure I know any journalist who is."

He was adamant against blackouts.

That's not serving the public's best interest at all. All that does is lead to rumor, speculation, to doubt that the press is telling the whole story under any circumstance. And that's the most important consideration of all. If we cover up stories under any circumstance, the public has every right to believe that we cover them up under any circumstance. And if we cover up at all, then the whole belief, reliance upon the press is gone."
Broadcasting, man; James public casters' dinner
Getting to know you. Attending the National Association of Broadcasters' dinner-to-midnight meeting last week were: NAB TV code review board members Tom Swafford, NAB senior vice president for public affairs; Robert Rich of KBJR-TV Duluth, Minn., code board chairman; James Conley, Meredith Broadcasting, and Michael Kievan, Cox Broadcasting, Atlanta. Producers John Mitchell, Columbia Pictures TV; James Komack, independent; Lee Rich, Lorimar Productions, Norman Lear, Tandem Productions; Grant Tinker, MTM Enterprises; Danny Arnold, independent; Sy Salkowitz, 20th Century-Fox Television; Harris Kallman, MGM Television; David Gerber, independent; Allan Shane, Warner Bros. Television, and Frank Price, Universal. Television met with the broadcasters at Chasens restaurant.

The National Association of Broadcasters continued its dialogues with groups inside and outside the television industry last week in advance of its writing more stringent guidelines for the handling of violence and sex on television.

On Wednesday, representatives of the code review board and Tom Swafford, NAB senior vice president for public affairs, got together with 11 TV production executives in Hollywood in what turned out to be a long (almost six hours) but cordial meeting, the participants reported.

Then on Friday, NAB President Vincent Wasilewski and some of the same TV code board members were to meet in Chicago with representatives of the National Parent Teacher Association, which has mounted a campaign to curtail violence on TV. National PTA President Carol Kimmel was to head the PTA delegation at the meeting.

At the Los Angeles meeting, it was reported that neither the broadcasters nor producers asked or promised anything specific. "We just sat and talked," Grant Tinker, president of MTM Enterprises, said afterward. He and Frank Price, president of Universal Television, said the point of the discussion was more to make sure the TV managers and producers have the same understanding of what is happening outside—specifically about the pressure being put on the industry by groups such as the PTA, the American Medical Association, and about the work of violence researchers such as Dr. George Gerber of the University of Pennsylvania's Annenberg School of Communications.

The important thing about the meeting last week, Mr. Tinker said, is that "for the first time the production community and the other end of the pipeline are talking together." The uniform concern of the producers is that they do not find themselves again under an "artificially imposed" restraint such as family viewing.

Mr. Tinker said the meeting was the second between NAB's code board members and producers (Broadcasting, Feb. 14) and there was general agreement, said Mr. Swafford, that there will be more.

NAB representatives have also scheduled a "dialogue" on March 29, during the NAB convention in Washington, with representatives of the National Citizens Committee for Broadcasting and of the AMA.

Also last week, NAB received a request from Action for Children's Television for changes in the TV code. Specifically, ACT's Peggy Charren petitioned NAB President Wasilewski for two code reforms. One is to reduce the amount of physical and "cultural" violence by (1) eliminating stereotypes from children's programs, (2) requiring each TV station to present at least one children's program after school each week, (3) requiring at least one children's program for the preschool audience daily, and (4) requiring each station to broadcast public service announcements directed to children.

The second reform ACT asked for is to tighten strictures on children's advertising, specifically to (1) eliminate advertising from preschool programs, (2) eliminate commercials for heavily sugared foods aimed at children and (3) reduce commercial time on children's programs to six minutes an hour. ACT also urged that broadcasters be required to present public affairs programs that discuss TV violence and children's advertising.

John Summers, NAB executive vice president and general manager, said Mrs. Charren's letter will be considered by the NAB TV code review board at its meeting April 18-20.
Battle royal may be brewing between ABC-TV and Group W. ABC-TV's affiliate relations vice president Robert Fountain said Hearst-owned WBAL-TV Baltimore has been asked to make formal application to become ABC's Baltimore affiliate, displacing Group W's WJZ-TV. (WJZ-TV is 20-year ABC affiliate; WBAL has been affiliated with NBC for 29 years.) Franklin Snyder, head of Hearst Broadcasting, said Friday that WBAL had not yet decided whether to take ABC up on its offer to make presentation. In a letter to Mr. Fountain, Donald McGannon, chairman and president of Group W, linked ABC's Baltimore action with Group W's petition calling on FCC to look into the "overly dominant position of the networks." Mr. McGannon also charged ABC with "favored treatment" of Hearst, alluding to vice president of Hearst-owned WTAE-TV Pittsburgh John Conomikes' position as chairman of ABC's affiliates' board, and ABC's new affiliation (as of March 27) with Hearst's WISN-TV Milwaukee. Mr. McGannon ended by warning ABC that Group W will go to FCC and to court "to protect our contractual position."

FCC will hold first meeting in sunshine on Thursday (March 24). Agenda—collection of items staff was able to prepare on relatively short notice—contains nothing of major interest. Among cable items is one involving request of National Hockey League and Pittsburgh Penguins for show cause order directed at Centre Video Corp.'s systems in Pittsburgh area. One broadcasting matter involves petition for reconsideration of staff renewal of Westhouseborough Broadcasting's kxyw-Am Philadelphia. Meeting is scheduled to start at 10:30 in Room 856 of FCC building, 1919 M St. N.W., Washington.

Counsel for Michigan publisher John McGoff said last week that there has been conversation between Mr. McGoff and representatives of Mutual Broadcasting System concerning possible purchase of network. Discussion was said to be general and whether or not talks will continue is not known. Officials at Mutual had no comment.

FCC Commissioner Joseph Fogarty says problem of sex and violence on television is continuing and he also indicates there is reason to believe medium is moving toward solution: "I do believe there is a growing sensitivity and responsiveness to these humanistic concerns in television." Statement is backed up with references to activities and attitudes on part of station officials, entertainment community, advertisers, citizen groups and religious leaders. Commissioner made remarks in speech to luncheon in Los Angeles given by: Timothy Cardinal Manning. And he said message calling for "Humanism in Television" to meetings with station officials, members of creative community, network officials and cable television representatives on West Coast over three-day period.

"Misleading at best, specious at worst" was language being drafted last week for response from Public Broadcasting Service President Larry Grossman to CBS Inc. President John Backe, regarding letter's latter to President Carter on closed captioning for the hearing impaired (BROADCASTING, March 14). In letter to be sent this week, Mr. Grossman calls $250,000 figure for captioning equipment "plain off the wall," saying that PBS has developed systems in $35,000 to $50,000 range. Although Mr. Backe said one-hour program captioning costs can be measured against CBS's $4,000 experiment with Waltons episode, Mr. Grossman was expected to call estimate "about 400% too high," explaining that PBS expenses have rarely exceeded $1,000. President Carter last month solicited views from network presidents.

U.S. District Judge for Northern District of New York last Friday (March 18) sustained FCC's preemption of pay cable regulation in summary judgment in suit filed by National Cable Television Association, New York State Cable Association, Home Box Office and others against state law requiring pay cable systems to file rates and other information before starting operation.

WJEX-TV Richmond, Va., has gone to federal court to fight state law prohibiting publication of information regarding investigations conducted by Virginia's Judicial Inquiry and Review Commission. Station on Tuesday (March 15) obtained temporary restraining order from U.S. District Judge Robert R. Mehlig Jr. prohibiting state from prosecuting station for broadcasting story on commission's alleged investigation of judge for judicial misconduct. Few minutes later, station put story on air. This Thursday (March 24), with American Civil Liberties Union providing counsel, station will seek preliminary injunction from U.S. district court. Issuance of injunction would lead to hearing on constitutionality of law. Station originally sought protection because state supreme court two weeks ago upheld law in case involving Virginia Pilot of Norfolk.

House of Representatives launched closed circuit TV broadcast of House floor proceedings last Tuesday (March 15). Coverage (for 90-day experiment) is being done by three small surveillance cameras in fixed locations above House floor, and is being carried live to members' offices in Rayburn building, only one of three House office buildings wired to carry to signal. House Speaker Thomas P. O'Neill (D.-Mass.) said on floor that if system works, he'll offer resolution to allow proceedings to be broadcast to the public. He told press he thinks use of TV signal in some form by media "is inevitable."

FCC has censured communications attorney Benedect Cottone and given him symbolic one-day suspension from practice before commission as result of his actions while representing KUPY (formerly KAYE) Puyallup, Wash., in license renewal proceeding. But new wrinkle developed in case Friday when FCC Assistant General Counsel William Keohoe Jr. asked Department of Justice to investigate possible perjury in connection with controversy that led to commission action—bitter dispute between Mr. Cottone and presently retired Administrative Law Judge Ernest Nash. Mr. Keohoe and Mr. Nash had given what Mr. Keohoe says is "contradictory" testimony under oath regarding conversation that, according to Mr. Keohoe's version, indicates Mr. Nash was biased against Mr. Cottone. Mr. Keohoe filed request for investigation after commission, in its order in Cottone case, rejected request it do so.

WABC-TV New York reporter John Johnson got exclusive story Thursday: he was taken hostage inside East Harlem church by 27-year-old gunman. Charles Butts, described as unemployed ex-drug addict, took priest and 15-year-old boy hostage, then, at about 12:15 p.m., called Mr. Johnson at station for help. Reporter went to church and spent nearly two hours talking to hysterical Butts. When Butts shot down, Mr. Johnson picked it up, just as police rushed in door. No one was hurt.

Anne Cox Chambers, chairman of Atlanta Constitution and member of family that controls Cox broadcasting and cable interests, who earlier had been reported under consideration as ambassador to Court of St. James (Great Britain), is now reported to be President Carter's choice as ambassador to Belgium. • William D. Shaw, 62, senior VP-general manager of Golden West Broadcasters' KFOG(AM) San Francisco, retires after 39 years in broadcasting, last 20 with GWB. Jack Bankson, VP-general manager of group's KXSM(AM) Seatle, will succeed Mr. Shaw at ksro. • Paul Rittenhouse, regional manager for station relations, NBC, New York, retires after 43 years with network. • Lou Cloff, ABC News Paris bureau chief, named United Nations correspondent, succeeding John MacVane, retiring after 23 years in that assignment. • John W. Hill, 68, founder of Hill and Knowlton public relations firm, died Thursday (March 17) in New York. • In restructuring of CBS law department under VP James Scott Hill, John D. Appel, deputy general counsel, was made responsible for all Washington- and government affairs-related legal matters for corporation. Associate general counsel appointments include Ralph E. Goldberg for CBS/Broadcast Group and Jack B. Purcell for West Coast.
FCC steams down the Mississippi before sunshine bursts through

Petitions-to-deny cases handled for stations ranging from Cairo to Memphis to Shreveport

It was almost like a petition-to-deny day, what with the FCC staff presenting to the commission on March 9 five items involving petitions to deny the renewal applications of a total of 13 radio and television stations. It wasn't that, but the meeting was the last full one the commission would hold before April—and the last held before the sunshine law went into effect, on March 12—and some of the petitions had been pending for years. The commission renewed the licenses of all but two of the stations, at least on a short-term basis. But a number of the renewals were granted subject to various conditions.

WKRO(AM), Cairo, Ill., had been awaiting renewal the longest of the stations involved in the commission's actions. Its application had been on the deferred list since 1970, when the Black United Front, an umbrella organization, filed its opposition, contending that the station's ascertainment efforts and its performance in programming and employment were deficient. The petition focused on alleged lack of service to the black community.

The commission rejected the petition—it said its examination of the charges failed to reveal a substantial and material question of fact that showed renewal of the station's license would not be in the public interest—and renewed the license for the remainder of its regular term, to Dec. 1, 1979.

The commission rejected two petitions to deny that citizen groups had filed against the renewal of General Electric's KOA(AM) Denver. One was aimed at the application filed in 1971. It alleged that the station had failed to ascertain and meet a need in the area for agricultural programming. The second was a part of a general filing citizen groups had directed at KOA and its sister stations, KOA(FM) and KOA-TV. It claimed the licensee had not kept agreements with the groups and had made misleading statements to the commission and had failed to offer local, regional and minority interests with its programming.

The commission found no reason to hold hearings on the applications (it said, for instance, that although KOA is a clear channel station, it is not required to ascertain and meet the needs of agriculture communities more than 75 miles from Denver), and renewed the licenses for the remainder of the regular license term, to April 1, 1977. But the AM and FM renewals were granted subject to equal employment opportunity reporting requirements and to commission review of the outcome of EEO and discrimination actions pending before the Equal Employment Opportunity Commission, the U.S. district court in Colorado and other governmental agencies.

Five of the other stations involved in the commission's actions are Memphis WREG-TV, which had been awaiting renewal the longest of those stations, as well, of fairness doctrine violations.

The commission said PUSH failed to raise a substantial question of fact showing prima facie that a grant of the renewal applications would not serve the public interest. So it renewed the licenses of the television stations and of WREC and WZXR for their transient basis, to Aug. 1, 1979. The commission deferred action on the WBOQ and WBOQ-TV renewals because of other matters.

But that wasn't the final commission word on the PUSH petition. Because of a disparity noted between the number of blacks in the area, the commission directed the station to submit reports on its EEO efforts over the next two years.

Furthermore, the commission, after noting that WREG-TV, WREC and WZXR had been the targets of various EEO complaints, virtually invited Memphis area residents to file EEO complaints with the federal or local agency of their choice. The commission pointed out that it has held that the public interest would best be served by affording individuals the opportunity to select the forum in which to seek EEO relief.

After it is notified of the final determination by an agency of primary jurisdiction over any subsequent EEO complaint, the commission said, it would decide what action it might take. Accordingly, it added appropriate conditions to the renewals of the three stations.

The final action involved four Louisiana stations—KBCL(AM)-KEEP(FM) Shreveport, WAIL(AM) Baton Rouge and WNOE(AM) New Orleans. The stations were among 38 in the state that were investigated by the commission as a result of complaints by women's and minority groups that they discriminated on the basis of sex, race and national origin in their employment and programming practices. The commission denied the petition—at least in part—against the other stations.

The commission renewed the licenses of KBCL and KEEP for the remainder of the license term, to June 1, 1979. But the license of WAIL was renewed for only a short term—for a period ending April 1, 1978—and was subjected to EEO reporting conditions. WNOE was subjected to reporting requirements as well, without having its license renewed.

California fairness ruling against stations destined to languish in file

Petition for reconsideration is denied, but FCC indicates no further action will be taken in case involving PG&E commercials

The FCC is standing by its decision that eight California radio stations violated the fairness doctrine in connection with the broadcast of Pacific Gas & Electric Co. commercials that proposed the construction of nuclear power plants and the use of nuclear power.

But in denying petitions for reconsideration filed by five of the stations and by the National Association of Broadcasters, the commission is engaging largely in an internal intellectual exercise. For the circumstances of the case, the commission said no further action would be taken.

At issue was the complaint several citizen and environmental groups filed against 13 stations on Sept. 11, 1974. The groups said that views contrary to those expressed in the commercial the stations carried should have been aired but were not.

The commission, in a ruling issued on May 18, 1976, agreed as to eight of the stations, and directed the stations involved to provide information on how they intended to fulfill their fairness obligations. The commission said the issue was still controversial in view of a California primary to be held on June 8 on the question of nuclear power.

The commission, in affirming the decision, rejected NAB's contention that it had exceeded its statutory authority "in failing to respect the wide latitude" licensees are given in exercising their best judgment in such matters. The commission said its decision was based on principles stated in its 1974 Fairness Report, which holds that the doctrine applies to commercials raising one side of a controversial issue of public importance.

In deciding against any further action regarding the stations, the commission apparently had the tardiness of its original decision in mind. It said that, considering the short period of time between the date of the ruling, May 18, and the June 8 referendum, and the showing each station had made regarding a good faith effort to provide additional programming on the issue—programming the commission did not evaluate—no further action would be taken.

The stations that had filed for reconsideration are KFRE(AM) Fresno, KFYV(AM) Attoyo Grande, KROY(AM) Sacramento, KSMA(AM) Santa Maria and KRED(AM) Eureka. The others the commission found in violation of the fairness doctrine are KFOG(AM) San Francisco, KBYM(AM) Monterey, and KBSO(AM) Santa Rosa. The commission was unable to reach a conclu-
Only the best in the business on the NBC Radio Network.
What's your network done for you lately?

Our affiliates’ air time is valuable. So we make sure that the NBC people who use it are the best in the business. That’s why our affiliates air commentary by John Chancellor, David Brinkley, Jack Perkins, and Edwin Newman. That’s why we have Bess Myerson with “The Consumers View” and Joe Garagiola with sports.

That’s why NBC Radio Network listeners hear Hugh Downs on “Feeling Fit” and Gene Shalit on just about anything.

And of course they hear news programming that’s produced by the world’s largest broadcast news organization, 24 hours a day, 7 days a week.

If your network doesn’t deliver the best program service in the business, during NAB come talk to the best affiliate relations staff in the business. We’re in Suite B-720 of the Sheraton Park Hotel.
Networks take aim and fire at Westinghouse

Group W push for favorable action on previewing proposal in time for fall season opposed as being impractical

The three major television networks have come to the defense of their entertainment program prescreening practices and have accused Westinghouse Broadcasting Co. of rearging an affiliate/network preview plan impractical from the start.

The networks, originally offered in Group W’s mammoth petition for an investigation of alleged network dominance over affiliates, calls for entertainment program previews normally four weeks in advance of network transmissions. The overall Group W petition, also involving affiliate compensation, network scheduling and the like, seeded an FCC inquiry; a commission report is not expected until early 1978 (Broadcasting, Jan. 17).

Westinghouse, however, asked the commission to consider the petition’s previewing proposal separately. The group broadcaster is pushing for favorable commission action in time for the fall 1977 television season. The FCC created the Group W motion as a petition for partial reconsideration; comments were due last week.

The “networks, with some exceptions, do not permit affiliates to preview network entertainment programs before their transmission for broadcast” and even when the opportunity is provided, Group W charged, it is not afforded “sufficiently far in advance to permit orderly schedule changes.” (Group W found NBC’s new effort to prescreen 20 hours of entertainment programming a week in advance “commendable” [Broadcasting, Nov. 29, 1976] but still not enough time.) In its earlier petition, Group W had asserted that a lead time of three-to-four weeks was necessary in most cases for TV Guide listings.

“Particularly in view of the marked increase in the amount of crime, cruelty, violence and other inappropriate matter,” Group W said in its call for expedited action, a longer previewing advance-time is necessary. Group W also cited a line from the so-called family-viewing decision in which U.S. District Court Judge Warren Ferguson insisted on “independent decision making by local licensees.”

- To ABC: The issue which the Group W petition raises is not whether licensees should be in a position to exercise their judgment as to what network programs to present; rather it is whether the commission should mandate a particular procedure for assisting affiliates in that request.

- To CBS: It is inconsistent with any notion of interference procedure, particularly in a proceeding as far-ranging as this one, for the commission to begin to ‘spin off’ ancillary proceedings upon request. The commission has said it intends to act expeditiously in the over-all proceeding.

- To NBC: The proposal would be “harmful to the public interest” since it would cause an “impairment to the [television] production process.” Furthermore, “so far as NBC is aware, Westinghouse is the only broadcast licensee which contends that the present procedures are inadequate.”

ABC, for one, outlined the present procedures it believes are adequate: advance program advisory bulletins; closed-circuit previews of nighttime shows on a regularly scheduled, rotational basis; print mailings to those unable to view the closed circuits; special review procedures for Group W and affiliate input at annual meetings.

The alleged impracticality of the proposal was cited by all three networks—as CBS voiced it: “The problem is, rather, that few network entertainment programs are as ‘in the can’ as much as one month prior to scheduled initial broadcast dates—and that few network entertainment programs as likely to be, so long as the creative community is being creative.”

On top of that, NBC claimed that its Broadcast Standards Department would lose its last minute editing powers if it had to adhere to a four-week advance. As to the TV Guide argument, NBC charged that Westinghouse has its facts wrong and that the magazine would accept certain program changes as late as eight or nine days before its publication date. And even if changes could not be made in time, NBC said, “audience confusion” could be alleviated by newspaper inserts or station announcements.

Western Broadcasting Co., a Montana-Idaho group owner, was also in the opposition camp, noting that its requests for advance screening has been “invariably honored” by the networks and that its decisions to exclude shows have never been met with “undue pressure nor intimidation.”

In support of the Westinghouse petition, however, was the New Jersey Coalition for Fair Broadcasting (which said its membership includes New Jersey Senators Clifford Case and Harrison Williams). “At the present time,” the coalition claimed, “local licensees have little discretion regarding programs as the actual workings of affiliate contracts and station program delivery control.” Morality in Media of Massachusetts also came out for the Westinghouse cause, saying that “it is crucial that enough ‘lead time be given to the affiliates.”

FCC issues new radio policy statement

Rules call for licensees’ obligation to serve community, define the term of network

More than 35 years after they were first adopted, the FCC has repealed most of its 1941 radio network rules and issued a new radio policy statement. The action, came amidst a flurry of commission decisions earlier this month (Broadcasting, March 14). The new policy takes effect April 25.

Radio licensees’ individual obligations to serve the programming needs of their communities provide the basic premise for the policy statement. The commission, among other things, said that affiliates and networks should not enter excessively long affiliation agreements; affiliates should always have the option not to broadcast network offerings; and networks should not interfere with licensees’ programming discretion, insist on excessive option time or try to influence nonnetwork station rates.

The commission defined a network as a programming source that “entirely or chiefly” by interconnection is capable of simultaneous interconnection. Falling into this category now are Associated Press Radio and United Press International Audio.

The FCC retained its rule calling for networks to limit their territorial exclusivity as much as possible. For example, it said that a network should attempt to have unclesed programming aired by other stations, and should review cases where affilia-
NORFOLK, VIRGINIA

now represented nationally by Bernard Howard & Co., Inc.
MILLIONS OF YOUNG AMERICANS ARE FINDING THAT LOVE IS CONTAGIOUS.

Storer Stations are concerned about VD and are doing something about it.

The twin specters of gonorrhea and syphilis are stalking across America. In the last 20 years, venereal disease has skyrocketed 400%.

Gonorrhea, in fact, is now classified as a national epidemic. While a million cases were reported in 1975, health authorities estimate the actual count nearer 2½ to 3 million.

On top of it, a frightening new strain of gonorrhea has appeared that resists penicillin. Syphilis, while lower in the number of cases, is more deadly. Untreated, it can cause blindness, brain damage, heart or bone disease. Even death.

Worse yet, most people contracting VD are between the ages of 15 and 29. And in some urban areas, 10% to 20% of those aged 15 to 25 have gonorrhea!

Storer Stations are appalled at the way VD is ravaging the health of young Americans. That's why stations coast to coast are devoting important programming and editorial time to alerting their communities to the dangers.

In Los Angeles, KTNQ/KGBS-Radio, for example, produced a 17-episode mini-documentary on the spread of the disease in Southern California. Entitled "The New VD...and the Old," it explored the whole gamut of subjects. From the social causes of VD, its effect on pregnancy and the unborn infant, to where and how to get help. Guests included local health officials. Broadcasts were aired 6 times daily.

KCST-TV in San Diego recently presented a one-hour live phone-in show covering the serious VD epidemic in San Diego. On hand to answer questions were local health authorities. Shown was a film from Atlanta's Center for Disease Control. Among other things, viewers were warned about the new strain of gonorrhea, and advised how to obtain local VD treatment.

Along with heavy program involvement on VD, WJW-TV in Cleveland cooperated with the Cleveland Health Department by developing and scheduling a concentrated spot campaign against venereal disease.

In Boston, WSBK-TV held discussions about VD on talk shows. And helped prepare and air announcements for VENUS, a 24-hour answering service providing VD information to the public.

Involvement in the vital affairs of the communities they serve is typical of all Storer Stations. We feel the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Fifty years of broadcasting that serves.

The Storer Stations

Storer Broadcasting Company

WAGA-TV Atlanta/WSBK-TV Boston/WJW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo

WJW Cleveland/KTNQ and KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo
ates, using minimal amounts of network programming, stop other stations from gaining access to it.

The action also included the repeal of the 1969 "small market policy," it is reflected in the policy statement, as well as the "dual network" or "simultaneity rule" that restrict use of programming from the same network by more than one station in the market. It also rescinded rules limiting network control over affiliates (i.e., that relationship is also now covered in the policy statement) and rules regarding network ownership of stations (because regulations are contained in multiple ownership rules or are best considered on a case-by-case basis, the commission said.)

Modified was the rule covering filing of network agreements at the FCC. Now only those agreements wherein affiliates use network programming five days a week during eight months of the year need be submitted. APR and UPI Audio agreements must be filed. Noncommercial educational stations needn't bother to file. The commission emphasized that copies of termination or cancellation notices, as well as copies of agreements and amendments must be turned over.

Media Briefs

Empire shaken, but stands. FCC renewed license of KXXL(AM) Bozeman, Mont., through Dec. 1, but fined licensee, Empire Broadcasting Corp., $9,000 for nine violations of fraudulent billing rule. Commission granted short-term renewal, but refused to act on pending transfer of control to Gary Peterson until final "examination of Empire's performance."

No conflict. FCC ruled that Robert L. Stone, chief executive and chairman of Hertz Corp., may join board of John Blair & Co., sales rep firm and licensee of WHOM(AM)-WCOZ(FM) Boston. Hertz is subsidiary of RCA Corp., which is also parent of NBC. Commission said Mr. Stone's position would not constitute "control" within meaning of rules and that his positions with Hertz and Blair would not result in violation of conflict-of-interest policy.

No overflow. It was far from standing-room-only as Federal Trade Commission held its first open meeting last Wednesday morning (March 16) under newly enacted Government-in-Sunshine Act. Audience was made up of about 35 FTC staffers, eight reporters—and as one observer said, "If three members [from general public] were there, it may be an exaggeration." Subject matter under discussion during half-hour meeting may have contributed to lack of interest: FTC rescinded five trade regulation rules considered obsolete and heard FTC general counsel's report on congressional activity.

OK but… President Carter has exempted former Democratic National Chairman Robert S. Straus from his conflict-of-interest guidelines, will allow him to hold onto his broadcast and banking interests while (if approved by Senate) serving as special representative for trade negotiations. Mr. Straus's 30% interest in family owned KCEE-AM-FM Tucson, Ariz., and bank stocks, however, must be placed in blind trust. He'll also have to disqualify himself on any actions involving stations or bank.

No favoritism. There shouldn't be any advocates of copyright interests on Copyright Royalty Tribunal, Representative Robert Kastenmeier (D-Wis.) has said in letter to President Carter. Tribunal, established in copyright revision law Mr. Kastenmeier's Judiciary subcommittee helped write last year, will periodically review copyright fees paid annually by cable TV operators and public broadcasters. Mr. Kastenmeier said panel's five members should come from "government service, public interest community or academia." He urged Mr. Carter to make appointments soon to meet April 19 deadline in law.

'Review' acquired. R. Peter Straus, president of WMCA(AM) New York, and group of family members and associates headed by his son-in-law, Carll Tucker, have acquired Saturday Review magazine from editor Norman Cousins and associates for undisclosed sum. Mr. Tucker becomes president, Mr. Strauss chairman of executive committee and Mr. Cousins continues as editor but indicated he plans to turn editorial control over to Mr. Tucker eventually. Mr. Tucker has been freelance writer and theater and book critic for Village Voice in New York. His wife, Diane Straus Tucker, is executive editor of Cranford (N.J.) Citizen and Chronicle.

Changing Hands

Announced

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

■ KASA(TV) Guasti, Calif. (Los Angeles): Sold by Broadcasting Service of America to Buena Vista Broadcasting Corp. for $1,800,000. Seller is owned by Berean Bible Ministries, nonprofit, nonstock religious organization. President is W.K. Connelly. Buyers are Leon A. Crosby (72%), Lee Moseng and Rene DeLaRosa (10% each) and Lauren A. Colby (3%). Mr. Crosby owns KEMO(TV) San Francisco, and the Messrs. Moseng and DeLaRosa are employed as business manager and general manager, respectively. Mr. Colby is Washington attorney with minority interest in WTHU(AM) Thurmont, Md. KBSA is on channel 46 with 813 kw visual, 22.4 aural and antenna 2,878 feet above average terrain.

■ WJOI(AM) Pittsburgh: Sold by WKOI Inc. to EZ Communications Inc. for $1 million. Seller is owned by family of late Agnes J.R. Greer, who also own WAIR-AM-FM

Broadcasting Mar 21 1977 38
Morgantown, W.Va. Greer Stations recently sold WJER-AM-FM Dover-New Philadelphia, Ohio, for $475,000. Buyer is Fairfax, Va.-based group owner of WEZB(FM) New Orleans; WEZC(FM) Charlotte, N.C.; and WEZR(FM) Manassas and WEZS(FM) Richmond, both Virginia. Principals in buyer are Arthur C. Kellar (50%) and James L. Draper Jr. (50%).

WJER operates on 1240 khz with 1 kw day and 250 watts night. Broker: Doubleday Media.

WJER has no other broadcast interests. Buyer is principally owned by Richard Ringenwald, formerly with music publishing firm. He has no other broadcast interests. WBG operates on 1240 khz with 1 kw day and 250 watts night. Broker: Doubleday Media.

WADAM(R) Ramsen, N.Y.: Sold by P.H. Inc. to Larry Manuel for $200,000. Seller is owned by A. Richard Cohen, who has no other broadcast interests. Buyer was formerly vice president and general manager of Arbitron Radio. He has no other broadcast interests. WADR is 5 kw daytimer on 1480 khz. Broker: Doubleday Media.

Other station sales announced by FCC last week include: noncommercial WXXW(TV) Chicago; WOFS(FM) Peru, Ill., and KTGA(FM) Fort Dodge, Iowa (see page 104).

Approved

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

WKTH(AM)-WHHI(FM) Pittsburgh: Sold by WKTQ Inc. and Heftel Broadcasting-Pittsburgh Inc. to Nationwide Communications for $1,240,000 and $2,000, respectively. Sellers are owned by Representative Cecil Heftel (D-Hawaii), who is disposing of some of his broadcast holdings. He recently sold KBMB-TV Honolulu to Lee Enterprises Inc. for $11,799,000. Representative Heftel also owns two other Hawaii television stations.

**Doubleday Media Offers: MAKE THIS NAB CONVENTION WORTHWHILE**

There are many things you can do at this year's NAB Convention that will make it memorable. If, however, you are planning or involved in the sale or purchase of a broadcast property, there is only one session that will feature important information for this specific interest.

Doubleday Media will feature a major CPA firm to detail how broadcasters can take advantage of some of the financial and tax options available in a property transaction. These presentations will cover a wide spectrum of related subjects with specialists from:

**COOPERS & LYBRAND**

Mr. Alan Vituli, Partner

Mr. H. U. Friedman, Principal - Valuation Group

Mr. David Goodrich, Manager - Taxes

They are well-versed in all phases of broadcast transactions.

This program will be presented at 9:30 a.m. and 2:00 p.m. on Monday and Tuesday of the convention in Hospitality Suite D-200, Sheraton Park, Washington, D.C. Plan to spend worthwhile time with your Doubleday Media brokers: Dick Anderson, Dan Hayes, Bob Magruder and their financial specialists.
If you think you **had problems** getting into our booth last year, wait until this year.

You remember. The Sony Broadcast booth, at last year's NAB Show. Where we proved our commitment to the broadcast industry. And the broadcast industry proved how many people could be crushed into sixteen hundred feet of exhibit space.

This year, things are going to be different. They're going to be worse. We're showing even more. Which will attract even bigger crowds. Because of space limitations at the show, we couldn't build a bigger booth. But if you're tough enough to push through the mob, what you see will make you forget those elbows in your ribs.

