Let your own source material point out the reasons. Powerfully first in audience share.* Dramatically first in every important demographic category. Consistently first in reaching far more viewers in Minneapolis/St. Paul than any other news. Clearly first choice for making things happen. Eyewitness News has its finger on the pulse of the Twin Cities. Check its credentials. Then go with the leader.

Division of Hubbard Broadcasting, Inc. For more information call Jim Blake, General Sales Manager, Mark Simonsen, National Sales Manager; Dave Garvin, Local Sales Manager at (612) 645-2724, or your local Petry Television Station. *Source: Arbitron, Nielsen, February, 1978. 10 p.m./7-day program averages. TSA estimates subject to limitations in said report.
It's not every day that an
Just every year.
A complete new cost effective, systematic approach to routing switching.

NAB '78 BOOTH 813

THE GRASS VALLEY GROUP, INC.
A Tektronix Company
CBS'S APOLOGY □ The network’s handling of the promotion of the Heavyweight Championship of Tennis means having to say it's sorry; which it was to do on *Sports Spectacular*. PAGE 31.

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

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

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

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

THIS WEEK IN LAS VEGAS □ Here’s an updated rerun of the NAB management agenda at the convention. PAGE 52. And for the engineering conference. PAGE 82. Between times, the latch string will be out at these hospitality suites. PAGE 64.

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

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

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

‘GONE’ KEEPS GOING □ CBS acquires exclusive TV rights to “Gone With the Wind” for 20 years at an unprecedented price of $35 million. PAGE 76.

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

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

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

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

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

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

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

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

CLIMATE IN CONGRESS □ Howard Cannon won’t say whether broadcasters should be happy or sorry about his move up to the chairmanship of the Commerce Committee. But the Nevada senior senator leans towards less government regulation, and his reaction to the saccharin proposal last year is encouraging. PAGE 137.
War cry
National Association of Broadcasters President Vincent T. Wasilewski's "state of the industry" speeches at association's annual convention in Las Vegas this week will pledge fight-to-death opposition to spectrum use fees and mandatory public access, seen as possible provisions in Communications Act rewrite. "Nonnegotiable" is Mr. Wasilewski's term for both issues.

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

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

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

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

Current presentation also has answer for those who complain TV's prices have gone out of sight. With hefty rate increases in 1976 and 1977, NBC researchers figure that TV costs-per-thousand have just about—but not quite—caught up with inflation. Their calculations show that TV prime-time network C-P-M in 1967 would have been—in constant 1967 dollars—$1.98 last year.

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

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

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

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

White's job
While FCC Commissioner Margita White works her own Republican side of street in effort to win reappointment, her Democratic colleague, Commissioner Joseph Ford, is beginning to work his side. He has told staff of Senate Commerce Committee he favors Commissioner White's renomination, will make same pitch to members of committee, including Senator Ernest Hollings (D-S.C.), chairman of Communications Subcommittee. Chairman Charles D. Ferris, whose opinion some regard as crucial, says he does not plan to get involved.

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

Not child's play
Further cutbacks in commercial time in children's television programs will be urged this week by FCC Commissioner Abbott Washburn. NAB code, amended under FCC pressure in 1974, now permits nine and a half minutes of commercials per hour on weekends and 12 minutes on weekdays. Mr. Washburn, appearing on panel at NAB convention Tuesday, will speak approvingly of six-minute limit on all days, self-imposed by Westinghouse and Post-Newsweek stations.

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

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

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

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

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

Tel/Avail's modern tools for today's selling are at the stations' fingertips. Orbits, packages, over 120 demographics, special research programs and more. All delivered at speeds that put the stations' local sales teams way ahead of the competition.

Tel/Avail. Simple to operate with no increase in current staff but with real increases in staff ability and efficiency.

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

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


Yoo-Hoo □ Chocolate beverage gets six-week radio push starting this summer. Weiss & Geller, New York, will select spots in 25 markets including Baltimore, Miami and Philadelphia. Target: adults, 18-49.

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

Spanish National Tourist Office □ Tourist department arranges four-week radio promotion starting next week. SFM Media, New York, will schedule spots in four markets including Los Angeles. Target: men, 35-49.

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

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


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


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

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

Associates Inc. □ Finance corporation launches eight-week TV and radio campaign starting next week. Glenn,
THEY WORE THEIR EARS PROUDLY!

Right off the top of our head, we can't think of anytime we've had a more exciting response than at the recent NATPE convention. People from all over the country came to help celebrate the 50th birthday of "the mouse"—and to help make SFM the leader of the family syndication gang.

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

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

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

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

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

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

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

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

*NTI Tab Feb, 1978.

SFM Media Service Corporation, 6 East 43rd Street, New York, N.Y. 10017
Bozell & Jacobs, Dallas, will schedule spots in 18 markets during late news, late fringe and prime access time. Target: adults, 18-49.

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


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

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

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

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

**Burgess Vibrocrafters** □ Hardware manufacturer plans three-week TV promotion starting in mid-May for its lawn products. Marsteller, Chicago, will select spots in 19 markets during day and fringe time. Target: women and men, 25-49.

**Karastan** □ Division of Fieldcrest Mills features its Karastan rugs in new 30-second spot on **CBS Morning News** and syndicated **Mike Douglas Show** beginning this month. Commercial was created by Julian Koening, Advertising, New York.

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### Radio-TV

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

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

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

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### BAR reports television-network sales as of March 19

<table>
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<tr>
<th>Day parts</th>
<th>Total minutes week ended March 19</th>
<th>Total dollars week ended March 19</th>
<th>1978 total minutes</th>
<th>1978 total dollars year to date</th>
<th>1977 total dollars year to date</th>
<th>% change from 1977</th>
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<td>164</td>
<td>$1,107,600</td>
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<td>Saturday-Sunday</td>
<td>348</td>
<td>9,942,500</td>
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<td>24,732</td>
<td>$816,529,500</td>
<td>$760,529,700</td>
<td>+7.4</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

Broadcasting April 10 1978

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**BASIC A**

BASIC A is the audio control system you can afford.

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

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

Any time you want to expand, just add optional modules. You won't have to buy a whole new system to get the increased capabilities you need.

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

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

Please send for the brochure.

A Division of NI-1
4041 Home Road
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206-733-4567
You Don’t Have To Join The Union.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

April 14—FCC's new date for comments on petition by Council for Children, Media and Merchandising to amend commissioner's children's programming reporting form (RM-305A), FCC, Washington.

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


April 14-15—Oklahoma AP Broadcasters Convention. Holdemore, Oklahoma City.

April 14-16—Women in Communications meeting for West region 5, FCC, Portland, Ore.

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


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

April 28-29—American Association of Advertising Agencies annual meeting, Cameback Inn, Phoenix.

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

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


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

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


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

April 15—Oklahoma AP Broadcasters convention. Oklahoma City.

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

April 18-21—The 28th Broadcast Industry Conference of San Francisco State University Representative Lionel Van Deelen (D-Calli) will be banquet speaker April 21, San Francisco.

Also in April

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

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


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

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

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


April 20—Public meeting of Carnegie Commission
Touch a button...

and enter the whole new world of fully automatic television camera technology from RCA.

See it all at RCA Booth 601, NAB Convention.
Automatic setup delivers consistent picture quality.
RCA introduces
the "tomorrow" camera—
the fully automatic TK-47, for today's
ultimate in video freedom.

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

The TK-47 offers completely automatic
programmed microprocessor-controlled setup of
all camera functions. And all at the touch of a
single button.

State-of-the-art design technology is used
throughout. Extensive use of LSIs, digital
memory circuits and other sophisticated
components provide new standards of stability,
reliability and superior performance. Outstanding
picture performance is yours with the touch of the
"Auto" button. You get fast, accurate setup.

Your video operators can forget about tweaking
and concentrate on artistic creativity and picture

composition. That's because numerous camera
operating functions are automated, too—iris, white
balance, black balance, pulse advance, cable
equalization, plus many more.

The TK-47 is also operable in a semi-
automated mode. It functions as an electronic
instruction book to permit programmed step-by-
step setup controlled by four knobs.

Either way—with the touch of a button or with
semi-automated setup—the TK-47 gives you the
ultimate video freedom in a studio camera.

See the TK-47 demonstrated at NAB, or
contact your RCA Representative, or write us.
RCA Broadcast Systems, Bldg. 2-2, Camden,
NJ 08102.

The new video freedom.
Every day more markets are won by the world's greatest title holder.

Portfolio VIII 37 Outstanding Features

19 Markets sold in just two weeks!

CBS O&O: WBBM-TV, Chicago • KMOX-TV, St. Louis
METROMEDIA TELEVISION: WNEW-TV, New York City • KTTV, Los Angeles
WTTG, Washington D.C. • WTCN-TV, Minneapolis • WXIX-TV, Cincinnati
KMBC-TV, Kansas City/McGRAW HILL: KGTW, San Diego • KMGH-TV, Denver
WRTV, Indianapolis • KERO-TV, Bakersfield/AND WTAH-TV, Philadelphia
KTVU, San Francisco • KDOG-TV, Houston • WTCG, Atlanta
WJRT-TV, Flint, Saginaw, Bay City • KMHP-TV, Fresno • KTXL, Sacramento

Portfolio VIII
From Paramount Television Distribution
Domestic Syndication
Great people don't have to be seen to be heard.

TALKIES!

Turn up your radio volume!

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

MAKE WAVES

260 original daily commentaries in 2-minute and 5-minute formats.

In each market on only one station. (Yours?)

For sample tape and rates write or call:

GLADNEY SCHRAG
COMMUNICATIONS LTD.
919 THIRD AVE.-NEW YORK, 10022-212-752-7150

SEE US AT THE NAB SHOW.
LAS VEGAS HILTON
SUNDAY-3 TO 7 P.M.—GRAND SALON
MONDAY-3 TO 6 P.M.—CLUB SALON
TUESDAY-3 TO 7 P.M.—GRAND SALON

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

We gained more listeners than any other major radio group*

In vino veritas.
Suite 2931 • Las Vegas Hilton

WNBC • WYNY, New York/WMAQ • WKQX, Chicago
KNBR • KYUU, San Francisco/WRC • WKYS, Washington

*Arbitron, October/November, 1977 versus Arbitron October/November, 1976. Total persons 12+ MSA.
We applaud the broadcasters of America—and give a special hand to the networks and individual stations which have been so helpful in presenting the messages of our spokesmen. Our special thanks to the Mutual Broadcasting System, which has featured our weekly “What’s the Issue?” radio programs for almost twenty years—and special recognition to the growing number of television stations which are scheduling our monthly “Enterprise” series.

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

Chamber of Commerce
of the United States
Washington, D.C. 20006
“The Voice of Business”

Representing the Chamber at the NAB Convention to greet you are:
Carl Grant Vice President, Communications
Bob Adams Director of Broadcasting
Hugh Guidi Director of Broadcast Relations

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

Open Mike®
Nickeled and dimed to death

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

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

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

Bill Ray

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

Off our head

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

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

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

(The 20% and 7% figures applied to television’s and radio’s respective slices of the national ad-expenditure pie.)
Timken Bearings Keep Rolling, to Help Make

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

The Timken Company's 580,000 sq. ft. Gaffney, South Carolina, plant makes tapered roller bearings, Timken's unique contribution to the battle against friction. Timken enjoys a worldwide market because the bearing can take both radial and thrust loads in all combinations. The Timken Company, with headquarters in Canton, Ohio, has approximately 23,000 employees in factories and distribution centers around the world.

The WSPA-TV market hums with modern plants making products for the automotive, chemical, textile, and electrical industries; farming, transportation and tourism round out the action, participated in by a labor force of 600,000. In our 29-county area of dominant influence are 510,700 households* effectively served by WSPA-TV. For availabilities check our national reps.

WSPA-TV

Owned and Operated by Spartan Radiocasting Company
Walter J. Brown, President
TV 7: AM 95-FM 98.9
CBS Affiliate in the Nation's 37th Market*
National Reps: H-R Television, Inc.

* Arbitron 1978
One household can hurt you more in the courtroom than it ever could in the ratings.

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

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

Although the incidence of claims is increasing our coverage continues to be comparatively inexpensive. But regardless of cost, not to have the coverage when you need it could be a real catastrophe.

If you (or your insurance representative) will mail us this coupon, we'll respond by mail with all the details. Do it today. It's a policy a broadcaster can't afford to be without.

Broadcasters Libel, Department 2
Employers Reinsurance Corporation
21 West 10th Street
Kansas City, Missouri 64105

Please tell me more about your Broadcasters Libel coverage.
NAME ________________________________
TITLE ________________________________
BUSINESS ______________________________
ADDRESS ______________________________
CITY, STATE, ZIP ________________________
TELEPHONE ______________________________
‘IRIS’ EYES ARE SMILING.

ON THE CBS TELEVISION STATIONS

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

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

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

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

We promise never to do it again—the pun, that is.

WCBS-TV NEW YORK, KNXT LOS ANGELES, WBBM-TV CHICAGO, WCAUTV PHILADELPHIA, KMOX-TV ST. LOUIS

*CHICAGO ©2
“ONCE A PRIEST…”

PHILADELPHIA ©10
“THE GREAT METRIC MYSTERY”

NEW YORK ©2
“EYE ON: THE MEDIA AND THE ‘SON OF SAM’”
The TV audience isn't declining, it's changing

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

We are being misled.

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

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

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

In daytime (Monday-Friday, 10 a.m.-3:30 p.m.) there has been a decline in the absolute number of households with TV sets turned on; however, in prime time (Monday-Sunday 7:30-11 p.m.), there has been an increase in the absolute number of households with TV sets turned on. The prime-time increase is possible because the growth in total television households has exceeded the decrease in the percentage of households viewing this daypart.

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

Over the past six years, there has been a steady decline in households of five or more persons—those households that account for the heaviest household viewing, while simultaneously there has been a steady increase in households of one or two persons, which account for lightest household viewing. Obviously, the more people there are in a household, the more likely it is that the television set will be turned on. If the nature of the nation's household size is changing and getting smaller, then household viewing levels are going to decrease.

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

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

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

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

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

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

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

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

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

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

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

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

What the world expects from the world’s largest music licensing organization.
Most broadcasters open their doors a lot wider these days. Few of us settle for just the “establishment” view any more. We're part of a bigger club now—and membership is open to everybody who decides to get involved.

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

Last August and September, each of our stations took an entire evening of prime time to let the hometown audience see what we see every day—what issues people care about and how widely they differ. We wanted this dramatic new use of local television's power to open up the process even further.

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

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<td>Tri-ethnic communities</td>
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<tr>
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<td>WJXT</td>
<td>MIDDAY</td>
<td>Gun control</td>
</tr>
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<td>2/24/78</td>
<td>WJXT</td>
<td>MIDDAY</td>
<td>Transportation: Rapid rail transit</td>
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<td>2/25/78</td>
<td>WJXT</td>
<td>Town Meeting</td>
<td>Community relations: Breaking down the fences in New England</td>
</tr>
<tr>
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<td>WTOP-TV</td>
<td>MIDDAY</td>
<td>Transportation: Rapid rail transit</td>
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<td>WJXT</td>
<td>Town Meeting</td>
<td>The justice system</td>
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<td>WJXT</td>
<td>Town Meeting</td>
<td>Education: Local school advisory committees</td>
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<td>2/28/78</td>
<td>WJXT</td>
<td>Town Meeting</td>
<td>Higher education in Florida</td>
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</table>

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

Our open door policy then goes further. With NOBODY EVER ASKED ME, we devoted a full evening of prime time to an open discussion of community priorities. This encouraged the people who feel the strongest and know the most to argue their ideas among themselves-and with the public. Then the follow up. Our response was programming-in both news and public affairs-much of it in prime time.

In our experience, no other medium brings community issues home like local television. And with our open door policy, we're making local television more interesting, relevant, useful, inclusive and productive for our communities. We're happy to share it with you.
Over 60% of the music played on radio is licensed by BMI.
A public mea culpa from CBS

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

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

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

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

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

For more than 50 years, CBS has tried to adhere to the principle that a CBS broadcast must be what it purports to be. I regret to say that in four tennis broadcasts between February '75 and March '77 this was not the case. Let me emphasize that no question has been raised as to the competitive integrity of these matches. But the matches were described by CBS, both on the air and in print, as "winner-take-all"—and they weren't "winner-take-all."
The financial arrangements made by independent promoters with the players involved substantial payments to the losers.

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

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

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

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

This information was never effectively communicated either to the on-air broadcasters or to the people with publicity responsibilities. Some fourth match publicity referred to a $250,000 prize and, on the basis of information given to one of our announcers by the promoter, several "winner-take-all" references were made on the air at the beginning of the match. A CBS executive viewing the fourth match phoned the producer and told him that no prize money was at stake, and no further on-air references were made to prizes. But we failed to correct the "winner-take-all" statement during the broadcast.

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

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

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

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

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

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

FCC has a heart for small-market radio station

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

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

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

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

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

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

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

In other matters, the commission:

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

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

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

- Rejected a petition to deny renewal and granted the license of WINE(AM) Houston, subject to the receipt of additional information. The petition was filed by 12 citizen groups in Houston.

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

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

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

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

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

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

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

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

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

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

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

ABC affiliates captured first place in the first 14 markets and in 21 of the top 25. CBS had three of the top 25; NBC one.

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

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

ABC sources also reported that, even with declines in many markets, ABC delivered 26% more homes than the average of CBS and NBC. They also con-
February's sweepings from the top 100

The following table shows how affiliates fared in prime time in each of the top 100 markets in Arbitron Television's February sweep measurement, as compiled by ABC researchers from the Arbitron reports. The numbers represent prime-time averages in thousands of households. The plus or minus numbers show percentage of change in the household figures as compared with Arbitron's February 1977 sweep. ABC research officials said the 1977 household figures are Arbitron's "pure" network averages for entertainment programming, covering the hours from 7:30 to 11 p.m. on the evening of Thursday, February 4 - 8. Bold-face figures indicate the top network in each market.

<table>
<thead>
<tr>
<th>City</th>
<th>ABC % change</th>
<th>CBS % change</th>
<th>NBC % change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. New York</td>
<td>+3</td>
<td>+17</td>
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<td>2. Los Angeles</td>
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<td>3. Chicago</td>
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<td>+4</td>
<td>-6</td>
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<td>4. Philadelphia</td>
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<td>5. Baltimore</td>
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</tr>
<tr>
<td>6. San Francisco</td>
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<td>+4</td>
<td>-1</td>
</tr>
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<td>7. Detroit</td>
<td>-2</td>
<td>+4</td>
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<td>8. Washington</td>
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<td>9. Cleveland</td>
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<td>+46</td>
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<tr>
<td>86. Greenville, S.C.-New Bern, N.C.</td>
<td>+1</td>
<td>+2</td>
<td>+57</td>
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<tr>
<td>87. Lexington, Ky.</td>
<td>+4</td>
<td>+3</td>
<td>+51</td>
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<tr>
<td>88. Fort Wayne, Ind.</td>
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<td>-1</td>
<td>+41</td>
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<tr>
<td>89. Peoria, Ill.</td>
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<td>+5</td>
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<td>90. Evansville, Ind.</td>
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<td>-1</td>
<td>+38</td>
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<tr>
<td>91. Huntington, W. Va.</td>
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<td>-1</td>
<td>+35</td>
</tr>
<tr>
<td>92. Decatur, Ala.</td>
<td>+6</td>
<td>+3</td>
<td>+53</td>
</tr>
<tr>
<td>93. Tucson, Ariz.</td>
<td>+4</td>
<td>-1</td>
<td>+35</td>
</tr>
<tr>
<td>94. Lansing, Mich.</td>
<td>-7</td>
<td>-1</td>
<td>+32</td>
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<tr>
<td>95. Sioux Falls, S.D.</td>
<td>+5</td>
<td>-1</td>
<td>+30</td>
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<td>96. Fargo, N.D.</td>
<td>+4</td>
<td>-1</td>
<td>+30</td>
</tr>
<tr>
<td>97. Columbia, S.C.</td>
<td>+3</td>
<td>+4</td>
<td>+26</td>
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<tr>
<td>98. Austin, Tex.</td>
<td>-9</td>
<td>+5</td>
<td>+23</td>
</tr>
<tr>
<td>99. Baton Rouge</td>
<td>+4</td>
<td>-2</td>
<td>+29</td>
</tr>
<tr>
<td>100. Corning, N.Y.</td>
<td>-3</td>
<td>-2</td>
<td>+30</td>
</tr>
</tbody>
</table>

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

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

Thus, over-all, the audience news was positive: The three-network prime-time homes total of 37,841,000 represented a 3% rise in homes using television as compared with February 1977's 36,728,000, indicating once again that the prime-time HUT-level declines apparent last summer and fall have been reversed.
FCC tries to dot every i in saying no on AT&T tariffs

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

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

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

Part of the delay in issuing the order was said to have been caused by turnover of personnel. But much of the time can be attributed to the effort made by the staff to draft an order as impervious as possible to the court appeal AT&T was expected to file. Rejecting a tariff without a hearing, the commissioners were told, was a risky, if legally defensible, procedure. As of last week, AT&T said it had reached no decision on whether to appeal.

The commission directed AT&T to declare within 60 days when it will file a new tariff. But the commission also indicated—as members did at the time of the meeting four months ago—that it intends to take the initiative in the matter of setting rates for television service. The FCC said it will soon consider instituting an investigation to determine "a lawful" tariff, including the possible "prescription" of a tariff—an action that would be unusual, if not unprecedented. The commission will base the hearing on the tariff now in effect.

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

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

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

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

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

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

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

In a Brief

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

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

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

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

ABC-TV's telecast of 50th annual Academy Awards last Monday, (10 p.m.-12:55 a.m. NYT) pulled 36.3 rating and 88 share.

American Trucking Association has filed fairness doctrine complaint against NBC as result of series of reports on trucking industry safety practices seen on three segments of Nightly News in October. Complaint filed with FCC alleges that broadcasts described trucking, in general, as "unsafe," and that industry was represented by "irresponsible" drivers and "crass mercenary management." Complaint says NBC
man Richard E. Wiley against Dr. Everett Parker of the United Church of Christ on the question: Should commercial television regulation be revised to meet the current state of technology?

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

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

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

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

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

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


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

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

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

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

Customers of part-time service had estimated that their costs under the proposed tariff would have increased 40%, while the networks’ would have dropped about 5%. AT&T had asserted that the findings of the 1970 case were not applicable because of “changed circumstances.” It noted that its full-time facilities are “dedicated” to the exclusive use of contract customers, and since 1973 have been maintained as a separate network. The commission, however, said that is not relevant—that what is relevant is that the services provided full and part-time users are functionally the same and are perceived as such by the customers.

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

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

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

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

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

FCC has named senior staff economist on President’s Council of Economic Advisers, Nina W. Cornell, as chief of Office of Plans and Policy—first woman to head commission office or bureau since 1953. She has specialized in regulatory procedures at CEA, focusing on economic consequences of regulatory decisions—function FCC Chairman Charles D. Ferris has said OPP should serve in connection with commission activities. She joins commission April 17. Carlos Roberts, whom Ms. Cornell succeeds at OPP, moves to Safety and Special Radio Services Bureau as chief, succeeding Charles Higginbotham, who announced retirement. Susan Greene, of Cable Television Information Center, and formerly with staff of Children’s Television Workshop, has become commission’s consultant on children’s television. Elliot Max- well, former counsel to Senate Select Committee on Intelligence, will join OPP staff as adviser on policy involving privacy, unauthorized interception of messages and communications security. Asher Ende, former deputy chief of FCC’s Common Carrier Bureau (1964-1973) and pioneer in satellite law, joins F. Shuebruk, Blume, Gaguine, Boros & Schukkind as of counsel.

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

The 1978 Broadcaster’s Yearbook is now being received by subscribers. Latest edition of standard reference volume contains complete listings of all U.S. radio and television stations, directories of advertising agencies, station representatives, programers, FCC, group owners. New this year: expansive section on international broadcasting.
Join the Mutual Network and get a Free Dish!

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

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

Mutual Means Multi-Channels, Too

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

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

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

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

Mutual News and Public Affairs

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

Whatever your format, whatever your market, Mutual News can deliver the type of news you want dependably, responsibly, thoroughly, and quickly. From Mutual news on the hour to Mutual news on the half hour to Mutual information at :55 past the hour --- Mutual has a newscast to fill the needs of good music, talk, all news, religious, contemporary, or any other format.
Mutual can simultaneously transmit a football game in English, a football game in Spanish, a newscast, a public affairs program, a country music show or a stereo concert.

Mutual Sports

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

New Concepts in Network Programming

The first added attraction is Mutual's 21/2-minute Mini-Features. Stations across the country have found how profitable these 21/2-minute Mini-Features can be with a minimum of programming interruption. Mutual's Mini-Features are concise programs that cover the broad spectrum of a station's programming needs -- news and sports -- information -- entertainment -- public affairs. And it's a star-studded line-up, featuring personalities like Curt Gowdy, Jack Anderson, Elmer Dapron, Duff Thomas, Sidney Omarr, Fred Robbins, and many more. In each of Mutual's Mini-Feature programs, stations have a choice of inserting a local commercial in each program the first time* it is broadcast each day. This permits Mutual stations programming of the Mini-Features to benefit from AM drive time. And the second time the program airs each day, the station must include the network commercial. Now, concept No. 2 is an all-night talk show that can turn your station into the talk of the town. Mutual has introduced "The Larry King Show", and it has been a tremendous success. Larry King talks to big names in every walk of life and talks to people across America and one of Mutual's most innovative programs. From 12 midnight to 5:30AM, Larry takes to the air and has turned the wee hours into high profit hours for stations around the country.

It's a Full Dish

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

Mutual Has Your Dish In Las Vegas!

