The art of predicting Houston’s weather takes a turn for the better.

When Doug Johnson was in knickers, KPRC TV was introducing the first weather radar to Houston’s then-infant TV audience.

Nowadays, Doug is at the controls of the best weather radar in the whole country: the new SuperScan 2.

It’s so sensitive, if there’s a drop of rain within 300 miles, SuperScan 2 will light up like a Christmas tree.

It shows light rain in blue, moderate rain in green, heavy rain in yellow, and when the screen shows red, it’s time to head for high ground. SuperScan 2 is such an advanced radar, the U.S. Weather Bureau has even ordered a few for itself.

Meanwhile, the Bureau people have joined Doug’s audience, soaking up the best weather news in Houston.
TIME-LIFE TELEVISION presents

WORLD WAR II: G.I. DIARY

25 NEW ACTION-PACKED HALF-HOURS FOR PRIME TIME ACCESS

Narrated by: Lloyd Bridges
TIME-LIFE TELEVISION
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Africa today — as seen and told
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*Also available as 3 Two-Hour Programs —
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SOUTH AFRICA IS NOT ONE COUNTRY
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— A look at the varied and often rich life
of that embattled black township.
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— Portraits of people and their accom-
plishments across the continent.
FREEDOM AND AFTER
— The social and economic changes in
post-colonial Africa.
UNEASY BORDERS
— The story of Rhodesia, a nation at war
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TV automation.

THE GRASS VALLEY GROUP, INC.
A Tektronix Company
FERRIS'S DEBUT  □ The FCC chairman makes his maiden speech to the industry. It's something for everybody. PAGE 29.

FACE TO FACE  □ The FCC commissioners meet their regulatees at the customary NAB session. Top of the topics: deregulation of radio, especially in the larger markets. PAGE 30.

SO MUCH TALK  □ In a “Vince and Van” session at the NAB, the association president and the Communications Subcommittee chairman debate the merits of the Communications Act rewrite. PAGE 31.

THE BIGGEST SHOW IN VEGAS  □ Exhibitors—a record 293—sprawl across the convention center. And a record number of broadcasters make the trek to see them. PAGE 33.

STATE OF THE UNION  □ In convention addresses to radio and TV members, NAB President Wasiliewski urges them to stick together in the fight against government intervention in broadcasting. PAGE 36.

SPARRING PARTNERS  □ Everett Parker and Richard Wiley debate the pros and cons of the United Church of Christ’s rewrite proposal. PAGE 38.

REINSCH’S ADVICE  □ Winner of NAB’s Distinguished Service Award counsels broadcasters to strive for integrity in their operations. PAGE 40.

CLEARING THE AIR  □ At an NAB session, FCC staffers admit they goofed in allowing last-minute filings before the freeze on AM applications. They also say the commission is considering an EEO rulemaking for the handicapped, and, in answer to a question, say they would be lenient on stations that air indecent language during a fast-breaking news story. PAGE 40.

MINORITY ADVOCATE  □ Margita White tells those gathered at NAB in Las Vegas that diligence in EEO matters may lead to fewer cases of government regulation. PAGE 42.

HELPFUL HINTS  □ The FCC’s acting head of its Complaints and Compliance division gives some tips on how to keep your broadcasting house in order prior to visits from the commission. PAGE 42. In another panel, broadcasters hear advice on what to do if a petition to deny is filed against their station. In brief: Keep your cool. PAGE 48.

MUTUAL BUYS WCFL  □ The network will pay $12 million for the pioneer Chicago AM. With it, MBS will get its first O&O and, as a licensee, become subject to the FCC. PAGE 52.

HANDLE WITH MORE CARE  □ There’s much sentiment for more restraints on children’s advertising at an NAB session. But not everyone is willing to blame TV for those sugar-related problems. PAGE 60.

BEATING THE DRUMS  □ TVB unveils its newest sales presentation in Las Vegas along with reports of booming business. One dash of cold water comes from a Wall Streeter who points out that the medium isn’t doing as well as it thinks with retailers. PAGE 62.

SEX AND VIOLENCE  □ Producer-actor Michael Landon is the strongest voice in expressing such concerns at an NAB panel. PAGE 68.

THE FAIR WAY  □ Les Arries, chairman of committee negotiating for new music licenses, insists a flat fee is the only equitable way to charge local TV stations. PAGE 68.

BBC’S REDMOND  □ The director of engineering in London tells how the British are expanding their broadcast services. PAGE 74.

NITTY-GRITTY OF AM STEREO  □ The question is no longer “if” but “when” as managers and engineers huddle in Las Vegas. PAGE 76.

MIP-TV ADVANCE  □ Here’s a look at the 14th annual event that opens next week in Cannes, what the organizers think and what the programmers expect. PAGE 81. The worldwide line-up of companies that will be represented starts on that page. A fuller listing of North American programmers, their product and personnel is on PAGE 86.

GREY’S REISENBACH  □ As executive vice president and director of media and programming service for the agency, he is the final link in domestic expenditures of more than $380 million. There have been a lot of pressures on Sandy Reisenbach, but his 25 years of media expertise have always given him the right answers. PAGE 113.
These are some of the people to ask when you have questions about Gulf.

Finding, producing and transporting energy are complicated jobs. Sometimes the reasons we do things one way instead of another, or do one thing instead of another, aren’t clear to anybody outside the business.

But the people and the press have a right to know what we’re doing and how it will affect them. So Gulf Oil Corporation has an elaborate system for supplying answers to questions about our company. The people in the picture are just a few of the people who are in charge of Gulf Public Affairs offices in various parts of the country.

Below there is a list of names and phone numbers of the Gulf people to call when you need information. We hope you’ll use the system, because probably one of the most important challenges we have to meet is maintaining a free and open dialogue with the press.

Gulf people: meeting the challenge.

|---------------------|--------------------------|---------------------|------------------|---------------------|-------------------------|--------------------------|-----------------------------|-----------------------------|-----------------------------|--------------------------|--------------------------|

Gulf Oil Corporation
**Stay-at-home**

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Long-time friend of William A. Lee, president of Chicago Federation of Labor, Mr. Quaal was consulted about sale months ago. Transaction, however, will clear through broker Richard C. Crisler.

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Augusta has purist reputation in TV circles. It also makes CBS paint camera cables green.

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Latest evidence of that is shopping trip representative of family made to NAB’s equipment show in Las Vegas. Purchased from Ampex were four AVR-3 video tape recorders ($152,000 each) and one ESS-2 digital production system ($121,500).
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Lincoln Curls □ Company begins three-week TV push for its lincoln curlers this week. A. Eicoff & Co., Chicago, will handle spots in about 10 markets during all day parts. Target: total women.

Pennsylvania Lottery □ Instant lottery takes two-and-a-half-week TV push starting late this month. Lewis & Gilman, Philadelphia, will seek spots in six markets during day, fringe and prime time. Target: adults, 25-54.


Radio only

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Motors Insurance Corp. □ Division of General Motors launches four-to-six-week radio push starting in early May. Dancer-Fitzgerald-Sample, New York, will buy spots in 12 markets including Atlanta, Chicago, Miami and Milwaukee. Target: adults, 25-54.

Sunny Delight □ Orange Drink gets four-to-six-week radio push beginning in early May. Gumperitz/Bentley/Fried, Los Angeles, will buy spots in Phoenix and Tucson, Ariz. Target: total adults.

Renault □ Le Car gets four-week radio drive beginning this week. Marsteller, New York, will handle spots in eight markets including Boston, Chicago, Denver and San Diego. Target: adults, 18-34.

Emerson □ Electric appliance company features its Quiet Kool air conditioner in four-week radio campaign beginning in mid-May. Marsteller, New York, will schedule spots in about 36 markets including Boston, Miami, Los Angeles and St. Louis. Target: men, 25-49.

Kraft Foods □ Division of Kraftco schedules three-week radio push for its Kraft dinners beginning late this month. Foote, Cone & Belding, Chicago, will seek spots in 31 markets including Dallas, Detroit and Milwaukee. Target: women, 18-49.

Best Products □ Retail catalogue showroom plans two-week spot-radio promotion starting in early May. Webb & Athey, Richmond, Va., will arrange spots in 25 markets including Baltimore, Dallas, Houston and Los Angeles. Target: adults, 25-54.

Ace □ Hardware manufacturer arranges one-to-two-week radio flight beginning this week. D'Arcy-MacManus & Masius, Chicago, will buy spots in approximately 11 markets including Detroit, Houston and Nashville. Target: adults, 25-54.

BAR reports television-network sales of March 26
ABC $322,890,400 (36.3%) □ CBS $297,577,200 (33.5%) □ NBC $288,903,000 (32.0%)

Radio TV

Bahamas Ministry of Televisi...
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Business Briefly

TV only

Conwood Corp. □ Hot Shot insecticide gets four-month TV drive starting in mid-May. Tucker Wayne & Co., Atlanta, will seek spots in 80 markets during day and fringe time. Target: women, 18-49.

Coors □ Brewery plans four-and-a-half-month TV flight starting in late April for its Coors beer. Kelly Nason, San Francisco, will schedule spots in 60 markets during fringe and prime time. Target: men, 18-34.


First Union National Bank □ Bank

Rep appointments

□ WNHC(AM) New Haven, Conn.: The Queen Co., Boston.
□ WGCH(AM) Greenwich, Conn.: Kadetsky Broadcast Properties, Boston.

group arranges two-month TV campaign starting this week. Burton-Campbell, Atlanta, will schedule spots in six markets during fringe, prime and news time. Target: adults, 18-49.

Crocker National Bank □ Institutional and retail banking group arranges eight-week TV promotion starting in late May. Needham, Harper & Steers, Los Angeles will handle spots in California markets during day time. Target: adults, 18-49.

Showerings Ltd. □ Baby champagne fruit wine gets eight-week TV push beginning in early May. D'Arcy-MacManus & Masius, San Francisco, will handle spots in about three markets during day and prime-access time. Target: women, 18-34.


Beechnut □ Baby food company starts five-week TV campaign late this month. Weightman Advertising, Philadelphia, will buy spots in 20 markets during day and early fringe time. Target: women, 18-34.

Commercial Credit Co. □ Firm features its consumer loans in four-week TV flight beginning in early May. W.B. Doner, Baltimore, will select spots in North Carolina markets during fringe and prime-access time. Target: men, 25-54.

State of Missouri □ Department of Tourism slates four-week TV campaign beginning in early May. D'Arcy-MacManus & Masius, St. Louis, will buy spots in 21 markets during prime, early fringe and late news time. Target: men and women, 18-49 and teen-agers.


Hebrew National □ Kosher foods group plans four-week TV flight for its frankfurters beginning this week. Scal, McCabe, Stoves, New York, will arrange spots in three markets during day, fringe and prime time. Target: women, 18 and over.

Galaxy Carpet Mills □ Carpet manufacturer features its Oleg Cassini line in four-week TV flight starting in early May. Albert J. Rosenthal, New York, will select spots in 15 markets during day and fringe time. Target: adults, 18-49.

M.B. Walton □ Roll-O-Matic mop gets four-week TV buy beginning this week. A. Eicoff & Co., Chicago, will arrange spots in 30 markets during all day parts. Target: total women.

Tandy Corp. □ Color tiles get three-
Albany, N.Y. - WTEN  
Atlanta - WTCG, WSB  
Baltimore - WJZ, WMAR  
Bellingham, Wash. - KVOS  
Birmingham, Mich. - WXON  
Boston - WBZ  
Buffalo - WIVB, WBEN  
Cedar Rapids, Iowa - KCRG  
Chicago - WICU  
Cincinnati - WLWT  
Dayton - WDTN  
Detroit - WGPR, WWJ  
El Dorado, Arkansas - KTVE  
Fort Wayne, Ind. - WKJG  
Grand Rapids - WOTV  
Green Bay - WBAY  
Hartford, Conn. - WFSB  
Houston - KTRK, KHTV, KUHT  
Indianapolis - WRTV  
Kansas City, Mo. - KBMA  
Los Angeles - KTLA, KCOP, KABC, KTTV  
Miami - WCKT, WLTV  
Milwaukee - WVTW, WISN  
Nampa, Idaho - KIVI  
Newark - WNJU  
New Bedford, Mass. - WTEV  
Norfolk - WVEC  
Odessa, Texas - KOSA  
Oklahoma City - KOCO  
Orlando - WESH  
Philadelphia - WPHL, KYW  
Pittsburgh - WPGH  
Plattsburg, N.Y. - WPTZ  
Portland, Ore. - KGW, KPTV  
Providence, R.I. - WJAR  
Richmond, Va. - WWBT, WVTR  
Sacramento - KOVR, KMUV  
Saginaw, Mich. - WEYI  
Salinas, Ca. - KSBW  
San Antonio - KWEX  
San Diego - KGTV  
San Francisco - KPIX, KEMO, KGO  
San Jose - KNTV  
Santa Barbara - KEYT  
Seattle - KOMO, KING  
Sioux Falls, S.D. - KELO  
South Bend, Ind. - WSBT  
Springfield, Mo. - KYTV  
St. Louis - KSD, KDNL  
St. Petersburg - WLCY  
Syracuse - WSYR  
Tampa, Fla. - WFLA, WTIV  
Toledo - WSPD  
Washington, D.C. - WRC, WTTG  
Wichita - KARD  
Worcester, Mass. - WSMW

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**THIS GROWING LIST OF STATIONS ARE PROVIDING THEIR COMMUNITIES WITH RESPONSIBLE AND ENTERTAINING FAMILY TELEVISION PROGRAMMING.**

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**Chrysler** Dodge Dealer Advertising plans two-week TV flight beginning in early May. BBDO, Troy, Mich., will place spots in seven New England markets during fringe and prime time. Target: men, 18-49.

**Piedmont Airlines** Airlines takes 13-week radio campaign starting this week. Liller, Neal, Battle & Lindsey, Atlanta, will select spots in 25 markets including Memphis and Charlotte. Target: men, 25-49.

**Motors Insurance Corp.** Division of General Motors launches four-to-six-week radio push starting in early May. Dancer-Fitzgerald-Sample, New York, will buy spots in 12 markets including Atlanta, Chicago, Miami and Milwaukee. Target: adults, 25-54.

**Sunny Delight** Orange Drink gets four-to-six-week radio push beginning in early May. Gumpertz/Bentley/Fried, Los Angeles, will buy spots in Phoenix and Tucson, Ariz. Target: total adults.

**Renault** Le Car gets four-week radio drive beginning this week. Marsteller, New York, will handle spots in eight markets including Boston, Chicago, Denver and San Diego. Target: adults, 18-34.

**Emerson** Electric appliance company features its Quiet Kool air conditioner in four-week radio campaign beginning in mid-May. Marsteller, New York, will schedule spots in about 36 markets including Boston, Miami, Los Angeles and St. Louis. Target: men, 25-49.

**Kraft Foods** Division of Kraftco schedules three-week radio push for its Kraft dinners beginning late this month. Foote, Cone & Belding, Chicago, will seek spots in 31 markets including Dallas, Detroit and Milwaukee. Target: women, 18-49.

**Best Products** Retail catalogue showroom plans two-week spot-radio promotion starting in early May. Webb & Athey, Richmond, Va., will arrange spots in 25 markets including Baltimore, Dallas, Houston and Los Angeles. Target: adults, 25-54.

**Ace** Hardware manufacturer arranges one-to-two-week radio flight beginning this week. D'Arcy-MacManus & Masius, Chicago, will buy spots in approximately 11 markets including Detroit, Houston and Nashville. Target: adults, 25-54.

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**BAR reports television-network sales of March 26**

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<td>Monday-Friday</td>
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<td>170</td>
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<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
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<tr>
<td>Saturday-Sunday</td>
<td>Sign-on-6 p.m.</td>
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<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
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<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>408</td>
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<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign off</td>
<td>219</td>
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<tr>
<td>Total</td>
<td>2,201</td>
<td>$72,841,100</td>
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**Radio-TV**

**Bahamas Ministry of Television** Spot television will be used heavily as part of $4.5-million campaign with spots running for six weeks until late July. Following two-week hiatus, campaign resumes for four weeks. Markets to be used are New York, Chicago, Detroit, Philadelphia and Miami. Spot radio on black stations will be used in Detroit, Washington, New York, Chicago and Atlanta. N W Ayer & Co., in its first campaign for Bahamas account, has developed theme, "Endless island with endless possibilities." Target: men and women, 25 to 55.
KANSAS CITY


Join
TORBET-LASKER, Inc.
REPRESENTING DISTINGUISHED RADIO STATIONS IN KEY MARKETS
New York Chicago Detroit Atlanta Memphis Dallas
Denver Los Angeles San Francisco Portland Seattle
A little tension keeps 'em tuned in

In the course of pondering what is required to lure the hasty eye to a magazine ad, I began wondering what the corresponding attributes might be needed for television commercial.

They're two different things, of course. One presents itself to the eye in its entirety, to be rejected or investigated further on the basis of a quick glance. The other reveals itself sequentially to the eye and ear, offering the viewer any number of points at which to decide to stay aboard or to abandon ship.

But there are similarities. At least I concluded so after seeking every opportunity, over a period of several weeks, to observe human behavior in television-intensive situations. (For those unfamiliar with research, that means I watched people when there was a TV set on in the room. Mostly my wife and kids.)

It seems to me that something has to happen very quickly in a commercial, must to itself, to engage and hold the prospect. I suspect it must occur in the first five seconds.

It also seems to me (and, again, this is not dissimilar to the print experience) that the commercial must establish a tension, a sort of magnetic field compelling enough to overcome the viewer's natural tendency to discuss the preceding program material, to listen to someone else do so, to go to the bathroom or to simply disengage his mind.

In addition, it seems to me that the tension must center on, or lead quickly to, some question the viewer might want answered, some need or want or problem he suddenly recognizes or acknowledges, some insight into the reality of his life. Whichever, it must relate logically to the product or service that is being advertised.

If these conditions do not pertain, the result is quite similar to that of a magazine ad that has had its point deliberately obfuscated by an over-zealous writer or art director—the result is a flip.

But in the case of the commercial, instead of the page being flipped, it is the channel selector. Or the "on-off" switch. Or, most often, the selector switch in the viewer's mind. It is then that refrigerators, baseball games, other subjects of conversation or contemplation are visited.

For example, an emotional climax is reached in an episode of "Family." Tension prevails. Fade to black. Man with collar open leans over in front of a parrot. Parrot screeches, "Ring-around-the-collar."

Tension diminishes. Embarrassed wife says to herself, "Oh, no! Ring around the collar."

Tension lowers. Gorge rises—Flip.

There are any number of ways to create this tension at the outset of a commercial, so many that it is really inexusable to encounter as many "flappable" commercials as one does on an average evening.

One way is a situation that evokes a "shock of recognition" in the viewer. A Solarcaine commercial opens with a small, red boy in a bathing suit looking up at camera saying, "I stayed out in the sun too long and I feel like a french fry." We have been there. The memory supplies the tension.

Another is a strong demonstration. It is in our nature to enjoy a confrontation, although we know the outcome, a certain tension compels us to hang in there and be sure. Maybe this time the DieHard battery will only start four of the five cars. The woman might choose the sock washed without Clorox.

Appetite appeal is a sure-fire way to set up the tension and hold the salivating prospect to the final frame. Minutes after dinner, the viewers I observed sat transfixed as juice-laden oranges burst open in Sunkist spots; as apples were twirled through rich, melted masses of Kraft caramels; as Pizza Hut customers directed thick, cheese-festooned wedges into their eager mouths.

The fact that the particular viewers observed shared a father whose livelihood depended on those advertisers had, I am convinced, little to do with their response.

Perhaps the oldest way of holding an audience through tension is to tell a story, to open with characters that engage and a situation that promises a rewarding or surprising denouement. This is the secret of our Raid commercials, and of such great Hallmark commercials as "What a Day," "Freddie and Sam" and "Moving Day."

There are other ways to establish tension in the opening seconds of a commercial. But my research demonstrated there are many more ways not to. As evidence I offer, in their entirety, my notes from one evening in early January:

9:16 p.m.—Commercial opens on dark streets. Announcer says, "Midnight is my time. Midnight is excitement. Now midnight is Cougar by Mercury." My older daughter raises her eyes heavenward and leaves room. Flip.

9:28 p.m.—A fat lady is looking at us. She says, "It's all over between Scott Towels and me." My wife opens a book. Flip.

9:47 p.m.—Someone is asking me to "Meet the clean that can take it." Flip.

10:02 p.m.—My family has fled. I am alone with the tube. A man is standing up in what appears to be a board meeting. He is saying, "Let's buy our small computer from the giant computer company." Flip.

10:17 p.m.—Man in shower, "Carrie, did you unpack my dandruff shampoo?" Lady not in shower: "No, but here's my beauty shampoo." Flip.

10:44 p.m.—There is a man suggesting I "Take a look at someone who uses Geritol." Flip.

10:58 p.m.—"How do you spell relief?" 'I spell relief R-O." Flip.

2:01 a.m.—Where am I? There is a flag waving in the breeze and a band is playing "The Star Spangled Banner." I'll try again tomorrow night. Flip.

Reviewing my notes the next day, I realized there was nothing terribly wrong with many commercials, just something missing. There was no tension to hold the viewer from the opening frame to the point from where the relevance of the proposition to his life is made manifest. Without that tension a commercial is doomed. For today we not only have to give the viewer a good reason to watch our commercial, we have to provide a good reason for him not to not watch it.
This week

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

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

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

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


April 18-20—Concert Music Broadcasters Association conference. CMA is trade organization for commercial classical broadcasters and this year's sessions will focus on sales opportunities. Hotel Gotham, New York.

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

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

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


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


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

April 21-23—Society of Professional Journalists, Sigma Delta Chi, region 10 conference. Davenport hotel, Spokane, Wash.

April 21-23—Society of Professional Journalists, Sigma Delta Chi, region 1 conference. South Coast Plaza hotel, Costa Mesa, Calif.

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

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


April 23-25—Washington State University's Edward R. Murrow broadcast journalism symposium. Washington State University Pullman. Contact: Hugh Rundell, Department of Communications (509) 335-5056.

April 23-27—Seventh American Institute of Aeronautic and Astronautic communications satellite systems conference. San Diego. Information: David Brown, Hughes Aircraft, P.O. Box 92919, Los Angeles 90009; (213) 648-3876.

Also in April

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

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

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

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


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

April 27—Southern California Broadcasters Association's 17th annual radio broadcasting and community leadership seminar; FCC Commissioner Margita White will be keynote speaker. Baxter Hall, California Institute of Technology, Pasadena, Calif.

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

April 27-29—Human resources workshop of Broadcast Financial Management Association, Hyatt Regency, Chicago.

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

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

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

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


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

April 29—Radio Television News Directors Association regional four meeting. University of Texas-Arlington campus, Arlington, Tex. Contact: Eco

Major meetings

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

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


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

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

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


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


Radio Works!

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

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

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

Work it best with Bonneville!

Bonneville Broadcast Consultants

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

A Division of Bonneville International Corporation.
30 ways to do it
Communications Subcommittee, will deliver keynote luncheon speech, Sheraton Park hotel, Washington.

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


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

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


June 25-28 — Public Broadcasting Service's annual membership meeting. Fairmont hotel, Dallas.

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

July

July 6-9 — National Federation of Local Cable Programmers convention, jointly sponsored by The University of Wisconsin-Extension Communications Program Unit. Event will be partly funded by National Endowment for the Arts. University Bay Center, 1550 Willow Drive, Madison, Wis. Information: Carol Brown, Eillibe. (606) 282-3566.

July 9-12 — New England Cable Television Association convention. Wentworth by the Sea, Portsmouth, N.H.

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


July 18-19 — California Broadcasters Association midsummer meeting. Del Monte Hyatt House, Monterey, Calif.

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


August


September

Sept. 8-10 — National conference of Information Film Producers of America. Manor Vail Lodge, Vail, Colo.

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


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

Sept. 16-18 — Nebraska Broadcasters Association annual convention. Kearney, Neb.


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


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

Small Wonder!
The measure of a successful automation system is not size but performance. We've found that our Micro BIAS system (2 microprocessors, 2 CRT's, 2 printers) is just right for many television and radio stations. But that's no small wonder. You've come to expect the most advanced technology from the leader in broadcast automation. Call BIAS Sales, and let us survey your operation.

Broadcast division of DATA COMMUNICATIONS CORPORATION
901-345-3544 • 3000 Directors Row • Memphis, Tennessee 38131

Broadcasting April 17 1978
and
do it
big.

30 ways to do it... and do it big.

1. BEN HUR
2. CATLOW
3. DIRTY DINGUS MAGEE
4. GET CARTER
5. GOING HOME
6. THE GREEN SLIME
7. THE GYPSY MOTHS
8. ICE STATION ZEBRA
9. KELLY'S HEROES
10. KANSAS CITY BOMBER
11. LIVE A LITTLE, LOVE A LITTLE
12. LOLLY MADONNA WAR
13. THE MAN WHO LOVED CAT DANCING
14. THE MOONSHINE WAR
15. MORE THAN A MIRACLE
16. PAT GARRETT AND BILLY THE KID
17. PLEASE DON'T EAT THE DAISIES
18. SHAFT
19. RYAN'S DAUGHTER
20. SLITHER
21. SOYLENT GREEN
22. SPINOUT
23. THE SUBJECT WAS ROSES
24. THE SUNSHINE BOYS
25. TRADER HORN
26. WESTWORLD
27. WHERE EAGLES DARE
28. THE WIND AND THE LION
29. THE WRATH OF GOD
30. ZIG ZAG

Distributed By
United Artists
A Transamerica Company
October


Oct. 1-3—Pacific Northwest Cable Communications Association convention, Outlaw Inn, Kalispell, Mont.


Oct. 7—Florida Association of Broadcasters fall convention and management seminar, Tallahassee Hilton, Tallahassee, Fla.


Oct. 12-15—Missouri Broadcasters Association fall meeting, Ramada Inn, Columbia, Mo.


Oct. 17-19—Texas Association of Broadcasters meeting, Galveston Plaza, Houston.


Of space and time

EDITOR: There was only one thing wrong with this year’s convention of the National Association of Broadcasters: It was one day too short. Three years earlier, in the same Las Vegas convention center, the exhibits occupied 75,000 sq. ft.; this year it was 122,000 sq. ft. Three years ago there were some 200 exhibitors; this year there were around 300. It was a case of too much to do in too little time for those of us who wanted to go from wall to wall.

Something’s got to give. One more day devoted entirely to exhibits—either opening them on Saturday instead of Sunday, or keeping them open through Thursday—might be the answer for what will surely be an even larger exhibition in Dallas next year.—W. Simmons, president, Communications Co. of North Carolina, Monroe, N.C.

Father knows best

EDITOR: There’s an interesting bit of additional information about my father, Wallace Jorgenson of Jefferson—Pilot Broadcasting Co. who was the subject of your Jan. 9 “Profile”. All five of his children are following in his footsteps:

Kristin is with United Way Communications (United Way) in Washington; Peter is general manager of WBLG(AM)-WKQQ(FM) Lexington, Ky.; Philip is an account executive at WLOS(FM) Asheville, N.C.; Lisa is an account executive at WFMY-TV Greensboro, N.C., and I am an account executive at WLTV(TV) Cincinnati.—Mark Jorgenson.

Lost: 30 minutes

EDITOR: I would like to call to your attention an error in the “TV Usage Per TV Home Per Day” table (Broadcasting: April 3). The year to date figure in 1972 should be 6:57 instead of 6:27.—Russell Kurland, research analyst, Peters Griffin Woodward, New York.

(The Television Bureau of Advertising says it made a clerical error in transmitting the figure for a table that showed TV viewing from 1972 through the first two months of 1978.)
You’ve just turned to the newsman most people turn to!

Chuck Scarborough's the man people turn to when they want to know what's new... in New York, New Jersey and Connecticut. In fact, he's the most-watched newsman in the entire tri-state area. People know that when it comes to getting and giving the news... Chuck does it first, and he does it best.

Tune in tonight to NewsCenter 4.

And if you're not already one of the people who watch the most-watched newsman... you will be.
WE’VE DONE ZIEGFELD
THE WAY ZIEGFELD
WOULD HAVE DONE IT.

We couldn't have done it any other way.
Because that's what The Ziegfeld
Follies were. And that's what Florenz
Ziegfeld, Jr. was.
But it took more than Ziegfeld would
have ever imagined.
It took more money than all the Follies
put together.
It took 10,000 balloons, 15 musical
numbers, dozens of Ziegfeld girls, 4 giant
swans, 3 mistresses and 2 wives.
It took stars like Samantha Eggar,
Barbara Parkins, Pamela Peabody and
Valerie Perrine as the women.
And Paul Shenar as the man.
It took an executive producer like
Mike Frankovich in his first production
for television after a succession of major
motion pictures.
It took a producer/director like Buzz
Kulik who gave us the Emmy Award
winning drama, "Brian's Song," and
"Kill Me If You Can."
It took a writer like Emmy Award
winner Joanna Lee. A choreographer
like Miriam Nelson.
And it took a production designer like
John de Cuir. A three time Academy
Award winner who now brings his talents
to television for the first time.
It took Columbia Pictures Television.
And it takes 3 glorious hours on
NBC-TV on Sunday night, May 21.
Ziegfeld couldn't have done it better
himself.

A Frankovich Production
in association with

Columbia Pictures Television
More than 200 radio stations now enjoy the benefits of using BPI programming. Here's just a sample of their reasons why:

1. "gained control of station's programming"
2. "programming consistency"
3. "professional programming"
4. "reduction of costs"
5. "gave us a chance to fine tune our programming for our market"
6. "better technical and quality control"
7. "increased efficiency"
8. "stabilized staff turnover"
9. "freed up my time"
10. "increased profits"

Isn't it about time you found out what BPI can offer you?

**Programmed Success**

All BPI customers receive:

- market study and analysis
- weekly current music update
- continuing program consultation
- copy service to localize format
- aircheck evaluation service
- over 18 years of experience as the world's largest producer of programming for automated or live radio stations

**10 Successful Formats**

Check the formats you want to hear and mail this ad today, or call our toll-free hotline. Formats available announced or unannounced.

- [ ] MOR
- [ ] Adult Contemporary
- [ ] Bright'n Beautiful
- [ ] Easy Listening
- [ ] Concert Overtures and Encores
- [ ] Rock-AOR
- [ ] Rock-Gold
- [ ] Country
- [ ] Spectrum
- [ ] Classical

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In Washington, Hawaii, Alaska or outside the U.S., call collect: 1-206-454-5010

Broadcast Programming International, Inc.
When lighting is amateur, film should be pro.

Eastman Ektachrome video news film high speed 7250 (tungsten) is a story saver. With its high-speed (EI 400) and force-processing capability there's plenty of room to maneuver with filters to correct for fluorescent lighting and still use lens settings that give good depth of field.

Back at the station you process it as you do Eastman Ektachrome video news film 7240. Eastman 7250 film is fully compatible with all process VNF-I procedures.

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

For more information, write: Eastman Kodak Company, Dept. 640V, Rochester, New York 14650.
When we said "Come on in Where it's Warm", over 2,000,000 Pittsburghers showed up.