We can't give all our secrets away. We can, however, let you in on a few of the reasons why Sony Broadcast is going to make such an impact.

1. We'll have the production version of our new 1" high band video recorder, the BVH-1000. Last year, we introduced this model in prototype; this year we've added a lot more features to the production version. And our BVH-1000 is still the most outstanding development on the broadcast scene.

2. You might also be interested in seeing the BVH-1000's little sister. A fully compatible, battery operated, portable 1" high band video recorder for professional production in the field.

3. Camera buffs will see some eye-openers, too. We plan to exhibit two new color cameras in addition to our current field production BVP-100. What makes the Sony Broadcast approach unique is that all three of our cameras utilize different technologies. So broadcasters can work within different budgets.

4. If the use of SMPTE code hasn't been flexible enough to suit you, check out the Sony Broadcast breakthrough in this area. It's something really new.

5. And, of course, we plan to hang onto our preeminent position in the world of electronic news gathering. If you're into EJ, ENG, or EFP, you're into Sony Broadcast. And we've got some very, very exciting things to show you.

That's all we can reveal for now. At the Sony Broadcast booth in the Shoreham Hotel on March 27-30, we'll give you the whole story.

If you have to fight your way in, we apologize.

But that's the price we pay for being where the action is.

---

**Sony Broadcast**

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and three radios there and on mainland. Buyer, wholly owned subsidiary of Nationwide Insurance Co., Columbus, Ohio, also owns WPDC(FM) Baltimore; WGAN(AM)-WKSW(FM) Cleveland; WCIC(FM) Columbus; WATE-TV Knoxville, Tenn.; WBAY-TV Green Bay, Wis., and WEXT-TV Petersburg-WLIE(AM) Richmond, Va. WKTO operates full time on 1320 kHz with 5 kw. WSHH is on 99.7 mhz with 10.5 kw, and antenna 930 feet above average terrain.

WWMF-FM Titusville, Fla.: Sold by Fairbanks Broadcasting Co. to Advance Communications for $575,000. Seller is station group, principally owned by Richard M. Fairbanks, that includes WIBC(AM)-WNAP(FM) Indianapolis; WKOX(AM)-WVB(FM) Framingham, Mass.; KVIL-AM-FM Highland Park, Tex., and WIBG(AM) Philadelphia. Buyer principals are Pat Nugent, E. Franklin, J. Jenkins and A. Rector. Mr. Nugent was vice president of broadcast division of Peoria (Ill.) Journal Star Inc. Other buyers are principals of International Tapetronics Corp., Bloomington, Ill., manufacturer of audio cartridge and tape machines. Buyers, as ITC Communications of Arizona, recently purchased KJJJ(AM) Phoenix for $1,550,000 subject to FCC approval (BROADCASTING, March 3). WRMF is on 1060 kHz with 10 kw day and 5 kw night. WRFM-FM is on 98.3 mhz with 3 kw and antenna 243 feet above average terrain.

KTRI(AM) Las Vegas: Sold by Bernstein/Rein & Boasberg Advertising Inc. to Lotus Communications Corp. for $400,000 plus $148,800 consultant's agreement. Principals in seller are Robert A. Bernstein (who will act as consultant to KTRI), Howard T. Boasberg and Irwin D. Rein, owners of Kansas City, Mo.-based advertising firm. Sellers also own KVEG(AM) Las Vegas. Buyer, principally owned by Howard A. Kalmenson, also owns KENO(AM) Las Vegas; KKWW(AM) Pasadena, KFSD-FM San Diego and KOX(AM) Oxnard, all California; KONE(AM) Reno; KRUX(AM) Glendale (Phoenix) and KTAT(AM) Tucson, both Arizona, and has application pending for new FM in Pasadena. KTRI is on 92.3 mhz with 27 kw and antenna 180 feet above average terrain.

Another complaint on format change slows station's control transfer
Connecticut group protests the possible loss of classical music from WTIC-FM Hartford

What started out as a so-called short-form transfer of control of Ten Eighty Corp., licensee of WTIC-AM-FM Hartford, Conn.; seems headed for trouble. The cause is the same one that has plagued a number of outright sales—a proposed change in format. In this case, the format is classical music.

The commission last month approved a pro forma transfer of control of the corporation from Leonard J. Patricelli to David Chase. Under the contract, David Chase, who now owns slightly less than 45% of the stock, acquires a like amount from Leonard J. Patricelli, who remains as president, for $50,000. A 21-year consulting-retirement agreement is also involved.

But on March 6, a group called WTIC-FM Listeners Guild, organized by Classical Radio for Connecticut, ran an advertisement in the Hartford Courant warning that the city "may lose all classical music" on WTIC-FM, asking readers to sign petitions and requesting financial assistance to defray legal expenses in opposing the proposed change.

And the Listeners Guild informed the commission of plans to petition for reconsideration of the approval of the pro forma transfer.

The station subsequently issued a news release announcing plans to drop the six hours of classical music it carries in the evening. But officials said plans generally were known in the city earlier. Classical music buffs in the area were already unhappy about the cutback from 17 hours of classical music in June. Ten Eighty intends to program 24 hours of popular music.

The Hartford organization's parent organization has had experience in opposing—successfully—broadcasters' plans to abandon classical music format. Classical Radio for Connecticut was one of two groups whose opposition to Starr Broadcasting's plans to drop classical music at WNNC(FM) New York led to Starr's sale of the station to GAF Corp., which promised to retain the classical music format.

Finance Briefs

CBS buys its own. Board of directors of CBS Inc. has authorized company to purchase up to $50 million worth of its own common stock on open market. Approximately 28,313,000 shares were available at time of announcement. Purchase was considered by Wall Street analysts to be predictable means by which company could reinvest some of cash amassed in broadcasting's boom year in 1976. Stock closed at $56.75 per share last Wednesday.

Refinancing. Communications Properties, Austin, Tex., has entered new bank revolving credit and term loan agreement for $16 million. Deal includes refinancing of $7.5 million for CPI's existing bank debt, with remaining $8.5 million available for new construction, acquisitions and as general working capital. Interest rate on notes is prime plus 3/4 and revolving credit it converts to term note in February 1979 with five-year escalating repayment schedule ending February 1984. New revolving credit agreement replaces previous agreement for $12,650,000.

Thank you, Paine Webber. Brokerage firm of Paine, Webber, Jackson & Curtis has shared its views on network stock purchasing "from bearish to bullish," saying that earnings growth of networks should be substantial next year. Firm said recent Justice Department recommendation that FCC investigate networks, "as well as a variety of other issues raised by Westinghouse petition... probably will linger for years, but ultimately will be regarded by investors as 'non-events'"

Financial gain. Ogilvy & Mather International, New York, reports record net income in 1976 of $7,736,000 ($4.18 per share), up 35% from 1975, as revenues rose 14.2% to $112,226,000 from $98,229,000 in 1975.

NRAA banner year. Needham, Harper & Steers Inc., New York, reports increases in annual billings, revenues and net income for 1976; gross billings grew 18.9% to $231,756,000; revenues climbed 18.7% to $35,605,000 and net income increased 94.7% to $1,388,000 (equal to $1.67 per share, as against 85 cents in 1975). Record sales for Oak. Oak Industries, Crystal Lake, Ill., had record sales for 1976 of $144,138,398, 27.5% increase over 1975 total sales of $113,013,625.
Introducing a Color Corrector for Electronic News Gathering.

Electronic News Gathering makes tough demands upon the broadcaster. Color imbalance and colorimetry problems are frequently encountered. Matching remote camera shots to indoor studio programs or assembling tapes from different locations or cameras is "chancy" at best. Often that fast-breaking story doesn't allow for camera rebalancing!

Thomson-CSF Laboratories now provides a solution to such difficult encoded signal color problems. With the Model 5500A Color Corrector, you'll be able to rebalance and match video signals after encoding. It can be used either after the play-back tape machine or following the microwave receiver during live coverage. In most cases, a noticeably improved color picture will result. For ease of operation, a Remote Control unit is included as standard equipment.

As an added feature, an optional automatic Sensor unit is also available to control the Color Corrector for telecine use.

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No consensus found at FCC on how to divide cable regulation

All-day conference collects disparate advice from state, local authorities and cable operators

The FCC last week gathered several dozen interested parties for another go at the conundrum that might be labeled "federal-state/local cable television regulation, and how it might be resolved." After five hours of discussion in several sessions—one of them by 14 panelists appearing before the commission en banc (Commissioners Benjamin Hooks and Joseph Fogarty were absent)—it wasn't clear how much ground had been gained toward a resolution.

But the sessions may have provided what the commission said it hoped would be the initial framework for an information clearinghouse on issues facing it and those in state and local governments who regulate cable. What's more, the officials of state and local government and representatives of the cable industry and public interest groups who participated helped remind the commissioners how complicated the problems of overlapping jurisdictions and conflicting political and economic interests are.

Ralph Baruch, of Viacom International, for instance, said the establishment of federal standards for municipalities to follow in their regulation of the cable industry "is an absolute necessity." Echoing a charge other cable industry representatives have made before him, he said that Viacom has encountered local governments that regulate rates in response to political pressure.

And Gustave Hauser, of Warner Cable Corp., said the commission's help was needed in assuring cable operators of "stability" of operation. Municipalities, he said, should be required to hold "due process" proceedings before deciding whether to grant renewals of franchise, as they do now before granting an original authorization. Cable system's, he added, should be permitted "a reasonable expectation of renewal" if they have provided "good-faith" service, he said.

On the other hand, Morris Tarsis, director of franchises for New York City and principal figure in that city's regulation of cable television, left no doubt he feels the cable regulatory picture would improve if the FCC withdrew from it. He seemed to long for the days when the cable industry was young and cable systems could deal with local authorities without FCC involvement. As for commission concern about franchise fees cutting in cable revenues, he said, "Does the commission look at cable television as they look at broadcasting" and the $40 million profits he says some stations earn?

Robert Kelly, chairman of the New York State Commission on Cable Television, was more politic. The problem of conflicting or overlapping jurisdictions among the tiers of government would be substantially
WLW KNOWS EXACTLY WHAT THEY WANT IN A 50 KW AM TRANSMITTER.
SO DOES CONTINENTAL ELECTRONICS!

Award-winning agri-business programs; commuter traffic reports; news; live sports broadcasts to the Cincinnati / Three-State area...
when Radio 7... Clear Channel WLW speaks, America listens! And it's been this way from the start.

Innovator and pioneer in high-power broadcasting (remember their famous 500,000 watt transmitter built in the 1930's?) the WLW Engineering Staff designed all of their station's broadcast transmitters until 1976 when they turned to another pioneer and leader in high-power broadcasting: Continental Electronics.

Mr. James Hampton, WLW Vice President Engineering, sums it up this way:
"First of all, we were looking for high reliability. Dead air is disastrous: when you're off the air, the audience loses confidence in you. Next, we wanted efficiency. Especially in the face of the increasing costs of power. And then, we wanted a transmitter that was uncomplicated and easy to tune. Continental Electronics has a reputation for building reliable, very efficient high-power transmitters. So, naturally we checked their 317C over very carefully, along with the other brands. In my opinion, Continental's Screen/Impedance Modulation is excellent. We've been very happy with the 317C's modulation. And Continental's factory back-up is just first class. They know their work and are most cooperative. I think they are "tops"!

We congratulate WLW on their entire operation. They know exactly what they want in a 50 KW AM transmitter... so does Continental!

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

Visit us at the NAB show Booth 220, Sheraton Park Hotel.
reduced if the commission adopts “minimal standards” and permits “the locals” to negotiate with cable systems, he said.

As for cable systems’ claims of unfair treatment at the hands of franchising authorities, he said, “I don’t know of any operator forced to take a franchise he didn’t want.”

But Jeffrey Forbes, executive director of the Massachusetts Cable Television Commission, strayed from what is regarded as the party line of state regulators. He not only said cable is overregulated, he said rate regulation is unwarranted, at least in Massachusetts, where “some 70 to 80%” of the systems are unprofitable. To deal with that situation, he said, the state commission will issue a notice of inquiry and rulemaking looking to the deregulation of unprofitable systems.

Apart from the political question as to whether the commission should step in to oversee state and local regulation, there is also the legal one. Shelia Mahony, executive director of the Cable Television Information Center, which provides advice and counsel to local governments in regulating cable systems, said the commission’s authority over cable is limited, according to the Supreme Court, to that which is “ancillary” to the regulation of broadcasting. And assuring “franchise stability” or setting standards for franchise fees, she said, is not consistent with such authority. Although cable operators generally seemed to be seeking shelter from state and local regulation under the arm of the FCC, Russell Karp, president of Telepromter Corp., complained about the commission’s leased access-channel rule. The rule, which requires operators to offer the channel on a first-come, first-served, nondiscriminatory basis, is designed to assure diversity of programming.

But, Mr. Karp said, in denying operators the right to choose among those seeking the channel, the commission denies operators the ability to choose suppliers of quality merchandise over those of inferior programs, to bar obscurity from the system’s channel, and, actually, to assure diversity by rejecting efforts to monopolize the leased access channel. In connection with that last point, Mr. Karp said Optical Systems Corp., a pay programming supplier, which describes itself as the largest lessee of access channels for pay programming, “has attempted to pre-empt programming decisions that would have been made by dozens of different people.”

Chairman Richard E. Wiley observed that Mr. Karp seemed to be suggesting that cable operators be given the kind of “public trustee” role broadcasters play. And that role, he said, “may bring with it the trappings of regulation cable operators may not want.” Mr. Karp indicated he was more concerned about the pay programming cable systems received. “We are more like a broadcaster,” he said.

The session involving representatives of the disparate interest had about it, according to Stephen Effros, an attorney for the Community Antenna Television Association, the feeling of the beginning of another advisory committee, such as the Federal-State/Local Regulatory Relationships Committee that the commission established in 1972 and that a year later submitted recommendations on allocating regulatory authority among the three tiers of government. And the feeling disturbed him.

“The time is now ripe for action, not for studying questions,” he said. The principal problem facing the industry, he said, is that it lacks assurance it can plan on the basis of rules now on the books. “The stability that’s needed is the stability of regulation—at least, of where it’s going,” he said. “The commission changes the rules in the middle of the game.”

That brought a relatively mild response from Chairman Wiley. “This is a changing, evolving industry. We have to learn as we go along,” he said. Warner’s Mr. Hauser had a stronger reply later in the day after the participants had split up into panels to discuss specific issues. Mr. Hauser said he had seen in foreign countries the kind of definite, long-term planning of communications systems to which Mr. Effros seemed to be referring, and all of those systems, he said, were “inferior” to the one in the U.S. “The FCC,” he said, “functions as a referee rather than a master planner.”

For all of the clashing of opinion, which was to be expected, there was one note of agreement among previously antagonistic forces: Amos (Bud) Hostetter, of Conti-
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It's more than just hair they want from Farrah Fawcett-Majors

Spelling-Goldberg sues actress of 'Charlie's Angels' for breach of five-year contract

Spelling-Goldberg Productions slapped a law suit on Farrah Fawcett-Majors last week, charging that she has breached a five-year contract calling on her to perform as one of the three female stars of ABC-TV's hit series Charlie's Angels. A spokesman for Miss Fawcett-Majors said she never signed a formal contract with Spelling-Goldberg for Charlie's Angels. She's thus free, this spokesman continued, to leave the series to start work on what he claims is a flood of movie offers that have come her way since the series turned her into a major Hollywood celebrity.

Spelling-Goldberg's lawyer, William Hayes, said Miss Fawcett-Majors signed an "acknowledgement of option pickup for the first season," which in effect binds her for the full five years of the series, if it should run that long. By asking for "declaratory relief" in Superior Court of the County of Los Angeles, where the civil suit was filed, Mr. Hayes said the company is asking the court to judge whether the contract is valid or not.

If the court says the contract is valid, Mr. Hayes said Spelling-Goldberg will ask for "injunctive relief," which, if granted, would prevent Miss Fawcett-Majors from working as an actress for the next four years, i.e., until the contract runs out. According to various sources, a judgment like that would force her to return to the series, although she could probably negotiate a healthy increase over the $5,000-per-episode she pocketed during the first year of Charlie's Angels.

Critics award show will go on, without some leading critics

Susskind special on CBS-TV is called corruption of press

The vice president of programming for CBS-TV, Bud Grant, said last week the network would go ahead with its live telecast of The TV Critics Circle Awards special on April 11 despite the noisy opposition of dropout members of the circle.

The opponents—there are at least 14 of them, ranging from John J. O'Connor of the New York Times and Tom Shales of the Washington Post to Ron Aldridge of the Charlotte (N.C.) Observer and P.J. Bednarsky of the Dayton (Ohio) Journal Herald—claim, in effect, that CBS and the company producing the awards show, David Susskind's Talent Associates, are trying to corrupt them.

"We believe the TV Critics Circle Awards show is an effort to destroy the adversary relationship between the press and the TV industry," said 10 of the critics in a paid advertisement in Variety. The text of the ad was co-authored by the Chicago Tribune's Gary Deeb and the Chicago Daily News's Frank Sean Swerlow.

The awards don't "need the prodding and financial funding of an influential production company or a powerful network," according to John J. O'Connor, in his column in the March 13 editions of the New York Times.

One of the critics who is enthusiastic about the show but who preferred to re-

Evil; Search and Rescue, a live-action series about a family of wild-animal trainers, produced by NTA and 10/4 Productions; Stormy, another live-action show whose theme is the love of a little girl for a black stallion, to be produced on location in the Southwest by Marcum Productions; The Red Hand Gang, a comedy/mystery with an urban setting, out of D'Angelo-Bullock-Allen Productions; and Tyrone and Gladys/The Little Hobo, a 30-minute cartoon from DePatie-Freleng Enterprises. Time periods for these series will be announced later.

In addition, NBC's Junior Hall of Fame, a series of 90-second micro-biographies of children who have done something noteworthy, will periodically turn up on the Saturday-morning schedule. Alan Landsburg Productions will turn them out.


In the season-to-date national Nielsen's, CBS's Saturday-morning schedule leads in average rating for the period of 8 a.m. to 1 p.m.). ABC is second, with a 6.9 average rating, and NBC has a 5.8 rating.

Another round for pole attachments

The National Cable Television Association and the National Association of Regulatory Utility Commissioners have reached an agreement on draft legislation regulating pole attachments.

After what NCTA called "strong urging" by House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and other members of Congress, representatives from NCTA and NARUC reached an agreement after Congress failed to consider a pole attachment bill introduced last year.

The proposed bill says, "The FCC shall regulate the rates, terms and conditions for pole attachments in any case where the same are not regulated by some state authority." It goes on to define the "just and reasonable rate" prescribed by the FCC or state authorities as assuring "the utility of recovery of not less than the additional costs of providing pole attachments nor more than the actual capital and operating expenses of the utility attributable to that portion of the pole, duct or conduit used by the pole attachment."

State regulation would be permitted by the bill without review by the FCC. Representative Van Deerlin, who has said the subcommittee isn't interested in separate bills while it's working on the Communications Act rewrite, nevertheless indicated that he might be willing to make an exception in this case.

Programing

Eight for the young due in fall on NBC

NBC-TV has engineered a major overhaul of its Saturday-morning children's schedule, which has floundered in third place since last September.

Beginning next September, eight new series will replace the eight shows in NBC's current children's line-up. ABC and CBS will announce their schedules later.

The eight new ones: I Am the Greatest (tentative title), an animated half-hour, with live appearances by Muhammad Ali, produced by Fred Calvert/Farmhouse Productions; C.B. Bears, a 60-minute cartoon produced by the Hanna-Barbera Studios; The New Archies/Sabrina Show, another 60 minute cartoon, this one from the Filmation Studios; The Young Sentinels, an animated series, also from Filimation, focusing on three teen-agers who fight...
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main anonymous acknowledged that CBS and Talent Associates paid his travel and hotel and entertainment bills for a three-day session in New York late last January to choose the nominees but added that the sessions were hard and exhausting work and that the only direct benefit the critics will derive from the telecast is a scholarship in their name at a leading university specializing in communications.

NBC and FCC sued over show blamed for crime idea

Widower of woman murdered by man who said he got idea from 'Police Story' seeks $10 million from network and commission

A $10-million damage suit has been filed against NBC and the FCC over a 1974 episode of Police Story that, the suit alleged, prompted a triple murder in New York. The FCC is charged in the suit with "dereliction of its duty to protect the safety and well-being of the public."

The suit was filed March 11 in federal district court in New York by Richard Kane, a Long Island truck driver whose wife was one of three persons killed in a bar robbery on March 11, 1974. The man who was later convicted for the crimes told police he had patterned his actions after a Police Story program aired three weeks earlier. The show depicted an ex-convict who robbed, molested and murdered bar patrons, according to Joseph A. Salvo, attorney for Mr. Kane.

"We are saying that the responsibility has to lie somewhere when it can be proved that violence on TV can in effect beget violence of this sort," Mr. Salvo said.

NBC issued a statement saying, "We believe the suit has no merit and we will defend it vigorously." The network later added to that statement a further comment: "We believe that broadcasters as well as the creative community [writers and producers] are protected against suits of this kind by the First Amendment, as the courts ruled in the Born Innocent case."

That case involved a Sept. 10, 1974, dramatic special on NBC-1 TV which depicted the broomstick rape of a young girl in a juvenile institution. A San Francisco woman filed an $11-million suit after her daughter and another girl were subjected to a similar attack three days after the broadcast. The suit was dismissed in California superior court last September and is now under consideration by the state court of appeals.

ASCAP draws down wrath

A class action suit on behalf of more than 200 religious broadcasters has been filed against the American Society of Com-
posers. Authors and Publishers, charging ASCAP’s blanket license violates the First Amendment because by imposing a fee on nonmusic programs it amounts to a tax on the exercise of religion. The suit asks that ASCAP be required to issue them a license charging only for music they use. The suit was filed Feb. 28 in the U.S. district court in Orlando, Fla., by four members of the newly formed Religious Broadcasters Music License Committee (BROADCASTING, Jan. 31): WSSM(AM) Largo, Fla.; WTN(AM) Apopka-Orlando; WRYT(AM) Boston and KGER(AM) Long Beach, Calif. A spokesman said the suit followed a unproductive meeting with ASCAP representatives and that a meeting to discuss the same issue with Broadcast Music Inc. is being arranged. Bernard Korman, ASCAP general counsel, said he could find “no merit in the claim.” If ASCAP’s fee is a tax on religion, he added what is the much larger fee that such stations charge ministers for air time?

Setting up house

Mutual Black Network moves to old headquarters so AFTRA members can get back to work

Mutual Reports Inc., the Mutual Broadcasting Mutual Black Network subsidiary, moved its operations from the Mutual headquarters in Arlington, Va., back to Mutual’s old headquarters in downtown Washington last Monday (March 14).

The move resulted from incidents connected with the strike against Mutual by the American Federation of Television and Radio Artists (BROADCASTING, March 7). When AFTRA went on strike (one minute before Mutual’s regularly scheduled 1:30 p.m. NYT newscast) Feb. 26, AFTRA members at MBN also walked off the job. The MBN union members were ordered back to work two days later, however, but were refused entry, “in effect, locked out,” according to AFTRA, and replaced by nonunion members. AFTRA members are still on strike.

Mutual Reports is controlled by Sheridan Broadcasting, which, according to John Askey, MBN director, owns 49% of the black network with the option to buy the remaining 51%.

With the move back to 918 16th Street, N.W. (vacated by Mutual in September, 1976), Mutual Black Network’s AFTRA members are now back on the air.

Programming Briefs

Energized. Capital Cities Communications will present one-hour prime-time TV special on energy crisis on nationwide interconnected network April 12. It has already cleared markets representing 70% of U.S. TV homes, expects to get over 85%. Bob King, Capitals’ executive vice president for television, said We Will Freeze in the Dark is offered to stations at no charge and gives them three 60-second positions, 30-second midbreak and 70-second end-break for local sale while Capcities retains three 60’s for national sale. It will be fed at 8, 9 and 10 p.m. NYT to give stations latitude in scheduling. Documentary was produced for Capcities by AV Westin, former ABC News executive, and will be anchored by former NBC and CBS correspondent Nancy Dickerson. Mr. King said it has already been cleared in 28 of top 30 markets, about 40 of top 50.

Blows whistle again. Satra Corp., which lost out to NBC-TV in bid for U.S. broadcast rights to 1980 Olympics, has filed $275-million suit in New York Supreme Court against International Olympic Committee, alleging “deceit” in negotiations. The IOC acted in an unsportsmanlike manner,” said Michael A. Lacher, attorney for Satra, “and they of all people shouldn’t have.” Company’s suit against NBC for same amounts still waiting for ruling on Satra’s request for NBC documents (BROADCASTING, Feb. 28).

Fords in NBC’s future. Betty Ford has signed agreement to appear on two NBC News specials in next two years. She also will make several appearances on Today in 1977-78 season. President Ford earlier had been signed by NBC, as has his secretary of state, Henry Kissinger (BROADCASTING, March 7).

Future for fiber optics is now

Kahn of BroadBand Communications tells security analysts that lasers will enhance the delivery of signal to the home and will be available by the end of the year

A laser with a life of more than 100,000 hours—more than 10 years of continuous operation as the light source in fiber optics applications—will be available before the end of this year, Irving B. Kahn, president of BroadBand Communications, said last week.

He held out this promise on the basis, he said, of experiments at Times Fiber Communications Inc., Meriden, Conn., a new fiber-optics firm in which he is a shareholder and a director and to which he is also a consultant. He spoke on fiber optics developments and their implications for cable TV at a meeting of New York security analysts specializing in CATV.

“Anyone who has followed the development of lasers,” he said, “knows that when a 10,000-hour laser was announced, that was considered a breakthrough. Imagine the quantum leap to 100,000 hours and you’ll have an idea of how fast this technology is advancing.

“Consider, too, that even if we have to build our first systems with 10,000-hour lasers, these will last over a year, and it will

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A built-in audio processing circuit is now included in the new MW-1A, all solid state 1 kw AM transmitter featuring Progressive Series Modulation (PSM), and the new MW-5A and MW-50A, 5 and 50 kw AM transmitters with Pulse Duration Modulation (PDM). This circuit is designed to increase modulation density.

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BOOTH 205

Broadcasting Mar 21 1977 53
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See Us At NAB
ITS recommends higher tariffs on TV imports

Higher tariffs on imported TV sets were recommended by the U.S. International Trade Commission in a report that must be sent to President Carter by tomorrow (March 22), the deadline date previously set.

Having determined that TV imports were seriously damaging the industry (BROADCASTING, March 14), five of the six ITC commissioners voted to increase the present 5% tariff on imported color sets to 25% over the next two years, lowering it to 20% during the subsequent two years and to 10% in the fifth year. By a 3-to-0 vote, three commissioners did not vote, an identical tariff increase was recommended for black-and-white sets.

be no great technical problem at the end of that time to replace those lasers with the more advanced model."

In addition, Mr. Kahn said, the fiber itself is getting better.

"Less than a year ago," he said, "the fiber optic equipment installed for commercial CATV use had a loss of 15 decibels or db—and considering that the loss in conventional three-quarter-inch coax is about 62 db, that was pretty good! Today, however, we [Times Fiber Communications] are routinely producing fiber of well below 10 db loss, and it works! It's for real, and it's for sale and being sold right now."

Fiber optics, he said, "will at last open the gateway to broadband communications" and lead to further new developments and "a mode of communications which completely changes the characteristics of a cable television plant."

Optical fibers, he said, provide bandwidth capabilities that will produce large cost savings for cable operators and also possess "exceptional strength, extraordinary crush resistance and flexibility, a total insensitivity to temperature variations, a high resistance to all electrical interference and a total absence of signal leakage."

Mr. Kahn told the security analysts that "if I were asking an entrepreneur to consider fiber optics because of its future capabilities, he would have every right to hold back and hesitate before making any investment." But, he continued, "I am asking, instead, that he consider fiber optics because of its present ability to enhance the delivery of the signal to the home, and to do so better, cheaper and with far less risk of signal loss or system downtime."

He said Times Fiber Communications has been so successful that when it eventually goes public "it will be a most pleasant experience to be able to come forward with a high technology company selling at a multiple of earnings rather than one of losses."

Times Fiber is a joint venture of the Times Wire and Cable Division of Insico Corp., Meriden, and Fiber Communications Inc., Orange, N.J.

Advertiser says TV commercials capture attention print can miss

That's message du Pont takes to ANA workshop that also hears call for nonstop measurement of local TV audiences, new plan for fashioning national campaigns

Whether interested in buying the product or not, the viewer gets more information about it from a TV commercial than from a print ad that says the same thing.

This conclusion was reached by researchers for the duPont company in a study to find out why, a few years back, a corporate advertising campaign that duPont had running worked all right in television but got nowhere in print.

Robert Grass, duPont's manager of communications research, described the "why" study at a research workshop conducted by the Association of National Advertisers in New York last week.

Other workshop highlights included a call by Jacqueline Da Costa, vice president of Ted Bates & Co., for continuous measurements of local TV audiences, and proposals by Larry Light, marketing services director of BBDO, for new ways of allocating media dollars among markets.

Ms. Da Costa, Bates's vice president and director of media information and analysis, said a combination of factors—among them rising TV costs, limited availabilities, need to make longer-term commitments and less flexibility in canceling spot buys—make it "imperative" that stations, advertisers and agencies "support the development of more meaningful audience measurements" at the local level.

Specifically, she called for continuous—52-week—local measurements. These could be accomplished, she said, without creating larger samples than those now used by the Arbitron and Nielsen services. The present samples, she explained, could be reallocated over 52 weeks. She did not go into detail on costs but said later that because certain savings and other efficiencies could be effected, the net increase would probably be closer to 5% than to 10% above present costs.

She emphasized that she was not proposing weekly or even monthly reports. All that would be needed, she said, was two reports a quarter, or eight a year: A "buyer" report covering the first four weeks of each quarter, and a quarterly report afterward.

In his report on the duPont study Mr. Grass said the research seemed to bear out the theory that differences inherent in TV and print affect the attention levels they generate:

"According to this hypothesis, print..."
media depend on the self-selection process to produce ad readers. On the other hand, a TV viewer who encounters a commercial when he is watching a program must elect to interrupt his existing state of attention in order not to watch the commercial. Television, therefore, depends on the self-selection process to produce commercial nonviewers."

He said duPont collected commercials for a variety of consumer products and then created a full-page ad based on each commercial, using a dominant scene from the spot and the same basic information. The commercials were shown to one group of people within a half-hour program and the print ads to another group as part of an editorial package. The commercials, Mr. Grass said, "consistently taught more facts than print."

"In a practical sense," he said, "[the findings] may mean that the average magazine reader, when confronted with an ad for a product which he does not expect to buy or use, will simply go on to the next page without reading the ad, whereas his counterpart, who is watching a TV show and who is confronted with a commercial for that product, will pay some attention to the commercial and in the process learn a portion of the advertiser's message."

"For an advertiser who is primarily concerned about increasing his market share by converting nonusers of a product category to users of his brand, the implication is that TV is likely to be a wiser investment of advertising dollars than print."

"These same data also suggest that at higher use-purchase probabilities, any advantage accruing to the print ad because its readers can spend more time with it than their counterparts who watch a TV commercial is not sufficient in most cases to overcome the benefits of captive attention enjoyed by TV commercials generally, since viewers of TV commercials learned more than print-ad readers regardless of use-purchase probability."

This does not mean that TV is always a better buy than print, Mr. Grass said. The economics of reach and frequency may also become involved. "Although exposure for exposure, TV appears to do a better communications job than print regardless of use-purchase probability," he said, "this difference must be traded off against cost-per-thousand exposure figures appropriate to the particular media buys contemplated."