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

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

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

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

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

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

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

Broadcasting's big spenders

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

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

Tens firms increased their television investments by 32% or more, according to TVB. They are:
- Volkswagenwerk
- William Wrigley
- Clorox
- Quaker Oats
- Warner-Lambert
- General Foods
- General Electric
- Anheuser-Busch
- Richardson Merrell
- Johnson & Johnson
- Hiram Walker
- Ivory
- Standard Brands
- Maytag
- American Motors
- Time
- Exxon
- Goodyear Tire & Rubber
- American Express
- Pepsi
- North American Philips
- Avon Products
- Standard Brands
- Kmart
- American Motors
- *Time

Total national TV expenditures by all advertisers were reported earlier by TVB as $3,930,985,000, $3,619,512,600 in network and $2,311,512,600 in spot (Broadcasting, March 13, 20). Thus the top 100

<table>
<thead>
<tr>
<th>Total TV</th>
<th>Spot TV</th>
<th>Network TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble</td>
<td>$349,875,900</td>
<td>$114,424,800</td>
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<tr>
<td>2. General Foods</td>
<td>215,070,000</td>
<td>71,758,400</td>
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<tr>
<td>3. American Home Products</td>
<td>143,676,000</td>
<td>35,148,200</td>
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<tr>
<td>4. Bristol-Myers</td>
<td>133,566,400</td>
<td>19,840,600</td>
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<tr>
<td>5. General Mills</td>
<td>126,345,600</td>
<td>44,198,000</td>
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<tr>
<td>6. General Motors</td>
<td>117,412,800</td>
<td>26,713,400</td>
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<td>7. Lever Brothers</td>
<td>104,344,700</td>
<td>29,720,020</td>
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<td>8. Sears Roebuck</td>
<td>88,026,600</td>
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<td>9. McDonald's</td>
<td>56,855,500</td>
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<tr>
<td>10. Ford Motor</td>
<td>81,419,000</td>
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<td>11. Colgate-Palmolive</td>
<td>85,853,700</td>
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<td>12. Warner-Amex</td>
<td>82,556,900</td>
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<td>13. Nabisco</td>
<td>75,104,900</td>
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<td>14. PepsiCo</td>
<td>65,767,400</td>
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<td>15. Chrysler</td>
<td>61,661,800</td>
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<td>16. Bristol-Myers</td>
<td>61,851,700</td>
<td>26,534,600</td>
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<td>17. Gillette</td>
<td>58,555,500</td>
<td>26,534,600</td>
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<tr>
<td>18. American Telephone</td>
<td>53,833,000</td>
<td>26,534,600</td>
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<tr>
<td>19. Philip Morris</td>
<td>57,618,000</td>
<td>26,534,600</td>
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<tr>
<td>20. Kellogg</td>
<td>57,737,700</td>
<td>26,534,600</td>
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<td>21. Nestle</td>
<td>57,213,900</td>
<td>26,534,600</td>
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<td>22. Pillsbury</td>
<td>54,878,300</td>
<td>26,534,600</td>
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<td>23. Johnson &amp; Johnson</td>
<td>53,878,700</td>
<td>26,534,600</td>
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<td>24. Kraftco</td>
<td>49,846,000</td>
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<tr>
<td>25. Coca-Cola</td>
<td>47,358,200</td>
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<td>26. Esnak</td>
<td>44,181,200</td>
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<td>27. Philip Morris</td>
<td>42,978,100</td>
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<td>28. Richardson Merrell</td>
<td>42,446,900</td>
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<td>29. Amura-Bushch</td>
<td>42,402,900</td>
<td>26,534,600</td>
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<td>30. Heublin</td>
<td>42,282,700</td>
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<tr>
<td>31. Norton Simon</td>
<td>41,723,700</td>
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<td>32. International Telephone</td>
<td>40,970,000</td>
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<td>33. Jos. Schillig Brewin</td>
<td>40,056,500</td>
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<td>34. General Electric</td>
<td>35,869,800</td>
<td>26,534,600</td>
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<tr>
<td>35. Mobil Oil</td>
<td>35,166,800</td>
<td>26,534,600</td>
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<td>36. Quaker Oats</td>
<td>35,050,900</td>
<td>26,534,600</td>
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<td>37. Chesapeake Bnd</td>
<td>34,718,600</td>
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<td>38. J. C. Penny</td>
<td>34,489,700</td>
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<td>39. H. J. Heinz</td>
<td>34,198,300</td>
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<td>40. Merz</td>
<td>34,042,000</td>
<td>26,534,600</td>
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<td>41. Clorox</td>
<td>33,544,000</td>
<td>26,534,600</td>
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<td>42. Estee-Lauder</td>
<td>33,077,000</td>
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<td>43. William Wrigley Jr.</td>
<td>31,837,400</td>
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<td>44. Schering-Plough</td>
<td>32,735,300</td>
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<td>45. Merit</td>
<td>32,501,300</td>
<td>26,534,600</td>
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<td>46. Miles Laboratories</td>
<td>32,370,000</td>
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<td>47. Revlon</td>
<td>30,557,300</td>
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<td>48. S.C. Johnson &amp; Son</td>
<td>30,091,100</td>
<td>26,534,600</td>
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<tr>
<td>49. Beatrice</td>
<td>29,838,000</td>
<td>26,534,600</td>
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<td>50. Nissan Motor U.S.A.</td>
<td>29,380,000</td>
<td>26,534,600</td>
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<td>51. Morton-Monarch Products</td>
<td>26,814,600</td>
<td>26,534,600</td>
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<tr>
<td>52. CPC International</td>
<td>28,452,800</td>
<td>26,534,600</td>
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<tr>
<td>53. General Foods</td>
<td>27,532,200</td>
<td>26,534,600</td>
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<td>54. Volkswagen AG</td>
<td>27,532,200</td>
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Chesebrough Pond's, up 33% to $34.7 million.

The leading category was food and food products with expenditures of $1.095 billion, up 9%. It was followed by toiletries and toilet goods, $767.3 million; automotive, $534.3 million; proprietary medicines, $433.4 million; and soaps, cleaning and polishes, $386.5 million.

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

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

Because each format contains the secret of long listening and that means beautiful ratings—beautiful profits. Because each format features custom music and up-dates every month. Because each format has the unique rotation system that has consistently given us the highest share ever scored by any FM station in America's top 3 markets—New York, Los Angeles and Chicago—that has proven its success on 100 select stations throughout the country—beating every other major syndicator in market after market.

Available for FM or AM stations at a price you can afford. Call for demo tapes and information—about the hottest ARB stories in America.

the FM 100 plan
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175 East Delaware Place, Chicago, Illinois 60611

Darrel Peters
(312) 440-3123

NAB: BE OUR GUEST!
CAESAR's PALACE LAS VEGAS
APRIL 9-12
...and what have we done for you lately?

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

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

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

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

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

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

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

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

Make no mistake—these are vitally important improvements on vitally important camera pickup tubes...but these developments are only part of the answer to—"What have we done for you lately?"
"Cinematography" once meant the creation of motion pictures on film, and film alone. But no more.

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

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

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

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

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

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

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

Amperex

TOMORROW'S THINKING IN TODAY'S PRODUCTS

A NORTH AMERICAN PHILIPS COMPANY

See us at NAB, Booth 819
The new NAB

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

Joint Board Chairman Donald A. Thurston

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

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

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

It proceeded like this:

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

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

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

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

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

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

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

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

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

(That was the second such summit at NAB. The first, called last year to work out an attack against proposed legislation to restrict advertising for saccharin products on television, was only held at NAB; it was initiated by Radio Advertising Bureau President Miles David, whose call for a collective response set in motion a massive grassroots effort choreographed by NAB. The legislation’s subsequent defeat occasioned audible sighs of relief at NAB headquarters. “It proved to the grassroots [the station managers] that they have clout in Washington,” says Donald Zielang. And after the bitter loss of license renewal legislation in 1974 and the slamming from what used to be the National Association of FM Broadcasters, begun as a booster for only that half of the radio industry. But they contend that NRBA hasn’t dealt NAB any irreparable harm: Radio memberships in both organizations are at all-time highs.

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

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

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

All these things have sprung from the reorganization. Donald Thurston, NAB’s current joint board chairman (who was chairman of the board subcommittee that designed the new structure), explains why he thinks it had to happen: “Because [the NAB staff] was trying to be all things to all people, and not having some accountability, and not having standards of judgment for performance, not providing the kinds of clearly defined goals it began to make us kind of ineffective. It reminded me of a giant utility or a bureaucracy that becomes a lot of lateral promotions and lack of any direction and essentially a reactive kind of thing. “That doesn’t exist any more,” he says, “I sense a stronger dedication to achievement, the establishment of goals.”

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

The chairman and the president.

O

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

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

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

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

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

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

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

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

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

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

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

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

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

This is not true of all the chairman's ideas. The minority task force has been well-received. But not so the Canada project—referred to by one staffer as "an extracurricular little thing."

"There are too many things going on," this person says, "to spend that much time on the international area."

The Canada meeting reportedly has been a source of contention between Mr. Thurston and Mr. Wasilewski. The latter says publicly that the plan is "a good thing. But it is apparent he has not been fully persuaded. "What is the goal involved?" he says.

"Unless you have a particular goal, it's hard to work toward it. Right now, it's a little illusory what can transpire at that meeting. But," he adds in a quick afterthought, "I can assure you that the staff will give its most enthusiastic shot.

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

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

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

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

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

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

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

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

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

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

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

Since becoming general counsel in 1976—a title now preceded
For you, the new breed of video professional, the new breed of professional video from JVC.
If you're a video professional today, you're a tougher customer than ever.
So JVC's rugged professional line delivers the quality and features you demand at prices you want to pay.

We know you've got a lean new attitude about the video equipment you buy, no matter how long you've been in the business. Or whether you're in broadcasting...a sophisticated corporate A/V operation...a top production house...or building your first video capability.

And that attitude is, with all the people vying for your video dollar, you want more state-of-the-art technology in equipment that costs you less to own and maintain.

JVC's attitude is basic too. We build in engineering innovations—we don't add them on later. And we do it first. Which means you enjoy better picture and sound quality, easier operation, and sophisticated features you may not even find in equipment selling for twice the price.

For instance:

You wanted faster performance and greater accuracy in 3/4-Inch video editing.
And JVC's new CR-8500LU Recorder/Editor System offers bi-directional fast/slow search from approximately 10 times to 1/20 time, with editing accuracy to ±2 frames.

It's a new generation of 3/4-Inch VCR editing — the fastest, surest way to get the frame-by-frame accuracy you need.

But JVC's CR-8500LU is still priced well below its closest performing competition.

With a single unit, you can edit with full functions and broadcast quality. Even if you don't happen to have special technical knowledge.

With a complete editing system of two CR-8500LU units and the new RM-85U Control Unit, you can perform the most advanced editing feats at approximately 10 times actual speed, then stop on a single frame.

Here's how the CR-8500LU gives you that kind of precision:

• **Frame to frame editing** is made possible with the capstan servo/built-in rotary erase head/blanking switcher frame servo design. A design that also ensures true assembly and insert editing with no distortion at the edit points. Plus horizontal sync phase compensation to minimize timing error at the editing points.

• **Variable speed auto-search** lets you perform both high speed and low speed search. You can search at approximately 10 times in fast forward or reverse to find edit points faster. Or slow speed search at 2 times, 1 time, 1/5 time and 1/20 time. Or use the special auto-speed shift feature to automatically slow you down from 2 times, real time, 1/5 time, 1/20 time.

• **Automatic pre-roll** enables you to pre-roll tape between edits, with an automatic on/off switch. Which can come in especially handy during successive assemble edits using camera signals.

• **Self-illuminated control buttons**, allowing easy identification of the operation mode.

• **Full logic control** for direct mode change without pressing the stop button.

• **Remote control** of all operations, with the optional remote control unit RM-85U.

• **Audio level control with meters**, preventing over-level recording without audible distortion, with attenuator. Also, manual audio level controls let you adjust the audio recording level by checking the level meters.

• **Auto/Manual selection for video recording level control**, adjustable by the automatic gain control circuit or manually by referring to an independent video level meter.

• **RF output** to connect an external drop-out compensator.

• **Patented color dubbing switch** for stable color multi-generation dupes.

• **S.C./sync input connector** allows connection of time base corrector and allows for two second pre-roll.

• **Chroma level** can be controlled manually for convenient connection to an external system.

• **Built-in comb-filter** for playback (switchable on-off).

• **Servo-lock indicator** to check the tape transport condition.

• **Counter search mechanism**, permitting Auto-Search of a particular section of the tape.

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All that with one editing unit. But when you combine two editing units with our new RM-85U automatic editing control unit, you'll enjoy all the benefits of a total-performance system.

Starting with the kind of control only JVC's RM-85U can give you:

• **Independent LED time counters** for player and recorder, read out edit points in minutes, seconds and frames.

• **Edit-in and edit-out automatic control**. Four built-in memories let you control edit-in and edit-out points of both the player and recorder. And once starting and ending points are determined, accurate editing is memory-controlled automatically.

• **Edit shift control** allows frame-to-frame edit point correction.
You demanded more versatility in a moderate-priced, broadcast-quality camera.

And JVC's value-packed CY-8800U goes with you from studio to location.

Our CY-8800U offers a lot more than picture quality and stability that compares favorably with units costing twice as much. Thanks to JVC's technology, the CY-8800U camera, utilizing three 8" magnetic focus, magnetic deflection Plumbicon® or Saticon® tubes offer total flexibility. And a rugged die cast chassis in front and back to hold up under the toughest conditions.

With the Basic configuration, it's a compact ENG/EFP camera that's completely self-contained — no CCU required. It's easy to operate, ready to plug into our CR-4400LU/CR-4400U portable recorder, with optional cables available up to 66 feet.

With the Studio configuration it's a hard-working studio camera. Just add the RS-8800U remote Synchronizing unit and the large screen, top mounted viewfinder.

And as for big-ticket features, we've built in what the others would let you add on later:

- Built-in horizontal and vertical contour correction circuits.
- Signal-to-noise ratio of 49dB, F.7/1000 lux.
- Resolution of 500 lines at center.
- Return video in the viewfinder.
- A built-in G circuit for registration.
- Minimum illumination F 1/9/300 lux (+6dB switch on).
- A comfortable hand grip to stop and start the recorder. With a switch to operate iris control and a switch for return video.
- A built-in CCU.

And that adds up to a lot more features than you'd find in similarly-priced cameras.

You needed studio quality recording in the field. And JVC's field-tested CR-4400LU Portable Videocassette Recorder with automatic editing lets you bring your recording/editing capability wherever you need to shoot.

If you spend time on location in either ENG or EFP applications, you need a portable video system that can shoot, edit, and give you something to show in no time. Flat. Without awkward equipment hassles. JVC's CR-4400LU is the one to take along when you can't bring a studio.

Because it's the lightweight machine with heavyweight features:

- Weighs less than 15 lbs. Lighter than anything else, it's simple to carry. A full-color display lets you see what you're shooting and editing. You'll find nothing like it anywhere.

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- A built-in 1.5 inch adjustable electronic viewfinder for the convenience of the operator.
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- A built-in tally light.
- A built-in VSI — video system indicator for precision F-stop control.
- A built-in color bar generator.
- A built-in +6dB, +12dB sensitivity switch for low light level applications.
- A built-in auto white balance.
- A built-in fast warm-up capability.
- A built-in electrical color temperature adjustment for different applications (variable from 3,000°K to 10,000°K).
- A built-in filter system (neutral density) for variable light levels.
- A built-in level switch (+50%, 0, -50%) provides 1/3 F-stop adjustment, letting you fine tune for added contrast.
- A built-in time lapse meter to show total hours of camera use.
- A built-in intercom system for studio applications.
- An RGB output, and NTSC encoding (Y, I, Q).

- A built-in Gamma control to fine tune gamma level.
- An AC Adaptor — standard.
- Lightweight — 17.4 lbs. — portability.
- Optional 12-to-1 zoom lens with automatic iris and power zoom.

So if you need a field-tested recording system with the features you want at a price you can afford, check out our CR-4400LU Portable Videocassette Recorder.
JVC's new breed of professional video.
Backed by an old tradition of JVC quality and reliability.

For the past fifty years, more and more professionals have turned to JVC for innovative equipment they can count on to perform. Isn't it time you discovered why?
Call your JVC representative for a demonstration. Or write to your nearest JVC office:

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Maspeth, N.Y. 11378 Compton, Ca. 90220
(212) 476-8010 (213) 537-8230
3012 Malmo Dr. 3400 South Loop East
Arlington Heights, Ill. 60005 Houston, Texas 77021
(312) 593-8997 (713) 741-3741

JVC Professional Video.
The tough new breed.
Sheehan already questions and Thurston
That's cassette exclude the courts of
by WRC
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would hiree whose influence-the institution
the Chicago
shortlived news his career
Sheehan peddled a
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the executive
was
some
other major media,
He, too, has the board's favor for his actions thus far, including the
institute of an energy reduction program at the headquarters
building that is expected to cut the NAB's electric bill some $30,000 this
year.
Mr. Harwood, at 43, is working on a second career. He retired as a
lieutenant colonel after 20 years in the Army, then joined the
Washington management consulting firm of Coopers & Lybrand.
He assumed the NAB post, succeeding John G. Kinzer, in July 1977.

Two other newcomers of note are Jane Cohen and Wayne Cornils, vice presidents for television and membership, respectively, under Senior Vice President James Hubert in the station services department. Ms. Cohen, a former program manager at WRC-TV Washington, occupies a position newly revived at the association—ironically, in part because of the organization's recent successes with radio. For five years, Charlie Jones, NAB vice president for radio, had been serving as chief promoter, troubleshooter and liaison for that medium, with such success that grumbling began to be heard that television was being slighted. The TV vice presidency was created, its occupant to be the one person NAB TV members should first look to for help. Active in a broad range of areas since she signed on last June, Ms. Cornils' most tangible work product to date is the TV program of this week's NAB convention in Las Vegas.

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

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

A mid all the talk of "enlightenment" and of the retreat of "reactiveness," there are limits to how far the association can be expected to change.

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

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

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

No less an "enlightened" thinker than Erwin Krasnow defends the association's rewrite stance. From a political standpoint, he says, it isn't smart to be accommodating too soon. "If you start compromising, you get compromised to death," he says.

From an association standpoint, "there are some rules," he says. "A trade association is not basically a peacemaker and a compromiser."

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

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

Whatever the future course, or whoever the future captain, some verities can be expected to hold true. Len Hensel zeroes on that mark when he says that "any association," in the long run, "reacts to protect the membership. That's the animal."
The biggest show in town

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

Registration. The registration desk will be located in the Rotunda lobby of the Las Vegas convention center. The desk will be open 9 a.m.-5 p.m. Saturday (April 8), 8 a.m.-5 p.m. Sunday and Monday, and 9 a.m.-5 p.m. Tuesday and Wednesday.

Equipment exhibits. Displays of broadcast equipment and services will open 9 a.m. Sunday, April 9, in the exhibit halls of the Las Vegas convention center. The exhibits will be open 9 a.m.-5 p.m. Sunday through Wednesday.

Workshops, assemblies and luncheons. Radio, television and engineering meetings will be held in the Las Vegas convention center. Management luncheons will be held in the adjacent Hilton hotel.

Sunday, April 9

Opening general assembly. Rotunda. 3-5 p.m. Presiding: Donald A. Thurston (Berkshire Broadcasting), chairman, NAB joint board. Welcome: Senator Howard Cannon (D-Nev.). Presentation of NAB Distinguished Service Award to J. Leonard Reinsch, chairman, Cox Broadcasting. Reinsch's reward. Receiving the National Association of Broadcasters highest honor, the Distinguished Service Award, at that group's convention in Las Vegas this week is J. Leonard Reinsch, chairman of Cox Broadcasting. Mr. Reinsch, a prominent figure in broadcasting and politics, began his broadcasting career in 1924 when he worked as an announcer at WLS (AM) Chicago while attending Northwestern University.

"Then there was the supremely lucky day that I saw a blind advertisement in Broadcasting," he will tell the NAB convention this week. It was placed in search of a manager for a new station in Dayton, Ohio. Reinsch got the job, from the newspaper company owned by former Ohio Governor James M. Cox and his son, James Jr., and put WHIO (AM) on the air in 1934. He's been with Cox ever since, becoming president in 1964 and later serving as chairman and chief executive of Cox Cable Communications until its merger into Cox Broadcasting last July.

Mr. Reinsch's interest and activity in politics goes back almost as far as his broadcasting career. He was introduced by Governor Cox to Franklin D. Roosevelt, and later asked by that President to help coach his Vice President, Harry Truman, in how to use radio. He later became one of Mr. Truman's close advisers. Presidents Kennedy, Johnson, Nixon and Carter also benefited from Mr. Reinsch's counsel (see above). In addition to the unofficial adviser role, he has served as radio-TV consultant to the Democratic National Committee, executive director of the Democrats' national conventions in 1960 and 1964 and was in charge of Mr. Kennedy's arrangements during the televised Great Debates. He was also a member and for a time chairman of the U.S. Advisory Commission on Information during the Kennedy, Johnson and Nixon administrations.

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

Monday, April 10

RADIO SESSIONS


Five concurrent workshops. 11-11:45 a.m.

Converting your audience to metric—without rattling your ratings. Room 18. Moderator: Darlene T. Palmer, NAB, Panelists: an advertising agency representative, a government official and broadcasters TBA.


Broadcasting April 10 1978 52
Cincinnati,
Jan. 12, 1978

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

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

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

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

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

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

STATION BUSINESS SYSTEMS
formerly Compu/Net.
We changed our name but not our service.

A division of
CONTROL DATA CORPORATION
Three concurrent workshops. Noon-12:45 p.m.


No radio sessions are scheduled Monday afternoon to allow delegates to visit the equipment exhibits

TELEVISION SESSIONS


Four concurrent workshops. 10:45-11:30 a.m.


Is there room at the top for minorities and women? Room B-3. Moderator: Darryl Dillingham, NAB. Panelists: Gilroyo Griffin, CBS; Thomas Gwyn, Pacific Management Services, San Francisco; Mary Jean Parson, ABC Leisure Attractions.


Four concurrent workshops. 11:45 a.m.-12:30 p.m.
Community projects pay in more ways than one—NBCAA. Room B-1. Moderator: Rod Synnes (WMTV-Milwaukee), president, National Broadcast Community Affairs Association. Panelists: Charles T. Leasure, KBTV-Denver; Fred Barber, WRLA-TV Raleigh, N.C.; Sy Yanoff, WZTV-Boston.


AVERY-KNODEL TELEVISION EXPANDS!

Avery-Knodel Television is getting bigger...to sell better.

To keep pace with the future, there's now an Avery-Knodel sales office in Denver (we're the only national rep with an office there). And two brand new offices in Seattle and Portland. There are nine other A-K offices including our recently expanded offices in Chicago, Atlanta and St. Louis. And we've got more people, more resources in our back-up services than ever before.

These new offices and staff expansions are only part of our growth plan for 1978. For more information on how your station can grow with Avery-Knodel, call us today. Better yet, come visit us in any of our 12 offices.
Big brother to big brothers

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

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

Helping with projects like this is all part of the Fetzer tradition of total community involvement.
If you know our CP-16 — the 16mm sound camera that is recognized worldwide as the standard in TV-newsfilm — you know Cinema Products!

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

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

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

A breakthrough in ENG camera design

Manufactured by NEC, Japan's largest manufacturer of broadcast equipment, the MNC-71CP is, without a doubt, the finest and most advanced camera of its class — specifically designed from its inception to be used both as a compact, lightweight, fully self-contained ENG camera as well as a broadcast-quality, versatile field production camera (with sophisticated remote production control capabilities, such as the ability to balance the MNC-71CP to match the colorimetry of other cameras in the field or in the studio).

Optimum performance

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

Service and parts availability

Behind the MNC-71CP is Cinema Products’ outstanding reputation for after-sales service. The same consistent and dependable backup we have always provided for our CP-16 line and Steadicam™ — an extensive dealer organization and full factory support.
Since NEC directly manufactures all circuit components for the camera, you are guaranteed a full supply of replacement parts for the life of the camera. And we will make these available anywhere in the United States within 24 hours!

**Unprecedented 1-year warranty**

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

**Available here and now**

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

**OUTSTANDING FEATURES & OPTIONS**

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

For further information, please write to:

**Visit us at our NAB booth #901 (East Hall).**
Tuesday, April 11

RADIO SESSIONS


Ask for a demonstration of the world's best known film protection systems

TV-120™ film care system with editor/previewer

An RTI Film Care Center pays for itself by raising the on-air quality of your films, saving labor and ending costly commercial make-good's. Our TV-120 high-speed film inspection/editing unit automatically finds film, sprocket, sound track defects and cue tabs. Big-screen previewer with locked-in sound/edits speeds and optional Quick-Trac™ Speech Processor allows editing at over 2X sound speed!

For Micro-Perfect film cleaning and conditioning, our Academy Award winning Lipsner-Smith Model CF-200 system combines ultrasonic cleaning with non-evaporative drying. The only totally safe system for properly preparing film for broadcast. Call or write for free full-color brochure.

SEE US AT NAB, BOOTH 1006

4700 Chase Ave., Lincolnwood, IL 60646
312/677-3000 or Toll-Free 800/323-7520

Never air a bad film again!

RTI RESEARCH TECHNOLOGY INCORPORATED

Broadcasting April 10, 1976
**TELEVISION SESSIONS**

**Five concurrent workshops. 9:30-11:45 a.m.**


**Getting ready for the divorce.** Room B-12. Moderator: Darlene T. Palmer, NAB. Panelists: Donahue won the Emmy because... Marvin Reuben, WBBM-TV Chicago; Rod O'Hara, KERO-TV Bakersfield, Calif.; Gordon Bussey, KVAL-TV Eugene, Ore.; Bob Dovitchak, K2C9-TV Sioux City, Iowa.

**The technology tiger.** Room B-2. Participants: Joseph Flaherty, CBS; William G. Connolly, CBS-TV.

**Children's programming isn't kid's stuff.** Room A-1. Moderator: A.R. Van Canfort (w6STW Atlanta), president, National Association of Television Program Executives. Panelists: Peggy Charren, Action for Children's Television; Chuck Larson, w6STW New York; Sanford Fisher, Mario and the Magic Movie Machine; Squire Rushnell, ABC.

**General television session.** Room A-2. 11 a.m.-12:30 p.m. Presiding: Thomas E. Bolger (w5VRV) Madison, Wis., vice chairman, NAB.
A Revolution in Television Signal Measurements...