"Come On In Where It's Warm," our advertising theme during the frigid winter months in Pittsburgh, is a good example of how WPGH - TV relates to Pittsburgh in a warm, friendly way. It is this kind of station advertising along with the idea of having a choice in television viewing that has caught on, because more and more Pittsburghers are turning to WPGH - TV.

We've never looked better, and the January ratings prove it! We had 101,000 more households watching us this January than last January. This includes a substantial increase in the number of younger families and children. The total number of women is up to 665,000 from 592,000 and the total men has risen to 609,000 as compared to 550,000 last January. This all adds up to a weekly cume of over 2 million viewers. That's pretty impressive progress.

The ratings show how innovative alternative programming has paid off with viewers, and these numbers are paying off for advertisers too. When it comes to reaching the important 18 - 49 age group, we're the most efficient station in the market. Your Bolton Broadcasting representative and the WPGH - TV Sales Department have the complete story.

We've come a long way . . . and we're not finished yet!

Source—Arbitron January 1976 and 1978 monthly reports
Audience measurement data are estimates only and are subject to qualifications set by the indicated service
Top of the Week

Industry-FCC status quo challenged by new chairman

Both broadcasters and bureaucrats should raise their sights, Ferris says in maiden speech before NAB; more competition, less regulation

Charles D. Ferris, who had waited six months to do so, last week took his National Association of Broadcasters convention audience on a tour of his attitudes and feelings about the medium and the commission's relationship to it. He revealed an FCC chairman whose goals broadcasters might endorse, but whose actions might give them pause.

The speech was a call for less regulation of the industry, for government respect for the integrity of programing and for broadcasters to recognize their responsibilities to the public. But it served notice that the commission will encourage "new technology and services, rather than help any vested interest to hold them back."

Nevertheless, the speech was described by NAB President Vincent Wasilewski as "well balanced." The references to new technology did not seem to disturb him. "We can handle new technologies," he said.

He was "most impressed" with the chairman's assertion that "less regulation means better broadcasting." And he seemed persuaded that the chairman is a "firm believer in the First Amendment": Mr. Ferris pledged to avoid interference in individual programing decisions. "Over-all," Mr. Wasilewski said, "he's a man of moderation."

CBS's Bill Leonard, the company's Washington vice president, also appeared favorably impressed. "It was a speech of high idealism," he said. As for the statement that broadcasters cannot have less regulation for themselves while seeking government protection against others, he said, "I couldn't agree more."

But one network representative noted conflicting ideals in the speech. "It reads well," he said. "But under the surface, there are questions. I don't see how his goals can be reached without being a super-regulator."

There was much in the speech to encourage broadcasters eager for reduction in the degree of their regulation. "I favor a policy of zero-based regulation," Chairman Ferris said. "We will rely on competition instead of rules whenever that is promising or possible." And in radio, he said, government may have reached a point where it is maintaining a regulatory framework "for ceremonial purposes alone."

But there was in the passage what some in the audience might have considered a catch, if they noticed it. The variety of references to easing the regulatory burden on broadcasters. For instance, Chairman Ferris said effective implementation of the equal employment opportunity rules "can be an effective alternative to direct FCC scrutiny of media stereotyping." The employment of minorities and women in decision-making jobs, he said, will result in an increase in diversity of program choices "without any rule or agency telling you what to broadcast."

At another point, he said, "I do believe that the consumer's interest is paramount. And broadcasting is one of the most consumed commodities in this country. But," he added, "I reject the myth that the consumer's interest and increased government intervention are identical. Less regulation means better broadcasting," he said, to one of the six bursts of applause that interrupted the speech.

If broadcasters liked the line, commission staffers who work with citizen groups liked the speech. "There was," said one, "a lot of pro-consumer material in it."

There were also some signals that the commission will take a harder line in dealing with broadcaster actions that adversely affect the public. In the past, Chairman Ferris said, the commission has sometimes been more concerned with broadcaster's abuses against commercial clients—as in fraudulent billing—than with misuse of the medium "in relation to your true clients—the public."

What's more, he indicated the commission's treatment of CBS in connection with its misleading "winner take all" Heavyweight Championship of Tennis matches is a bellwether of commission action to come. For he said the commission should "no longer" be tougher on smaller than on larger licensees. And he said he hopes the commission will be able to develop "more effective ways to invoke the sanctions available" to it.

Chairman Ferris, who spoke at the final luncheon on Wednesday, managed—along with the music of Charlie Pride, who appeared after the speech—to hold most of the delegates in town until the final gavel. NAB officials estimated more than 3,000 persons were in the hall.

The chairman was given a warm and cordial reception, but the applause before, during and after the speech was not thunderous.

Whatever the message its listeners got...
Phrases by Ferris. The address last week by FCC Chairman Charles Ferris to the NAB (story page 29; full text page 46) did not produce a single phrase as memorable as, for example, "the vast wasteland" of Newton Minow or the "new ethic" of Richard E. Wiley. It produced, instead, an abundance of quotable quotes, any one of which may become memorable with the passage of time and events. Among them the following:

"With only the names of the networks changed to protect the appearance of competition:"

"That television not only show and tell, but do."

"The only place in our republic where points and point-spreads are given greater urgency than here in the casinos of Las Vegas are the corporate headquarters of the three networks in New York."

"Quantity is not synonymous with quality. More—as you and the commission have both learned in the case of regulation—does not mean better."

"Television [will not] be made fertile by overlaying it with a vast swampland of regulations."

"Communication is the most precious currency of a free society. To a large extent, we are what we see of ourselves on television."

"Americans, worried about the quality of the air they breathe, properly worry as well about the quality of the airwaves that penetrate their homes and saturate their children's minds."

"The commission must judge those who have shortchanged advertisers and those who shortchange the public even-handedly."

"Your licenses cannot be viewed as a vested interest to be held in perpetuity. I intend to enforce the public interest standard for renewal."

"Precisely because the pressures of society on broadcasting ... have never been more intense, the need for restraint by government has never been so great."

"Journalistic integrity means opening the medium to the many."

"I favor a policy of zero-based regulation."

"Thus we could recognize both that the radio spectrum is not so limited as it used to be, and that it is still not limitless."

"Your industry exists because of those who saw things that never were, and it will not prosper now by explaining why not to advances in communications technology."

"The Chicken Littles, who always think that the antennas are about to fall."

"Commercial broadcasting can and must represent more than the survival of the tired, the timid, and the imitative."

"Broadcasting has more than profits to be proud of. It has, however, deficiencies to be remedied, technologies to be developed and alternatives to be explored."

from the chairman's first speech, the language in which it was cast frequently had the ring of cutting edge that helps keep it in mind (see box above).

Structurally, the speech was devoted principally to a discussion of "five principles" he said should "determine how, and to what ends, the commission will move."

He cited, first, "the integrity and independence of the commission's process."

That, he said, is more important than any particular decision. "No industry we regulate will be regarded as a 'constituent.' By law, the commission's only constituent is the public."

"Second, the commission will be even-handed in enforcing its rules and in enforcing the public interest."

That was an introduction to his views regarding equality of treatment of small and large licensees, and of the concern to be shown for public as well as commercial victims of broadcasters' abuses of their privilege to use the airwaves.

Third, "I will not exceed my authority by intervening directly in your specific program decisions. Precisely because the pressures of society on broadcasting this past decade have never been more intense, the need for restraint by government has never been so great. However, he also stressed that broadcasters can expect "the Congress, the courts, and the commission [to] continue to require that you do not deny the public access to [competing] ideas."

Fourth, he said, the commission "should seek to stimulate excellence through diversity—and diversity through competition."

Thus, the reference to a favored policy of zero-based regulation and to a reliance on competition instead of rules when possible or promising. In that connection, he expressed support for "a strong noncommercial television and radio service" as "another effective means of encouraging diverse services without more regulation."

But of all the 'principles,' the one dealing with "new technology and services" appears to be the one on which a policy of specific action can be established. And the chairman sought to reassure even as he pointed in the direction in which he said the commission should proceed.

"The Chicken Littles, who always think the antennas are about to fall, predict that satellite delivery of multiple program services, fiber optics and translators will make your industry obsolete," he said. "That could happen—if you regard change as an adversary and resist the chance for experimentation. "But," he said, broadcasters who can summon up the qualities of "a Sarnoff or a Paley when they put together the first networks" can profit by increasing the range of their services."

He said broadcasters could lead the nation into "an era of individual choice in communications" by following the British lead in using broadcast signals for captioned information or teletext data retrieval. Satellites hold the potential of offering broadcasting a wider choice of program material, he said. And the development of improved television sets would bring better UHF reception and more UHF channels to more people.

More sugar than spice from FCC

Commissioners, traditionally a reasonable lot in face-to-face relations with broadcasters, uphold tradition in Las Vegas

FCC commissioners who appear on a panel at a National Association of Broadcasters convention to answer questions from broadcasters aren't likely to go out of their way to cause consternation among their listeners. And the five who served that function in Las Vegas last week were no exception.

Commissioner Margita White, for instance, jumped on the first question, which asked what had happened to the commission's radio reeregulation policy, to assert, "The time has come to take a look at what can be done to deregulate radio, particularly in the larger markets," where the sheer number of stations assures diversity of programming. She said she was concerned about the commission's use of percentage guidelines in reviewing a renewal applicant's programming proposals. What, she wondered, is the point in requiring a large-market station to which listeners tune to hear classical music to carry a certain percentage of news?

Commissioner White—whose term expires in June, and whose renomination by the White House is in doubt—received a solid round of applause for her comments.

As for other questions discussed:

There was the matter of the FCC's decision to exempt distant television signals that are significantly viewed within a community from the cable television nonduplication rules—an action expected to draw a dozen petitions for reconsideration. Commissioner White, who voted with the majority on the issue, said, "we approached this as a unique situation. It doesn't erode the nonduplication rules"—as some broadcasters fear it does. (Commissioner Robert E. Lee, who was in the minority, cited the action as an ex-
ample of what can happen when broadcasters who are not directly involved in an issue do not participate. "You sink together or swim together," he said. And he called for support for proposals that the FCC is now considering that would urge the 1979 World Administrative Radio Conference to expand the AM band and preserve the UHF band against efforts to require that portions of it be shared with land mobile. He noted that some broadcasters are more concerned with preventing the emergence of new competition than with preserving spectrum space for broadcasting. "Look a little bit above the bottom line," he said.

The commissioners declined to discuss the merits of a proposal to award tax certificates to broadcasters who sell their properties to minorities. The issue is one of a number of proposals designed to promote minority ownership of the industry. Regulation of broadcasters "will be lessened to the extent that industry is representative of society," he said.

Commissioner Joseph Fogarty took the occasion to compliment the NAB on its efforts, through a task force, to help minorities acquire ownership of broadcasting stations: "I'm deeply impressed with the commitment of your association to see to it that the industry is no longer a white man's paradise"—the term he said former Senator John O. Pastore (D-R.I.) once used in describing broadcasting.

John Summers, NAB executive vice president and general manager, raised a question concerning the fee refunds that broadcasters will be under a court order to make to those it regulates. He asked whether the committee intended to return "as little as possible."

Commissioner Brown's response may or may not have been reassuring. He noted that the staff is attempting to determine the amount the commission is legally obliged to refund and asked, "I think you intend to analyze the information and decide whether I think the proposal makes sense," he said.

Several questions dealt with equal employment opportunity matters, and Commissioner Brown, who is black, appeared to take exception when one questioner addressed his remarks to him because of this presumed special interest. He said that since joining the commission, he was "delighted to find six other commissioners interested in this area."

And when a young man who described himself as an "unemployed white male" complained about what he said was the lack of equal employment opportunity he has experienced in seeking a job in broadcasting, Commissioner Brown took the lead in responding. "Broadcasters do not have the right to discriminate against you as a white male," Commissioner Brown said. "If an employer tells you he can't hire you because you're not a woman or a Chicano or black, you should take that complaint to an EEO agency."

The commissioners tried to give some reassurance to a small-market broadcaster concerned about the expense of retaining Washington counsel. Is it necessary to have a Washington lawyer? the broadcaster asked.

Commissioners Lee and James H. Quello suggested that it might not be, at least in many cases. "The Broadcast Bureau is very amenable to discussing problems with you," said Commissioner Lee. "This is an area where we can perform a service," said Commissioner Quello. And Commissioner White said the broadcasters' dependence on counsel would be lessened if the commission's rules were translated into plain English—a goal Chairman Ferris endorsed in his speech.

The only commissioner who expressed some reservation about a go-it-alone policy was Mr. Fogarty. "Hold on to your Washington counsel for problems that are too complex," he said—a statement that prompted an exchange with Commissioner White. It is, she said, a matter of regulations being "too complicated"—to which Mr. Fogarty responded by noting that he is supporting Mrs. White in her efforts to win renomination, then adding, "One problem with Margita is that she's so pretty I never win an argument."

Vince and Van: in one ear and out the other

Both the NAB president and the congressman stick to their acts in a 'conversation' about rewriting broadcast law

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) last week sought once again to allay broadcasters' fears about his subcommittee's rewrite of the Communications Act. In a staged "conversation" between him and National Association of Broadcasters President Vincent Walsewski at the NAB convention Wednesday, Mr. Van Deerlin chided NAB—"on occasion broadcasters' doubts have been fanned from your headquarters in Washington," he told Mr. Walsewski with a smile—and then he repeated that there will probably be several plusses for broadcasters in the rewrite draft.

There will also apparently be one substantial minus—at least from the com-

Tightening noose. The majority of the countries of the world do not have free-press systems, noted Metromedia Vice President Mark Evans at a sparsely attended NAB session on international press freedom. That's cause for great concern, he said, "but the apathy is obvious in this room." The former ambassador to Finland chided broadcasters for being "mixed up in our priorities... There will be no bottom lines for anybody unless we preserve the foundation... the First Amendment." Mr. Evans moderated the Wednesday joint radio and TV session with Sig Mickelson, vice chairman of Radio Free Europe and Radio Free Liberty Inc.; Leonard Marks, former director of the U.S. Information Agency, and Eugenio Lopez, a former Philippine broadcaster and the newspaper owner who was jailed for five years when President Marcos of the Philippines declared martial law. Such a thing probably couldn't happen here, Mr. Marks said, but around the world "the free press is an endangered species." Mr. Mickelson said that as states move to take over the media of the third world, the volume of news to this country will be cut back, with a direct impact on domestic broadcasters. All the panelists urged support of the World Press Freedom Committee, which among other activities is training foreign journalists in the U.S. news tradition. Mutual Broadcast System announced that it has donated $10,000 to the committee.

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mmercial broadcaster's way of looking at it—in the form of a "spectrum-use fee." Asked by Mr. Wasielewski what he had in mind about this proposed "tax," Mr. Van Deerlin replied by objecting to the label. It is not to be a tax, he said. "A tax is something that applies to a broad segment of society, not necessarily related to a benefit received."

"What we're talking about here," he continued, "is a quo pro quo" that would apply the same way as a fee the government charges a logging company to harvest trees in a government forest, or that it charges a cattle grower who grazes livestock.

Beyond that, the subcommittee chairman revealed no details about the fee—how much money it would involve or how it would be spent.

(After the session, Mr. Wasielewski said the NAB remains steadfastly opposed to a tax on broadcasters, regardless of what other "euphemism," as he termed it, is used to describe it.)

Mr. Van Deerlin said he is sticking to his deadline of June 1 for dropping a rewrite bill in the House hopper. When he does, he said, the skeptics in broadcasting are "likely to be surprised—at least Mr. Van Deerlin hopes they will. "I feel like I'm on the same dart board as Nick Johnson at this point," he said.

And as he has said in the past, the rewrite is the most cause to be optimistic about the rewrite. "I see no reason for keeping the type of regulation on radio" that exists now, he said, receiving a burst of applause. He added that he is not thinking only of repealing the fairness doctrine and equal time, as he has proposed before, but also of removing government from determinations on formats and percentages of news programming. He took a swipe at community ascertainment for radio, too, saying it accomplishes little more than to generate mounds of paper that no one at the commission ever reads.

Mr. Van Deerlin said he thinks he is in for a tough fight on repeal of the fairness doctrine and equal time. "There isn't anyone in public life who doesn't feel he's been done in" by the news media at one time or another, he said, so it is not surprising to find many congressman clinging tightly to a law like equal time, which works in their favor. But what bothers him more than other congressmen, are the broadcasters who continue to support Section 315. Mr. Van Deerlin said, as "one more shibboleth to keep on file in support of that license renewal."

Mr. Van Deerlin also said he opposes mandatory access, a principle Mr. Wasielewski had attacked in a speech two days earlier (page 36). The congressman says he sees no reason to subject network and local station time "to one individual's view of what you should be hearing." Rather, he thinks, cable is better suited to meet the demand for access.

Mr. Wasielewski did not offer to soften NAB's position, but said Mr. Van Deerlin could be assured that NAB will at least "keep the dialogue going" with the subcommittee during the rewrite process.

In Brief

Shamrock Broadcasting Co., Los Angeles, owned by Roy E. Disney family, said shareholders holding about 45% of common stock of Starr Broadcasting Inc., Westport, Conn., have given oral agreement in principle to $93.7 million merger between Shamrock and Starr. Agreement provides that Starr holders will vote their shares supporting merger under which Shamrock will pay each Starr holder $14.50 per share. There are some 1.4 million Starr shares outstanding. Shamrock was formed to buy Starr, which operates two TV stations and five AM and four FM stations. Privately held Shamrock intends to buy additional shares if agreement is approved by Starr's board of directors, majority of Starr stockholders and FCC. Roy Disney is substantial stockholder in Walt Disney Productions but that company isn't involved in Starr deal.

Mr. Geller, Mr. Jagoda said later he would attempt to resolve dispute in meetings with senators in their offices. If that is unsuccessful, he would leave question of his testifying to White House counsel. "I want to be as forthcoming as possible," he said, but it is "institutional problem."

CBS letter FCC is due to receive today is not last commission will hear from network on subject of its Heavyweight Championship of Tennis broadcasts. But while today's letter is to contain information designed to persuade commission not to impose short-term renewal to one or more of its stations—letter will relate steps taken to prevent recurrence of deception practiced in connection with tennis matches and actions taken to inform public of those deceptions—next one will respond to questions regarding violations of sponsorship identification rules. That one is due next week.

New public broadcasting legislation was introduced last week by chairmen of two communications subcommittees, Ernest Hollings (D-S.C.) in Senate and Lionel Van Deerlin (D-Calif.) in House. Bill provides for same level of funding as White House's $108 million a year, $20 million in succeeding year, but for only three years instead of five. It would raise authorization for public broadcasting facilities from $30 million to $40 million a year for three years and would have Department of Commerce—rather than Health, Education and Welfare—distribute it. Under president's bill, it would retain statutory ban on editorializing by public stations. It would also require public stations to certify adherence to EEO laws as condition of receiving funds. House subcommittee will hold hearings on this and White House bill April 18, 19 and 20; Senate subcommittee will do same May 3 and 4.

Joe Albritton, who owns WILA-TV Washington and is publisher of Washington Star, criticized FCC last week for providing "no clear decision" on his ownership of media properties in capital. Speaking at session of American Society of Newspaper Editors convention last Wednesday (April 12), he said "we have really broken up the media" in
One-inch VTR's are standouts in a standout equipment show

Type C helical machines draw crowds to Sony, RCA, Ampex booths—not that business wasn't booming elsewhere on the floor with a record 293 exhibitors.

In a word, the NAB's 1978 equipment exhibit was bursting—bursting with exhibitors, with broadcasters, with news (although not unexpected) products and, most important, with sales.

"I've managed the exhibits for 24 years," said Edward Gayou, consultant to the NAB, "and this is the greatest buying show and the greatest attendance in all those years."

There were 293 exhibitors. "a quantum leap," Mr. Gayou said, from the 213 in Washington last year and the 202 in 1975, the previous Las Vegas NAB. And if the convention's over-all attendance exceeded 20,000, at times it seemed they were all on the exhibit floor—some said they had to wait in line to talk to a salesman.

There were the inevitable complaints that the equipment show had grown too big for its own good (next year's in Dallas).

Washington. Referring to sale of newspaper to Time Inc., move that prompted FCC to reconsider approval of now-dead $100 million Wil- ty-woco-tv Oklahoma City swap with Combined Communications Corp., Mr. Allbritton repeated his oft-stated position that decision to sell paper had not been made when commission approved station deal in January (Broadcasting, March 27). If he had agreed to sell Star before commission's action, he said, "word of mouth would have carried it all over Washington." He also said that "the group that calls themselves" the FCC only began enforcing its media ownership policy when he acquired Washington Star Communications Inc.

ABC-TV has decided to rerun controversial sitcom Soap in late-night time period; it will air at 11:30 p.m.-12 midnight on Mondays and Tuesdays beginning June 5. Network had earlier said it would put show in mothballs because its serial form wasn't suitable for rerunning; twice-weekly slot will allow all episodes to air in summer, thus maintaining continuity of story line, according to ABC Entertainment President Anthony Thompsonouos.

Petition to deny Sarkes Tarzian Inc.'s $26-million sale of WTTV(TV) Bloomington, Ind., to Teleco Indiana Inc., has been withdrawn, following agreement Teleco reached with petitioners; Herbert A. Terry, assistant professor in Indiana University's department of telecommunications.

Under agreement, Teleco amended application on file with FCC to make clear its "principal commitment" is to Bloomington, which is city of license, rather than "Bloomington-Indianapolis area," specified originally.

In line with March 1977 appeals court decision affecting pay cable, FCC amended its subscription television rules lifting restrictions on showing of some sports events, prohibiting commercial advertising and limiting combined amount of sports and movies to 90% of subscription station's programing. Commission noted that since court decision, subscription television was left in "vulnerable position" of being only pay television service with program restrictions.

TOP OF THE WEEK

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will have to be smaller, with about half the exhibit space available), but the pace of the buying this year indicated that the customers found what they were looking for. One exhibitor said he hadn’t seen so many broadcasters come to an NAB with money to spend since the “colorization” days of the late 60’s.

Why was there so little kite-kicking and so much serious shopping? The most-heard explanation was simply that broadcasters have seen two good years and have decided to spruce up their operations—especially since the replacement cycle has come around again for so many stations (“Closed Circuit,” April 3). “There were no psychological impediments to buying,” said Chris Payne of the NAB engineering department. “People expect healthy business to continue. The sun is shining on broadcasting at the moment.”

Other factors mentioned were the Internal Revenue Service’s investment tax credit for capital improvements and the need to prepare for upcoming changes in technology, such as AM stereo, which will require a general upgrading of consoles and other equipment for many stations.

Cost effectiveness was cited as the impetus behind the good fortune this year of one new technology: one-inch helical video tape recorders. As expected, the nonsegmented, “Type C” machines manufactured by Sony and Ampex drew by far the most attention of any of the exhibitors. Besides the appeal of the savings offered by one-inch, there also was the feeling that the standardization of formats—rushed through the Society of Motion Picture and Television Engineers’ standards procedures in less than a year—dovetailed nicely with the period of one or two years it usually takes for any new technology to be accepted in the marketplace.

The convention’s one-inch face-off was a dramatic one. Bosch-Fernseh pulled out all stops in what appeared to be a last-ditch attempt to convince American broadcasters that the advantages of its segmented, “Type B,” format—among them, the immediate availability of a one-inch cassette machine—outweighed the type C benefits.

Bosch’s display came complete with dancing girls and a simulated game show called “The Reel Challenge” that took direct aim at the competition’s soft spots (“Type C has brought you plenty of IOU’s, lots of promises, but all in the future,” warned the show’s tuxedoed host). But judging purely from the crowds in the Bosch booth compared to those in Sony’s and Ampex’s, the campaign failed.

The consensus is that the determining factor in the Type C format’s favor is the stop-frame and slow-motion capabilities it offers. Bosch has put together a combination of equipment, including a digital field store, to equal that capability, but the entire configuration runs about $110,000. Ampex’s VPR-2, with its AST automatic scan tracking system for slow motion and stop frame, costs about $62,000.

Sony also had some scrambling to do at the NAB to equal Ampex’s AST option. The Japanese firm unveiled a “dynamic tracking” option with similar capabilities, but had just one to display at convention time and ended up showing it not on the floor but at a suite in the nearby Hilton. The explanation for that procedure was that the company had to share its display with its licensee, RCA, which took turns with Sony in the Hilton suite.

The dynamic tracking option is to be available on Sony’s machines beginning in March and can be retrofitted on machines sold before then at an additional cost of $10,000. With dynamic tracking, Sony’s BVH 1,000 is to sell for $69,000. Delivery of the BVH 1,000’s without the option were being promised at the show for 30 to 90 days. Ampex said it would have its VPR-2’s going out by September, but that it was backlogged with orders until March.

Ampex has licensed Marconi and Phillips to sell its one-inch VTR’s, receiving from Phillips in return rights to market an electronic newspapering and field-production camera.)

Ampex’s AST is a mechanical function (the video head scanner adjusts to changes in the track angle), while Sony’s dynamic tracking works through digital manipulation of the signal through a newly-developed 20-line window time base corrector. Among the advantages of the digital technique, Sony said, are time expansion (up to two times normal speed) and reverse slow motion; the technique also requires the purchase of a $20,000 time base corrector, although Sony executives said they plan to offer earlier buyers a price break.

Both Sony and Ampex also displayed prototypes of portable one-inch VTR’s, with Ampex’s to be priced between $35,000 and $40,000 and Sony’s at $35,000.

The remarkable interest displayed in the one-inch recorders at the convention marked not only the fulfillment of that format’s much-anticipated promise, but also the continuation of the industry’s over-all movement to tape. Unlike the SMPTE convention last fall (Broadcasting, Oct. 24, 1977), at the 1978 NAB there was little emphasis on marrying film and tape in the producer’s creative arsenal.

One of the more startling examples of that phenomenon was the virtual explosion of computer-assisted editing equipment. Ampex and Sony showed new systems to go along with their one-inch lines (Ampex’s is manufactured by Convergence Corp.), while RCA brought one out for its TR-600 quadruplex machines. Other companies were stressing that their machines would interface with several types of VTR’s. Consolidated Video Systems brought out one called Epic, for example, which interfaces with quadruplex, one-inch and 3/4 inch, while Datatron displayed a top-of-the-line Datatron 2,000 that not only works with a number of types of VTR’s but also generates an editing list for film (the only editing list, it is priced at $6,000).

Datatron also provided an example of another popular development in the editing market—a low-cost editing decision machine to generate a preliminary edit list on punched paper tape, which is then fed into a more sophisticated editor for the final work. The “Editmate,” as the company calls it, is priced at $6,000, while the Datatron 2,000 runs from $50,000 to $80,000. CMX, under a new licensing agreement with Vidtronics, announced it would begin deliveries later this year of a similar machine for $10,000.

Further evidence of the burgeoning editing market was provided by new companies entering into competition with the formerly undisputed leader in the top-off-line segment, CMX. One such company was Mach One Digital System Inc., which boldly claimed its new editor, “designed specifically for editors, by editors,” would, as the salesman termed it, “put CMX out of business.”

The relative of the market’s liveliness was the complete new line of editors introduced by Convergence Corp., starting with a $5,000 unit for single source edits, such as for ENG applications, and ranging up to a five-input $35,000 console that dedicates the switcher to the editing machine.

Tape and computer technologies also continued to merge in the camera market this year. Ikegami, formerly the only company with a microprocessor-controlled camera set-up system, was joined in the field by RCA and Ampex. RCA brought out a new studio and field camera, the TK 47, with automation features which put the conventional camera control unit into a black box connected to the camera by a small cable. The set-up unit works with any number of cameras and constantly monitors and corrects itself. The typical system runs about $100,000, according to RCA. Ampex showed its BCC-10 studio camera, also offering automatic set-up controls for about $93,000.
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Wasilewski urges unity against big brother thinking in Washington

NAB president lists association's priorities in state-of-union talks, he feels broadcasters can adapt to most criticisms and changes, but that government intrusion is more complex problem

National Association of Broadcasters President Vincent Wasilewski sounded a familiar warning to his members in Las Vegas last week, urging them to become active in broadcasting’s fights in Washington or succumb to those in Washington who want to tamper with the system.

Mr. Wasilewski gave separate “state of the industry” addresses to TV and radio assemblies at the NAB convention last week, but they were essentially the same. NAB is not afraid of new technologies in communications he told the television gathering Monday: “The fact is that if we are smart enough and if our timing is right, we can adapt to the satellites and fiber optics and the like and make them work for us.” Nor is the association worried about the public, he said, “The shrill critics tend to out-modulate the quiet millions” whom NAB has found to side with television.

But the government is another matter. Regardless of which party is in power, there is a tendency, he said, for officials in all three branches of the federal government “to distrust the public’s judgment and substitute instead their own.”

The most recent example of this is the Federal Trade Commission’s proposal to ban or curtail saccharin advertising. “The American people have grown skeptical of big government,” Mr. Wasilewski said, “and the FCC hasn’t gotten the message.”

In its goals for television, defeat of the FTC proposal is an NAB priority. Another priority, for both TV and radio, is defeat of any proposal for a “special broadcasting tax.” House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has proposed a “spectrum use fee” for inclusion in the subcommittee’s rewrite of the Communications Act, but Mr. Wasilewski said it makes little difference what it is called: “NAB is categorically opposed to any special broadcasting tax,” he told the assembly, “whether it is [known by the name] spectrum-use tax or by some euphemism.”

NAB is steadfastly opposed to suggestions of mandatory access, which have also been raised in connection with the rewrite. If broadcasters were required to set aside blocks of time for anyone to express opinions, their stations would turn into “electronic towers of Babel,” Mr. Wasilewski said. Both proposals—the spectrum use fee and mandatory access—are “nonnegotiable” as far as NAB is concerned.

Mr. Wasilewski’s list of priorities continued. For radio, he mentioned:

- Defeat of performer royalties legislation that would have broadcasters and other users of recorded music pay royalties to record performers and manufacturers. Such a bill, which has already undergone one round of hearings before Representative Robert Kastenmeier’s (D-Wis.) Judiciary subcommittee, promises “a heated battle,” Mr. Wasilewski said.
- Urging the FCC’s adoption of technical standards for AM stereo.
- Getting the FCC out of business by reviewing how many commercial minutes a station has carried when it comes up for license renewal.

For television, Mr. Wasilewski listed one additional priority: winning passage of legislation to restore the FCC’s authority to restrict “siphoning” of over-the-air broadcast programing by pay cable television, especially sports programing.

Looking back, Mr. Wasilewski said last year was “an exceedingly good year” for the association. NAB’s membership rose to a peak of more than 4,500 radio and 550 television stations. In addition, legislation proposing restrictions on the advertising of saccharin products were defeated, prompting Mr. Wasilewski to claim it as “perhaps our industry’s finest grassroots victory.” A few years ago, broadcasters were “apathetic and almost totally disorganized,” but the defeat of the saccharin restrictions proved that broadcasting now has an effective grassroots organization, he said.

Opening fire from Cannon

Senate Commerce chief welcomes broadcasters to his state, calls for better taste in TV programing

Broadcasters attending the opening ceremony of the NAB convention last Sunday received a welcome, followed by a lecture, from the new chairman of the Senate Commerce Committee.