BBDO's Larry Light told the workshop that the high media prices everyone is crying about may prove to be a good thing—if they cause buyers to look for and find better ways of spending media dollars in advertising.

"He suggested specifically that the conventional approach—starting with the national plan and moving from there to an evaluation of local market needs—be turned upside down. On the theory that "every sale is a local sale," he said, planning should start at the local level and only when that is set should it proceed to the regional and finally national level.

**GM pulls out of film on Jesus**

Complaints from religious groups succeed in company defaulting; NBC plans to preview show for organizations objecting

General Motors, which invested close to $5 million in a three-years-in-the-making miniseries on the life of Jesus, last week pulled out of the actual telecast, to run next month on NBC, after religious pressure groups had launched a campaign against the program.

NBC-TV's executive vice president Mike Weinblatt said, however, that NBC was close to lining up another big advertiser to take on the 36 minutes of commercial time in the six-hour telecast, called "Jesus of Nazareth" (April 3, and April 10, 8 to 11 p.m. NYT, each night).

The pressure began mounting earlier this month when a fundamentalist publication called the Ohio Independent Baptist urged its readers to boycott General Motors's products. The publication's compliant centered on the made-for-TV movie's depicting Christ as a man rather than a divine person who walked on water, brought the dead man, Lazarus, back to life and performed other miracles.

Dr. Bob Jones, a Southern Baptist and the president of Bob Jones University,
picked up the charge by putting out a widely publicized statement calling on believers in Christ's divinity to "make their protest known" to GM "both verbally and by spending their automobile dollars elsewhere."

NBC spokesmen were puzzled by this response because the network hadn't shown the movie to the people doing the complaining.

The NBC spokesmen said the reaction was probably triggered by an Associated Press story quoting the director of "Jesus of Nazareth," Franco Zeffirelli, to the effect that Christ would be de-mythified. NBC's press kit on the movie cites by name a long list of "authorities on the Catholic, Protestant, Jewish, Moslem and Mormon faiths" who have "commended" the miniseries. Last week, NBC began setting up a series of screenings for religious leaders in this country.

The movie was written by the well-known British novelist Anthony Burgess ("The Clockwork Orange"), the Italian scenarist Suso Cecchi d'Amico and Mr. Zeffirelli. The cast features, among others, Laurence Olivier, Quinn, Anne Bancroft, Ernest Borgnine, James Mason, James Earl Jones, Rod Steiger, Anthony Quinn and Christopher Plummer.

"We'll let the film speak for itself," concluded one NBC source.

A spokesperson for GM said GM withdrew from "Jesus of Nazareth" because of the sensitivity of the subject and the conflict inherent in commercial sponsorship of a program on the life of Christ.

FTC says premium offers directed to children will not be banned

Commission says evidence does not demonstrate that such advertising is invariably unfair or deceptive

The Federal Trade Commission has rejected a proposed plan to prohibit offers of toys, prizes and other promotions in advertising directed at children. It plans to keep a watchful eye on the practice however, and will evaluate the fairness of such ads on a case-by-case basis.

After considering a proposed guide almost three years (Broadcasting, July 22, 1974) the commission said that evidence does not demonstrate that all premium advertising televised to child audiences is inherently unfair or unfair or deceptive.

Noting that it received more than 500 comments on the proposal in general and another 59 on an experimental study of the guide and a proposed alternative, the FTC said "Rejection of the guide does not imply that such advertising is not subject to abuse. The comments and studies . . . tend to establish that children, especially young children, are particularly vulnerable to television advertising."

(Proponents of the ban, the FTC said, had argued that premiums were diverting a child's attention from the merits of the product and causing purchase of unwanted or inferior items.)

The FTC said it "is not prepared to conclude at this point that the facts support a finding of unfairness or deception that would justify a per se rule against all child-directed, televised premium advertising. The commission is reluctant to conclude that the probability of consumer dissatisfaction with a product sold with a premium, and truthfully depicted in a child-directed television commercial, is so great that no such television presentations should be permitted under any circumstances."

A case-by-case basis, the commission said, would allow the presentation of concrete facts, from which specific guidelines could emerge.

Cited in the decision were several studies regarding premium advertising. One, attributed to the National Association of Broadcasters, said that in 1974, 8.1% of all Saturday morning and early afternoon network programming included premium advertising.

OTC debate continues

Opponents claim that FTC shouldn't limit ad claims to FDA regulation

Arguments remained generally the same but proponents and opponents continued to take the stand last week to fight out the benefits or consequences of a proposed Federal Trade Commission regulation to specify the wording of certain over-the-counter drug advertising claims.

Joining the opposition camp for the advertising world was Leonard Orkin, a partner in the New York law firm of Davis & Gilbert, which counsels major advertising agencies; John Crichton, president, American Association of Advertising Agencies, New York; John Bowen, president and chief executive officer, Benton & Bowles Inc., New York, and Dr. Seymour Banks, vice president in charge of media research, Leo Burnett U.S.A., Chicago.

As had former FTC Chairman Earl Kinter and SSC&B Inc. president Alfred J. Seaman (Broadcasting, March 7, 14), these witnesses held that the FTC should not limit certain indication-for-use claims to those mandated for labeling by the Food and Drug Administration.

Among their arguments: that labeling language would defeat the communications purpose of advertising, infringe on first amendment rights, economically impair the OTC drug industry.

Most witnesses last week appeared on behalf of the opposition. However, the parade of witnesses at the FTC in Washington is to continue until April 1, likely providing proponents more opportunity to make their claims that such a rule is necessary to inform and protect the public.

New in TV from Harris

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Harris introduces a new line of 1300 watt to 220 kilowatt TV transmitters featuring IF Modulation. These transmitters now employ the exclusive MCP solid-state exciter with TSB (Transversal SideBand) filter, offering improved color performance with fewer adjustments.

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If you are not planning to attend the NAB Convention this year, write for full details of our new TV transmitters, as well as new AM transmitters, FM transmitters and MSP-100 to: Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.

BOOTH 205
AP continues shuffles at top in broadcasting

The creation of three general broadcast executive posts within the broadcast departments of the Associated Press was announced last week by Roy Steinfort, assistant general manager in charge of broadcasting.

Anthony Rizzo, broadcast executive for Pennsylvania and Virginia, has been named general broadcast executive for the East, and George Otwell, broadcast executive for Ohio and Michigan, has been appointed general broadcast executive for the central states. A supervisor for the West will be named shortly. Each will have seven broadcast executives under his supervision.

Boyd starts news service

Forrest Boyd, communications director for the Billy Graham Evangelistic Association and former White House correspondent for Mutual Broadcasting System, is organizing an audio news service, International Media Service, to "supplement the conventional news carried by radio stations."

Offering what Mr. Boyd calls "the rest of the news," the service will provide 25 minutes of news, correspondent reports and regular features daily over the broadcast lines of UPI Audio. Once a week there will be a 25-minute interview by three selected reporters. Mr. Boyd said IMS is designed "to fill a void for religious radio stations and to provide a new dimension to the news broadcasts of secular commercial stations."

IMS will be independent of the Billy Graham Evangelistic Association but Mr. Boyd "will maintain a working relationship with Billy Graham as a consultant."

Journalism Briefs

No restraints waged. Brenden Byrne, governor of New Jersey and chairman of National Advisory Committee on Criminal Justice Standards and Goals, has advised against government control of news coverage of terrorist activities. "Media is essential part of terrorist's enterprise," governor said in his report on terrorism and urban disorders. But he recommended no standards for press or broadcast reporters covering such events.

Broadcast coverage of legislation. California Senate has voted 32 to 1 to open all floor sessions to full television and radio coverage. Under new rule, coverage may be halted if it interferes with proceedings.

Advance sales betoken biggest NAB convention

Delegates can keep on the run with heavy agenda, sidebar events, exhibits in three hotels; no word yet on Carter appearance.

As has become its custom at the start of a new U.S. presidential term, the National Association of Broadcasters takes its annual convention to Washington next week, running Sunday through Wednesday (March 27-30).

As a convention site, the town has its problems, stemming largely from the absence of a central convention facility. Conventioners will have to contend with traffic to reach exhibits spread among three hotels.

But the logistical problems are doing nothing to scare conventioners away. Advance registration is running ahead of last year's Chicago convention by 1,000, suggesting to an optimistic NAB staff that the association may be headed for a new attendance record. About 4,240 broadcasters had already sent in their money last week;

Let's face it:

Sooner or Later we'll be in your office.

This is the "year of the computer" for many broadcasters. Why? Paperwork. Regulations. Reports. We broadcasters are loaded with them. A computer solves the problems. Accurate logs. Easy compliance. No schedule errors. Accurate, complete, fast management reports and projections, improved invoices and statements, speeding cash flow. For your operations, discipline, for you, control.

PSI is the world leader in sales of computer systems for broadcasting. We know this business. Our BAT systems are now in over 180 stations, from small market radio to large TV. They are the lowest in cost, with the best support in the industry. And a PSI Mini-computer System is yours, in-house. No rentals forever. No phone lines. It does it all: Billing, Accounting, Traffic and Payrolls. Even the P&L!
NAB executives hope to see as many as 6,500 by next week. The previous record, set four years ago in Washington, was about 6,200.

There are those on the NAB staff who believe that exhibit space sales would set a record, too, if only there were space to sell. Original estimates of the amount of space available were in the neighborhood of 85,000 square feet (in contrast to 95,000 sold in Chicago) but the NAB staff squeezed out another 5,000 for the exhibitors and reported there were still about 10 in line for new availabilities. "If you fellows get up from your seats," one staffer said last week, "we might even sell that."

The three-hotel configuration further delineates the three rings of the association's circus. The NAB attempted last year to segregate radio from TV sessions in the convention program, and this year has gone so far as to give each discipline its own hotel. Radio will be centered in the Sheraton Park, TV will be in the Washington Hilton, and the engineering conference, which runs concurrently with the convention, will be housed at the Shoreham-Americana.

Besides the separation principle, several other themes are carried over from previous conventions, with the TV program laced heavily with government and technology concerns and the radio program emphasizing dollars-and-cents issues.

A major innovation is the First Amendment theme program for both radio and TV conventioners Monday afternoon. CBS News commentator Eric Sevareid will keynote a "First Amendment confrontation," with a panel that includes Senator William Proxmire (D-Wis.), author of a bill to abolish the fairness doctrine and equal-time law; FCC Commissioner Abbott Washburn; former FCC Commissioner Nicholas Johnson, now head of the National Citizens Committee for Broadcasting, and John Pastore, former Senate Communications Subcommittee chairman.

But what really distinguishes this convention from others is the location. Heavy nonconvention activities will be carried on by broadcasters themselves in the offices of their congressmen, the FCC commissioners and the Federal Trade Commission. The NAB government relations department reports it has helped set up about 20 dinners, cocktail receptions and breakfasts for broadcasters and their states' delegations in Congress.

There is a possibility that the broadcasters will make personal contact with President Jimmy Carter. At midweek last week, however, the association still had no response to its invitation to the President to address an opening session.

The program, as in the past, is speckled with the names of prominent personages including Lionel Van Deerlin (D-Calif.) and Ernest F Hollings (D-S.C.), the chairmen of the House and Senate Communications Subcommittees, respectively; FCC Chairman Richard Wiley, and pioneer radio commentator Lowell Thomas.

Some other highlights of the Washington convention program:
- For TV, a panel of former FCC chairmen telling what they would do "if I were the chairman..." of the FCC.
- For TV, a panel of leading programers talking about "TV's golden age—yesterday, today or tomorrow?"
- For radio, a preview of radio month (May) with the theme this year, "Radio—free as the air."
- For radio, question and answer session with key FCC staff members.
- For radio, the presentation of the first 14 Radio Hall of Fame awards (Broadcasting, Jan. 31).
- For radio and TV, the presentation of the NAB distinguished service award to Harold Kreinstein, chairman of Plough Broadcasting, Memphis, and former chairman of the NAB radio board.
- For radio and TV, a panel session with all seven FCC commissioners.
- For radio and TV, the usual array of nuts-and-bolts workshops on sales, affirmative action, employee motivation, advertising, other subjects. NAB will subsidize the participation of Radio Advertising Bureau and TV Advertising Bureau in some of the sessions.
- For engineers and radio, a demonstration of AM stereo, preceded by a discussion with experts on transmitting and receiving equipment, monitors, audio processing methods and stereo systems.
- For engineers, a technical panel with key FCC staff members, the presentation of the annual engineering award to Daniel H. Smith, former senior vice president for engineering, Capital Cities Communications, and presentations of technical papers on radio-TV innovations.
Registration. The registration desk will be located in the Continental room of the Sheraton Park hotel. The desk will be open from 9 a.m. to 5 p.m. on Saturday, March 26, 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 open at 9 a.m. Sunday, March 27, in the exhibit halls of the Sheraton Park hotel, the Washington Hilton hotel and in the exhibit hall, Ambassador room and Bird Cage Walk of the Shoreham Americana hotel. Show hours are from 9 a.m. to 6 p.m. on Sunday and from 9 a.m. to 5 p.m. Monday through Wednesday.

Workshops, assemblies and luncheons. Radio meetings will be held in the Sheraton Park hotel, television meetings will be held in the Washington Hilton hotel and the Engineering Conference meetings will be held in the Shoreham Americana (full engineering agenda begins on page 71).

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Sunday, March 27


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Monday, March 28

RADIO SESSIONS Sheraton Park


Six concurrent radio workshops. 10:45 a.m. EEO reporting. Richmond-Arlington room. Moderator: Richard Wyckoff, NAB. Panelists: Frank Mullin, Mullin, Connor & Rhyme; Glenn Wolfe, FCC. What good are radio ratings? Dover room. Moderator: John Dimling, NAB. Panelists: Bill Engel, Arbitron; Doug Clemenson, Orion Broadcasting; Sam Paley, Custom Audience Consultants; Robert Williams, wurl(&am) Winston-Salem, N.C.


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TELEVISION SESSIONS Washington Hilton


What you don't know about EEO can hurt you. Jefferson East. Moderator: Erwin Krausen, NAB general counsel. Panelists: Arthur Goodkind, Koteen & Burt; Lionel Monagas, FCC.


JOINT SESSION Washington Hilton

Radio and television luncheon. Center and West ballrooms. 1 p.m. Speaker: Richard E. Wiley, chairman, FCC.


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Tuesday, March 29

RADIO SESSIONS AM stereo workshop (joint session with engineering at the Palladian room, Shoreham Americana hotel). 8 a.m. Moderator: Chris Payne, NAB.
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See us at the NAB. Suite A-200. Sheraton Park Hotel.
Participants: Mike Davis, Thomson-CSF; Harold Kassens, A.D. Ring & Associates; Leonard Kahn, Kahn Communications; Al Keisch, Magnavox; Arno Meyer, Belar Electronics; Norm Parker, Motorola.

**Radio workshops.** 8:30 a.m., 9 a.m.

**Filling out the short form.** Cotillion South. 8:30 a.m. Moderator: Brenda Fox, NAB. Panelists: Richard Shibien, chief, Renewals and Transfer Division, FCC; Michael Bader, Haley, Bader & Potts.

**Sales promotion ideas.** Cotillion North. 9 a.m. Moderator: Robert C. La-Bonte, Kaye-Smith Radio. Panelists: Harold Hinson, WIXIAM Columbus, Ohio; Erica Farber, WLDK-FM New York; Doug Auerbach, WBI/AM Boston; Peter M. Schulte, WRBO-FM Tampa, Fla.


**ASCAP audits and what your rights are.** Richmond/Arlington room. 9 a.m. Moderator: Bob Hilker, Suburban Radio Group; Panelists: Gerald Carrus, Metromedia Radio; Andy Murtha, consultant; Paul Fagan and Louis Weber, ASCAP.


**Pricing and presenting your time-rate cards.** Dover room. 9 a.m. Moderator: James Arcara, WPAT/AM Paterson, N.J. Panelists: Peter R. Dreyer, WNOXAM Knoxville, Tenn.; Robert H. Biernacki, WBCAM New York; Ronald L. Sack, KOBAM Albuquerque, N.M.; Kurt Drowall, KSOOAM Sioux Falls, S.D.

**General radio session.** Park room. 10:15 a.m. Presiding: Don Jones, PSB Radio Group and NAB radio board vice chairman.


**Radio luncheon.** Sheraton room. 12:30 p.m. Presiding: Donald A. Thurston, NAB radio board chairman. Radio Hall of Fame Awards: Don Jones, NAB radio board vice chairman. Speaker: Lowell Thomas.

**TELEVISION SESSIONS**

**Washington Hilton**

ENG labor relations workshop. East ballroom. 8 a.m. Moderator: Ron Irion, NAB. Panelists: William Orr, WANS-TV Columbus, Ohio; Kenneth Tiven, KYW-TV Philadelphia; George Gonyar, WABC-TV Bangor, Me.

Five concurrent television workshops. 8:30 a.m.


**Television luncheon.** Center ballroom. 1 p.m. Introduction of speaker: Kathryn Bromberg, Springfield TV Broadcasting Corp. and convention co-chairman. Speaker: Representative Thomas P. O'Neill Jr. (D-Mass.), speaker of the House.

No sessions will be held Tuesday afternoon to allow delegates to visit the equipment exhibits and the offices of their congressional representatives.

**Wednesday, March 30**

**RADIO SESSIONS**

**Sheraton Park hotel**

Radio workshops. 8:30, 9 a.m.

Filling out the short form. Cotillion South. 8:30 a.m. Moderator: Erwin Krasnow, general counsel, NAB. Panelists: Jeff Baumann, chief, Renewals Branch, FCC; Robert Coll, McKenna, Wilkinson & Kittner.


**EKO reporting.** Dover room. 9 a.m. Moderator: Richard Wycoff, NAB. Panelists: Frank Mullin, Mullin, Connor & Rhynie; Glenn Wolfe, FCC.

**Computers come in all sizes.** Wilmington room. 9 a.m. Moderator: Jonathan Hall, NAB. Panelists: Sandy Alexandr, WFLA-AM-FM Tampa, Fla.; Ted Boyd, WSNB-AM-FM Canton, Ohio; Walter Rubens, WBOB-AM-FM Las Cruces, N.M.; Mike Crouch, WBST-AM-FM Topeka, Kan.

**ASCAP audits and what your rights are.** Richmond Arlington room. 9 a.m. Moderator: Bob Hilker, Suburban Radio Group. Panelists: Gerald Carrus, Metromedia Radio; Andy Murtha, consultant; Paul Fagan and Louis Weber, ASCAP.

**TELEVISION SESSIONS**

**Washington Hilton**

**General television session.** East ballroom. 8 a.m. Presiding: Kathryn
NEW OIB-3 OPERATING IMPEDANCE BRIDGE — The new OIB-3 features direct reading of 'R' to 1000 Ohms and 'X' to 900 Ohms. The OIB-3 also contains an integral rf amplifier.

NEW TCA-N-EX AND TCA-N-EXR SERIES RF AMMETERS — Equipped with output provisions for direct attachment of remote reading meters. Complies fully with new FCC regulations for remote metering.

NEW Several new products including the AMC-1 Automatic Modulation Control Unit for ATS will be on display at the NAB Show — Please drop by.

Antenna Monitoring

AAM-1 ANALOG ANTENNA MONITOR — FCC type approved. Provides accurate true ratio and phase readings. Easy to interface with existing control systems. AAMH-1 provides hardwired remote control of AAM-1.

DAM-1 DIGITAL ANTENNA MONITOR — FCC type approved. Provides digital readout of amplitude, ratio and phase. Also available: DAMA-1 Base Current Adapter for remote digital readout of antenna base currents; DAMX-1 to extend capacity of DAM-1 up to 12 towers.

Transmitter/Antenna Remote Control

TMCS-1 TRANSMITTER/ANTENNA REMOTE CONTROL SYSTEM — Provides digital readout and control of the DAM-1 and transmitter over a single voice channel. Other systems available: DAMR-1/DAML-1 for digital readout and control of the DAM-1 only; DAMH-1 for use where the remote control point is close enough to the monitor to permit hardwired inter-connection.

Measurement/Test Instruments

OIB-1 OPERATING IMPEDANCE BRIDGE — For antenna system measurements under transmitter power. May also be used as a conventional bridge.

RG-1B RECEIVER/GENERATOR — Two-watt signal generator with a tracking detector. Built-in rechargeable battery power supply for full portability in making low power impedance measurements. For use with OIB-1 or other RF bridges.

CPB-1 COMMON POINT IMPEDANCE BRIDGE — Monitors common point impedance continuously. Designed for permanent installation.

Other Products

TCT-I TOROIDAL CURRENT TRANSFORMER — Provides accurate, stable R.F. samples for phase and amplitude measurements. Available in three sensitivities. Also available: TCTR-1 Compensated Rectifier Circuit to provide DC voltage for remote current measurement when used with TCT-I.

MJ-50 METER JACK — A make-before-break in line jack assembly that permits "hot" insertion of OIB-1 Bridge or Ammeters.

JOINT SESSION
Sheraton Park hotel

CLOSING GENERAL ASSEMBLY

CONVENTION ADJOURNMENT. 12 noon.

Related convention activities
Thursday, March 24
Armed Forces Radio and Television Workshops. Marriott Twin Bridges hotel. 7:30 a.m.
Broadcast Education Association board of directors meeting. Mayflower hotel, 6 p.m.

Hospitality suites at a glance
Networks
ABC Broadcast Operations and Engineering International Inn/Mayflower TBA
American Broadcasting Companies, ABC-TV, ABC Owned TV Stations Washington Hilton 0-174
ABC Radio Networks Sheraton Park B220
CBS Inc., CBS/Broadcast Group, CBS-TV, CBS News Washington Hilton 9101, 9102
CBS Radio Sheraton Park B220
Mutual Broadcasting System Sheraton Park D000
Mutual Radio Sports Sheraton Park D000
Mutual Black Network Sheraton Park D400
National Black Network Sheraton Park A400
National Broadcasting Company, NBC-TV, NBC Radio Washington Hilton, Conservatory

Others
Acrodyne Industries Sheraton Park K700
Adda Corp. Shoreham G408
American Data Division, Airpax Electronics Sheraton Park 907, 908, 909
American Electronic Laboratories Sheraton Park C340
Ampex Washington Hilton
Audio Video Systems Division Monroe & Lincoln, 4101, 4102, 4217
International Division Washington Hilton 3174, 3175, 3176
Magnetic Tape Division Washington Hilton 1171, 1172
Angelien Corp. of America Washington Hilton 3164, 3165
Arbitron Sheraton Park A100
Arvin/Echo Science Shoreham E630, 631, 632
ASCAP Capitol Hilton TBA
Associated Press Sheraton Park F240-242
Asso. of Maximum Service Telecasters Washington Hilton 4174
Atwood Richards Telescreen Washington Hilton 3149, 3150
Audio Designs and Manufacturing Washington Hilton 5171, 5172
Audio Sellers Shoreham G400, 401, 403
Automation Electronics Sheraton Park M390
Autotron Systems Sheraton Park M390
Avery-Kindel Washington Hilton 4188, 4189, 4190 TBA
Axiom Market Research Sheraton Park K800
Blackburn & Co. Mayflower TBA
BMI Washington Hilton Senate Room, 1174
John Blair & Co. Washington Hilton Park A311
Bolton/Burchill International Sheraton Park TBA
Bonningue Broadcast Consultants Shoreham E430, 431, 432
Rober Bosch Washington Hilton 0419, 0510
Broadcast Electronics Sheraton Park F420
Broadcast Programming International Sheraton Park F740
Broadcasting Magazine Shoreham C630
Buckley Radio Sales Shoreham TBA
Burkhardt/Abrams & Associates Shoreham A600, 602
Camera Mart Shoreham B720, 722, 724
Capitol Magnetic Products Sheraton Park F540, 541
Cavox Stereo Productions Sheraton Park C240
CBS Radio Spot Sales Sheraton Park B620
CCA Electronics Sheraton Park F640
Central Dynamics Sheraton Park C251
Century 21 Productions Sheraton Park F440
Cetera Sheraton Park A700, 702
Chapman Associates Hyatt Regency 1110
Christal Co. Embassy Row TBA
Cluster Television Productions/ Romper Room Enterprises Washington Hilton 1149, 1150
Collins Radio Group, Rockwell International Sheraton Park C740, 742
Comark Industries Shoreham E237, 239
Commercial Electronics Sheraton Park H320
Communications Technology, CompuNet Sheraton Park A111
Computer Image Washington Hilton 4164, 4165
Concept Productions Sheraton Park A711
Consolidated Video Systems Sheraton Park K600
Continental Electronics Manufacturing Sheraton Park A311

Friday, March 25
American Forces Radio and Television workshops. Marriott Twin Bridges hotel. 7:30 a.m.
Broadcast Education Association board of directors meeting. Mayflower hotel 9 a.m.
Broadcast Education Association registration. Mayflower hotel. 3 p.m.
Broadcast Education Association meeting. Mayflower hotel. 4 p.m.
Broadcast Education Association reception. Mayflower hotel 6:30 p.m.

Saturday, March 26
Broadcast Education Association meeting. Mayflower hotel. 8:30 a.m.-5 p.m.
Association of Maximum Service Telecasters board of directors meeting. Washington Hilton hotel, Map room. 2 p.m.

Sunday, March 27
Broadcast Education Association meeting. Mayflower hotel. 8:30 a.m.-12 noon.
Association of Maximum Service Telecasters membership meeting. Sheraton Park hotel, Delaware room. 1-3 p.m.
Society of Broadcast Engineers meeting. Shoreham Americana hotel, Empire room. 2 p.m.

Monday, March 28
Association of Maximum Service Telecasters board of directors meeting. Washington Hilton hotel, Map room. 2 p.m.

Tuesday, March 29
Daytime Broadcasters Association meeting. Sheraton Park hotel, Dover room. 2 p.m.
Association for Broadcast Engineering Standards meeting. Sheraton Park hotel, Vincent/Taft rooms. 2:30 p.m.
Television All Music Licensing Committee meeting. Washington Hilton hotel, Georgetown East room. 3 p.m.
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March 27-30
On the spot. BROADCASTING magazine will have editorial and sales headquarters during the NAB convention in suite C-630 at Shoreham Americana. Attending will be John Andre, Dave Berlin, Jan Bowen, Barbara Chase, Rufe Crater, Bill Criger, David Crook, Fred Fitzgerald, Douglas Hill, Gary Huffman, Kwentin Keenan, Ed James, Win Levin, Ruth Lindstrom, Bill Merritt, Mark Miller, Randy Moskop, Peter O'Reilly, Jay Rubin, Dan Rudy, Larry Taishoff, Sol Taishoff, Don West, Dave Whitcombe and Len Zeidenberg.
Meanwhile, at the engineers’ conference

Following is the agenda for the 31st annual NAB Broadcast Engineering conference, which will be held concurrently with the management meetings of the NAB convention in Washington. Included here are abstracts of technical papers that will be presented. All engineering meetings will be held in the Shoreham.

MONDAY, MARCH 28


Opening of engineering conference. 10:30-10:35 a.m. Vincent T. Waselewski, president, NAB.

What’s new at the exhibits. 10:35-11:15 a.m. Doyle D. Thompson, chairman, Broadcast Engineering Conference Committee.

Report of Engineering Advisory Committee activities. 11:20-11:30 a.m. Robert W. Flanders, chairman, NAB Engineering Advisory Committee.

Summary of JCIC activities. 11:30-11:45 a.m. Roland Zavada, vice president for engineering, Society of Motion Picture and Television Engineers.


Radio-television session. Palladian room. 2:30-5 p.m. Presiding: William Wisniewski,
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Harold Kassens
A.D. Ring

Carl Sagan
Cornell

Renville McMan
Thomson-CSF

Emi Torick
CBS Technology

Al Kelsch
Magnavox

G.N. Mendenhall
Harris

director of engineering, Mutual Broadcasting
Gill Jr., director of engineering, Cosmos Broad-
casting, New Orleans.

The application of digital techniques for video
measurements. 2:30-2:55 p.m. Charles Rhodes,
Tektronix Inc., Beaverton, Ore. Recent develop-
ments in high speed analog-to-digital conver-
vers, semiconductor memories and
microprocessors have made it possible to
measure video baseband signal parameters by
using digital techniques. An automatic mea-
suring system that is being developed can
measure transmission distortions. It can also
measure the timing of sync, blanking and
burst, and SC-H timing. Limits can be pro-
grammed so that any out-of-limit parameter is
logged and, if desired, an alarm can be acti-
vated. In the future, such automatic measuring
and logging functions will be indispensable to
the television industry because of the great
amount of time that can be saved when mak-
ing routine measurements and logging results.

Digital studio transmission links. 3:30-3:55 p.m.
Elie Fadel, design engineer, Beavly Engineering
Ltd., Ajax, Ont. Program Studio Transmitter
Links (STL) have been traditionally assumed
by either physical wire or through frequency
division multiplex techniques or pulse code
modulation (PCM). PCM program links use
the same proven principle as the telephone PCM
channel banks. At transmit end, the digitized
audio signal from the studio is interfaced to a
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to the transmission site or any other location.
At the receive end, the digital signal is con-
verted back to its original analog form. The
PCM STL parameter specifications meet the most stringent requirements of today's broadcast industry both for monaural or stereo systems. Other features include noise mitigation, ease of installation and maintenance, and audio drop facility.

TV and FM rebroadcast translators after 20 years. 3:30-3:55 p.m. Dr. B. W. St. Clair president, Television Technology Corp., Arvada, Colo. The first translators were authorized by the FCC 20 years ago; now their use has grown to over 3,100 licensed stations owned by both broadcaster and independent translator licensees in the U.S. Many are found in other countries. A number of unique installations have been made in the last two or three years. These include solar-powered installations, retransmission on adjacent channels, use of vertically polarized transmitting antennas and translators fed by video tape and satellite relay. This paper will discuss major translator system design areas: (1) Receiving problems and how to solve them by the proper selection and location of receiving antennas; (2) translator equipment characteristics such as selectivity and spurious outputs; (3) transmitting antenna considerations and (4) multiple outputs.

FCC technical panel. 4-5 p.m. Moderator: Joseph P Gill Jr., director of engineering, Cosmos Broadcasting, New Orleans. Panel members: Wallace E. Johnson, chief, Broadcast Bureau; Phyll Home, chief, Field Operations Bureau; Charles A. Higginbotham, chief, Safety and Special Radio Services Bureau; Neal K. McNaughten, assistant chief, Broadcast Bureau; Dennis Williams, chief, aural existing facilities branch, Broadcast Bureau.
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-Dr. George W. Crane

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Bill Livek, Consultant
from an RF output sample. Control is applied to an attenuator in the audio input to maintain initially prescribed modulation levels. The circuit operates digitally and contains many interesting features.

Care and feeding of directional antennas 11-11:25 a.m. Robert Jones, consulting engineer, La Grange, Ill. With the ever-growing complexity of directional antennas and the constant need to maintain existing systems to meet the FCC's technical criteria and the terms of the instrument of authorization, renewed attention is being directed toward this all-important subject. This paper will discuss the wide range of problems associated with the maintenance and operation of directional antenna systems and provide an insight to how such problems may be resolved. This paper will also introduce steps which can be taken to implement a maintenance program that will alleviate future problems.

New techniques for generation of composite stereo signals 11:30-12 noon. David L. Hershberger, senior engineer; and Geoffrey N. Menderhall, MS-15 project engineer, Broadcast Products Division, Harris Corp, Quincey, Ill. New developments now permit optimal generation of the stereo signal without the limitations that formerly ignored or tolerated by the broadcast. Audio lowpass filtering is shown to be necessary for high dynamic stereo separation and pilot protection. Over-modulation due to filter overshoot is explained. The performance deficiencies inherent in both the balanced modulator and switching types of stereo generators are explained. Specifically, poor high-frequency separation, harmonic content, modulation nonlinearity and SCA crosstalk. The dynamic transient response (DTR) lowpass filter and the digitally synthesized modulator (DSM) stereo generator are discussed as new techniques which alleviate the aforementioned problems.