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

Future measurement requirements are easily accommodated!

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

ANSWER is automatic.

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

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

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

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

- System compatibility.
  Three RS232C interface ports are standard. An IEEE 488.175 (GPIB) interface is available as an option.

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

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

The ANSWER...

facts, when you want them.

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

This sample output is one of many possible formats.
television board. In the box number two. "Be it resolved that advertisers should select January and February as prime months to advertise on television."


No television sessions are scheduled Tuesday afternoon to allow time to visit the equipment exhibits.

Wednesday, April 12


The agenda for the Engineering Conference

Monday, April 10


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


Radio-TV session. Room 24, 3-5 p.m. Presiding: R. LaVerne Pointer, vice president, broadcast engineering, ABC. Coordinator: James H. Hoke, vice president and director of engineering, Southern Broadcasting, Winston-Salem, N.C. Wire service satellite delivery. 3-3:25 p.m. James F. Dar, vice president, systems development, UPI, New York. The transformation of a broadcast ENG color camera to a production camera. 3:30-4 p.m. L.J. Bazin, RCA, Camden, N.J. FCC industry technical panel. 4-5 p.m. Moderator: Albert H. Chismark, manager of technical services, Meredith Broadcasting, Syracuse, N.Y. FCC panelists: Wallace E. Johnson, chief, Broadcast Bureau; Phyll Home, chief, Field Operations Bureau; Neal McNaughten, assistant chief, Broadcast Bureau; Dennis Williams, assistant chief, Broadcast Facilities Division; John Taff, assistant chief, Rules and Policy Division. Industry panelists: Ogden Prestholdt, Association of Federal Communications Consulting Engineers; John T. Wiener, Public Broadcasting Service; Robert Wehrman, Society of Broadcast Engineers.

Tuesday, April 11


The Family Classics For Summer

Freedom Is!

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

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

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

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

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

NO PROGRAM CHARGE
CONTINUOUS SPONSOR INTEREST
3 MINUTES TO USE AT YOUR DISCRETION: SALES OR PUBLIC SERVICE

Call Jan Naji at Lutheran Television: 314-547-4900

Lutheran Television
A Service of The International Lutheran Laymen's League
2189 Hampton Ave
St. Louis, MO 63139


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

Wednesday, April 12


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

Joint management/engineering luncheon. Las Vegas Hilton ballroom 12:30-2:30 p.m.

Hospitality suites at a glance

Networks

- American Broadcasting Cos.
  - Radio Network
  - Television Network
- CBS Inc.
  - Radio Network
  - Television Network
- Mutual Radio Networks
  - Mutual Broadcasting System
  - Mutual Black Network
- National Black Network
- National Broadcasting Co.
  - Radio Network
- Television Network
- Television Network

- MGM Grand 1662A
- Hilton 2964
- Hilton 2919
- Hilton 474
- Hilton 2931
- Hilton 465
- Hilton 1650
- Desert Inn
- MGM Grand 597A
- MGM Grand 1575A
- MGM Grand 1909A
- Alladin 2644
- Hilton 1469
- Hilton 461
- Hilton 561
- Hilton 371
- MGM Grand 2262A
- MGM Grand 2759A
- MGM Grand 2630
- MGM Grand 2226A
- MGM Grand 1133A
- Caesar's Palace 873
- Caesars Palace 1065
- Hilton 750
- Hilton 1269
- Hilton 1269
- Sands
- Hilton 2550
- MGM Grand 1462A
- Desert Inn

The Las Vegas connection. Broadcasting magazine editorial and sales headquarters during the NAB convention is in suite 574 of the Hilton. In attendance will be John Andre, David Berlyn, Bill Criger, Rufus Crater, Doug Hill, Ed James, Win Levi, Bill Merritt, Randy Moskop, Peter O'Reilly, Dan Rudy, Larry Taishoff, Sol Taishoff, Don West, Dave Whitcombe, Len Zeidenberg.
BEAUTIFUL MUSIC
"Music... Just For The Two Of Us"
Available in balanced blends of music that involves and motivates an audience. Contemporary vocals!

MODERN COUNTRY
"Country Lovin"
Blending traditional country's proven hits with today's Modern Country sounds. A winner in live or automated application.

CONTEMPORARY
"The Love Rock"
An up-front exciting format with rock's top hits and oldies.
"The Mellow Touch"
The way to win in the big and tough 18-34 demographic with music an advertiser can like.

CROSS COUNTRY
"The Natural Sound"
Best of MOR and Modern Country in a natural format for the small or medium market station needing to reach the broadest audience.

Choosing the right format for your station is a high stakes game.
Let Peters Productions Inc. put our team of programming professionals to work for you.
Nothing beats the quality of one-to-one dubbing. There's no high-speed quality loss and your audience hears full-spectrum audio quality. Formats from Peters all have that special quality plus the experience and format know-how of a full team of broadcasting specialists.
See and hear samples of all our PPI quality products at the NAB Suite 2669, Las Vegas Hilton.

Visit us in Suite 2669 at the Las Vegas Hilton during the NAB
The VTR Format of Tomorrow.
While others are still talking about it...
Bosch already has it: the BCN System.

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

The four basic requirements placed on a new VTR format:
Top broadcast quality for all TV standards.
Universal applicability.
Reel-to-reel and cassette handling.
Adaptable to future developments.

The BCN System is not only a broadcast VTR:
It is also the electronic alternative to film. For the quality- and economy-minded industrial user, and for all professional non-broadcast applications.

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

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

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

The BCN System features electronic editing with:
Single-picture display—for an unlimited time with no danger to the tape.
Jogging—single-picture search mode, forward and reverse.
Slow-motion, fast-motion—variable take-search mode. And all this with a state-of-the-art digital store.

The BCN format also offers the possibility of filing over 100,000 single pictures (for example, slides) on a 90-min. video tape with an extremely short access time to each single picture.

The BCN System is designed for both basic tape-handling methods: reel-to-reel and cassette handling in full broadcast quality, in both portable and stationary VTR's.

BCN—a format with a guaranteed future.

See us at Booth 924, NAB show, April 9-12, Las Vegas
NAB backs WQAL in opposing FCC's call for hearing

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

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

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

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

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

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

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

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

Media

Noncommercial too commercial, says union

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

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

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

SAG noted that although the avowed in-
Until now you wouldn't consider buying a demod for $1775.

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

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

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

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

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

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

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

We are Davis & Weaver Broadcasting, a company that very happily owns two very successful California broadcast properties. KWIZ AM/FM in Orange County. And the 50,000 watt KLOK AM in San Jose. We have purchased this page to advertise our interest in acquiring our next broadcast property.

Again, a radio station. Either AM or FM or combination. We have no preconceptions about size, format or location. What we do have is a suite at the Hilton International Hotel in Las Vegas during the NAB to talk to anyone, owner or broker, with an answer to this ad. Just call Mr. Philip C. Davis.

Davis & Weaver Broadcasting

Philip C. Davis, President, Bill Weaver, Executive Vice President/General Manager
P.O. Box 21248, San Jose, CA 95151, (408) 274-1170
Female-owned AM wants special treatment by FCC

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

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

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

It is said to be one of the few stations, if not the only one, owned almost exclusively by women. The owners are Anne Spotts, who took WLEM over on the death of her husband in 1970, and her two daughters, Jeannine A. Jones and Debra A. Lanzillo, all of whom are said to be active in the station's operation. They have argued that grant of the application would provide coverage to listeners who have no local radio coverage and would afford a first regional service to a four-county area. WLEM is the only radio station in Cameron county.

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

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

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

Commission officials say the staff has been slow to reach the WLEM application because it was one of 565 AM applications—normally a year's supply—that were filed in June 1976, most in an effort to beat the deadline for a six-month freeze that went into effect the next month.

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

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

Changing Hands

Announced

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

[illegible]

[illegible]

[illegible]

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

■ WWC0(AM) Waterbury, Conn.: Winnepeg Corp., licensee, sold by Peter M. Marcus and his mother, Muriel B., to Mercury Broadcasting Corp. for $587,500. Mr. Marcus is applicant for new FM at Tucson, Ariz. Neither he nor Mrs. Marcus has other broadcast interests. Buyer is owned by Joseph B. Somerset, David A. Swiger, Susan W. Workman (30% each) and Thomas G. Baxter (10%). They own WNCI(AM-WYDI(AM)) New London, Conn. WWC0 is on 1240 khz with 1 kw day and 250 w night.

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

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

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

Approved

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

■ WICE(AM) Providence, R.I.: Sold by Crohan Communications to Dunn Broadcasting for $914,500, plus $25,000 covenant not to compete. Seller is owned by Robert J. Crohan, who has no other broadcast interests. Buyer is owned by John M. Dunn, former vice president and general manager of WROZ(AM) Evansville, Ind. WICE is on 1290 khz with 5 kw day and 1 kw night.

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

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

Media Briefs

Improvement plan OK’d. FCC plan for improving television service to New Jersey—setting guidelines for VHF stations in New York and Philadelphia to follow in stepping up news coverage of state has been upheld by U.S. Court of Appeals for Third Circuit. Court rejected petition of New Jersey Coalition for Fair Broadcasting that disparity of VHF allocations among New Jersey, which has one, now operated principally as New York noncommercial station, and its neighbors violates Communications Act.

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

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

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

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

Mr. Marshall had called NAB's new minority task force a "smokescreen" and said NAB probably would never do anything substantive for blacks "as long as Vince Wasilewski is president," of the association.

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

Programing

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

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

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

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

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

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

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

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

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

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

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

Fact:
Today's railroads are bringing space-age technology down to earth.

The tower at left is not part of a space installation—it's the nerve center of a major railroad yard. Automated yards are only one of the many places in which computers are being put to use in today's railroad industry. Other computers keep track of two million freight cars and thousands of locomotives across the country, and help get better use of equipment by forecasting demand and controlling operations.

We are also using imaginative new services, such as "bridge" operations (combined rail-water movements of international cargo); special lightweight coal cars; enclosed cars for moving new automobiles; and sleek low-profile cars to take more trucks and containers off the highways.

What all this means is increased railroad capacity—the ability to carry more tons of freight more miles than ever before while using about half as many trains as were needed 30 years ago.

This unused capacity is important because the Department of Transportation expects the need for rail freight transportation to double by the end of this century.

Railroads will be ready for it with a system that will save both fuel and money. They're getting ready for it today.


Surprise:
We've been working on the railroad.
The good old days of programing for CBS bring in old time ratings, too

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

While it was reliving glories of its past with a week-long anniversary celebration, CBS-TV also brought back some of its old ratings magic by winning the prime-time week of March 27-April 2, its third victory this season.

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

Highest rated of the special episodes was the return of stroke victim Ellen Corby to her role as Grandma on The Waltons. That pulled a 40 share, while Carol Burnett's farewell special on Wednesday (8-10 p.m.) had a 38 and Bob Newhart's final original episode scored a 31 on Saturday. Also strong for CBS was the premiere of its new tryout series, Dallas. It started a five-week run on Sunday (10-11 p.m.) with a 37 share.

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

Is it Live?...or is it "Big Country?"

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

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

The format is customized for your market, and compatible with automated and semi-automated situations. The audience/sponsor appeal of a live, local personality and music station, along with the control and economy of automation, is only available with "Big Country." If you're still not convinced, wait until you've heard our ratings success stories. Give us a call.

LIVE SOUND, INC.
6362 Hollywood Blvd., 4th Floor
Hollywood, CA 90026
(213) 462-3351

Bob Morgan 3-5 pm
Chris Lane 5-7 pm
Chuck Roberts 7-10 pm
Larry Cerny 10-11 pm

Program Briefs

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

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

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

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

Broadcasting April 10 1978 78
cause in mind and the ability to pay for broadcast time."

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

Long, long time. For 26th consecutive year, CBS Radio will broadcast Triple Crown of thoroughbred racing—Kentucky Derby on May 6 at 5:25 p.m., Preakness on May 20 at 5:25 p.m. and Belmont Stakes on June 10 at 5:25 p.m. CBS Radio sportscaster Win Elliott will provide color commentary following each event. Calling the Derby and the Preakness will be Cawood Ledford, sports reporter for WHAS(AM) Louisville, Ky., CBS affiliate. Belmont Stakes will be carried by Ray Haight, veteran track announcer.

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

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

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### 'Muppets' is tops in the top 50

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

The programing department of the Katz Agency has continued its evaluation of the February 1978 Arbitron sweep in terms of first-run prime-time access programing on network affiliates. And ITC Entertainment's *The Muppet Show,* as it did in Katz's top-10 markets study (Broadcasting, April 31), showed up with the highest average share in the top 50.

In the top-50 markets, however, *The Muppet Show* 's competition tightened the race. *The Muppet Show* earned a 29 share, with *Family Feud* (both Viacom) not far behind with a 27 share each, followed by Jim Victory Television's *Match Game P.M.* and Firestone Program Syndication's *New Candid Camera* tied with a 27 share. In the top-10 markets, *The Muppet Show* was given a 30 average; its nearest competitor was *Family Feud* at 26.

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WTIC-FM
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The first Radio Station
Installation of a BAT 1700-series Computerized Business System produced its first radio logs in January, 1977. In just twelve months, these stations had all purchased similar BAT Systems. We're proud to have such a great list of clients for these powerful systems.

Why did they buy the PSI BAT 1700-series? BAT Systems do all Billing, Traffic, Accounting and Payroll. They automatically schedule. They can load automation. They can prepare the copybook. They can do a lot of jobs at once. They can handle multiple-stations. And, even though they do more, they cost less than many systems.

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

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**Broadcasting April 10 1978**
FTC power on corrective ads left untouched by Supreme Court

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

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

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

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

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

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

The Supreme Court not only rejected Listerine’s petition for review of the appeals court decision but also a government request that it consider that part of the decision eliminating the four-word preamble.

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

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

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

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

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

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

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

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

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

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

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

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

"If this comes to pass," he said, "the differential between television and time spent with an outdoor board will be reduced from eight to one when we had a 60-second to four to one today and perhaps two to one tomorrow. At this point we should be researching ways of making outdoor as communicative as the new television minispots of the future."

**NAB says FCC has no power over amount of commercials**

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

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

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**Are You As Modern As:**

- CFRN-TV
- KCNA-TV
- KGGM-TV
- KHGI-TV
- KSHO-TV
- KSNB-TV
- KTVL-TV
- KTVX-TV
- KWNF-TV
- WAPA-TV
- WJAC-TV
- WSJF-TV

Our first television station installation of the exciting PSI BAT 1750 Computerized Business System was made in February, 1977.

By February 1, 1978, all of the above stations had selected or installed the BAT 1750 System to handle their Billing, Accounting, Traffic and Payroll operations.

Why did they pick PSI Systems? The BAT 1750 features: They automatically schedule. They operate multiple terminals. They handle radio and TV on the same system—like KTCL, WJAC, KTVX, CFRN. They feed your TV switcher. They handle networks, like the KHGI Nebraska TV group. They report on Film and Media Libraries. And they can do all jobs at once. And, the BAT 1750 for Television costs less, even though it does more.

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

---

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

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

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

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

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

Participating in the closed-circuit appeal for station participation were (l to r) Jack Thayer, NBC Radio; Mr. David; Sam Cook Diggles, president, CBS Radio; Harold Neal Jr., president, ABC Radio; Robert Lodell, vice president and general sales manager, Blair Radio; Leslie Benson, RAB director of member development; and Frank Boyle, chairman, Eastman Radio. Participating but not pictured was Ralph Conner, executive president, Torbet-Lasker. C. Edward Little, president of Multi-U, was unable to participate because of travel conflicts.
monitoring of commercial time on AM and FM stations. The NAB says the commission lacks the necessary authority to engage in such regulation.

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

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

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

The commission 15 years ago initiated a rulemaking aimed at prescribing limits on commercial time. However, the effort generated a storm of protest in Congress, and the commission abandoned the project, although soon enough to head off House approval of a bill prohibiting the commission from adopting rules dealing with commercial time. And in the report accompanying the bill, the NAB noted, the House Commerce Committee said the commission’s rulemaking proposal constituted “an outstanding example of a regulatory agency arrogating to itself the right to legislate.”

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

Finance

Gangbusters year for John Blair & Co.

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

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

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

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

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

Estimated annual benefits upon retirement at age 65 were put at $31,166 for Mr. Fritz, $29,750 for Mr. Hemm, $25,027 for Mr. Harrison and $38,250 for Mr. Smart. The proxy statement — issued in preparation for the annual meeting of shareholders on May 2 in New York — also showed that since Jan. 1, 1977, Mr. Fritz has exercised options on 4,250 shares of Blair stock at $20,172 when the market value was $69,063, and Mr. Hemm exercised options on 1,125 shares at $5,836 when market value was $19,828. Unexercised options as of March 22 of this year were held by Mr. Fritz on 26,250 shares at an average of $9.6589 a share; Mr. Hemm, 2,875 shares at $14.9701; Mr. Harrison, 10,000 shares at $4.75 and Mr. Smart, 11,500 shares at $4.644.

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

He said the radio representation division’s billings "advanced satisfactorily" but that increased expenses, as in the case of the TV division, "narrowed the radio division’s profit contribution for the year."

The Blair Represented Network, he said, "continued to experience good billings growth" and also emerged as "the biggest network in U.S. radio," wired or nonwired. WHDH-WCOZ turned in "record sales performances along with earnings improvement."

The report said Blair’s representation division, "the largest independent station sales representation organization in the U.S.," set a company record with $297 million in time sales, 96 more than in the "extraordinary" sales year of 1976.

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

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

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

Revenues of Metromedia Television were at record level but profits fell slightly because of midyear softness in spot TV and the increased costs. Metromedia Radio achieved records in revenues and profits. Metromedia Inc. showed record revenues of $200.6 million and record net income of $32.1 million, up 5% in 1976.

Metromedia Inc. began an exchange offer to its stockholders March 30 calling for an exchange of $47 principal amount of new 9¾% subordinated debentures due in 1988 for each share of common stock tendered up to a maximum of 1.5 million shares (BROADCASTING, Feb. 20). Lehman Brothers Kuhn Loeb Inc., New York, is acting as the dealer manager.
You call Paul Wagner.
If you live in New York State, call him at 212-573-8833.
If you live outside of New York State, dial 800-223-7560. You can reach him toll free at that number anytime—days, evenings and weekends.
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They'll provide fast, accurate answers to your questions about electric power.

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Call toll free 800-223-7560. Edison Electric Institute Information Service
Visit us in person at the Edison Electric Institute Annual Convention in Houston, April 10-12.
Salant's slow to cheer on freedom of information

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

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

In an address scheduled for delivery at the Columbia, Mo., campus last Friday, Mr. Salant was to be on hand to accept a 1978 Missouri Honor Award for distinguished service in journalism; other winners this year are Ray A. Karpowicz, vice president of KSDK/KSDK-TV Inc. St. Louis, and Representative John E. Moss (D-Calif.).

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

Although news operations must have useful, must include not only freedom from government clogging, but also from our own stunting off, or diversion, of the pipeline including our own intrusions..."A free flow of information, to be fully useful, must include not only freedom from government clogging, but also from our own stunting off, or diversion, of the pipeline including our own intrusions..." Journalists must not only look and fight for a free flow of information that goes into the beginning of the journalistic pipeline, they must also concern themselves with and fight against other intrusions that clog the end of the pipeline—most certainly including our own intrusions."

"A free flow of information, to be fully useful, must include not only freedom from government clogging, but also from our own stunting off, or diversion, of the pipeline including our own intrusions..." Journalists must not only look and fight for a free flow of information that goes into the beginning of the journalistic pipeline, they must also concern themselves with and fight against other intrusions that clog the end of the pipeline—most certainly including our own intrusions."
There are two R's in Xerox.

One is right in the middle.
But the really important one is the one you probably never notice.
It's the little R in a circle — like the one you see at the bottom of this ad — that tells you that Xerox is a registered trademark.
And it reminds you that our name — which is also our trademark — should only be used in connection with the products and services of our corporation.
Including everything from Xerox copiers to Xerox textbooks.
So as you can see, our trademark is a very valuable one.
To us. And to you, too.
Because it ensures that when you ask for something you can be sure of what you're going to get.
Of course, we don't expect you to use the second R every time you use our name.
But we do hope you'll give it a second thought.

XEROX® is a trademark of XEROX CORPORATION.
Delta handles more over-the-counter shipments of 50 lbs. or less than any other certificated airline. What's more, DASH serves 85 U.S. cities plus San Juan. Any package up to 90 inches, width + length + height, and up to 50 pounds is acceptable. DASH packages accepted at airport ticket counters up to 30 minutes before flight time, up to 60 minutes at cargo terminals. The charge for DASH shipments between any two of Delta's domestic cities is $30. Rate is $25 between Dallas/Ft.Worth and Los Angeles or San Diego or San Francisco. There is an extra charge for pick-up and delivery. For pick-up and delivery, call 800-638-7333, toll free. (In Baltimore, call 269-6393). Special DASH airbill provides speedy documentation. Special DASH bag makes identification easy. DASH shipments are prepaid.

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

Cream of the SDX crop for 1977

Society announces winners of awards to be presented later this month

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

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

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

The TV winners:
The Eyewitness News Team of KPIX(TV) San Francisco for its coverage and follow-up of the eviction of 45 elderly residents of the International hotel in the city’s
See the Latest from Hitachi at NAB

Hitachi FP1020
Performance PLUS from a self-contained 3-2/3" ENG/EFP color camera. Low power consumption, built-in vertical enhancer, plug-in PCB, auto white and black balance circuits, and much more.

Hitachi FP 3060
For professional quality pictures from a modestly priced, one-piece ENG color camera! Features new tri-electrode Saticon tube, low power consumption, aluminum die cast body, tiltable and adjustable viewfinder, and an optional single coaxial power supply system.

Hitachi SK-90

Hitachi FP1011
The color camera that's at home in any studio! 3-2/3" Saticon tubes, multifunction RC panel, optional kit for conversion self-contained use, tiltable and detachable 7" viewfinder.

All this and a few more big surprises at the Hitachi exhibit. Don't miss it!

Booth #E-815, NAB Show.
$50.00 Eams $10,000 For Harvey!

A lot of stations are referring to Studio Center's new SPOT SHOP as a production service. Well maybe. But over 100 sales managers who've signed as exclusive SPOT SHOP stations in their markets call it a profit machine ... new business service ... sales motivation program, etc. Just ask Harvey Tate, Vice President & Sales Manager for WCMB, Harrisburg, Pennsylvania:

"It takes a lot to get me enthusiastic and excited. We already have sold two of you campaigns and have additional billings of $10,000. The automobile campaign was sold to a Buick dealer who spent less than $1,000 a year with us. Based on your campaign, he signed a non-cancellable $7,000 contract. The other campaign was sold to a bank who doubled their budget with us based on your creativity. Best of all, your campaign has breathed new life into our sales department, who fight like cats and dogs for the privilege of taking these campaigns out to their clients."

SPOT SHOP stations have reported an average of $7,382.00 in new business in the opening weeks on a weekly investment of as little as $25.00. And this kind of word travels fast! If you misplaced the presentations recently sent you, phone Warren Miller (804) 622-2111 for another copy. But call today while your market is still available. We're averaging a new station every six hours!

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

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

Murrow symposium set

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

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

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

Getting the team together. Joining Lloyd Dobyns as principal reporter and co-anchor on NBC News's upcoming weekly prime-time magazine hour will be Linda Ellerbee, NBC correspondent currently on House of Representatives beat. Mr. Dobyns is anchor of Weekend, monthly magazine from which weekly effort is being adapted. (Broadcasting, Nov. 21, 1977). It is set for September premiere; day and time haven't been chosen.
HITACHI SK-70
The One Camera That's Right for Both Field Production and the Studio!

The modular SK-70 converts easily from a fully equipped, self-contained color studio camera to a modified studio camera. In the field, the studio version of the SK-70 can be connected directly to a VTR with only a coaxial cable. And for hand-held portability, the camera head features a shoulder mount, an auto-iris portable zoom lens, and a 1.5” viewfinder, along with a DC and process pack. The Digital Command Unit (DCU) with up to 3000 feet of single coaxial cable strongly enhances the capability of the SK-70. Another striking option is a 22:1 zoom lens that can be used for the studio version of the SK-70 in the field.

No matter which configuration you choose from those shown in the photo and three diagrams, the Hitachi SK-70 offers the precision and reliability of three 2/3” Saticon tubes in the camera head to insure excellent picture quality, combined with all the latest advances in broadcast camera technology.

As you can see, our outstanding Hitachi SK-70 is a sound investment for broadcasters, production studios, and universities who need broadcast quality performance in a wide variety of assignments, all for the price of a single camera. We'd be pleased to arrange a demonstration of how the SK-70 can fit the following camera requirements inside or outside your TV studio, and more:

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Executive Office: 56-25 Brooklyn-Queens Expressway, Woodside, N.Y. 11377 (212) 898-1261 Offices in: Chicago (312) 344-4020; Los Angeles (213) 328-2110; Dallas (214) 233-7623; Atlanta (404) 451-9453; Denver (303) 344-3156; Seattle.
The FCC senses an opening on cable regulation

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

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

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

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

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

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

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

The new portable

HITACHI SK-80

The remarkable new SK-80 has three superior 2/3" Saticons at its heart, for unexcelled image and color fidelity. Hitachi's sophisticated electronics coupled with the high resolution capability of the Saticon set a new high level of performance for a portable EFP camera under the most demanding conditions.

Moreover, the SK-80 feels and handles like a true portable should. And its 2-hour battery belt with 1-hour charge time assures you of adequate power for continuous long-term shooting when you're on location. The standard C-mount and optional Arri adapters give you the added versatility of selecting the exact lens that fits your shooting requirements.

But performance is only half the SK-80 story. A special training tape on videocassette is available with complete camera set-up and maintenance instructions, to help you keep your SK-80 making its excellent pictures.

Beyond this, our six Hitachi regional offices are all staffed with qualified engineers and fully stocked with parts. They stand ready to back up our vast national network of servicing dealers.

We urge you to check out the performance features of the SK-80, as well as its low price, before specifying any other camera. Arrange a demonstration with your local Hitachi dealer or call the Hitachi regional office nearest you.