Howard Cannon, Democrat of Las Vegas where the convention was held, departed from the usual you-are-the-greatest-communications-service-in-the-world welcoming address to tell the broadcasters that, like the automobile, they “have brought their own form of pollution into our world.” And, he continued, “We must recognize the growing disenchantment of many Americans not simply with the violence and vulgarity too often programed for them today, but with the general banality of much of the fare they’re offered every day.”

Programing isn’t all bad, the senator said, softening his tone a bit. “And much of it is extremely good.” Nevertheless, he said, broadcasters should try to make it better. “We have gone far beyond the point where the option of switching channels or turning off the set is sufficient. The medium is here to stay and it is a public medium for which the public has a right to at least good taste, if not some variety.”

Broadcasters face a grave responsibility Senator Cannon said. “No government, no other phenomenon in the history of man has had the power to make change that you enjoy.” That responsibility grows heavier as technology continues to advance in broadcasting and other media—satellites, fiber optics, cable television, to name a few—that “together very likely [may bring] changes to people and to the world so profound as to shrink even the vast changes radio and television have already brought to all of us.”

He urged that when the broadcasters toured the exhibits at the convention they examine the equipment “not for scientific wizardry” but for the uses it can be put to. “Think of the information and ideas it can convey even to children who don’t read. Think of the force it represents for change,” he said.
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Together again, separately. One of the “In the Box” confrontations at the NAB convention brought together two old adversaries—Dr. Everett C. Parker (r) of the Office of Communication of the United Church of Christ and former FCC Chairman Richard E. Wiley (l), now with Kirkland & Ellis. William Carlisle, NAB vice president for government relations, was the moderator in the middle.

**Parker, Wiley spar over UCC’s rewrite proposals**

Las Vegas provides setting for rematch of long-time opponents during latter’s years as FCC chairman

Dr. Everett C. Parker, director of the Office of Communication of the United Church of Christ, took advantage of an “In the Box” appearance at the National Association of Broadcasters convention to plump for proposals the UCC has made to the House Communications Subcommittee in connection with its effort to rewrite the Communications Act (BROADCASTING, Jan. 2). Former FCC Chairman Richard E. Wiley took advantage of his participation in the same “box” not only to attack the proposals as invasions of broadcasters’ First Amendment rights but also to rid himself of some hostility he apparently has felt toward Dr. Parker for some time.

Dr. Parker, who described the proposals as designed to benefit broadcasters as well as the public by making clear “the rules of the game,” noted they call for a requirement that the FCC set standards for public interest programming and fair employment practices. The standards would not infringe upon program content, he said, but would give broadcasters, the commission and the public “a reasonable yardstick against which to measure performance.”

Dr. Parker offered his proposals against a background he painted of a technological revolution that is providing the potential, at least, of new means of program transmission—satellites, cable television, pay cable and video cassettes. He suggested that time is running out on broadcasters as the public’s patience with programming—with what he said was its heavy budget of sex and violence—diminishes.

Broadcasters, he warned, “should heed that discontent.”

But to Mr. Wiley, who left the commission last summer and now is managing partner in the firm of Kirkland & Ellis, the proposals are a recipe for government regulation of programming. Stations, he said, wouldn’t be able to make major changes in operations—including formats—without commission approval; the FCC would set standards for programming and engage in a “formal rate regulation,” and commission efforts to permit additional broadcast coverage of political activities within the constraints of the equal time law would be reversed. (However, later, Dr. Parker indicated UCC would support exempting presidential and vice presidential candidates from the equal-time rule.)

But, Mr. Wiley said, drawing on memories of past confrontations with Dr. Parker, “Your proposals are not great surprise to me. You have been an effective opponent of every regulatory reform proposal in the last seven years”—years during which Mr. Wiley was at the commission. He recalled the time he said Dr. Parker “showed up with a roomful of angry activists” to protest commission plans to eliminate a number of “outmoded” rules. And he recalled, too, a time when the commission was considering changes in the fairness doctrine and equal-time rules and Dr. Parker managed to have key members of the Senate “summon me to the Hill and explain my sins.”

As for UCC’s proposals, Mr. Wiley said he would have trouble squaring them with a desire for “reform.” He said they differ on the question of the role of government in broadcasting. UCC’s proposals, he said, raise the question of whether “a free society can tolerate the use of arbitrary power over broadcast speech.”

**Reinsch’s counsel from ‘the bench’:**

Hew to the straight and narrow

Pioneer Cox executive accepts DSA at NAB convention opening, stresses need for integrity, praises own organization’s dedication to that principle

A broadcasting industry elder exercised the privilege of his rank—“as a septuagenarian, in the autumn of an exciting and sometimes tempestuous career”—to advise a younger generation of broadcasters of the responsibility they owe the medium he helped build. “You must never knowingly mislead or breach the confidence of your auditors—the great American body politic.”

The speaker was J. Leonard Reinsch, the chairman of Cox Broadcasting, who was accepting the Distinguished Service Award of the National Association of Broadcasters during the opening ceremony of last week’s 56th annual convention in Las Vegas. His remarks were made on the same afternoon (Sunday, April 9) that the president of the CBS/Broadcast Group was going on the air to apologize publicly for having deceived viewers about “win-ner-take-all” tennis matches (BROADCASTING, April 10)—an action for which CBS must account still further, to the FCC, today (April 17).

“Yours is the most important profession,” Mr. Reinsch said. “You reach more people faster and with greater impact than all other media combined. Your responsibilities, as a consequence, are fearsome, ranking next to those of our elected officals and our courts. Loose practices,” he continued, “often evolve in an affluent society.”

That admonishment aside, Mr. Reinsch’s basic message for his broadcast successors was one of hope and, to a degree, envy. “I must say that for the first time in my life I am unhappy being on the bench,” Mr. Reinsch confided. “For as glorious as has been the past of broadcast ing, the future is even more challenging for all communicators. . . . And to paraphrase an eminent authority who

Happy moment. Distinguished Service Award winner J. Leonard Reinsch of Cox Broadcasting and his wife, Phyllis, as they accepted the applause of the NAB convention last week.
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Once the National Energy Policy is adopted, we must continue programs that allow the individual states the right to make their own determinations on water and air quality, land reclamation and other environmental standards.

Congress must make some hard, but very basic decisions that will guide our nation into the 21st Century. The sooner these decisions are made the better for America.

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Mr. Reinsch closed his remarks with an expression of esteem for the Cox Broadcasting organization he has served since 1934, and particularly for James Cox Sr., the former governor of Ohio who enlarged his newspaper company to embrace broadcasting. Mr. Reinsch helped put the first Cox station, WHIO(AM) Dayton, Ohio, on the air. Last week he recalled Governor Cox's remarks at the dedication of that facility:

"...that this voice will always be an instrument of dignity, culture and practical service; that it will carry the light of joy to places that are dark. That it will build a love for goodness and beauty...that in its long watches of the night and in its endless days be conscious ever of its duty to God and humanity."

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**FCC confesses, announces and clarifies**

At NAB Q and A, staffers admit AM application freeze was a mistake, they're looking at EEO rule to aid the handicapped and probably won't act against airing of indecent language during live news coverage

Broadcasters attending the National Association of Broadcasters Convention in Las Vegas last week learned that FCC staffers can admit a mistake. They also learned that the commission may initiate a rulemaking aimed at acceding handicapped persons the same kind of equal employment opportunity protection afforded women and minorities, and that the commission is not likely to attempt to impose a sanction if a broadcaster, in covering a fast-breaking news event, permits indecent language to be aired.

These were among some of the matters discussed during the panel session in which commission staff members took questions from broadcasters in the audience. The confession of error was made by Wallace Johnson, chief of the Broadcast Bureau, in explaining the enormous backlog of AM applications—565 were filed—the commission accumulated two years ago. In an effort to get a small backlog under control, the staff recommended, and the commission imposed, a six-month freeze on applications for new and major changes in AM stations. But it gave applicants 60 days in which to file before the freeze went into effect in July. The commission, after assigning a task force to the job, is now beginning to see the last of the crush of those June 1976 applications.

"We hope we'll be through with that bunch in another week," said Martin Levy, deputy chief of the bureau.

But, said Mr. Johnson, giving notice of the freeze "was one of the biggest mistakes we ever made": the FCC "should have closed the door the night" it announced the action.

The problem was compounded by a budget-enforced reduction in Broadcast Bureau personnel and the lack of engineers on the Civil Service roster from whom the commission could select for vacancies on the staff—an unusual if not unprecedented situation.

Mr. Levy disclosed that the commission might soon turn its attention to affording handicapped persons EEO protection. He said the question of such protection for handicapped persons—of requiring broadcasters to make affirmative efforts to recruit them and prohibiting discrimination against them—had been discussed at a White House meeting two weeks ago at which the commission was represented.

"The commission," he added, "will soon" consider issuing a rulemaking in the matter.

As for the airing of indecent or obscene language in a broadcaster's coverage of a fast-breaking story—such as a terrorist attack or the holding of hostages in a robbery—Arthur Ginsburg, acting chief of the Complaints and Compliance Division, said, "There's no way to prevent it." But he also said the broadcaster "would have to weigh the sensitivity of his audience against the urgency of the situation."

The commission's general counsel, Robert Bruce, sought to put minds at ease: The commission would have to give consideration to journalistic judgments made under pressure.

The matter had come up in connection with a discussion of a broadcaster's question as to whether the commission would issue a ruling regarding the kind of language that would be barred, in light of the litigation over the commission's ruling that the broadcast of the George Carlin comedy record containing the "seven dirty words" that cannot be said on television "is indecent." Mr. Bruce noted that the Supreme Court decision in the case—to be argued before the court on Tuesday—will provide "more effective guidance."

In other matters: Mr. Johnson said the staff will recommend to the commission by August or September a notice of proposed rulemaking in the clear channel radio case, to "further identify the direction" the commission will take in the

**Words to the wise.** Members of the FCC staff took questions from broadcasters at an NAB workshop last week. L to r: Wallace Johnson, chief of the Broadcast Bureau; C. Phyll Horney, chief of the Field Operations Bureau; Martin Levy, deputy chief of the Broadcast Bureau; Robert Bruce, general counsel; Richard Shiben, chief of the Renewal and Transfer Division, and Arthur Ginsburg, acting chief of the Complaints and Compliance Division.
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Minority hiring pushed by White

FCC commissioner tells group at NAB that diligence in EEO matters may lead to fewer government regulations

FCC Commissioner Margita White urged broadcasters last week to accelerate their hiring and promotion of women and minorities. Speaking on a panel at the NAB convention, Mrs. White said it was in the broadcasters' own interests to be vigorous in affirmative action—not as a paper exercise to satisfy FCC obligations—but to provide a broader public service. If broadcasters work enthusiastically toward the goals the FCC has established for equal employment opportunities, the commissioner said, they may also move toward another goal—less government regulations.

She said, however, she had been "appalled" at the reaction to the FCC's recent notice of intended changes in the EEO reporting form. "I never thought," she said, that the revisions, undertaken to provide the FCC with more accurate information than is now available, "would unleash such paranoia."

Richard Wyckoff, assistant general counsel of the NAB, urged broadcasters to consistently apply affirmative action instead of letting interest lapse between license renewal periods. He said that EEO practices in radio and television were showing progress. The national incidence of minority employment in American business is 10.1%, he said. In broadcasting it has reached 13.8%, up from 10.6% in 1972.

Cecil R. Forster Jr., vice president and general manager of WINS (AM) New York, said he was concerned that the reverse discrimination case of Bakke versus University of California, now before the Supreme Court, could set back affirmative action if it is won by the white plaintiff who claims to have been denied admission to medical school while less qualified minorities were admitted.

Still, he said, broadcasters ought to exert more EEO effort than is now being applied, no matter what the law requires. It is, he said, good business to support affirmative action. The black market is worth $60 billion a year," he said.

Edward Valenzuela, district director of the U.S. Equal Employment Opportunity Commission in Phoenix, described the new understanding reached by the EEOC and FCC for processing complaints against broadcasters (see page 54). Mr. Valenzuela said the new arrangement promises to expedite the settlement of broadcasting cases. EEOC now has a total backlog of 100,000 unresolved charges, he said.

The session was moderated by Timatha Pierce, EEO director of NBC, New York.

When the FCC comes knocking at your door

FCC's Ginsburg suggests ways licensees can avoid certain problems with commission; other panelists describe their frustrations in dealing with complaints and compliance unit

Arthur Ginsburg, acting chief of the FCC's Complaints and Compliance Division, called it "control." Edgar Holtz, of the Washington communications law firm of Hogan & Hartson, called it "preventive law." No one called it a "stitch in time."

But everyone on two workshops at the National Association of Broadcasters convention in Las Vegas last week was giving broadcast licensees the same message: To avoid trouble with the FCC, take great care in operating your station.

"Without control," Mr. Ginsburg said at the first of two workshops on practical pointers on FCC policies, "there is chaos." The licensee, he noted, "is responsible for everything at the station, and must exercise reasonable diligence" in technical matters as well as programming.

The first rule he suggested for maintaining control was: "Listen to your station."

For expenditure of funds, for misleading network programming, and for making public notices the commission sends all licensees from time to time apparently find their way quickly into the "trash can."

Mr. Holtz suggested how preventive medicine might be applied: Have some one pull a surprise full-field investigation of the station, as the FCC might do it, and turn up possible weaknesses that can be corrected. He also suggested "exit interviews"—to record the reasons people leave as protection against payola and equal employment opportunity complaints.

William Green, of the Washington communications law firm of Pierson, Ball & Diamond, who was on the first of the two workshops, managed to work both terms—control and prevention—into his remarks. He also advised broadcasters, "When in doubt, call your lawyer."

As a dose of preventive medicine, he suggested that broadcasters pay close attention to equal employment opportunity matters. As did one panelist at other workshops, he referred to EEO as a key problem for broadcasters. "For the next year or so," he said, "the name of the game will be EEO... Be sure your EEO report looks good."

He had another bit of advice: Include in the public file only what is required. He told of a broadcaster who included in the file a letter from his lawyer expressing concern about station failings in a number of areas, including promise versus performance. When the station was sold, a reporter for the local newspaper came across the letter in the file, and used it as the background for a story that appeared on page one.

If EEO is the issue most likely to cause broadcasters problems with citizen groups with the potential for filing petitions to deny, fraudulent billing and fraudulent contests are most likely to get broadcasters into serious trouble with the commission, according to Wade Hargrove, who is a partner in Harrington, Smith & Hargrove, of Raleigh, N.C., and executive director of the North Carolina Broadcasters Association.

Indeed, he said, fraudulent billing "will get you into trouble faster than anything else; you'll lose your license for that."

Accordingly, he recommended the exercise of "reasonable diligence." Since licensees are responsible for the actions of employees to whom they delegate day-to-day operations, he said, they should make sure the employees are aware of the rules against double billing and fraudulent contests. Circulate copies of the rules for their signature, he said. "If you are sandbagged" by an employee, he said, at least you
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Leaving 'em laughing. William Green (1) of the Washington firm of Pierson, Ball & Dowd managed to enliven a panel discussion on practical pointers on FCC policies. Appreciation of his one-liner is registered by (1 to 1) Erwin Krasnow, NAB senior vice president and general counsel, who served as moderator; Arthur Ginsburg, acting chief of the FCC's Complaints and Compliance Division, and Larry Perry of Layton & Perry, Oak Ridge, Tenn. 

will have some evidence of having exercised "reasonable diligence" in attempting to guard against corrupt activities.

Mr. Ginsburg, who was named acting chief of Complaints and Compliance two weeks ago, to succeed William B. Ray, who retired (Broadcasting, April 3), received congratulations of broadcasters and fellow panelists at the workshops in which he participated. But he also was obliged to endure some caustic comments about the operation of the division he now heads. "Sometimes Complaints and Compliance is wrong," said Mr. Holtz, "and I mean wrong. So don't roll over and play dead just because they come into the station," he told broadcasters in the audience. And when a broadcaster picked up on that comment to ask, "Are you guilty until proved innocent?" Mr. Holtz added, "If you tell the truth and are candid, that should be dispositive. Often it's not. That makes me mad." He said Complaints and Compliance personnel often take on the role of "judge and jury."

But the commission Mr. Ginsberg said, taking no action until "all the evidence is in." Frequently, he said, a broadcaster's response to an inquiry regarding a complaint eliminates the complaint. "We try to be scrupulous fair."

But to Mr. Hargrove, the problem often is one of lack of sensitivity. When a licensee receives an inquiry from Complaints and Compliance," he said, "he needs, and with the aid of a lawyer, to respond. Often, he said, the broadcaster waits "for a long time" before receiving a response which says simply the letter is being placed in the station's file for consideration at renewal time. "It's enough to give you ulcers and make you want to go back to the hardware business," he said.

Hail and farewell
Outgoing AMST President Lindow bids adieu; new officers elected

The fifty-sixth annual convention of the National Association of Broadcasters, in Las Vegas last week, marked the final appearance of Lester Lindow as president of the Association of Maximum Service Telecasters. He is retiring on Aug. 1, after 22 years, to be succeeded by Tom Paro, now AMST's executive vice president (see "Special Report," Broadcasting, Jan.16).

Mr. Lindow, in his remarks, outlined the association's purposes and goals—maintenance of an effective nationwide system of VHF and UHF television stations, "side by side," with enough spectrum to meet present and future needs, among them. The announcement announced it had added its 200th member station, reaching that level of membership for the first time. And it then proceeded to elect the officers to lead it for the next year.

The officers elected are chairman, Franklin C. Snyder, the Hearst Corp., Pittsburgh; first vice chairman, Wallace J. Jorgenson, Jefferson-Pilot Broadcasting Co., Charlotte, N.C.; second vice president, Robert F. Wright, WTOP-TV Meridian, Miss.; president, Mr. Lindow; secretary-treasurer, Ralph S. Jackson, Orion Broadcasting Inc., Louisville, Ky.; executive vice president, Mr. Paro, and vice president, Roy W. Easley, AMST, Washington.

The board also elected an executive committee consisting of Messrs. Snyder, Jorgenson, Wright and Jackson, and three other members—Jack Harris, KPRC-TV Houston, Terry H. Lee, Storer Broadcasting Co., Miami Beach, and Arch L. Madsen, Bonneville International Corp., Salt Lake City. Mr. Snyder appointed an engineering committee consisting of Clyde G. Haehnle, of The Greater Cincinnati Educational Foundation, Cincinnati, as chairman, and James E. Boyd, Scripps-Howard Broadcasting Co., Cleveland; Albert H. Chismark, Meredith Corp., Syracuse, N.Y.; A. James Ebel, Petzler Communications Inc., Lincoln, Neb.; Jack B. Everette, Midwest Televisión Inc., Champaign, Ill.; Robert W. Flanders, McGraw-Hill Broadcasting Co., Inc., Indianapolis; William D. Loveless, KSL-TV Salt Lake City; Robert O. Niles, Capital Cities Communications Inc., Philadelphia; Carl G. Nopper, WMAR-TV Baltimore, and Leonard Z. Straga, Storer Broadcasting Co., Miami Beach. The AMST membership elected the following members of the board of directors:

Norman P. Bagwell, KTyrRv, Oklahoma City; Charles A. Baiton, Cosmos Broadcasting Corp., Columbia, S.C.; Joel Chaseman, Post-Newsweek Stations, Washington; Mr. Ebel; Mr. Harris; Mr. Jackson; Mr. Jorgenson; George A. Koehne Gateway Communications, Cherry Hill, N.J.; Mr. Lee; Mr. Madsen; August C. Meyer Sr., Midwest Television, Champaign, Ill.; James M. Moroney Jr., Belo Broadcasting Co., Dallas; Fred Paxton, wser-TV Paducah, Ky; Donald L. Perris, Scripps-Howard Broadcasting Co., Cleveland; William L. Pulnam, Springfield Television Corp., Springfield, Mass.; Mr. Snyder; Dudley S. Taffe, Taffe Broadcasting Co., Cincinnati; Willard E. Walbridge Capital Cities Communications, Houston; Wilson C. Wearn, Multimedia, Inc., Greenville, S.C.; Richard M. Wolfe, wers-TV Columbus, Ohio, and Mr. Wright.


Well done. A. Louis Read of Cosmos Broadcasting, a long-time member of the board of the Association of Maximum Service Telecasters, was honored at AMST's annual meeting held last week during the NAB convention in Las Vegas. Presenting Mr. Read with a resolution of appreciation was AMST Chairman Frank C. Snyder (r) of the Hearst Corp. Joining in the presentation was outgoing AMST President Lester Lindow (l), who retires in August.
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—Meredith D. Persson, Nuclear Cost Accountant

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28 4/10
Protection from petitions to deny

NAB panel tells broadcasters not to lose their cool when challenges to licenses arise

That old tale about the lack of a nail leading to the loss of a war may have its counterpart in the saga of a negotiation between some women's groups and a broadcaster. A blow-up of negotiations over a proposal that the station pay babysitting costs while the women attended meetings of an advisory committee they wanted the station to create led to the filing of a petition to deny, which in turn led to the break-up of a media concentration that once included radio, television and newspaper properties.

That, at least, was the anecdote Charles Firestone, formerly with the Citizens Communications Center of Washington, and now a professor of communications law at the University of California at Los Angeles, related during a panel session at the National Association of Broadcasters convention in Las Vegas last week. The session was devoted to informing broadcasters how to avoid petitions to deny, and Mr. Firestone told the story to illustrate a point he and fellow panelist Michael Bader, of the Washington communications law firm of Haley, Bader & Potts, had made: Broadcasters confronted with a citizen group that is contemplating a petition to deny should not lose their cool.

"There is no way a broadcaster is going to win if he is uptight, if he and fellow panelist Michael Bader, of the Washington communications law firm of Haley, Bader & Potts, had made: Broadcasters confronted with a citizen group that is contemplating a petition to deny should not lose their cool.

Mr. Firestone did not identify the broadcaster involved in his story, but the facts

The climactic event of the NAB convention was its closing address by the chairman of the FCC. The news account of that event begins on page 29. The complete text follows.

Remarks of Charles D. Ferris
Chairman, Federal Communications Commission, before the 56th Annual Convention of the National Association of Broadcasters

I learned from Newton Minow that as he was leaving the podium after his first—and most famous—speech to the NAB, a delegate walked up and told him: "I didn't think that was a very good speech."

When Minow was halfway out of the room, the same broadcaster accosted him again and said: "I didn't like that speech one bit."

Minow kept moving, but the broadcaster caught him a third time at the exit. Exclaimingly he shouted at Minow: "That was the worst speech I ever heard in my whole life." Then he turned and stalked away.

A few minutes later, another broadcaster who had witnessed these encounters approached Minow with a comforting comment. "Mr. Chairman," he said, "I wouldn't pay any attention to that fellow. Everyone knows he has no mind of his own. All he ever does is restate whatever he hears."

Well, each new chairman of the FCC seems doomed to repeat as well what the NAB has heard from his predecessors.

In 1965, Bill Henry spoke of the FCC's aim "to make room for as many diverse ideas in television as possible." Today too much programming is still the same from hour to hour, and channel to channel, with only the names of the networks changed to protect the appearance of competition.

In 1969, Roselle Hyde urged that television show "what it means to walk in the shoes of the poor, the hungry, and the disadvantaged." Today, a year after "Roots"—a program that brought a sense of heritage, a glimpse of history, and a means of understanding to millions of Americans—the commission is firmly committed to enforcing a policy that television not only show and tell, but do: that a medium which in law belongs to all the people should not exclude the minority who are not white and the majority who are women from full participation in the lifestream of national communication.

In 1970, Dean Burch conceded that FCC procedures needed to be "revised and simplified." Today, as the new chairman of the FCC, I am determined that we will solve that problem. The commission's rules should be written in plain English. A non-lawyer should be able to read and understand them. Those who regulate communications at least ought to be able to communicate clearly. It might even mean fewer dollars for legal services and more money for program excellence.

Seventeen years ago, in 1961, Newton Minow worried about "competition for ever higher ratings." Today, the tyranny of Nielsen's numbers has strengthened its hold. The only place in our republic where points and point-spreads are given greater urgency than here in the casinos of Las Vegas are the corporate headquarters of the three networks in New York.

That arrangement cannot be acceptable to the American people and must not be acceptable to professional broadcasters. For as we have all learned, quantity is not synonymous with quality. More—as you and the commission have both learned in the case of regulation—does not mean better.

If television had—or has—its vast wasteland, it will not—and cannot—be made fertile by overlaying it with a vast swampland of regulations. Shortly after coming to the commission, I instituted a study of the delays in license and comparative renewal cases. We need to establish procedures that are both faster and fairer—and we will.

Thus, much of what I have to say will contribute to the tradition of past chairmen that it is not only television that puts on reruns. The speeches of FCC chairmen, like your own industry, tend to the truth that the more things change, the more they stay the same. Living color cannot give life to programs that are reruns in all but title. Decades of invention and innovation in broadcasting have not resolved issues that were there from the start—from that first night when KDKA cracked across the airwaves with the election returns from the Harding-Cox campaign for President in 1920.

By this point, I'm sure, it's clear that one other thing has not changed about an FCC chairman's speech to the NAB. As one of my predecessors put it 12 years ago: "My work is cut out for me today. You will not agree with everything that is said."

Indeed, I may not agree with all I say from year to year, I intend to be open-minded—and independent. I do not have rigid preconceptions—but I do have convictions. And I do believe that all of us who are responsible for a communications medium that reflects, shapes, alters and informs the national consciousness need convictions that transcend the bottom line of writing regulations or of counting profits and ratings.

The commission's decisions on telephone tariffs have a far greater immediate economic impact on every American than our rulings about television and radio. But in terms of their social, psychological, and ultimately their economic effects, broadcasting's images and words are not cheap.

Communication is the most precious currency of a free society. It is not just a matter of billion dollar sales, but of over two hundred million minds: To a large extent, we are what we see of ourselves on television. We are content or we dissent because its technology permits us as never before in history to know or to disguise ourselves. Seeing, far more than reading, is believing.

Without broadcasting, Americans would not have witnessed Bull Connor, Birmingham or the march on Selma—and America might not have two of the most noble and fulfilling legislative achievements of this century, the Civil Rights Act of 1964 and the Voting Rights Acts of 1965. Without broadcasting, America would not have heard the gunfire and seen the casualties at Kent State and Hamburger Hill—and young Americans who are alive today would be dead in a longer, even more bitter war. Without broadcasting, the Watergate hearings and the impeachment proceedings might have been a matter of record, not reality—and the country might never have reached a consensus that the issue was a matter of principle, not partisanship.

News is the easy case to demonstrate the power of broadcasting. CBS News recently went to television and found every virtual adversary together in the cause of peace. But entertainment also informs us, in more subtle ways, about our lifestyles, our attitudes and our possibilities.

More people saw Elvis Presley in three appearances on The Ed Sullivan Show than in all the live concerts that he performed over the next 20 years. And what they saw influenced and expressed the feelings of the next generation. More people saw a single opera performance live from Lincoln Center last year than have seen in the past 20 performances in history. And that too may influence our national culture.

Your business is the business of America. Your role is so central that you can share credit for some of the best of our lives—from civil rights to political reform. And you also get blamed for much of the worst—for social problems ranging from violent street crime to lower college test scores. The average American citizen spends literally years of a lifetime watching or listening to television and radio. Your effect on values—and on institutions such as the school and the family—has become a national

Broadcasting April 17, 1978

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The problem, Mr. Firestone said, was "child care." The women wanted to be paid for the cost of leaving their children at home while they attended meetings of the advisory committee that was asked to establish. Later, he said, there were other issues being discussed, but child care was "the final straw" that caused the breakdown in the talks. "That was an extreme example, he said, "but it happens."

Besides keeping a firm leash on temper, Messrs. Firestone and Bader, along with a thirdpanelist, Richard Shiben, chief of the FCC's Renewal and Transfer Division, had other advice for broadcasters interested in avoiding petitions to deny. "Put yourself in the petitioners' shoes," Mr. Firestone said. "Be sensitive to their needs. But the best prevention of a petition to deny is to provide no basis for complaints. Remember," he said, "the airwaves belong to the people, and ask yourself, what have you done to serve the public?"

Mr. Bader also talked of the need for sensitivity—the need for "comprehension and understanding of the potential petitioners," as he put it. But he offered some specific hints as well: Use the ascertainment process to detect would-be petitioners from the American people directly. In fact, as well as in theory, your licenses cannot be viewed as a vested interest to be held in perpetuity. I intend to enforce the public interest standard for renewal.

A free hand and an open Mike

Third, while I will carry out my responsibility under the law, I will not exceed my authority by intervening directly in your specific program decisions. Precisely because the pressures of society on broadcasting this past decade have never been more intense, the need for restraint by government has never been so great. Perhaps today the best definition of a democracy is that it resists the temptation and the pressure to control the mass media, even when they are controversial.

Instead we ought to encourage controversy. Broadcasters have the power to give access to competing ideas—and you can expect that the Congress, the courts, and the commission will continue to require that you not deny the public access to those ideas. But this does not mean that broadcasters must bend with every breeze of public opinion. Your role as an independent and critical voice is too vital for that. You must, however, be sensitive to viewpoints and opinions of those who do not have FCC licenses. The New York Times does not compromise its journalistic integrity by opening an op-ed page to alternative editors. To an even greater extent, in broadcasting, the most pervasive form of communication—journalistic integrity means opening the medium to the many.

More local stations are offering that openness. And one network—CBS—recently started a program featuring viewer feedback. This convention has itself sponsored panels where minorities, women and consumer representatives have had their say. None of this marks the completion of the process. But it is perhaps the midpoint of a good beginning. Eventually television and radio can offer the technological equivalent of a New England town meeting.

Many voices, many rooms

Fourth, the FCC should seek to stimulate excellence through diversity—and diversity through competition. We need more than marginal improvements and minor adjustments in present regulations and procedures.

I favor a policy of zero-based regulation. We will rely on competition instead of rules whenever that is promising or possible. The marketplace can stimulate innovation, reduce costs, diversify audiences and raise the quality of your medium.

I do believe that the consumer's interest is paramount. And broadcasting is one of the most consumed commodities in this country. But I reject the myth that the consumer's interest and increased government intervention are identical. Less regulation can mean better broadcasting. It can mean that you spend less time on needless procedures—and more time on improved programming. It can mean fewer dollars for legal services—and more money for consumer services.

Government does more harm than good when it maintains a regulatory framework for ceremonial purposes alone. In regulating radio, we may be at that point. In some markets over 50 stations broadcast across a band of tastes as well as megacycles. By moving the dial an inch a listener can hear all the way from Rachmaninoff to Led Zeppelin—from stations featuring all news to those preaching their own good news about religion. I doubt that regulation was the primary cause of this diversity. We must seriously consider replacing the current regulation of radio content with a structural, marketplace mechanism that still yields a public dividend for the privilege of having a place on the radio band. Thus we could recognize

To page 50
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tioners before they make their demands, and be sure persons of divergent opinions—"the reactionary, the unwashed"—are contacted. And top station executives, he said, tend to deal with groups likely to file petitions; that is not a job for officials of lesser rank.

What is the most common cause of petitions to deny? According to the panelists, it is probably equal employment opportunity complaints; at least they rank near the top of the list. "Today," said Mr. Shiben, "anyone in his right mind is paying more attention to minority and women in hiring, and will continue to do so. This is a major area of concern."