Microcomputers in television broadcast automation. 9:45-10 a.m. Mitch Derick, The Grass Valley Group Inc, Grass Valley, Calif. The advent of the microprocessor has made possible a revolution in television station automation. The low cost of microprocessors allows them to be configured into a "distributed processor network." For example, one processor will control switcher and machine interfacing; another, event handling; another, bulk event storage; and yet another, traffic systems interface. This paper will discuss the many design advan-

lages this technique has over any other previous automation approach thereby permitting automation systems to be broken down into building blocks allowing station automation in steps.

TV frame synchronizer applications. 10:15-10:40 a.m. R. S. Hopkins Jr, Communications Systems Division, RCA, Camden, N.J. A relative newcomer to the broadcast equipment product line is the frame synchronizer. Aside from the primary function of synchronizing an input video signal to a reference timing signal, there are many other applications of such a device. A few of these applications have already been exploited with available equipment—picture freeze, picture compression and time-base correction. In this paper the frame synchronizer is treated as a basic building block for special effects generation. Options that are presently available will be discussed and some future possibilities will be commented on.

A monitor alignment color bar test signal. 10:45-11:10 a.m. A. A. Goldberg, CBS Technology Center, Stamford; Conn. Color monitor adjustments of chroma gain and phase are usually done by observing standard color bars with the red and green guns of the kinescope extinguished. Ordinary visual adjustment may result in appreciable errors and accurate adjustment requires that a photometer be used. This paper will discuss a new test signal incorporating special monitor alignment color bars permitting visual adjustments to be done accurately so that a photometer is not required. Chroma gain and phase adjustments can be done by eye just by viewing the four blue alignment bars and four blue main bars the same intensity.

A digital noise reducer for encoded NTSC signals. 11:15-11:40 a.m. Rennie H. McMann Jr, president, Thomson-CSF Laboratories, Stamford, Conn. The recent advent of practical digital TV techniques makes it possible to process a TV signal on an element-by-element basis with mathematical precision. It is, therefore, now possible to exploit the redundant nature of the TV signal in both the frequency and time domains in order to improve picture quality. The noise reducer described in this paper uses a digital frame store operating as an adaptive recursive filter under the control of an element-by-element motion detector employing comb filtering and signal modification. An outstanding characteristic of the algorithm employed is that it is equally effective at low frequencies so that the streaky characteristic of chroma noise often present in three-quarter-inch tape recorders is effectively removed.
A new standard (in preparation) governing the performance of television broadcast demodulators. 11:40 a.m.-12 noon. T. M. Glyas, chairman, Electronics industries Association's Broadcast Transmission Systems Task Force, and staff engineer, Broadcast Systems, RCA, Camden, N.J. Perhaps nowhere in the television system are more subtle considerations involved than in the transmitter-receiver interface, and these affect the design and standardization of television broadcast demodulators. A task force of the EIA Broadcast Televison Systems (BTS) committee has been working on demodulator performance standards for the past two years. The results to date are described. The paper includes discussions of some of the more interesting electrical performance standards, how these evolved in the committee work, how conflicting technical requirements were resolved and some practical considerations for the use of each of the several modes of a television demodulator.


No sessions are scheduled for Tuesday afternoon, so that conferees have the opportunity to visit the exhibits and hospitality suites.

WEDNESDAY, MARCH 30


Portable computer-generator TV titling system. 9-9:25 a.m. John T. Toth, ABC, New York. Fixated-installation computer services for control of titling generators (Vidifonts, Chyrons) and frame store devices (such as Arvens) in the broadcasting plant are outlined with examples of services applicable to political conventions, elections and sports coverage. The off-premises use of these services in conjunction with various input/output devices is discussed along with a review of ABC's experience with a microcomputer system controlling various character generators via regular dial-up telephone circuits using standard Bell System equipment.


The hardware to be seen at NAB exhibits

Week-before signs point to emphasis on TV miniaturization, automatic gear for radio, demonstratins of AM stereo.

Broadcast equipment manufacturers would rather talk about their new products at the convention of the National Association of Broadcasters (when the clients are on hand) than before it (when the competition might be listening). Nevertheless, there are advance indications of what this year's equipment market will be like.

Attention again this year seems to be concentrated on miniature cameras. Bosch/Fernseh will display its new handheld lightweight studio camera for
remote telecasting. Ikegami has a studio camera with minicomputer; and triax for remote telecasting and taping. A self-contained lightweight ENG camera with three Plumbicon tubes will be shown by JVC. Philips will show a multiconduco and field camera and various ENG cameras with new features. RCA has a camera ready for either studio or field use. Two new ENG cameras will be shown by Sony. They are portable, battery-operated and will incorporate new technology. Thomson CSF will demonstrate its Microcam at low-light levels, showing test results from as low as half a foot candles of light.

In the world of video tape, Fernseh will exhibit its new portable VTR editing system and its still frame for its one-inch BCN 50. RCA will demonstrate its editing system built into its TR-600 VTR. Sony will have a battery-operated portable one-inch VTR.

One of the highlights of the exhibits will be demonstration of AM stereo. The NAB will have its own AM stereo exhibit during the engineering conference, and Cetel Broadcast Group will air tapes from WKDC(AM) Elmhurst, III., that were made during FCC-approved experimental broadcasts using Motorola's excitier system.

Many companies will display prototypes of automated transmitting systems and circularly-polarized transmitters.

Two other items of interest are Ampex's electronic still-storior, which is computer operated and holds up to 1,500 pictures. Thomson has a new digital noise reducer for three-quarter-inch tape that helps to eliminate noise from tape in use generation after generation.

Equipment exhibitors

The following companies will have exhibit booths at the National Association of Broadcasters' Convention at either the Sheraton Park (SP), Shoreham Americana (SH) and Washington Hilton (WH). New products are indicated by an asterisk (*). Companies that will have hospitality suites are listed on page 68 with some hotel suites to be assigned (TBA).

**Acrodyne Industries** 202 SP
21 Commerce Drive, Montgomeryville, Pa. 18936

*Product:* Six kw visual 600-watt aural VHF externally diplexed transmitter*, 100-watt UHF translator, 10-watt VHF translator, 10-watt UHF translator, 10-watt VHF transmitter, 100-watt VHF transmitter. **Personnel:** John Parke, Marshall Smith, Nat Ostroff, Charles Judson, Ray Kiesel, Barry Landis, Ruth Hunter, Darien Day, Mark Darde, Joe Fuchs.

**Alford Manufacturing** 212 SP
120 Cross Street, Winchester, Mass. 01890.

*Product:* FM broadcast antennas; TV broadcast antennas; master FM broadcast antennas; multistation transmitter combiners; transmission line components; RF measuring instruments. **Personnel:** Dr. Andrew Alford, Fred Abel.

**Amco Engineering** 308 SP
7333 West Ainslie Street, Chicago 60656.

*Product:* Broadcast communication cabinets and consoles; program control desks; aluminum casting and extrusion line for program display applications. **Personnel:** Floyd Johnson, Bob Komarek, Larry White, Bill Wotell, Bill Hardike.

**American Data Division** 101 SP
401 Wynn Drive N.W., Huntsville, Ala. 35805.


**American Electronic Laboratories** 216 SP
PO. Box 552, Lansdale, Pa. 19446.


**Ampex** Monroe, Lincoln rooms WH
401 Broadway, Redwood City, Calif. 94063.


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A Division of Bonneville International Corp.
Angenieux Corp. of America

Product: Pryjma, components, 60462.

Andrew Corp.

Product: Cartridge tape recorders and reproducers, audio mixing consoles up to 12 channels, rotary and linear fader consoles, studio systems and custom furniture, Momomax matrix phase corrector for cartridge tape. Personnel: Alex Meyer, Edward Mullin, Sam Wentzel, Fred Rosenberg, Bud Yankowski, William Hicks.

Angenieux Corp. of America

Product: ENG color cameras, 15x12.5 total zoom lens system for portable color cameras, 42x wide angle continuous zoom lens for large broadcast color cameras, 42x field (telephoto) continuous zoom lens for large broadcast color cameras, 15x versatile zoom lens with range extender turret for large broadcast color cameras, 10 x 14 x 531 external wide angle studio zoom lens for 1 1/4" tube large broadcast color cameras. Personnel: Bernard Angenieux, Andre Masson, Jean Moret, Serge Dumartin, John Wallace, Dick Putnam, Bern Levy, Claus Zedler, Walt David, Jeff Giordano, Tang Sum, Pierre Chambon.

Anixter-Mark

4711 Golf Road, Skokie, Ill. 60076.


Arvin/Echo Science

458 East Middlefield Road, Mountain View, Calif. 94043.


ASACA Corp. of America

1289 Bannard Road, Des Plaines, Ill. 60016.


Audi-Cord

PO. Box 611, Normal, Ill. 61761.


Audio Designs and Manufacturing


Audio Sellers/Money Machine

507A WH P.O. Box 23355, Nashville, Tenn. 37202.


Auditronics

435 WH 207 Summit Street, Memphis 38104.


Automated Processes

517 WH 789 Park Avenue, Huntington, N.Y. 11743.

Product: Audio consoles; convention, D.C. controlled and automated; audio amplifiers; intercom systems and audio switchers; audio processing amplifiers; tape machine synchronizers, equalizers; compressor/limiters; voltage controlled attenuators. Personnel: H. Charles Riker, Nicholas Balsamo, Michael Consi.

Automation Electronics

Suite M-390 SP P.O. Box 1343, Lafayette, Ind. 47902.

Product: Autotron broadcast control computer
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“The Compositor’s on-air display is a marvel... head and shoulders superior to the competition.  We’ve virtually discontinued using hotpress for supers.”—Galen Daily, KRON Program Manager

These broadcasters agree: the new Compositor I Graphics System offers a superior on-air look.  With graphic-quality fonts and instant access to any page in memory at any time, the software-based Compositor I provides the fast on-air operation demanded by production personnel, the artistic quality demanded by advertisers, and the competitive edge that broadcast management is looking for.  To find out more about the Compositor I, visit our booth at the NAB Show (Washington Hilton—No. 421) or call Don Rhodes at (801) 972-8000.

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BJA Systems 572 SH
666 Davisville Road, Willow Grove, Pa. 19090.

Bayly Engineering 613 SH
187 Hunt Street, Ajax, Ont.

Beanovics 610 A SH
8 Haven Avenue, Port Washington, N.Y. 11050.
Product: Video switching systems, both standard stock and custom models; production, master control, and routing; with or without AVF; selected terminal equipment; Favag master clock systems with compatible secondary clocks. Personnel: John Busharah, Bob Striker.

Belar Electronics Laboratory 317 SP
Lancaster Avenue at Dorset, Devon, Pa. 19333.

Berkey Colortran 507 SH
1015 Chestnut Street, Burbank, Calif. 91502.

Beston Electronics 504 SH
903 South Kansas Avenue, Olathe, Kan. 66061.

Bird Electronic 311 SP
30503 Aurora Road, Cleveland (Solon), Ohio 44139.
Product: RF directional thrulevit watt meters, RF absorption watt meters, 2 w to 50 kw air-cooled, water-cooled and self-contained heat exchanger loads, line terminations, RF power and VSWR monitors, coaxial filters, couplers, filter-couplers, high-speed Watchter monitor control for remote or on-site supervision of transmitters*. Personnel: W. L. Yochum, R. Chakerian, R. Neitzett, R. Trefney, H.H. Heller, R.J. Tanczos, L. Weitzel.

Robert Bosch/Fernseh 413 WH
279 Midland Avenue, Saddle Brook, N.J. 07662.

Boston Insulated Wire & Cable 108 SP
65 Bay Street, Boston 02125.

Broadcast Electronics 208 SP
8810 Brookville Road, Silver Spring, Md. 20910.

CCA Electronics 201 SP
719 Jersey Avenue, Gloucester City, N.J. 08030.

CSI Electronics 309 SP
2807 River Road, Cinnaminson, N.J. 08077.

Cablewave Systems 518 SH
58 Dodge Avenue, North Haven, Conn. 06473.
Product: Copper corrugated, wellflex coaxial antenna feed lines and associated accessories; pressurization equipment, microwave

**California Switch & Signal**

607 SH

13717 South Normandie Avenue, Gardena, Calif. 90248.

Product: Jack panels, switches, color microphone cables. Personnel: Irwin Perlman.

**Camera Mart**

505 SH

456 West 55th Street, New York 10019.


**Canon**

301 SP

10 Nevada Drive, Lake Success, N.Y. 11040.


**Capitol Magnetic Products**

313 SP

1750 North Vine Street, Los Angeles 90028.


**Ceco Communications**

204 SP

2115 Avenue X, Brooklyn, N.Y. 11235.


**Central Dynamics**

14 TH

147 Hymus Boulevard, Montreal.

Product: Video production switcher, compact production switchers, audio mixer/switcher, technical automation system Interfaced to BIAS business system, video-tape editor systems, downstream keyer, RGB and encoded chroma keyers, digital sync decoder, distribution amplifiers for pulse, video, equalized video and broadband digital/analog applications. Personnel: Earle Wallace, Howard Shephard, Robert Faulkner, Dick Deberardinis, Dave Spind-

dle, Paul Welcome, Graham Pugh, Buddy Naeyaert, Ken Davies, Brian Tee, Peter Symes, Steve Lyman, Robert Mee, Tim McNeil.

**Cetec Broadcast Group**

417 WH, 227 SP

75 Castiliano Drive, Goleta, Calif. 93017.


**Christie Electric**

433 WH

3410 West 67th Street, Los Angeles 90043.

Product: Charging system, minute chargers, sealed cylindrical nickel-cadmium battery packs for ENG. Personnel: Tim Robert, Fred Benjamin.

**Chyron Telesystems**

147 Hymus Boulevard, Mexico, N.Y. 11040.


**Cine 60**

630 Ninth Avenue, New York 10036.

Product: Accessories for electronic and film news gathering systems including battery belts, battery sun-gun lights, camera snaplocks, camera shoulder pods. Personnel: Don F. Civitillo, Robert Kao, Paul Wildum.

**Cinema Products Corp.**

503 SH

2037 Granville Avenue, Los Angeles 90025.

Product: STEADICAM (Universal model) camera stabilizing system with video camera; reflex 16 mm news/documentary film cameras; non-reflex camera models; Cinevid-16 video-assist camera system; Crystalink wireless systems, CP/Pro-Kit, Aero-Kit and Cal-Kit quartz location lighting kits; Sturdy-Lite focusing spot and newslette; fluid head tripods; 16 mm 400-foot magazine.

**Collins Division, Rockwell International**

217 SP

PO. Box 10463, Denver 78207.


**Colorado Video**

437 WH

PO. Box 928, Boulder, Colo. 80302.


**Comark Industries**

614 SH

PO. Box 196, Westfield, Mass. 01085.


**Commercial Electronics Inc.**

222 SP

880 Maude Avenue, Mountain View, Calif. 94043.

Product: Color TV cameras that convert from...
various studio to various portable configurations with accessory equipment*; color TV studio camera with seven-inch tilttable viewfinder, 17-inch color monitors*. Personnel: Bill Butler, Don Smith, Bob Huseman, Bud Schneider, Raoul Proctor, Al Jensen, Paul Kendrick, Andrew Mellows, Don Kline.


Cox Data Services 407 WH Suite 100, Prado North, 5600 Roswell Road, Atlanta 30342. Product: Turnkey business automation system for TV sales, traffic and accounting, including financial package. Personnel: Bill Henderson, Jim Landon, Lou Kaib, Frank Crane, Mike Nemeth, Jack Keating, Glenn Sirkis.


Delta Electronics 300 SP 5534 Port Royal Road, Springfield, Va. 22151. Product: Operating impedance bridge, commutator impedance bridge, RF ammeter systems, analog antenna monitor, hardware remote unit, digital antenna monitor, hardware remote unit, remote control unit, transmitter monitor control system, base current adapter, toroidal current transformers, compensated rectifier unit, meter and jack, receiver generator*, RF ammeter systems for remote applications*, automatic modulation controllers*, operating impedance bridge*. Personnel: S.W. Kershner, C.S. Wright, R.E. Geiger, J. Wright, J. Novak.


Dielectric Communications 544 SH Route 121, Raymond, Me. 04071. Product: RF loads and wattmeters; waveguide and accessories; RF switches; strob guidance systems. Personnel: Howard Acker, Stan Thomas, Spencer Smith, Weldon Brackett, Francis Smith, Paul York, Larry Sawyer.

Digital Video Laboratories 513 SH 1051 Clifton Street, Buffalo, N.Y. 14206.


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Dynair Electronics 403 WH
5725 Market Street, San Diego 92114

Dynasciences Video Products 428 WH
Township Line Road, Blue Bell, Pa. 19422

ESE 557 SH
505 1/2 Centinela Avenue, Inglewood, Calif. 90302
Product: Master timing system, remote time display and impulse clock and time programer, combination digital clock and timer, ATS clock*, digital clock/timer for correct time when used in timer mode*, SMPTE time code reader*, hand-held time calculator*, hand-held digital timer*, assorted digital clocks and timers. Personnel: Jerry Johnson, Bob Mayers.

Eastman Kodak 405 WH
343 State Street, Rochester, N.Y. 14650

Eigen Video 563 SH
P.O. Box 1027, Grass Valley, Calif. 95945

Electro Impulse 568 SH
P.O. Box 870, Red Bank, N.J. 07701
Product: High power RF dummy loads; baluns; attenuators; power meters. Personnel: Mark Rubin, Judy Rubin.

Electro-Voice 548 SH
600 Cecil Street, Buchanan, Mich. 49107

Electrohome Limited 512 SH
809 Wellington Street North, Kitchener, Ontario; 182 Wiles Avenue, Tonawanda, N.Y. 14150

Electronics Missiles & Communications 110 SP
P.O. Box 116, White Haven, Pa. 18661

Farniron Electric 502 SH
1691 Bayport Avenue, San Carlos, Calif. 94070

Fidelipac 218 SP
109 Gasher Drive, Mt. Laurel, N.J. 08057

Flash Technology Corp. of America 554 SH
111 Lock Street, Nashua, N.H. 03060

Fujifilm Film USA 225 SP
350 Fifth Avenue, New York 10001

Fujinon Optical 428 WH
672 White Plains Road, Scarsdale, N.Y. 10583

GTE Sylvania 302 SP
100 Endicott Street, Danvers, Mass. 01923
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Garner Industries ................................. 616 SH
4200 North 48th Street, Lincoln, Neb. 68504.

Alen Gordon Enterprises ........................ 615 SH

Gotham Audio ..................................... 527 SH
741 Washington Street, New York 10014.

Grass Valley Group ................................ 209 SP
PO Box 1114, Grass Valley, Calif. 95945.

Hammond Industries .............................. 221 SP
155 Michael Drive, Syosset, N.Y. 11791.

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Ikegam Electronics


Industrial Sciences


Innovative Television Equipment


Interand

Product: Telestrator electronic graphic system with erase and write-through cursor mode and Mark II symbol control, Star probe systems for TV programing via cable or video cassette. Personnel: Dr. Leonard Reiffel, William Rickhoff, Kenneth Feith.

International Microwave


International Tapetronics


International Video Corp.


JVC Industries


Jefferson Data Systems

Product: Data processing system for TV and video utilizing micro-processing equipment for sales, accounts, financial statements. Personnel: Mike Jones, Bill Jennings, John McDonald, Rana Adamson, Joe Abernathy, John Hutchison.

Kaman Sciences/BCS


Kay Industries


Kings Electronics


Kilegi Bros.

Product: Data processing system for TV and video utilizing micro-processing equipment for sales, accounts, financial statements. Personnel: Mike Jones, Bill Jennings, John McDonald, Rana Adamson, Joe Abernathy, John Hutchison.

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Sheraton Park exhibits 100, 300

Colman, Gary Stevens, Ken Tiffany.

Lightning Elimination Associates 528 SH
12412 Benedict Avenue, Downey, Calif. 90243.
Product: Dissipation arrays, transient eliminators to protect low-level lines, surge eliminators for power mains or lines, lightning warning systems. Personnel: Roy Carpenter, Hal Proppre, Myron Whitney, Ed Hayden.

David Lin Associates 571 SH
2444 Old Middlefield Way, Mountain View, Calif. 94040.

Lipsner-Smith 622 SH
6110 Madison Court, Morton Grove, Ill. 60053.

Listec 305 SP
35 Camp Drive, Plainview, N.Y. 11803.

3M 411 WH
Building 224-BW, 3M Center, Saint Paul, Minn. 55101.

sole and 18-channel two scene preset control console; 50 portable TV lighting kit, 2 kw softlite, 4 kw softlite, TV lighting fixtures. Personnel: John H. Kilegili II, Joel Rubin, Mike Connell, Deborah Butt, Wheeler Baird, Tom Hays, Jeff Miller, Jack Nettleton, Emily Johnson, Jose Sanchez, Horst Emmert, Gordon Pearlman, Steve Carlson.

Knox 703 SH
16021 Industrial Drive, Gaithersburg, Md. 20750.

LPB 520 SH
520 Lincoln Highway, Frazer, Pa. 19355.

L-W International 566 SH
6416 Varied Avenue, Woodland Hills, Calif. 91367.

Laid Telemetry 551 SH
2125 S.W. Temple, Salt Lake City, 84115.
Product: Optical multiplexers, projectors, character generators, titlers, time/date generators. Personnel: Bill Laid, Ron Carling, Ron Jones, Dave Golding, Sam Kichas, Bob Bacon, Mike Crosby, Gerald Gregory, Kurt Heaton, Vernon Peterson.

Leitch Video Limited 613B SH
705 Progress Ave., Unit 46, Scarborough, Ontario.

Lenco Inc., Electronics Division 312A SP
319 West Main Street, Jackson, Mo. 63755.
Product: Video terminal equipment including sync generation and distribution, video test signal generators, monochrome video monitors. Personnel: Paul Leonard, Howard McClure, Dick Lawrence, Bruce Blair, Larry Brown, Bill
Dave Larson, John Fitzpatrick, Bob Devitt, Vicki Homan, John Tom Mieck, Mike Beem, Vic Mohrland, Joe Williams, Pat Cafferty, Jim Nolosir, Ron Jarman.

MCI 582A SH
4007 N.E. 6th Avenue, Fort Lauderdale, Fla. 33334

Marconi Electronics 106 SP
100 Stonehurst Court, Northvale, N.J. 07647

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Marti Electronics 207 SP
PO. Box 661, Cleaveborne, Tex. 76031

Matthey Electronics 528 SH
(Located at same booth as Television Equipment Associates)
Product: Line selector*, automatic video equalizer, video filters, delay lines.

McCundy Radio Industries 315 SP
1711 Carmen Drive, Elk Grove Village, Ill. 60007

McMartin Industries 200A SP
4500 South 78th Street, Omaha 68127
Product: AM and FM transmitters, exciters, exciter/SCA demonstration unit, eight-channel rack mount console, five-channel rack mount console, four-channel remote mixer.

Micmix Audio Products 547 SH
9990 Monroe Drive, Dallas 75220
Product: Demonstrating the master audio phonograph preamplifier, five-channel mixer/ preamplifier, five-channel micramp; amplifier, RPU equipment. Personnel: Ray McMartin, Joseph Engle, Leonard Hedlund, Charles Goodrich, Bob Andeman, John Grey, Tom Butler, Bob Switzer, Ed Huber, Dave Kelly, Jerrell Henry, Don Jones, John Tolleson, John Schneider, Ken Blake, Joe Kriet, Juan Gregorio, Howard West.

Memorex 401A WH
1200 Memorex Drive, Santa Clara, Calif. 95052
Product: Chroma 90 broadcast video tape; helical scan broadcast video tape for IVC 9800 recorder*. Quantum helical scan video tape (500 Oersted) in half inch EIAJ format and one-inch in Ampex, Sony, IVC and BCG formats; three-quarter inch video cassette*; helical scan video tape (500 Oersted); audio training cassettes; audio training relays. Personnel: Art Anderson, George Ansier, Alex Argendeli, Tom Beal, Dave Berry, Dick Bigotti, Mike Carney, Les Hunt, Hal Jones, Dewaine Miller, Bob Reetz, Bob Scherer, Mike Skelton, John Varnell, Steve Walsh, Pete Wodarska.

Merlin Engineering Works 534 SH
1880 Embarcadero Road, Palo Alto, Calif. 94303

Micro Consultants 312 SP
2483 East Bayshore Road, Palo Alto, Calif. 94303

Microprobe Electronics 613A SH
Suite 3201, 875 North Michigan Avenue, Chicago 60611

Micro-Trak 219 SP
920 Race Street, Holyoke, Mass. 01040

Microlime 314 SP
1280 Blue Hills Avenue, Bloomfield, Conn. 06002
Product: Signal corrector for video signal not
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Moseley Associates ........................................... 203 SP
111 Castilliam Drive, Goleta, Calif. 93107

Motorola Communications Division 811 SH
1301 East Algonquin Road, Schaumberg, Ill. 60172

Nagre Magnetic Recorders 606 SH
19 West 44th Street, New York 10036

NEC America ...................................................... 533 SH
1948B Lehigh Road, Glenview, Ill. 60025

Nortronics .......................................................... 522 SH
8101 10th Avenue, Minneapolis 55427

NTI ................................................................. 550A SH
10105 South Spaulding, Evergreen Park, Ill. 60642

O'Connor Engineering Laboratories ......................... 573 SH
100 Kalmus Drive, Costa Mesa, Calif. 92626

Oleson ........................................................................ 423B WH
1535 Ivor Avenue, Hollywood 90028
Product: Scenic projector for front or rear projection*, studio curtains, custom walk-along tracks. Personnel: John Chuck, David Hughes.

Optek ........................................................................... 603 SH
5526 East LaPalma Avenue, Anaheim, Calif. 92807

Orban Broadcast ......................................................... 539 SH
459 Bryant Street, San Francisco 94107

Orro ............................................................................ 226 SP
3303 Scott Boulevard, Santa Clara, Calif. 95050

Otari ........................................................................... 617 SH
981 Industrial Road, San Carlos, Calif. 94070
Product: Playback-only audio tape*, quarter-inch two-channel tape*, half-inch four-channel tape*, quarter-inch mono tape, quarter-inch half-track tape, quarter-inch four-channel tape, half-inch eight-channel tape, one-inch eight-channel tape. Personnel: M. Takekawa, Brian Trankle, Jack Soma, Lew Barret, Ken Ikezawa, Greg Wintrup, M. Haras, H. Higashino, Dave Mcclure.

Pacific Recorders .................................................... 549, 550 SH
11100 Roeulee Street, San Diego 92121
Product: Multimillimeter broadcast limiter for AM,
FM and TV audio; Multimix automated gain control unit for AM audio; Cuerack random cart accessor; Audiotronics production system featuring four-channel console; P&R on-air console. Personnel: Jack Williams, Cindy Guzzo, Dave Pollard, Bob Harvey.

Panasonic Video Systems Division

Military Room WH


Paperwork Systems

542 SH

Philips Broadcast Equipment

100 SP

Philips Test & Measuring Instruments

605 SH
400 Crossways Park Drive, Woodbury, N.Y. 11797.

Potomac Instruments

524 SH

Power-Optics

304 SP

Projection Marketing Systems

558 SH
341 North Pothill Road, Beverly Hills, Calif. 90210.

QEI

548 SH

Q-TV/Telesync

419 WH

Quick-Set

421A WH

RCA Commercial Communications


RCA Commercial Communications

400 WH

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JVC Industries
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LB Electronic
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Interand Corp. (Telestrate Dm)
JVC Industries
Kings Electronics Co.
LB Electronic
Laird Telemedia
Lightning Elimination Assoc
MCI
Merlin Engineering Works

RCA Electro Optics & Devices 401B WH
Route 202, Somerville, N.J. 08876.
Product: Camera tubes, power tubes and
cavities for TV broadcast; power tubes
and cavities for FM broadcast. Personnel: C.W.
Bazil, H.F. Boreiko, R.M. Bowes, R.M. Cahill, J.M.
Cleary, J.A. Dymacek, F.J. Haines, J. Hemsley.

D.G. Koch, T.T. Lewis, W.S. Lynch, R.G.
Neuhauser, C.D. Newcomer, S.H. Nixon, E.
Parker, C.L. Rintz, G.E. Ryan, R.E. Simon, F.B.

Ramko Research 564 SH
11355 A Palomar Boulevard, Rancho Cordova,
Calif. 95670.
Product: Audio consoles; audio cross-point
switchers*, audio DA's*, audio DA's, line
amplifiers and equalizers, turntable preamps,
power amplifiers, cart winders, MIC
compressors/limiters. Personnel: Ray Kohfeld, Lin-
da Kohfeld, Jack Ducart, Brian Hallstrom, Dean
Taylor, Bill Livingston, Ginny Sticker.

Rank Precision Industries 409 WH
411 East Jarvis Avenue, Des Plaines, Ill.
60018.
Product: Varotal broadcast lenses, accesso-
ries, color separation optics for TV cameras,
VTR's, editors, etc., microphone preamplifiers,
remote control systems, Varotal MRL for
standard broadcast cameras*. Rank Cintel
16/35 mm, flying spot Telecine film chain, Varotal MRL for
portable broadcast cameras*. Personnel: Kish Sadhvanai,
J.M. Campbell, Neil Kempi.

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Product: Reel-servo modification kit for quad
VTR's, auto-edit for editing VTR's, video tape
addressor*, tape cleaner, time code enhancer*.

Richmond Hill Laboratories Ltd. 208 SP
1940 Ellesmere Road, Scarborough, Ont.
Product: Video Production switchers, auxiliary
transition unit, video clamping amplifiers, video
distribution amplifiers, RGB chroma keyer,
quad, split generators. Personnel: F.W. Huffman,
G.J. Thurby, R. Watson, B. Scott, W. Swing, F.
Da Costa, N. Ashworth.

Robins Broadcast & Sound 545 SH
75 Austin Boulevard, Commack, N.Y. 11725.
Product: Portable consoles; broadcast con-
soles; custom consoles; reverbertron, I C
audio modules, attenuators; program
equalizers; compressors; limiters; distribution
amplifiers; automatic sensing devices. Person-

[Image of a page with technical information, possibly related to audio-visual equipment or broadcast technology, with names and addresses of companies and products listed.]
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601 SH
144 Rogers Street, Cambridge, Mass. 02142.

Shure Brothers
211 SP
222 Hartrey Avenue, Evanston, Ill. 60204.
Product: Telephone acoustic coupler®, permanent sound reinforcement speaker®, portable sound reinforcement speaker®, equalization analyzer systems®, audio equalizer®, unidirectional dynamic microphone®, unidirectional head-worn microphone, unidirectional head-worn microphone with monitor, dynamic element taliator microphone, low-noise hand-held omnidirectional dynamic microphone, line level directional condenser microphone with built-in limiter, professional studio phone cartridge, high fidelity cartridge. Personnel: Roger Ponto, Ken Reichel, Bob Carr, Lottie Morgan, John Phelan, Shelley Brown, John Owens, Bob Ott, Mike Petersen.

Sintronic
537 SH
705 Haverford Road, Bryn Mawr, Pa. 19010.

Sintronic Laboratories
556 SH
36 Bush Avenue, Port Chester, N.Y. 10573.

Rohde & Schwarz Sales
321 SP
14 Gloria Lane, Fairfield, N.J. 07006.

Rosco Laboratories
502 SH
36 Bush Avenue, Port Chester, N.Y. 10573.