Booth #E-815;
NAB Show
In 1987, the commission’s decision to impose price regulation on special pay cable programming was overturned.

Cable Briefs

Sold. Schurz Communications Inc., South Bend, Ind., has bought Coral Springs (Fla.) Cablevision Inc. for an amount reportedly to be in excess of $1.6 million. Approximately 100-mile system serves about 7,500 homes and serves some 3,000 subscribers. Seller was Community Television Systems. Brokers: Sherman-Brown Associates and Richard A. Shaheen Inc.

Appealing. Truth Publishing Co., former licensee of WSB-TV Elkhart, Ind., and owner of one-third of Valley Cablevision Corp. is appealing Feb. 9 FCC order denying tax certificate for proceeds from sale of its interests in cable system. VCC was owned one-third each by Michiana Telecasting Corp. and Schurz Communications Inc., licensees, respectively, of WSB-TV and WNDU-TV South Bend, Ind., where cable system is located. Schurz and Michiana were granted certificates by commission, but Truth, which FCC said had no ownership conflict, was denied similar request. Truth, contending that it is entitled to tax relief "because without its participation there would have been no sale," is appealing decision in federal district court.

Backed. Becker Communications Associates, Chicago, has closed $1.1 million senior secured loan, due 1987, to Leadership Cablevision Associates Ltd., which will use funds to purchase cable system serving Delray Beach, Fla., and to provide for added construction to that system and one in contiguous portions of Palm Beach county.

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No matter how you’re currently dealing with time, MARKETRON has a system to help you do it more effectively. Write to us or call for information.

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FCC gets to work on lower levels for UHF noise

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

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

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

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

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

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

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

The draft also cited these gains from a 4 db reduction: It would not result in signifi-
At NAB, step into UPI Booth 1121... and step into the five working visions of the future for Broadcast News delivery and preparation. From total satellite transmission to the electronic newsroom, UPI can show you the way it's going to be.

Satellite Delivery—News wires and audio... Faster, cleaner and maybe even cheaper than land lines.

Broadcast DataNews—20 times faster. From the source to your newsroom at 1200 words per minute.

FM Quality Audio—Via satellite with full 5Khz presence.

The Electronic Newsroom—The first successful working experiment. At KCBS, San Francisco news staffers use video display terminals to write, edit and format each show. Even in the booth, the anchorman can call up breaking stories and read from the tube.

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Winning performance

Cinema Products gets an Oscar for its Steadicam mount

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

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

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

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

Mr. DiGiulio accepted the award along with Mr. Jurgens.

EBS is all right for now; future is another matter

FCC’s White meets with federal agencies concerned with emergency system, says she is reassured it would work today if needed, but changes in networking technology indicate it needs ‘full-scale study’

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

FCC Commissioner Margita White, who is defense commissioner, issued a statement last week asserting that she had been assured by representatives of government agencies concerned with the operation of EBS that it would. The assurances, she said, were based “on the results of
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numerous continuing tests.” But she also indicated “a full-scale study” of the system would be desirable if it is to be retained.

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

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

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

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

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

The commissioner’s statement was welcomed by James Holton, of NBC, vice chairman of Working Group 1, who had transmitted the group’s concern in a letter to John Summers, chairman of the National Association of Broadcasters, who is chairman of the NIA services subcommittee. “If a meeting is called to study the matter, that’s fine,” said Mr. Holton. “That’s what we’re looking for.”

Apart from requirements at the national level, Commissioner White’s statement dealt with the work of her staff, other federal agencies and broadcasters in developing plans to enable federal, state and local officials to issue warnings and other emergency information. Thus far, she said, the program has been “a tremendous success.” She said it had been activated more than 800 times at the state and local level since the program was established 18 months ago.
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Cable Dolbylabs London
### Playlist Apr 10

#### Last This Week

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can’t Smile Without You</td>
<td>Barry Manilow</td>
<td>Arista</td>
</tr>
<tr>
<td>Night Fever</td>
<td>Bee Gees</td>
<td>RSO</td>
</tr>
<tr>
<td>Stayin’ Alive</td>
<td>Bee Gees</td>
<td>RSO</td>
</tr>
<tr>
<td>Emotion</td>
<td>Samantha Sang</td>
<td>Private Stock</td>
</tr>
<tr>
<td>If I Can’t Have You</td>
<td>Yvonne Elliman</td>
<td>RSO</td>
</tr>
<tr>
<td>Lay Down Sally</td>
<td>Eric Clapton</td>
<td>RSO</td>
</tr>
<tr>
<td>Love Is Thicker Than Water</td>
<td>Andy Gibb</td>
<td>RSO</td>
</tr>
<tr>
<td>Jack and Jill</td>
<td>Raydio</td>
<td>Arista</td>
</tr>
<tr>
<td>Dust in the Wind</td>
<td>Kansas</td>
<td>Kirshner</td>
</tr>
<tr>
<td>The Closer I Get To You</td>
<td>R. Flack/O. Hathaway</td>
<td>Atlantic</td>
</tr>
<tr>
<td>Running on Empty</td>
<td>Jackson Browne</td>
<td>Elektra/Asylum</td>
</tr>
<tr>
<td>Sometimes When We Touch</td>
<td>Dan Hill</td>
<td>20th Century</td>
</tr>
<tr>
<td>We’ll Never Have to Say Goodbye</td>
<td>Dan &amp; Coley</td>
<td>Atlantic</td>
</tr>
<tr>
<td>Fantasy</td>
<td>Earth, Wind &amp; Fire</td>
<td>Columbia</td>
</tr>
<tr>
<td>Goodbye Girl</td>
<td>David Gates</td>
<td>Elektra</td>
</tr>
<tr>
<td>Sweet Talkin’</td>
<td>Woman Electric Light Orchestra</td>
<td>UA/Jet</td>
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<tr>
<td>With a Little Luck</td>
<td>Wings</td>
<td>Capitol</td>
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<tr>
<td>Falling in Love</td>
<td>LeBlanc &amp; Carr</td>
<td>Big Tree/Atlantic</td>
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<tr>
<td>Thunder Island</td>
<td>Jay &amp; the Americans</td>
<td>Asylum</td>
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<tr>
<td>Count on Me</td>
<td>Jefferson Starship</td>
<td>Grunt/RCA</td>
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<tr>
<td>More Than a Woman</td>
<td>Bee Gees</td>
<td>RSO</td>
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<tr>
<td>Feels So Good</td>
<td>Chuck Mangione</td>
<td>A&amp;M</td>
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<tr>
<td>You’re the One That I Want</td>
<td>Don’t Wanna Be Walkin’/Newton-John</td>
<td>RSO</td>
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<tr>
<td>Disco Inferno</td>
<td>Yarrow</td>
<td>Atlantic</td>
</tr>
<tr>
<td>Thank You for Being a Friend</td>
<td>Andrew Gold</td>
<td>Asylum</td>
</tr>
<tr>
<td>Too Much</td>
<td>Mathis &amp; Williams</td>
<td>Atlantic</td>
</tr>
<tr>
<td>Imaginary Lover</td>
<td>Atlanta Rhythm Section</td>
<td>Polydor</td>
</tr>
<tr>
<td>Hot Leg</td>
<td>Rod Stewart</td>
<td>Warner Bros.</td>
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<tr>
<td>Movin’ Out</td>
<td>Billy Joel</td>
<td>Columbia</td>
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<tr>
<td>Before My Heart Finds Out</td>
<td>Gene Cotton</td>
<td>Ariola</td>
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<tr>
<td>Werewolves of London</td>
<td>Warren Zevon</td>
<td>Asylum</td>
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<tr>
<td>On Broadway</td>
<td>George Benson</td>
<td>Warner Bros.</td>
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<tr>
<td>Dance Dance Dance</td>
<td>Earth, Wind &amp; Fire</td>
<td>Atlantic</td>
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<tr>
<td>Flashlight</td>
<td>Parliament</td>
<td>Casablanca</td>
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<tr>
<td>I Go Crazy</td>
<td>Paul Craig</td>
<td>Bang</td>
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<tr>
<td>More Than a Woman</td>
<td>Tavares</td>
<td>RSO</td>
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<tr>
<td>How Deep Is Your Love</td>
<td>Bee Gees</td>
<td>RSO</td>
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<tr>
<td>Which Way Is Up</td>
<td>The Stargazers</td>
<td>MCA</td>
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<tr>
<td>We are the Champions</td>
<td>Queen</td>
<td>Elektra</td>
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<tr>
<td>Shadow Dancing</td>
<td>Andy Gibb</td>
<td>RSO</td>
</tr>
<tr>
<td>Always and Forever</td>
<td>Heatwave</td>
<td>Epic</td>
</tr>
<tr>
<td>Peg</td>
<td>Steely Dan</td>
<td>ABC</td>
</tr>
<tr>
<td>Lady Love</td>
<td>Lou Rawls</td>
<td>Phila. Int'l</td>
</tr>
<tr>
<td>Happy Anniversary</td>
<td>Eddie Rabbitt</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>This Time I’m in It for You</td>
<td>Player</td>
<td>RSO</td>
</tr>
<tr>
<td>It’s a Heartache</td>
<td>Bonnie Tyler</td>
<td>RCA</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. A III indicates an upward movement of five or more chart positions between this week and last.
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Like in your home for instance. That dining room set. The living room carpet. Your favorite recliner. Even the furniture in the bedroom. All of that, and more, could well have been made by the Furnishings Division of Sperry and Hutchinson. You see, we’re one of the country’s largest residential and commercial furnishings manufacturers.

We also have a Services Division. There’s Bayly, Martin & Fay for commercial insurance (they cover the Queen Mary, among other things). The State National Bank of Connecticut for all your banking needs. Hens & Kelly department stores for “everything under the sun.” And the Magna Dental Laboratories.

In this our 82nd year, Sperry and Hutchinson, a $612 million company, continues to grow. In our Furnishings, Services and Promotional Services operations, there are over 16,000 people, providing other people with not only what they need, but what they want.

That was the idea back in 1896. And it still sounds pretty good to us today.
Move of Dan Gold from WFSB-TV Hartford, Conn., to CBS's WCAU-TV Philadelphia (see story page 106) has triggered appointment of three new VP-general managers at three Post-Newsweek stations: G. William Ryan from WPLG-TV Miami to WFSB-TV; Alan E. Perris from WJXT-TV Jacksonville, Fla., to WPLG, and Amy McCombs, program manager, WFSB-TV; to WJXT.

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

Ron Rosenthal, sales manager, WHI-FM Syracuse, N.Y., named general manager, KEZK-FM Seattle. Both are Park Broadcasting stations.

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

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

Charles Harper, VP and general manager, WTVQ-TV Lexington, Ky., appointed assistant to president. Succeeding Mr. Harper is Jeff Evans, executive VP and general manager, WLKY-TV Tampa-St. Petersburg, Fla.


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

Larry J. Bliekman, news director, KJCA-FM, Canton, Mo., named station manager. Ann Ellison, office coordinator, named assistant station manager.

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

Walter S. McDowell, promotion director, WREG-TV/WWYAM-FM/Schenectady, N.Y., joins WTVT-DTV Orlando, Fla., in same capacity.

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

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pointed manager of video services.

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

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

Sandra Kennedy, research director for ABC Radio Spot Sales, New York, appointed research manager for ABC Radio Network in New York.

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

Jim Longworth, with WEMY (TV) Greensboro, N.C., appointed promotion director.

Lilly Eide, manager of communications, WBBM (AM) Chicago, appointed director of communications.

**Broadcast Advertising**

Robert R. Zabel, president of N.W. Ayer ABH International, New York, will transfer his office from New York to Chicago in May, as part of agency’s effort to expand its facilities and resources in Midwest and on West Coast. Reporting to him will be Ayer’s offices in Chicago, Los Angeles, San Francisco and Seattle. Louis Hagoopian, chairman and chief executive officer, will remain in New York. Charles A. Rink, executive VP and general manager of Ayer’s Chicago office, will take early retirement at 55 in fall, and successor to him will be announced shortly.

Brian E. Robinson, account executive for Blair Radio’s WCOZ-FM Boston, appointed office manager of Blair’s Minneapolis radio office. He succeeds Craig McKee who becomes sales manager, WLSAM Chicago. Glen R. Woosley, salesman for Moreland Chemical, Atlanta, joins Blair’s Atlanta office as account executive.

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

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

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


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

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

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

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

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

J. Anthony Montgomery, management...
supervisor, Warwick, Welch & Miller, New York, elected senior VP, Jack Braman, manager of sales promotion, American Airlines, New York, named account executive there.

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

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

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

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

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

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

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

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


Ron Goldner, account executive, Field Spor Sales, New York, joins Katz American Television, New York, as account executive, White sales team.

Christine Conderline, broadcast negotiator, Ed Libov Associates, New York, joins Helitzer Advertising, New York, as broadcast media director.

John Waugaman, general sales manager, KWWA, Los Angeles, joins Radio Advertising Representatives, New York, in same capacity. He left RAR six years ago as Midwest sales manager.

Shelly Rubin, senior estimator, Air Time, New York, appointed media group supervisor.

Joan Barron, sales manager/account executive, Canadian Standard Broadcast Sales, New York, named account executive, Adam Young there.

Anastasia Vournas, account manager, Cadwell, Davis, Savage, New York, appointed director, new business development.

Arthur C. Erickson, director of advertising, Stroh Brewery Co., Detroit, appointed director of advertising and creative services.

William Katsafanas, general sales manager, WBBM-TV, Baltimore, appointed VP sales. John J. Gilmore, national sales manager, succeeds Mr. Katsafanas.

Ira Danenberg, account executive, KOA-TV Tucson, Ariz., named local sales manager.

Lesli Legum, commercial producer, Lawler, Ballard, Little Advertising, Norfolk, Va., named sales service co-ordinator, WTAR-TV there.

Sheila Couzens, account executive, KYCUT-TV Cheyenne, Wyo., named to same position, KMGH-TV Denver.

Don Telford, in various management and sales positions with stations in Eureka, Calif., appointed sales manager of KIEM-TV there.

Dave Gregory, account executive, WACQIAMI Boston, named local sales manager for WACQ and co-owned WTKF/AMI there.

Tim Ridley, account executive, KAAT-AM-FM Oklahoma City, named local sales manager.

Viola S. Arnold, formerly with KMoshi-FM St. Louis, joins WIL-FM there as account executive.

Fred N. Bourjaily, promotion director, WZPP/AMI Cleveland, named sales coordinator, co-owned WACO/AMI there.

Bruce G. May, account executive, WNYT/AMI Southington, Conn., joins WNDU/AMI South Bend, Ind., in same capacity. Tom Stine, news director, WHONIAMI-WKOL/AMI Richmond, Ind., also named account executive, WNDU.

Elmer J. Ingrassia, from sales department of WRJZ-TV Evansville, Ind., joins WTVW/TVI Bloomington, Ind. (Indianapolis), in same capacity.


Michael Cleary, regional media director, Commonwealth Advertising, Minnetonka, Minn., named media supervisor. Sally Stewart and Naheed Khan, buying assistants there, named regional media directors. Debra Roue, Sherry Sharpe and Kay Paul, media coordinators there, named buying assistants.

Jerry R. Barnes, former Montgomery county (Iowa) magistrate, named account executive, KOAKIAMI Red Oak, Iowa.


Larry Martin, art director, Jennings & Thompson/FCB, Phoenix, named executive art director.

**Programming**

<table>
<thead>
<tr>
<th>Chertok</th>
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<tbody>
<tr>
<td>Harvey Chertok, advertising, promotion and publicity director, Time-Life Television, New York, named VP of Time-Life Films.</td>
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<table>
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<tr>
<th>Ceslik</th>
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<tbody>
<tr>
<td>Joseph Ceslik, national sales coordinator of Paramount Television’s syndication department.</td>
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</tbody>
</table>

**Broadcasting April 10, 1978**

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Upward mobility. Promotions at CBS-TV CBS, Radio and CBS Entertainment: Carl S. Ward, network VP affiliate relations, named to new post of VP, administration, with continuing activities among CBS-TV affiliates plus administrative duties for entire network division. Robert L. Hosking, VP of CBS Stations Division and general manager of CBS's WCBS-TV Philadelphia, succeeds him as VP affiliate relations. Daniel E. Gold, senior VP-general manager, Post-Newsweek's WFSB-TV Hartford, Conn., succeeds Mr. Hosking. Bruce R. Bryant, VP and director of affiliate relations, becomes VP and general manager, affiliate relations, with expanded responsibilities." David Fuchs, CBS News VP, public affairs, rejoin network as VP and assistant to President James H. Rosenfield.


At CBS Entertainment, Alan M. Levin, VP business affairs, New York, becomes VP and assistant to President Robert A. Daly, with headquarters on West Coast. John J. Agoglia, director, business affairs, New York, succeeds Mr. Levin as VP business affairs, New York.

New York, named VP, operations, United Artists Television syndication division, New York.

Melvin (Bud) Getzler, VP/general manager Taft Broadcasting's Hanna-Barbera subsidiary, named to newly created post of VP/director of business affairs, Taft's West Coast group which includes Hanna-Barbera and subsidiaries Taft H-B Program Sales, H-B International and Hanna-Barbera Enterprises, Cinemobile Systems, Solow Production, Cine Guarantors and Marineiland.

Aubrey (Bud) Groskopf, chief operating officer, National Telefilm Associates, Los Angeles, elected to board of directors and executive committee. He has also been elected president of NTA's subsidiaries, which include International Film Distributors of Canada, United Kingdom and Australia.

Jerry Greenberg, director of communications, WBAM-TV Chicago, named to same position, 20th Century-Fox Television, Beverly Hills, Calif.

Dennis E. Doty, executive in charge of package development and motion pictures for television, William Morris Agency, Los Angeles, named VP television development, Marble Arch Productions there.

Benigno Nosti, VP and general manager of Viacom's Latin American operation, Miami, appointed president.

Susan Percival, associate producer, WJTV-TV Detroit, joins WJTV-Boston as producer of station's daily, Woman 78.

Robert J. Levy, production manager, KOTV-TV Tulsa, Okla., named program director succeeding John Irvin, who joins WJTV-Tulsa in same capacity. Both are Corinthian stations.

Ted Stecker, operations manager, KITE-FM Terrell Hills-KITE-FM San Antonio, both Texas, appointed program director, WNDU-TV South Bend, Ind.

Chuck Deel, program director, WPDL-TV Ocala, Fla., joins WMEU-FM Melbourne, Fla., as program director.

Bill Gardner, with KSHV-FM St. Louis, joins KVI-AM-FM Dallas as assistant program director and air personality.

Dave Alexander, promotion director, WFMJ-TV Greensboro, N.C., appointed program manager.


Jeffrey Jay Weber, music director, WAZY-AM-FM Lafayette, Ind., appointed program director.

Lee Hanson, formerly VP Association of Maximum Service Telecasters, Washington, joins Peters Productions, San Diego, on sales staff as regional manager specializing in television.

Richard E. Drummy, show manager, Metrotape West, Hollywood, Metromedia production subsidiary, appointed sales manager.

Newsmakers:

Kay Wight, director of administration and assistant to president, CBS News, New York, named VP.

Jack Cafttery, weekend anchor, WNBC-TV New York, becomes anchor of station's 6 p.m. weekday newscast succeeding Tony Guildi, assigned to anchor new monthly documentary magazine series for station and to be featured correspondent on "Topic A" segment of evening news.

Royal Kennedy, reporter for WMAQ-TV Chicago, named ABC News Chicago correspondent.

Patrick T. O'Donnell, assignment editor, WLKY-TV Louisville, Ky., joins WLS-TV Chicago in same capacity.

John Watkins, managing editor, WKRCAM Washington, named news director, KGOAM San Francisco. He succeeds Dick Leonard who relinquishes his administrative duties to concentrate on news writing and reporting.

Cliff Kirk, news announcer and reporter, KPOL-AM-FM Los Angeles, joins KGTV-TV San Diego as weekend news anchor and weekday general assignment reporter.

Carmen Harlan, news/public affairs director, WWWK-FM Detroit, joins WJTV-s there as general assignment reporter.

Peter Mobilia, director of news, operations and programs, WNBUSI(AM) West Springfield, Mass., joins ABC News, New York, as newswriter.

Joe Sanchez, reporter, KKAS-TV Fort Worth, and Tom Bearden, anchor, WAGT-TV Memphis, named reporters, KMBC-TV Denver.

Bob Burke, news and sports reporter, WCKY-FM Cincinnati, joins WMC-TV Memphis as reporter.

Donna Baines, researcher-writer, noncommercial WETA-TV Washington's USA People and

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Elmer Lower, who retired April 1 as ABC VP for corporate affairs (Broadcasting, April 3), named 1977 recipient of AP Broadcasters’ Robert Eunson Award for distinguished service to broadcasting. Mr. Lower, who was in print and broadcast journalism for 45 years, including presidency of ABC News (1963-74), will receive award at APB convention in Cincinnati.

Cable

Gregory A. Kriser, Northeast regional marketing manager, Telepromter Corp., New York, joins Showtime. Vicom’s pay television subsidiary, New York, as manager, subscription marketing and training.

Arthur H. Harding, assistant general counsel, National Cable Television Association, Washington, becomes associate with Fleischman & Walsh, there, communications law firm specializing in cable.

Richard Sabin, general manager, Greater Boston Cable Corp., Boston, named system manager of Nashua, N.H., facility of Warner Cable, New York. Michael E. Marovovsky, Qube (Warner’s two-way cable system in Columbus, Ohio) programming operations manager, named to newly created post of VP, program operations for Qube.

Laurie Leonard, assistant regional manager, American Television & Communications, Englewood, Colo., appointed manager of new market development.

Andrea Graf, operations manager, Columbia Pictures Pay Television, New York, takes on additional title of production coordinator there.

V.L. Patterson, with Cardiff Cablevision, Denver-based cable MSO with systems in Oklahoma and Missouri, named executive vice president.

Raymond E. Murdough, sales engineer, Jerrold Electronics Corp., Horsham, Pa., named VP-engineering, Home Theater Network, Portland, Me. Karen S. Jarmon, director of college relations, Nasson College, Springvale, Me., named director of marketing for HTN.

Lawrence D. Feinberg, director of programming, Cinemerca Inc., Beverly Hills, Calif., pay-TV programmer and distributor, named VP-programming.

Lawrence Schneider, general manager, Northwest Cablevision, Winsted, Conn., joins Cable TV of Coral Springs (Fla.), in same capacity.

Equipment & Engineering

Albert T. Montemuro, engineering leader, RCA systems engineering group, Camden, N.J., named manager, systems engineering and custom repair and engineering, RCA Broadcast Systems there.

Lee Pardee, chief engineer, KTTP TVI Los Angeles, promoted to VP, engineering for KTTV and its production division, Metrotape West.

Ross B. Kaufman, chief engineer, WCVB-TV Boston, named director of engineering.

Donald Lefebvre, managing director, Telemation, London, named international sales manager. He will continue to be based in Salt Lake City.

Don Powers, radio sales manager, CCA Electronics, Cherry Hill, N.J., appointed area sales manager for southern New Jersey, Delaware, Maryland, District of Columbia, Virginia and North Carolina.


Charles St. John Smith, area systems manager, Burroughs Corp., Philadelphia, joins Jerrold Electronics, Haboro, Pa., as manager of management information systems.

Carl J. Reber, assistant VP, financial administration, Comsat, Washington, named VP responsible for financial matters.


Allied Fields


Andrew J. Hangarter, senior media analysts, Arbitron, New York, joins RAM Research, San Diego, audience rating service, as director of diary operations.

Deaths

George O. Gillingham, 83, FCC director of information for 22 years, died at his home in Washington April 3. Mr. Gillingham served two tours as head of information office: from 1939 to 1942 and from 1946 until his retirement in 1965. Before that he was a newspaperman. During World War II, while on leave from FCC, Mr. Gillingham rose from captain to lieutenant colonel and was chief of Chemical Warfare Service’s information branch. Mr. Gillingham is survived by his brother, two nephews and niece.

Frank Bunetta, 61, director of Honeymooners series and other Jackie Gleason shows, died of heart attack March 31 at his home in Lafayette, La. During his career, he also directed Sid Caesar’s Show of Shows, Ernie Kovacs show, and Bishop Sheen program. Survivors include his wife, Terry, two sons and one daughter.

Diana Bourbon, 78, radio performer, actress and drama critic, died March 19 of cancer. She retired five years ago after a career that included association with Orson Welles’s Mercury Theater, Double or Nothing and Request Performance.

Dr. Philip A. Macomber, 48, professor of speech and director of television services at Kent State University, Kent, Ohio, died March 17. His wife, Barbara, son and mother survive.

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As compiled by Broadcasting based on filings, authorizations, petitions and other Period March 17 through March 23, plus earlier filings (see note below).

Abbreviations: ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; CH—critical hours; CP—construction permit; D—Day; DA—Directional antenna; Doc.—Document; ERP—Effective radiated power; freq.—frequency; HAAT—Height of antenna above average terrain; khz—kilohertz; kw—kilowatts; MEOV—Maximum expected operation value; mhz—megahertz; mod.—modification; N—night; PTA—Public Television Authority; ST—studio location; SH—specified hours; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U—unlimited hours; vis.—visual; w—watts; *—non-commercial.

Progress report. Broadcasting’s backlog in reporting “New Stations” activity has been substantially reduced. Reporting of grants of new broadcast facilities is now current; 11 starts and 68 applications remain to be researched. They will be published in the April 17 issue.

New stations

TV applications

- "West Palm Beach, Fla.—Public Broadcasting Foundation of Palm Beach County seeks UHF TV ch. 42 (638-644 mhz); ERP 1069 kw vis., 106.9 kw aur.; HAAT 1971 ft.; ant. height above ground 1976 ft.; P.O. address: 905 S. Congress Ave., Boynton Beach, Fla. 33435. Estimated construction cost $1,661,832; first-year operating cost $500,000; revenue not given. Principals: non-profit corporation formed to own and operate non-commercial broadcasting stations in Florida.