But the panel produced more than a strategy for avoiding petitions to deny. Mr. Shiben tried to put into perspective the effect of the citizen sentiments that over the past six or seven years led to the filing of petitions to deny against more than 500 stations.

Most petitions, he said, "have accomplished a social objective." For while citizen groups have lost most of the battles in seeing the commission reject their petitions—"they are on the verge of winning a major portion of the war," minority and women's groups, he said, figure more prominently today than when they once did in broadcasters' ascertainment processes, programming proposals, and employment policies.

Furthermore, he said, "minority and women's groups will continue to be knocking at your door ... They're going to ask about ascertainment and programming. Listen to them; if their suggestions are good, try to do something about them."

But whatever broadcasters do, the word was last week, they should not—repeat not—lose their cool. They could wind up losing a station.

both that the radio spectrum is not so limited as it used to be, and that it is still not limitless.

Other reforms can blunt efforts to regulate television content. Some of that pressure expresses legitimate concerns. The commission's rules against employment discrimination, for example, can be an effective alternative to direct FCC scrutiny of media "stereotyping." When you hire blacks, women, Hispanics, and Asian Americans in responsible jobs, then the diversity of program choice will increase without any rule or agency telling you exactly what to broadcast.

I intend to enforce equal employment opportunity vigorously—and to urge a more equitable choice not only for minorities and women to hold broadcast licenses as well as broadcasting jobs.

A strong noncommercial television and radio service is another effective means of encouraging diverse services without more regulation. Out of the iron grip of the ratings, where a single point within the range of statistical error can kill a show, public radio and public television can satisfy needs and audiences that you do not reach. They can create a Sesame Street, cover the Senate debate of the Panama treaties, and carry the Metropolitan Opera from Lincoln Center to Lincoln, Nebraska. Public broadcasting has also pioneered in satellite delivery and captioning for the deaf.

You should recognize the contributions public broadcasting has made, and can make in the future, to stimulate a healthy national communications service and a freer broadcast marketplace. Public broadcasting can increase viewers' choices by meeting specialized needs not fully satisfied by an advertiser-based system.

A well funded system of noncommercial television and radio can reduce the dependence of broadcasting in general. It can also provide a useful "marketplace yardstick" and a competitive prod to you as commercial broadcasters to strive for excellence and experiment with new ideas and formats.

By setting its own high standards for children's programming, public television can raise the public's and your awareness of television's potential in providing worthwhile content for all ages. And by accepting the responsibility for such programs, you put your influence where the public can see it. That is the public' s cost for your license to use the airwaves.

An open door policy to technological advance

Finally—and perhaps most importantly—I believe that the FCC should encourage new technology and services, rather than helping any vested interest to hold them back. Your industry exists because of those who saw things that never were, and it will not prosper now by explaining why not to advances in communications technology. These advances do present a challenge to you. But they are also a great opportunity—for broadcasting and for the public.

No one clearly envisions the sights, and sounds, and the possibilities of all the new technology. But we cannot look to the past, backwards to a passing status quo. We have to re-examine old ideas and apprehensions. Technology will make us more—not less—dependent on the electronic transmission of information—the linchpin of a free society.

Electronic journalism and print journalism must strive to stand on an equal footing as we approach the end of the century. The pace of technological change is so quick and our dependence upon electronic news is increasing so rapidly that we must assure the independence of the electronic media from government control. We owe a commitment to this goal to our children and their children, for television will shape their lives even more than it has shaped ours.

But editorial freedom and independence go hand in hand with competi-

in the marketplace of ideas and in the marketplace for the attention of viewers and listeners. I do not think you can have one without the other. You cannot argue for less regulation of your own medium, and at the same time argue for more regulatory proclivity from competing information sources. For commercial broadcasters can and must resources that can help us begin to erect a new regulatory philosophy based upon abundant—not scarce—resources.

The Chicken Little's, who always think that the antennas are about to fall, predict that satellite delivery of multiple program services, fiber optics and translators will make your industry obsolete. That could happen, if you regard change as an adversary and resist the chance for experimentation. But if you are as bold as a Sarnoff or a Paley when they put together the first networks, you can profit by multiplying the range of your services:

☐ We do not have to wait for cable or fiber optics for Americans to get more and better entertainment and news on demand—or the capacity to use their television sets to retrieve other data. You can lead the nation into an era of individual choice in communications. The British have taken the first steps towards using broadcast signals for captioned information or teleext data retrieval. We can catch up.

☐ You can make wider use of satellites to pick and choose from a wider number of program options, rather than permitting cable to gain a larger lead in this field. The booming market for syndicated shows proves that the product will be there when you have the means to receive it.

☐ You can support the development of improved television sets to bring better UHF reception and more UHF channels to more people.

In short, your medium can provide a richer diversity with more conveniences than any other medium can, given the capacity to be less than the survival of the tired, the timid and the imitative. And as you increase the options you offer to the public, you will relieve the public's pressure to regulate the content of a limited number of programs. And all this can mean higher profits as well.

In closing, I challenge each of you to ask the most important question that you can ask yourself: What special services are you providing that another licensee could not—or that another technology could not?

If you can answer that you put a major portion of your profits into strong local programming—or that you provide your community with access to a multiplicity of program sources—then you have a reasonable basis for seeking tenure as individual licensees—and as an entire industry.

But if you are only flipping a network switch—or replaying an occasional movie package—then you have not made the case that you are essential to your community—or to the national communications system—in ways that a wired nation or direct satellite to home broadcasting would not provide.

Your answer, and your response to the rapid pace of new technology, is by far more critical than any action I will take, or speech that I will make, over my term as chairman.

So far, broadcasting has more than proved to be proud of. It has, however, deficiencies to be remedied, technologies to be developed and alternatives to be explored. And these are responsibilities that you could not escape even if you would. Edward R. Murrow said it a quarter of a century ago when your enterprise had one of its most shining moments—back in the drab days of black and white television. After showing Senator Joseph McCarthy browbeating citizens and mugging the Constitution, Murrow asked whose fault it was. "The fault," he answered, paraphrasing Shakespeare, "lies not in our stars, but in ourselves."

As a regulator charged with enforcing the law, I am ready to see and say when the fault lies with you. But I would rather see diversity and excellence thriving and then say: the credit lies not with the FCC, but with the broadcasters themselves.

Thank you.
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Mutual blows into the Windy City

Network signs agreement to buy WCFL for $12 million

The Mutual Broadcasting System announced last week that it has reached an agreement in principle to buy WCFL (AM) Chicago. The 800-plus affiliate radio network that has never owned a radio station in its 48 years of existence will reportedly pay $12 million for the station—owned since 1926 by the Chicago Federation of Labor and Industrial Union Council.

The announcement was made by Richard DeVos, president of Mutual’s parent, Amway Corp., at a reception held at the National Association of Broadcasters convention in Las Vegas last Monday (April 10). Amway bought Mutual last year for $18.5 million, according to Mutual sources (BROADCASTING, Aug. 15, Sept. 26, 1977).

William A. Lee, president of the labor union—the only one to own a broadcast outlet—said that he expected “continued growth and development and added service of the station under the leadership of the world’s largest radio network.”

Mr. DeVos called WCFL a “landmark in our industry,” and Jay Van Andel, chairman of the Ada, Mich., manufacturer and distributor of personal and health-care products, said the purchase “is another in our steps to further enhance the growth” of the network.

The sale, which is subject to FCC approval, will put Mutual among the ranks of FCC licensees. As such, Mutual will now be subject to FCC scrutiny than in the past, and will be obliged to file public reports not heretofore available. For the first time its ownership will presumably be revealed. At present it is believed that Mr. Van Andel and Mr. DeVos are the sole owners of the network.

WCFL has reportedly been up for sale since last year (“Closed Circuit,” Aug. 8, 1977), when the union was said to be asking $15 million for the 50 kw, 10,000 kzh full-time facility.

Changing Hands

Announced

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

- WCFL (AM) Chicago: Sold by Chicago Federation of Labor and Industrial Union Council to Mutual Broadcasting System for reported $12 million (see story, this page).

- KHEI-FM-KTVM-TV Austin, Tex.: 70% of Kingstip Communications Inc., licensee, sold by John R. Kingsberry, Henry B. Tipple and others to LIN Broadcasting Corp. for approximately $4.5 million. Sellers have no other broadcast interests. LIN, major group owner, is paying $13.75 a share for 70% of 462,435 outstanding shares of Kingstip. Publicly held, LIN owns WAND-TV Decatur, Ill.; WIL-AM-FM St. Louis; WBFF-FM-WMJI-FM Rochester, N.Y.; WFLA (AM)-WUSL-FM Philadelphia; KKAS-TV Fort Worth; KILT-AM-FM Houston, and WANY-TV Portsmouth, Va.

- Donald A. Pels is president and chairman of New York-based firm. KHEI-FM is on 98.3 mhz with 1.3 kw and antenna 420 feet above average terrain. KTVM is NBC affiliate on channel 36 with 5,000 kw visual, 500 kw aural and antenna 1,980 feet above average terrain.

- KSKY (AM) Dallas: Sold by Sky Broadcasting Corp. to Sky Broadcasting Corp. for $1,575,000. Seller is owned by estates of A.L. and Leonore H. Chilton, Sam G. Winstead and First National Bank of Dallas are co-executors. Estates have no other broadcast interests. Buyer is owned 5% by F. Andrew Bell, general manager of station, and 95% by Development Capital Corp., Connecticut limited partnership of 22 individuals and firms without other broadcast interests. KSKY is 10 kw daytimer on 660 kzh.

- WBIA-TV Binghamton, N.Y.: Sold by WBIA-TV Inc. to Philip D. Marrela for $840,000. Seller is owned by Empire Television and Radio Inc., which, in turn, is owned by Oliver Lazare, his cousin, Paul Lazare, and Jules Hessen. They have no other broadcast interests. Buyer is vice president for operations of LIN Broadcasting Corp., major group owner based in New York (see above). WBIA-TV is ABC affiliate on channel 34 with 204 kw visual, 39.8 kw aural and antenna 900 feet above average terrain. Broker: Chapman Associates.

- KGLC-AM-FM Miami, Okla.: Sold by Miami Radio Inc. to Ottawa County Broadcasting Inc. for $525,000. Seller is owned by L.C. Jeffries, who has no other broadcast interests. Buyer is owned by Jeryl L. Smith and his wife, Deann, who own KBTC-AM-FM Houston, Mo. KGLC is on 910 kzh with 1 kw full time. KGLC-FM is on 100.9 mhz with 3 kw and antenna 265 feet above average terrain.

- KPIS (AM) Colorado Springs: Sold by Western Broadcasting Co. to Area Broadcasting Corp. for $350,000. Seller is principally owned by David P. Pinkston, who also owns KILQ (FM) Colorado Springs and KDAV (AM) Lubbock, Tex. Mr. Pinkston is also applicant for new FM at Lubbock. Buyer is owned equally by George L. James, Laurence C. Lively and Bruce E. Shepard. Messrs. James and Lively are general manager and operations manager, respectively, of KPIS-KILO. Mr. Shepard is Colorado Springs developer. KPIS is 5 kw daytimer on 1580 kzh.

- WALR-FM Union City, Tenn.: 70% of Perkins Broadcasting Corp., licensee, sold by Edgar R. Perkins to Reelfoot Broadcasting Inc. for $304,500. Mr. Perkins, who has owned other broadcast properties, retains 30% ownership. Buyer is owned by William L. Pope, Harold D. Butler and Verne A. Brooks. Messrs. Pope and Butler
Well enough alone. Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) told the opening television meeting at the NAB convention that his subcommittee likes broadcasting the way it is, provided the industry continues to live by the rules Congress wrote for it. In a speech that was deliberately low key, the senator tipped his hat to his counterpart in the House, Lionel Van Deerin (D-Calif), whose subcommittee is rewriting the Communications Act, but expressed some skepticism that the project will succeed in solving all the problems and competing interests in communications. From his panel's standpoint, "we just don't want to go in and mess up broadcasting," the senator said. "We think it's working good." But some of the parts that work are those that Congress imposed or inspired—the fairness doctrine, equal time and access—and they should continue, he said. "Other than that, we don't want to put anything in your way."

Selling ENG: what's common to broadcasters may be new to viewers

A Monday morning, promotion-oriented NAB convention session, "Making ENG Work for You," reminded broadcasters that while electronic newsgathering may be old hat to them, it isn't to their audiences.

"Never let go of the idea that the viewer is excited by ENG, even if there are four stations with ENG in your market," said Marjorie Schmidt of KNRT(TV) Denver. "That still doesn't make it commonplace for the viewers."

ENG can be a strong selling point for a station, contended Ms. Schmidt, but it has to be sold right. "Consistent promotion is the key," she said, both on air and in the print media. But the mobility of ENG equipment makes it a uniquely promotional item. It's "one of the few things that can be in actual operation and promoting itself at the same time." That ENG van, she said, "is an exhibit, a moving billboard." Her station, she says, looks for opportunity to give its "ActionCam" van maximum public exposure—at fairs, parades and rodeos. The van crew is supplied with brochures that explain the electronic newsgathering process. On-air ENG promotions are done live on street corners with heavy pedestrian traffic and run in prime advertising slots. "On-air is
Effective when you let it be effective," she said.

Another panelist, Lou Zaccheo of KYTV Philadelphia, however, questioned whether on-air promotion of ENG is always effective. His own "informal poll," he said, revealed that it is—if the station doing it is the first in its market with electronic newspapering equipment. When a market is saturated with ENG-equipped stations, he said, promotions there for ENG "tend to cancel each other out," he said.

Michael Davis, of New York Film & Video Tape Communications, a firm specializing in news research and promotion, agreed with Ms. Schmidt's assessment of the public's knowledge of ENG and disagreed with Mr. Zaccheo's contention that ENG promotion can sometimes be wasted. "ENG is an extremely complex subject to deal with," he said. Station ENG promotions should "reduce it to its simplest possible terms" in order to say "what do I—the average viewer—get out of ENG?" Promotions for an ENG-equipped news operation should stress the speed in which a story may be put on the air and the capability to put it on live. But, he cautioned, there are very few stories that can go live during scheduled half-hour newscasts. In stressing live capability, he said, "promise a capability, not a delivery."

As for competing ENG stations in one market, contended Mr. Zaccheo, who showed tapes of his company's efforts on behalf of several stations, "it is possible, through advertising, to co-opt the ENG market."

Moderating the session was Clarence Martin of KYTV Springfield, Mo., and a member of the Broadcasters Promotion Association, who reminded those attending the session that ENG cameras don't have to remain in the hands of the newsroom only. They're excellent for the production of public service spots and public affairs programs, he said, and can be profitable when used for commercials production.

Working together

The FCC and the Equal Employment Opportunity Commission have tentatively agreed to a memorandum of understanding outlining procedures they will follow to coordinate activities. A draft of that memorandum, which first surfaced in a report a task force of representatives of several federal agencies submitted to the House Communications Subcommittee in January (Broadcasting, Jan. 30), has been issued for comment. The deadline is today (April 17).

However, the National Association of Broadcasters has asked for a 30-day extension. It says the memorandum raises questions about the relationship between the FCC and the EEOC that are of interest to the broadcasting industry. NAB also says the originally granted 20-day period for comment is inadequate, particularly since there are three major commission rulemakings with comment deadlines by May 1.

Highlights of the draft memorandum include the sharing of information between agencies, the EEOC's provision of technical assistance and guidance to the FCC in cases outside the EEOC's jurisdiction, the FCC's referral to the EEOC and state agencies of charges of discrimination and the FCC's notification to a broadcaster that a referral has occurred. The agreement also calls for coordinated enforcement activity where there is reasonable cause to believe that discrimination has occurred.

Stating the case against performer royalty legislation

Using terms designed to stir up "grassroots" enthusiasm, NAB's senior vice president for government relations, Donald Zeifang, lectured a convention radio assembly last Tuesday on why the National Association of Broadcasters has made defeat of performer royalty legislation its first priority this year. The music business is much larger than radio, yet performer royalties would have radio stations "subsidizing" recording artists and manufacturers, Mr. Zeifang said. That would be "an act of travesty" by his thinking. Furthermore, radio's importance to the record industry is demonstrated by the manufacturers' own actions, he said. The manufacturers "do everything possible to get airplay on radio—and sometimes not too legitimately at that."

The target of Mr. Zeifang's strident remarks is H.R. 6063 by Representative George Danielson (D-Calif.), a bill to create a new class of copyright protection that would have broadcasters and other users of recorded music pay royalties to the record manufacturers and performers. Assessing an average of 1% of the annual ad revenues of all but small stations, it could cost the radio industry more than $50 million a year, he said. The bill, which has undergone one set of hearings in the House this year before Representative Robert Kastenmeier's (D-Wis.) Judiciary subcommittee, stretches the principle of copyright protection too far, Mr. Zeifang argued, by proposing protection for works that are "re-creations" and "renditions" rather than original music scores. "It would legitimize an illegitimate principle," he said.

FCC cracks EEO whip over five

The FCC has sent similar letters to five licensees expressing the commission's displeasure with their equal employment opportunity efforts. One station, WYEN(FM) Des Plaines, Ill., was granted only a short-term renewal because of the "absence of minority employees and the station's apparent failure to follow a meaningful EEO program."

The letters, written at the direction of the commissioner by William J. Tricario, secretary, on Feb. 22, were released two weeks ago. Other broadcasters receiving the notices were KXMB-TV Bismarck, N.D.; noncommercial KRWG-TV Las Cruces, N.M.; WMBI-AM-FM Chicago, Ill.; and KVOY(A)-FM(Y) Yuma, Ariz.

In the WYEN letter, the strongest of the five, the commission also notified the licensee, Wall-West Enterprises Inc., that it was being required to "immediately develop and submit a written EEO program."

The other stations were also ordered to develop similar programs.
Our nation’s capital is a strong, vigorous television market, with some 1,344,000 TV households, according to the latest ARB ADI figures. And it’s a market that skews toward youth when compared to national demographics. For example:

<table>
<thead>
<tr>
<th>Total U.S.</th>
<th>Washington D.C.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women 18-34</td>
<td>15%</td>
</tr>
<tr>
<td>Women 18-49</td>
<td>23%</td>
</tr>
<tr>
<td>People 12-34</td>
<td>42%</td>
</tr>
</tbody>
</table>

WDCA-TV delivers this young market—and then some. According to Arbitron; in the critical 6-8PM, Monday-Friday period, WDCA-TV ranks either first or second in viewer density among managers, high-income families, stock and income property owners, and heavy grocery spenders. That’s important.

But there’s more. WDCA-TV also delivers sports minded men and women with exclusive coverage of Capitals and Bullets games, and a heavy schedule of top-flight movies.

The message is clear. In the Washington, D.C. market, WDCA-TV is a force. And now it’s sold nationally by Spot Television’s most dynamic selling force.

As of March 13, 1978
WDCA-TV, Washington, DC... sold nationally by

RKO
TELEVISION REPRESENTATIVES INC.

“SPOT TELEVISION’S MOST DYNAMIC SELLING FORCE”
- New York - Chicago - Los Angeles - San Francisco - Atlanta - Detroit

*Source: Arbitron National Television Audience Profile—1977
AAA likes Carter ideas to expand minority chances for ownership

Association expresses itself in comments to the FCC, but warns policy should not set up a battleground

The American Association of Advertising Agencies has endorsed a Carter administration proposal to promote increased minority ownership in the broadcasting industry. Expanding in part on many of the White House’s specific recommendations, AAAA took its stand in comments filed at the FCC last week supporting a “total cooperative and committed effort by the industry, private financial institutions ... government” toward fostering greater broadcast ownership opportunities for members of minority groups (“Closed Circuit,” April 10).

The association told the commission “that any policy established to promote minority ownership should and must be national in scope without any express or implied limitation regarding the size of the minority population in the particular area.”

But, AAAA warned, any policy eventually adopted by the commission should not lead “into an administrative quagmire of ‘minority v. nonminority’ confrontation.” To avoid that, AAAA said, many of the White House recommendations that were aimed at minorities should become commission policy “for all broadcasters.”

(Among the proposals endorsed by the administration that AAAA would like to see extended to all applicants are a six-month, rather than one-year, showing of the availability of working capital; relaxed standards allowing the assumption of some first year revenues; reliance on less than fully liquid assets, and greater reliance on a seller’s judgment of a buyer’s ability to operate a station [BROADCASTING, Feb. 6].)

If the commission broadened the suggestions of the administration, AAAA said, any revisions “would most certainly be of benefit to minority applicants.”

AAAA also recommended that the FCC should work closely with the Small Business Administration “in a cooperative effort through conferences, seminars and panels to affirmatively encourage banks and other lending institutions to understand the importance of the goal of achieving greater minority ownership in the industry and the facilitation of bank and other financing for minority group members seeking to purchase broadcast properties.”

AAAA generally supported reduced sale prices for stations involved in non-comparative revocation or renewal hearings, saying it “could be particularly helpful to minority as well as all potential broadcast purchasers.”
When you lead all oil companies in patents, you have to be discovering a lot more than oil.

Phillips developed the oil furnace process for making carbon black. The unique substance that allows automobile tires to resist abrasive wear and increases tread life by thousands of miles.

A unique anti-icing jet fuel additive, developed by Phillips Petroleum in the mid 1950's for the U.S. Air Force is now sold commercially, allowing today's business jets to fly at altitudes where temperatures often drop to -70° Fahrenheit.

A special surgical mesh, patented by Phillips, is used by surgeons to help close large-sized incisions following abdominal surgery. This remarkable material interlaces with the patients' own body tissue, giving it added strength as it heals. As a result, patients are less likely to face a return to surgery because of the failure of an incision to close properly.

A unique water-based asphalt, developed and marketed by Phillips virtually eliminates the polluting smoke and fumes created by conventional asphalt paving methods, and saves energy by using 30% less petroleum to surface a highway.

Impact absorbing guard rails already in place across 25 states use a patented shatter-proof plastic, developed by Phillips Petroleum, to help save lives and reduce crash damage on our highways.

Leading the way in innovative new ideas, while we make fine products for your car. That's performance. From Phillips Petroleum.

The Performance Company
How Jerry Cregan and Tracy Cunniff help ad agency simplify spot radio planning.

A major ad agency needs a fast, flexible system for trending spot radio audiences.

Katz Radio sales manager Jerry Cregan and account executive Tracy Cunniff tune-in the problem. They ask the media department for the market list and demographics of an upcoming buy.

Katz Radio Research contributes a computer program. It calculates ratings and impressions for the target demos, by dayparts, for all stations in the selected markets... then averages performance, by station, over two rating periods. Cregan and Cunniff match the data to the agency's buy.

Result: a quick, customized planning guide. Two sweeps at a glance, plus a trend. No wonder this agency now asks Katz for a trend report before each of its spot radio buys. Media planners save hours previously devoted to manual computations.

Call Katz for an assist in planning your next spot radio campaign. Every sales office is on-line to computerized research. Customized spot radio planning guides: just one of the resources you need to be the best in the rep business. Katz has them all.

Katz. The best.
Majority of NAB panel leans toward restraints on ads for children

However, attorney Buc is not convinced that commercials and sugar consumption are related; programing to the young also was analyzed at a separate session by ACT's Charren, broadcasters

Broadcasters were treated to both sides and a middle ground in a session on TV advertising to children at the NAB convention last Tuesday.

The session, "Should We Rid Kidvid of Spots for Tots?" followed a workshop in which other panelists assessed, also with differing results, programing for children.

The advertising session brought out these basic views:

- In a speech highly critical of both food advertising and television's portrayal of women, Dr. Joan Gussow, a nutritionist, writer and associate professor at Columbia University's Teachers College, said she could see no alternative to the elimination of commercials for children.
- Nancy Buc, a Washington attorney and former Federal Trade Commission attorney, contended that television did not cause the problem that the FTC's proposed restrictions on children's advertising are designed to solve and that therefore the restrictions would not solve it. She also saw the proposed limitations as a breach of the First Amendment.
- FCC Commissioner Abbott Washburn said, as he has indicated before, that broadcasters should give serious consideration to further reductions in the amount of advertising on children's shows. But he denied that self-regulation has failed, and maintained that banning advertising on shows watched by a significant number of children as currently proposed by Action for Children's Television—would amount to "throwing the baby out with the bathwater."

Dr. Gussow said that "I hesitate to urge that commercials for children ought to go off the air, because I think those dollars to sell them will all go elsewhere which may be even harder to deal with, but I simply don't see any other solution to what is a disturbing situation from the standpoint of what we are teaching about food."

"If there were nothing else wrong with the products advertised on Kidvid," she said later, "they would still be troubling because they are contributing so powerfully to children's out-of-touchness with real food."

At another point Dr. Gussow said that "I might like to see television abolished for what it's done to our heads, but I don't campaign for that." This was a response from Commissioner Washburn, who said that "when you watch [television] with a child and guide what he sees, it's tremendously enriching."

Mr. Washburn also asked whether, if the products advertised to children represent a real problem, the solution lies in banning advertising in only one medium and not another, or whether the problem itself should be regulated.

Dr. Gussow conceded the question was not easy to answer. The fundamental problem, she said, is that all viewpoints don't have equal access to the airwaves. She felt there should be some way in which all points of view could be expressed "with equal sophistication."

Ms. Buc said there is no evidence that television has increased the consumption of sugar, which she said has in fact remained stable for years, and that most sugar "by far" is contained in other food products where it is not itself advertised.

How, she wanted to know, can television be blamed for increasing sugar consumption if sugar consumption has not increased? "If there is no [television] problem," she said, "the rule won't work. A rule that won't work isn't a valid rule."

Ms. Buc also felt that television advertising is a way of helping children to learn about decision-making. "Let children learn to make decisions in a protected framework," she said.

Dr. Gussow challenged the contention that sugar consumption has not increased. She said that an unpublished study at Teachers College showed that "obese people are triggered to eat by TV commercials," but that nonobese people are not.

In proposing that broadcasters consider further reductions in advertising to children, Mr. Washburn noted that the NAB code in 1976 reduced nonprogram time to nine and a half minutes per hour on Saturday and Sunday morning and 12 minutes an hour in weekday children's programs.

Despite the cutback, he noted, advertisers spent a record $450 million on commercials for children last year, and a 1974 FCC economic study indicated that networks could cut the time to seven and a half minutes an hour—on weekday as well as weekend children's shows—without affecting profitability.

He also noted that Westinghouse and Post-Newsweek stations have cut non-programming time in children's programs to six minutes per hour, and though he wasn't prepared to say six minutes would be a feasible maximum for all TV broadcasters, he said it was worth serious consideration.

He also advocated "special protection" for preschool children.

Commissioner Washburn said several former FCC members, including six former chairman, agreed with him that the time has come for the industry to consider cutting advertising on children's shows below present levels.

In the children's programing workshop,
The best of both worlds for your AM station.

LIVE
Your local personalities are important to your station because:
1. They communicate.
2. They're local.
3. They know the audience.
4. They tie everything together.
5. They talk about your city.
6. They make people laugh. Sometimes.
7. They make people respond. Always.
8. They sell.

TAPE
A Peters format is an important addition to your station because:
1. It provides real music control.
2. It doesn’t quit.
3. It never plays the wrong record.
4. It never gets sick.
5. It sounds consistent. Every day.
7. It lets the personality have time to plan.
8. It never needs a vacation.

These are all solid reasons for combining your strong local personalities with a quality music format from Peters Productions, Inc. Join the growing list of forward looking AM stations. Improve personality presentation and your station’s sound with a format from PPI. Our formats are specifically designed to meet the realities of 1978 AM radio. Your personalities will have the time needed to really communicate effectively. Your station will sound great with the consistency needed to stay competitive. Our tape formats.

Your personalities.
The strongest way to win on AM! Let us explain how it can work for you. Call for details and a demo tape today. Our programming pros have a format to fit.

PETERS PRODUCTIONS, INC. 8228 Mercury Court, San Diego, California 92111 Telephone (714) 565-8511

TRADITIONAL MOR
CONTEMPORARY MOR
MODERN COUNTRY
SOFT ROCK
ADULT ROCK
CROSS-COUNTRY
Peggy Charren of Action for Children's Television proposed that NAB members voluntarily reduce weekday children's advertising to 9½ minutes an hour now and shoot for six minutes an hour in the long run.

She also called for more diversity in prime-time access periods, "better" scheduling of network specials for children and higher quality of programming.

Mrs. Charren said that ABC has shown "concern about children" in its programming but that NBC, based on press releases it has issued, has shown concern about becoming number one "or maybe number two" in children's programming.

Squire Rushnell of ABC Entertainment called ACT "the most significant grassroots program in America" and said he thinks of it as an ally, not an adversary.

He said there has been a positive evolution in children's programs with such developments as elimination of violence on Saturday morning programs, introduction of quality drama, greater attention to sexist stereotypes and minority role models and greater respect for property.

These changes, he said, have had no appreciable effect on audience sizes.

Sanford Fisher, executive producer of "Mork and Mindy" and "The Love Boat," said that a serious attitude toward children's programming requires that sufficient time be made available for such programs and that it be recognized that "a considerable amount of money" is necessary to produce programs that children will watch.

He said the FTC's proposed restrictions have led some advertisers to drop out of children's television and others to move to other program formats. He also speculated that the FCC may initiate a rulemaking to require stations to make a commitment to children's programming at license-renewal time, and added that he would favor such a move.

Mr. Fisher also predicted that the day will come "when we will have children's access programming."

Chuck Larsen of WNBC-TV New York suggested that, though there are exceptions, "in general" he felt that stations should not produce local programs for children. Too often when they do, he said, "we're cheating the children."

It usually would be better, he explained, to "put that money into syndicated product or group development" where better programs—"programs that children will watch"—are more likely to result.

A. R. Van Cantfort of WSB-TV Atlanta, president of the National Association of Television Program Executives, was moderator of the program workshop, Brenda Fox of NAB the advertising session.

**TVB's quest: to make good business even better**

Session at NAB convention cheered by good business reports, but one Wall Street says medium isn't getting enough of extra money from retailers; Rice unveils association's new presentation, and Shapiro discusses some disquieting trends

Good gains in television billings thus far this year, projections of good gains for the full year and plans for a major new presentation taking aim at TV's print competition marked the Television Bureau of Advertising session at the NAB convention last week.

Marvin L. Shapiro of Westinghouse Broadcasting Co., TVB chairman, said a recent TVB survey of a cross-section of 45-50 television stations found their national sales for the first quarter were up by an average of 18.8% over the same period of 1977, while their local sales were up 18.1%.

The same stations, he said, projected second-quarter increases of 11.9% in national sales and 12.2% in local sales.

A Wall Street specialist, William P. Suter, vice president and broadcasting industry specialist of Merrill Lynch, Pierce, Fenner & Smith, projected that for the full year 1978 national and local spot TV sales would increase 10%-13% and that network revenues would increase 11%-13%, on top of 1977 increases of 9% in national-local spot and 21% in network.

The TV broadcasters also heard another Wall Street specialist, Ellen Berland Sachar, vice president of Mitchell, Hutchins Inc., suggest that they concentrate on future opportunities rather than reflect on past gains.

Some of the major categories of local television advertising, she said, increase their annual newspaper spending by almost as much as their entire spending in TV. She said all major retailing categories, for instance, spent a total of $488.4 million in local TV in 1977—over 30% of total local TV expenditures that year. But comparable stores spent $44.1 million in newspapers in 1977, and their increase over 1976—$320 million—"was equal to nearly two-thirds of their total expenditures in local television."