Rupert Neve
541 SH
Berkeley Industrial Park, Bethel, Conn. 06801.
Product: Audio console, related products. Personnel: Peter Sidey, Derek Tilsley, Tore Nordahl, Barry Roche, Tony Langley, Clary MacDonald.

Sanul Electronics
602 SH
333 West Alondra Boulevard, Gardena, Calif. 90247.
Product: Four-channel equipment, QS decoder, power amps, turntables, tuners. Personnel: Jerry LeBow, Y. Takeda.

Scientific-Atlanta
532 SH
3845 Plesantdale Road, Atlanta 30340.
Product: Earth station video terminal, 10 and five-meter diameter antenna earth stations®, video receivers®, video exciter, demodulator®. Personnel: Howard Crispin, Sidney Topol, Don Crumm, Harry Banks, Ken Leadick, Alex Best, Peter Pileri, Bob Placek.

Scully Recording Instruments
318 SP
475 Ellis Street, Mountain View, Calif. 94040.

Sescom
620 SH(A)
P.O. Box 590, Gardena, Calif. 90247.


Shintone
801 SH
144 Rogers Street, Cambridge, Mass. 02142.

Sintronic
537 SH
705 Haverford Road, Bryn Mawr, Pa. 19010.

Eric Small & Associates
540 SH
Suite 315, 680 Beach Street San Francisco, 94109.

Society of Motion Picture and Television Engineers
403A WH
862 Scarsdale Avenue, Scarsdale, N.Y. 10583.

Soll
320 SH
401 East 74th Street, New York 10021.

Sony
508 SH
9 West 57th Street, New York 10019.
Shoreham Americana exhibits 600

Sound Technology 561 SH
1400 Dell Avenue, Campbell, Calif. 95008.
Product: FM alignment generator, ultra-low distortion oscillator, distortion measurement systems*.
Personnel: Larry Maguire, Mark Pitkow, Tom Shea, Rosemary Maguire, Mark Liebman.

Spindler & Sauppe 600 SH
13034 Satiscoy Street, North Hollywood, Calif. 91605.
Product: Producer 32 color filmchain slide projector*.

Stanton Magnetics 521 SH
Terminal Drive, Plainview, N.Y. 11803.
Product: Magnetic cartridges, headphones*, Gyroscopic turntable, preamplifier, stylus wear gauge*.
Personnel: Pete Bidwell, Jim Fox, Paul Torraca, George Alexandrovich, J.N. Trivers.

Storeel 441 WH
P.O. Box 80523, Atlanta 30341.
Product: Mobile and space-saving storage systems, room stretcher and rafter systems.
Personnel: Ruth Schaeffer, Carolyn Galvin, Kellett Goodwin.

Strand-Century 408 WH
20 Bushes Lane, Elmwood Park, N.J. 07407.

Will Studer America 543 SH
1819 Broadway, Nashville 37203.
Product: Studer professional broadcast tape recorders/repoducers, mixing consoles, microphones.
Personnel: Ray Updike, Fred Layn, Ovie Sparks, Brian Tucker, Doug Beard.

Systems Concepts 701 SH
395 Ironwood Drive, Salt Lake City 84115.
Product: Character generators, production titling systems.
Personnel: Ray Unrath, Roy Romanin, Jeff Peterson, Bruce Robertson, Len Zaliet.

Nagra Magnetic Recorders 606
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Otari 617
Phillips Test & Measuring Instruments 605
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Sescom 620
Shinkon 601
Spindler & Sauppe 600
Technology Service 618
Tentel 604
Terracom, Div of Conic 608
Trace 609
Winstead 612

Systems Marketing, Sono-Mag 215 SP
1005 West Washington Street, Bloomington, Ill. 61701.
Product: Radio automation equipment, cartridge equipment, ATS equipment.

Taber 525 SH
2061 Edison Avenue, San Leandro, Calif. 94577.
Product: Audio head, new and reconditioning service, tape erase, audio test tapes.
Personnel: William Taber, Robert Kearns, Al Tadeo, Polly Taber, Greg Orton.

Technics by Panasonic 223 SP
One Panasonic Way, Secaucus, N.J. 07094.

Technology Service 618 SH
2920 Olympic Boulevard, Santa Monica, Calif. 90404.
Product: Weather radar equipment.
Personnel: Walter Miles, Gerald Ustach, James Sciacero.

Tektronix 214 SP
P.O. Box 500, Beaverton, Ore. 97007.

Tele-Cine 423A WH
5434 Merrick Road, Massapequa, N.Y. 11768.
Product: Schneider TV zoom lenses including field*, wide angle*, standard, ENG*, remote pan and tilt equipment, lens drive systems, optical accessories for lenses and cameras.
Personnel: Donald Collins, Craig Maric, Susan Miller, Kathy Guaracini, Joe Agovino, Hans Waegleb, Gunter Hess, Axel Fromel, Dr. Martin Leder.

Telecommunications Industries 510 SH
Suite 204, 6335 Homewood Avenue, Los Angeles 90028.
Product: Portable line of TV test charts, chart systems, slides, films, transparencies, transparency illuminators, ENG/FP test chart system*, EBC flesh tone reference chart*, sine test chart*, electronic cinematography chart system.

TeleMation 421 WH
P.O. Box 15068, Salt Lake City 84115.
Product: Multi-line graphics system with TED election display option, videodisc audio distribution switcher, color film camera, audio-video-pulse-subcarrier distribution amplifiers, sync generators and encoders, Black Burst generators, audio monitor amplifiers, Bar Dot generators.
Personnel: Lyle Keys, Paul Warnock, George Elsasser, Don Rhodes, Don Dunbar, Larry Ehenst, Tom Meyer, Dave Clayton, Dennis Shelton.

Telemat 415 WH
185 Dixon Avenue, Amityville, N.Y. 11701.

Telescrip 445 WH
20 Insley Street, Demarest, N.J. 07620.
Product: Telescript monitor prompting system.
Personnel: Bob Swanson, John Lennan, George Parodi, Blair Julich, Jerry Swanson.

Television Equipment Associates 528 SH
Box 260, Boway Road, South Salem, N.Y. 10590.
Product: Video delays, pulse delays, filters, automatic video equalizer, chroma corrector, TV line selector, intercom headsets, sportscafter headsets, TV/intercom/talkback systems, tape cleaner/evaluator for three-inch cassettes, wireless microphone system, quadraphonic wireless microphone system.

Television Research International 307 SP
1003 Elwell Court, Palo Alto, Calif. 94303.
Product: Helical/quadrant editing system, video signal processing system, time code systems; portable video production console.

Television Research International 307 SP
1003 Elwell Court, Palo Alto, Calif. 94303.
Product: Helical/quadrant editing system, video signal processing system, time code systems; portable video production console.

Teletronics 391 SP
9600 Aldrich Avenue South, Minneapolis 55420.
Product: Headsets, headphones, open reel audio recorders/repoducers, tape cartridge machine*.
Personnel: Don Mereen, Ed Fitzgerald.

Telco 804 SH
50 Carter Avenue, Campbell, Calif. 95008.
Product: Tape tension gauges for maintenance

Broadcasting Mar 21 1977
Shoreham Americana exhibits 700

Federal Communications Commission .................................. 706-7-8
International Microwave .................................................. 704
Knox ................................................................. 703
Society of Broadcast Engineers ......................................... 705


Terra Com 608 SH
902 Balboa Avenue, San Diego 92123.

Thomson-CSF Laboratories 103 SP
37 Brownhouse Road, Stamford, Conn. 06902
Product: FM Volumax automatic peak controller; AM Volumax; dual audio distribution amplifier; Audimax automatic level controller; Dynamic presence equalizer; 950 mhz wireless microphone systems* including single, dual and five-channel systems; Microcam hand-held color TV camera; Triax color camera; Telesene equipment; Viditron character generator systems with changeable fonts, font compose and multimedia Viditron systems*, digital noise reducer*, color correction systems for ENG and Telecine applications. Personnel: John Camarda, Harvey Caplan, Landon Cook, Mike Davis, Jack Dawson, Robert Estony, Joe Ewansky, Jean Gaugheron, Peter Glassberg, Thomas Hindle, Andrew Ian, William Koskuba, Steve Kreenin, Lou Mendoz, Gerald Miller, Ron McMann, M. Monjarret, Joseph O'Hanlon, Altaf Rahman, Bruce Reininger, Don Skule, Clyde Smith, James Smith, Ben VanBenthem, R. Anastaze, A. Bracco, M. Boxberger, A. Goubert, J. Polonsky, G. Salem, W. Singer.

Time & Frequency Technology 501 SH
3000 Olcott Street, Santa Clara, Calif. 95051.
Product: Transmitter remote control*, FM tunable modulation monitor*, AM tunable modulation monitor; TV modulation and frequency monitor, automatic transmission system equipment*. Personnel: Tom Creighton, Cal Eckles, Frank Stollen, John Webster, Joe Wu.

Townsend Associates 519 SH
PO. Box 484, West Springfield, Mass. 01089.
Product: Solid state IF modulated exciters for UHF and VHF transmitters, UHF klystron transmitters, power increase packages for UHF transmitters. Personnel: George Townsend, David Saldyga, James F. McMahon, Donald Peters.

Trace Inc. 609 SH
133 North Fourth Street, Lafayette, Ind. 47901.

UMC Electronics 562 SP
480 Sackett Point Road, North Haven, Conn. 06473.

Uni-Set Division of Knit Woodcraft 700 SH
449 Avenue A, Rochester, N.Y. 14621.

United Research Laboratory 318 SP
681 Fifth Avenue, New York 11022.

Utility Tower 210 SP
PO. Box 12027, Oklahoma City 73112.

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93
Peters, Moorrell Beavers, Bob McAle, Barry Holland, John Davis, Charles Kunz, Don Langford, Don Williams, Richard Williams, R. McCoy, Bill Vice, John Schultz, Charles Schultz, Lee Ruble, Tom Milet, Nevim Samson.

Ward-Beck System 515 SH
290 Larkin Street, Buffalo, N.Y. 14210.

Western Union Telegraph 431 WH
Broadcast Services, One Lake Street, Upper Saddle River, N.J. 07458.

Wilkinson Electronics 500 SH
701 Chestnut Street, Trainer, Pa. 19013.

Winsted 612 SH
8127 Pleasant Avenue South, Minneapolis 55420.

Wolf Coach 575 SH
200 Bartlett, Northboro, Mass. 01532.

World Video 427 WH
P.O. Box 117, Boyertown, Pa. 19512.

American Broadcasting Companies, ABC-TV, ABC Owned TV Stations
Washington Hilton 0-174

ABC Radio, ABC Radio News, ABC Owned AM and FM Stations, ABC Spot Sales
Sheraton Park B220

CBS Inc., CBS/Broadcast Group, CBS Television, CBS News
Washington Hilton 9101-9102

CBS Radio
Sheraton Park B820

Mutual Broadcasting System
Sheraton Park D600
Personnel: C. Edward Little, Gary J. Worth, Jack Sabella, Craig Wheistline, Mitt Komito, Barry Turner, Glenn Jackson.

Mutual Radio Sports
Sheraton Park D 600
Personnel: Jack Clements, Tom Harmon, Jack Gregson, Al Wester, Tony Roberts.

Mutual Black Network
Sheraton Park D400

National Black Network
Sheraton Park D400

National Broadcasting Company, NBC-TV, NBC-Radio
Washington Hilton, The Conservatory

Broadcasting Mar 21 1977 94
Television programers

Atwood Richards Telescreen
Washington Hilton 3149, 3150
Personnel: Don Quinn, Jack Kaplan, Don Colapinto

Claster Television Productions/Romper Room Enterprises
Washington Hilton 1149

Neal P. Cortell Television
Washington Hilton TBA
Product: TV station promotion material including computer animated video, custom audiotracks, support graphics, station packages titled "We Only Have for You!, "Our Town", "Let's Get Together". Movies promotion and showcase titled "Great Entertainer". Custom news programming and promotion packages. Personnel: Neal Cortell, Donald Hill, Heath Sholl, Walter Kaplan.

Rhodes Productions
Washington Hilton, Solar Suite

Viacom Productions
Washington Hilton 3188, 3189, 3190

Worldvision Enterprises
Shoreham E830, 831, 832

Radio programmers

Bonneville
Shoreham E430, 431, 432

Kent Burkhardt/Abrams and Associates
Shoreham A600, 602

CavoX Stereo Productions
Sherator Park C240
Product: Eight different syndicated-music radio formats. Personnel: Lee Tate, Bob Myfield, Wally Rubin, Paula Tate.

Century 21 Productions
Sherator Park F440

Concept Productions
Sherator Park A711
P.O. Box 41406, Sacramento, Calif. 95841

Drake-Chenault
Sherator Park A200

Filmways Radio
Sherator Park Hamilton Room

FM 100
Mayflower 666, 669
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10. INNER SANCTUM (1947) & THE HERMIT'S CAVE (1948)
11. THE GREAT GILDEELEVE (1949) & OUR MISS BROCKES (1949)
12. LIGHTS OUT (1943) & THE WITCH'S TALE (1939)
13. GEORGE BURNS & GRACIE ALLEN (1945)
14. GUNSMOKE (1952) & THE ROY ROGERS SHOW (1945)
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Peters Productions
SharonMusic A300, 302

RPM Radio Programming Management
Sheraton Park B420

Radio Arts
Sheraton Park A800, 802
Personnel: Larry Vanderveen, Philip Koner, Tony Rufo, Doug Thompson.

Susquehanna Productions
Sheraton Park M590

William B. Tanner
Sheraton Park K500

TM Productions and TM Programming
Sheraton Park B320
Product: Beautiful rock, beautiful music, good product, stereo rock, country music—all formats; Master Plan, The Producer and The Source—all sales production packages; I.D. packages, jingles, actualizers; TV packages and custom music for commercials and film sources. Personnel: Ernie Winn, Alan Collier, Rusty Gold, Jim Long, Jim West, Jerry Atchley, Ron Nickell.

Webster Group
Shoreham A202

Station representatives

Avery-Knodel
Washington Hilton 4186, 4189, 4190

John Blair
Washington Hilton Senate Room & 1174

Bolton/Burchill International
Sheraton Park TBA
Personnel: Carmen Bolton, Thomas Burchill.

Buckley Radio Sales
Shoreham TBA
Personnel: Richard D. Buckley, Robert V. Copinger, Bob Lurto, Brian Dunbar, Mai Trauner, Joe Blotia, Bob Syers, Brooke Taylor.

Christal
Embassy Row TBA

Eastman Radio
Embassy Row TBA

Bernard Howard & Co.
Washington Hilton TBA

H-R/Stone
Mayflower 453, 452
Personnel: Jim Alspaugh, Saul Frisiching, Caroll Larkin, Inge Jacobson, Sy Thomas, Marty Stedman.

H-R Television
Shoreham C530

The Katz Agency
Madison TBA

Major Market Radio
Shoreham C430
McGaven-Guild & Broadcast Marketing
Washington Hilton, Mt. Vernon

Meeker Washington Hilton 1195, 1196, 1197

Peters, Griffin, Woodward
Washington Hilton 6101, 6102, 6217

Petty Television
Sheraton-Carlton TBA

Pro/Meeker Radio
Shoreham C434, 435, 436
Personnel: Sam Brownstein, Tom Hayes.

Savalli/Gates
Shoreham E437-439

Selcom
Sheraton Park C440

Telegre Inc.
Washington Hilton 2188, 2189, 2190

Top Market Television
Shoreham A601
Personnel: Jim McCann, Thomas Shannon.

Torbet-Lasker
Loew's L'Enfant Plaza TBA
Personnel: Alan Torbet, Ralph Conner, Peter Moore, Brock Petersen, Jerry Glynn, Lou Mahacek, Lynn Sable, Steve Marriott.

Adam Young
Washington Hilton 9157
Personnel: Adam Young, Michael Membrado, Tom Hagner, Andy Coscia, Vincent Young, Jerry Britt.


Milton Q. Ford & Associates
Mayflower 852, 853
Personnel: Milton Q. Ford.

NOTICE TO BROADCASTERS
While at the N.A.B. Convention, come visit with Milton Q. Ford & Associates and H.R. Gardner & Associates
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Suite 852-853, Mayflower Hotel
H.R. Gardner & Associates
Mayflower 852, 853
Wilt Gunzendorfer & Associates
Capital Hilton TBA
Personnel: Wilt Gunzendorfer.
Ted Hepburn Co.
Shoreham Americana G107
Personnel: Ted Hepburn.
Keith W. Horton Co.
Guest Quarters 506-508
Personnel: Keith W. Horton, Dick Kozacko, Bill

Doubleday Media Offers:
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Dick Anderson
Dan Hayslett
Bob Magruder

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Doubleday Media
13601 Preston Rd., Suite 417W, Dallas, 75240

Doubleday Media
Sheraton Park D200, 205, 206

William A. Exline Inc.
Mayflower TBA

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Broadcasting Mar 21 1977

97
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Sheraton Park Hotel

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Cecil L. Richards Inc.
Shoreham Americana TBA
Personnel: Cecil Richards, Nora Mundy.

NAB HEADQUARTERS
SHERATON PARK HOTEL
Suite M789
MEDIA BROKERS
APPRAISERS
RICHARD A. SHAHEEN
435 NORTH MICHIGAN - CHICAGO 60611
312-467-0040

Richard A. Shaheen Inc.
Sheraton Park M789
Personnel: Richard A. Shaheen.

Howard Stark Washington Hilton TBA
By appointment only. Personnel: Howard Stark.

Edwin Tornberg & Co. Capital Hilton TBA
Personnel: Edwin Tornberg.

Frank N. Magid Madison TBA

A.C. Nielsen
Washington Hilton 2195, 2196, 2197
Personnel: Roy Anderson, Dave Traylor, Nancy Cunningham, Bill Hamill, Andy Faller, Ralph Clausen, Clay Herrick, Paul Baard, Larry Ferik, Gene McClure, Bill Miller, Dave Wooffson, Karl Wylor, Carol Carter, Joe Matthews.

Spanish International Network
Mayflower TBA
Personnel: Rene Anselmo, Danny Villaanueva, Emilio Nicolas, Joaquin Blaya, Bill Siles, Sally Segal, Bob Porter, Jim Meek, Guy Freeman, John Pero, Duffy Sasser, Larry Beckman.

Telecom Associates
Washington Hilton 2174, 2175, 2176

Public service

Alpha Epillon Rho 456 WH
University of South Carolina, Columbia, S.C. 29208.

American Women in Radio and Television
1321 Connecticut Avenue, N.W., Washington 20036.

Call for Action 455 WH
1785 Massachusetts Avenue, N.W., Washington 20036.

Employers Support of the Guard & Reserve
545 WH
1117 North 19th Street, Arlington, Va. 22209.

Federal Energy Administration
544 WH
Washington 20461.

NAB Engineering Handbook
481 WH
1771 N Street, N.W., Washington 20036.

National Guard Advertising Support Center
451 WH
P.O. Box 1776, Edgewood, Md. 21040.

U.S. Army Reserve
452 WH
DAAR-PA, Room 1E458, Pentagon, Washington 20310.

U.S. Air Force Audio Visual
450 WH
Randolph AFB, Tex. 78148.

U.S. Coast Guard
453 WH
400 Seventh Street, S.W., Washington 20590.

U.S. Department of Commerce, Bureau of Census
460 WH
Washington 20233.

U.S. Department of Commerce, NQA
459 WH
6010 Executive Avenue, Rockville, Md. 20852.
### Over-all rank

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>This week</th>
<th>Title (length)</th>
<th>Artist—label</th>
<th>Rank by day parts</th>
</tr>
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<tbody>
<tr>
<td>Rank</td>
<td>10a</td>
<td>3p</td>
<td>7p</td>
<td>12p</td>
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<tr>
<td>1 1</td>
<td></td>
<td></td>
<td>Love Theme from &quot;A Star Is Born&quot; (Evergreen)</td>
<td>1 111 1</td>
<td>1 1 1</td>
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<td>2</td>
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<td>These Over-all Rank</td>
<td>35</td>
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<td></td>
<td></td>
<td></td>
<td>Things We Do For Love (3:32)</td>
<td>3 2 4 2</td>
<td>3 2 4 2</td>
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<td>4 111</td>
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<td></td>
<td>Don't Leave Me This Way (3:35)</td>
<td>6 6 6 4</td>
<td>6 6 6 4</td>
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<td>5 12</td>
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<td></td>
<td>Torn Between Two Lovers (3:40)</td>
<td>2 5 6 8</td>
<td>2 5 6 8</td>
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<td>6 7</td>
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<td>Night Moves (3:20)</td>
<td>12 8 7 6</td>
<td>12 8 7 6</td>
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<td>9 8</td>
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<td>Fly Like an Eagle (3:00)</td>
<td>10 7 9 11</td>
<td>10 7 9 11</td>
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<td>3 111</td>
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<td>Year of the Cat (4:32)</td>
<td>8 9 10 9</td>
<td>8 9 10 9</td>
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<td>7 10</td>
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<td>I Like Dreamin' (3:29)</td>
<td>11 11 8 9</td>
<td>11 11 8 9</td>
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<td>17 17</td>
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<td>Don't Give Up On Us (3:30)</td>
<td>9 13 12 13</td>
<td>9 13 12 13</td>
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<td>13 12</td>
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<td>Carry On, Wayward Son (3:26)</td>
<td>13 10 13 12</td>
<td>13 10 13 12</td>
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<td>15 14</td>
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<td>Go Your Own Way (3:34)</td>
<td>17 12 14 11</td>
<td>17 12 14 11</td>
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<td>10 15</td>
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<td>New Kid In Town (5:02)</td>
<td>14 15 16 16</td>
<td>14 15 16 16</td>
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<td>27 16</td>
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<td>Eagles—Asylum</td>
<td>15 16 17 17</td>
<td>15 16 17 17</td>
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<td>17 13</td>
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<td>Maybe I'm Amazed (3:13)</td>
<td>16 17 15 14</td>
<td>16 17 15 14</td>
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<td>14 18</td>
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<td>Weekend In New England (3:38)</td>
<td>18 18 19 20</td>
<td>18 18 19 20</td>
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<td>19 21</td>
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<td>Eagles—Asylum</td>
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<td>24 20</td>
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<td>So Into You (3:19)</td>
<td>22 21 20 19</td>
<td>22 21 20 19</td>
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<td>29 22</td>
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<td>Atlantic Rhythm Section—Polydor</td>
<td>21 23 23 25</td>
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<td>32 23</td>
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<td>Long Time (3:03)</td>
<td>20 20 21 21</td>
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<td>32 22</td>
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<td>Boston—Epic</td>
<td>23 24 24 24</td>
<td>23 24 24 24</td>
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<td>26 22</td>
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<td>Southern Nights (2:58)</td>
<td>23 24 22 24</td>
<td>23 24 22 24</td>
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<td>25 22</td>
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<td>Their Thing (3:24)</td>
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<td>23 23</td>
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<td>Hot Line (2:59)</td>
<td>26 26 26 26</td>
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<td>26 24</td>
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<td>Enjoy Yourself (3:24)</td>
<td>27 22 23 27</td>
<td>27 22 23 27</td>
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<td>27 25</td>
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<td>Trying to Love Two (3:05)</td>
<td>27 25 25 27</td>
<td>27 25 25 27</td>
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<td>28 26</td>
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<td>Isn't She Lovely (6:33)</td>
<td>27 25 25 27</td>
<td>27 25 25 27</td>
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<td>29 26</td>
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<td>Ultimate Light Orchestra—United Artists</td>
<td>32 36 28 26</td>
<td>32 36 28 26</td>
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<td>33 30</td>
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<td>The First Cut Is The Deepest (3:19)</td>
<td>30 30 30 31</td>
<td>30 30 30 31</td>
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<td>30 30</td>
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<td>Do Ya (3:45)</td>
<td>31 31 30 32</td>
<td>31 31 30 32</td>
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<td>34 33</td>
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<td>Say You'll Stay Until Tomorrow (3:30)</td>
<td>29 33 33 33</td>
<td>29 33 33 33</td>
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<td>34 34</td>
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<td>Tom Jones—Epic</td>
<td>28 32 35 36</td>
<td>28 32 35 36</td>
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<td>35 31</td>
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<td>Marilyn McCoo &amp; Billy Davis Jr—ABC</td>
<td>35 31 31 37</td>
<td>35 31 31 37</td>
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<td>36 35</td>
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<td>Steve Wonder—TamlaMotown</td>
<td>29 36 34 36</td>
<td>29 36 34 36</td>
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<td>37 35</td>
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<td>Make Me Feel Like Dancing (2:48)</td>
<td>37 34 36 36</td>
<td>37 34 36 36</td>
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<td>38 37</td>
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<td>Do Whatus (3:35)</td>
<td>36 36 37 37</td>
<td>36 36 37 37</td>
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<td>39 39</td>
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<td>Boogie Child (3:30)</td>
<td>38 38 38 38</td>
<td>38 38 38 38</td>
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<td>40 39</td>
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<td>Walk This Way (3:31)</td>
<td>* 35 * 35 * 35</td>
<td>* 35 * 35 * 35</td>
</tr>
</tbody>
</table>

*These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A [ ] indicates an upward movement of five or more chart positions.*

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**Somewhere in between.** If it's not top 40 and not album-oriented rock, then what is the new format wwooyi Minneapolis-St. Paul adopted last week? "We're color radio," says program director Chuck Roberts. "Can you tell me the difference between black-and-white and color TV? Well that's the difference between other radio stations and ours." In an effort to "win the great radio game" in Minneapolis-St. Paul, wwooyi has concocted what Mr. Roberts says is a new type of format. By playing a larger number of records (cuts from a list of 40 albums), wwooyi hopes to "bring home some ratings," since it's behind other Minneapolis-St. Paul stations such as ksom, khpam, and wcnc. Mr. Roberts considers all other stations in the area competition, no matter what the format: "We want to get more listeners than anyone else in town, but we're aiming for the 18-49 audience." If wwooyi's innovation takes off, Mr. Roberts expects other stations in the country to test this combination AOR-top-40 format also. "We realized we ought to pay more attention to the big record with the little hole in the middle... playing 20 records over and over again is a drag... and the reception to the change has been great."
Media

Sheldon Cooper, VP/general manager, television, WGN Continental Broadcasting, Chicago, appointed director of broadcasting. Mr. Cooper is also director of parent, VP/director of WGN Continental Productions and director of WGN of Colorado Inc., licensee of KWGN-TV Denver.


Ross W. Forbes, program director, Concerned Communications Corp., group station owner, Yuba City, Calif., promoted to corporate operations manager.

Art Schrieber, general manager, Group W’s KFWB(AM) Los Angeles, named to same post at co-owned WINS(AM) New York, succeeded by Frank Oxarart, general manager, co-owned KYWAM Philadelphia. Warren Maurer, general manager of Group W’s WWO(AM) Fort Wayne, Ind., becomes KYW general manager, and Daniel Friel Jr., WWO general sales manager, named general manager.

Edgar W. Malkin, associate director, contracts, ABC-TV, East Coast, named director, contracts there. Charles E. Kent, program attorney, ABC-TV, East Coast, named associate director, contracts, East Coast.

Roland King, general sales manager, KJSP-TV Minneapolis, named station manager.


Tom Schnurbusch, regional sales manager, Wisconsin TV Network, Madison, joins KSKY-FM Berkeley, Calif., as general manager.


John Graham Findlay, program director, KXKZ(AM) Albuquerque, N.M., named operations VP.

Orlando White, director of special projects, community affairs department, WGN-AM-TV Chicago, named manager of urban affairs.

Arthur C. Boughner, Canadian assistant deputy postmaster general, joins Canadian Broadcasting Corp., Ottawa, as finance VP.


Albert Clark, from Litton Industries, Beverly Hills, Calif., joins National Subscription Television (KBS-C) Los Angeles as controller.


Jack Ellis, member of Purdue University football coaching staff, West Lafayette, Ind., named station manager, WEAW(AM) Evans ton, Ill.

Joe Root, news director, WAPT-TV Jackson, Miss., assumes additional duties as assistant general manager. Jimmy Hutto named promotion/public service director.

Martha W. Williams, license research assistant, KOMO-TV Seattle, promoted to continuity director, replacing John Brown, resigned to do freelance work.

Dave Smith, news director, WXKE(AM) Fort Wayne, Ind., appointed operations manager.

Mark DeWitt Young, creative director/writer/weathercaster, WAVY-TV Portsmouth, Va., joins WMAR-TV Baltimore as on-air promotion producer.

William F. Ahlstrom, vice president, corporate relations, National Public Radio, Washington, resigns to return to private consulting work.

Broadcast Advertising

W. R. Wirth Jr., executive VP and general manager, Foote, Cone & Belding, New York, and director of parent company, Foote, Cone & Belding Communications, transferred to FC&B, Chicago, as executive VP, corporate operations. Julian Morrison, senior VP and international management supervisor, J. Walter Thompson, Chicago, joins FC&B International, there. Len Daykin, grocery merchandising director, Foote, Cone & Belding, New York, named director of merchandising.

Arthur Maranus, VP/group creative director, Cunningham & Walsh, New York, elected senior VP.

Jim Carroll, manager of broadcast budget and cost control, Kenyon & Eckhardt, New York, named VP/broadcast production manager.

James A. Cannon, controller; Melvin J. Ciociola, copy supervisor; Michael J. Drake, media planning group head; Norman R. Goldstein, senior associate research director; Richard A. Gullimenot, account supervisor; Mary Lou Pritchett, account supervisor and Edward Stein, copy supervisor, named VP’s BBDO, New York.

Long, graduate assistant, Southern Illinois University-Ekatdsville, joins DM&M, St. Louis, as supervisor of media information and research services department.

Marcy Werner, VP/creative services business manager, Norman, Craig & Kummel, New York, and president of Prix Productions subsidiary, named senior VP.

Robert G. McCready, director of account management, Hoefer, Dieterich & Brown, San Francisco, named senior VP and director of agency.

Mike Komives, account group supervisor, Clinton E. Frank, Chicago, joins J. Walter Thompson there as management supervisor.


John M. Sullivan, chief financial officer, Cox & Co. advertising, New York, joins McDonald & Little, Atlanta, as controller.

Joe Callaway, producer/director, WHQ-TV Memphis, joins Jan Gardner & Associates advertising/public relations there, as account executive.

George Carlino, account executive, Storer Television Sales, Chicago, appointed manager, Detroit office.

Bill Fallon and Charles Ferguson, salesmen, HR Television, Chicago, promoted to sales managers of Television One and Television Two there, respectively.

Mary Meahan, manager, Media Bureau International, Minneapolis, joins Harrington, Righter & Parsons, there as sales manager.

Christopher J. Rohr, national sales manager, WTRH-TV Albany, N.Y., rejoin Top Market Television as manager of its new Miami office, scheduled to open April 4.


Michael J. Rourke, partner in Davies & Rourke Advertising, Boise, Idaho, named advertising VP, Great Atlantic & Pacific Tea Co., Montvale, N.J.

Cari V. Carey, account executive, NBC Spot Sales, named manager of Sales, WNBC-TV there.

James Zafiros, national sales manager, WNBC-TV New York, named manager of sales, WMAQ-TV Chicago. Both are NBC O&O's.

Keith Swinehart, sales manager, WCBS-TV New York, named director of Eastern sales. CBS Television Stations National Sales there.

Michael J. Digennare, WCBS-TV general sales manager, named director of sales.

Ben Okulski, owner/operator, Telefilm Sales, rep firm for film syndication and program distribution companies, joins KBHK-TV San Francisco as general sales manager.

Sheila Martin, traffic supervisor, WTVH-TV Syracuse, N.Y., appointed sales supervisor.