- Honolulu—Mauna Kea Broadcasting Co. seeks UHF TV ch. 26 (542-548 mhz); ERP 12,11 kw vis., 2,4 kw aur.; HAAT 2111 ft.; ant. height above ground 1176 ft.; P.O. address: 10830 Wilshire Blvd., Suite 707. Los Angeles 90024. Estimated construction cost $3,000; first-year operating cost $35,000; revenue $34,000. Principals: Mauna Kea is wholly-owned subsidiary of Mount Wilson FM Broadcasters which is licensee and operator of KBCA-FM Los Angeles. Mount Wilson is 80% owned by Saul Levine and 20% by F.E. Wilson.

- "Edwardsville, Ill.—Southwestern Illinois Public Television Inc. seeks UHF ch. 18 (494-500 mhz); ERP 500 kw vis., 500 kw aur.; HAAT 1,225.3 ft.; ant. height above ground 1,245 ft.; P.O. address: Southern Illinois University, Edwardsville 62026. Estimated construction cost $3,104,000; first-year operating cost $470,938. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Alvin H. Andrus. Applicant is iv.

- "Bemidji, Minn.—Northern Minnesota Public Television seeks VHF ch. 9 (186-192 mhz); ERP 316 kw vis., 63.2 kw aur.; HAAT 1097.7 ft.; ant. height above ground 1074 ft.; P.O. address: Memorial Hall, Birchmore Drive, Bemidji, Minn. 56601. Estimated construction cost $1,351,692; first-year operating cost $200,000; revenue not given. Principal is non-profit public corporation organized to furnish non-commercial radio and TV service to north central and northwestern Minnesota.

- Kansas City, Mo.—SelectTV of Kansas City Inc. seeks UHF ch. 62 (758-764 mhz); ERP 1,868 kw vis., 186.8 kw aur.; HAAT 1120 ft.; ant. height above ground 1222 ft.; P.O. address: 124 East Wisconsin Ave., Milwaukee 53202. Estimated construction cost $45,000; first-year operating cost $352,000; revenue $800,000. Principals: Joseph M. Bernstein (25%), Debra L. Sloan (25%), David L. Block (25%), Edward D. Schneiderman (12.9%) and Marvin L. Zembrowsky (12.9%). Father of David L. Block and Debra L. Sloan, Robert S. Block, is 47.75% owner of permittee of WCGV (TV) Milwaukee, 67.5% of applicant for new Philadelphia TV, 95% of applicant for new Fort Worth, Tex. TV. 49% of applicants for station's construction and several subscription television systems.

- Las Vegas—Broadcast West Inc. seeks UHF ch. 21 (512-518 mhz); ERP 280 kw vis., 28 kw aur.; HAAT 1,419 ft.; ant. height above ground 1000 ft.; P.O. address: 3451 Losee Road, North Las Vegas, Nev. 89030. Principals: Carl B. Hilliard Jr. (51%), San Diego attorney and (49%) of several land-mobile/common-carrier businesses.

- Atlantic City, N.J.—World’s Playground Broadcast System Inc. seeks UHF ch. 53 (704-710 mhz); ERP 3034 kw vis., 728 kw aur.; HAAT 461 ft.; ant. height above ground 496 ft.; P.O. address: I.S. South Carolina Ave., Atlantic City, N.J. 08401. Estimated construction cost $1,185,758; first-year operating cost $223,005; revenue none. Principals: Sydney E. Rappaport (26%), Florence K. Rappaport (25%) and five others. Rappaports, married couple, are New Jersey business people.

- Tulsa, Okla.—Western Area Bureau of Information Broadcasting Division seeks UHF ch. 41 (632-638 mhz); ERP 2100 kw vis., 430 kw aur.; HAAT 291 ft.; ant. height above ground 256 ft.; P.O. address: 1516 Fourth National Bank Building, Tulsa, Okla. 74119. Estimated construction cost $942,600; first-year operating cost $150,000; revenue $325,000. Principals: J.W. Choteau and sons (limited partnership), 49.7% and Darrell Lee Smith, 30.7%. None of parties have broadcast interests.

- Tulsa, Okla.—Oklahoma City Broadcasting Co. seeks UHF ch. 29 (560-566 mhz); ERP 2838 kw vis., 284 kw aur.; HAAT 1480 ft.; ant. height above ground 1491 ft.; P.O. address: 299 Diana Court, Conchohooca, Pa. 19428. Estimated construction cost $1,000,000; first-year operating cost $375,000; revenue $1,130,000. Principals: James H. Milligan (86%), Ted T. Fiske (10%) and Ina Lou Marquis (4%). Mr. Fiske is station manager of WPVI-TV Philadelphia, Oklahoma City is applicant for ch. 34 Oklahoma City. Messers. Milligan and Marquis are Oklahoma city businessmen.

- Abilene, Tex.—Big Country TV Co. seeks UHF ch. 32 (578-584 mhz); ERP 55 kw vis., 11 kw aur.; HAAT 905 ft.; ant. height above ground 749 ft.; P.O. address: 1409 Woodward Trail, Abilene 79605. Estimated construction cost $1,306,124; first-year operating cost $460,300; revenue $750,000. Legal counsel Hamel, Perl, McCabe and Saunders, Washington; consulting engineer A.C. Martin. Principals: William Terry (55%) and nine others with 5% each. Mr. Terry is former general manager of KRBC-TV Abilene.

- Rosenberg, Tex.—Texas 45 Broadcasting seeks UHF TV ch. 45 (656-662 mhz); ERP 1435 kw vis., 144 kw aur.; HAAT 1032 ft.; ant. height above ground 1032 ft.; P.O. address: 1411 West Jackson Boulevard, Rm. 4226, Chicago 60604. Estimated construction cost $904,825; first-year operating cost $489,700; revenue $600,000. Principals: Texas 45, wholly-owned subsidiary of Weigel Broadcasting which is principally owned by Howard and Jacqueline Shapiro, married couple which together owns 67.5%. Weigel also owns WICS-TV Chicago.

- Waco, Tex.—Business Communications seeks UHF TV ch. 25 (536-542 mhz); ERP 1466 kw vis., 146.6 kw aur.; HAAT 1825 ft.; ant. height above ground 1658 ft.; P.O. address: 6300 Ridgelea Place, suite 516, Fort Worth, Tex., 76116. Estimated construction cost $3,863,130; first-year operating cost $788,000; revenue $800,000. Principals: Texas Steel Co. (94.29%) and W. J. Camfield (4.81%). Mr. Camfield was program manager at KOA-TV Denver. Texas Steel is public corporation.

- Waco, Tex.—Heart O’Texas Broadcasting seeks UHF ch. 25 (536-542 mhz); ERP 1300 kw vis., 175 kw aur.; HAAT 1843 ft.; ant. height above ground 1773 ft.; P.O. address: 800 First National Building, Waco, Tex., 76701. Estimated construction cost $2,840,000; first-year operating cost $1,499,199; revenue $3,000,000. Principals: John H. Whiteley (17%) Waco investor and 12 others none of whom has broadcast interests.

AM applications

- Selma, Ala.—Alexander Broadcasting seeks 1340 khz, 1 kw-D; 250w-P, P.O. address: Route No. 2 Box 460A, Selma, Ala. 36701. Estimated construction cost $4,750; first-year operating cost $2,137; revenue $35,000. Format: adult contemporary. Principals: Thomas and Betty Alexander (married couple) and their son Paul. Parties also own WALX(FM) Selma. Application seeks to replace deleted station WAMA (AM).

- Harrison, Ark.—Bowman and Loveland Broadcasting seeks 1530 kzh, 5 kw-D, P.O. address: Route 5, Harrison, Ark. 72601. Estimated construction cost $49,076; first-year operating cost $7,523.40; revenue $135,000. Format: country/standard pop. Principals: Mary Ann Bowman, Donald Eugene Loveland, Judith Ann Loveland and Edward Bowman, each 25%. Bowmans and Lovelands are married couples and are Columbus, Ga. and Harrison business people.

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cost $9,000; revenue $75,000. Format: contemporary/jazz. Principal is proprietor of Seaside advertising agency and salesman/announcer at KZEN(AM) there.

Monterey, Calif.  Peninsula Broadcasting

address:

has

estimated

cost $29,160; revenue $45,000. Format: contemporary/jazz. Principal is proprietor of Seaside advertising agency and salesman/announcer at KZEN(AM) there. Others have no broadcast interests.

Monterey, Calif.  Seven Cities Media seeks 92.7 mhz, .88 kw, 94.6 Mhz. Address: 502 Merritt Ave., Oakland, Calif. 94610. Estimated construction cost $88,054; first-year operating cost $82,000; revenue $80,000. Format: MOR/religious/classical/jazz. Principals: George B. Green (97%), director of radio and TV for California Farm Bureau Federation.

Willows, Calif.  Willows Broadcasting seeks 105.5 mhz, 3 kw, HAAT 120 ft. Address: Box 7, Willows, Calif. 95941. Estimated construction cost $40,275; first-year operating cost $15,980; revenue $13,000. Format: MOR/country. Principals: Anthony F. Rusnak and Charles W. Stone, each 50%. Mr. Rusnak owns 50% of Willows Broadcasting, which manages KQIS(AM) Willows. Mr. Stone owns remainder of KQIS and is general manager and 50% owner of KXAC(AM) Fort Bragg, Calif.


Marina, Calif.  Clintrell Cornelius Porter seeks 92.7 mhz, 910 kw, HAAT 567 ft. Address: 1175 Sonoma Ave., Seaside, Calif. 93955. Estimated construction cost $30,549; first-year operating cost $29,160; revenue $45,000. Format: contemporary/jazz. Principal is proprietor of Seaside advertising agency and salesman/announcer at KZEN(AM) there.
Robert F. Sweeney, each 50%, neither has broadcast interests.

Durango, Colo.—Broadcast Management seeks 101.3 mhz, 100 kw, HAAT 290 ft. P.O. address: Jennings State Bank Building, Davenport, Neb. 68335. Estimated construction cost $22,100; first-year operating cost $60,000; revenue $84,000. Format: beautiful music. Principals: Ronald E. Ford and M. Douglas Jennings, each 50%. Parties also own KDGO(AM) Durango, 50% each.

Phoenix, Colo. —North Park Valley Public Radio seeks 90.9 mw, 01 kw, HAAT not given. P.O. address: Rt. 1 Box 62, Garvin Mesa, Phoenix, Colo. 81428. Estimated construction cost $8,238.20; first-year operating cost $6,150; revenue not given. Format: informational variety. Principals: non-profit corporation formed to own and operate noncommercial public broadcasting facility in Phoenix.

Bonifay, Fla. —Townsend Broadcasting Corp. seeks 99.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Box A, Parsons, Tenn. 38363. Estimated construction cost $79,900; first-year operating cost $48,400; revenue $60,000. Formats: contemporary and some religious. Principals: Frank A. Woods (49%), Robert L. Townsend Jr. (26%) and wife Ruth D. Townsend (25%). Townends own same percent of WTBP(AM) Parsons and WBTU(AM) Monticello, Fla.; Mr. Townsend owns 25% and Mrs. Townsend 24% of WSEV-AM-FM Sevierville, Tenn. and same of WBRY(AM) Woodbury, Tenn. Mr. Woods owns 49% of WTBP and WBTU and 30% of WSEV-AM-FM and WBRY. His wife Jayne O. Woods owns 21% of WSEV-AM-FM and WBRY.

• "Mariana, Fla.—Quality Public Broadcasting Corp. seeks 91.1 mw, 10 kw, HAAT 100 ft. P.O. address: Box 1, Whittier, Calif. 90608. Estimated construction cost $2,000; first-year operating cost $2,000. Format: Educational. Applicant is nonprofit organization with application pending for new TV at Los Angeles. E.R. Bertersen is president.

• St. Augustine, Fla.—Dorothy Brunson seeks 105.5 mhz, 3 kw, HAAT 138 ft. P.O. address: 37 Riverside Drive, New York 10023. Estimated construction cost $69,434; first-year operating cost $40,000; revenue $75,000. Format: variety. Principals: Ms. Brunson (100% owner) is general manager at WLBI(AM)-WLBI(FM) N.Y.

• Adel, Ga.—Timberland Communications Inc. seeks 92.1 mw, 3 kw, HAAT 300 ft. P.O. address: Box 508, Adel, Ga. 31620. Estimated construction cost $27,790; first-year operating cost $6,058; revenue $36,000. Format: country/easy rock. Principals: Ralph L. Deen (51.08%) and W. George Deen Sr. (48.91%). Ralph L. and W. George Deen are brothers and own 51.08% and 48.91% of WIB(AM) Adel, respectively.

• Kealakekua, Hawaii—Kona Coast Broadcasting Co. seeks 92.1 mw, 1 kw, HAAT 158 ft. P.O. address: Box 843, Kealakekua, Hawaii 96750. Estimated construction cost $2,850; first-year operating cost $9,850; revenue not given. Format: MOR. Principals: Thomas M. Jones and co-trustees of trust of Richard E. Jones, each 50%. Mr. Jones, individually and as co-trustee, with Sally A. Jones Lenart (his sister), own KKON(AM) Kealakekua and KBON(AM) San Bernardino, Calif.

• Lewiston, Idaho—Lewis-Clark State College seeks 89.9 mw, 10 kw, HAAT minus 860.5 ft. P.O. address: 6th Street at 8th Ave., Lewiston, Idaho 83501. Estimated construction cost $4,845; first-year operating cost $1,000. Format: informational variety. Principal: is state-supported, non-profit, educational institution.

• "East St. Louis, III.—East St. Louis Board of Education, District 189 seeks 89.5 mhz, 10 kw, P.O. address: Tenth and State Streets, East St. Louis 62201. Estimated construction cost $32,536.25; first-year operating cost $4,000. Format: Educational. Applicant is public school system.

• French Lick, Ind.—Hoosier Hills Broadcasting Corp. seeks 100.1 mw, 3 kw, HAAT 320 ft. P.O. address: Prospect Hill, West Baden, Ind. 47432. Estimated construction cost $14,460; first-year operating cost $14,410; revenue $30,000. Format: Modern Country, Rock. Principals: Thomas A. Chit, Charles N. Cutler, Alan Rosendale (one-third each). Mr. Chit owns New York public relations firm. Mr. Cutler is chief engineer of WTMJ(AM) Louisville, Ky. Mr. Rosendale is program director of WYPE(AM) Rockford, Ill.

• Mason City, Iowa—TLC Broadcasting Corp. seeks 98.3 mw, 3 kw, HAAT 300 ft. P.O. address: 216 Second St., NE, Mason City, Iowa 50401. Construction cost $60,000; first-year operating cost $20,000; revenue $28,000. Format: easy listening/contemporary. Principals: 14 owners of 7-1/7% each none of whom has broadcast interests.

• Arkansas City, Kan.—Ark Valley Broadcasting Inc seeks 106.5 mw, 100 kw, HAAT 378 ft. P.O. address: 106 S. Summit, Suite B, Arkansas City 67005. Estimated construction cost $80,523; revenue $120,693. Format: C&W. Principals: William P. Turney (46%), Louis B. Burke Jr. (30%), Donald D. Wolf and John R. Stanesci (33% each). Mr. Turney, president, is chief engineer of KJCK(AM) Junction City, Kan. Mr. Burke is chief engineer of KJIU(AM) Phoenix. Mr. Stanesci is local dentist. Mr. Wolf is advertising manager of KJCK.

• Arkansas City, Kan.—Violet Broadcasting seeks 106.5 mw, 100 kw, HAAT 350 ft. P.O. address: 121 W. Fifth, Arkansas City, Kan. 67005. Estimated construction cost $109,235; first-year operating cost $70,380; revenue $108,000. Format: contemporary. Principals: Gary L. (60%) and Viola A. Vieler (40%), engineer and traffic/bookeeper, respectively, at WMAR-TV in Baltimore.

• "Garden City, Kan.—Kanza Society Inc. seeks 91.1 mw, 100 kw, HAAT 350 ft. P.O. address: 4239 N. Main St., Garden City, Kan. 67846. Estimated construction cost $130,535; first-year operating cost $75,731. Format: variety/religious. Principal: Kanza is private, non-profit, tax-exempt membership corporation formed for purpose of operating noncommercial FM in southwest Kansas.

• Wellington, Kan.—Sumner Broadcasting Co. seeks 93.5 mw, 100 kw, HAAT 375 ft. P.O. address: Kley Drive, Wellington, Kan. 67152. Estimated construction cost $39,000; first-year operating cost $63,023; revenue $73,000. Format: standard pop. Principals: Edwin D. and Zora B. Hundle (married), 50% each, who own KLEY(AM) Wellington, also 50% each.

• Benton, La.—Benton Broadcasting Corp. seeks 92.1 mw, 3 kw, HAAT 300 ft. P.O. address: 2600 Jewella Ave., Shreveport, La. 71109. Estimated construction cost $81,080; first-year operating cost $91,000;
Worland, Wyo.; $72,000; first year operating cost $36,000; revenue Chadron, Neb. revenue not relied upon. Format: MOR. Principals: Windsor
ing/classical. Principals: KRIO(AM) seeks 90.3 mhz, none estimated technical facilities. Art L, Boulder City, NV. KVSH(AM) 106.3 mhz, applicant. Mr. Phelps has 50%
attachment, his wife and three others. Derrick L. Cashie has 350 kw (applicant
is 50% of KCS(N) and of KVSH.
Boulder City, Nev.-Ferraro and Ferraro seek 105.5 mhz, 120 kw, HAAT 148 ft. PO address: 628 Avenue L, Boulder City, Nev. 89005. Estimated construction cost $170,501.20; first year operating cost $49,120; revenue $64,000; format: classical/news. Principals: Art and Jodi Crowfoot Ferraro, each 50% (married couple), partners in M and T Sales, Los Angeles, both former broadcast managers.
Nashua, N.H.-Merrimack Valley Broadcasting Inc. seeks 106.3 mhz, 3 kw (applicant is applying for same technical facilities as formerly licensed to WOTW-FM). PO address: 14 Church St, Nashua, N.H. 03060. Estimated construction cost $60,000; first year operating cost $250,000. Format: country. Principals: Joseph G. Sakey (18.1%), Paul R. Shea (14.4%) and nine others. None have other broadcast interests. Merrimack is also applicant for WOTW(AM) in Nashua.
Nashua, N.H.-Sunrise Broadcasting Corp. seeks 106.3 mhz, 3 kw (applicant is applying for same technical facilities as formerly licensed by WOTW-FM). PO address: 2 Aubern Street, Nashua, N.H. 03060. Estimated construction cost $109,300; first year operating cost $31,300; revenue $250,000. Format: country and some classical/oldies (53% total). Principals: Lee C. White (29%), Phil David Fink (20%) and six others none of whom has broadcast interests excepting Sunrise application for WOTW(AM) Nashua.
*Mahwah, N.J.-Ramoso College of New Jersey seeks 90.3 mhz, 01 kw, HAAT minus 64 ft. PO address: 501 Academy St, Mahwah, N.J. 07430. Estimated construction cost $15,087.67; first year operating cost $5,765; revenue not given. Format: information. Principals: Howard D. Black (25%), non-profit incorporated public educational institution.
Alamogordo, N.M.-Richard Sweetland seeks 94.3 mhz, 3 kw, HAAT minus 491.75 ft. PO address: Box 1490, Alamogordo, N.M. 88310. Estimated construction cost $65,752; first-year operating cost $66,300; revenue $75,000. Format: MOR. Principals: Richard Sweetland is real estate investor and former employee at KRIO(AM) McAllen, Tex.
Raton, N.M.-Raton Broadcasting Co. seeks 94.3 mhz, 3 kw, minus 528 ft. PO address: 1128 State St, Raton, N.M. 87740. Estimated construction cost $357,482.90; first year operating cost $3,600; revenue $3,600. Format: variety. Principals: James T. Roper (100%), licensee of KRTN(AM) Raton.
Ruidoso, N.M.-Sierra Blanca Broadcasting Co. seeks 91.5 mhz, 3 kw, HAAT minus 467 ft. PO address: 1404 Suddenth Drive, Ruidoso, N.M. 88345. Estimated construction cost $34,387; first-year operating cost $21,250. Format: country/religious. Principals: Edward D. Hymen (100%), licensee of KRRA(AM) Ruidoso.
Windsor, Colo.-Cashie Broadcasters seek 97.7 mhz, 3 kw, HAAT 300 ft. PO address: Drawer 99, Windsor, Colo. 80550. Estimated construction cost $45,229; first year operating cost $25,100; revenue $75,000. Format: variety. Principals: Charles Franklin Barry III, John W. Phelps (45%), Mr. Byrne is Long Beach, Calif. businessman, Mr. Phelps is Windsor insurance company manager and former announcer/salesman at WIAM(AM) Williamson, N.C.
Williston, N.D.-Charles L. Scollfield seeks 96.1 mhz, 100 kw, HAAT 173 ft. PO address: 410 E 6th St, Box 1367, Williston, N.D. 58801. Estimated construction cost $111,639; first year operating cost $36,000; revenue $40,000. Format: standard pops. Principals: Mr. Collins is licensed of KEYX(AM) Williston and cable systems.
Shelby, Ohio-Harry Wilber seeks 100.1 mhz, 2.15 kw, HAAT 350 ft. PO address: 613 Beech St, Oberlin, Ohio 44074. Estimated construction cost $48,772; first year operating cost $84,000; revenue $120,000. Format: gold. Principals: Mr. Wilber also owns WOBL(AM) (Chardon, Neb. 50% of KVS(N) and of 100% of KER(FM) Torrington, Wy. Mr. Jones owns 50% of KCSR and of KVSH.
Alamogordo, N.M.-Richard Sweetland seeks 94.3 mhz, 3 kw, HAAT minus 491.75 ft. PO address: Box 1490, Alamogordo, N.M. 88310. Estimated construction cost $65,752; first-year operating cost $66,300; revenue $75,000. Format: MOR. Principals: Richard Sweetland is real estate investor and former employee at KRIO(AM) McAllen, Tex.
Raton, N.M.-Raton Broadcasting Co. seeks 94.3 mhz, 3 kw, minus 528 ft. PO address: 1128 State St, Raton, N.M. 87740. Estimated construction cost $357,482.90; first year operating cost $3,600; revenue $3,600. Format: variety. Principals: James T. Roper (100%), licensee of KRTN(AM) Raton.
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Windsor, Colo.-Cashie Broadcasters seek 97.7 mhz, 3 kw, HAAT 300 ft. PO address: Drawer 99, Windsor, Colo. 80550. Estimated construction cost $45,229; first year operating cost $25,100; revenue $75,000. Format: variety. Principals: Charles Franklin Barry III, John W. Phelps (45%), Mr. Byrne is Long Beach, Calif. businessman, Mr. Phelps is Windsor insurance company manager and former announcer/salesman at WIAM(AM) Williamson, N.C.
Williston, N.D.-Charles L. Scollfield seeks 96.1 mhz, 100 kw, HAAT 173 ft. PO address: 410 E 6th
Grants

WTAL-AM-FM Melbourne, Fla. (AM: 1560 kHz, 5 kw-D; FM: 107.1, 3 kw) -- Broadcast Bureau granted assignment of license for operation of Cape Canaveral Broadcasters Inc. from Robert and Skinny Vaughn (25.20% before; none after) to Thomas R. Hansen (24.34% before; 100% after); consideration: assumption of $48,580 note. Principals: Sellers have no other broadcast interests. Mr. Hansen, as licensee, has no other broadcast interests. Remaining stock is held by John D. Donohue Jr. (46.48%) and seven others. None has other broadcast interests. Action March 27.

KMWI-TV Walla Walla, Wash. (ch. 12, 27.5 kw v.s. 4.36 kw au.) -- Broadcast Bureau granted assignment of license for operation of Town Publishing Co. to Western Telestations for $70,000. Maui Publishing also owns KMVI(WM) Wallu. Buyer is 100% owned by Starr Broadcast Group which also owns 5 AM's, 4 FM's and 4 TV's. Action March 27.


KCLN-AM-FM Clinton, Iowa (AM: 1390 kHz, 1 kw-D; FM: 97.7, 3 kw) -- Broadcast Bureau granted assignment of license from Valley Broadcasting Co. to Pattin Corp. for $400,000. Seller, group owner, is owned by Robert Z. Morrison (51%), general manager Kenneth P. Kroemer and Donald Brodyke (each 22.3%); 34% other broadcast interests. Buyer is Michigan group owner, licensee of WXH(M) (WJXO-FM Jackson and WMPXJ(AM) Midland, both Michigan; owned by M.P. Patten, J. Castor and E.R. Huse. Action March 20.

WWTC(AM) Minneapolis, (1280 kHz, 5 kw-U DA-N) -- Broadcast Bureau granted assignment of license from Buckley Broadcasting Corp. of Minnesota to Metropolitan Radio Inc., for $600,000. Seller, group owner, is Richard D. Buckley Jr., president and board chairman and 6% owner of Buckley Broadcasting of Minnesota, is president and board chairman of Buckley Broadcasting of Conn. (WCDL-AM-FM Hartford, Conn.), president, board chairman and 11% owner, Buckley of Calif. (KGIL (AM) San Fernando and KKHJ(AM)-FM San Francisco) and 60% of KOIL-FM-AM San Fernando, Calif. Buyer is principally owned by Robert E. Short, 50.876% of Minneapolis businessman. It has no other broadcast interests. Action March 27.

WONT(AM) Oneonta, N.Y. (103.1, 2 kw) -- Broadcast Bureau granted assignment of license from James E. Konstanty, receiver to Cmierick Communications for $95,000. Seller, court-appointed receiver under instruction to sell assets of Franklin Mountain Broadcasting Corp. Buyer is 50% owned by Oscar A. and Janet L. Silver (husband-wife), Mr. Silver was salesman with TeleRep national television representatives, N.Y., Ms. Silver is media supervisor Ted Bates Inc., N.Y. Action March 27.

WICE(AM) Providence, R.I. (1290 kHz, 5 kw-D) -- Broadcast Bureau granted assignment of license from Crohan Communications to Dunns Broadcasting for $194,300, plus $25,000 covenant not to compete. Seller is principally owned by Robert J. Crohan, president, who has no other broadcast interests. Buyer: 100% owned by John M. Dunn, who was VP general manager of WRO(AM) Evansville, Ind., but no longer has any broadcast interests or connections other than this application. Action March 27.