"There are a lot of retail advertising dollars out there," Ms. Sachar said. "Unquestionably, the majority of them will remain with newspapers, but every incremental dollar gained by television will reflect handsomely on your bottom line."

"The best way to assure the continued health of your business is to focus on new growth areas. That accomplished, all talk of the volatility and unpredictability of the broadcasting business is bound to fade."

Merrill Lynch's Mr. Suter had some good words in addition to his projection of revenue increases: "You and your industry continue to offer advertisers a highly cost-effective medium—so much so that they are not only willing to stay in television but to expand, often dramatically, their use of it. At this time last year you were hearing cries of anguish about prices and threats of being abandoned for alternative media. After a period of relative price stability in 1977, however, the heat appears to have dissipated or to have been redirected toward the networks."

Beyond that, Mr. Suter said, broadcasters have shown increasing sophistication in management and improved pricing strategies that have served them well and "will be a continuing benefit when the cycle slows again—as it probably will in 1979—as well as in good times—as 1980 should be. All in all, I expect continued good long-term growth for the industry."

Roger D. Rice, TVB president, described plans for a new, hard-hitting presentation designed, he said, to expose myths and misconceptions about media and pricing—to show, for instance, that the most selective magazines lack reach and the magazines with the greatest reach lack frequency.

A sequel to last year's "Television: The Sum of the Alternatives," the new presen-
Why settle for anything less!

If you're interested in an outstanding video production switcher, compare the following—against any other switcher.

**Operation:** Simple. At last the operator will have an efficient and easy-to-use control panel. Spend more time being creative with the many outstanding special effects available on the CD-480 and spend less time fighting a maze of buttons, knobs and switches.

**Features:** Everything you would expect to find on a first-rate production switcher. Most standard, with an assortment of options such as rotary wipes, quadplexer, and many more. Even the smallest CD-480 will surprise you.

**Technology:** The latest. Providing unprecedented and outstanding operation, while ensuring the highest reliability available.

**Your Requirements:** No problem, various models are available. The CD-480 is modular and can be configured to meet your individual needs.

**Expansion:** A snap. The modular construction allows features to be added at any time, usually on a plug-in basis. Even on the control panel.

**Price:** A real bargain. Likely no more than you would expect to pay for a run-of-the-mill outdated switcher.

**We Deliver:** Switchers are presently in use in many areas of the world including 8 of the top 12 U.S. markets.

Why wait? Call us now.
tation will be called "Television: The Competitive Medium." and is expected to be completed by midyear.

"Millions of dollars are being spent in other media that I believe should be spent in television by advertisers you and I know need television," Mr. Rice declared. "As television salespeople, we need to become more competitive, not just with each other but with media other than television."

"We must convince advertisers that to grow, they too must become more competitive and that television is not the only competitive medium; it is the only competitive medium."

A new study by the R.H. Bruskin research firm, Mr. Rice said, shows that television has increased its lead as the medium people spent most time with. In 1975, he said, Bruskin found that people spent 10.5% more time with TV than with newspapers, magazines and radio combined, whereas the 1978 study shows they spend 11.5% more with TV (174 minutes a day with TV, 156 with newspapers, magazines and radio).

In addition, he said, A.C. Nielsen figures on viewing during March will establish this year's first quarter as "the highest-viewing quarter in television history."

TVB's Chairman Shapiro meanwhile had some somber words to offer, among them warnings about the effects of network expansions in commercial and program time, the Federal Trade Commission's proposals to restrict advertising of sugared products and advertising to children and Procter & Gamble's experiments with 45-second commercials (Broadcasting, March 20, et seq.).

He said he understood P&G has 16 products using the 45-second spots in combination with 15-second public-service announcements, and that the results have been "favorable." He warned, however, that the best interests of the public, advertisers and broadcasters would suffer if a 15-second commercial emerged and became established.

Mr. Shapiro also said the TVB board had asked NAB to give the FTC advertising threat a high priority for floor discussion at last week's convention and was disappointed that the NAB board had not done so. But he said the TVB board hoped that NAB President Vincent Wastiewski's denunciation of the FTC proposals in his address (story page 36) would be "a forerunner of action to come."

Another name in the ratings game

RAB's new radio numbers service, TRAC-7, explained at NAB panel

TRAC-7, the new technique for measuring radio audiences that was developed through the Radio Advertising Bureau, was held out last week as a superior method that would also lead to improvements in existing services.

A panel of broadcasters and researchers traced the development of TRAC-7, described its methodology and suggested its potential at a session during the NAB convention. The panel consisted of Cary Simpson, president of WTRN(AM) Tyrone, Pa.; Jack Thayer, president of NBC Radio; Richard J. Montesano, RAB senior vice president, marketing and research, and John Dimling, NAB research vice president.

Mr. Simpson, from a market of less than 10,000 population, told the broadcasters that "like it or not, the age of numbers is coming for all of us in radio... It will be as important for us in the smaller markets as it is for the larger markets that radio audience measurements are done with accuracy and with one thing more—with the capability of helping us create more radio advertising dollars instead of being merely a device for carving radio up in thinner and thinner slices."

TRAC-7—the name stands for Telephone Radio Audience Cumulation, with the 7 representing the number of days each respondent is interviewed during a week—was designed to develop information not only on listening patterns but also on product usage and on time spent with newspapers and television, providing a base for selling against competitive media rather than against other radio stations. Interviewers work from computer-linked cathode ray tubes that supply the phone numbers to call and the questions to ask and enter responses directly into the computer.

TRAC-7 was developed, Mr. Simpson noted, after an RAB-NAB survey found that more than 75% of the responding broadcasters felt there should be more than one radio audience measurement service with wide advertiser-agency acceptance. Arbitron Radio is currently the dominant syndicated service.

Audits & Surveys Inc., an independent research firm that conducted feasibility studies on the new techniques, has since announced plans to offer it on a syndicated basis, under the name A&S/TRAC-7, starting in four markets in the fourth quarter of this year and expanding to other markets in 1979 (Broadcasting, March 20). Mr. Thayer told the broadcasters that the TRAC-7 name and technical advice on the methodology are also available to "any interested company."

Arbitron officials were in the audience at the TRAC-7 presentation. Afterward, one commented: "How about that? Getting the whole damn industry for a sales force."
This year only two TV reporters in Chicago received the coveted Jacob Scher Award for investigative reporting.

We’re proud they’re both part of our team.

Russ Ewing for his investigation of credit policies at Goldblatt's Department Stores.

Jim Cummins for his investigation of the death of a teenage boy in the emergency room of Northwest Hospital.
Aim for the top
RAB's David stresses the need for radio to work with its group to push the medium's sales power to advertisers

Miles David, president of the Radio Advertising Bureau, called last week for heads of radio stations to join RAB in a team effort to sell radio's values in top-level presentations to major corporations.

In a speech at the NAB convention he said such a joint effort was needed as a natural supplement to a new coalition in which, for the first time, RAB and the Station Representatives Association will undertake a coordinated sales-development program for national spot radio.

The SRA-RAB venture was described earlier last week by Arthur W. Carlson of Susquehanna Broadcasting, RAB chairman, and Sal Agovino of Katz Radio, chairman of SRA's radio executive committee.

"In the past," they said, "RAB and station representatives have worked together informally, mainly in exchanging information. Under this newly developed plan for national spot radio sales development, cooperative efforts will be formalized. Joint sales committees will be set up comprised of members of both associations. Additional cooperation will enable RAB to draw more fully on the resources of station representative firms, such as computer runs, to sell spot radio as a marketing medium for targeting national advertiser accounts."

In his NAB speech, Mr. David explained the need for such joint selling ventures as stemming in part from reluctance on the part of many agencies to advocate the use of radio, perhaps because they consider radio less profitable than other media to their own operations.

"If there's an economic problem affecting the agency's bottom line when it buys a lot more radio," he said, "isn't that something for agencies to work out with clients, rather than they need assistance to give radio objective consideration on its merits, isn't it time for agencies to lay it on the line with clients and work out new fee systems to cover costs of handling radio?"

"Lay it on the line with clients is what we in radio have to do. In a businesslike way, but tough enough to make our points stick."

"We need a new strategy in radio sales development that realistically recognizes that it is top management of advertiser companies who have to be sold radio to a greater degree than ever before in an era in which agencies are more conscious of their own profits than ever before."

"RAB and others doing sales development in radio have always emphasized the advertiser as our main target. But we can all do a bigger sales-development job if we can involve more of the industry." Mr. David also played two of the five new self-radio spots developed for RAB by Dick & Bert, award-winning commodity/ producers, and urged stations to play them generously on air to get radio's advertising values across to potential advertisers (Broadcasting, April 10).

Advertising Briefs

Talking. Latest Federal Trade Commission developments on children's advertising, media antitrust actions and domestic satellites will be among subjects at media law conference at New York University's Communications Media Center May 11-12. Co-chairmen of seminars will be Erwin Krasnow, general counsel of National Association of Broadcasters, and Scott Robb, attorney for firm of Robb & Reukauf, New York.

Togetherness. Liller Neal Battle & Lindsey and Weltin Advertising Agency, both Atlanta, will merge into Liller Neal Weltin Inc., with 82 employees and billings in excess of $16 million annually. Howard Axelberg, chairman of LNB&L, will be chief executive officer and chairman of executive committee of new agency headquartered in Life of Georgia Tower. Richard Hodges, president of LNB&L, will be chairman of board and W. Lawrence Weltin, who founded Weltin in 1971, will be president. In addition, James D. Gonia and Merrill Williams of LNB&L, and Lucian Kapuscinski and Richard Hemsley of Weltin will continue as vice presidents of new organization.

Better than both competing stations combined!

**WWTV/WWUP-TV**

Our news is good news!

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<tr>
<th>Time</th>
<th>ADI Rating/Share</th>
<th>TV Households (000)</th>
<th>Women (000)</th>
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Source: FEB-MAR '77 Arbitron

**WWTV/WWUP-TV**

In northern Michigan when you buy WWTV/WWUP-TV. Combine the shares of both competing stations and they still can't match ours for delivering all segments. Ask your Avery-Knodel representative about WWTV/WWUP-TV. In Northern Michigan, you can't make a better buy.

*Source: 1976 ARB County Coverage Report*
Cutting out the middlemen. Going over agencies' heads to sell radio directly to advertisers was the subject of session, "Kicking the Agency Habit," at the NAB convention last week. Pointers on how to do it, based on their experiences, were offered by (above, 1 to r) Stan Spero, KABC Los Angeles; Charles Murdock, WIXN Cincinnati, who was moderator; Edward Scandrett, WMJAMA Washington, and Gerald Blum, WOXEMA Atlanta. Although they complained that going directly to their advertisers is often necessary to combat negative agency attitudes toward radio, they also noted that preponderance of their business comes from agencies. They became even more conciliatory when, toward the end, agency man James Duncan of Gilmore Enterprises, Kalamazoo, Mich., rose to express his concern at some of their attitudes—and to point out that his agency, a $6-million shop, spends about $1 million a year in radio. "Most of our clients," Mr. Duncan said, "don't want to see media people. They want us to do it for them."

**AT&T goes to the air in big way**

*Company is spending $3 million in network radio, $14 million on TV to push long distance*

AT&T Long Lines Department is allotting a record-breaking $3 million to network radio in 1978 as part of a $19 million expenditure to increase the number of long distance calls this year.

Philip Shyposh, advertising supervisor of Long Lines, and Frederick K. McClafferty, vice-president and account supervisor at N W Ayer ABH International, New York, said last week in an interview that the radio campaign is the most extensive they could recall, amounting to 60-30-second commercials per week for 52 weeks on ABC Entertainment, ABC Information, NBC Radio, Mutual, the Mutual Black Network and the National Black Network.

As in the past, network television will be the prime thrust of the 1978 effort with about $14 million allocated to all three networks for commercials in prime time, daytime and early and late fringe programs. The remainder will be spent on national magazines.

This year's advertising strategy focuses on the emotional rewards to be gained from a long-distance call, with the emphasis on friendship conversations but with some weight still applied to family calls. The advertising is targeted for residence calls rather than business calls which constitute a separate project tied to magazine advertising.

In a departure from former years, Long Lines is now placing strong emphasis on "real people" (a recent mother) in its 30-second TV commercials rather than celebrities. The company is continuing to use "Feelings," an emotion-filled pop tune, as its musical theme.

But Long Lines is not giving up on celebrities altogether. It has tapped Ed McMahon and Doc Severinson as spokespersons on NBC-TV's Tonight show and Gene Shalit on the same network's Today program. The copy is less emotion-laden than the "real people's" and stresses the ease, convenience and economy of long-distance calls, particularly in off-peak hours.

The audio portions of the "real people" TV commercials have been used on radio.

Mr. Shyposh of AT&T said both the TV and radio commercials have been supplied to the company's 22 operating companies for their use on the local level.

He estimated that this year's advertising budget tops 1977's by about 30% and added: "We're already planning for 1979 and we're sure the budget will be higher than this year."

**Emphasis on retailers**

Television Bureau of Advertising will hold a one-day retail orientation workshop May 2 at the Waldorf-Astoria hotel in New York. Roger Rice, president of TVB, said the retail workshop this year will differ from those in previous years in that the speakers will be exclusively retailers. In the past broadcasters and production companies had been represented. Among the subjects to be discussed: what stores think of TV, store organization and marketing concepts, types of retail promotions, the retail advertising budget, the department store in-house agency and TV-versus-newspaper co-op. The price, including continental breakfast and luncheon, will be $75 per person.
Unsexy, nonviolent NAB session on TV sex and violence

Low-key panel concludes that both are a factor in television, but criticism comes mostly from Landon

Sex and violence are here to stay on television, the three members of a panel last week's NAB convention agreed. One of them, however, said the violence depicted on television is unreal and is desensitizing children.

Sir Brian Young, director general of England's Independent Television Authority, said that "conflict and sexual feelings" were basic ingredients in life and "belong on any broadcast service that is having a serious go at drama."

This does not mean, he emphasized, that television should resort to sex and violence as "cheap substitutes for imagination."

It was Michael Landon, producer and star of NBC-TV's Little House on the Prairie, who expressed concern about the impact of televised violence on the young. Sex, said Mr. Landon, "is too new on television to be a problem now. Violence, however, troubles him. "No one cares about someone being killed on television," he said. As a result, young girls get a detached view of acts of cruelty.

Mr. Landon also worries about excessive viewing by the young. "We are creating a passive society," he said.

Roy Danish, director of the Television Information Office, said that print media had exaggerated public aversion to televised sex. The criticism arising directly from the public in such forms as letters to broadcasters is too generalized to be meaningful, he said.

Violence, however, is subject to more definite complaints, he said. Broadcasters are responding to such organizations as the American Medical Association and the PTA, which have made televised violence a cause, by reducing violent acts on television.

During a question session, a woman in the audience decried both violence and sex and said she had removed the television set from an accessible location in her home to a room over the garage where her four children's viewing could be policed. Asked by one participant, star of the Multimedia-syndicated show bearing his name and moderating last week's panel session, to name a specific act of violence or reference to sex that had upset her, she said none came to mind. She was later identified as Nancy Epperson, wife of Stuart Epperson, who owns KCP0(FM) Tulsa, Okla.; WKKX(AM) Chapel Hill, N.C.; WYBA(AM) Roanoke, Va., and KMFM(FM) San Antonio, Tex.

Near the end of the session, Mr. Donahue asked Mr. Danish whether, in his role as spokesman for the broadcasters, there was "anything that troubles you about TV."

Yes, said Mr. Danish, "the cost of programming is too high and risk-taking too perilous." As a result innovation suffers. Also, he said, he was "sorry there isn't a greater hunger among viewers for program diversity."

Standard topics. The opening general television session at the NAB convention last week featured these participants (l to r) in a discussion of sex and violence: Roy Danish, director, Television Information Office; Sir Brian Young, director general, Independent Television Authority, London; Michael Landon, producer and star of Little House on the Prairie. Phil Donahue of the syndicated Phil Donahue Show moderated from positions in the audience.

Mr. Arries insists flat fee for music is only equitable way for local TV's

Chairman of license negotiating committee promises court action if costs are not reduced; he contends stations now pay more than networks and get less, claims present system is illogical carryover from radio

The committee negotiating new music licenses for television stations will seek court action if necessary to get music costs reduced, Leslie G. Arries Jr. of WVTI(AM) Buffalo, N.Y., chairman of the committee, told a television session at the NAB convention last week.

Mr. Arries, chairman of the All-Industry Television Stations Music License Committee, cited figures to support his contention that TV stations are paying far more for music than networks pay, and don't get much in return.

One goal of the committee, he said, is to get station payments changed from a percentage of station revenues to a flat-fee basis in the current negotiations with the American Society of Composers, Authors and Publishers and Broadcast Music Inc. But he said that when this change was recently proposed to ASCAP, that organization turned it down and also rejected a committee proposal that the "declining stairstep formula" in current contracts be substantially reduced.

"We intend to provide ASCAP and BMI every reasonable chance to meet the needs of TV broadcasters before proceeding further," Mr. Arries asserted. "But if suitable and appropriate progress cannot be achieved by negotiation, the committee expects to recommend litigation to its member stations."

Stations' total payments for music, he said, rose consistently from $36.7 million in 1969 to $59.2 million in 1976, a 61% increase attributable entirely to increases in station revenues even though "music played little or no role in causing the increased station revenues."

Linking TV stations' music payments to revenues, he explained, is a carry-over from the practice in radio, which uses music "much more extensively" than television. In the meantime, he said, networks have negotiated a change to a fixed-fee basis of payment and their total outlays have declined: from $11.2 million to $5.8 million in the same 1969-76 period in which stations' payments rose by 61%.

In further breakdowns, Mr. Arries said...
For the first quarter of '78, our clients averaged an 85% increase in their revenues over the previous year. For example, consider WSPR in Winter Haven, Florida. They are a small station in a town of 25,000 people, but with a good daily newspaper and several local radio stations, they began to grow in early January. We kept a steady pace and staffed the station and trained the representatives, and they went.

THE RESULT: Within thirty days, WSPR's billings were up 85% and in the next two months, revenues were up 100%. Consider NOBODY K105 In Honolulu. K105 had been on the air for a few months, but the results were slow. We doubled for the billings, and in nine months, they were up 30% in two and one half months.

The headline is at the bottom, because we were interested in your stations. Because of this, we handle a small, select group of radio stations from Honolulu to Idaho.

INTERESTED? HERE'S WHAT TO DO:
First, talk to our president, Jason Jennings. Ask for Mr. Jennings. He is our best salespeople. Then, talk to Mr. Jennings. He will give you their names.

Then, make the positive decision to get the return on your investment. Call our toll free 800 number for your conversation with Jason Jennings.

Get results...
that in 1976 stations paid for music about four and a half times as much as networks per dollar of revenue, almost six times as much as networks per dollar of expense and twice as much as networks per dollar of income.

"In short," he continued, "comparisons with the networks provide the strongest evidence that stations pay far too much for music. The linking of local television music fees to program revenue makes little sense because most local and national spot revenue is from programming with little or no music.

"Music—one of the least important elements of station programming—is one of the most costly, the only program element linked to station revenue and the only element of program cost over which stations have no control. Unlike the purchase of rating services or news services, you have no local negotiation privilege to keep music costs in line."

The committee's annual surveys of stations' music use indicate a 14% decline between 1972-73 and 1976-77, with feature music used in only about 4% of the local broadcast day, Mr. Arries said. He noted that sports and news are among the principal revenue producers and that these revenues, although the programs use little or no music, "go right into the music fee calculations."

Although "little progress" has been made in negotiations with either ASCAP or BMI, Mr. Arries said, the committee will continue to try. But, if it comes to litigation, he told the broadcasters, "we will need your active support and strong financial backing," and "I know we can count on each and every one of you."

Both the ASCAP and BMI licenses expired last Dec. 31 but were extended for six months to permit negotiations to continue. The extensions are due to expire June 30.

**Church for Sanger**

Sr. Storer executive assumes helm of radio music negotiating group

Locked in litigation, talks with ASCAP and BMI

Abiah A. Church of Storer Broadcasting Co. was elected chairman of the All-Industry Radio Station Music License Committee at a meeting in Las Vegas last week during the NAB convention. He succeeds Elliott M. Sanger, retired head of WORX-AM-FM New York, a member of the committee since its formation 20 years ago and chairman for the past 11 years, who asked to be relieved of the chairmanship but will serve as a vice chairman.

Robert E. Henley of WGN Continental Broadcasting also was elected a vice chairman. James A. Stabile of Metromedia Inc. and J. Allen Jensen of KID Broadcasting Corp., Idaho Falls, Idaho, were re-elected treasurer and secretary, respectively.

The committee currently is in litigation with ASCAP in quest of a new ASCAP radio-station music license to replace the one that expired Feb. 28, 1977. Negotiations are also proceeding along with the litigation. In addition the committee is negotiating with Broadcast Music Inc. for a new BMI station license to replace the one that expired last Dec. 31. Both the ASCAP and BMI licenses have been extended, subject to retroactive adjustment when new contract terms are set.

**U.S.-Australian combine plans African miniseries**

Time-Life Television and Network Nine of Australia have joined forces with Meredith Broadcasting to coproduce **The Africans**, a six-hour miniseries geared for U.S. play in late August and early September as a lead-in to the Fall season.

The series, said to amount to at least a $500,000 investment each from Time-Life and the Australian network, is being offered in flexible form: six one-hour, three two-hour or two three-hour programs.

Described as taking a "comprehensive look at the life styles and thoughts of today's Africans," the programs focus on South Africa, Kenya, Rhodesia, Tanzania and Zambia.

**Back-and-forth to 'Roots'**

The man who gave television its most-watched program and the people of that medium finally got together last Monday (April 10) as Alex Haley, author of "Roots," addressed a TV luncheon at the NAB convention. He looked back at the broadcast of the ABC-TV miniseries created from the book: "It gave millions a new experience of a people. It seemed to make such an impact—and a very positive impact." And he looked forward to the broadcast of "Roots—the Second 100 Years," which begins filming next week and is scheduled to be broadcast on ABC next January. Mr. Haley said the show would be at least 12 hours long, possibly 15, and would have the original cast members except Ben Vereen (Chicken George) and in addition include Henry Fonda and "Waltons" star Richard Thomas. And Mr. Haley anticipated the rerun—this August, he said—of the original "Roots." The mild-mannered author also had a plea for his audience of broadcasters—the overwhelming number of them white—to do all they could, as "custodians of one of the most powerful forces in our culture," to see that "the enormous potential abilities of minorities" are not "poured down the drain." "Roots," he said, "is a symbol of the minority potential that is not being used." He added: "I'm not challenging what's being done. I'm just asking you to think about what could be done to produce better books and other materials through the talents of ethnic minorities and women."
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.
WGA hails best in radio-TV writing

Fifteen awards in television and radio have been presented by the Writers Guild of America for creative achievements in 1977.

Categories and winners: TV documentary script, current events, to Marc Siegel for The Panama Canal—A Test of Conscience (ABC-TV); TV documentary script, other than current events, to George Crie III for The CIA's Secret Army (CBS-TV); television news script to Mary Earle, Allison Owings, Sandor M. Polstor, Lee Townsend and Charles L. West for CBS Evening News (CBS-TV); daytime serial, television, to Claire Labine, Paul Avila Mayer, Mary Ministeri and Judith Pinsker for Ryan's Hope (ABC-TV); children's script, television, to Art Wallace for Little Vie (ABC-TV); graphic animation, to Alan Epstein for Opening Doors (wCBS-TV New York); original anthology script, television, to Carol Sobieski, “Christmas Sunshine,” on NBC World Premiere; anthology adaptation script, television, to Steven Gethers for “A Circle of Children,” CBS movie; dramatic episodic script to Mark Rodgers for “Pressure Point” on Police Story (NBC-TV); comedy episodic script, television, to Larry Rhine and Mel Tolkin for “Archie Gets the Business” on All In The Family (CBS-TV); variety script, musical or comedy, television, to Elton Packard, Fred S. Fox and Seamon Jacobs for The George Burns One-Man Show (CBS-TV).

Radio documentary script to Joan Martin Burke, Frank Dalecki Jr., Norman S. Morris and Joseph Williams for The American Man (CBS); radio dramatic script to Allan Sloane for A Very Special Place (CBS) and radio news script to Gil Longin for Voices in the Headlines—March 13, 1977 (ABC).

ABC captures another week and claims the season

ABC-TV proclaimed itself the winner last week of the prime-time ratings race for the 1978-79 season.

Based on Nielsen figures, ABC-TV computed it would win the week with a 20.8 rating and a 33.7 share; followed by CBS-TV (18.7 rating and 30.4 share) and NBC-TV (17.9 rating and 29.0 share).

Though there's no official end to a season, an ABC-TV spokesman pointed out that virtually all programming is in rerun except for specials and that the first 30 weeks seemed an appropriate place to call a halt.

ABC-TV captured the 30th week (ending April 9) with a 20.3 rating and a 34.1 share, leading NBC-TV, 17.5 rating and 29.4 share, and CBS-TV, 16.7 rating and 27.9 share.

ABC-TV's telecast of the Oscar awards was the number one show of the week ending April 9, racking up a 36.3 rating and 68 share for what the network called a record audience of more than 70 million.

**Program Briefs**

**Royalty rebuttal.** Proposed legislation to create performer royalties that broadcasters and other users of recorded music would have to pay is "unconstitutional" because record performers and manufacturers who would benefit are not "authors," NBC says. Furthermore, royalties would only further enrich manufacturers and "star" performers, not low-paid musicians whom bill's sponsors say are chief beneficiaries, according to network. NBC submitted comments in statement to House Judiciary Subcommittee on Courts and Administration of Justice, which held hearings three weeks ago in Los Angeles (Broadcasting, April 3).

By George. CBS-TV has signed Phyllis George to long-term contract to star in specials, made-for-TV movies and episodes of series on network. She also will be hostess of Time-Life's upcoming series hopeful for CBS, Peoples (as in People magazine).

New game. ABC Sports will televise final rounds of new tennis tournament under long-term agreement signed with World Championship Tennis. Invitational Men's Tennis Championships, scheduled for July at Forest Hills Stadium In New York, features $300,000 in prize money—$100,000 for winner—making event "among the richest in the world," ABC said.

Granted. National Public Radio has received $20,000 grant from Mary Reynolds Babcock Foundation, Winston-Salem, N.C., for demonstration project to improve and expand coverage of education at community level. Funds will be made available to NPR member stations to develop and test new local educational programming formats.

Chicago purchase. Teleprompter Corp. has bought CineVideo International's MATV (about 1,500 subscribers) and pay-TV (about 5,000) operations in Chicago for undisclosed price. Main reason for purchase was said to be Teleprompter's desire to cultivate multipoint distribution pay service CineVideo had there. Up. Number of households watching public television on weekly basis in February increased by 8.6% from year ago, according to A. C. Nielsen Station Index. Prime-time viewing of public television jumped 11.8%, Public Broadcasting Service announced.

**Arbitron's answer.** Arbitron reported it has filed counterclaim seeking $10 million from KBOZ(AM) Bozeman, Mont., on pay-TV (about 5,000) operations in Chicago for undisclosed price. Main reason for purchase was said to be Teleprompter's desire to cultivate multipoint distribution pay service CineVideo had there. Up. Number of households watching public television on weekly basis in February increased by 8.6% from year ago, according to A. C. Nielsen Station Index. Prime-time viewing of public television jumped 11.8%, Public Broadcasting Service announced.

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Ask the more than 65 radio stations that have already increased theirs!

Ask WOR New York:
"...The Wall Street Journal Business Report is an important segment of WOR-AM’s ‘Rambles with Gamblin’ ... reads well, and the response of my audience has been extremely positive.”  
John Gambling

Ask WBBM Chicago:
"We have had stock market reports on Newsradio 78 for many years, but never a succinct, well-written report of up-to-date business news until now. It’s a real plus.”  
John Hultman  
Director, News Operations

Ask WEEI Boston:
"We include among our listeners a good number of business and government leaders, educators and other professionals...the kinds of people who want ready access to the type of information The Wall Street Journal Business Report provides. In short, it's good for our listeners: therefore, good for us.”  
Michael C. Ludlum  
Director, News and Programming

Ask KMBR Kansas City:
"We find The Wall Street Journal Business Report a very salable feature on KMBR. It’s very much in line with ‘the need to know’ attitudes of KMBR’s listening audience.”  
Bill Goenne  
Sales Manager

Ask WTOP Washington, D.C.:
"It’s the finest service I have to keep the nation’s capital up-to-the-minute in business and financial news.”  
Bob Dalton  
Business and Financial Editor

Ask WSOC Charlotte:
"The Wall Street Journal Business Report is prepared in an interesting and concise manner and fit our format well...And we’re happy to add that we have several satisfied clients and sponsors.”  
Lee Morris  
Vice President and General Manager

Ask KIRO Seattle:
"...the best broadcast source available for telling folks what’s happening on the business front in terms they can understand.”  
William Wippel  
Director, News and Programming

Ask KXRX San Jose:
"The Business Report provides balanced and informed reporting to our listeners, and has become a staple of the San Jose business community.”  
Vic Bremer  
News and Program Director

Ask WEAN Providence:
"...We are extremely enthusiastic with the response from this feature...the reports are particularly well-written.”  
Lincoln W. N. Pratt  
General Manager

Ask WILM Wilmington:
"...an excellent source of business and business-related news...news that is especially important to an all-news operation such as WILM.”  
Sally V. Hawkins  
President/General Manager

Get the competitive edge in your market.  
Imagine getting eight timely and authoritative newscasts every business day prepared by the editors of The Wall Street Journal and wired directly to your station via The Journal’s own communications circuits. And you’d be the only station in your market to broadcast them!

Exclusive business news coverage that builds your audience.  
The Business Report ranges over a broad spectrum of business and business-related topics, and includes stock market highlights. It gives listeners a real incentive to tune in to your station—and to stay tuned.

Eight opportunities a day to boost business.  
Lots of advertisers are eager to reach the upscale audience attracted to the Business Report. And you’ll be able to sell those prospective clients with morning and afternoon drive-time newscasts, and with six newscasts (on an hourly basis) in between.

It won’t cost you a cent in cash.  
We’re now expanding our base to include all of the top 150 radio markets. In exchange for exclusive rights to the Business Report, we’re looking for a credit line with each newscast, and air time (to be negotiated) for commercials promoting The Wall Street Journal.

Send for a free information kit which spells out all the details and includes samples of actual newscasts. Write Donald F. Surphen or call him collect at (609) 452-2000.

The Wall Street Journal Business Report
P.O. Box 300, Princeton, N.J. 08540

Stations Carrying THE WALL STREET JOURNAL BUSINESS REPORT

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League of B’nai B’rith claimed last week it had evidence of anti-Semitic origin of attempt to halt telecast of *Holocaust*, nine-and-a-half hour docudrama on Nazi genocide, NBC-TV, which started yesterday (April 16) and continues through Wednesday (April 19). Special ADL research report said spearhead of campaign was Christian Defense League of Baton Rouge, which it described as “small, extremist, anti-Semitic group.” Its president and director is James K. Warner, who was identified as official of Ku Klux Klan and former official of American Nazi Party.