Frederick D. Eppinger, account executive, KPFTV-San Francisco, named local sales manager. Robert S. Bushyhead, head account executive, Blair Television there, joins KPFTV in same post.


Stuart Swartz, local/regional sales manager, KMSPTV Minneapolis, appointed general sales manager. Paul (Ted) Pease, sales VP, Blair Television, Detroit, joins KMSP-TV as sales manager.

Zim Barstein, sales promotion manager, WLR/EFM Garden City, N.Y., named sales manager.

Programing

Jack R. Crutchfield, director of development for Public Broadcasting Service, New York, named director of sales and programs for newly formed Trident Anglia, New York, owned primarily by Trident Television and Anglia Television, British producers, with J. Walter Thompson as minority stockholder.

Louis Rudolph, director, motion pictures for television, ABC Entertainment, Los Angeles,
appointed VP, motion pictures and novels for television there. Ken Gross, program executive, named executive producer, motion pictures for television, Leonard Hill, director, television movies, NBC, Los Angeles, appointed executive producer, motion pictures for television, ABC Entertainment. Dottie Gagliano, secretary, merchandising, motion pictures, ABC Entertainment, appointed manager, creative services, motion pictures and novels for television. Eddie Foy III, independent casting director/casting consultant, joins ABC Entertainment, Los Angeles, as director of casting.

Robert F. Lewine, president and chief executive officer, National Academy of Arts and Sciences, Los Angeles and VP of programs as varied times for three TV networks, appointed executive producer, NBC-TV, West Coast.


David V.B. Britt, development VP, Children's Television Workshop, New York, named VP for planning and development.

Steve Michelson, producer of A Current Affair in Australia, joins One Pass Productions, mimcian production firm, San Francisco, as head of production.

Roy E. Disney, VP/producer, Walt Disney Productions, Burbank, Calif., has retired to produce motion pictures independently. He remains director of company.

Jim Phillips, president of Image Makers production house, Fort Lauderdale, Fla., and Harry Sanger, general manager, CHAMlAM Hamilton, Ont., join M.A. Kepner, film producer-distributor, Fort Lauderdale, as account executives.

Morton Silverstein, executive news producer, WCBS-TV New York, named public affairs director. Clifford (Batch) Reeves, continuity acceptor supervisor for syndicated and exchange programming, WCBS-TV New York, promoted to manager of film and tape.

Dick Norris, director, WGN-TV Chicago, joins KMOY-TV Phoenix, as executive producer.

John Dennis, sports reporter, WDAF-TV Kansas City, Mo., joins WNAC-TV Boston in same capacity. Roy Reiss, WNAC-TV weekend sports reporter on freelance basis, named full-time sports producer.

Jack Doniger, reporter, NBC, New York, joins NBC's WRC7AM Washington as sports anchor.

Deve Saline, in programming, WPMlAM Princeton, Minn., joins WWWW-Am Wenatchee, Wash., as program director.

Frances M. Reyes, management consultant, human resources development, Wells Fargo Bank, San Francisco, joins KJEO-TV Fresno, Calif., as public affairs director.

Dorla C. Sherry, personnel consultant, Xavier Associates, Providence, R.I., joins WABC TV there as community affairs director.

Loren Owens, air personality, WPENlAM Philadelphia, named program director, KIMNNlAM Denver.

Barbara Brodzowski, secretary to VP/general manager, WCBS-FM New York, named music director.

Malcolm B. Wall, director of division of programing, Mississippi ETV Network, Jackson, joins Southern Educational Communications Association, Columbia, S.C., as director of network programming.

Martha S. Carroll, director of training and development, Corporation for Public Broadcasting, Washington, named director of program administration, noncommercial KETTV Los Angeles.

Joan Everett Sassone, production assistant, noncommercial WXlTV Rochester, N.Y., named videographer, responsible for video-tape production and equipment.

Broadcasting Journalism

Michael J. Sherlock, VP, administration, RCA's Hertz Corp., New York, named VP, business affairs and administration, co-owned NBC News, there.

S. William Scott, VP of radio news operations for Group W and general manager of company's WINSAM New York, relinquishes duties in latter post and continues in radio news capacity.

Richard Kuhne, head of his own TV programing and commercial production companies, named assistant news director, TV/newsfilm, ABC News, New York, replacing Gideon Iat, who was promoted to director of electronic news gathering (BROADCASTING, March 14).


Mike Hutton, operations manager, Oklahoma News Network, Oklahoma City, named program director.

Bill Lowell, program/news director, WEZ7AM Boston, joins WOR(FM) there as news director.

Keith Radford, assistant news director, CKLV-AM-FM Windsor, Ont.-Detroit, named news/public affairs director.

Jerry Cannady, assistant news director, WALB-TV Albany, Ga., promoted to news director.

Chris Marrou, anchorman, KENS-TV San Antonio, Tex., named assistant news director.

Norm Peters, anchorman, WFSB-TV Hartford, Conn., joins WPPD-TV Springfield, Mass., in same capacity.


Rick Taylor, reporter/weekend anchor, WNGE-TV Nashville, joins WPEC-TV West Palm Beach, Fla., as anchor.

Julie Wells, reporter, KULDlAM Fairway, Kan., named anchor, KMBMlAM Kansas City, Mo.

Dennis Holly, reporter/anchor, KDKA-TV Pittsburgh, joins WMAR-TV Baltimore as co-anchor.

Norm Stanglind, news editor, WKEFAM Fort Wayne, Ind., named news director.

John S. Callaghan, from WERELAM Cleveland, renews WGRNNAM there as reporter.

Cynthia Perry, consumer reporter, KTVU-TV Oakland, Calif., joins KGO7AM San Francisco in same capacity.

Gregg Jarrett, news director, W2QG7AM Frederick, Md., joins KIMNN7AM Denver as newscaster/reporter.

Cecilia Walters, from Canadian Broadcasting Corp., Ottawa, joins CTV Television Network, Toronto, as Edmonton correspondent. Del Archer, from CFCF-lTV Montreal, joins CTV as Winnipeg correspondent. Michael Benedict, Ottawa reporter, Toronto Star, named correspondent, CTV's Ottawa bureau.

Cable


Jeri Baker, assistant to president of Motion Picture Association of America, Washington, joins Home Box Office, New York, as director, public relations. Ms. Baker succeeds John R. Barringon, who has resigned to form his own public relations company.

Glen L. LeComte, supervisor of accounting and customer billing, Magnavox CATV, Manlius, N.Y., named manager of accounting operations.

Equipment & Engineering

David J. Gardam, VP, industrial relations, RCA electronics and diversified businesses, New York, appointed executive VP, personnel, labor relations organization planning.

Charles J. Gaydos, RCA sales representative, appointed manager, teleproduction systems sales, Camden, N.J., succeeding Jesse L. Nickels, named manager, Midwestern broadcast sales.
Ronald R. Ferguson, senior technician, technical service department, Telemation, Salt Lake City, appointed customer service manager. Ernie Freestone and Richard Lyon, technical services technicians, transferred to customer service there. Ken Weinreich and Tom Bushman, technical services technicians in Glenview, Ill., and Kensington, Md., respectively, also transferred to customer service department of their respective areas.

Richard W. Edyvean, technical representative, Trace Inc., Lafayette, Ind., joins Automation Electronics there as engineering VP.

Charles F. Rockhill, Western sales manager, McMartin Industries, Monterey, Calif., named sales manager, Beaucart division of UMC Electronics, North Haven, Conn.

Richard F. Priske, sales engineer, Ampex Corp., Redwood City, Calif., named Midwestern regional manager, video products, Dynasciences, Blue Bell, Pa.

Herb Van Driel, Midwest regional sales manager, International Video Corp., Chicago, joins Angeneix Corp., Bohemia, N.Y., as broadcast optics manager.

Thomas B. Jones Jr., sales engineer, Multronics Inc., Columbia, Md., promoted to sales manager.

Vincent J. Larinto, manager of credit and finance, Hughes Helicopters, Hollywood, joins Deluxe Laboratories there as credit manager.

Joseph Kaspar, maintenance supervisor, WTV New York, named manager of technical operations.

Ed Buterbaugh, director of engineering, CWL-AM-FM Windsor, Ont.-Detroit, appointed engineering VP.

Michael R. Wilson, sales administrator, Pelco Sales, Gardena, Calif., joins AMVID Communications Services, Manhattan Beach, Calif., as account executive.

Glenn H. Lehman, engineering manager for KDKA-AM-FM-TV Pittsburgh, who is becoming chief engineer of co-owned WIZ-TV Baltimore, and John M. Lyons, facilities planning engineer for Riverside Broadcasting (WWRL(AM) New York, named fellows of Society of Broadcast Engineers.

Allied Fields

Barbara Adago, assistant to executive VP, media division, Trendex, New York, named director of client services.

Michael Nemeth, senior programmer, Cox Data Services, Atlanta, promoted to product support manager-TV. Patrice Bourgeois, conversion leader, named customer support manager.

John B. Tupper, consultant to cable television companies, joins communications brokerage firm of William Kepper Associates, Evanston, Ill., as principal of firm, manager of New York office and head of financial services.

John F. Ackerman, VP, station relations, Radio Advertising Bureau, New York, appointed executive VP, Webster Group, broadcast consultancy there. Susan Rebotelitch, manager, Lindblad Travel, New York, joins Webster Group as VP administration.

Ray Anderson, president of his own national promotion consultant firm, rejoins RCA Records, New York, as division VP promotion.

Deaths

George Cooke Stevens, 64, president, Greenwich (Conn.) Broadcasting Corp., and general manager of its WOCH-MI there, died after heart attack March 12 at Yale New Haven hospital. He had been president of GBC since 1968 and assumed active management of station in 1972. He began broadcast career in 1945 with NBC, where he eventually held executive positions before moving to Transcontinental Television Corp., group station owner that was later sold. Survivors include his wife, Lydia, and six children.

Merlin H. Smith, 62, retired chief of FCC Broadcast Bureau’s compliance branch, died of cancer March 13 at Chevy Chase nursing home, Silver Spring, Md. He joined FCC in 1964 as general investigator, complaints and compliance division, subsequently becoming compliance specialist until Oct. 1973 when he became chief of that branch. He is survived by his wife, Angelina, one son, one daughter and brother, George Smith, one-time chief of FCC Broadcast Bureau and Washington lawyer, now retired.

As compiled by BROADCASTING for the period March 7 through March 11 and based on filings, authorizations, petitions and other actions announced by the FCC.


New stations

TV application

Salinas, Calif.—Legion Broadcasting Co. seeks ch. 35 (596-602 mhz); ERP 1525 kw vis., 152.5 kw aud., HAAT 2648 fl.; ant. height above ground 237 ft. PO address: Box 1810, Los Gatos, Calif. 95030. Estimated construction cost $5,000 (applicant intends to use facilities already built); first-year operating cost $45,400; revenue $180,000. Legal counsel Eaton, Stein & Effromson, Watson; consulting engineer Hatfield & Dawson, Principals: Leonard N. Kesselman, John R. Dempster (47.9% each) and Benjamin F Dawson III (5%). Mr. Kesselman owns KZON(AM) Santa Maria, Calif., and has interests in KUSP(AM) Santa Cruz, Calif., KVAN(AM) Vancouver, Wash., and applicant for new FM at Beaverton, Ore. He has recently sold, subject to FCC approval, KZON(AM) Seaside, and KXFM(FM) Santa Maria, both California. Mr. Dempster is attorney. Mr. Dawson is consulting engineer. Ann. March 10.

AM start


FM Actions

*Eureka, Calif., Pauldon Inc.—Broadcast Bureau granted 92.3 mhz, 100 kw, HAAT 355 fl. PO address: 5640 S. Broadway, Eureka 95501. Estimated construction cost $24,000; first-year operating cost $30,000; revenue $60,000. Format: MOR. Principal: N.P. Hoff (100%) is licensee of KRED(AM) Eureka (BP#-10,050). Action Feb. 28.

*WKBW, Rochester, N.Y.—Broadcast Workshop—Broadcast Bureau granted 88.1 mhz, 10 kw, HAAT 35 fl. PO address: c/o Harold P. Parshall, 2920 S. Dixie Dr., Kettering, Ohio 45409. Estimated construction cost none; donated; first-year operating cost $1,000. Format: Variety. Principal: Applicant is non-profit, educational organization (BPD#-2159). Action Feb. 23.

Ownership changes

Applications

- KBSA(TV) Guastli, Calif. (ch. 46)—Seeks assignment of license from Broadcasting Service of America to Buena Vista Broadcasting Co. for $1,800,000. Seller is owned by Betero Bible Ministries (non-profit, non-stock), religious organization, W.K. Connell, president. Buyers are Leon A. Crosby (72%), Lee Moseng and Rene DeLaRosa (10% each) and Lauren A. Coble (1%). Mr. Crosby owns KEMO(TV) San Francisco, where Messrs. Moseng and DeLaRosa are employed. Mr. Coble, with his wife, owns 44.4% of WTHU AM/TV Montgomery, Md. Ann March 10.

- WXXW(TV) Chicago (ch. 20)—Seeks assignment of license from Chicago Educational Television Association to Chicago Metropolitan Higher Education Council for $65,000. Seller is non-profit, public broadcast corporation, which also operates *WTTW(TV)* and owns stock of WFM(FM), both Chicago. Buyer is nonprofit corporation operated by public colleges and universities in Chicago area, David Ainsworth, executive director. Ann March 8.

- WGSY(FM) Peru, Ill. (100.9 mh, 3 kw)—Seeks assignment of license from George W. Yazzel to Radio Illinois Ltd. for $85,000. Seller is businessman with no other broadcast holdings. Buyer is owned by R. Dana MacVay, stockbroker, and Keith Gensheimer, real estate broker, who also owns WBUK AM/Park Ridge, Mich. Buyers have also submitted proposal to FCC approval. WKTN-FM Kenton, Ohio (BROADCASTING, Jan. 10). Ann March 11.

- KTOA(FM) Fort Dodge, Iowa (92.1 mh, 2.75 kw)—Seeks assignment of license from Gospel Radio Inc. to Rainbow Broadcasting Co. for $110,000 (including $20,000 covenant not to compete). Seller is non-profit corporation, Reverend N.S. Benjamin, president. Reverend Benjamin is leaving broadcasting for health reasons. Buyer is James E. Boardman, freelance writer and photographer with no other broadcast holdings. Ann. March 11.

- KODJ-AM-FM Ottawa, Kan. (AM: 1220 kHz, 250 w; FM: 95.7 mh, 6.7 kw)—Seeks assignment of license from Ottawa Broadcasting Co. to Mar-Wa-Ka Broadcasting Co. for $202,500 plus $70,000 to covenant not to compete. Seller are Roderick B. and Edwina W. Cupp. Mr. Cupp is retiring, and they have no other broadcast interests. Buyer is owned by family of Fred L. Shaffer Jr., who, with his wife, owns 75%. Remainder is divided among four children. Mr. Shaffer owns mineral exploration and production firms. Ann. March 11.

Actions

- WDTN-AM/FM Panama City, Fla. (ch. 13)—Broadcast Bureau granted assignment of license from Panhandle Broadcasting Co. to Octagon Broadcasting Co. for $2.1 million. Principals of seller are Mrs. Eugenia S. Brannen, Luther Thomas, Dick Arnold and Julian Bennett. Mrs. Brannen also has interest in KJIN-AM/ KCIC(FM) Houma, La. Buyer is owned by Anthony C. Kircher, owner of Atlanta fertilizer firm, with no other broadcast interests (BALCCT-620, BAPTS-6).

Facilities changes

TV action

- WHNB-TV New Britain, Conn.—Broadcast Bureau granted modified of CP to change ERP to 138 kw; max. ERP 4470 kw; ant. height 940 ft.; condition (BMPCT-7665). Action Feb. 24.

FM actions

- KMAQ-AM Smith, Ark.—Broadcast Bureau granted CP to redescribe studio location and remote control location as 421-43 Garrison, Smith County, in new and updated FCC circuit authorization to ERP 100 kw (H&V); ant. height 2000 ft. (H&V); remote control permitted (BPBH-1035). Action Feb. 23.

- WLEQ Bonita Springs, Fla.—Broadcast Bureau granted CP to change trans. location/studio location to U.S. Rte. 41 opposite Trailside Drive, Bonita Springs; install new ant.; make change in ant. system; increase ERP from 1.1 kw to 40 kw; ant. height 490 ft. (H&V). (BPBH-1032). Action Feb. 23.

- WBMW-AM Cape Girardeau, Mo.—Broadcast Bureau granted CP to increase operating frequency to 92.1 mh; change trans. location to Delaware County Rd. 400 W.; 1/2 mile N. of Jackson St. (88N) Muncie; operate trans. by remote control from studio location; N. E. corner English-Music Blvd. (BMPCT-7665). Buyer is Muncie, Ind.; install new trans.; install new ant.; ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted; condition (BPDG-2394). Action Feb. 22.

- WKBW-AM Batavia, N.Y.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 2.35 kw (H&V); ant. height 300 ft. (H&V); conditions (BPBH-10535). Action Feb. 22.

- KJSS-AM Columbus, Neb.—Broadcast Bureau granted CP to install new ant.; ERP 100 kw (H&V); ant. height 195 ft. (H&V); conditions (BPBH-10534). Action Feb. 23.

Case assignment

- Glouster, Mass., FM proceeding: Simon Oeller (WVCA-FM) and Grandbanks Corp. (Docs. 21-
Applications

<table>
<thead>
<tr>
<th>Call</th>
<th>Sought by</th>
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<tbody>
<tr>
<td>KYLO</td>
<td>Del and Horgan, Davis, Calif.</td>
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<tr>
<td>KAVO</td>
<td>Max L. Burdick Jr., Fallbrook, Calif.</td>
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<tr>
<td>*WORB</td>
<td>Oakland Community College, Farmington, Mich.</td>
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<tr>
<td>WBLF-FM</td>
<td>Panata Broadcasting Co., Batesville, Miss.</td>
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<tr>
<td>*WQBZ</td>
<td>Broadcast Workshop Inc., West Carrollton, Ohio</td>
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<tr>
<td>KARB</td>
<td>Eastern Utah Broadcasting Co., Price, Utah</td>
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<tr>
<td>KSX</td>
<td>STI Inc., Waite Waite, Wash.</td>
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<tr>
<td>WCIS</td>
<td>WKY Moss Point, Miss.</td>
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<tr>
<td>KUFF</td>
<td>KNWZ Albuquerque, N.M.</td>
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<td>WBOZ</td>
<td>WRSG San German, PR.</td>
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<td>KSDD</td>
<td>KWFA Mexiel, Tex.</td>
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<td>WCSS-FM</td>
<td>WRRM-FM Morris, Ill.</td>
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<td>WXYV</td>
<td>WCAC-FM Baltimore</td>
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<td>WSKY</td>
<td>WCIS-FM Moss Point, Miss.</td>
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<td>WNJS</td>
<td>WRRS Hamilton, Ohio</td>
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<td>WQO</td>
<td>WXTN-FM Kenyon, Ohio</td>
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<td>KZKZ</td>
<td>KAFG Oakhoma City</td>
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<td>WG1</td>
<td>WBOZ-FM Homurgues, PR.</td>
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<td>KITE-FM</td>
<td>KEKL San Antonio, Tex.</td>
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<td>WQAW</td>
<td>WKYG-FM Painesburg, Va.</td>
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Grants

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<td>KCCK</td>
<td>New TV Missionary Radio Evangelism Inc., El Paso</td>
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<td>WFJT</td>
<td>Martin County Broadcasting Co., Inez, Ky</td>
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<tr>
<td>WBN</td>
<td>Swanmore Communications Corp., Benton, Tex.</td>
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<tr>
<td>KBUR</td>
<td>KSEL Broadcasters Inc., Pocatello, Idaho</td>
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<tr>
<td>WKNO</td>
<td>Para Broadcasting Corp., Pana, Ill.</td>
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<tr>
<td>*KVEC</td>
<td>Cloud Community Junior College, Concordia, Kan.</td>
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<tr>
<td>*WTBR-FM</td>
<td>Pittsfield Public Schools, Pittsfield, Mass.</td>
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<tr>
<td>KSAB</td>
<td>S&amp;M Investments Inc., Liberty Mo.</td>
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<tr>
<td>*WDBK</td>
<td>Cannon County College, Blackwood, N.J.</td>
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<td>KRON-TV</td>
<td>KRON San Francisco</td>
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<td>WPTD</td>
<td>WOET-TV Keating, Ohio</td>
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<td>WPTO</td>
<td>WMUB-TV Oxford, Ohio</td>
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<td>*Existing TV's</td>
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<tr>
<td>KMAQ</td>
<td>KQED El Cajon, Calif.</td>
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<td>WBOO</td>
<td>WODY Macon, Ga.</td>
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<td>WWSL</td>
<td>WSHS Wilmington, N.C.</td>
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<td>KPOL</td>
<td>KPLU Pullman, Wash.</td>
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<td>*Existing FM's</td>
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<tr>
<td>KEZC</td>
<td>KSMJ Truckee, Calif.</td>
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<td>KSQ</td>
<td>KKGY-FM Chanute, Kan.</td>
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<td>WAMZ</td>
<td>WNNW Loudonville, Ky</td>
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<td>WKKK</td>
<td>W4F-FM Baltimore</td>
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<td>WRNR-FM</td>
<td>WCRM-FM Clare, Mich.</td>
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<tr>
<td>WMWW</td>
<td>WYON Grand Rapids, Mich.</td>
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<tr>
<td>WHSL</td>
<td>WWIL Wilmington, N.C.</td>
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<tr>
<td>WLVQ</td>
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<tr>
<td>KZ2F-FM</td>
<td>KFRR Amato, Tex.</td>
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Allocations

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<tr>
<th>Call</th>
<th>Assigned to</th>
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Other actions

- KXSL(TV) (Los Angeles) — Broadcast Bureau dismissed special temporary authority request of June 5, 1976 as moot; canceled outstanding CP; deleted call letters KVST, and, returned pending license application covering CP for noncommercial educational television broadcast station. Action Feb. 17.
- WFAB(AM) (Miami) — Broadcast Bureau canceled license for standard broadcast station WFAB, Miami-South Miami, dismissed BRC-3764 application and deleted call letters. Action Feb. 23.

Petitions


Actions

- Cody, Wy.—Broadcast Bureau assigned Class C FM ch. 250 and deleted unoccupied and unapplied for ch. 232A. Action was in response to request by Shoshone Communications Corp., licensee of KODI(FM) Cody. Effective April 21. Action March 8.
- Commission proposed four VHF television assignments: chs. 11, Charleston, W.Va.; ch. 8, Johnstown, Pa. (or ch. 12, Altoona, Pa.); chs. 8, Knoxville, Tenn.; and ch. 13, Salt Lake City. Proposal was result of analysis of 96 VHF "drop-ins" initiated by inquiry notice adopted April 1, 1975. Comments are due May 20; replies June 20 (Doc. 20,418). Action March 7.
Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced March 8 (stations listed are TV signals proposed for carriage):


Penn Cable TV Co., Box 165, New Tazewell, Tenn. 37825, for Clinettown, Tenn. (CAC-0138): WATE-TV, WTVK, WBIR-TV Knoxville, WSKY-TV Sneedville, WJHL-TV Johnson City, all Tennessee, WLEX-TV Lexington, Ky., WCYB-TV Bristol, Va., WLQS-TV Asheville, N.C.


Clearview Cable Inc., for Holyoke, Mass. (CAC-0143): Requests interim authorization for existing operations.


Teleservice Co. of Wyoming, for Wright, Fairview, both Pennsylvania (CAC-0147-87): WNJU-TV Linden, N.J.

Teleservice Corp. of America, for Winnfield, La. (CAC-0149): WOTC Atlanta.


Interstate Cable TV Co., for Port Campbell, Ky. (CAC-0151): WOTC Atlanta.


Thea Cable of California, for Los Angeles (CAC-0153): Requests certification of existing operations.

Clear Vue TV Inc., for Madill, Okla. (CAC-0154): Requests interim authorization for existing operations.


Palm Beach Television Co., for North Palm Beach, Palm Beach Gardens, Lake Park, Palm Beach Shores, Juno Beach, Lost Tree Village, all Florida (CAC-0164-69): WHFT Miami.

Guttenberg TV Cable System, for Guttenberg, Iowa (CAC-0170): Requests certification of existing operations.


Television Co., for Watertown, S. D. (CAC-0172): KXNA-TV, KUT-A, KEES-TV, KXAT-TV, KPCC-TV, KEEN-TV, KEAN-TV.

Catch Cable Service Inc., for Seattle, Wash. (CAC-0173): Requests interim authorization for existing operations.

Cost Cable TV, for Seabrook, N.H. (CAC-0174): Requests certification of existing operations.

Kaplan Cable TV Inc., for Bellefontaine, Ohio (CAC-0175): Requests interim authorization for existing operations.

Tyrone Cable TV, for Tyrone, Pa. (CAC-0176): Requests certification of existing operations.

Sandusky Television Co., for Sandusky, Ohio (CAC-0177): Requests interim authorization for existing operations.


Genesee Cable TV, for Rochester, N.Y. (CAC-0179): Requests interim authorization for existing operations.

Cape Cable TV Inc., for Cape Cod, Mass. (CAC-0180): Requests certification of existing operations.

Palm Beach Television Co., for Palm Beach Shores, Fla. (CAC-0181): Requests interim authorization for existing operations.

Cape Cable TV Inc., for Cape Cod, Mass. (CAC-0182): Requests certification of existing operations.

Channel 2 Cable System, for Alliance, Ohio (CAC-0183): Requests interim authorization for existing operations.

Kaplan Cable TV Inc., for Bellefontaine, Ohio (CAC-0184): Requests certification of existing operations.


Valley Cable Television Co., for Sanibel, Fla. (CAC-0186): Requests interim authorization for existing operations.


Cape Cable TV Inc., for Cape Cod, Mass. (CAC-0189): Requests certification of existing operations.

Channel 2 Cable System, for Alliance, Ohio (CAC-0190): Requests certification of existing operations.

TV Cable, for Davenport, Iowa (CAC-0191): Requests interim authorization for existing operations.


Cape Cable TV Inc., for Cape Cod, Mass. (CAC-0194): Requests certification of existing operations.

Cape Cable TV Inc., for Cape Cod, Mass. (CAC-0195): Requests certification of existing operations.

Cape Cable TV Inc., for Cape Cod, Mass. (CAC-0196): Requests certification of existing operations.

Kaplan Cable TV Inc., for Bellefontaine, Ohio (CAC-0197): Requests certification of existing operations.

Cape Cable TV Inc., for Cape Cod, Mass. (CAC-0198): Requests certification of existing operations.

Cape Cable TV Inc., for Cape Cod, Mass. (CAC-0199): Requests certification of existing operations.

Cape Cable TV Inc., for Cape Cod, Mass. (CAC-0200): Requests certification of existing operations.

Cape Cable TV Inc., for Cape Cod, Mass. (CAC-0201): Requests certification of existing operations.

Cape Cable TV Inc., for Cape Cod, Mass. (CAC-0202): Requests certification of existing operations.

Cape Cable TV Inc., for Cape Cod, Mass. (CAC-0203): Requests certification of existing operations.

Cape Cable TV Inc., for Cape Cod, Mass. (CAC-0204): Requests certification of existing operations.

Cape Cable TV Inc., for Cape Cod, Mass. (CAC-0205): Requests certification of existing operations.

Cape Cable TV Inc., for Cape Cod, Mass. (CAC-0206): Requests certification of existing operations.
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General Manager needed. Community-minded sales-builder. Country format. Dynamic Central Florida market. Box C-144, BROADCASTING.

I own an all new FM station that's beyond description in healthy marketplace. Have growing points. Willing to sell stock to a working partner. Perfect time to stop dreaming and start owning. Box C-149, BROADCASTING.

Group broadcaster seeks General Manager for ethnic station in major southeast market. EOE. Send resume to Box C-156, BROADCASTING.

General Manager—Small market in Calif. Must be willing to become involved with community projects. Full responsibility, all replies confidential and will be answered. Send resume to Box C-162, BROADCASTING.


WQT-VOX needs aggressive-selling General Manager to head up a currently successful operation. Rush resume and income requirements to Box 298, Horseheads, NY 14845.


HELP WANTED SALES

Major market midwest daytimer needs sales manager. Excellent opportunity for top income. Box C-32, BROADCASTING.

Looking Person With Record of Sales Management. Combination AM-FM in Eastern North Carolina. Management team member. EOE. Reuse to Box C-115, BROADCASTING.

Radio Time Salesperson—Growing tri-state group needs additional salesperson for its central Pennsylvania outlet. Great earning potential—$14,000. You will be representing areas No. 1 and No. 2 stations. AM-rock; FM-good music. Resume and salary requirements. Opportunities to grow within group. Guaranteed future for right person. An equal opportunity employer. Box C-129, BROADCASTING.

HELP WANTED ANNOUNCERS

Sales Manager for established radio station in major Midwestern market. Seeking mature executive to train and develop present and future sales staff. Good working conditions, fringe benefits, EOE employer. Send resume, references to Box C-5, BROADCASTING.

Station Manager for long-established AM-FM Great Lakes area. Must be aggressive sales motivator. Community involvement a must. Will hire right person at once or up to 60 days. Possible opportunity husband-wife team. Send resume Box C-85, BROADCASTING.

General Manager for major California black-oriented station. Sales, programming, FCC, plus heavy community involvement a necessity. All replies confidential. Equal Opportunity Employers. Resume and salary to Box C-124, BROADCASTING.

Classified Advertising

Expanding Weekly Newspaper seeks energetic salesperson. Radio and/or newspaper experience, will train right person. Box 349, Newport, WA 99156.

Sales Manager for new Country Music FM at beautiful Lake Tahoe. Must be self-starter, well organized, and not afraid of cold calls. Chance for advancement with growing company. Excellent opportunity for Refrigerated you to experience hard work for a hard working old pro. Guarantee $700 per month, paid health insurance. EOE. Send resume to Eric Hauenstein, c/o P.O. Box 4227, Mesa, AZ 85201.

Midwest, FM Soul is looking for experienced Salesperson to join area's top sales team. Golden opportunity for a self-starter professional to grow with growing station in Nation's largest city. At least one year's experience in middle-large market a must. If you're willing to go above 120% you may be the one for us. Contact GM at 317-923-1456.

Custom Jingle House seeks station connections for mutual sales assistance. Call us or drop by for your next pitch. No clubs. No strings. WMWM Box 947 Bryn Mawr, PA. 19010 215—525-9873.

Sales Manager Wanted for Southern New England radio station. Must be agency experienced. Excellent opportunity. Liberal benefits. Salary negotiable. Send resume to P.O. Box 309, Windsor, CT 06095.

Top rated, Country Music combo. AM & FM facility—Seeking aggressive sales person. Excellent Account list available. Send resume to Bill Mize, (Sales Manager), P.O. Box 6978, Jacksonville, FL 32205.


HELP WANTED ANNOUNCERS

4 or more years experience? Handle both country and rock? Ability to move up to Program Director? You need box. Box B-194, BROADCASTING.

Classical Music Announcer—Producer for Mid-west University-based public FM. Responsibilities include weekday air shifts, program production and some supervision of students. Requirements: Degree, FCC, third endorsed, two or more years experience, ability to travel. Delivery. Available: April, 1977. Salary open. Send resumes with resume. Box C-104, BROADCASTING.

Country Radio Personalities. People-to-People Radio. Mid-South. Male or Female Welcomed. Strong production helpful. Box C-120, BROADCASTING.

Man or woman, local news gathering experience desired. For AM-FM radio job salaries range.