Facilities changes

TV actions

WTKK-TV Manassas, Va. -- Broadcast Bureau granted license covering permit for change, ERP to vis., change trans., change type ant., ERP: 1,150 kw, max. ERP: 1,380 kw and ant. height 590 ft. (BFMCT-7,229). Action March 27.

WRL-TV Raleigh, N.C. -- Broadcast Bureau granted license covering permit for change, ERP: 95.5 kw, max ERP: 100 kw and ant. height 1,990 ft. (BFMCT-7,707). Action March 23.

AM actions

WYVS Vernon, Ala. -- Broadcast Bureau granted license covering permit for changes (BL-14,404). Action March 27.

KDBK Mera, Ariz. -- Broadcast Bureau granted license covering permit (BL-14,344). Action March 27.

KGKO Benton, Ark. -- Broadcast Bureau granted license covering permit for changes (BL-14,211). Action March 27.


WQCK Warner Robins, Ga. -- Broadcast Bureau granted license covering permit for changes (BL-14,327). Action March 27.


WDLA Walton, N.Y. -- Broadcast Bureau granted license covering permit for changes (BL-14,358). Action March 27.

WBBB Burlington-Graham, N.C. -- Broadcast Bureau granted license covering permit for changes (BL-14,423). Action March 27.

WCHL Chapel Hill, N.C. -- Broadcast Bureau granted license covering permit for changes (BL-14,436). Action March 27.

WNOO Chattanooga -- Broadcast Bureau granted license covering permit for changes (BL-14,406). Action March 27.

WGQC Kingsport, Tenn. -- Broadcast Bureau granted license covering permit for changes (BL-14,432). Action March 27.

FM application

KOYN-FM Billings, Mont. -- Seeks CP to change TL, type trans., ant., move changes in ant. system, ERP: 100 kw (h&v) and HAAT: 700. (h&v). Action March 27.

WHKW-FM Fayette, Ala. -- Broadcast Bureau granted license covering permit for changes, ERP: 100 kw (h&v) and ant. height 350 ft. (h&v). Action March 27.

WLAY-FM Muscle Shoals, Ala. -- Broadcast Bureau granted license covering permit for changes, delete remote control, main ERP: 600 kw (h&v), main ant. height: 290 ft. (h&v), ERP: 650 w (h&v) and aux. ant. height 300 ft. (h&v). Action March 27.

WJOA-FM Tucalusa, Ala. -- Broadcast Bureau granted license covering permit for changes, ERP: 50 kw (h&v) and ant. height 320 ft. (h&v). Action March 27.

KAMB-FM Merced, Calif. -- Broadcast Bureau granted license covering permit for changes, ERP: 50 kw (h&v) and ant. height 390 ft (h&v). Action March 21.


KVMT-FM Vail, Colo. -- Broadcast Bureau granted license covering permit for changes, ERP: 300 w (h&v) aux. (BLH-7,518). Action March 21.

WQTQ Hartford, Conn. -- Broadcast Bureau granted CP to change freq. to 89.9 mhz, change TL, install new trans., new ant., makes changes in ant. system, ERP: 63 w (h&v) and ant. height 86 ft. (h&v). (BPED-2,456). Action March 23.

WSFY-FM Plano, Ill. -- Broadcast Bureau granted license covering permit for changes, ERP: 3 kw (h&v) and ant. height 300 ft. (h&v) (BLH-7,601). Action March 27.

WRBR-FM South Bend, Ind. -- Broadcast Bureau granted CP to change TL/SL, change ant. system, ERP: 3 kw (h&v) and ant. height 290 ft. (h&v) (BPH-10,562). Action March 10.

WHKC-FM Henderson, Ky. -- Broadcast Bureau granted license covering permit for changes, ERP: 3 kw (h&v) and ant. height 300 ft. (h&v) (BLH-7,599). Action March 27.

KSLI-FM Alexandria, La. -- Broadcast Bureau

How does K-ACE, Inglewood, a Class A FM station sandwiched in between two Class Bs, one a 105,000 watt giant, compete successfully in the Greater Los Angeles market?

Willie Davis, the owner, says a part of the answer is his consultant, Cliff Gill, a 25-year veteran manager, broker and station owner (currently K-Wave, San Clemente).

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Broadcasting April 10 1976

119
1976 employment and investment in tangible broadcast property of nationwide networks, their 17 owned-and-operated AM stations and other AM and AM/FM radio stations 1976

<table>
<thead>
<tr>
<th>Employment</th>
<th>Nationwide networks</th>
<th>Other stations</th>
<th>Total</th>
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<td></td>
<td>17 network owned-and-operated AM stations</td>
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<tr>
<td></td>
<td>17 network owned-and-operated AM stations</td>
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</table>

Investment in tangible broadcast property

| Original cost | 6,483,000 | 12,004,000 | 18,487,000 |
| Depreciated cost | 6,356,000 | 11,254,000 | 17,610,000 |

1Seventeen network owned and operated FM stations are included in FM column.
2Includes 4,353 AM and AMFM stations. FM stations associated with AMs but reporting separately are included in FM column.
3CBS, MBS, NBC, and ABC's AM networks and one FM network.
4Includes 4,346 AM and AMFM stations (a few stations rent or lease instead of owning their facilities).

granted license covering permit for changes, ERP: 98 kw (h&v) and ant. height 850 ft. (h&v) (BLH-7,456).
Action March 27.

1. WJMD-FM Bethesda, Md. - Broadcast Bureau granted license covering changes, ERP: 98 kw (h&v) and ant. height 780 ft. (h&v), condition (BLH-7,564).
Action March 15.

2. WRFB-FM Frostburg, Md. - Broadcast Bureau granted license covering permit for changes, ERP: 16.5 kw (h&v) and ant. height 860 ft. (h&v) (BLH-7,628).
Action March 27.

3. WCDO-FM Hyannis, Mass. - Broadcast Bureau granted license covering permit for changes, ERP: 13 kw (h&v) and ant. height 130 ft. (h&v) (BLH-7,552).
Action March 27.

4. WCEL-FM Medford, Mass. - Broadcast Bureau granted license covering permit for changes, ERP: 4.5 kw (h&v) and ant. height 720 ft. (h&v) (BLH-7,602).
Action March 27.

5. WCCW Stockbridge, Mass. - Broadcast Bureau granted license covering permit for changes in trans. and ant. aux. ERP: 4.5 kw (h&v) and ant. height 720 ft. (h&v) (BLH-7,602).
Action March 27.

6. WCNX Knoxville, Tenn. - Broadcast Bureau granted license covering permit for changes in trans. ERP: 450 w (h&v) and ant. height 40 ft. (h&v) (BLH-7,709).
Action March 27.

7. WHEL-FM New Orleans, La. - Broadcast Bureau granted license covering permit for changes in trans. ERP: 100 kw (h&v) and ant. height 30 ft. (h&v) (BLH-7,342).
Action March 27.

8. WCCW Stockbridge, Mass. - Broadcast Bureau granted license covering permit for changes, ERP: 46 kw max. (h) at 38 kw max. (v) and ant. height 520 ft. (h&v) (BLH-7,557).
Action March 27.

9. WVYK-FM Knoxville, Tenn. - Broadcast Bureau granted license covering permit for changes in trans. ERP: 100 kw (h&v) and ant. height 1,970 ft. (h&v) (BLH-7,349).
Action March 27.

10. WLYX Memphis, Tenn. - Broadcast Bureau granted license covering permit for changes (BLH-7,181).
Action March 27.

11. WSMW Memphis, Tenn. - Broadcast Bureau granted license covering permit for changes in trans., ERP: 165 w (h&v) and ant. height 160 ft. (h&v) (BLH-7,715).
Action March 27.

12. WNAZ Nashville, Tenn. - Broadcast Bureau granted license covering permit for changes, ERP: 500 w (h&v) and ant. height 120 ft. (h&v) (BLH-7,717).
Action March 27.

13. KORI-FM Henderson, Tex. - Broadcast Bureau granted license covering permit for changes, ERP: 3 kw (h&v) and ant. height 200 ft. (h&v) (BLH-7,533).

14. WPJS-FM Orangeburg, S.C. - Broadcast Bureau granted license covering permit for changes, ERP: 100 kw (h&v) and ant. height 580 ft. (h&v) (BLH-7,590).
Action March 27.

In context

Case assignments
- Cleveland, SJR Communications (WQAL/FM) renewal proceeding: (BC Docs. 78-94) - Chief ALJ Chester F. Naumowitz Jr. designated ALJ David I. Kraushaar as presiding judge, scheduled prehearing conference on May 8 and hearing on June 20 in Cleveland. Action March 24.

Procedural rulings
- Bozeman, Mont., Burt H. Oliphant et al., FM proceeding: (BC Docs. 78-15-7) - ALJ Reuben Loven extended to April 14 time to parties to respond to

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Attorneys
petitions to enlarge filed by Northern Sun Corp. and Burt H. Oliphant. Action March 24.


- Albemarle, N.C.-Radio Station WABZ Inc. and Victor Broadcasting Inc., FM proceeding; (BC Docs. 78-63-64)—ALJ Thomas B. Fitzpatrick granted motion by Broadcast Bureau and extended to April 14 time to respond to petition to enlarge filed by Radio Station WABZ Inc. Action March 27.


- Richmond, Va.-Roy H. Park Broadcasting of Virginia, (WTVR-AM-FM-TV) renewal proceeding; (Doc. 21409)—ALJ Reuben Lozner granted to limited extent motion by Park and canceled admissions and evidentiary hearings set for April 3 and 10, respectively, subject to rescheduling. Action March 21.

Initial decision

- Patterson, N.Y.—ALJ Walter C. Miller denied application of Patterson Broadcasting for new FM on ch. 28A there. Action March 29, becomes effective in 50 days barring appeal or review.

FCC decisions

- Commission decided to petition U.S. Supreme Court for review of federal appellate court decision setting aside 1976 FCC order imposing mandatory access, channel capacity and equipment requirements on certain cable television systems. Action March 22.

- Commission terminated show cause proceeding against Time Sales Inc., a former San Diego corporation and two of its former officers. Action March 22.

- Commission exempted from cable TV network nonduplication rules signals that are significantly viewed off-the-air in a community. Action March 22 amends Part 76 of rules, becomes effective May 8.


- *KUHT(TV) and *KUHF(FM) Houston—Commission renewed licenses for remainder of term to Aug. 1, 1980 conditioned on licensee's submitting to commission on April 1, 1979 written report on TV station's EEO effort and outcome of pending employment discrimination proceedings against licensees. Action March 22.


- WREL(AM) Lexington, Va.—Commission granted WREL Inc. permission to modify conditions placed on grant of its assignation application. Action March 24.

- WREL(AM) Lexington, Va.—Commission granted WREL Inc. permission to modify conditions placed on grant of its assignation application. Action March 24.


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- WREL(AM) Lexington, Va.—Commission granted WREL Inc. permission to modify conditions placed on grant of its assignation application. Action March 24.

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The newsweekly of broadcasting and allied arts.

Name

Company

Business Address

Home Address

City

State

Zip

Subscriber Service

☐ 3 years $90

☐ 2 years $65

☐ 1 year $35

(Canadian and other international subscriptions add $9 per year)

1978 Cable Sourcebook $20.00 (if payment with order: $15.00)

1978 Yearbook $37.50 (if payment with order: $32.50)

Payment enclosed

Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

ADDRESS CHANGE: Please send new address above and attach label from your recent issue, or print old address including zip code. Please allow two weeks for processing.

Broadcasting April 10, 1978

122

Summary of broadcasting

FCC tabulations as of Feb. 28, 1978

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<tr>
<th>Licensed</th>
<th>On air</th>
<th>CP's on air</th>
<th>Total on air</th>
<th>CP's not on air</th>
<th>Total authorized**</th>
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*Special temporary authorization

**Includes off-air licenses

Actions

- Bardstown, Ky.—ALJ Lenore O. Ehrig granted application of Nelson County Broadcasting for new FM on ch. 244A there. Action March 29, becomes effective in 50 days barring appeal or review.

- Jersey Shore, Pa.—Broadcast Bureau assigned ch. 244A to community's first FM in response to petition by Jeffrey O. Schlesinger. Action March 27, becomes effective May 10.

- Little Falls and Woodport, N.J.—Chief, Broadcast Bureau in response requests by New Jersey Public Broadcasting Authority extended from March 24 to April 24 date for filing responses to Association of Maximum Service Telecasters' request for reassignment of noncommercial TV ch. 50 from Little Falls to Woodport. Action March 24.

Rulemaking

- Petitions


- Long Pine, Calif.—Dorthy Collins requests amendment FM table of assignments to assign ch. 276A to Tehachapi, Calif. Action March 29.


- Elk City, Okla.—Beckham Broadcasting (KADSAM) requests amendment FM table of assignments by substituting ch. 234 for ch. 23A at Elk City and substituting ch. 240A for 244A at Childress, Tex. Action March 29.

- Cable

- Following operators of cable TV systems request certificates of compliance, FCC announced March 29 (applications listed are TV signals proposed for carriage):

- Pena Cable TV, for Socorro, N.M. (CAC-12640): to change signals.

- Waterloo Cablevision for Waterloo, Iowa (CAC-12645): commence operation.

- Bolivar Cable, for Bolivar, Tenn. (CAC-12646): commence operation.

- Fairview TV Cable System, for Fairview, Okla. (CAC-12652): change signals.


- Delta D Cable, for Tylertown, Ill. (CAC-12654): existing operation with signal changes.


- Great Falls River Cable TV, for Fall River, Mass. (CAC-12657): commence operation.

- Community Telecommunications, for Manhattan, Mont. (CAC-12658): commence operation.

- Alpine Tucker Cable TV, for Alger, N.M. (CAC-12659): WRTTV Los Angeles, WTGTV Atlanta.

- St. Louis Cable, for Adamsville, Tenn. (CAC-12660): WTVT Tupelo, Miss. WSM-TV Nashville.


- Whaling City Cable TV, for New Bedford, Mass. (CAC-12662): WXNE-TW Boston.

- Multivue TV, for Boston. (CAC-12663): commence operation.

- Bow, N.H., for Broken Bow, Neb. (CAC-12664): closing operation.
HELP WANTED MANAGEMENT

General Sales Manager—AM Radio Station in major Mid-West market. Group owned, long established station has opening for a Sales Manager to supervise both National Sales Rep. and local sales staff of five persons. Must have proven ability to administer, train and motivate. Excellent fringe benefits, advancement opportunities, Equal Opportunity Employer. Send resume, references, salary requirements to Box D-75.

General Manager needed—Alaska's first station above the Arctic Circle, KOTZ, Kotzebue. Applicants must have 5 years experience in management, programming, news, and public affairs as well as a thorough working knowledge of FCC Rules and Regulations. Experience in working with volunteers helpful. Send a complete resume of professional experience: to Michael P. Porcaro, Executive Director, Alaska Public Broadcasting Commission, 308 G Street Anchorage, AK 99501. Salary $24,000 per year. Kotzebue Broadcasting is an equal opportunity employer.

Need mature news oriented operations manager for growing regional AM/FM in Midwest agriculture area. Organizational and leadership qualities a must. Excellent modern facilities, City of license 15,000. Please send resume and references. Box D-151.

Program Director for noncommercial community radio station serving Dayton, Ohio area. Responsible for cultural programming and volunteer community programming, knowledge and experience necessary $7,000, paid vacation and health insurance. Apply by April 24 to Mark Mercile, Managers, WYSO, 571-864-2022. An Equal Opportunity/Affirmative Action Employer.

Wanted—General Manager for WYTI, Harrington, PA, programmed by No. 1 country RD. $100,000 modernization plan includes new tower...great sales staff and local acceptance. Sales leader-sales idea person needed. A Great Scott station. Phone 215-326-4003.

Assistant Director Business and Development, Broadcasting Services. University of Northern Iowa, KHKE(FM) and KUNI(FM), the University of Northern Iowa's dual FM public radio services, seeks an Assistant Director of Business and Development to be responsible for administering development programs designed to raise financial and volunteer support. Position requires skills in administering systems evaluation, financial accounting procedures and needs assessment. B.A., in business, management or public relations is essential. M.A. is helpful. Five years management and fund raising experience in public broadcasting is essential. Excellent fringe benefit plan and an excellent fringe benefit package is available. Send personal resume with reasons for interest and credentials to: Raymond Harris, Personnel Service, 161 Baker Hall, University of Northern Iowa, Cedar Falls, IA 50613. Members of protected classes may feel free to identify themselves for purposes of Affirmative Action.

Manager needed—radio station in small rural town in North Carolina. Salary competitive. Reply to Paul Marcus, 444 Brickell Avenue, Suite 1050, Miami, FL 33131.

HELP WANTED SALES

Wanted: Top-Flight street fighters who want to earn big money. Major East Coast Market (1,000,000 +). Will only consider experienced professionals. Progressive owners or managers are interested in your track record, resume and experience. Rapid advancement to Management. EOE, 703-273-4000.

Highest bidding AOR in rich Northeast Market looking for experienced, competitive sales person capable of winning a major market slot. Will be given full support training in all phases of our aggressive operation. Box D-20.


Major Midwest Station Medium Market, looking for morning talent. Full-service, humor oriented personality format. Professional co-workers, pleasant community. Good opportunity. Please send resume and salary requirements. Box D-87.

Florida MOR soft format with standard pop fill, seeks personality. Must be strong on production, minimum two years experience with Third Class License with endorsement. No floaters. Opportunity for advancement with small public company. Excellent medical program, delightful living by ocean. Send resume, tape and salary requirements Randolph H. Miller, WIRA, Fort Pierce 33450. An Equal Opportunity Employer.


Oregon Calls/Opening for production oriented announcer who does not object to handling automation part of the shift. Great area to live, work and partake of our fantastic recreational opportunities. A.M. is 5000 watts "Traditional Country" with a full-time C.J. FM is Automatic Contemporary. Send tape and resumes immediately to Charlie Walters, Program Manager, P.O. Box 980, Klamath Falls, OR 97601. E.O.E./F.M.

Beautiful music stations seek qualified applicants for future openings. Must have good voice, production skills, and 3rd endorsement. Send tape, resume, and financial requirements to: John Nest, WSQW AM & FM, 26 S. 4th, Pekin, IL 61554. An Equal Opportunity Employer.


Major Market New England Beautiful Music Station seeks experienced announcer. The future could be today if you qualify. Resume to Box D-115.

Night DeeJay/Music Director, adult contemporary regional giant. Production essential. Better than average pay for the right person. Box D-134.

Need Experienced-Personable Communicator for community-minded MOR AM. Produces some Beautiful Music duties also. Top Ten most desirable place to live. Good benefits. Resume to Box D-140.


Top rated modern country station in Capitol City has opening for a real pro, for a full time D.J. shift. If you are ready to move up, call RD. or G.M., 217-525-3033 EOE.

Automated, Beautiful Music station has opening for experienced Announcer with good voice and production skills. Send resume and audition tape with news and commercials to WLIN, PO Box 12247, Jackson, MS 39211.

Morning person for wake up ministry 3-5 years experience preferred. Duties include news and some production. Send aircheck and resume to: Station Manager, WOLC, Princess Anne, MD 21853.

I Sure Would Like to know where all the experienced Contemporary Country Communicators to be employed im- mediately—AM communicator from 6-9 with tops production must. E.O.E. Tapes and resumes to Doug Shackleford, Electronic Corp., 221 Washington Street, Ruskin, FL 33570.
HELP WANTED ANNOUNCERS CONTINUED

Country Jock needed, Florida's Beautiful Treasure Coast. Tape and resume to Bob Irwin, Operations Director, PO Box 1330, Ft. Pierce, FL 34945. EOE.

Immediate opening for announcers with pleasant mature voices for an MOR Station. Must be able to read, and do production. Send tape and resume to Vernon Beck or Josh Fuller at KBID, RO Box 1794, Wills Point, TX 75169.

Experienced announcers needed for progressive growing station in beautiful Northern Wisconsin. Need strong production—potential for sales and program director position. Send tape, resume and salary requirement to Roger Unnehmen, PO Box 310, Antigo, WI 54409.

P.M. Drive air personality for Contemporary M.O.R. Experience and good production a must. Salary commensurate with ability. Send six-check, production samples and resume to Jeff Trapps, WBNR, PO Box 511, Beacon, NY 12508, E.O.E.


HELP WANTED TECHNICAL

If you are a technical crackpack who would like to spend his time in a pleasant, well-equipped lab, 35 miles west of Phila., doing challenging things for a 500 watt Full-Time AM station and a position to become 2501 sophisticated CATV system (microwave, tool), call Louis Seltzer at 215-388-3598. We are part of the WOCL/Cable TV of Worcestershire County, PO Box 231, Coatesville, PA 19320. E.O.E.


Chief Engineer. Contemporary 5KW DA, 1KW, NDN and AOR Class 3 FM. Knowledge of antenna and transmission systems. New studios. No automated experience. Growth oriented. State salary, submit resume to WILS, 600 West Cavanaugh Road, Lansing, MI 48910.

Chief Engineer needed for Alaska’s first station above the Arctic Circle, KOTZ, Kotzebue, 5KW AM full-time non-directional, First Phone plus 5 years experience in AM operations and studio equipment maintenance. Unusual opportunity for ambitious self-starter. Send a complete resume of professional experience to: Paul H. Davis, Engineer, Alaska Public Broadcasting Commission, 306 G Street, Anchorage, AK 99501. Applicants must have 5000 per year Kotzebue Broadcas is an equal opportunity employer.

Engineer Wanted for 2 stick day-timer in the Midwest. Complete maintenance background, all FCC regulations plus automation. Fringe plus profit sharing. Send complete resume to: Box D-121.

Broadcast Engineers—Senior Technicians. 25-35K after six month apprenticeship. Our jobs involve full responsibility for maintenance of shipboard communications and electronics navigation systems in the maritime service. You must be thoroughly familiar with digital and analogue circuitry and have demonstrated "hands-on" troubleshooting ability. These jobs also involve handling all ship communications, second class FCC radiotelegraph license is required. For top level candidates without the telegraph license, we can train for FCC endorsement and fringe benefits. Submit resume in confidence to Radio Officers Union, Attn: IME, 70 Hudson Street, Room 710, Hoboken, NJ or phone 201-659-7370.

Broadcast Recording Technician, Knowledge of classical recording techniques. Two year degree in Music or Audio Engineering. Position is for a University of Cincinnati, OH 45221, EEO.

Chief Engineer who understands both AM and FM. Mid West Combo needs experienced pro with ears. Good feeling! Chance for advancement with growing, ambitious group. Immediate opening. Resume to: Perry St. John, VP GM, KSO, KGGG, 3900 N.E. Broadway, Des Moines, IA 50317.

Chief Engineer needed immediately for small AM/FM. Automation and direction experience helpful. Prefer combo person with strong top 40 ability but all applicants considered. Must know FCC rules. Call 919-243-5152. Complete resume and tape to Engineering, WOTW/WXYX Box 170, Wilson, NC 27893. EOE.

HELP WANTED NEWS


Growing Southwest market, looking for news "Personality". Must have strong Community Involvement, operating, with good voice. If you can present the news in an entertaining fashion, then let talk. Great living and working conditions. Salary sixteen to twenty grand a year. It sounds like you, then let talk. Resume full to Box D-131.

Newsperson needed for afternoon slot. We’re looking for someone who can present the news, not read it. Great living and working conditions in the Southwest Market. Send full resume to Box D-132.

Illinois, Small town or rural background. Obtain, write, and air local news. Resume, Box D-144.

Broadcast Journalist for Midwest AM/FM Excellent news room facilities, regional coverage. We place a high value on local news and public affairs. Grow with us. Please send resume, tape and references to WILO AM/FM, Franklin, IN.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS


WOAI Radio is looking for an Assistant Sports Director/MI. Have Play-By-Play, "Hot Talk" skills and 5-minute casts. Send tape and resume to John W. Barger, General Manager, WOAI Radio, 1031 Navaro, San Antonio 78205, EOE.

SITUATIONS WANTED

Station Manager who is top General Manager says everyone wants to win but everyone does nothing about it! Active, experienced station! Credentials, proven track record! Let’s talk! Box D-60.

Station Manager who can lead sales & programming to No. 1 position in your market is looking for more permanent position. Must be good, sound, solid growth position. I’ll bring you home! Box D-82.

I’ll make your West Coast property much money 20 years in Radio-TV all phases. Specialist in sales, motivation and training. Proven track record. Box D-105.

Sales up 300 percent in three years with same salespeople. Presently-employed operations manager looking for new challenge from civil employee. Prefer AOR or "true" MOR station. Twelve years experience, has excellent phones. Good FCC R&R, ascertainment, renewals, etc. Box D-107.

Your manager may be a great salesperson who can’t make your station successful because he doesn’t understand programming. I am a sales-oriented programmer who can. Let me show you. Box D-141.

Looking: for medium market Operators Manager or Assistant Manager position in S.E. for temporary 11 years experience—from G.M. to PD, and M.D. College and engineering (1st phone soon). Looking for career position. Currently G.M. Jerry at 603-232-2882.

15 Years Experience in all phases of Radio, seeking Small Market Assignment. On Air April 16th. Bill Satterfield 607—243-7526 evenings or write PO Box 31 Dunia, NY 14837.

Hard-working, aggressive account executive, 7 years major market experience seeks sales management opportunity Box C-225.

SITUATIONS WANTED

HELP WANTED ANNOUNCERS

Female—age 24, 3rd class, expertly trained seeking first break in radio. Available immediately will relocate anywhere—tape and resume upon request. Call 312—978-3936 between 3pm and 11pm or write Denise A. Garrett, 5225 S. Parkside, Chicago, IL 60638.


Seeking First Break or Job in Radio. Thoroughly trained in all phases. Experienced, Ready to relocate. For tape and full resume call; 9 a.m.-5 p.m. 312—425-7650 or after 5 p.m. 312—673-4600 or write: Craig Stevens (Ginsburg), 5843 W. Main Street, Morton Grove, IL 60053.

Air personality superbly trained seeking first job in radio. Available immediately. For resume and tape call 312—673-9054 between 5 pm and 11 pm or write: Mark Jay Muller, 9047 Crawford, Skokie, IL 60076.