**Roots-bound.** WPBT(AM) Miami, Public Broadcasting Service affiliate, received $76,000 grant from National Endowment for Humanities to research and develop one-hour pilot for dramatic series on history of slavery in America. Project will be headed by station’s executive producer for national program development, Shep Morgan. Kirk Browning (Omnibus, Hallmark Hall of Fame, Theater in America) and Stan Lathan (Sesame Street, Sanford and Son, Barney Miller) will direct pilot.

**Correction.** Royal Victorians, series of 13 half-hours that SFM Media Service Corp. plans to place for Mobil Oil Corp. under new title for airplay beginning next January, was produced by ITC Entertainment, not BBC as reported in March 20 Broadcasting.

**Atlantis found.** Twelve original episodes of canceled series, *Man From Atlantis*, are to be run off by NBC-TV in various time slots this spring and summer. Star of show, Patrick Duffy, is now appearing on CBS-TV as well, in short-run tryout of *Dallas*.

**‘Good news’ is coming.**

Dr. Norman Vincent Peale, the 79-year-old author of “The Power of Positive Thinking,” has launched a new phase of his career as radio stations began airing *The American Character*, a daily 90-second series reporting “good news.”

The “5 Gignettes Each” telling a “truly moving and inspiring story about something good somebody did” and dealing with everyday people, according to Dr. Peale—are being offered free to stations (one to a market) by IIT. First-year investment for IIT was said to run from $100,000 to $150,000.

Over 100 stations in 39 states were said to have taken the series. One general manager planning to air it said the first 80 seconds with Dr. Peale would be recorded for FCC purposes as public service, with the remaining 10-second tag (“funded in the public interest by IIT...”) as commercial time.

The series is being produced by Infocom Broadcast Services Inc., a company headed by John Scott, who is on sabbatical from his newspaper duties at WOR(AM) New York.

No stranger to the airwaves, Dr. Peale’s sermons from the Marble Collegiate Church in New York currently are available on both radio and television.

**Equipment & Engineering**

**BBC’s Redmond tells how British are expanding broadcast horizon**

**NAB luncheon speaker explains how new technologies, changed living conditions are prompting innovations**

Electronic newspapers and letters. Quadrasonic radio. A special information service for motorists that would give them up-to-the-minute reports on traffic conditions in their areas.

These and other new functions for radio and television—already in use or in development in England—were outlined by Sir James Redmond, director of engineering for the British Broadcasting Corp., during a luncheon address to the NAB’s engineering conference last Tuesday. Moreover, Sir James sketched a future scenario in which broadcasting may usurp many of the services now provided by other media—a future the BBC is already working toward.

"Where we succeed [with these ventures]," he said, "we will enrich the lives of our listeners by keeping them better informed, entertained and educated. We will also be developing industries and so be creating more jobs and more wealth."

Changing social conditions that will encourage new broadcasting services include, Sir James said, the increasing need of the individual to be informed about the conditions which may affect him or her, the growing complexity of industry which will require a better educated labor force and the likelihood that leisure time will increase as technology reduces working hours (while at the same time changing viewing habits).

To meet those needs, Sir James believes broadcasters will have to acquire two essential resources: more broadcast frequencies (or more efficient uses of those available) and money. "From the manufacturers point of view," he said, "a new development involves risk capital, and from the public’s point of view it represents a new claim on income."

But the success of the record industry proved that if desirable new technologies are offered, the public will find a way to pay for them, in Sir James’ view. He therefore considers it the broadcaster’s role, at least in part, to bring those services into existence.

Sir James explained several areas currently being explored by the BBC (and by broadcasters in the U.S.) to improve radio and TV’s existing services. These included pulse code modulation, microprocessors, large scale integrated circuits, full field storage of TV pictures, more reliable standards converters and digital noise reducers. He also described three innovations developed by the BBC that go beyond U.S. broadcasting’s existing boundaries. They were:

- **CEEFAX.** An information service transmitted with common TV signals by using two spare lines in each vertical interval. In a quarter of a second, Mr. Redmond said, a page of text can be transmitted to an information storage and decoder unit within the TV set. Viewers simply dial the CEEFAX channel to receive the infor-
Spring is a perfect time to do something about rust. Rusting is a year-round problem, and corrosive conditions have become a lot worse in the last five years.

If you live where salt is used to melt ice on the roads, that is speeding up corrosion on your car. If you live in the country, it’s the calcium chloride that’s spread on dirt roads to hold down dust. And corrosive chemicals in the air are causing rust in every part of America.

We’re doing something to help prevent rust on the new cars we’re building. Meanwhile, you can do something about reducing rust on your car.

It’s important to wash your car often. Use a mild soap and lukewarm or cold water.

Please don’t neglect the underside of your car. The worst rusting happens from the inside out. That’s because salt, slush, and even mud tend to collect in the crevices underneath the car, in the door creases, and inside the fenders. Moisture gets trapped in those places and causes rust. So try to wash the underside of your car, too. In winter, if you can, and at the first opportunity in spring. Even if it’s only a few times a year, that would help some.

If your car gets dented, scratched, or chipped, try to get it repaired as soon as possible. Even a “small” scratch is bad. Because once a car starts to rust, the damage spreads fast. The paint around a dent or scratch can look okay, but rust is spreading underneath. In the long run, it’s cheaper to fix the car right away.

A lot of people think that parking a car in a heated garage during the winter will help prevent rust. But it’s just the opposite. Cold slows down the rusting process, as it does most chemical reactions.

We’re doing more now to protect GM cars from rust. For one thing, we’re using more rust-resistant materials, including different types of zinc-coated steel, in places where rust usually occurs. Also, our new paint primers and the way we apply them are designed to provide a thorough finish, even on some parts of the car you can’t see.

Our goal is to protect your car so that it lasts longer and gives you the most value. And fighting rust helps.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.

General Motors
People building transportation to serve people
mation. An expansion of that system, to begin in 1979, is "Viewdata," which will enable subscribers to dial through their sets for information or messages they would like to receive. The messages would be returned by the telephone company for TV display.

■ Quadraphonic radio. A quadraphonic system has been tested nationally by the BBC for more than a year, Sir James said. Some improvements have been made during that time, "and we think it unlikely that anyone can find a better formula since we've exploited all the options ... The main lesson that we have learned is that the results depend less upon the system than on the skill with which the system is used in production. We have built a very good vehicle and in our second year we hope to learn to drive it."

■ A special radio information service for motorists. Proposed by the BBC to the English government, it would use low-power medium frequency radio stations, all operating on the same fixed frequency, but using time division multiplex to prevent stations from interfering with one another. An FM keying system would insure that drivers heard only stations appropriate to the area in which they were driving. A special receiver in the car radio might also interrupt regular broadcasts if there was a specific message for the area the driver was in. The BBC's proposal for that system is expected to be approved soon for testing in a limited area, according to Sir James.

### Getting down to the nitty-gritty on AM stereo.

**The question is no longer 'if' but 'when' as station managers and engineers discuss how much the switch will cost and the technical problems involved.

There were two NAB convention sessions titled "Getting Ready for AM Stereo." One was for engineers, one for managers. The NAB engineering department's Chris Payne, moderator of the sessions, summed them both up in opening the manager's version when he noted an enthusiastic element of the preceding sales workshop that wouldn't clear the room. "I guess that last session had to do with making money," said Mr. Payne. "This one has to do with spending money!" Indeed, that is where AM stereo stands now; it's no longer a whether, it's now only a when—and it may be very soon.

Mr. Payne told the sessions he is hopeful the FCC will issue a rulemaking proposal for AM stereo late this summer and possibly make a decision on an AM stereo system by late this year or early next. "When we talk about getting ready for AM stereo," he said, "there's good reason to get ready." His opinion is that AM stereo will come on much faster than FM stereo; receiver manufacturers, he said, are gearing up now to meet expected consumer demand. By their numbers alone at the sessions, engineers and managers seemed to be in agreement with Mr. Payne's assessments.

At the engineer's session, several technical experts presented their thoughts on what a station will have to do to convert to stereo. They all emphasized that it is possible to change over in a relatively inexpensive fashion. But they all also urged the engineers to go for high-grade set-ups, and the engineers, on a show of hands, overwhelmingly agreed.

Some of the particulars the panelists noted:

W.D. Mitchell of Continental Electronics, Dallas, said that "transmitters, no matter how old, can probably be made to work for AM stereo" at a cost of about $10,000.

Ed Edison of Hammet & Edison, San Francisco, said that as for antennas, the "worst case" in terms of converting to AM stereo is a directional antenna for a station at the low end of the band; the "best case" a nondirectional antenna at the high end.

David G. Harry of Potomac Instruments, Silver Spring, Md., said that monitors for AM stereo can be as simple or as complex as a station desires or the FCC requires. He would prefer to let the marketplace decide, but, noting the increasing audio sophistication of the radio audience, he urged that monitoring be done at levels consistent with superior sound.

Jim Loupas of James Loupas Associates, Chesterton, Ind., spoke of the studio conversion necessary for AM stereo. A stereo console and a stereo processor, he said, are the necessary additions. Other adds, he said, "depend on the commitment of the station." Turntables, preamps, cartridges and tone arms also must be replaced, he said.

### Indifference to automatic FM gear

**FCC disappointed that few avail themselves of such transmitters; it could affect commission's thoughts about like concessions.

For years, broadcasters had pressed the FCC to authorize the use of automatic transmitters. Finally, two years ago, at the time of the National Association of Broadcasters convention in Chicago, the commission adopted rules permitting the use of automatic transmitters with FM and nondirectional AM stations. What has been the broadcasters' response? According to commission staff members, only three applications have been granted. The automatic transmitter, Dennis Williams, assistant chief of the FCC's Broadcast Facilities Division said, is "not a big seller."

The issue of the automatic transmitters came up at two panels last week—a technical one, on which FCC staff members and industry personnel sat and one on which commission staff members answered broadcasters' questions.

Some broadcasters at both sessions had theories for the failure of the automatic transmitters to take hold. "The control is complicated, and the expense is high," said one broadcaster. "And if something goes wrong, it takes you off the air—some-
thing that does not happen with a live operator." Another broadcaster said the automatic transmitter "doesn't provide financial relief for the station."

The automatic transmitter's lack of acceptance by FM and nondirectional AM broadcasters is a disappointment to the commission staff, as it prepares drafts of orders authorizing the use of automatic transmitters for television and directional AM stations, John Taff, assistant chief of the Rules and Policy Division, said the order authorizing the use of the transmitters with directional AM stations is due to be acted on in July, and the one authorizing the use of the transmitter with television stations, in September. But before reaching that stage, staff members had hoped to have gained some solid experience in the operation of the transmitters with FM and nondirectional AM stations.

Is there a commercial future for shortwave?

Bill's Jacobs sees great possibilities if medium can overcome propaganda image

The determination of most of the world's nations to limit satellite transmissions to the country of their origin leaves shortwave radio the only viable international broadcasting medium, in the opinion of George Jacobs, engineering director of the U.S. Board for International Broadcasting.

Speaking to a luncheon gathering of the NAB's engineering conference last Monday (April 10), Mr. Jacobs said that if "broadcasting's stepchild" is ever to achieve its potential as a communications and even a commercial force, it must overcome its current limitations of spectrum space and the general perception of its function as that of a "propaganda machine."

There are 1,500 shortwave transmitters in more than 100 countries, Mr. Jacobs said, and attempts to "squeeze" that many signals into the eight international bands allocated has left them "virtually bursting at the seams," with interference due to competing transmitters "often intolerable." The World Administrative Radio Conference in 1979 will deal with the problem, Mr. Jacobs said.

He defined propaganda as basically information or entertainment "you don't want to hear," or that certain countries don't want their citizens to hear. One alternative to the latter problem, he suggested, would be to offer air time for reply from countries whose objections to positions of, say, a Voice of America broadcast, were deemed "to have merit.

Governments remain the principal users of shortwave, despite "stirrings" of interest in its use as a commercial medium, Mr. Jacobs said. He cited a recent Gallup poll finding that 18 million Americans said they listened to a shortwave broadcast every week. "That's a very juicy market," in Mr. Jacob's view, both for advertising and for "promoting our free enterprise system."

Look, up in the sky. Mutual Broadcasting's announcement earlier this year that it will shift its network service from land lines to satellite prompted this workshop, "Satellite Distribution of Radio Programming." It was a primer on satellite technology, with Mutual representatives and hardware suppliers describing the workings of uplinks, downlinks, low-noise amplifiers, downconverters, demodulators, transponders, small dishes and large dishes. Mutual Executive Vice President Gary Worth noted the benefits that satellite networking will allow—multiple program feeds and improved sound quality. He didn't note the costs involved, but CBS Radio's Ralph Green did. For CBS to install receivers at each of its radio affiliates, as Mutual intends to do, he estimated a $4.5 million-$6 million capital outlay and $1.5 million annually for maintenance. But he added, "when the day comes, we will probably go" with satellites. He also contended Mutual may not easily get the blanket approval it is seeking for 500 earth stations. Since Mutual is not indicating the location of most of these terminals now, said Mr. Green, they will need an FCC waiver for approval. That, he said, may not be as automatic as might be expected because of potential interference problems in locating earth stations. L to r at the session are Mr. Worth, S.N. Verma of Western Union, Andrew Inglis of RCA Americom, Guy Beakley of Scientific-Atlanta, Mr. Green and J. Walter Johnson of California Microwave.

WFRE Holds The Winning Hand!

Don't gamble, increase the odds in your favor. WFRE did. Now mid-days WFRE makes a phenomenal showing. The station reports 13,800 women and places 6th of all 47 Washington area stations. In total adults in mid-day, WFRE is 8th with 20,200 listeners. Quite a showing for a station 40 miles from Washington! WFRE's Jim Gibbons chose KalaMusic's unique blend of beautiful music a little over a year ago. Needless to say, he's pleased. Jim knows that in today's market you can't trust your luck. KalaMusic is WFRE's winning hand. It's time for you to deal one for yourself. And the best deal in markets like yours is KalaMusic. Call Bill Werz or Stephen Trivers.

KalaMusic
Suite 334 / ISB Building / Kalamazoo, MI 49007 / (616) 345-721
Sound thinking:
Engineers debate
radio audio quality

Some suggest AM has ironically decreased its audience in trying
to expand it with louder signal

Have AM stations, by pushing their
transmission equipment to the limit in trying
to obtain the widest possible reach, driven listeners to FM?

The participants on an April 12 NAB
engineering panel called “AM-FM:
Quality vs. Coverage” think so. And they
think the problem may have been exacer-
bated by an over-all deterioration in the
quality of AM receivers over the years, especially those incorporated into systems with FM receivers, record players and
stereo tape decks. To make matters worse,
they said, AM stereo may drive up the
demand for AM quality, thus allowing
listeners, as one participant put it, to hear
“all the junk we’ve been putting out.”

One example of the degradation prob-
lem in AM came from a member of the
audience who said that a recent survey of
the listenership of his AM and FM simulcast station found that 80% of his audi-
ence listened on FM, and that 70% of that
audience were tuned in a monaural mode.

Asked if any hard research exists connec-
ting viewer turnout to sound quality, panel
counter James Loupas of James Loupas
Associates said the best indication was the Arbitron ratings book, which he
said, often show relatively new FM sta-
tions stealing the audience from well estab-
lished AM’s. Harvey Rees of Carl T.
Jones Associates said that he has been an
engineer for several stations in large mar-
kets where he compiled with management
requests for a louder sound only to be
“embarrassed” by its quality. “If the
dynamic range is there and is pleasing,
people will not tune away, and I think
that’s what we’re all looking for,” he said.

“Some loudness and some distortion is
going to have to be sacrificed.”

The panel members also agreed that the
choices are bound to get more difficult for
stations as the medium advances to AM
stereo. Dick Schumeyer of Capital Cities
Communications envisioned a sort of dou-
ble-bind situation developing: On the one
hand, listeners with stereo receivers will
demand a higher quality sound, while on
the other, listeners sticking with their ex-
isting equipment may be lost as loudness
and over-all coverage decrease. “It’s going
to be a very hard decision for some opera-
tors to make,” he said. Jack Williams of
Pacific Recorder and Engineering Corp.
agreed “it’s going to be a very interesting
transition in the next two or three years,”
he said. “It’s going to be fun for all of us
to live through.”

Eric Small of Eric Small Associates,
noted that an FCC notice of inquiry is ex-
pected to be issued soon concerning the
general status of audio quality, measure-
ments and processing. The results, he
believes, “may have as much if not more
effect on us in the next five years as AM
stereo.” Speaking to the problems of FM,
Mr. Small suggested that he presumed re-
lationship between modulation rates and
occupied bandwidth may in fact be at-
tributable to “a set of very arbitrary and
capricious modulation rules.” If research
was devoted to the subject, Mr. Small said,
stations may find they can kick up their
transmission peaks—and tone down pro-
cessing—without threatening bandwidth integrity.

NAB wants the FCC to
get moving on TV tuners

The National Association of Broadcasters is urging the FCC to resolve promptly a
proceeding initiated in March 1977 focus-
ing on the problem of providing for UHF
and VHF tuning comparability in televi-
sion sets. In a letter signed by its general
counsel, Erwin Krasnow, NAB said a con-
tinuing UHF/VHF “compatibility gap”
15 years after the enactment of the all-
channel TV receiver law is largely at-
tributable to the “snail-like” pace of the
commission proceedings dealing with the
issue. Presently pending is a notice of in-
quiry. Mr. Krasnow said that if the com-
mission feels a rulemaking is needed, it
should promptly issue one providing for a
30-day period for comments and another
10 for replies. He said the record in the
proceeding is already “exhaustive.”

Justice Dept. says
added tax on imported
TV’s would be unfair

Zenith, backed by U.S. groups,
is seeking reversal of lower court

The Department of Justice has asked the
Supreme Court to uphold a U.S. Court of
Appeals decision that a Japanese remittance of its com-
modity tax on exported television sets is not an unfair international trade practice.

Justice’s brief was filed in the eighth-year
court battle waged by Zenith Radio Corp.
to impose countervailing duties on Japanese sets sold here.

Justice said that if the U.S. imposed the
duties, intended to counteract price
differences caused by a foreign country’s
grazing of a bounty or grant on exported
products, it “would lead to double taxa-
tion” on the goods sold in this country.

That would put foreign goods at a disad-
antage in addition to the disadvantage
already imposed by tariffs and transpor-
tation costs. That is not the purpose of the
countervailing duty statute.”

“The countervailing duty statute is in-
tended to offset the advantage conferred
by a subsidy, not to require the U.S. to
collect the same sort of tax that Japan
desires to impose on goods consumed
there.”

Justice’s opinion said, in effect, that
Japan’s decision not to impose its
domestic taxes on exported television sets
was not the same as subsidizing them.

“There is a fundamental difference,”
court ruled, “between the failure to tax
a good and the provision of a subsidy.”

“The failure of any state or nation to
collect an indirect tax on exported goods
is not a bounty or grant,” the brief said.

Zenith’s position in the case—that
Japan was, indeed, subsidizing television
set exporters—was backed by friend of
the court brief filed by the number of in-
dustry groups and manufacturers: the
Committee to Preserve Color Television,
United States Steel Corp., Ford Motor
Co. and Bethlehem Steel Corp.

The Treasury department opposed
Zenith and said that a ruling in the
manufacturer’s favor “would risk a sig-
ificant breakdown in international trad-
ing agreements.”

Zenith had asked the Supreme Court
to overturn a 3-to-2 July 1977 appeals court
decision that, itself, reversed an earlier
district court ruling favoring the counter-
vailing duties.

Broadcasting April 17 1978 78
From The Declaration Of Independents.

Article VI

Arbitron confirms: The audience of independent television stations is on par with network affiliates.

No television spot buyer can ever again be asked to believe that network stations have higher quality audiences than independents.

A milestone Arbitron study was recently commissioned by the Association of Independent Television Stations, Inc., at a cost of $123,000. It measured 23 markets consisting of 142 counties, and included 12,084 personal interviews.

This study proved conclusively that independent audiences are on par in quality with network audiences in every way measured:

- Income
- Occupations
- Education
- Value of homes
- Cars owned
- Major appliances purchased
- Investments
- Credit cards
- Airline trips

The results of this Arbitron survey are just one part of THE DECLARATION OF INDEPENDENTS, the comprehensive fact-book from Bolton Broadcasting which outlines the important strengths of independent television in today's advertising marketplace.

Contact any Bolton Broadcasting office for your copy of THE DECLARATION OF INDEPENDENTS.

Bolton Broadcasting Ltd.
The independent television sales specialists

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26400 Laketr Rd. Southfield, Mich. (313) 353-8050
6400 Powers Ferry Rd. (404) 955-4411

Here's the tabulation of just one key yardstick of audience quality — Income.

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<td><strong>$25,000 +</strong></td>
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SOURCE: Arbitron National TV Audience Data, 1987
Border war flares up again

CRTC orders cable systems to stop carrying Buffalo FM because it receives advertising from Canada; one is also told to delete commercials from signals of three U.S. TV stations

Problems involving Canadian cable television systems' carriage of U.S. broadcast signals haven't gone away, as news out of Ottawa makes clear.

The Canadian Radio-Television and Telecommunications Commission (CRTC) has ordered cable systems in Toronto and Hamilton to stop carrying the signals of WBBN-FM Buffalo, and has directed two of the cable systems to continue within two years multiple distribution of three Buffalo television stations.

And what concerns U.S. broadcasters perhaps more than the order to stop multiple distribution is the order to one system to delete commercials from the American stations' programs and substitute "suitable replacement material." This, the Americans feel, would be an abandonment by Canada of an agreement with the U.S. that set aside, if it did not solve, the major problem—deletion of commercials—invoking Canadian cable systems' carriage of U.S. signals.

The CRTC order banning the carriage of WBBN-FM, imposed as a condition of renewal of the cable systems' three-year licenses, was based on CRTC policy, adopted a year ago, aimed at discouraging U.S. FM stations from soliciting advertising in Canada. Carriage of the signals of stations that seek Canadian advertising, the agency policy says, will be prohibited.

Multiple distribution of television signals involves the carriage of a television station's signals on two channels—one in the basic service (channels 2-13) and the other in so-called mid-band service, which is available only with the aid of a converter in the home. The aim is to make room on the basic service for local Canadian stations.

The order to cease multiple distribution within two years was imposed as a condition of renewal of the licenses of systems carrying the signals of three Buffalo stations—Capital Cities Communications Inc.'s WKBW-TV, Western New York Educational TV Association's WNED-TV and Taft Broadcasting Co.'s WGR-TV. Some Canadian cable industry representatives privately question whether the government will insist on compliance in two years; they note they have already had a grace period of about two years in which to bump U.S. stations.

What is particularly disturbing to the Americans, however, is a sentence not included in the order renewing the license of one of the systems—Rogers Cable TV Ltd. As is true of all renewals of Canadian cable systems, the order conditions renewal on the system deleting commercials from U.S. stations and substituting "suitable" material. But in all other cases—and in line with the U.S.-Canadian agreement—the orders carry a sentence saying the condition need not be implemented until further notice.

The executive director of the CRTC, Michael Shoemaker, and an official of Rogers, Philip Lind, do not see the lack of the until-further-notice sentence as changing anything. They note that Rogers for the past several years has been following a policy of random deletion of U.S. commercials. Rogers, both said, will simply continue what it has been doing. But counsel for the Buffalo stations affected—WGR-TV, WKBW-TV and WGR-TV—are not reassured. Alan Naftalin, counsel for WGR-TV, said the stations are considering filing a complaint with the State Department and the Canadian government.

One other notice of interest to the CRTC has some Canadian cable systems worried—a decision generally not to approve the carriage of U.S. television signals which "essentially duplicate signals already carried." The CRTC implemented that policy in orders renewing the licenses of two cable systems by ordering the deletion by Oct. 1 of specific network-affiliated stations—in Rochester, N.Y. (WROC-TV), and Erie, Pa. (WJET-TV, WSEE-TV, and WQLN-TV)—whose network programming duplicates that of the Buffalo stations being carried.

Cable system operators indicate the nonduplication order would be adversely affected in cases where systems are obliged to drop signals that are available off the air. In the cases where the policy was implemented, the Buffalo stations are the ones available. "Cable companies want to be able to carry what's off the air," Rogers' Mr. Lind said.

Cable Briefs

Employment booklets. National Cable Television Association has mailed 1,400 equal employment opportunity handbooks to member systems. NCTA's 66-page guide "provides sample affirmative action programs to aid systems in complying with FCC and Equal Employment Opportunity Commission regulations."

Granted. FCC granted tax certificates to stockholders of Northland Cable TV Inc., Minnesota cable operator, for sale of their stock to Cable Communications Systems, Hecton, Minn. Four Northland stockholders, Frank P. Befera, George W. Woody, Carl Bloomquist and Robert S. Nickoloff, and also stockholders of Channel 10 Inc., licensee of WIRT-TV Hibbing and WOOG-TV Duluth, both Minnesota.
MIP-TV Advance

Springtime in France and thoughts turn to TV programing

The international market is booming as the 14th annual MIP opens this week with largest number of countries on hand and predictions of record sales

The simple facts of this week’s 14th annual MIP-Tv international program market tell the story.

The 1978 Marche International des Programmes de Television in Cannes, France, will run seven days (April 21-27) instead of the previous six. Stand space taken at the Palais des Festivals is up 20%. And for the first time, MIP-Tv organizers are looking for international representation to break the 100-country mark (up from 92 last year), with more than 2,000 television professionals on hand.

It’s a reflection of business which, from the U.S. standpoint alone, is booming. If the $180 million estimate for U.S. program sales abroad in 1976 seemed healthier than ever (BROADCASTING, April 18, 1977), the 1977 estimate—between $235 million and $245 million—can only be further reason for enthusiasm.

Although there is some thought that 1977 may have been an unusual year in terms of feature licensing and blockbuster sales abroad, the beat is up. The contribution of foreign transactions to over-all sales revenues may have dropped from 24% in 1976 to less than 20% last year. However that is a reflection of the big gains made domestically.

Not that all worldwide sales are written up in the south of France. Far from it. Contracts usually are signed only with the smaller and less accessible markets which sales representatives are hard-pressed to reach. For the larger, more lucrative, markets, a MIP-Tv screening and contact may only be the beginning of the sales process. Public relations also draws distributors there.

As Bruce Gordon, Paramount Television’s senior vice president for worldwide distribution, said, and most distributors agree: It is “the most important and active market for television in the world today.” With booth after booth next to each other, Mr. Gordon compared the MIP-Tv to a “motorcar show or boat show... It isn’t a convention, there are no prizes... It is a marketplace.”

"The trick to the international marketplace is not to think of it as an international marketplace,” explained Art Kane, Viacom’s vice president for international marketing.

In other words, what’s enthusiastically received in Canada might never get past the broadcast’s door in Japan. “We have to deal with each country on an individual basis,” added Mr. Gordon, “You can’t just go to MIP with a bag full of features” and expect everyone to grab it.

Still, for those programs that will cap-

Worldwide line-up

The final projections hadn’t come out of Cannes, France, by last week but what had was the word that “all the records will be beaten” at the 14th annual Marche Internationale des Programmes de Television, the MIP-Tv that means topping last year’s 92 countries (said to amount to 380 million television sets), 220 television corporations and channels, 448 production and distribution companies, 1,979 participants 2,397 TV programs and 24 international organizations, ministries and embassy officials. Following is a list of the companies, outside of the U.S. and Canada, that will be on hand, broken down by countries.

Algeria
Radio Diffusion Television Algérienne
Radio Television Algérienne

Angola
I.P.A. Televisão Popular da Angola

Argentina
Centitel S.A.
Crustel S.A.
Diprom S.A.
Dirección General de Radio
Televisión Argentina
Disargentel, S.A.C.I.E.
Rivadavia Televisión s.a.c.i.

Australia
Amalgamated Television Services Pty.
Artis Film Production Pty.
Australiana Television Pty.
Australian Film Commission
Crawford Productions
Film Centre Pty.
General TV Corporation Pty.
Hanna Barbera Productions Pty.
Herald Sun Television Pty.
Paramount Pictures
R.A. Becker and Co. Pty.
Reg Grundy Productions Pty.
SAS Channel 10 Adelaide South Australia
Swan Television and Radio Broadcasters
Telepix Pty.
Teleprograms Pty.
Viacom International Pty.
Victorian Film Corporation
Willard King Organisation Pty.
Worldvision Enterprises of Australia

Austria
Jupiter-Film Verleih-u Vertriebsges.
Ö.R.C., Österreichischer Rundfunk

Bahamas
All Sport
Novovision

Belgium
Aligator Films
Belgiscine Radio en Televisie, B.R.T.
Callevbaut
Cibetcort-Decima
Cinevog Films
Dupuis Films
GAF-Viewmaster
Georges Leclercq
Meuler-Titra
Micro-Makro
N.I.P.
Nusseleinfelds
ODEC-KIO Cartoons
Olivier Films
Pierre Films
Radio Television Beige, R.T.B.
S.E.P.P.
SODEP-SOFIDOC
Studio l'Equipe
Unibel Films
Wajnbros

Brazil
Embratelme-Empresa Brasileira de Filmes S.A.

Ecuador
Cadena Ecuatoriana de Televisión, Canal 10

Egypt
Satel

Finland
Helsinki Cable TV
Helsinki Television Oy
Oy-Mainos TV Reklam Ab.
Oy-Yleisradio Ab. The Finnish Broadcasting Co.

France
ADITEC

Maghreb
CAPRACO Production
Centrale Média
Centre National de Documentation Pedagogique
C.I.C. Television
Cinevision
CIP-Video
Compagnie Française de Television

Los Angeles
Consulat de Grande Bretagne
Costa Renaux

Mexico
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Still, for those programs that will cap-
ture the interest of the major markets—Canada, Australia, the United Kingdom, Japan, Brazil, France, West Germany among them—a solid hour series can mean over-all revenues of $150,000 per episode. A blockbuster could pull in up to $200,000, but as one distributor mentioned, "it's a rare occasion" when a show is "acceptable to all foreign markets.

Just as countries' tastes vary, so do the prices, from perhaps $70 per hour episode in a small African market to $12,000 for a high-demand hour in Canada (a half-hour is generally half the price). Then there's the negotiation depending on the value of the dollar against foreign inflation, with consideration of rate cards and viewers.

The obvious reason for the demand for U.S. programming, distributors said, is quality. Paramount Television's Mr. Gordon talked about a "flair for pace and production." While Richard Harper, 20th Century-Fox's vice president for international sales, noted the import quotas that some countries have and the "understandable desire" for more local production, he added that U.S. programming abroad is "still the biggest bargain in the industry." Ralph Franklin, MCA TV's vice president in charge of international sales, agreed: "No place can they duplicate the quality at the price."

MCA TV, the top-grossing American syndicator, had another record year in foreign sales in 1977, up to $42.8 million from $37.2 million in 1976. Among others, Viacom also was up, at $8.8 million from $7.5 million.