KIRO (Seattle) Newsradio hosts. These years on-air experience required. Operate audio board; prefer production/news gathering abilities. Bill Wippel. News Director 206—824-7077. EOE.
HELP WANTED ANNOUNCERS CONTINUED

Wanted a full time radio announcer to host night time Rock Show for KNPT AM & FM located at Newport in the center of the Beautiful Oregon Coast. One of Oregon's finest Salmon Fishing and Tourist Recreational Areas. Salary commensurate with experience. Send resume, Altn: Bob Spangler, P.O. Box 1028, Zip Code 97365.

HELP WANTED TECHNICAL CONTINUED

TV Engineering Supervisor—immediate opening in major Northeast market for individual to supervise technicians assigned to TV production and maintenance, experience including an FCC First Class License, and a minimum of 5 years of TV broadcast experience is required. Previous supervisory experience is desirable. An Affirmative Action/Equal Opportunity Employer M/F. Please send resume to Box C-16, BROADCASTING.

San Juan, Puerto Rico. Chief Engineer. Must know and have work experience in automation and digital technology, directional antennas. $18,000 plus full benefit package. Immediate opening. EOE. Box C-157, BROADCASTING.

Chief Engineer, experienced, California. 3 power, 2 pattern AM, remote FM stereo, automation, 2 STL-S, SCA, PPM. Excellent opportunity. Send resume to: Frank O. Vanover, 707-252-1440.

Chief Engineer-experienced and qualified AM/FM Stereo. Contact Wall Roberts, WNCQ, Ashland, OH. 419-289-2655. EOE.

Kentucky-AM/FM looking for engineer. Some experience preferred. Equipment: Commercial FM stereo. Send resume to: Jerry Beach, WPTQ, Florence, KY 40322. EOE.

Chief Engineer for a large, small-market operation in Oregon's Cascade Mountains. Must be responsible and dedicated to quality sound, and motivated to learn and grow with the station. Must be able to construct directional antennas. EOE. For interview, call Mr. Smith, 503-882-8333, or Mr. Reese, 916-826-2124.

Good competent chief engineer needed for Georgia AM-FM with excellent money and permanency. Call Tom Joyner at 919-734-1466. EOE.

Chief Engineer for AM-FM Iowa station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas and automation system's essential. Box 888, Carroll IA 51401. EOE.


Illinois top rated C & W station looking for female or male DJ for air shift. Experience preferred. Excellent opportunity with good Co. benefits. Send tape and resume to General Manager, 820 Myers Blvd. Springfield, IL 62701. EOE.


Spanish Bilingual part-time instructors needed for Spanish UCLA Extension in Los Angeles. Send resume to: Spanish Department, UCLA Extension, Los Angeles, CA 90025. EOE.

HELP WANTED TECHNICAL

Chief Engineer. Excellent working conditions, automatic, stereo. Creative and willing to handle the total plant. Midwest. Box Z-161, BROADCASTING.

Chief Engineer for Florida station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas essential. Good pay and benefits. Send resume to Box A-185, BROADCASTING.


Experienced Chief Engineer for three small market radio stations located in Northwestern Ohio. Position requires FCC 1st. Some air work or sales helpful. Send resume to Box B-170, BROADCASTING.

HELP WANTED NEWS CONTINUED

News Director All news station in top 30 market needs aggressive News Director with strong radio news background. All News experience a plus. Full creden- tials in news and radio. Excellent opportunity. Send resume to: William C. Smith, WBNM News Director, Solon, OH 44139. EOE.

Ambitious, Hard-hitting reporter, unending curiosity, dedication to excellence. Not afraid to work or step on toes. Can tell Joe Lunchbox what he wants and needs to know clearly. Advancement opportunity. RNDA award-winning news dept. Doug Britsch, WNOS, 101 Main St., Chico, CA 95928. EOE.

Entry level opening all-night news and transmitter watch at 50 kw FM, 1 kw AM, 3rd phone and car required. Leading station in Syracuse market. EOE. WKTY, 1450, Radio Park, Fulton, NY 13069. 315-695-2165.

WOAI Radio has openings for 2 conversational drive-time newshour anchors. All-news experience preferred. WOAI is a 50,000 watt clear-channel news-talk-sports station. Tapes to John Wheeler Barger, WOAI Radio, 1031 Navarro, San Antonio TX 78205. EOE.

Newsperson—WOAI Radio has openings for reporter-editor. Sports background preferred. Tapes to: John Wheeler Barger, WOAI Radio, 1311 Navarro, San Antonio, TX 78205. EOE.

Newsperson needed for 3-member AM-FM department. Resumes, non-returnable tapes to News Director, WTRC, Box 899, Elkhart, IN 46514. EOE.

Director of News, public affairs wanted for central Virginia AM. Send resume, tape, requirements, Box 5085, Charlottesville, VA 22903. EOE.

HELP WANTED INTEGRATING, PRODUCTION, OTHERS

Bus Mgr/Bkp. Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box A-60, BROADCASTING.


Producer—our team has won over 200 awards for radio, TV, photography, AV and sound. Opportunity to supervise and originate radio programs. Send resume to Box B-94, BROADCASTING. EOE.

HELP WANTED NEWS CONTINUED
SITUATIONS WANTED MANAGEMENT

See display ad for winning Exec. VP & GM.

You've invested in automation. It takes a different point-of-view to program, engineer, and sell than does a DJ. And automation specialists are rare. Need help? Box C-139, BROADCASTING.

Success demands Stability... Reliability... Dependability! These, and more than 18 yr pro, experienced all phases radio, 15 with top chain. Seek management spot in small/medium market. Box C-164, BROADCASTING.

Opportunity knocks. Law student with first phone and major market experience has ideas for hire. Let's talk rates and profits. One week from today at the NAB or reply Box 171, BROADCASTING.

Two years management experience is yours for GM or GM position in top 100 markets; solid situation and opportunity very important. A selling manager, thirties, a team builder with many success stories. Write for them Box C-179, BROADCASTING.

Selling GM I am a hardworking competitor who is goal oriented with a demonstrated record of leading a staff to success, Prefer PA, KY, Ind., Ohio. Box C-180, BROADCASTING.

SITUATIONS WANTED SALES

Jock, PBP, Sales, sales manager, station manager, general manager, understanding. Experience. A proven record of recognition. Looking for permanent top spot. Let's talk, Box A-238, BROADCASTING.

Need A Seasoned Pro? Could be your man... 20 years in broadcasting, 15 years owner-manager in competitive market. Experienced in all phases... first phone, call 806-549-5093 or write Box C-34, BROADCASTING.

Combo Chief Engineer, program director and sales manager looking for small market operations or station management position. Box C-44, BROADCASTING.

Young woman looking to translate 8 yrs. Sales experience with numerous TV guests appearances to being in radio. Personality. Experience: Woman's market. Anxious for opportunity to work hard and be successful. Box C-177, BROADCASTING.

Seeking stations want to run spots on percentage of mail-order sales basis, 40%. Hours Co. Box 633A Detroit, MI 48232.

Solid pro, experience all phases radio. Good announcer. BS degree Broadcasting, 3rd endorsed, ready to move up to management. (OM or better) creative, thorough, hard working. Box 34254, Memphis, TN 38114.

Sales Manager desires a better major market opportunity. 26, 5 yrs major market experience. Call nights, 717-675-4016.


Small Market GM experienced in all phases of radio, available immediately. Write Bill Sutton, RL 1, Box 29, Carisbro, MS 38049.

Manager or salesmen, announcer, MD, PD, ND, CE (1st Phone), Talkmaster (15 years progressive experience). Writing awards, PR/Community service & US, Southern campaign management experience. 39 Kensington, New Brunswick, NJ 08817. 302-738-3270.

SITUATIONS WANTED ANUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Intelligent midwest announcer looking for new experience in interview-talk radio. Friendly but not gabby. Experienced announcer experience. 3rd endorsed. Box A-274, BROADCASTING.


Dependable announcer with experience. Looking for station to grow with in medium market. Personality oriented but will work any format. Box C-27, BROADCASTING.

DJ, 24, single, FCC 3rd endorsed, assoc. member AMS, willing to work and help your station. Will go anywhere but prefer East. Box C-101, BROADCASTING.

Audition Tape Available. DJ, Newscaster. Extensively trained by pro's, some experience. Locate immediately. Contact Box C-125, BROADCASTING.

An aggressive announcer wants your 3rd endorsed, 4 years experience and versatility. Also sports play by play. Robert Wolf. 806-353-0298. Box C-142, BROADCASTING.

DJ 4 Years Experience wants to move up. Calif., Arizona, Texas, Florida. Others considered. 904-255-6950 or Box C-153, BROADCASTING.

Well Trained Broadcast school grad looking for first job. 3rd endorsed. Box C-173, BROADCASTING.

DJ, 25, 3rd endorsed, some commercial experience, college, seeks adult contemporary, TQ AOR, etc. Will relocate. Resume, tape, Frank Cavalcine. 31-38 74th, St. Jackson Heights, NY 11370, 212-446-8694.


Fully skilled jock, 3rd endorsed, 3 years experience, seeks free-form, jazz, progressive, or classical in major medium markets. Resume, tape. Candy. 516-791-3494, evenings only.

Looking for employment in S.E. USA. Prefer small or med. market, MOR progressive rock, Top 40, or out- country. J. W. Harvey, 32117 Annapolis, Wayne MI 48184. Phone: 313-729-1279.


Versatile announcer, strong voices, bright personality. Looking fororisouth Florida. 3rd Endorsed, news, production, copy, top format. Box C-301, BROADCASTING.


Seek small market adult MOR/oldie shift in Ohio, Indiana, Kentucky. 3rd endorsed experience. Call 513-631-4657 after 7 p.m.

Five years experience. Polished, mature, bright, communicative DJ, ready to move. Seeking contemporary, MOR, or AOR station in medium or larger market. Excellent production. Third endorsed. Chuck Tanner, 212-799-9190, 9 a.m.-5 p.m.


Sportscaster—Experience play-by-play & man in interview, also music announcing & production experience. College grad with 3rd ticket for breaking in small or medium market, willing to relocate. For tape & resume write; S.K. Jackson 2515 Vista Lagoon Terrace, Pasadena, CA 91103 or call 213-681-4165.

SITUATIONS WANTED ANNOUNCERS

D.J., 24, single, FCC 3rd endorsed, assoc. member AMS, willing to work and help your station. Will go anywhere but prefer East. Box C-101, BROADCASTING.

We have the right person for your job vacancy; all have training in on air work, copy, FCC rules, etc. and have obtained their 3rd endorsed tickets. Call us at 716-834-4457. No Fee.


Production man—announcer—musicologist, with 3rd endorsed, 6 years experience, worked for major radio network, looking for top forty, contemporary or country station to base a career—not one night stand. Will relocate. Write: Karl Zuk 224-04 Stronghurst Avenue, Queens Village, NY 11427.

Announcer 12 Year pro seeking position in SF Bay Area. Ernie Birch 408-248-9619, 214 Aza Dr. Nr 5 Santa Clara, CA 94080.

Experienced announcer. Top communicator, mature voice, third phone—three years CW, Rock, MOR. Strong production. Seeking announcer/production or sales—tape, resume, excellent references required. 325-0777, alter. & Prefer MO.

Personality Entertainer with No. 1 ratings and no close 2nd looking for move up to fame and fortune, but must stay fortunate. Comedy, Top 40, AC-948-9288 afternoons EST. Med/Major markets.

SITUATIONS WANTED TECHNICAL


18 years C.E. thoroughly experienced in AM, directional powers, FM stereo, automation, prods, con- duction, Prefer small market. 637 N. Waverly Place, Escondido, CA 92025.

SITUATIONS WANTED NEWS

Female sports director. MA, 3 yrs. major college PBP, talk-show host, good production, 3rd endorsed. Single. Ready to join your sports staff now. Anywhere. Box A-230, BROADCASTING.

News Director-Digger strong interviewers. Crammed in small market. Need growth opportunity in larger market. Box A-270, BROADCASTING.

Wonder Woman. One year NYC &O news caster- writer; some AP Audio, two years reporting New Jersey, two years print; one year cable TV. Seek media/PR/Advisr. Spots. Northeast. Box A-275, BROADCASTING.

Newscaster. Top of small to medium market seeks job as reporter in top 100 market. Prefers the West, but willing to go anywhere. Looking for a station where I can progress upwards. Created a news department in a city which previously had no electronic journalism. Will graduate in May Magna Cum Laude with a degree in Telecommunications. Reply Box B-196, BROADCASTING.

Young NiS Journalist. Willing to relocate for good news job. Big buck not necessary. Box C-12, BROADCASTING.

I'm ready to move. Currently audio wire service re porter in Los Angeles, CA for News Director or background. BA Political Science, reported Capitol Hill and State Capitol. Box C-135, BROADCASTING.

PBP Baseball, Hockey and basketball, will also do news. Available immediately. 4 yrs experience as announcer, BA, 3rd endorsed. Will relocate anywhere. Box C-155, BROADCASTING.
SITUATIONS WANTED NEWS

Continued

Professional anchor/investigative reporter with ability and credentials seeks position with established station. Box C-169, BROADCASTING.

Qualified, experienced, industrious degree journalist seeking position in medium market. Long term. Let’s talk: 408-2437075

News writer with 3 years experience, including public affairs and production. Open to established and growing markets. 3rd endowed. Call Stan Froelich, 212-526-1831, day/night.


Ten years in radio has helped develop my approach and widened my musical knowledge. Mature, good references, will re-locate Bob Young; 3021 New St, N.W., Washington, DC 20008, 202-362-3325.

Husband and Wife, 1976 college graduates seeking immediate employment. Experienced in news, reporting, and DJ. Interested in both or either? Call Doug or Nancy 513-951-1103.

Detroit, Philadelphia or Northeast: Seeking relief from sunshine and pay 13 years experience, radio-TV news, seeks reporter-anchor spot. 305-687-8108.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Aggressive, first phone production person desires new challenges. No producer; commercials, promos and specials. Added extra—light on-air engineer. Excellent references. Prefer Northeast, but will relocate. Box A-269, BROADCASTING.

Medium market caliber top 40 jock ready to program. Has learned from the best. Box A-280, BROADCASTING.

BA Broadcasting Purdue, 1st Phone, 29, six years radio, wants to teach radio. Box C-43, BROADCASTING.

Attention Mr. Contemporary GM. Are your ratings down but you know your sound is good? Maybe your packaging needs work. A letter we can plan and engineer a production format keyed to your desired audience, complete with promotions and production. If you’re shopping for a PD, I’d like to talk to you. Box C-92, BROADCASTING.

Professional Program Director for contemporary station seeking similar in a competitive market. First phone, BS Broadcasting, management. We can communicate at Box C-131, BROADCASTING.

Top 100 Markets. Top flight production artist. Campaign development, coproduction, promotion Solid air. Contempo/Top 40, MOR. Growth opportunity. Box C-151, BROADCASTING.

Opportunity Knocks. Law student with first phone and major market experience has ideas for hire. Let’s talk ratings and profits. One week from today at the NAB or reply Box C-173, BROADCASTING.


Promotion Person. Young, bright, ready! Exp. in all aspects of radio. Good ideas. If you want a hard worker, let’s talk. Major mkt, preferred. Don Cohen 704-536-2102, mornings or 4947-12 Central, Charlotte, NC 28205.

Promotion person. Young, bright, ready! Exp. in all aspects of radio. Good ideas. If you want a hard worker, let’s talk. Major Mkt, preferred. Don Cohen 704-536-2102, mornings or 4947-12 Central, Charlotte, NC 28205.

University or NPR position preferred. Have MA Communicating Arts, experienced broadcaster; news, writing, production, announcing. Jim Ritchie. Box 682, Federal Bldg. Duluth, MN 55801.

TELEVISION

HELP WANTED MANAGEMENT

ENGINEER III—Public Television Network. Ability to perform difficult duties in maintaining, repairing and operating electric equipment such as: operating and making minor repairs of video tape recorders, color cameras, intercom and audio systems and other equipment associated with the production, distribution and presentation of Public Television Broadcasts. Assume responsibility for the proper repair and maintenance of equipment and observation of Federal rules and regulations. Salary and supervise less experienced engineers in the repair of the more complex equipment. Evaluating audio and video signals and filing daily quality reports; perform video and audio sweep measurements and performance measurements on studio systems.

Merit Requirements: Certificate in electronics or related course; 2nd Class License as issued by the FCC for studio work and 2 years of full time paid employment in operating, maintaining and/or repairing complex electronic equipment. Strong background in solid state and digital electronics. CONTRACT—RENEWABLE.

Contact: Personnel Office, Iowa Public Broadcasting Network, PO Box 1758, 515-281-4566, Des Moines, IA 50311.

TV Production Manager West Coast. 5 years experience producer director required/previous manager preferred. Experience directing live sports programing, studio scheduling, personnel supervision, budget, know FCC regulations. EOE. Resume Box C-127, BROADCASTING.


HELP WANTED SALES

Seeking Mature, experienced, television advertising and marketing executive to work in company associated with a totally unique business venture in San Diego market. This business will combine the un tapped commercial potential of cable television with the best business opportunity available. A person must not be afraid of new concepts or insurmountable tasks. Must be a tireless, organized self-starter who is willing to roll up his sleeves and start from scratch. In come commensurate with background and productivity. Salary: +. Send resumes and photos to: Box C-45, BROADCASTING.

Group broadcaster seeks National Sales Coordinator to be based in NYC and work with reps, agencies and stations to build sales. Agency or research experience desirable. Experience and salary requirements to Box C-61, BROADCASTING.

HELP WANTED ANOUNCERS

Talk show host or hostess for top-rated 50 kilowatt middle market MOR. Must be a knowledgeable, articulate conversationalist. This person should also have a good working knowledge of personality. College education desirable, and broad-based background helpful. Applicant must be able to communicate well and handle controversy issues. First class license and 2 years on-air experience. Send tape and resume to: Talk Show, Eastman Radio, One Rockefeller Plaza, New York, NY 10020. EOE.

HELP WANTED TECHNICAL

Transmitter Supervisor for a new VHF satellite TV station operating in full power in Michigan’s Upper Peninsula. Transmitter experience required. Equal Opportunity Employer. Write Box A-281, BROADCASTING.

Director—Experienced directing last fast paced American Broadcasting. Also experienced in major market south east market. We are an equal opportunity employer. Send resume and salary requirement to Box B-93 BROADCASTING.

HELP WANTED TECHNICAL CONTINUED

Maintenance engineer with first class license for aggressive TV station in major midwest market for heavy maintenance on TCR-100 and/or Sony recorders in large ENG operation with competitive ed- itors. Also, Supervisory Engineer responsibility for complete responsibility of remote controlled T130FL. Equal Opportunity Employer, Salary excellent. Send resume Box C-18, BROADCASTING.

Maintenance Engineer for Florida Network affiliate. First class license and actual maintenance experience on state of the art equipment required. Equal Opportunity Employer. Send resume and salary requirements to Box C-49, BROADCASTING.

Broadcast Engineer—Southeast UHF, License and minimum 2 years experience in operation and maintenance of quad VTRs, color cameras, and UHF transmitters. Competitive salary and benefits. Box C-117, BROADCASTING.

Chief Engineer major market UHF station. All aspects audio and transmitter operations. EOE. Reply to Box C-123, BROADCASTING.

Must be 18 years of age or older, holds First Class Radiotelephone License at least five years of Television Master Control operations. Equal Opportunity Employer. Send resume to Box C-147, BROADCASTING.

Camera Maintenance and Tape maintenance engineer with a minimum of 5 years experience, and FCC First Class. Salary 18,000, EOE, MF. Box C-152, BROADCASTING.

Chief engineer for major group operated network affiliated TV in top 50 market eastern US. Supervisory experience and good educational background necessary. Box C-168, BROADCASTING.

Maintenance engineer for Texas network affiliated VHF. Experience on TK448's, Ampex VR1200, 2000, and other broadcast equipment helpful. Contact Robert Hardie, C. E., KAMR-TV, 806-383-3221.

Experienced TV operations & maintenance engineers, FCC 1st Class required. Response KIRO, Third Ave. TV, Seattle, WA 98121 EOE.

Sunshine, Gulf Breezes and Opportunity for combination operation/maintenance engineer. Experience and 1st a must. New studio CR. Aged UHF Xmt. Resume to Chief Engineer, KORO-TV, 600 Leopard Suite 102, Corpus Christi, TX 78401.

Television Technical Engineer with first class FCC license and minimum 3 years experience, ABC affili- ate, RCA equipment. Send complete resume to: Wayne Simple, WAND-TV, PO Box 631, Decatur, IL 62525, EOE.

Maintenance/Installation Eng. Join leading public broadcast VHF/IFM operation. Latest ENG, time code editing, Quad, helical VTR’s plus new studio to install. Min. 5 years state of the art video electronics. Good salary. Cell Dir. of ENG, 304-354-2806, or write WJCT, 2037 Main Street, Jacksonville, FL 32206, An Equal Opportunity Employer. M/F.

Studio maintenance supervisor needed at once to maintain studio equipment, PC 70 VR 1200, CDL 1290 switcher, etc. Must be experienced. EOE. For information call collect Roy Summersville, WNDU-TV, 219-233-7111.

Broadcast (TV) Engineers for employment in the Midwest, East. Five to seven years of heavy maintenance and ASC, BSC, or equivalent required. Experience with IVC 7000 cameras and Thomson equipment helpful. Please supply resumes and certificates to: Beta Service Intl., Shelder Tower, Suite 1340, Minneapolis, MN 55426.

Studio maintenance engineer. Full-time installation, maintenance and modification of top line studio and film cameras, videotape machines, switchers, edit- ing equipment, microwave and transmitter equipment. First class license and actual maintenance experience required. Contact CE at 517- 755-8191.

Broadcasting Mar 21 1977
HELP WANTED TECHNICAL CONTINUED

Chief all phases. Immediate opening, expanding in New Jersey. Min 5 years experience required. Salary 18-25K. Call station management 201—325-2925. E.O.E.

Maintenance engineer with first class FCC license for equipment maintenance at a Western New York television station. Experience with RCA television broadcast equipment required. Call Chief Engineer at 716—773-7531. Equal Opportunity Employer.


Broadcast TV Maintenance Engineers for the Mid- dle East, 25K plus housing. 5 years equipment main- tenance experience. Tech. School diploma or degree preferred. Salary competitive. Please reply to: Kelley 25K plus housing. Call station management 205-EW.

Assistant Chief Engineer for Oklahoma Educa- tional TV Network. Excellent opportunity for the right person. Must have strong transmitter, VTR and Camera maintenance background and demonstrated engineering management capabilities. Duties will in- clude supervision of transmitter and production engineering staff, scheduling of engineering depart- ment operations and maintenance of equipment. Will personally assist in the maintenance and repair of other duties as assigned by the Chief Engineer. Send complete resume to: Bill Key, Chief Engineer, OETA, 7403 N. Kelley Ave., P.O. Box 14190, Oklahoma City, OK 73114-1996. A contact key can be obtained by checking the RCA bulletin board for his room number.

Assistant Professor with major responsibilities in teaching television and radio production. Nine month contract, beginning August, 1977. Carrer-oriented program which can provide employment for transfer students. Excellent opportunity for recent graduate. Professional television production ex- perience mandatory. Master's required; Ph.D. preferred. Salary competitive. Experience in television and sales helpful. Salary dependent on qualifications and experience. Application deadline: April 15, 1977. Send letter of application and vita to: James S. Harris, Chairman, Department of Mass Communications, Eastern Kentucky University, Richmond, KY 40475.

Broadcast Specialist for top Sunbelt University PR outfit. Must have audio, film and VTR experience. BA preferable. Resume to: L. C. Falk, P.O. Box 1408, Uni- versity Station, LA 35466.

HELP WANTED NEWS

E.O.E. number one station in top 50 southeast wants experienced engineering reporter who can shoot, edit and produce. Salary competitive. Resume, SF and edit; and experienced SOF cameraperson/editors who can report. Both must be fast moving and turn out two to three professional stories a day. If you need training, do not apply. Resume and references re- quired. Salary $175.00. Box A-258, BROADCASTING.

News Director. For Medium Market, network affili- ated radio-television operation. Must have previous television news director experience. This is a progres- sive news operation which has enjoyed continued ratings growth. Film, tape and live field equipment. An equal opportunity employer. Box C-35, BROADCASTING.

Top rated Southeast 100- market looking for a weekend anchor—B & 11. Progressive operation. Sal- ary open, EOE. Reply. Box C-110, BROADCASTING.

Have opening for Meteorologist. Must have clear and perfect day. Prefer someone who can shoot SOF and edit; and experienced SOF cameraperson/editors who can report. Both must be fast moving and turn out two to three professional stories a day. If you need training, do not apply. Resume and references re- quired. Salary 175.00. Box A-258, BROADCASTING.

WFTV is looking for a solid, experienced journalist to anchor on weeknights and report during the week. If you can cut it in a competitive market, send a resume along with samples of your street and anchor work on 3/4 inch cassette to: Bob Jordan, WFTV, Box 999, Orlando, FL 32802. Only experienced applicants will be considered.

If you're bright, talented, and full of energy and have at least one year TV News experience, there's a place for you as a General Assignment Reporter at WKKG- TV, ERG- TV, and TVQI. Send a sample of your work, along with a resume to: Bob Grip, News Director, WKKG-TV, P.O. Box 2367, Mobile, AL 36601. EOE.

We're tired of losing our News Anchors to larger market stations. If you are an experienced and anchor who has it all—and has had it with their present situation! If that ideal small market is your dream job, we be the person we're looking for. We can offer 118th market diversified growth opportunity (oil-gas, banking, medical, diverse ag., university), VFR, All News format, and Joie de Vivre lifestyle in the heart of the Cajun Country in Southwest Louisiana, ENG, dedicated staff (including owners and managers) that may be the last word to have you o-fer? Why don't you send resume, cassette, and salary requirements to ND Joe Holestead, P.O. Box 3347, Lafayette, LA 70502. He'll even talk to major market types! EOE.

Person with radio and TV experience to gather, write, edit news stories pertaining to agriculture and its impact on consumers. Radio news, film shooting, editing, and producing. Preference given to those with experience from Southeast. Audio tape, small snapshot photo, and resume to Bill Hoover, Information Director, Texas Farm Bureau, Box 4, Waco, TX 76703. Telephone 817—772-3030.

Meteorologist with certification and warm on-air delivery for medium market station. Will prepare and deliver weather for early and late newscasts, some spot news for off-the-clock, community involvement. Resume, letter and tape to Ian Pearson, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

HELP WANTED PRODUCING, PRODUCTION, OTHERS

Promotion Director for medium market Mid-West Network Affiliate. Ideal position for person operation. Ideal position for current assistant Promotion Director. Capable of creating on-the-air promotion, radio and newspaper campaigns. Station currently expanding coverage. Promotion minded group ownership. An Equal Opportunity Employer. Send resume with salary requirements to Box C-83, BROADCASTING.

Program Director, Film Buyer. Major cable and pay cable film buyer. Excellent experience. Send resume, salary history and picture to: T.J. Vaughn, Chief Programming and Operations, WAND-TV, P.O. Box 631, Decatur, IL 62525. An Equal Opportunity Employer.

Experience Highly Creative TV Production Director/producer for a large market. Must be experienced in all phases of commercial pro- duction plus ability to work closely with agencies. Em- phasis on creative and salary requirements. Box C-114, BROADCASTING.

Producer/Director with minimum 2 years experi- ence in all phases of production. Seeking mature per- son with growing ability. Send resume and references to: J.T. Vaughn, Chief Programming and Operations, WAND-TV, P.O. Box 631, Decatur, IL 62525. An Equal Opportunity Employer.

Outstanding Promotion Position. Television Cor- poration needs a dynamic Promotion Manager. Expe- rience in print, on-air and management. Send resume with salary requirements to Box 631, Decatur, IL 62525. An Equal Opportunity Employer.

SITIIONS WANTED TECHNICAL

General Sales Manager in medium market seeking relocation. Creative, young and an effective quality competitor. Strong major market experience in sales and management. Self-starter with proven record of success in achieving revenue objectives. Box B-50 BROADCASTING.

1st Phone Major Market experience—Family man— Ambitious Self Starter. Experience: Master Control to Vt Editing, Box B, B-50, BROADCASTING.

Dir. of Eng. seeks growth opportunities with group or large local. 18 years experience. Eng. & Group Executive exp. Southeast preferred, any location considered. Available for interview NAB. Box C-86, BROADCASTING.

Radio Engineer/DJ 1st phone wants work in TV. Try me—11 leads. Box 63 Wadena, MN 56573.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Producer, Junior. We are looking for a creative and innovative individual as junior producer in our adver- tising department. Job entails producing television commercials and animation for our programming. Applicant should have a major degree and must be able to work well without constant supervision, and often under great pressure. Please send your reel, resume, and salary requirements to Martin S. Schultz, Supervisor, On-Air Promotion KRON-TV, P.O. Box 3412 San Francisco, CA. 94119.

SITUATIONS WANTED MANAGEMENT

I want to anchor! Top Ten market talk-show host and anchorman desires solution partner. Young, Ambitious, Intelligent Box B-29 BROADCASTING.

General, national, regional, local SalesMgr avail- able in thirty to ninety days. Excellent, reliable, sincere record. Box B-186, BROADCASTING.

See display ad for quality GM or GSM.

Christian TV Station/General Manager seeks same. Superior references from current employer. Box C-145, BROADCASTING.

Sales/Ratings/Supervision, Inquiries confidential. Box C-110, BROADCASTING.

General Manager. Practicing broadcaster: 30 years—television 22 years. Thoroughly experienced all aspects: acquisitions, ownership, administration, sales, programming, production, promotion, etc. Con- versant in 3-4 year term loses valued development in sales, PROFITS and prestige years ahead of most optimistic projections. Accustomed to formidable challenges, full responsibility and phenomenal success. Box C-172, BROADCASTING.

Young Broadcaster. I want to make your station profitable and exciting. Degree and seven years com- mercial experience in production, operations, pro- gramming, and promotion; recently as Promotion Manager in top 50 market. 919—782-7699 after 3 pm EST. Box C-175, BROADCASTING.

SITUATIONS WANTED SALES

Contact popular Network Executive seeks sales position, PR placement or station representation work—willing to relocate. Excellent references Radio- TV. Box C-52, BROADCASTING.

See display ad for achievement oriented GSM & GM.

SITUATIONS WANTED ANNOUNCERS

15 years top markets, Jock, PD, Manager, TV Anchor, first phone. Box C-70, BROADCASTING.

SITUATIONS WANTED TECHNICAL

General Sales Manager in medium market seeking relocation. Creative, young and an effective quality competitor. Strong major market experience in sales and management. Self-starter with proven record of success in achieving revenue objectives. Box B-50 BROADCASTING.

TV News Director immediately available for medium market in the East or number two slot in ma- jor market. Mature, dependable, results oriented and sensitive to community issues. Box A-244, BROADCASTING.

Experienced Reporter, Dynamic, creative, strong journalism background including Masters Degree cand. Seeks position as TV reporter, will consider anchor. Top references, VTR & resume. Box C-79, BROADCASTING.

Broadcasting May 21 1977

112
FOR SALE EQUIPMENT CONTINUED

2-Akai VTS-150B complete ENG systems, excellent condition $4500 each, 1-Akai spare camera for VTS-150B system also excellent $2200. We can supply the TBC and put you on the street with ENG for less than $25,000. Syres than $500. 2370 Vinton St, Huntington, WV 25701. 304-525-2633.

Eastman Model 285 no. 1766, only 52 hours since new. $59000 will take part trade. International 13843 NW 19th Avenue Miami, FL 33054. 1-305-681-3733.

PSC-90 Camera, base station and Ampex 3000 recorder. In daily operation for major station, being replaced. Call 202-688-5895.