Superbly trained Air Personality seeking first job in Radio, 3rd endorsed, available immediately. For resume and tape call 312—436-1635 between the hours 3p.m.-12 midnight or write David Cox, 8640 S, Bell, Chicago, IL 60636.

Doctor Rock is ready to work! Professionally trained, 3rd endorsed, full of ideas! Tapes and resume available immediately. Will move anywhere! Call 312—422-2788 or write: Doctor Rock, P. O. Box 404, Oak Lawn, IL 60453.

Male—age 20—3rd endorsed—expertly trained seeking first break in radio. Available immediately will relocate anywhere. Tape and resume upon request. Call 312—778-8054 between 8 a.m.-2pm. or write Dennis Bajer, 5343 So. Talman, Chicago, IL 60632.

Female, 21. Third Endorsed Expertly trained. Seeking 1st break in Radio. Available immediately. Will relocate anywhere. Tape and resume available upon request. Call 312—785-4970 2 p.m. until midnight or write Nikki Colvin, 11415 Racine, Chicago, IL 60643.

Attention all Southern California Radio stations. Male, 2nd endorsed, experienced in Top-40. News and Major Market experience in sports reporting. Seeks full or part-time position in any of the above. Moving to Southern Cal. in mid May P.O. Box 25062, Phila., PA 19147. Tape and resume available.

Experienced DJ & News, Contempo, MOR or Top 40, 3rd, BA. Avail Now, Small or Mid Mixt, 703—243-5936.

Third Endorsed with experience in MOR. Looking to move to Medium Market MOR or Top 40. My tape will speak for itself! Box D-109.


Situations WANTED

Mid-West Broadcaster with sales, copy production and current experience, desires Small or Medium Market position! Box D-64.

Talented Veteran Broadcaster seeks Sales/Announcing position. Eight years experience in all facets of radio except engineering. Available in June Box D-106.


HELP WANTED SALES

Broadcasting April 10, 1978
SITUATIONS WANTED ANNOUNCERS

 Continued

Fresh Talent, 22, with small market experience seeking top 40 gig. Former KFRC Intern, 3rd endorsed, will relocate. Production and a bit of voiceover work. Call afternoons of Ken Moniz 415-351-2342. 1870 Wayne Ave., Ste. 49 Rancho Cordova, CA 95677.

Energetic MOR Personality ready to learn and do it all. Good sales and sound. Will relocate. Ronnie Simmons, 8941 20th Ave., Brookside, NY 11214, 372-2864.

Broadcasting school graduate, very well trained in DJ, announcing and production, full time board; eager to learn, will relocate. Call 312-246-5087 between 6 p.m. and 10 p.m. Don L. Reed, 626 West Waveland, 20, Chicago, IL 60613.


Experienced major market Communicator looking for smaller market community involved station. Creative production & excellent voice. B.S. in communications & 3rd class endorsed. Call Bruce King at 216—732-8383.

Honest dependable DJ wants all night show. Third Endorsed. 4-1/2 years experience, 1—904—255-6950. Mike Hon, 373 Williams, Daytona Beach, FL 32116.

10 years experience, 1st phone, 38, single. Adult car top, 40 and C&W stations. Seeking an opportunity in the Southwest to secure a future, for further information call Bob Peacock, person to person at 214—630-1011 and leave a message.


Announcer First Class. Looking for full time air shift, New England. Easy going, crackjack production work, immediately, additional income.

SITUATIONS WANTED TECHNICAL

Aggressive, Ambitious Engineer desires position in large or medium market, looking for station committed to technical excellence. Can design and build from ground up. Major market experience. Box: D-68.


30 yrs broadcasting engineering 25 yrs Chief, AM-FM-DA-Proof, Field measurements, installation. Prefer Nevada but will consider other Western states. Certified by SBE. Box D-130.

SITUATIONS WANTED NEWS


News Director, 19 years experience, light writer, station building professional, perfect pronunciation, proven administrator; impecable references. What can you offer? John Knight, P.O. Box 18211, Tucson, AZ 8573.

What am I worth to you? Four years major market all-news writer, editor, sports producer. Six years PBP sports reporting, Ready for new challenge. Box D-49.

Sportscaster/Announcer, 22, 4 yrs. college and H.S. football/basketball/PBP sportscasts, actualities. Also news and production experience. 3rd endorsed. Prefer small to medium market. Box D-54.

Creative sports/news reporter with first phone experience seeking to relocate. Helped raise Seattle station’s ratings from 5th to 2nd. Strong PBP commentary and news. Tom Bowman 206—522-0830.

Female sports/news pro. 3 yrs. PBP beat reporting, talk show host, 2 yrs. baseball, basketball. 3rd endorsed. MA Single. Ready to join your sports/news staff now. Anywhere. Box D-103.

Major market sports director looking to move. Football, basketball, hockey PBP talk experience, network stringer. Same TV. Box D-153.

Experienced newsmen in small market desires move to station where hard work and talent is appreciated. Would like opportunity to enter Television News or Announcing if your station is affiliated. Prefer Midwest, 30...maried. 314—638-4478.


Serious About Local News? Young, hard-hitting ND has no-nonsense concepts he can bring to your Major Market station. Carl Steve, weekday mornings. Office: 212—895-6619.

Outstanding Sportscaster/Account Executive has just completed another Big Season looking for major college or pro PBP in Southwest or West. 6 years experience with excellent PBP sales record. Call 217—427-5432.

SITUATIONS WANTED PROGRAMMING, PRODUCTION AND OTHERS

Top Rated, Top 15 Market Personality needs someone to challenge on-air volunteer activities, aggressive Adult Rocker/Adult Contemporary. If you've been searching for a leader with a music research, video production, and extensive promotional background, you've found me. Top 100 markets only Box D-111.

Tired of Floaters?? Seven years radio experience in production, music programming. Family man. Want stable Top 40/Top 10 market opportunity for chair with current or upcoming PD/Operations Director position. Now in Rocky Mountain area. Box D-142.

Country Programmer skilled at turning losers into winners. If you're considering going Country in a major market, or Continental market, give me the numbers and the targets... Let's talk. Dave Donahue, 901—362-0862.


TELEVISION

HELP WANTED MANAGEMENT

General Manager, Northeastern Educational Television of Ohio, Inc. PBS station operated by The University of Akron, Kent State University and Youngstown State University. Experience of independence in personnel, financial, legal and station management, MA preferred. BA required. Deadline for applications: April 1, 1978. Starting date: July 1, 1978. Contact Dr. Lawrence Looby, Youngstown State University, Youngstown, OH 44555.

Executive Coordinator, Friends of Channel 21, Inc. Grant funded academic specialist at WKA-TV, Mansfield. Responsible for coordination, direction and development of PTV citizen support group. Major responsibilities include: supervision of Friends’ staff; development of all activities; membership development; liaison with community groups, WKA staff and Friends’ Board; fund raising through special programs and local underwriting; and long-range planning. Bachelor’s degree required. Applicants should have: minimum of 3 years full time successful experience (5 years preferred) in community/volunteer involvement and program coordination plus demonstrated organizational capability, knowledge and successful experience in management, development, sales, and promotion. Oral and written communication skills and proven successful experience in human relationships essential. Demonstrated knowledge and experience in public television citizen support activities and development required. Salary: $18,000. Completed application deadline: May 1, 1978. Write for application details. Mr. Skip Her- bert, President, Friends of Channel 21, B21 University Avenue, Madison, Wisconsin 53706. An equal opportunity/affirmative action employer.

2-3 years medium/major market experience. Please reply with personal letter outlining background and skills. EOE. Reply to Box C-271.

The Ohio State University invites applications for Director of School of Journalism, and professor or associate professor of journalism. Director is responsible for college of Social and Behavioral Sciences. Qualifications include, preferably, doctorate, administration and professional experience, demonstrated teaching ability and record of scholarship and publication. Director is responsible for faculty of 20, more than 700 undergraduate students and large daily laboratory newspaper; oversees budget, curriculum development and encourages research. Director is expected to do research in Advertising, Public Relations, Journalism, The Ohio State University Columbus, OH 43210. An Equal-Opportunity, Affirmative-Action Employer.

HELP WANTED SALES

Salesperson, Peoria area, full or part-time, experience helps but not necessary. Contact Mike Dupont, 602 West Glen, Peoria, IL 61614, 309—585-5947.

Executive sales. Chapman Associates, media brok- ers, has opening for an additional associate. Applicant must have successful sales record—this is straight commission field—and be of good character. Training will be furnished. Contact Paul Chapman, Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

Seeking aggressive, innovative Broadcast Account Executive. Local and/or regional sales experience. Experience in building and maintaining relationships. Excellent opportunity. Contact Jesse Johnson, WANE-TV, 2915 West State Road, Fort Wayne, IN 46808, tel. 219—424-1515.


Seeking Mature, experienced, television advertising and marketing executive who would like to associate with an exciting opportunity. Must be familiar with insurmountable ins and outs of the San Diego Market. This person must not be afraid of new concepts or insurmountable tasks. Must be a tireless, organized and innovative man who is willing to learn, grow and start from scratch. Income commensurate with back- ground and productivity. Send resumes to: Mission Broadcasting, 921 F St., P.O. 19700, San Diego, CA 92119 Attention: R.V. Fairbanks.

HELP WANTED ANNOUNCERS

Seeking on-air personality for daily half-hour daytime magazine format TV program. Need ability to interview wide range of guests. Forward resume, tape to W. Potter, 3800 Hoover Ave., Bldt. MD 21211. EOE. Affirmative Action Employment.

HELP WANTED TECHNICAL

Merlin Engineering Works has opening for two ex- perience engineers who are involved in design and maintenance of quad VTR's. See us at N.A.B. Booth 1129 or write to Merlin Engineering Works, 1860 Embarcadero, Palo Alto, CA 94303.


News Cameraperson needed immediately WEEK- TV in Peoria needs someone who can use film or tape to tape 16mm sound. WANG (RC) experience helpful. EOE. Send resume to R. Paul Stueber, News Manager, WEEK-TV, 2907 Springfield Road, East Peoria, IL 6161.
HELP WANTED TECHNICAL CONTINUED

Wanted: TV news director for CBS affiliate which has a strong number one news rating. Need someone to manage TV news department and also anchor. Must have minimum of 5 years experience in all aspects of TV news, including editing. An Equal Opportunity Employer. Send tape and resume to Dale Hazen, General Manager, KJMA-TV, P.O. Box 702, Yaskama, WA 98570. Phone 509—575-0029.

Producers, Experienced, creative and enthusiastic. You'll bear full responsibility for the look, feel, art, atmosphere of the network news. Must be familiar with all aspects of the newsgathering process, experience in filming and editing. An Equal Opportunity Employer. Send tape and resume to Dale Hazen, General Manager, KJMA-TV, P.O. Box 702, Yaskama, WA 98570. Phone 509—575-0029.

Newsroom Supervisors, Experienced. Excellent opportunity for outstanding television news producer or supervisory experience in television and operation of color cameras, film chains, studio facilities, and complex electronic equipment. Equal Opportunity Employer. Send resume to Keith Nighbert, Manager, WENH-TV, Box Z, Durham, NH 03824, A.A.E.E.O.

HELP WANTED NEWS

Top 50 S.E. number one wants experienced producer/writer for night newscast. Short brisk stories. Lots of film and tape. Must be able to edit it. E.O.E. Box 113.

Newscast Production/Reporter: Top 30 market has immediate opening for energetic producer with good writing and organizational skills for noon broadcast. Must be skilled reporter for afternoon minimum. 2 years experience required, send 11×17 contact. Send resume to Box D-124.

Anchor/reporter for 100-105 market station in Midwest with strong news commitment. Production, reporting, anchor experience necessary. Resume, salary experience first letter, Box D-148.

News Director. Tremendous opportunity for right person. VOX, Columbus, Ohio. Position entails leadership of dominant medium market news station with top staff and equipment. Top salary and benefits for the successful applicant. This is a permanent position. Complete resume, salary history, must be accompanied by a recent photograph. Box 384, September 1978.

SITUATIONS WANTED TECHNICAL

Broadcasting April 10, 1978

126
Help Wanted Sales Continued

Leading National Marketer Needs Regional

SALES REPRESENTATIVES
If you have what it takes... we have what you need
to earn $25,000 to $40,000 and more!

We are looking for particular type sales professionals who will systematically work a territory as if it were their own business.

We are America's largest producer of complete advertising programs for Banks, Savings & Loans, and Auto Dealerships. Expansion has opened high-earnings career opportunities for sales representatives experienced in selling chief executives. If selected, you'll represent a dynamic company in a lifetime repeat business offering products with an unparalleled 15 year record of success.

To qualify you must have demonstrated an ability to sell concepts, make effective high-ticket sales presentations, and be a strong one-call closer. Advertising and broadcast media background helpful. You must be energetic, self-motivated and be able to travel away from home 2 to 4 nights a week. You'll be amply rewarded with an excellent compensation package that includes high commissions, incentives and company benefits. (Your commissions should average from $400 to $800 weekly after initial training period). If you're ready for this high earnings opportunity, year after year... and able to get into action within two weeks after selection, send us your resume today. WRITE: PERSONNEL DIRECTOR, THE GOLLCNIK COMPANY ...ADVERTISING/MARKETING, 2817 E. OAKLAND PK. BLVD., FT. LAUDERDALE, FLA. 33306.

Help Wanted Announcers

MORNING DRIVE
COUNTRY JOCK
WHITI/KSTT
BOX 3788
DAVENPORT, IA 52808

MAJOR MARKET TALKER
Midwest major market talk station now accepting resumes from creative, fun loving talk show hosts. This is the opportunity you've been working towards. Send resume to Box D-145.

NEWS DIRECTOR
Small Market A.M./F.M.
Tremendous challenge for an experienced news person who wants to live in one of the greatest recreational areas of the west. We want an aggressive individual committed to in-depth local news coverage. Salary negotiable. EOE. Full resume to Box D-129.

FEMALE OR MALE
INTERESTED IN SPORTS?
We need a very alive sportscaster to do six morning drive reports. Must be very alert and together for exciting format. Also news responsibilities. Call John Bry.
News Director

WCUZ/WMLW
One McKay Tower
Grand Rapids, Michigan 49503
616 451-2551

Help Wanted Technical

CHIEF ENGINEER
Small Market AM/FM
12 thousand to start, for working engineer in pristine mountain community of 40,000, where living costs are less and outdoor recreation is abundant. Must be capable of growing with fast expansion program that includes full-time directional CP EOE. Resume to Mr. Smith, PO Box 969, Klamath Falls, Oreg, 97601.

Help Wanted Technical

Situations Wanted Management

AT NAB
Let's talk. I'm Mike Button, successful professional. Radio Programmes a self startit innovative. Work and communicate well with staff. Medium and Large Market success with Adult Contemporary. Top 40 and Beautiful Music. At Las Vegas NAB 364-7181 or home 714-569-2552.

WANTED-REWARD
1. An owner who wants a Gen'l Mgr. with the following qualifications.
2. A Gen'l Mgr. who is a former owner and knows all about the bottom line.
3. A Gen'l Mgr. who can hire train and motivate a sales force to get out on the street and get the business.
4. A Gen'l Mgr. who is a street fighter himself and knows you have to lead not just give service. Local and agency acct's.
5. A Gen'l Mgr. who knows the FCC rules and regs.
6. A Gen'l Mgr. who knows how to program and promote a station.
7. A Gen'l Mgr. who is a college Grad with a degree in Accounting and who has Three years of law school.
8. A Gen'l Mgr. who can take a loser and make it a winner or take a winner and increase the profits.
9. A G.M. who can be a lather, mother, psychologist and spiritual leader for the whole staff.
10. Gets totally involved with community.

If you are the owner that is looking for this kind of GM then the REWARD is me. I will be available at the NAB for interviews. Please call Bill Hunter at the Agliers-Hotel Las Vegas AC 702-735-3311 or Box D-120.

Situations Wanted Announcers

Major Market Mornings
A charismatic approach to AM Drive featuring humor, phones, sincerity, community involvement, and a special intangible flair... A proven winner on all formats... If you want to capture your market, make lots of money and aren't afraid of success—we want to join your family 800-737-1421.

Situations Wanted News

SUCCESSFUL MEDIUM MARKET NEWS DIRECTOR

Situations Wanted News

RADIO SPORTSCASTER
Play-by-play and regular daily sports reports. Experienced, with successful radio stations in competitive South Florida Market. Young, willing to relocate, 3rd endoros. Contact Alan Friedman, 7763 West Boca Road, Apt. 1601, Boca Raton, Florida 33432. (305) 365-1566.

Help Wanted Programing, Production, Others

Help Wanted News

HELP WANTED
AMERICA'S GREAT RADIO STATION
WJR
One of America's fine radio stations seeks a mature, ambitious, analytical and creative person as PROGRAM DIRECTOR/OPERATIONS MANAGER
This may be the most fun, interesting and rewarding position in the radio business. Responsibilities include programming, news, sports, promotion, engineering and the care and feeding of a very talented group of 60 people. A person with general management experience would be particularly well qualified. Please contact Bill James, Manager [WJR]
2200 Fisher Bldg. Detroit, Mich. 48202
Equal Opportunity Employee.

Broadcasting April 10 1978 128
Video Tape Technician

Deere & Company, a leading manufacturer of agricultural equipment, is currently seeking a qualified Video Tape Technician.

The individual we select will be responsible for the maintenance and operation of all equipment in the video studio at our Industrial Training Center. Requirements include a BS degree with experience in TV production and TV electronics. A knowledge of helical scan video equipment for color production is a definite plus.

We offer a competitive salary and comprehensive benefits that include paid relocation to Iowa. Send complete resume, including salary history to:

Ronald H. Like
Manager, Professional Employment
Deere & Company
Moline, Illinois 61265
An Equal Opportunity Employer M/F

Seeking A Future in The Fast Growing Video Field?

If so, do you qualify for:

BROADCAST ENGINEERING MANAGEMENT

Direct a field staff of engineers to ensure that installations are carried out according to spec and provide technical guidance to see that field people are properly trained and equipped to maintain products. Candidate should possess an E.E. degree, have prior experience in managing people and have several years of direct involvement with the broadcast industry.

BROADCAST FIELD ENGINEERS

Assume complete product-support responsibility for VTR's and associated equipment. Knowledge of time base correctors and color cameras helpful. Candidate should possess an E.E. degree and have prior experience in a broadcast station or similar environment. Travel required.

SALES ENGINEERS

Must have good basic knowledge of video tape recorders and related equipment. Personality required to deal with high level management personnel at group and network levels. Experience in a broadcast station desirable. Candidate should be highly motivated and willing to relocate if necessary. Travel required.

If yes, we are a major manufacturer of video equipment and would like to discuss the possibility of joining our fast tracked organization. We offer excellent starting salaries, complete benefit packages and excellent opportunities for advancement.

Please respond by resume to:

Box BM 815
810 7th Avenue
New York, N.Y. 10019
An Equal Opportunity Employer M/F

VIDEO TAPE CENTER PERSONNEL

RCA American Communications, Inc. has openings at our Vernon Valley Video Tape Center, Vernon New Jersey (near Great Gorge), for experienced Video Tape Technicians. Requirements are as follows:

VIDEO TAPE EDITING TECHNICIAN

- Perform all duties associated with computerized (CMX tape) tape editing and assembly in concert with and under the direction of the customer.
- Should be capable of operating all equipment and machines associated with a video tape operating center.
- Other responsibilities include maintenance and time tape control and storage.
- Successful candidate will be exposed to, and trained in new video conversion techniques.
- Minimum 3 years related experience required.

VIDEO TAPE TECHNICIAN

- Perform all duties associated with realtime tape playback operations employing 2-inch quad machines (e.g. TR 600).
- Should be capable of operating all equipment and machines associated with a video tape operating center including TK28 Color Telecine Camera and related equipment, routing switches, and audio cart or UVE operation.
- Minimum of 1 to 2 years related experience required.

We offer excellent starting salaries and a full range of company benefits.

To arrange interview, send resume and salary requirement to:

Mrs. B. Van Putten, Dept. FIM
RCA American Communications, Inc.
201 Centennial Avenue
Piscatway, NJ 08854

We are an equal opportunity employer M/F.
VIDEO SALES ENGINEERS & SALES MANAGERS


Tektronix, Inc., a Fortune 500 electronics leader, manufactures an extensive line of broadcast quality waveform and picture monitors, test and sync-pulse generators, vectorscopes, chrominance correctors, and other test and processing equipment. We're looking for a solid technical background in broadcast TV, an EE or the equivalent experience, and successful sales experience in a professional broadcast or CATV environment.

An enthusiastic, self-motivated personality is required since you will be operating with a high degree of independence. We offer a very competitive salary, bonus incentives, commissions and a company car.

LAS VEGAS NAB INTERVIEWS
Contact Austin Basso, Eastern Region Sales Manager, at Booth 811, or forward your resume to SALES MANAGER (TV), Tektronix, Inc., 2 Research Court, Rockville, Maryland 20850. Phone: 301/948-7151.

All replies will be held in strict confidence.
An Equal Opportunity Employer M/F/H

BOOKS
413 DESIGNING & MAINTAINING THE CATV & SMALL TV STUDIO—2nd Edition, by Kenneth B. Koechle. Completely updated edition of this simplified, yet detailed guide on the installation and maintenance of production facilities to CATV, CCTV, HFC and broadcast TV studios. 266 p 100 ill. $12.95

463 TV LIGHTING HANDBOOK, by Dr. James A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and assist producers, directors, anyone involved in production, with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (4-color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out, 228 p, including 4-color section. $12.95

440 VIDEO TAPE PRODUCTION AND COMMUNICATION TECHNIQUES by J.L. Braim. A complete text on the production of video recording for effective communications. Tells how to put professional techniques to work. 256 pages, illustrated glossary, index. $12.95

Broadcasting Book Division
1735 DeSales St., NW
Washington, DC 20036

Please send me book(s) number(s) ________
my check in the amount of ________ is enclosed.

Name _________________________________
Address ________________________________
City ______ State ______ Zip ________

VITAL HAS A FUTURE FOR YOU

Help Wanted News

TV METEOROLOGIST
Ousted meteorologist needed with on-air television weather experience. Medium market station. Send resumes only to Box D-123.
An Equal Opportunity Employer (M/F)

11:00 PM CO-ANCHOR
We are a medium market station in the beautiful Northwest. We have a top-flight, aggressive news department and we are looking for an 11 o'clock co-anchor to help move us to ratings dominance. The salary is competitive, the training is excellent and the environment is great. EOE. Contact Bill Appetegate, News Director, (503) 495-5611.

NEWS CO-ANCHOR
WMAR-TV BALTIMORE—CBS AFFILIATE
Experienced News Anchor wanted for our M-F newscasts. Must have ability to do street reporting. Send resume and video cassette to: Libby Stevens, Personnel Manager WMAR-TV/FM 6400 York Road Baltimore, Maryland 21212 EOE M/F

MIDWEST, NET AFFILIATE
Our nationally respected 35-person television news department invites applications for the following positions:

SENIOR REPORTER: Experienced, mature reporter for investigative and special assignment projects. Writing and packaging skills must be outstanding. Send resume and record of past reporting achievements.

ANCHOR: Anchor-producer. Premium placed on writing skill and effective delivery. Knowledgeable journalists only; no readers, please.

We are an EOE. Minorities and women encouraged to apply. Direct inquiries to Box D-150.

Broadcasting April 10, 1978
Help Wanted News Continued

We Hate To Call Ourselves An Employment Agency.

We winces anytime someone tries to put us in that category.
We've been to employment agencies and through the wild goose chases. The great job interviews that turn out to be nothing but bad news.
We're different.
We're Newspole, Inc. and we find jobs at television stations for news people.
If you're a news director, weathercaster, anchor, sportscaster, editor, reporter, producer or photographer, we want to talk to you! Because we know that we can help you now, or at some time in the future.
Perhaps you're happy where you are now. We're happy for you too. And if that's the best you can do for yourself right now, we'll advise you to stay put.
But maybe you're not aware of other opportunities that you are ideally suited for. Or you haven't been thinking about the advantages of moving up in your career.
That's where we can help you.
Tell us about yourself, your skills, your goals and we'll evaluate your money-making potential and the type of market and station you're best suited for. We'll give you the guidance you need to prepare a resume and submit it to you in the best light. And if we help you make a connection, it will be a connection you'll be glad to make.
Our fees are paid by the station that hires you. So there's no reason to hesitate calling us. We just want to know that you are our there. And we can't know about you unless you make the first move.

Newspole, Inc.
(313) 968-1416 or write 26200 Greenfield, Suite 60, Oak Park, Mich. 48237

Help Wanted Programming, Production, Others

INTERESTED IN BECOMING A CAMPAIGN NEWS SECRETARY?

YOU MAY BE JUST WHAT THE REPUBLICAN PARTY IS LOOKING FOR

The National Republican Congressional Committee is looking for bright, aggressive people with a background in communications and an interest in politics.
We are holding two training seminars in Washington, D.C. with the hope of placing news secretaries with 1978 Republican Congressional campaigns. The two seminars will be identical in content. April 21, 22, 23 or May 12, 13, 14.
Write or call today for more information and an application form:
National Republican Congressional Committee
News Secretaries' Workshop
Room 512-300 New Jersey Avenue SE
Washington, D.C. 20515
202/225-1800

Assist the campaigns. New position. Requirements: Previous personnel supervision required. Good people skills, personal appearance, and telephone skills. Moderate salary range. Position is flexible. Position to last through November. Write resume to Box D-13.

Operational Director
Top 25 market stations in sun belt has opening for person to assume day to day responsibilities under General Manager, for operational departments of VHF, network affiliated TV station. New position. Requires experienced individual, preferably with program and production skills but other areas of TV expertise not excluded. Equal opportunity employer. Forward complete resume including salary range. Please, including experience, resume to Box D-85.

WANTED

Audience Promotion Writer Producer minimum two years television production experience. Must be creative, write well, and be willing to work long hours. Position offers many creative opportunities. Salary flexible. Box D-126.