What percentage of business MCA TV, Viacom or other distributors can attribute to MIP-TV directly would be difficult, if at all possible, to determine. At Columbia Pictures Television, however, it's easy to tell zero. Norman Horowitz, CPT's senior vice president in charge of worldwide distribution, viewed his company's absence, now for the sixth year, as a sign of strength. He said his company already covers every market individually through an international sales operation with a budget of $4 million.

If he ever leaves Columbia and becomes "involved in independent distribution, I'll go to MIP," Mr. Horowitz said, calling it the best place to see the most people in the shortest time. But since he already has a sales staff that will make it to such places as Abu Dhabi, he claimed it would be "counterproductive" to attend a show where he would have to share his clients' attention with other distributors. "I am very comfortable not going to the party," he added.

His is clearly a minority opinion. With movies, series, documentaries, specials and sports already in the can, distributors have prepared for their place at the Palais. They'll also be there to pitch some possibilities—those pilots that may become network series next season. (While some orders have been firmed up, network scheduling announcements generally don't come until after the MIP-TV.)

Worldvision Enterprises not only is returning this year but has arranged for a second screening booth to accommodate the largest number of network prime-time series it has ever taken to the MIP-TV: six-and-a-half hours worth.

In addition to an inventory ranging from the nine-and-a-half hour mini-series, Holocaust (which premiered on NBC-TV April 16), to movies, Worldvision will be offering Little House on the Prairie (said to have played already in 70 markets), Enough, Love Boat, Young Pioneers, Project UFO, Dallas and the half-hour Sam.

Viacom, also no stranger to the MIP-TV, will set up formal shop with screenings for the first time, having rented the office of Bernard Chevry, the international trade fair promotor who established MIP-TV 14 years ago (and earlier this year was named a Chevalier of the Legion of Honor by the French government).

Viacom's inventory amounts to some 150-160 series, 40 specials and 250 feature films, Mr. Kane estimated. Aside from Quinn Martin action series, movies and the such perennial favorites as Perry Mason, Viacom will be screening the pilots for two new syndicated properties: Please Stand By and The Love Experts.

Viacom also handles the Mary Tyler Moore Show which Mr. Kane said is its most successful situation comedy abroad, airing in such places as Latin America.

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| Sender Freies Berlin |
| STAR-PEL Merchandising |
| Suddeutscher Rundfunk |
| Telekom |
| Teleling Saz GmbH |
| Tele-Munchen |
| Telepool |
| Transitel |
| UFA-ATB Ton & Bild Kg |
| Wagner-Hallig Film GmbH |
| Werbefernsehen |
| Werbung im Rundfunk |
| Westdeutsches Werbetechniken |
| W.K. Productions |
| Worldvision Enterprises |
| Zweites Deutsches Fernsehen, ZDF |
| Greece |
| Apollo Television International |
| Elliniki Radiofonia-Telerasias, E.R.T. |
| Enomouk Kalitellines |
| Hellas Television International |
| Hellenic Armed Forces & TV Services |
| John J. Triantafylis TV-Film International |
| Leon V. Jaco |
| Hong Kong |
| Commercial Television |
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Southeast Asia, Canada, Brazil and to some extent Europe.

Mr. Kane admitted that sitcoms generally need a hard sell, except perhaps in Canada and are “hardly salable in Japan.” In the case of game show, the $25,000 Pyramid, for example, Mr. Kane will sell format rights and earlier this month he was trying to put together such a deal for Germany.

Viacom also will be at the MIP-TV to look at product, for possible coproduction and packaging and for play on its Showtime pay cable service in the U.S.

MCA TV’s list runs through the likes of Baretta, Kojak, Six Million Dollar Man, Bionic Woman, Rockford Files, Quincy, Best Sellers, Emergency and Operation Petticoat (“We could go on and on,” Mr. Franklin remarked).

Mr. Franklin is especially high on the prospects for the three new Operation Prime Time II projects—two-hour episodes each of John Jakes’ The Bastard, Irwin Shaw’s Evening by Byzantium and Howard Fast’s The Immigrants. Based on the track records of Rich Man, Poor Man, the OPT I Testimony of Two Men and other programs, Mr. Franklin is expecting substantial sales.

As far as programing trends, Mr. Franklin said that the “abiding interest” continues in westerns and that drama, action and police stories still do well although foreign markets are “a little more sh y about violence.” Following an increased U.S. demand, Mr. Franklin claimed there is more interest abroad in science fiction. In that category Mr. Franklin has a pilot for Buck Rogers, a possible series on NBC-TV next fall, and Galactica, a made-for-TV movie for ABC-TV.

Indicative of the continuing interest in westerns is MGM’s sales of How The West Was Won, which is presently in 60-70 foreign markets, according to John Spire, vice president for international sales. Aside from the episodes already available, Mr. Spire said ABC-TV has ordered another 22 one-hour episodes of the series. He was waiting for the word on new production for Lucan and Chips.

Two old shows from MGM that have “done remarkably well,” according to Mr. Spire, are Hondo (15 episodes) and Maya (17 episodes), the latter ordered for its third run in Brazil, for example. Mr. Spire said they are in demand because of their emphasis on animals and “neutral background.”

With Charlie’s Angels, Starsky and Hutch and Family sold in all of the major territories, according to Klaus Lehmann, Metromedia-Productions Corp.’s vice president for international sales, the company is looking toward Fantasy Island which he expects will be “bigger than any of them.” There are 12 episodes from this season and Mr. Lehmann said ABC-TV has ordered another 22 for next season.

Mr. Lehmann said that Fantasy doesn’t have the competition of say, police-show types since there aren’t shows like it, and with a story line and characters changing each week, he said that “allows a tremendous amount of leeway.”

Although Mr. Lehmann said that MPC is “continuing to have a super season,” he claimed that U.S. programing is “no longer the only game in town” and “no longer in the driver’s seat” as production capabilities increase abroad.

One country frequently mentioned as difficult to sell is Japan. According to Viacom’s Mr. Kane, it “produces 95% of what’s seen” on its airwaves. “We are competing with the rest of the world for that 5%,” he added referring to Japan in particular. MGM’s Mr. Spire said that “the international market is not the bed of roses everybody thinks it is.”

The trend Paramount’s Mr. Gordon stressed is that the ‘miniseries has become a major item.” As for both the six- and-a-half hour Monekyhangers and the two-hour Washington: Behind Closed Doors, Mr. Gordon said that “we underestimated their tremendous success.” He added that Paramount also was able to get “enormous prices.”

(The upcoming network season, however, Mr. Gordon said, doesn’t look as if it will have as many ‘miniseries as the last.)

As for consecutive-night miniseries from the U.S., also influenced foreign viewing habits, he continued. In the case of Japan, where he said there are generally no pre-emption, Monkeyhangers was bought and the government NHK system wanted to play it over six weeks. Paramount objected, Mr. Gordon explained.

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Broadcasting April 17, 1978
claiming that if spread out, the "whole thread would be lost." As a result, NHK will be airing it on consecutive nights, May 5 and 6, he said.

In the case of Washington Behind Closed Doors, Mr. Gordon said that "everybody underestimated the interest of foreign countries to look into Washington." Despite initial rejections from Korea (because of the "Koreagate" scandal) and from Japan (because of the program's mention of the Japan/Lockheed scandal within the show), Mr. Gordon said, "each came over."

This year's list of new programing that Paramount is bringing to the MIP-TV ranges from Soyaznyk to Julie Parr M.D., a series based on the three Having Babies made-for-TV movies Paramount handled for ABC-TV.

Twentieth Century-Fox will be at the MIP-TV with four series pilots that could make it to the networks next season: Mothher, Jugg and Speed, Billy Liar (both half hours) and The W.E.B. and The Paper Chase (both hours). Then there's Husband, Wives and Lovers, The Olympiad, That's Hollywood (now up to 31 markets after being picked up by Spain) and the consistently successful M*A*S*H (54 markets), among others.

One Fox show that is in an "extraordinarily good" 60 markets in reruns, Mr. Harper said, is Peyton Place which has 540 episodes. On the talk show front, Dinah! can be watched in such places as Canada, New Zealand, Australia, Hong Kong and Brunel (Borneo).

The success of Roots, which broke new ground in mass audience when it aired on ABC-TV in January 1977, wasn't limited to the U.S., according to Charles McGregor, president of Warner Bros. Television Distribution. "It repeated itself all over the world," he said, adding that it was sold in more than 35 markets and in Australia for one, it is the top-rated program ever.

Mr. McGregor said he already has sold 12-15 hours of Roots II to Canada, Japan, Australia, the United Kingdom and West Germany for 1979 play. Other Warner products available at the MIP-TV include another miniseries, The Awakening Land, and series, the Waltons and Wonder Woman, among others.

While a good deal of Time-Life Television's attention is on The Africans, six one-hour shows co-produced by Time-Life with Nine Network of Australia in association with Meredith Broadcasting (see story, page 70), Time-Life will also have at it's Wild World of Animals. That already has been sold in 30-40 markets ranging from Japan to Bahrain to Kuala Lumpur, according to Wynn Nathan, vice president for worldwide syndication.

Time-Life also will be offering World War II: A Soldier's Diarion (A.G.I. Diary in the U.S. but changed so there will be no confusion abroad), On Our Own, and the pilots for People and Tom and Joanne.

Time-Life also has announced an expansion of its international operations beyond its principal activity as the BBC's exclusive distributor in Latin America. Special meetings are planned at the MIP-TV to discuss new domestic productions, international co-productions, newly acquired films and properties of David Susskind, the company's senior executive producer. Among them is a planned miniseries based on John Dean's "Blind Ambition."

Among those that will be new to the MIP-TV this year is Norman Lear's TAT/Tandem Syndication, with 1,300 situation-comedy half-hours available. The range is from Sanford and Son to Mary Hartman, Mary Hartman (Viacom distributes All in the Family internationally.)

It's no secret to syndication division President Robin French that sitcoms are generally far from a hot form abroad. However, he said, "We're going to see if we can change that." He added: "There are situation comedies and there are situation comedies." Currently Mr. French said the most international sales of Lear shows with TAT/Tandem rights are for Sanford and Son in about a half-dozen market countries including Canada, Australia and Holland.

As to whether he may have to go the rewrite route that Fox did for M*A*S*H, (firing writers to tailor the humor abroad) Mr. French claimed that is among the primary reasons the company is going to Cannes. "That's what we are going to find out."
North American line-up

The following is a list of U.S. and Canadian firms that will be joining in on the festival that runs the gamut of programming from NHK International's (Japan) specials on post-Mao China to CST-Teleport's (Czechoslovakia) children's series. Those that have booths at the Palais des Festivals are indicated by the number of the booth; others can be reached at various hotels. New shows are indicated by an asterisk (*).

ABC Sports Carlton
1330 Ave of the Americas, New York 10019
Personnel: Peter Dinnmack.

Air Time 90265
919 Third Avenue, New York

Alan Enterprises Majestic
26170 Pacific Coast Highway, Malibu, Calif 90265
Product: 25 features, Felix the Cat (260), The Mighty Hercules (130).
Personnel: Alan Gleitsman, Sherri Resheau.

American International Television B483
9033 Wilshire Boulevard, Beverly Hills, Calif 90211
Product: Feature packages: Winning Hand (33), World of Macabre (6), Gnouli-A-Rama (16), Fantastic Sci-Fi Theater (14), New Science Fiction (13), Amazing Sci-Fi I (17), Amazing Sci-Fi II (27), Young Adult Theater (26), Films of the '70s (26), Star Time (17), Children's Show Time (6), Hollywood Book of Fables (7), Top Secret Adventures (5), New Color Adventure (31), Strong Men of the World (23), Adventure I (9), AIP (26), Selma Films (42), AIP-Selma Sci-Fi and Horror (31), Sinbad Jr cartoons (130), Prince Planet (52),Coomback (26)*. Personnel: Hal Brown.

ARP Films Martinez
342 Madison Avenue, New York 10017
Product: Spiderman (52), Captain America (13), Sub-Mariner (13), The Hulk (13), Mighty Thor (13), Iron Man (13), Rocket Robin Hood (52), Max The 2000 Year Old Mouse (104), Strange Paradise (195), Brothers Grimm Fairytales two 90-minute specials.

Canadian Broadcasting Corp. TBA
Box 500, Station "A", Toronto, M5W 1E6

Lynne Carter Co. TBA
9301 Wilshire Boulevard, Beverly Hills, Calif 90210.

Claster TV Productions Eden Roc
660 Kenilworth Drive, Towson, Md. 21204
Personnel: John Claster, Steven Hassenfeld.

Films Inc. Moulin de Mougen
1144 Wilmette Avenue, Wilmette, Ill. 60091
Personnel: Charles Benton.

Filmtel Grand
71 Vanderbilt Avenue, New York
Personnel: Petel Peich, Charles Hayden.

Filmyways International A335
1800 Century Park East, Los Angeles 90067
Product: King*, Second City Revenue (52)*, Seventh Sense (26)*, Big Hawli*, David Steinberg Show (25), Apollo Presents (2), Mike Douglas Show (129), Peter Marshall Variety Show (19), Coral Jungle (8), Call It Macaroni (24), Celebrity Concert specials (12), Norman Conon Presents (26), Adventures of Gummy (130), Creedence Clearwater Revival music special (1), Ralph Story Special (1), Flowers from Horseback (1), Six American Families (6), Green Acres (170), Mr. Ed (143), Debbie Reynolds Show (27), Adventure in High Grass (26), Bear Cats. Personnel: Edward Cooper, Merrilli Sheeter, Robert Quigley.

Four Star International Majestic
400 South Beverly Drive, Beverly Hills, Calif. 90212

Sandy Frank Film Syndication TBA
655 Madison Avenue, New York 10022
Personnel: Sandy Frank.

Fremantle International/Talbot TV
3196-3202
555 Madison Avenue, New York 10022

Gold Key international B393
685 North Cauhenga Boulevard, Hollywood 90038
Product: Once Upon a Brothers Grimm*, The Alpha Chronicles (15)*, The Walt Wagner Show*, Rainbow Outdoor Adventures (4)*, Pinocchio, Scream Theatre (14), Awards Theatre (75), Abbott and Costello cartoons (39), In the Attic, Dick Tracy features (4) and serials (4). Personnel: Jerry Kurtz, Ben Barry, Bill Cooke.

Marvin Goodman Associates Majestic
40 East 63rd Street, New York 10021

Group W Carlton
90 Park Avenue, New York 10016
Personnel: Edward Cooper.

Alfred Haber, P.A. C 050
321 Commercial Avenue, Paolides Park, N.J. 7650

King Features
Cartoon
235 East 45th Street, New York 10017.
Product: Popeye (220), Kool McCool (20), Beagle Bailey (50), Krazy Kat (50), Barney Google (50), Snuffy Smith (50), Beatles (39), Flash Gordon (40), TV Time Capsules (2,000). Personnel: Sam Gang.

Lexington Broadcast Services
Cartoon
800 Third Avenue, New York 10022
Product: Sha-Na-Na (50), Hot Fudge (50), See Hah Honeyes (24).
Personnel: Roger Lefkon, Henery Siegel, Heather Regan.

MCA-TV
Majestic
445 Park Avenue, New York 10022
Product: Operation Prime-Time II*, The Incredible Hulk*, The Centennial*, Richie Brockelman*, Buck Rogers*, Marvel Super Heroes*, Testimony of Two Men (6), American Flyer (1), Bionic Woman (future release), Best Sellers (30), Rich Man, Poor Man Book 1 (12), Six Million Dollar Man (future release), Universal Star-Spangled 33 films (33), Emergency (148), Adam-12 (124), Marcus Welby M.D. (172), Ironside (198), Rod Serling's Night Gallery (97), Bold Ones (98), Name of the Game (78), It Takes a Thief (85), Universal film packages (706), Horror Great films (77), Abbott and Costello films (29), Comedy Festival films (26), and II (26), Western Roundup films (28), Boris Karloff Presents Thriller (67), Alfred Hitchcock Presents (268), Dragnet (98), The Virginian (225), Run for Your Life (85), Suspense Theatre (53), Munsters (70), Jack Benny Show (104), Leave It to Beaver (234), MCA's Navy (138).

Mediavision
387
1709 Bloor Street West, Toronto
Product: Behind the Scenes with Jonathan Winters (47), Friends of Man narrated by Glenn Ford (45), Fabulous Talking Time Machine (52), Professor Moleff's Science Workshop (28), An Element of the Unknown: The Sea narrated by Leonard Nimoy (one-hour special), Magical Mountain: Java narrated by Noel Harrison (one-hour special), Talk of the Devil (one-hour special), Invisible Influence (one-hour special).
Personnel: Jo Ellen Frostad, Wyn Macken.

Metromedia Producers
Carlton
485 Lexington Avenue, New York 10017

MGM-TV
TBA
10302 West Washington Boulevard, Culver City, Calif. 90230

Office de Radio-Telediffusion du Quebec
TBA
1000 Rue Fullum, Montreal
Office National du Film du Canada
TBA
Box 6100, Station A, Montreal
Ontario Distribution Co.
Basement O
900 Bay Street, Toronto

Paramount Television
Majestic
One Gulf and Western Plaza, New York 10023
Product: Julie Farr MD*, Mulligan Stew*, Serpico*, Ted Knight Show*, Szyznyk (15)*, Jacksons (12)*, Hansel and Gretel*, Superslunt*, Dog and Cat, Westside Medical, Future Cop, Brady Bunch Musical Specials, Chopper Squad, Blansky's Beauties, Busting Loose, Trick and Treat (130), Jr. All Stars (50), Serpico (15), Mission Impossible (168), Star Trek (79), Love American Style (102), Mannix (193), Magician (21), Immortal (15), Petrocelli (44), Longstreet (23), Kate McShane (10), Barbary Coast (13), Love Story (12), Coronet Blue (13), Untouchables (118), Desilu Playhouse (47), Young Lawyers (24), Shane (17), Spyforce (42), Archer (6), Defenders (132), Fair Lady (15), Doctors and Nurses (30), Nurses (68), Happy Days (115), Laverne and Shirley (62), Brady Bunch (117), Odd Couple (114), Paper Moon (13), Lucy Show (160), Me and the Chimp (13), Cop and the Kid (13), Funny Face (13), Sandy Duncan Show (13), Barefoot in the Park (12), Star Trek animation (23), Odd Couple animation (18), Brady Kids (22), I Am Joe's ... (4), Harrigan and Son (54), Vacation Playhouse (111), Texan (80), Fair Exchange (131), Glynis (13), Guestward Ho (38). Personnel: Bruce Gordon, Patrick Stanbaugh, Jean Pullin Peter Cary, Malcolm Vaughn, George Moorfoat, Ramon Perez, Malcolm Oram.

John Pearson International
TBA
9477 Brighton Way, Beverly Hills, Calif. 90210
Product: Count Basie at the Hollywood Palladium*, Lucille Ball Special no. 6*, Lucille Ball's 25th Anniversary*, Your Choice for the Oscars*, First 100 Years of Recorded Music*, Happy Birthday Las Vegas*, TeleVisa Musical Specials*, Alan: A Tribute to Elvis*, Marlo and the Magic Movie Machine*, Dominico*, Young At Heart*, Bloomin' Human*, Johnny Cash Specials*, The World's Largest Country Music Special*, Meeting of Minds*, Gone In 60 Seconds*, Cindy* The Girl (136), Captain and Tennille (19), Johnny Otis Fabulous Oldies Super Show (26), All's Fair (24), Doris Day Show (128), Here's Lucy (144), Insight (60), Andy Williams Show (26), Wolfman Jack Show (26), Little House on the Prairie animeation (269), Animation Wonderland (18), Lone Ranger cartoons (26), Mini-musical cartoons (14), Dan Curtis Dramatic Movies (8), feature films (6), Auto Racing (15), Portrait of Surfing (1), Rodeo Cowboy (1), Iron Men—Steel Machines (1), Roller Super Stars (26), Salute to Baseball (1), Twilight Cleat (1),

Personnel: Don Taffner, John Fitzgerald.

Tea H-B International/Hanna-Barbera Martinez and Majestic Essex House, 160 Central Park South, New York 10022

Product: Captain Caveman (24), CB Bears (13), Hey It’s the King (13), Dynomutt (20), Scooby-Doo (24), Man From Atlantis (20). Happy Hour: Made for TV Movies-The Gathering, The Beasts Are Loose, Magnificent Hustle, variety series. Personnel: Willard Block (Maritza), Regina Dan지는 (Majestic), Stanley Moldow (Martinez), Bud Gützer (Carlton), Don Stapleton (Majestic).

Tele Metropole TBA 1600 Est Boulevard de Maisonneuve, Montreal

Television InterAmericana (S.A.) TBA 4547 Ponce de Leon Boulevard, Coral Gables, Fl. 33146

Television Representatives Carlton 333 South Beverly Drive, Beverly Hills, Calif. 90212


Time-Life Television A-125 Time & Life Building, New York 10020


20th Century-Fox Television A-425 10501 West Pico Boulevard, Los Angeles 90035 Product: The Adventures of Mohamed Ali-animated (13), Animals, Animals, Animals (48), Barney (58), Baggy Pants and the Nit-Wits (16), Batman (120), Blue Light (17), Breakaway (8), Broken Arrow (72), Circus (52), Dobie Gillis (147), Dr. Doolittle (17), Fantastic Voyage (17), Pelony Squad (53), The Ghost & Mrs. Muir (50), Hardy Boys (17), Incredible World of Adventure (31), Journey to the Center of the Earth (17), Julia (86), Legend of Jesse James (31). The Loner (26), The Man Who Never Was (18), MASH approx. 175, My Friend Flicka (39), Nancy and the Professor (54), Peyton Place (514), Return to Peyton Place, Room 222 (113), Merv Griffin (13), Orso Welles Great Mysteries (26), Salty (20), Shari Show (24), That’s Hollywood (50), Valentines Day (34), Adventures in Paradise (91), Brackens World (41), Bus Stop (25), Daniel Boone (165), Dinah (52 weeks, 60 & 90 minute versions). Five Fingers (16), Follow The Sun (30), Fortunes Of Nigel (5), Hong Kong (26), Husband, Wives & Loveram (13), Jack The Ripper (6), Jame World At 1516 (22), Journey to the Unknown (17), Judd for the Defense (50), Lancer (51), Land of the Giants (51), Long Hot Summer (26), Lost In Space (83), Monroe (26), The Olympians (17), The Pathfinder (5), Starlost (16), Time Tunnel (30), 12 O’Clock High (78), Voyage to the Bottom of the Sea (110), Young Danl’ Boone (8). Life Goes to the Movies, W.E.B, Life Goes to War, Richard Rodgers; The Sound of His Music, Olympic Dollars. Personnel: Sy Saikowitz, Russ Barry, Richard Harper, William Saunders, Elie Wahba, Ray Lewis, Jerold Ross.

United Artists International Majestic 729 7th Avenue, New York 10019


UPA Productions

Carton 4440 Lakeside Drive, Burbank, Calif. 91505 Personnel: Henry Saperstein, Millard Segal.

Viacom Enterprises


Warner Bros. Television Distribution

Majestic 4000 Warner Boulevard, Burbank, Calif. 91522


Worldvision Enterprises A-103 660 Madison Avenue, New York 10021

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played. A ▲ indicates an upward movement of five or more chart positions between this week and last.
Media

Derk Zimmerman, program manager, KBHK-TV San Francisco, named general manager, WFLD-TV Chicago. Both stations are owned by Field Communications.

Clifford E. Ford, director of sales, WKYC-TV Cleveland, appointed station manager.


Jim Putney, sales manager, KEZI-TV Eugene, Ore., named general manager.


Phil Burgess, sales manager for Manchester, Conn., fuel oil firm, named general manager, WMBL(AM) West Hartford, Conn.

Tom Kenney, program manager, KHOU(AM) Houston, named to newly created position of director of broadcast operations.

John W. Fogler, director of graphics department, KCRA-TV Sacramento, Calif., named director of graphics and design, WCCO-TV Minneapolis-St. Paul.

Tim Roessler, promotion-continuity assistant, KMEG(TV) Sioux City, Iowa, appointed promotion manager.

Ken Danielson, audit manager of certified public accounting firm, Coopers & Lybrand, Miami, joins Storer Broadcasting there as director of accounting.

Robert C. Crowell and Felix W. Oziebalski, assistant treasurers for public accounting firm of Ernst & Ernst, Providence, R.I., join Outlet Co. there as treasurer and controller, respectively.

Barry Smith, audience promotion manager, KYW-TV Philadelphia, named director of advertising and promotion, KMGH-TV Denver.

Randy Kelser, director, WGN-AM New Orleans, named director of promotion/advertising.

Cory Kennedy, from Bloomington, Ind., school system, named promotion manager for WNDU-TV South Bend, Ind.

Tom Raidon, general sales manager, KAAAT-AM-FM Oklahoma City, named general manager.

Broadcast Advertising

Stanley Winston, executive creative director, Ogilvy & Mather’s direct response, New York, elected senior VP.

Wayne Fickinger, executive VP, J. Walter Thompson, Chicago, named chairman of company’s operations committee, New York.

Paul J. Paulson, senior VP-managing director and member of board of directors of Compton Advertising, New York, joins Doyle Dane Bernbach there as executive VP for client services.

C. Anthony Wainwright, president, Wainwright, Smyth & Wright, Chicago, joins Marschalk Co., New York, as executive VP.

Sean Kevin Fitzpatrick, creative director, Columbia Pictures, Los Angeles, joins Dancer-Fitzgerald-Sample, Torrance, Calif., as VP and creative director.


Charles Hitchins, manager of Blair Television’s Chicago ABC sales unit, named VP.

Joseph M. Friedman, manager of San Francisco office of Avery-Knodel Television, appointed VP, Pacific Coast manager.

Gerald Hackett, administrator of audience promotion, WNBC-TV New York, named manager of advertising and promotion administration.

Al Cohen, presentation writer, ABC-TV New York, appointed manager, sports sales promotion.

Ernie Kovacs, retail sales manager, KFRC(AM) San Francisco, joins XETRA(AM) Tijuana, Mexico (San Diego), as general sales manager.

Bozell & Jacobs, New York, names five VP’s from its New York media department: Bob Berg, Harry B. Glass and Roy D. Minster, all associate media directors; Ronald F. Thomas, media research director, and John J. Gudeanis, director of local broadcast.

Philip N. Baker, associate research director, D’Arcy-MacManus & Masius, St. Louis, appointed director of research.

Paul L. Klibban, VP of John F. Murray division, American Home Products Corp., New York, joins DKG Advertising there as VP and management supervisor. Tom Kostro, from Cohen, Pasqualina, Timberman, New York, joins DKG as art director.

Named VP’s, Waring & LaRosa, New York: Susan Fehlinger, director of broadcast services; Irwin Levy, account supervisor, and Howard Title, creative supervisor.

Marc W. Morgan, Midwest sales manager, ABC Radio Spot Sales, Chicago, named sales manager of ABC-owned WPLF(AM) New York.

Mark M. Freedman, account executive, WWDC-FM Washington, named local sales manager, WWDC-AM-FM.


Larry Wheeler, VP-program director, Sears-Roebuck Foundation, Chicago, joins Tracy-Locke Advertising, Dallas, as public relations account supervisor.

Rich Hughes, associate creative director, Welvin Advertising, Atlanta, elected VP. Mark F. Semmelmayer, assistant account executive, Hart-Conway Advertising, Rochester, N.Y., joins Welvin as account executive. Lydia C. Jones, controller, Interlude International Travel of Boston joins Welvin in same capacity.

Rotha Maddox, account executive, CBS-TV national sales, New York, named sales manager of Detroit office.

George Lange, Robin Sporling and Mary Struble, media, planning trainees, J. Walter Moving on. As part of a series of management changes at Peters Griffin Woodward Inc., New York, William Walters, who has been board chairman, relinquishes an active management role with the firm at age 55 and becomes vice chairman, serving in a management consulting capacity. In the change-over; James R. Sefert, president and chief executive officer, takes the title of chairman and Charles R. Kinney, who has been executive VP and chief operating officer, has been named president. Lawrence R. Lolleto, executive VP-finance, has been appointed executive VP with expanded corporate responsibilities. Dennis Gillespie, who has been senior VP-resources, has been named executive VP with additional duties in sales planning.
ADVERTISING AGE ANNOUNCES
“RADIO TODAY.”
A SPECIAL PULL-OUT SECTION MAY 29, CLOSING MAY 15.

What's going on in radio these days?
What's that new rating system all about? Which programming trends are reshaping the business? Who's doing the best commercials? What should every first-time advertiser know?

More than 70,000 Ad Age subscribers will find out when they open their May 29 issue.

Because our special insert, Radio Today will tell them. It's being written by a special staff of radio experts—and is designed to be pulled out and saved for easy referral every time a question about radio comes up.

That's why if you're in radio, you belong in this insert. It's your single best way to reach radio-conscious decision makers at every level.

Tell them about your radio station, your market, your creative talent, your syndicated series, your great reping ability—tell them where you figure into radio today.

At a cost of as little as $250 for a 5-inch ad, it's very affordable. Just like radio itself.

So don't be left out. For all the information and an early space reservation—use the coupon today.

Or save time by calling.

New York (212) 986-5050,
Chicago (312) 649-5305,
Los Angeles (213) 651-3710.

Advance praise from Miles David, President, Radio Advertising Bureau:

"With increasing advertiser and agency interest in radio, we're pleased to see Advertising Age expand its coverage of radio with your planned special radio section. We at Radio Advertising Bureau have been happy to help provide information on radio. We want to make sure that as many informational tools as possible are made available to agencies and their clients. We're very enthusiastic about increased Advertising Age coverage of radio, as we are about all of the many forms of increasing business media attention radio is now receiving."

Dane Hahn
Advertising Age "Radio Today"
708 Third Avenue
New York, N.Y. 10017

I'm interested in being a part of Radio Today the special pull-out section of Advertising Age publishing May 29. Please rush me all the information.

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If you're not in it, you're out of it.

Programing
Roger R. Smith, director of investor relations, Warner Communications, New York, named VP. Peter Grad, director of program development, Paramount Television, named director, West Coast development, Time-Life Television, Los Angeles. Appointment marks first step toward establishing Los Angeles production office by June 1 (and renting facilities at Studio City). David Susskind, senior executive producer, along with rest of Time-Life staff will remain in New York.

Irwin Moss, chief, New York business affairs department, ICM (talent and literary agency which is division of Marvin Josephson Associates), named executive VP national business affairs, Los Angeles.

Walter J. Wood, director of New York City's Office for Motion Pictures and Television, joins International Distribution and Production, New York, as president.

Terry P. Hourigan, director of broadcast services, Cosmos Broadcasting Corp., and general manager, WISAM both Columbia, S.C., joins Mutual Broadcasting System, Arlington, Va., as director of programming.

Leonard J. Grossi, manager, Metro TV Sales, New York, joins Paramount Television, New York, as director of operations.

Jo Anne Wallace, general manager, noncommercial KPFA(FM) Berkeley, Calif., joins noncommercial WCBN(FM) Boston, as program director.


Gail Flannigan, affiliate field producer, WBB- TV Boston, joins WJLA-TV Washington as associate producer.


Martin Garcia, director, program cost analysis, CBS-TV, New York, appointed to newly created position of controller, CBS/Entertainment. Robert J. Shehan, assistant controller, financial planning and analysis, CBS News, New York, named to new position of assistant controller with CBS/Entertainment.