Jameson Compack 16/8 Processor, MacBeth TD-504 Displaysimeter, Oscar Fisher 30 Gallon Jet Mix- er, etc. equipment production Supervisor. WXXI-TV, Box 21, Rochester, NY 14601. 712-325-7500.

Gates “President” 8 channel console, good condition $2,300. Mazda Corporation. 205-956-5800.

Collins 5KW transmitter, 830-E, Stereo. Perfectly tuned and tested your frequency. $8,900. 601-325-2790 after 7, S. Boyd Ingram, PO Box 2154, Jackson, MS 39205.

UHF Transmitter—12 KW by GE. Call 815-944-4191 or 815-945-9600.

Switcher—American Data ADC 556 with Chroma Key. Call 815-965-9650 or 815-944-4191.

Spare Color Tubes for TK-26 film camera (no power) and TK-26 CCU. Best offer. Call 815-944-4191 or 815-965-9600.

RCA Switchers—two Custom RCA PMS 10 Switchers for both production and operations, incl. rack equipment and cable. Call 815-944-4191 or 815-965-9600.

Audio—Ampex BO1 2-track with two amplifiers, Four SUNLITE 550, dual-impedance mics, mic stands, 500 mc cable, RCA studio monitor-speaker. Call 815-965-9600.

IVC 1 VTR Machine—one 879C, one 750, with TRI Editor. Low hours. Call 815-944-4191 or 815-965-9600.

UHF Transmitter—30 KW GE television transmitter call 815-944-4191 or 815-965-9600.

(2) RCA TR-22 Ouds, high band Color VTR machines, with Monitor, RF, and VTR manuals. Call 815-944-4191 or 815-965-9600.

(2) Motorola MV30 Transmitters; (33) Motorola MV30 Receivers; (10) Motorola MV20 Transmitters; (19) Motorola MV20 Receivers. These units are in excellent condition and can be purchased as complete system or as individual components. American Microwave & Communications, Inc., 105 Kent Street, Iron Mountain, MI 49801.

(3) RCA TK-42 Color Cameras, with cam heads, cours, remote control, 400 camera cable. Two have RCHouston Fearless TD-9B-C motorized pedestal, one with RCFearless tripod and dolly. With RCA color monitor manuals. Call 815-944-4191 or 815-965-9600.

CBS dynamic presence equalizer, Model 4500 New. Improve your sound $495 317-956-1484.

Two Schaefer 1200, Schaefer 800. Two IGM 500, CCD Sequential All reconditioned, new reels, new cassettes, and more. Contact Broadcast Specialties, 205-577-1681. Longview, WA.


FOR SALE EQUIPMENT CONTINUED


O’Conner Hydro-pod, 102-B with case and wheels. Good condition. KGET, 4400 Sunset Drive, Los Angeles, CA 90027 213-866-6500.

1 kw FM Transmitter, 3 kw FM Transmitter, Electrosound 2 track stereo floor) facelifted with MCI 2 Track Stereo. CBS Audixum (like new), McMartin 4500A. Marli. Compressor/Limiters. Call: 404-876-7123.

Color Remote Van-2-VIC500A cameras, RHL switcher & Telco equipment. Great for full reentry. Ready to roll or install equipment in studio. Phone Bob Schmitt, 916-863-8330, Ext. 43.


5-10 kw 193A Federal FM transmitter, new final tubes. $1,200.00 best offer. Chris 916-856-9550.

Late model Grass Valley Switcher. Dual Mix-Effects Amps wfmp-Pw mixer w/auel fade. Dual Chroma Key, Downstream Keyer with Border/Shadow/ Outline generators. Color split, Two equip cartridges with four aux. busses timed for full reentry. Model 1400-9 loaded with extras. For details call 213-655-8134 or write Pacific Video Industries, 8721 Sunset Blvd., Los Angeles, CA 90069.

Gates SP-10 with logging, new docks and more priced below $10,000.00. Contact Broadcast Specialties, 205-577-1681, Longview, WA.

Eastman Model 275 16mm Chain Projector Perfect $3995.00, Eastman 35mm Chain Projector $1500.00, PNL Teleprompter Large Screen TV Projector $595.00, RCA TRT Quad VTR Updated & Operational $19500.00 Ampex VR-900 C AS IS $9500.00. Other VHD equipment. International, 13843 NW 19th Avenue, Miami FL 33054. 305-681-3733.

2 MGM 500 one dual-MOS 3 voice, 3 music, new, reels, fully guaranteed. Great buy! Contact Broadcast Specialties, 205-577-1681.


SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Producer/Director: BA Radio/TV/Film. Over 3 years cable experience, studio and remote, switching, audio, lighting, etc. Assist in department management. Also broadcast camera experience. Seeks entry into broad- casting, willing to work up from production assistant or similar position. Will relocate for right opportunity. Box C-87, BROADCASTING.

Gates FM-10H transmitter, stereo generator not needed. Frank C. Carman, KLBS, Box 389, Salt Lake City, UT 84110.

Versatile producer-director with 7 years extensive professional production experience looking to ex- pand my creative talents at your station. Graham Brinn- ton, 215-684-3346.

FOR SALE EQUIPMENT

TV tower and line for sale; stainless G-4, 400 foot tower now supporting 7,000 pound RCA antenna. Guy cables and saddles included. Fully galvanized and painted in 7 years old. Sections of RCA 6-inch transmission line, bulbs, and hangers. $22,500. Contact M.D. Smith, IV, Manager, WWAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801 or phone 205-539-1783.

Build your own TV and radio production equipment. Easy, inexpensive plans covering audio consoles to chroma key and time base correctors. $1,000 bringing our catalog listing over 100 projects. Don Britton En- terprises, PO Box G, Waukihi, HI 96715.

REI teaches electronics for the FCC first class license. Over 50% of our students pass their exams. Classes begin Feb 14. Student.


BROADCASTING Mar 21 1977 113
**INSTRUCTION CONTINUED**

**First Class** FCC license in 6 weeks. Veterans approved. Day and evening classes. Evrin Institute, 8010 Blue Ash Road, Cincinnati, OH 45226. Telephone 513-781-1770.


1st class FCC, 6 wks, $450 or money back guarantee. VA appvd. All. Inst. Communications, 11488 Oxford St., N. Hollywood, CA 91606.


Bumper Stickers, $5.00 each. Save on larger quantities. Write for samples. Rule A Form, Box 355, Sea Girt, NJ 08750.

**RADIO**

**Help Wanted Management**

- **JOB OPENING—**
  - **GENERAL MANAGER**
    - **PACIFICA RADIO STATION KPFK-FM**
    - **LOS ANGELES, CA**
  
  Resumes should be sent to L.P. Skotnes, KPFK-FM, P.O. Box 8639, Universal City, Ca. 91608.
  
  Deadline for filing application is April 15, 1977, with hiring decision by May 15, 1977.

**SALES MANAGER**

WQIO-AM, fulltimer, 20 miles south of Philadelphia, needs a local sales manager. Applicant must have a good billing history and brain full of local promotions. Area has over 600,000 people and retail sales over $1 Billion. 2 station market. Good benefits, percentage override, top pay for right person. Resumes with billing history to Mr. John Haggard, P.O. Box 2070, Aston, Pa. 19014. EOE. MF.

**DISTRICT MANAGER**

**RADIO EQUIPMENT/SYSTEMS SALES**

The Cetec Broadcast Group, one of the industry’s largest producers of equipment/systems for radio is interested in appointing a District Manager to sell products directly to radio broadcasters in Kentucky, Tennessee, Mississippi and Alabama. The person we are looking for should have a strong background in radio station management, sales, and equipment operation. Expenses, compensation, and benefit plans will be discussed with qualified candidates.

Send your resume to Andy McClure, National Sales Manager Cetec Schafer Automation Cetec Jampro Antenna Cetec Sparta Audio/Transmitters

**Help Wanted Management Continued**

**FM MANAGER**

Southwest market station of group owner needs direction from an aggressive, experienced radio professional. Successful candidate will have the ability and desire to make this FM station a leader in the community. Compensation plan will include a percentage of the profit. Please send resume to Box C-143, BROADCASTING.

**Help wanted News**

**WOAI Radio** has openings for 2 conversational drive-time news anchors. All-news experience preferred. WOAI is a 50,000-watt clear-channel news-talk-sports station. Tapes to John Wheeler Barger, WOAI Radio, 1031 Navarro, San Antonio, TX 78205, EOE.

**Metropolitan-New York Radio Station** seeks experienced newscaster>writer for part-time and vacation relief employment. Please send tape with resume including a 5 minute newscast and two live commercials. Tapes will not be returned. All inquiries held confidential. Respond to P.O. Box 2727, Grand Central Station, New York, New York. An equal opportunity employer.

**Help Wanted Sales**

**SALESMAN WANTED**

Illinois only. Strong self-starter for medium-market, top-rated 50kw FM. Send all information first letter. Box C-63, BROADCASTING.

**Small market chain in West/Southwest needs two salespersons with management potential. Can be men or women at these Equal Opportunity Employment stations. Hurry resume, photo and tape with first reply to 5865 Camino Escalante, Tucson, AZ 85718.**

**Help Wanted Announcers**

**WE'RE LOOKING FOR THE WORLD'S GREATEST MORNING DISC JOCKEY PERSON**

Bright, exciting, warm, friendly, involved, adult contemporary, smart, creative, quick, humorous, clever, professional, witty, topical, believable, wonderful morning entertainer.

Send your aircheck and resume to: Peter Mokover WPEN Radio 2212 Walnut Street Philadelphia, PA 19103 EOE—MF

**Help Wanted Technical**

**FIELD SERVICE TECHNICIAN or ELECTRICAL ENGINEER—**

—Happily, we've got growing pains—

*IGM*, at the forefront in manufacture of automation components and systems for radio and other fields, can offer you a challenging and interesting opportunity, with a good future.

Submit resumes at our booth, NAB Show, Washington, Shoreham 538.

Or mail to:

*IGM* a division of NTI, Inc. 3G41 Home Road Bellingham, WA 98225

**Situations Wanted Management**

**For Extraordinary Yield**

Transplant To Larger Pot

10 years experience—all size markets & formats. Bachelor’s degree, Radio-TV. Now owner/manager, community leader. Looking for opportunity with outstanding organization in top markets. All inquiries answered in strict confidence. Meet at NAB? Box C-165, BROADCASTING.

**Humorous Personality DJ Entertainer**

*MOR or Rock*

Never less than number one in different time slots for the last 17 years! Major medium market now. Would like to move up. If you're interested in a veteran who is willing to work hard to make you number one, would appreciate a reply. Box C-141, BROADCASTING.
### Situations Wanted Management

**Exec. VP & GM**
Top 40 Market Contemporary currently employed. Heavy sales & program background. Positive "people guy" who wins in Arbitron & bottom line. Last 10 years with major group. Under 40, Family, BBA.
Available at NAB
Call 1-800-824-5120, Oper. 34 (Calif. call 1-800-852-7711, Oper. 34)
Box C-132, BROADCASTING Confidential

**REWARD!**
to the Professional Broadcasters who locate the four outstanding Graduate Students from the University of Cincinnati Division of Broadcasting. They will be attending the NAB Convention.

### Situations Wanted Technical

**Director of Engineering-Chief Engineer**
Major facility-Technical/Sales position with major equipment manufacturer. 15 years experience. All phases AM-FM engineering, design, installation, antennas, proofs, studio, transmitters to 50 kw, AM, FM, Stares, SCA. Excellent troubleshooter, meticulous sign, installation, antennas, proofs, studio, experience. All phases (Calif. call 1-800-824-5120, BROADCASTING. Available at NAB Call 512-512-80, BROADCASTING.

### Situations Wanted Television

**Help Wanted Announcers**

**HOST/ASSISTANT HOST**
WCVB-TV seeks mature articulate Host and Assistant Host for the Massachusetts lottery daily games. Preliminary selection will be made on the basis of experience and an audition using a simulated game show format. Final selection will be made by the Massachusetts lottery as stated in their contract terms with WCVB-TV. Individuals working for this program will be subject to the Massachusetts State Morals Clause. Qualified applicants should send resume (no telephone calls please) to Executive Producer, Programming Department, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192. An equal opportunity employer M/F

### Help Wanted Management

**VICE PRESIDENT OF BROADCASTING**
Our multi-media corporation has need for a top flight executive for full responsibility of our broadcasting group. Reports to President-CEO. Requires ability to continue highly successful operations and build broadcasting organization not only within present scope of activities but in other areas. We believe this requires a conceptual thinker with strong imagination, high level of intelligence, articulate and a person with strong managerial skills. Must be able to relate well to a strong peer group of officers.
Successes in planning, group administration, acquisitions and management development seem to us to be essential. In order to be considered, please send us your career record to the attention of the President, Box C-176, BROADCASTING.
An Equal Opportunity Employer

**Help Wanted News**

**NEWS DIRECTOR**
VHF CBS-TV affiliate in major Southeast growth market is seeking a seasoned professional to head our news operation. Number 1 rated news in the market with heavy commitment to ENG on the way. Resumes to:
Gus Bailley, Jr.
VP, GM
WCSC-TV
Box 186
Charleston, S.C. 29402
An equal opportunity employer M/F

**Sportscaster**
Major Group Station in Top 30 market looking for aggressive, energetic personality to write & anchor early & late evening sports.
Box C-130, BROADCASTING
An EOE M/F

**Up to $18,000 for professional TV sports director at midwest medium market affiliate located in major university city. Anchor daily TV sportscast plus radio sportscasts and PBP. Minimum five years experience. Extensive knowledge of pro, college and high school sports required. Equal opportunity employer, M/F. Send job history to Box C-128, BROADCASTING.

**News Director, For Medium Market, network affiliated radio-television operation. Must have previous television news director experience. This is a progressive news organization which has enjoyed continued ratings growth. Familiarize tape and live field equipment. Equal opportunity employer, Box C-35, BROADCASTING.

An Equal Opportunity Employer, M/F
Help Wanted Sales Continued

MANAGER SALES DEVELOPMENT

Medium size California Market network affiliate TV station is expanding sales efforts to include Sales Development Manager. To qualify must have television sales experience. Will work directly with Management, and assignments will have top priority. Presentations will be to clients and agencies direct. Should be familiar with TVB and related research material from rating books as well as market studies. Successful completion of initial assignments could lead to further promotion within two TV station owned company. Starting salary-draw $15,000 per year plus expenses and multiple fringe benefit plan. If qualified and interested, send complete resume to Box C-116, BROADCASTING.

AN EQUAL OPPORTUNITY EMPLOYER M/F

SALES

TV Shows

We are an independent producer and distributor of TV specials and variety shows with outstanding production equipment and expertise. Our shows are aired throughout the country. We have immediate openings in Atlanta and Philadelphia/Pittsburgh plus a Sales Manager's position in Chicago. The successful candidate will have had several years experience involving direct contact with network affiliates, independent stations, and ad agencies. This is truly an excellent opportunity for aggressive, hardworking sales people who thrive on results.

We offer a fine salary and commission program. Send a confidential letter or resume to:

Box G-178, BROADCASTING
An Equal Opportunity Employer

Help Wanted Technical

VIDEO TAPE ENGINEERS—(PART-TIME)

National CCTV programmer has immediate availabilities, NATION-WIDE, ALL MARKETS, for Part-Time VIDEO TAPE ENGINEERS. Hours flexible to your schedule. Good pay & fringe benefits. Must have hands-on experience with ENG type VCR equipment, possess, or have access to, test gear and desire Part-Time work in an exciting medium. For further details send resume to:

Bob Skidmore, Technical Board
First Cine-Tel Communications Corp.
919 Third Avenue Dept.
New York, New York, 10022

All replies kept strictly confidential

SAN DIEGO NEEDS

STUDIO MAINTENANCE SUPERVISOR

KCST-TV, San Diego, a Storer Station, is looking for an aggressive Studio Maintenance Supervisor with 3-5 years recent "hands on" experience. We will consider a heavy maintenance type that's ready to "move up". Qualified applicant must have ability to organize day-to-day activities of a staff of dedicated people and maintenance of our equipment, which includes: GE cameras, Ampex Tape, Grass Valley and Cohu Switching. This is a "Golden" opportunity to grow with a top broadcast group and to live and work in the dream spot of Southern California.

Send complete resume and salary requirements to: Bill Yordy, Chief Engineer, KCST-TV, PO Box 11038, San Diego, CA 92111.

We are an equal opportunity employer.

Help Wanted Technical Continued

Engineers

Exceptionally good opportunities for TV systems design and development professionals are now available in one of our expanding out-of-state divisions.

SENIOR APPLICATIONS ENGINEER

Must have BSEE or equivalent, plus 5 years experience in TV systems design including thorough knowledge of TV systems equipment and good understanding of the cameras, camera systems and circuitry involved. Knowledge of infrared systems and associated components would be highly desirable. Must be willing to travel.

DEVELOPMENT ENGINEER

Degree in Engineering, Physics or Physical Chemistry required, plus good mechanical engineering background and minimum of 5 years experience in development of camera tubes—emphasizing electron gun and construction.

We offer excellent salaries and complete benefits. For confidential consideration, send resume with salary history and requirement to:

H. C. ANDERSON
NORTH AMERICAN PHILIPS CORPORATION
100 East 42nd Street, New York, N.Y. 10017
An equal opportunity employer M/F

VIDEO ENGINEER SUPERVISOR

Engineer for closed circuit color television, video tape and film facility in major Chicago Advertising Agency. Will be responsible for electronic equipment functioning properly. Will also supervise daily operation and staff. Salary commensurate with background. Excellent benefits.

Send resume to Box C-140, BROADCASTING

Help Wanted Programming, Production, Others

PROGRAM DIRECTOR/FILM BUYER

Major cable and Pay cable firm seeking experienced film buyer. Should have station program buying background. N.Y.C. location. Replies confidential.

Box C-108, BROADCASTING
Situations Wanted Management

GM & GSM
Heavy sales background, currently Exec. VP & GM. 10 years of achievement with major group. Thrives on sales management. Motivates winners. 35-ish, Family, BBA. Longsuits: Sales, Profits, Community & Commission.
Available at NAB
Call 1-800–824-5120, Oper. 34
(Calif. call 1-800–852-7711, Oper. 34)
Box C-132, BROADCASTING
Confidential

Situations Wanted News
Street reporter-anchor spot sought by well qualified reporter with 13 years radio and TV news; seeking solid good potential opportunity; call 305–667-8108.

Situations Wanted Technical
Television Technician position wanted. Has First Class License and five yrs. experience as an Engineer. Seek tech. position as switcher, camera, audio, and VTR operations. Also possess Associate Degree in Electronics. Interested in working in Washington D.C. Will relocate. Box C-136, BROADCASTING.

News Service
ENG
Planning
Equipment
Labor
Finance
Plant/Design
Systems
NEWS.COM
102 Charles St, Boston, MA 02111 617-266-1388

Miscellaneous
RESULTS GUARANTEED TO INCREASE YOUR SALES
We have 26 years of proven radio sales experience. Your station can benefit from his experience as have numerous other stations throughout the United States. If you are interested in using our professional services to revitalize your station’s sales write to PRC. Suite B, 3440 Olentangy River Rd, Columbus, Ohio 43202 or call 614–261-8404 for consultation.

Buy-Sell-Trade
CHARGE-A-TRADE
Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. FREE BOOKLET AVAILABLE CALL TOLL FREE 800-327-5865(except Florida)
3081 E. Commercial Blvd Ft. Lauderdale, FL 33308 (305)-491-7700, 1775 W. Saufman Ave. Suite 160C, Ft. Lauderdale, FL 33324

Public Notice
HELP!
Help us find anyone and everyone who ever worked at WEAW, WEAW-FM, WJOQ, Evanston.
We are celebrating our 30th Anniversary and would like to know what happened to everybody.
If you will write to us briefly and bring us up-to-date on your career, we will return send you a small gift as part of our birthday celebration. May we hear from you?

Please Write:
Ed Wheeler
Broadcast Communications, Inc.
2008 State Bank Plaza
Evanston, Illinois 60204

We had some good times. We had some tough times. Help us recall them.

Thank you!

Wanted To Buy Stations
Principal looking for Midwest or Sunbelt station priced at $850,000 or less. Contact Bayard M. Grant, 127 W. 10th St., Kansas City, Mo. 64105.

For Sale Stations

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1835 Savy Drive, Atlanta, Georgia 30341

SMITH, COOPER ASSOCIATES
CABLE TELEVISION-PAY TV Management Marketing Engineering Financial Studies System Analysis
Division of Associated Utilities Services Inc.
80 Kings Highway, North, RD Box 3037
Cherry Hill, N.J 08034 / (609) 482-0627

AM-FM. West Michigan location gross over $315,000. Priced under 2 1/2 times gross with terms and balance on 8 1/2%. Call Don Jones, 616–723-6534 or 723-6484 evenings.

WASHINGTON, DC
is close to this growing suburban market. FM stereo station—Class A—well equipped. A steal because signal can be up-graded to cover more of the Metropolitan Area. $295,000 includes Real Estate. Additional information only to those providing financial qualifications initially.

Box C-1, BROADCASTING
1,200 FOOT TOWER FOR SALE
Stainless G-10 with aluminum guys, many 25kv and 50kv insulators, base insulator, lights, phones, elevator, never erected. E. D. Baydush (804) 857-7421.

NAB HEADQUARTERS
SHERATON PARK HOTEL
Suite M789
MEDIA BROKERS
APPRAISERS
RICHARD A. STAHEEN INC.
435 NORTH MICHIGAN - CHICAGO 60611
312-467-0040

Books for Broadcasters

403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Elek. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 81/2 x 11". illustrated. $12.95

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Communications Industry
THE KEITH W. HORTON COMPANY, INC.
1705 Lake Street # Emire, New York 14902
P.O. Box 948 - 807 737-7138
### Programming

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**Total:** 210,531, 4,454,694

### Standard & Poor's Industrial Average

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**A:** American Stock Exchange  
**M:** Midwest Stock Exchange  
**N:** New York Stock Exchange  
**C:** Over-the-counter bid price shown  
**P:** Pacific Stock Exchange

*Stock did not trade on Wednesday, closing price shown is last traded price.  
**No P/E ratio is computed, company registered net loss.  
***Stock split.*
Dedicated, knowledgeable and friendly are words used by friends and professional acquaintances of Dan Smith, who serves as a consultant to Capital Cities Communications Inc. since he retired three months ago as the company’s senior vice president, engineering. These three traits may have played a part in his selection by his peers as the recipient of the National Association of Broadcasters’ 1977 Engineering Achievement Award, but of course his accomplishments, hard work and ingenuity in the areas of radio technology, radar operations, radar-guided missiles and television equipment systems cannot be overlooked. Mr. Smith will be presented the award at the Tuesday, March 29, luncheon at the NAB Engineering Conference.

Mention any phase of broadcasting and you can be assured that Mr. Smith has had a hand in it, from amateur radio to teaching broadcast engineering to managing a television station. Ever since he was 11 years old, he knew radio was for him. Like many youngsters of his time fascinated by the new invention of radio, Mr. Smith constructed a home-made crystal set. The year was 1921 and the only signals he could receive on his set were from the nearby Navy station in his hometown of Norfolk, Va. The Navy communication system only transmitted in International Morse Code, so Mr. Smith learned the code.

Many young people abandoned their hobbies in radio operations, but not Mr. Smith. "There never was any doubt in my mind that radio was the career for me; I knew there was a future in it, so I decided to pursue it in full force," Mr. Smith recalls. This he did by getting a BS in electrical engineering at Virginia Polytechnic Institute, where in his senior year, he took graduate courses in radio communications. Most people would have considered these extra studies taxing, but not Mr. Smith; he was only devoting time to his main interest and hobby.

After school, he spent four years in the engineering department at the Virginia Electric Power Co., but these were four years of nonradio work, and Mr. Smith was anxious to devote his energies to his main interest. So in 1937, he joined WTRAN Norfolk, Va., as a radio engineer. At WTRAN, he had the opportunity to work with Dr. Joyce Brown of RCA in Dr. Brown’s project to develop a directional antenna for the station. During his stint at WTRAN, Mr. Smith also taught radio communications at Norfolk College.

He says he enjoyed teaching young minds about radio. And as Daniel Burke, president of Capital Cities Communications, in 1939 he was the winner in the American Radio Relay League’s international DX competition. In this endurance test, an amateur radio operator had to contact as many foreign stations as he could in nine days. Mr. Smith lost a lot of sleep but he managed to log in 377 stations that he had contacted.

As the U.S. war efforts mounted, Mr. Smith was involved in various military projects for the Navy. One of them was setting up a radio shop of radar search equipment to scan the waters for enemy submarines. But he wanted to do more for his country during the war, so he went to the recruiting office to see if he could offer his services as a radio engineer. They told him, “sure, but you have to get permission from your commandant and superiors at the Navy yard where you now work.” He asked his commandant, who refused to release him, saying it would set a bad precedent. Angered, Mr. Smith wrote a letter of resignation, packed his bags and took the train to New York, where he went to the Western Electric offices. He didn’t know anyone personally at Western Electric, and didn’t have any job leads, but once the company officials saw his credits and experience, they hired him immediately and set him to work to head their secret military project on radar-guided missiles. After the project was completed, he was tired of working with military projects, so he went to Graybar Electric, a sales agency of Western’s broadcast equipment. When Western divested itself of broadcast equipment, Mr. Smith went to the Maine Broadcasting System as technical director, giving engineering supervision to its stations.

While there, he planned, designed and constructed facilities for WCSI-TV Portland.

Between 1954 and 1959 he was successively, technical director of WTVT(TV) Tampa, Fla.—where he planned and designed its facilities and studios, getting the station on the air in about three months’ time—operations manager of WFLA(TV) Tampa and general manager of noncommercial WEDU(TV) Tampa.

In 1959, he joined Capcitye, where he directed numerous engineering projects. One is particularly proud of is the relocation of WTERN(TV) Albany, N.Y., transmitting facilities to a site 22 miles "short-spaced" to a co-channel station. This was the first use in the U.S. of a directional antenna on a VHF station, and Mr. Smith has written articles on the project. Mr. Smith feels that he has been lucky in his professional career, not that he hasn’t possessed outstanding technical knowledge, but that he has “been in the right place at the right time.” And if radio and TV had not been his career, it would have been his hobby.
How the FCC spells relief

Assuming it stands up in court, the FCC’s new policy on license-renewal hearings could go a long way toward satisfying the objectives of license-renewal legislation that broadcasters have been unsuccessfully seeking. As explained in this publication last week, the commission would give an advantage to the incumbent in a contest with competing applicants if the incumbent could show a record of “substantial” performance.

This falls short of the protection offered by the FCC’s 1970 policy statement that immunized the licensee against comparative challenge on a showing of substantial service. But that policy was overturned by the appellate court on the grounds that challengers could not legally be denied a hearing. The new one looks more likely to survive appeals.

Broadcasters would take more comfort in a law, especially one including the extension of license terms beyond the present three-year limit. There is slight hope, however, for legislation on renewal conditions while the House Communications Subcommittee is engaged in revision of the whole Communications Act. Until the air clears on Capitol Hill, broadcasters must be grateful for what the FCC has given them.

Keeping things straight

Whatever else may be said of his first two months in office, President Carter has set the White House record for innovation in media exposure. Who would have cast any earlier President as host of a two-hour talk show on radio?

Things have come a long way since John F. Kennedy admitted live cameras and microphones to presidential news conferences and was denounced by James Reston, the distinguished columnist of the New York Times, for hitching the “goofiest idea since the hula hoop.” Mr. Reston too has moved along with the passage of the years. Last Wednesday he wrote a piece about Mr. Carter’s “open mouth policy” but included no criticism of the President’s choice of vehicles of expression.

There is a hint of media manipulation in the Carter approach, although the Carter staff keeps insisting that ideas come from the media themselves—as the talk show came from Richard S. Salant, CBS News president. All very well as long as radio and television maintain their journalistic roles in covering the President. Walter Cronkite’s appearance on the call-in show troubled us a little. If he had been there as journalist, instead of kindly presence, he could have sharpened some questions.

An idea that did not originate with media was the exclusion of journalists from Mr. Carter’s UN reception last week. The President can turn things off when caught in embarrassing company.

Quello’s qualms

Is the public interest served with a broadcaster on the FCC? That question was raised three years ago when James H. Quello was given an incredibly tough time in winning Senate confirmation, all because he had been the manager of WJR(AM) Detroit.

Now, 30 months later, Commissioner Quello, certainly to the satisfaction of most of his colleagues and of observers, has proved he has no automatic vote for just any broadcaster and that he votes his conscience and not the expedient course. Because he knows what it is to meet a payroll and has dealt with the public and the politicians at first hand, he spot the dedicated citizens and the phonies with equal facility.

Lately, Mr. Quello has taken off on questionable citizen groups who, though insignificant in numbers, are potent by filing or threatening to file petitions to deny renewals of broadcast licenses. Some got jobs or other windfalls in what Mr. Quello sees as abuse of the license-challenge process through unfounded petitions to deny.

We applaud Mr. Quello’s refusal to knuckle under to pressures that have encouraged this sort of mischief-making.

Test case

As was to be expected, the extensive journalistic coverage of terrorist acts, especially the recent seizure of 134 hostages by Hanafi Muslims in Washington, has precipitated criticism. Coverage of terrorism breeds more terrorism, the argument goes. Andrew Young, who has reserved opinion on few subjects since his appointment as ambassador to the UN, has even suggested that there ought to be a law restraining media.

Well, of course, there cannot be a law unless it is preceded by repeal of the First Amendment. Still, serious journalists themselves are concerned about disquieting problems that arise whenever hostages are taken for the purpose of attracting attention. Journalists realize that the media—especially television—are being used as instruments in the terrorists’ design. As more than a few have noted publicly, journalists are especially troubled by the feeling that they too can be held in a form of hostage by clever terrorists.

Maybe too much is being made of all these concerns. What if the media had ignored the Hanafi Muslims and left the public to draw its own conclusions and fears from word-of-mouth reports about barricaded streets, diverted traffic and gunfire in the city hall? Obviously the media cannot go blind and silent when terrorists strike, if they are to perform the function the public expects of them.

In the Hanafi episode, large numbers of hostages were held in three widely dispersed locations by fanatics who demonstrated their inclination toward violence by killing one person and wounding others at the very outset of the siege. With a less experienced corps of journalists on hand, the story could have easily developed into hysteria. It turned out to be the textbook example of journalistic treatment of terrorism, comprehensive details presented with professional restraint through 39 hours of tension.

And at the end, as critics of the coverage ought to be reminded, the terrorists surrendered without having realized as much as one of their original demands. Hardy an incentive to others.

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Drawn for Broadcasting by Jack Schmidt
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41%* have made the switch to KTVI, Channel 2 and ABC—7:00 am to 1:00 am.
68%* have made the switch to KTVI, Channel 2 and ABC—Prime-time, 7:00 to 10:00 p.m.
63%* have made the switch to KTVI, Channel 2 News.

Why have so many Greater St. Louis television viewers made this switch? Because they like the programming we offer.
On the entertainment side, KTVI has the top 4 prime-time programs, and 5 out of the top 9**
They like the way we are presenting the “Channel 2 News” at
12:00 noon, 5:00 and
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Yes, KTVI, CHANNEL 2 IS THE ONE ST. LOUIS HAS TURNED TO.

Source: *NSI Jan 1976; Jan 1977 **ARB Jan 1977
On the occasion of our 25th Anniversary, we wish to take this opportunity to commend the National Association of Broadcasters for the outstanding efforts they have made to promote the recognition of our industry.

All of us realize that "Responsibility in Broadcasting" is a highly achievable goal, and we pledge to continue to do our part to ensure its accomplishment.

Ralph Guild, President