TV Program Director

For leading 50-80 station in Midwest market. We are seeking an individual with strong knowledge and experience in all programming and production areas--a thoroughly professional, creative person to head our programming department. This person must share our dedication to our community, our station and to excellence. All replies handled in a confidential manner. Send resume to Box D-139. An EOE

Executive Assistant Producer

TV Production Company seeks an individual with strong major network connections to assist the producers of a TV pilot show. Please, individual must show a superior track record with the networks. Earning potential six figures. Reply in confidence: James Gencarelli Enterprises 1155 Warburton Ave., Yonkers, New York 10701.

Assistant Program Director

Immediate opening by Midwestern ABC TV affiliate. Will understudy the Program Director and supervise production activities. Strong experience in studio and remote production required. Should be interested in program philosophies, research, acquisition and development of local programs. Previous personnel supervision required. We are an equal opportunity employer. Send resume to Box D-108.

Broadcasting April 10 1978 131
Help Wanted Programming, Production, Others Continued

MEDIA RELATIONS REPRESENTATIVE

We are a major energy company in the Southwest and have an immediate opening for a media relations representative. You must have a journalism degree, with experience in radio/tv, print or both.

Applicant must be able to develop and maintain media contacts and have the ability to work with company executives in meetings with the press.

Salary will be based on experience. Send resume and salary history to Box D-137.

We are an equal opportunity employer, M/F

Audience Research

Professional Research Services

SURVEYS from $330.00 - Write or call for brochure
• Increase sales revenue
• Achieve greater respect at the agency level
• Increase station prestige among employees

6806 S. Terrace Rd, Tempe, Az. 85283 (602) 839-4003

For Sale Stations

W. John Grandy Broadcasting Broker
During the NAB will be at the Jockey Club 736-8800

LARSON/WALKER & COMPANY

Convention Headquarters
MGM Grand Hotel
1209A-1207-1209

SEE YOU AT THE SAHARA
737-2111

George Moore & Associates
BROKERS AND APPRAISERS
6116 N CENTRAL EXPRESSWAY, SUITE 712
DALLAS, TEXAS 75206 214-361-8970

Free Film

FREE FILMS? CALL MODERN TV
The leading distributor. We have the most. PSA's & newscasts too. Call regional offices. Or general offices: 2232 New Hyde Park Rd, New Hyde Park, NY 11040 (516) 437-6300.

Radio Surveys

From the Warner Bros.: 3407 Storyubae Dr, Falls Church, Va. 22044

500 calls $50.00 per mo.
100 calls $25.00 per mo.

S-A-M-S

Broadcasting April 10 1978

132
WIN IN THE WEST
Major Market
Class C FM
Top Facility
Profitable
Call to discuss with Principal
during NAB Convention, Las Vegas
(702) 382-7107 Ext. "21"

MGM GRAND HOTEL
• LAS VEGAS
HEADQUARTERS
SUITE 761 •
761 • A
MEDIA BROKERS • APPRAISERS
RICHARD A.
SHAHEEN INC.
435 NO MICHIGAN AVE. • CHICAGO 60611

NAB CONVENTION

H.B. La Rue, Media Broker
 Будущее радио, телевидения, медиа-брокер
WEST COAST: 1644 N VERDI BUILDING. SAN FRANCISCO, CALIFORNIA 94102
EAST COAST: 910 EAST 53RD ST. RD. 02. NEW YORK 10022
(415) 493-0974

For Sale Stations Continued

Class C FM
Southwest market with good growth potential.
Price $500,000.00. Terms. Contact Roy Kelley
4525 Shady Lane, Wichcita Falls, Texas 76308,
Phone AC (817) -692-7722.

CHAPMAN ASSOCIATES*
media brokerage service

STATIONS

W Small AM $42K SOLD Ray Stanfield (213) 363-5764
SW Small AM $145K $40K Bill Whitley (214) 387-2303
CA Small AM $160K SOLD Evelyn Stanfield (213) 363-5764
SE Small AM $150K $44K Paul Crowder (615) 298-4986
SW Small FM-A $87K SOLD Galen Gilbert (214) 387-2303
MW Small AM $106K SOLD David Kelly (414) 499-4933
SE Small AM/FM $225K SOLD Bill Chapman (404) 458-9226
FL Small Single $150K 29% Joe Gratz (813) 877-1800
SW Small AM-F $170K SOLD Galen Gilbert (214) 387-2303
SE Small Single $138K $40K Bill Chapman (404) 458-9226
MW Small Single $160K $48K David Kelly (414) 499-4933
SW Small Single $70K $35K Galen Gilbert (214) 387-2303
W Small AM/FM $375K $108K Bill Hammond (214) 387-2303
SE Medium FM-A $250K SOLD Paul Crowder (615) 298-4986
MW Medium AM-F $255K SOLD David Kelly (414) 499-4933
W Medium AM $700K SOLD Paul Crowder (615) 298-4986
W Medium FM $252K $250K Ray Stanfield (213) 363-5764
MW Medium AM/FM $200K SOLD David Kelly (414) 499-4933
SE Metro FM-A $300K SOLD Bill Chapman (404) 458-9226
NE Metro AM/FM $700K Nego. Art Simmers (617) 848-4893
NE Metro AM $350K SOLD Bill Hammond (214) 387-2303
NE Metro FM-C $340K SOLD Art Simmers (617) 848-4893
MW Metro FM-A $250K SOLD John King (517) 867-2201
W Metro Fulltime $225K Cash Evelyn Stanfield (213) 363-5764
FL Metro FM $13.5MM SOLD Bill Hammond (214) 387-2303
W Metro AM/FM $875K SOLD Ray Stanfield (213) 363-5764
SW Metro AM/FM $775K 29% Bill Whitley (214) 387-2303
W Major FM $4.5MM SOLD Ray Stanfield (213) 363-5764
NE Major AM/FM $1.7MM 29% Warren Gregory (203) 229-0365
CA Major FM $1.44MM SOLD Ray Stanfield (213) 363-5764
W Major FM $2.6MM SOLD Bill Hammond (214) 387-2303
MW Small VHF $1.1MM SOLD Bill Chapman (404) 458-9226
NE Medium VHF $875K SOLD Art Simmers (617) 848-4893
NE Metro UHF $1.2MM Nego. Art Simmers (617) 848-4893
SE Metro VHF $2.7MM SOLD Art Simmers (617) 848-4893

NAB: Las Vegas Hilton, Suite 2129
To receive offerings of stations within the areas of your interest, write
Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Ga. 30341

CHICAGO CONVENTION

ILLINOIS

100 N Michigan Ave., Chicago, Illinois 60602
Phone (312) 840-0606

TV—Top 5 Market
Independent, with great
UHF Coverage/Signal.
See us at Las Vegas Hilton.

H.B. La Rue, Media Broker
BROKER: Las Vegas Hilton, Suite 2129
NAB: Las Vegas Hilton, Suite 2129
To receive offerings of stations within the areas of your interest, write
Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Ga. 30341

William Kepper & Associates

H.B. La Rue, Media Broker
BROKER: Las Vegas Hilton, Suite 2129
NAB: Las Vegas Hilton, Suite 2129
To receive offerings of stations within the areas of your interest, write
Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Ga. 30341

William Kepper & Associates

H.B. La Rue, Media Broker
BROKER: Las Vegas Hilton, Suite 2129
NAB: Las Vegas Hilton, Suite 2129
To receive offerings of stations within the areas of your interest, write
Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Ga. 30341

William Kepper & Associates

For Sale Stations Continued

Class A" FM in Georgia city. An ex-
cellent buy for $485,000.

* AM/FM single station market in Miss.
FM heard in adjacent city. Automated.
Good buy, $15,000 down if financially
responsible.

Daytimer within 100 miles of
Montgomery, Ala. Total price $600,000
Building included. Lease land for
$22.00 per month. Terms. 535,000 down.

Daytimer NW Alabama needs resident
owner/manager. Good potential.$175,000.

Fulltimer in North Alabama. Only
Fulltimer in Mkt. Includes real estate
$360,000.

* AM/FM within 50 miles of NYC. Powerful
FM, $690,000, Terms.

* UHF TV with 20 cable systems in
South, $600,000, Terms.

* Powerful Fulltimer in Northern
Arizona, $900,000, Terms.

* Spanish station, Sou. Calif. Good buy for
$380,000.

* Powerful ethnic daytimer with good
billing, Central Georgia metro area.
$810,000, Assume corporate note.

* Powerful daytimer, Fort Worth-Dallas
area. Good buy for 1.2 million.

* Class "C" Stereo. Central Texas. Good billing.
$240,000.

* Daytimer, Southern Georgia. $285,-
000.

* Cable TV operation in Indiana. A good buy.
$360,000.

* FM within 35 miles of Washington, D.C.
Consultant says potential of mov-
ing within 6 miles of Washington belt-
way, $340,000, Terms.

* Fulltimer in S.E. Missouri. Profitable
single station, $280,000.

* Daytimer in N.C. $400,000, Terms.

* FM in Central Pa. $225,000, Terms.

* Minority interest in five small town
stations. Management possibilities.

All stations listed every week until sold. Let us list
your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615 • 756-7635 • 24 HOURS

Broadcasting April 10 1978

133
For Sale Stations Continued

WE'RE "REEL" PROUD TO INTRODUCE
Jerry "Chip" Chiapetta

The Horton Company's new associate serving Florida and the deep South. Since receiving his B.A. from the University of Pittsburgh in 1956, "Chip" has been a journalist, an award-winning radio and television broadcaster and producer, the author of two books and more than 300 articles and picture stories published by national magazines. His special interest is the great outdoors and he's been elected to the Fishing Hall of Fame. Married and the father of four, "Chip" is a successful businessman who brings a remarkable industry background and a warm personality to his new assignment.

Through the years, we have said our associates are men of action . . . men of experience . . . men of their word. "Chip" Chiapetta is cast in that same mold. We know you will enjoy working with him. We do, already.

His address is 601 Elkcam Circle, Marco Island, FLA 33937, and his phone number is (813) 384-7578.

NAB Convention
Headquarters
LANDMARK HOTEL 29th Floor

Ralph E. Meador
Media Broker
AM-FM-TV-APPRAISALS
PO. Box 36
Lexington, Mo. 64067
816-259-2544

ATTENTION MINORITIES
SOUNDAMERICA CORPORATION will spin off Radio Station WQIZ, St. George, SC due to retirement from Broadcasting of officers. WQIZ—5000 Watts; 810 kHz; Non-Directional—Daytime. All Black format. Everything is owned, land, building, equipment, plus manager's residence.

This station is a moneymaker; not a dog! $500,000 CASH. Nothing will be sent to you in the mail. Phone 803—563-4371 for appointment to inspect books and facilities. (Transportation to Charleston SC airport arranged.)

A Charleston, SC SMSA Area Radio Station.

Bill Exline
NAB Address:
Riviera Hotel
734-5110

William A. Exline, Inc.
31 Carroll Court, San Rafael, CA 94903
(415) 882-0117
Media Brokers—Consultants

Edwin Tornberg
& Company, Inc.

Hospitality Suite
MGM Grand Hotel

Broadcasting April 10 1978
134
Broadcasting with other major interests

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TOTAL: 364,174 $8,951,911
**Programing**

**COLUMBIA PICTURES**

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<tbody>
<tr>
<td>MGG</td>
<td>N</td>
<td>32 2/4</td>
<td>32 7/8</td>
<td>2 1/2</td>
<td>7.11</td>
<td>32</td>
<td>16</td>
<td>14.200</td>
<td>467,798</td>
<td>646,593</td>
</tr>
</tbody>
</table>

**MOTHERWELL**

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Closing Wed.</th>
<th>Closing Sat.</th>
<th>% change in week</th>
<th>1977-78 High</th>
<th>Low</th>
<th>APR 5</th>
<th>1977-78 Low</th>
<th>Pie Ratio</th>
<th>Approx. shares outstanding</th>
<th>Total market capitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCI</td>
<td>N</td>
<td>33 1/6</td>
<td>33 1/4</td>
<td>-1/8</td>
<td>-0.37</td>
<td>33 5/8</td>
<td>25 3/4</td>
<td>7</td>
<td>14.568</td>
<td>478,921</td>
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**WESTERLING**

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<tr>
<th>Stock Symbol</th>
<th>Closing Wed.</th>
<th>Closing Sat.</th>
<th>% change in week</th>
<th>1977-78 High</th>
<th>Low</th>
<th>APR 5</th>
<th>1977-78 Low</th>
<th>Pie Ratio</th>
<th>Approx. shares outstanding</th>
<th>Total market capitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTR</td>
<td>N</td>
<td>9 1/2</td>
<td>10 1/4</td>
<td>-1/4</td>
<td>-7.31</td>
<td>10 1/4</td>
<td>9</td>
<td>2.263</td>
<td>21,308</td>
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**GRAND TOTAL**

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Closing Wed.</th>
<th>Closing Sat.</th>
<th>% change in week</th>
<th>1977-78 High</th>
<th>Low</th>
<th>APR 5</th>
<th>1977-78 Low</th>
<th>Pie Ratio</th>
<th>Approx. shares outstanding</th>
<th>Total market capitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td></td>
<td>215,996</td>
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**Service**

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Closing Wed.</th>
<th>Closing Sat.</th>
<th>% change in week</th>
<th>1977-78 High</th>
<th>Low</th>
<th>APR 5</th>
<th>1977-78 Low</th>
<th>Pie Ratio</th>
<th>Approx. shares outstanding</th>
<th>Total market capitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIDO INC.</td>
<td>29 1/4</td>
<td>30 1/4</td>
<td>1/4</td>
<td>-1/2</td>
<td>-0.86</td>
<td>29 3/4</td>
<td>22 1/2</td>
<td>2.513</td>
<td>73,505</td>
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**Electronics/Manufacturing**

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Closing Wed.</th>
<th>Closing Sat.</th>
<th>% change in week</th>
<th>1977-78 High</th>
<th>Low</th>
<th>APR 5</th>
<th>1977-78 Low</th>
<th>Pie Ratio</th>
<th>Approx. shares outstanding</th>
<th>Total market capitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEL INDUSTRIES</td>
<td>AELNA</td>
<td>6</td>
<td>6 1/4</td>
<td>-1/4</td>
<td>-4.00</td>
<td>6 1/4</td>
<td>2 3/8</td>
<td>1.672</td>
<td>103,023</td>
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**Grand Total**

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Closing Wed.</th>
<th>Closing Sat.</th>
<th>% change in week</th>
<th>1977-78 High</th>
<th>Low</th>
<th>APR 5</th>
<th>1977-78 Low</th>
<th>Pie Ratio</th>
<th>Approx. shares outstanding</th>
<th>Total market capitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td></td>
<td>57,049</td>
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<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Standard & Poor's Industrial Average**

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Closing Wed.</th>
<th>Closing Sat.</th>
<th>% change in week</th>
<th>1977-78 High</th>
<th>Low</th>
<th>APR 5</th>
<th>1977-78 Low</th>
<th>Pie Ratio</th>
<th>Approx. shares outstanding</th>
<th>Total market capitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-AMERICAN STOCK EXCHANGE</td>
<td>98.5</td>
<td>98.4</td>
<td>+1</td>
<td>Over-the-counter bid prices supplied by Loeb Rhoades Homberg, Washington. Meals high-losses are drawn from trading data reported by Bacrestion. Actual figures may vary slightly. <strong>Stock split on Wednesday, closing price is last trad price.</strong> Pie ratio is computed, company registered net loss. <strong>Stock split at last at 125 cents.</strong> Pie ratio is based on earnings-per-share for the last 12 months as published by Standard &amp; Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses. <strong>Broadcasting April 10, 1978</strong></td>
<td>136</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Senator Cannon: climate improving in the Congress

On Jan. 27 the chairmanship of the Senate Commerce Committee, the panel with jurisdiction over the affairs of broadcasters, passed from the 22-year tenure of Warren Magnuson (D-Wash.)—"Maggie" as Washington broadcasters knew him— to a senator with a broadcasting nickname. But Howard Cannon, Democrat from Las Vegas, where the National Association of Broadcasters is holding its annual convention this week, had already given broadcasters a measure of his usefulness to them.

Last year, when legislation proposing restrictions on broadcast and print advertising for saccharin products was roundly defeated in both houses of Congress, broadcast associations, led by the NAB, claimed a great victory. Their claim was reinforced when Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), a former signals officer in the saccharin fight, later commented publicly that broadcasters "sure are powerful." It could easily be overlooked that it was Howard Cannon who handed them their victory.

Senator Cannon, a low-key member of the Communications Subcommittee barely known to radio and television fans, grabbed the saccharin bill and ran with it, right over the wishes of his subcommittee chairman.

Apparently Senator Cannon acted on his own initiative. A Cannon aide recalls that when the senator first took his stand, broadcast lobbyists hung back, not anxious to cross Senator Hollings, who wanted to see precisely what broadcasters would do if the saccharin bill requiring broadcasters to make air time available for saccharin messages was passed. Senator Cannon, ultimately with all the broadcast and advertising forces enthusiastically behind him, succeeded in getting the broadcast advertising provisions deleted in the Commerce Committee, then went to the Senate floor where he did the same for print advertising.

He did it without fanfare. And that, according to people who know Senator Cannon, is his standard operating procedure. He is considered an effective legislative maneuverer, as Senator Hollings, a man who isn't often beaten, will attest.

Although he has been a long-time member of the Communications Subcommittee, communications has not been Senator Cannon's forte. He has made his mark in the field of aviation regulation— he is chairman of two aviation-related subcommittees—and is chairman of the Rules Committee, which he gave up to take over Commerce.

In a recent interview he frequently hedged on the issues. On cable television, for instance, he said, "we're going to have to do something ... [but] what that is I don't know." Asked whether cable regulations, such as those restricting the carriage of broadcast signals from distant markets, should be relaxed, he said, "I don't know. I want to see precisely what the proposed regulations are ... and then make a judgment on an individual basis."

On the Federal Trade Commission's newly proposed restrictions on children's television advertising: "I don't have a firm idea in my mind as to what ought to be done in that area. I want to hear from a lot of people and then form a judgment."

On TV violence and sex: "I think the industry itself has done a fairly good job of trying to police itself from the standpoint of violence, although I don't think it's done as good a job as it needs to do." But rather than have Congress take an action to stem violence and sex, "I think we ought to give the industry the opportunity to work in that area and see what it can come up with," said the senator.

Even on the saccharin issue, it turns out the senator's action was not so much out of a concern for broadcasting's First Amendment rights as for another principle: "I just felt the case had not been made for us to step in and take such a bold move without more adequate support data," he said.

But more important than the state of his knowledge or the depth of his loyalty to broadcasting is his voting record, which is verifiably pro-broadcasting. Aside from the saccharin action, he voted the correct broadcast position the last time license renewal legislation was alive and kicking, in 1974. He still feels that both radio and TV should have license renewal terms and that they should have an advantage—a "preference"—over license challengers at renewal time if they have done a good job.

And he has cast a silent vote against attempting a rewrite of the Communications Act. For now, he says, he shares Senator Hollings's opinion that the issues should be handled according to demand, one by one.

Much of the senator's first few months in his new post has been spent in briefings with his subcommittee chairmen and staff members to increase his familiarity with issues.

But the sessions with Communications Subcommittee staff members are not to be taken as a sign of increased involvement in that area, Senator Cannon cautions. He says he wants to give Senator Hollings free rein in communications.

He says the same goes in other areas of the committee's jurisdiction, save aviation, where he plans to continue to handle matters personally. A pilot who continues to ferry himself about by air, Senator Cannon has a store of hangar stories, topped by the one about being shot down over Holland in World War II and parachuting into enemy territory. He and another officer, with the help of the Dutch underground, eluded German troops for 42 days before rejoining Allied forces.

Another fact about him, obscured by his gray-suited senatorial demeanor, is his talent on the saxophone and clarinet—good enough to help put him through law school more than 40 years ago, and good enough for him to accept occasional invitations today to jam with bands at nightspots in Las Vegas.

This lawyer, pilot, senator and sometime saxophonist has become a key figure in broadcasters' lives, and is likely to remain so for years to come. At 66, he has five years remaining in his current term, but talks as though he will not have had enough when that time is up.

Just what sort of mark he will leave on the committee and on broadcasting at this point is difficult to foretell. He doesn't want to say whether broadcasters should be happy or sorry about his move up, "but I would say that my general philosophy ... would be toward less government regulation instead of more."

Howard Walter Cannon—senior senator from Nevada (D), chairman of the Senate Commerce Committee; b. Jan. 28, 1912, St. George, Utah; BE, Arizona State Teachers College, Flagstaff, 1933; LLB, University of Arizona, Tucson, 1937; law practice, St. George, 1938; reference attorney, Utah state senate, 1939; elected county attorney, Washington county, Utah, 1940; World War II service in Army Air Corps and Army Air Force, 1941-46, now major general (retired), U.S. Air Force Reserve; law practice, 1946-49; Las Vegas city attorney, 1949-58; U.S. Senate, 1959 to present; m. Dorothy Pace; children—Mrs. Nancy Lee Bjornsen, Alan Howard.
Looking up

Once a year, when the National Association of Broadcasters assembles for its annual convention, the diversity of the American broadcasting system is on display in one place. As Vincent T. Wasilewski, the NAB president, rises to speak in the Las Vegas convention center this week, he will face a constituency ranging from Muleshoe, Tex., to New York, from AM daytimers to television networks.

The heterogeneity of NAB membership is at once the association’s political strength and organizational weakness. When all elements are in agreement on a given project, they can present a formidable force. When factionalism asserts itself, the NAB is deflected from its useful work to go about internal peace keeping.

At the moment little discord is perceptible among the members. The radio broadcasters who for a while felt slighted by an NAB emphasis on television have been mollified by changes in policy and programs. Television broadcasters who complained that the organization was ineffectual have been encouraged by changes in operations and staff.

The staff now contains the brightest and most willing workers to appear there in memory. It is occasionally initiating action these days instead of waiting to respond to the initiatives of someone else.

These salutary developments are traceable, of course, to the management of Mr. Wasilewski and his senior colleagues and to the close attention paid to NAB affairs by recent leaders on the NAB boards. They are also traceable to the dissidents of a few years ago who demanded change. It’s beginning to look as if progress emerged from tumult.

The root cause

A pernicious practice through which the FCC has effectively regulated the amount of advertising that radio stations may carry has at last been attacked by the National Association of Broadcasters. As reported elsewhere in this issue, the NAB has petitioned the FCC to end the practice through a rulemaking. Broadcasters will no doubt applaud the NAB’s action. They ought also to review their own role in the creation of the FCC practice that the NAB now wants to end.

A little history, from which key details were missing in the NAB’s petition of last week, may be instructive.

In 1963, largely at the urging of FCC Commissioner Robert E. Lee, the FCC started a rulemaking to limit the commercial content of both radio and television schedules. The standards it proposed were lifted almost bodily from the NAB’s radio and television codes. Mr. Lee’s argument was that voluntary adherence to the codes had failed.

The NAB response, as principally articulated by the then president of the association, Leroy Collins, and the then director of the Code Authority, Robert D. Sweeney, was to exhort broadcasters to join the codes. This publication wondered aloud at the time how the NAB could oppose the FCC’s embrace of standards that the NAB itself idealized as worthy of universal adoption. It is still wondering.

While the code recruiters were busy with their work, practical broadcasters enlisted political forces in opposition to the FCC. Temperatures began rising in the House Commerce Committee, and the FCC eventually voted unanimously to scrub the rulemaking. To make sure the proposal stayed dead, the House committee issued a report criticizing the FCC for attempting to exceed its authority and asserting that no general standards could be logically applied to commercial loads on stations of diverse circumstances.

Ten years later, the FCC figured out how to achieve the same ends without attracting attention. It issued an innocuous-looking list of changes in procedures purporting to relieve it of routine work that could as well be performed by the Broadcast Bureau. The bureau could renew AM and FM licenses, the commission said, unless the licensees were carrying commercials in excess of 18 minutes an hour, with some exceptions. Once again the standards came straight out of the NAB radio code.

In its new pleading, the NAB argues that stations vary so in size, purpose and condition that “it would be virtually impossible for the government to establish a set of standards which would provide equality under the law.”

May not the same thing be said of the NAB standards that have persistently caused all this trouble?

On to bigger things

In one of the less startling discoveries of recent times, the latest research by Dr. George Gerbner and associates at the University of Pennsylvania’s Annenberg School of Communications has found that violence on television declined last year (Broadcasting, April 3). This will surprise no one who has been watching television, but perhaps Dr. Gerbner’s saying so will make it official.

Violence, in case anyone has been too busy to notice, was replaced by sex as the in topic among TV’s critics a long time ago. So long ago, in fact, that the criticism is wearing out. Complaints about sex on television, like complaints about violence on television, have been with us almost as long as television has. Remember the hullabaloo about Faye Emerson’s necklace? Many of today’s broadcasters cannot; it was that long ago.

Responsible broadcasters will not condone tastelessness in the handling of any subject. But the sex to be seen on television in a month won’t compare with the sex to be seen on the average newstand in a moment. We are reminded; in New York a new off-Broadway musical was to open last weekend. It’s called “The Best Little Whorehouse in Texas,” and ads for it ran in the newspapers, all right, but were rejected by most stations and excised by others.

Television must reflect, within bounds, the society of which it is a part. It cannot, as they say, stick its head in the sand. If it does that, who knows? Dr. Gerbner might count it as an incident of self-inflicted violence.
WSB-TV has Atlantans Talking “Futuretalk”

WSB-TV is working to prepare Atlanta for the year 2000. One night each month, a 7:30 program called “Futuretalk” is devoted to stimulating interest in the futures of urban living as they relate to Health, Economics, Race Relations, Housing, Transportation and Employment.

During the evening, throughout the 15-county metro area, 150 “viewing posts” (as pictured) discuss the 7:30 show, while Action News tape crews visit various viewing posts, collecting responses for playback at 11:30 that same evening. Newspaper ballots enable home viewers to express their opinions. Produced in conjunction with Atlanta 2000, and funded by a special grant from the National Endowment for the Humanities, “Futuretalk” is a unique television experiment — and another example of WSB-TV’s commitment to innovative uses of the broadcast medium for the public good.

WSB TV In Touch With People

Cox TV stations are represented by TeleRep.