Gerald L. Dhesse, executive in charge of production, Bill Burrd Productions, Los Angeles, named VP and assistant to president.

Kenneth Badish, assistant media director, Benton & Bowles, New York, joins Home Box Office there as manager of film acquisition.

Jim Kirby, general manager, Media Music, Los Angeles, and Bobby Magic, VP-program marketing, Media Music, join O'Connor Creative Services, Hollywood, as Western and Eastern regional VP's-sales.


Tom Zarecki, disk jockey, WRK(FM) Brookfield, Conn., named program director.

Himan Brown, producer-director of CBS Radio Mystery Theater, awarded distinguished service award in communications by Brigham Young University, Provo, Utah.

Broadcast Journal

Named anchors at KYW-TV Philadelphia: Jane Crawford, general assignment reporter; Beverly Williams, weekend anchor, and Jim Hickey, general assignment reporter. In addition, Jeelu Billimoria, associate producer of public affairs program, named producer. She is succeeded by Elsie Linney-Pocock, associate producer in public affairs unit. Joining station as field producer is Tim Hawthorne from WCCO-TV Minneapolis-St. Paul.

Jack L. Margrafs, from WCAU(TV) in Philadelphia, named editorial director, WFSF-TV Montgomery, Ala.

Phyllis Furst, traffic manager, WCAU-AM-FM Philadelphia, named manager, broadcast operations.

Jan Harrison, weekend anchor, KGT(AM) San Diego, joins KIRO-TV Seattle as anchor.

Jackie Brockington, general assignment reporter-weekend anchor, WLUK-TV Green Bay, Wis., joins KGT(AM) San Diego as weekend weather report.


Tom Taube, sports editor, WKOZ-AM-TV Kalamazoo, Mich., named sports director.


Equipment & Engineering
Leonard Wolff of Bosch-Ferns, Houston, named to head new Houston facility of Ikegami Electronics. Irwin Wald, VP-sales manager, Glen Industrial Communications, Washington, named sales manager for Ikegami, New York.

John C. O'Donnell, associate director, operations planning, CBS-TV, New York, appointed director, technical services, New York production operations.

Fred Scoby, VP-engineering, Deluxe Laboratories, Hollywood, Calif., named presi-
In the summer of 1969, the Jefferson Pilot Broadcasting Corporation went out on a limb.

Instead of asking an established computer company to design a corporate general accounting system, they asked a number of us at Jefferson to do the job.

The venture was so successful, they decided to have us branch out by developing a distributive traffic service for the Jefferson Pilot stations. A service that would custom blend hardware and software to fit their exact needs at the time, as well as any future needs.

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Division? We didn’t even have a name. But we got one quick. And before we knew it, seven Post-Newsweek stations were Jefferson Data clients.

Up until now we hadn’t really told anybody about our product. But it was obviously time to start. We got in quite a few doors.

And we sold quite a few systems. Thirty-five in three years. But the startling fact was that forty percent of our clients had tried another computer service before switching to one of our custom blended systems.

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And wind up doing business with a good bunch.

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Experienced you can depend on from broadcasters you trust.
New staff changes at Arbitron, New York: Michael B. Levine, account executive of Eastern radio sales, named manager. Arbitron radio, mid-Atlantic states region; Richard A. Greenhut, account executive, WBSM (FM) Cleveland, succeeds Mr. Levine. Henry Laura, sales service representative, named account executive, Arbitron Eastern advertiser/agency sales. Deborah Elefante, sales secretary, named Eastern sales/service representative for Arbitron radio station sales department.

Robert J. Womack, commercial coordinator, traffic, WNEW-TV New York, joins Arbitron as Eastern sales service representative for television station sales department.

Bill E. Brock, president of Columbia School of Broadcasting, Hollywood, named chairman of board of Broadcast Training Inc., which operates school.

Tom Boone, Midwestern manager, Community Club Awards for past three years and before that manager of KSLX (AM-KWMX) Pine- sbit, Kan., is candidate for Democratic nomination to U.S. House of Representatives in primaries to be held Aug. 1. Mr. Boone, 28, is one of five competing for seat now held by Joe Skubitz (R-Kan.) who is retiring at end of this term.

Deaths

Long John Nebel, 66, who conducted all-night radio talk shows in New York for more than 20 years, died there April 10 of cancer. At his death, Mr. Nebel was co-host, with his wife, Candy Jones, of midnight to 3:00 a.m. program on WOR (AM) New York. Starting in 1956, Mr. Nebel initially was on WOR (AM) New York, joined WNBC (AM) in 1966 and then went to WMCA in 1972. He is survived by his wife and daughter, Jaqueline, by his first marriage.

Ford C. Frick, 83, commissioner of baseball from 1951 through 1965, died April 8 at Lawrence hospital, Bronxville, N.Y., after a long illness. Mr. Frick, sports announcer and writer earlier in his career, is credited with major role in establishment of lucrative broadcast rights contracts with networks when he served as commissioner of baseball. He is survived by his wife, Eleanor, and one son.

Honored. NBC President and Chief Executive Officer Herbert S. Schlosser (center) was presented with the Gold Brotherhood award by the National Conference of Christians and Jews at a dinner in New York. Award was given by David A. Werblin, president of Madison Square Garden Corp. (1) "for his contributions to the cause of brotherhood; also on hand was NBC Chairman Julian Goodman. In accepting the award, Mr. Schlosser said that TV can be a potent force in overcoming intolerance by "engaging large audiences with programs of higher quality and value" that can touch the human spirit.

As compiled by BROADCASTING for the period April 3 through April 7 and based on filings, petitions and other actions announced by the FCC. Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D-day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. kwh—kilowatt. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—pressurization service authority. ST—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. "non—non-commercial.

New stations

AM Start

KAGC Sherman, Tex.—Authorized program, operating authority on 1510 kHz, 250 w-D. Jan. 11, 1978.

FM starts

KAYN Nogales, Ariz.—Authorized program, operating authority on 98.3 mhz, 215 w. March 22, 1978.
operating cost $60,500. Legal counsel Cohn & Marks, Washington; chief engineer John W. Rallie. Applicant is state university, William G. Mitchell is general manager.

*Jacksonville, Fla.—Christian Television of Jacksonville Inc. seeks ch. 47 (668-647 mhz); ERP 1,653 kw; antenna height above ground 852 ft. P.O. address: 3350 Phillips Highway, Jacksonville 32207. Estimated construction cost $964,847; first-year operating cost $214,000; anticipated copies $1,200,000. Legal counsel James A. Gammon, Washington; consulting engineer Serge Bergon. Applicant is nonprofit religious organization. Thomas L. Spillane is president. He is director (no stock) of WTLV-TV Jacksonville but will resign if application is granted.

*Albany, Ga.—WGEM Inc. seeks ch. 31 (572-578 mhz); ERP 1,225 kw; antenna height above ground 978 ft. P.O. address: 606 North Jefferson Street, Box 777, Albany, Ga. 31201. Estimated construction cost $1,130,000; first-year operating cost $300,000; revenue $750,000. Legal counsel Grefey & Bernard, Washington; consulting engineer Alton L. Hatcher Jr. and George E. Murphy (50% each). They are Georgia real estate developers.

*Alexandria, La.—Louisiana Educational Television Authority seeks ch. 25 (536-542 mhz); ERP 2,690 kw; antenna height above ground 100.5 ft. P.O. address: 626 N. Fourth Street, Baton Rouge 70804. Estimated construction cost $2,219,227; first-year operating cost $235,000. Consulting engineer Jules Cohen & Associates. Applicant is state agency. A. Fred Frey is executive director.

*Flint, Mich.—Regents of the University of Michigan seeks ch. 23 (554-560 mhz); ERP 1,389 kw; antenna height above ground 863 ft. P.O. address: Administration Building, University of Michigan, Ann Arbor. Estimated construction cost $2,125,108; first-year operating cost $470,000; revenue not given. Principal is governing board of public educational institution.

*Pembina, N.D.—North American Communication Corp. seeks ch. 12 (204-210 mhz); ERP 316 kw; antenna height above ground 853 ft. P.O. address: 400 West Main Avenue, Baudette, Fargo, ND 58102. Estimated construction cost $420,000; first-year operating cost $82,000; revenue $117,000. Legal counsel Fisher Wayland Southway & Cooper, Washington. Principals: North Dakota Broadcasting Co. (100%), which in turn, is principally owned by Community Development Corp., Fargo (71%), and its president John W. Boles (6.9%). Applicant also owns KXJB-TV Valley City, N.D.

*Tulsa, Okla.—Oklahoma City Broadcasting Inc. seeks ch. 29 (560-566 mhz); ERP 2,838 kw; antenna height above ground 1,491 ft. P.O. address: 299 Diana Court, Conshohocken, Pa. 19428. Estimated construction cost $1,424,000; first-year operating cost $881,044; revenue $1,310,000. Legal counsel Stein, Halpert & Miller, Washington; consulting engineer John Fergie. Principals: Jack Fergie, Robert Fergie, and Ina Lou Marquis (4%). Mr. Milligan is Oklahoma City real estate broker and developer. Group is also applicant for new TV at Oklahoma City.

*Portland, Ore.—Channel 24 Channel 24 Television Inc. seeks ch. 24 (530-536 mhz); ERP 1,000 kw; antenna height above ground 361 ft. P.O. address: 3000 Market Street, Box 7502, Salem, OR 97308. Construction cost $300,000; first-year operating cost $500; first-year operating cost $623,100; revenue not given. Legal counsel Farrand, Malti, Spillane & Cooper, San Anselmo, Calif. Engineer: Robert McClellan. Applicant is nonprofit religious organization. Gary Randall is president.

*Cookville, Tenn.—WCPT-TV Inc. seeks ch. 28 (554-560 mhz); ERP 1,102 kw; antenna height above ground 138 ft. P.O. address: 608 West Main Street, Cookeville, TN 38501. WCPT-TV Cookeville, a part of Trinity Broadcasting Network, Santa Ana, Calif., is nonprofit religious organization that owns KXAL-TV Fortana, Calif., and KAZJ-FM Phoenix. Applicant is nonprofit religious organization. Robert McDaniel is president. He is director (no stock) of WTLV-TV Cookeville but will resign if application is granted.

*Waco, Tex.—Blake-Potash Corp. seeks ch. 15 (536-542 mhz); ERP 5000 kw; antenna height above ground 1814 ft. P.O. address: c/o Robert Sheehey, 1200 American Amicable Building, Waco, Tex. Estimated construction cost $3,933,000; first-year operating cost $656,400; revenue $836,200. principals: Blake Byrne and Warren Potash, each 27.5%. Mr. Byrne is general manager of KXAS-TV Fort Worth, Tex. and president of its licensee. Mr. Potash is vice president and general manager of the Circle City Network, a partner of WBAP AM/FM KCSC (FM) Fort Worth. None has broadcast ownership.

*Richmond, Va.—Christian Broadcasting Network Inc. seeks ch. 15 (596-602 mhz); ERP 2,143 kw; antenna height above ground 630 ft. P.O. address: Pembroke Four, Virginia Beach, VA 23463. Estimated construction cost $1,235,000; first-year operating cost $557,000; revenue $890,000. Legal counsel Fisher, Wayland, Southway & Cooper, Washington; consulting engineer Edward F. Lorenz & Associates (71%); Mr. Palmer is president. Stein, Halpert & Miller is consultant of nonprofit religious organization. See BROADCASTING, March 6, for CBN's holdings.

*Richmond, Va.—Neighborhood Communications Corp. seeks ch. 15 (596-602 mhz); ERP 1,589 kw; antenna height above ground 635.9 ft. P.O. address: Box 31, Richmond 23207. Estimated construction cost $338,000; first-year operating cost $458,050; revenue $500,000. Legal counsel Fly, Shneur, Brabe, Ougui, Boros & Schuldin, Los Angeles. Holder: Searcy, Moffet & KoSwalski. NCC is wholly owned by Neighborhood Theatre Inc., Richmond, VTI is owned by five local individuals. Former acre, Mr. Turner owns largest interest (47%). NTV is state-wide motion picture theater chain.

AM applications

* Homer, Alaska—Katchemak Bay Broadcasters Inc. seeks 1250 kHz, SW-US. P.O. address: Box 1076, Homer, Alaska 99603. Estimated construction cost $69,774; first-year operating cost $129,600; revenue not given. Format: community informational variety. Principals: non-profit, Alaska corporation organized to serve public.

* Glove, Ariz.—James Mace seeks 1240 kHz, 25 kW. P.O. address: Box 902 Glove, Ariz. 85501. First-year operating cost $28,000; revenue $36,000. Format: country/variety. Principals: Mr. Mace is licensee of KBWJ (AM) Globe until it was sold in 1975 (now KPR(J) (AM). It is those technical facilities he wishes to reactivate through this same application.

* Build Knob, Ark.—Edgar Thompson seeks 710 kHz, 250-w. P.O. address: 914 James Street, Searcy, Ark. 72143. Estimated construction cost $79,796; first-year operating cost $76,572.93; revenue $100,000. Format:

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By Donald N. Mann

How to become the high-performance salesman before they meet the prospect. Here's a rapid-fire reference that tells you how to prepare, plan and close the sale with that extra showmanship tip required to literally make the sale. Mann is manager of special projects and senior account executive of WBBM in Chicago. (Enclosed is check for $2 for copies of How to Become Your Company's Top Salesman Through Showmanship at $3.50 each plus $2.50 shipping & handling for 1 copy, $1.75 each additional copy. A return coupon will be held for 15 days if not satisfied for full credit or refund. (Purchase orders accepted from Illinois residents only.)

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**FM applications**


- "**Batesville, Ark.**—Baptist Communications Inc. seeks 93.1 mhz, 100 kw, HAAT 560 ft. P.O. address: Box 2441 Batesville, Ark. 72501. Estimated construction cost $63,644.28; first-year operating cost $69,665; revenue $96,000. Format: talk/religion.


- "**Little Rock, Ark.**—University of Arkansas seeks 88.3 mhz, 100 kw, HAAT 222.5 ft. P.O. address: Fayetteville, Ark. 72701. Estimated construction cost $95,999; first-year operating cost $85,000. Format: educational. Applicant is state university. David M. Guerra is chairman board of regents.

- "**Palm Springs, Calif.**—RTC Broadcasting Corp. seeks 106.1 mhz, 50 kw, HAAT 326 ft. P.O. address: Box 480032, Los Angeles 90048. Estimated construction cost $82,057.40; first-year operating cost $84,160. Format: country/jazz/show tunes. Principal: Rose Thaddeus Casalan (100%).

- "**Sonora, Calif.**—Sonora Union High School Board of Trustees seeks 91.5 mhz, 01 kw. P.O. address: 430 North Washington Street, Sonora, Calif. 95370. Estimated construction cost $91,500; first-year operating cost $7,269; revenue not given. Format: informational. Principal: California board of education governed by board of trustees.

- "**Viceroville, Calif.**—Kenneth B. Orchard seeks 103.1 mhz, 3 kw, HAAT 23 ft. P.O. address: 101 Genesta Ave., Northridge, Calif. 91325. Estimated construction cost $4,300; first-year operating cost $4,980, revenue not given.

- "**W summarily, B. Orchard seeks 97.2 mhz, 3 kw, HAAT 124 ft. P.O. address: 5011 Coos Bay Way, San Antonio, Calif. 92111. Estimated construction cost $121,300; first-year operating cost $151,750; revenue $50,000. Format: MOR/country/rock/showstunes. Principals: Francis W. Carr and Duane Cornett, each 50%.

- "**Stamford, Conn.—Radio Stamford Inc. seeks 96.7 mhz, 3 kw. P.O. address: South Farms, Cummings Point Rd., Stamford, Conn. 06902. Estimated construction cost $72,729; first-year operating cost $30,000; revenue not given. Format: MOR/rock. Larry J. Hanks (25%) and seven others. Radio Stamford is also applicant for WTS-FM which is only broadcast interest of any of owners.

- "**Fort Myers Beach, Fla.—Stoner Broadcasting System Inc. seeks 91.9 mhz, 50 kw. P.O. address: 3900 N.E. Broadway, Des Moines, Iowa 50317. Estimated construction cost $160,200; first-year operating cost $120,000; revenue $160,000. Format: album Rock. Content license for public corporation which KSDO-AM-KGGGFM (Des Moines, NWBFM-WQFTFM) Binghamton, N.Y. and CF for new TV station in Des Moines, President, Glenn K. Bell, owns 21.4%.

- "**Donalsonville, Ga.—Don Butler Evangelistic Association seeks 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Route 1, Box 174, Donalsonville, Ga. Estimated construction cost $43,460; first-year operating cost $36,000; revenue $60,000. Format: inspirational/religious/talk. Principals: Don C. and Wanda Butler, Audrey M. Smith. Mr. Butler is Donalsonville professional evangelist. Mrs. Butler is interior decorations supplier and Mr. Smith is wiring installer. None has broadcast interests.

- "**Lihue, Kauai, Hawaii—Kauai Inc. seeks 92.7 mhz., 3 kw, HAAT 148 ft. P.O. address: Box 720 Lihue, Hawaii 96765. Estimated construction cost $20,636; first-year operating cost $7,800; revenue $18,000. Format: Country. Principals: John B. Short (37.5%), William G. Dahlke (37.5%), Stephen K. Bramham (15%) and David P. Habermann (10%).

- "**Rupert, Idaho—Inland Broadcast Co. seeks 92.1 mhz, 3 kw, HAAT 205 ft. P.O. address: 55 miles East of meridian on baseline, Rupert, Idaho 83350. Estimated construction cost $55,750.84; first-year operating cost $41,000. Format: news/talk.

- "**Champaign, Ill.—Prarie Air Inc. seeks 90.1 mhz, 211 kw, HAAT 390 ft. P.O. address: Box 3224, Station "A" Champaign 61820. Estimated construction cost $4,206; first-year operating cost $6,720; revenue not given. Format: informational. Principle: is nonprofit. Educational corporation incorporated to operate noncommercial broadcast stations in Illinois.

- "**Evansville, Ind.—Southwest Indiana Public TV Inc. seeks 88.3 mhz, 44.67 kw, HAAT 10.13 ft. P.O. address: 9201 Pegartenburg Road, Evansville, Ind. 47717. Estimated construction cost $281,400; first-year operating cost $175,800; revenue not given. Format: informational. Principal: is nonprofit corporation formed to operate TV station.

- "**Des Moines, Iowa—Center for Study and Application of Black Theology/Urban Community Broadcasting Co. seeks 89.3 mhz, 10 kw, HAAT 94 ft. P.O. address: 1016 Forest Ave., Des Moines, Iowa 50314. Estimated construction cost $13,100; first-year operating cost $7,200; revenue not given. Format: information. Principal: is nonprofit company formed to provide public service programming.

- "**Osage, Iowa—Osage Broadcasting seeks 92.7 mhz, 3 kw, HAAT 124 ft. P.O. address: 5011 Coos Bay Way, San Antonio, Calif. 92111. Estimated construction cost $121,300; first-year operating cost $151,750; revenue $50,000. Format: MOR/country/rock/showstunes. Principals: Francis W. Carr and Duane Cornett, each 50%.
T403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Elkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 x 11", illustrated. $12.95

T404. THE ANATOMY OF LOCAL-RADIO-TV COPY by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 144 pages. $5.95

T405. BROADCAST STATION OPERATING GUIDE by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secrets to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. $12.95

T406. THE BUSINESS OF RADIO BROADCASTING by Edd Ruff. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages. Illustrated $12.95

T417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING by Robert C. Silver. A practical, self-study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. $9.95

T418. HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack MacDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words on 1500 on-air promo themes adaptable to any format; and over 300 contest stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 x 11" bound. $29.95

T419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. Essentially a course in showmanship; this book teaches all the techniques needed to become a successful broadcast personality or disc jockey. 256 pages. Illustrated. $12.95

T420. HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production. From TV commercials to feature-length films. Jammed with facts covering every aspect of estimating costs. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing and processing fees, personnel—for creative, technical, and talent, scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, plus a host of miscellaneous expenses such as writer fees, animat effects requirements, and insurance. Also included are typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages. $12.95

T421. HOW TO SELL RADIO ADVERTISING by S. Willing. The right formula for successful advertising is the key to profits. Here is the secret of S. Willing—what it takes to attract and keep business. From the dialog between salesman and prospect, the reader learns the approaches and the clinches, how to use available sales tools to the best advantage and how to deal with competition. You'll learn the language of the broadcast market; how to convert a "No" to a "Yes." 320 pages. $12.95

T423. MANAGING TODAY'S RADIO STATION by Jack Hoots. Outlines principles evolved by the author during his 20 years as a broadcaster. 268 pages, illustrated. $12.95

T426. MODERN RADIO BROADCASTING: Management & Operation In Small To Medium Markets by R. H. Coddington. A comprehensive guide to successful practices of radio stations in small-to-medium-sized markets. 268 pages, illustrated. $12.95

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Nashua, N.H. — sunrise Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 2 Aubur Street, Nashua, N.H. 03060. Estimated construction cost $119,700; first-year operating cost $100,800; revenue $180,000. Format: Country/

Newark, N.J. — Rutgers University Board of Governors seeks 90.3 mhz, 4 kw, P.O. address: Rutgers University, New Brunswick, N.J. 08903. Estimated construction cost $5,120; first-year operating cost $1,000. Format: Informational variety. Principal is board of education of state college which is also licensee of WRSU(FM) New Brunswick, N.J.

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Northfield, Mass. — Elzie seeking construction permit 96.9 mhz, 1 kw, HAAT 60 ft. P.O. address: 4 W. Main St., Northfield, Mass. 01360. Estimated construction cost $15,000; first-year operating cost $6,000; revenue $10,000. Format: Pinkish country.

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Gage Malkan J. and kw) - Seeks transfer of control of Radio Johnstown from Robert W. Smith (662/3% before; none after) to Triple S Communications Inc. (33-1/3% before; 100% after). Consideration: $72,500 and used stock. Richard N. Seiler is buying out his partners interests. He owns 37.5% of the new corporation. James R. Goldsyr owns 25.83% and is a radio announces. Robert A. Cohen, a college professor, owns 20%. The remaining stock is held by four other individuals. Ann. April 5.

WIBM(FM) Xenia, Ohio (103.9 mhz, 1 kw) - H&K Broadcasters Inc. seeks assignment of license to Ohio Broadcast Associates for $179,000. Seller: Harold J. Wright owns 90% of H&K stock, his wife Elenore, 10%. The Wright's other broadcast holding is WLAX(KAM) also in Xenia. Buyer: Arnold and Audrey Malan jointly own 37.5% of stock. Their son Matthew owns 37.5%. Fred Gage and J. Andrew Booth each own 10%. L. B. Brown owns 5%. The Malans also hold the majority of stock in KEY(SAM) Corpus Christi, Tex. and WNOR-AM-FM Norfolk, Va. Mr. Gage is general manager. Attorney: Robert Booth, chief attorney. And Mr. Garraway program director of WNOR. Ann. April 5.

KGKL-AM-FM Miami, Okla. (901 khz, 1 kw-U) (100.9 mhz, 3 kw) - Miami Radio Inc. seeks assignment of license to Ottawa County Broadcasting Inc. for $252,000. Principal K. C. Jeffries is selling two stations for undisclosed reasons. Buyer: Jerry J. Smith and Deann D. Smith each own 50% of broadcasting corporation. They are also stockholders and president and vice-president respectively of KBT(FM) and KSCM(FM) both of which Jeffries also owns. Ann. April 5.

WALR-FM Union City, Tenn. FM: 104.9 mhz, 3 kw - Seeks transfer of control of Perkins Broadcasting Co. from Edgar R. Perkins (100% before; 30% after) to Reelfoot Broadcasting Inc. (100% after). Consideration: $304,500. Principals: Mr. Perkins is selling his interests for cash and 30% of the stock of the buyer so that he may devote more time to other pursuits. Other owners of Reelfoot are: William L. Pope (26%), Harold D. Butler (26%) and Verne A. Brooks (18%). Buyer: 50% of stock. WHDM(AM) McKenzie, Tenn., 50% stock in WBHT(AM) and WTBG-FM Brownsville, Tenn. Mr. Butler owns the other 50% of WHDN, WBHT and WTBG. Mr. Pope is the general manager of WBHT and WHDN. Seller is currently the most recently as general manager of WHDM. Ann. April 5.

KSKY(AM) Dallas (669 khz, 10 kw-D) - Sam G. Winstead and First National Bank, Dallas, co-executors, seeks assignment of license to Sky Broadcasting Corp. for $1,575,000. Seller: executors of estate of A. L. and Leonore H. Chilton, deceased. Buyer: 5% is owned by F. Andrew Bell the remaining 95% by Business Development Capital Co. of Connecticut, limited partnership of 22 individuals and firms. Ann. April 5.

Grants

WLRW(FM) Champaign, Ill. (94.5 mhz, 43 kw) - Broadcast Bureau granted assignment of license from Airways Inc. for $110,000. Seller is principally owned by Richard G. Glover, Robert Eisner Jr. and Raymond Livasy who are also officers and stockholders in licensee of WDUR(AM) Durham, N.C. Buyer: is 40% owned by Thomas W. Trent, 30% by William R. Gaston and 30% by William M. Goldstein. Messers. Gaston and Goldstein are law partners in Urbana, Ill. and businessmen there. Mr. Trent is manager of WLRW-FM which is buyer's only broadcast connection. Action March 31.

WLAN(AM) Chung (93.9 mhz, 6 kw) - Broadcast Bureau granted assignment of license from Sudbrink Broadcasting Inc. to Radio WLAK Inc. for $4,250,000. Seller: is principally owned by Robert W. Sudbrink and his wife Margaret. It also owns WLWF(FM) Miami, WFUN(AM) South Miami; WEZW(FM) Wauwatosa, Wis., and WPCH(FM)-WIN(AM) Atlanta, although applications to sell WEZW, WPLH, WIN and WLYF are pending with Commission. Buyer is a wholly-owned subsidiary of Storer Broadcasting Co., publicly-traded group owner. Action March 31.

KCYN(W) El Centro, Calif. (1380 khz, 5 kw-D) - Broadcast Bureau granted assignment of license from Kansas Broadcast Inc. to KCNW Inc. for $335,312. Seller: Starr Broadcasting Group Inc., 100% owner of licensee, also owns WYK(AM) Houston; WBOK(AM) New Orleans; KXLR(AM) North Little Rock; Ark; KUDL(AM) Kansas City, Kan.; KABL(AM) Oakland, Calif.; KLBR(AM) San Francisco; KREN(AM) Dallas; WWWV(FM) Detroit; WTVQ-TV Lexington, Ky; KITV-TV Honolulu and KHVO-TV Hilo, Hawai.


KHAP(AM) Aztec, N.M. (1340 khz, 1kw-D, 250 kw-U) - Broadcast Bureau granted transfer of control of San Juan Broadcasting from Louis C. Eirk (90% before; none after) to David J. Waits (100% after). Consideration: $102,500. Principals: Mr. Waits is vice president and general manager of KHAP. Neither party has other broadcast interests. Action March 31.

KOKN(AM) Pawhuska, Okla. (1500 khz, 5kw-U) - Broadcast Bureau granted assignment of license from Coleman Broadcasting Co. to Dawn Broadcasting Inc. for $125,180. Seller: Lewis Coleman, president and 100% owner of Coleman Broadcasting, is selling because of his and wife's failing health. Thomas Neill Jackson, president and 100% owner of Dawn Broadcasting, was program director and engineer of WARKAM(C) Canonsburg, Pa. Action April 3.

WXYI(AM) Athens Tenn. (1390 khz, 500 w-D) - Broadcast Bureau dismissed application for transfer of control of J's Broadcasting Co. Action March 31.

WSIM(FM) Red Bank, Tenn. (94.3 mhz, 3 kw) - Broadcast Bureau granted assignment of license from Roy Davis and largest stockholder. None of sellers has other broadcast interests. Buying group is principally composed of members of families of David L. Weaver Jr. and his cousin, by marriage, Carole Exter Weaver. Mr. Weaver is sales manager of station. None of 14 buyers has other broadcast ownership interests. Action March 31.

WLW(FM) Miami (101.5 mhz, 100kw) - Broadcast Bureau granted assignment of license from Sudbrink Broadcasting Inc. to Storer Broadcasting for $5,560,000, plus $540,000 consulting agreement. Seller: principally owned by Robert W. and Margareta S. Sudbrink and family. Sudbrink also owns two AM's and five other FM's. Buyer is publicly-traded group owner of five AM's, one FM and seven TV's. Action April 5.

Facilities changes

AM actions

KFIA Carmichael, Calif. - Broadcast Bureau granted mod. of CP to change ant. and TL, and type trans., conditions (BMP-14,541). Action March 23.

WNBH New Bedford, Mass. - Broadcast Bureau granted mod. of CP to change TL and make change in ant. system, conditions (BMP-14,500). Action March 30.


KZJP Amarillo, Tex. - Broadcast Bureau granted approval to CP of CP to make changes in ant. system, conditions (BMP-14,544). Action March 28.

WOYK Milwaukee - Broadcast Bureau granted mod. of CP to change ant. and TL (BMP-14,498). Action March 30.

FM actions

WWFS-FM Bay Minette, Ala. - Broadcast Bureau granted CP to install new trans., new circular polarized ant., change TPO, ERP: 2.3 kw (h&k) and antenna height 340 ft., conditions (BPH-10,867). Action March 23.

WHOO-FM Orlando, Fla. - Broadcast Bureau

Please send

Broadcasting

The newswEEKLY of broadcasting and allied arts

Name

Position

Company

Business Address

Home Address

City

State

Zip

Subscriber Service

☐ 3 years $90

☐ 2 years $65

☐ 1 year $36

(Canadian and other international subscriptions add $6 per year.

☐ 1978 Cable Sourcebook $200

(if payment with order, $150)

☐ 1978 Yearbook $37.50

(if payment with order, $32.50)

☐ Payment enclosed

☐ Bill me
granted CP to make changes in transmission line, ERP: 98 kw (h&v), ant. height 460 ft. (h&v), remote control permitted, conditions (BPH-10,936). Action March 10.

- WSOJ-FM Jesup, Ga.—Broadcast Bureau granted CP to make changes in transmission line, change ant.—TPO: ERP: 3 kw (h&v), ant. height 300 ft. (h&v) (BPH-10,943). Action March 23.


- WCYA-FM Hammond, Ind.—Broadcast Bureau granted CP to replace damaged transmission to main ant. and increase TPO, ERP: 30 kw (h&v) and ant. height 1,010 ft. (BPH-10,862). Action March 10.


- *WUPI Presque Isle, Me.—Broadcast Bureau accepted technical facilities at frequency 90.3 (ch. 21). Action March 20.


- WSN-FM Philadelphia—Broadcast Bureau granted mod. of permit to change trans., make changes in ant. system, ERP: 12.5 kw (h&v), ant. height 1,010 ft., conditions (BMPH-15,209). Action March 15.

- WSB-A-FM York, Pa.—Broadcast Bureau granted CP to install new trans., install new DA, make changes in ant. system, change TPO, ERP: (main max.) 12 kw (h&v), (aux. 7.79 kw (h&v), ant. height (main) 890 ft. (h&v), (aux.) 750 ft. (h&v), conditions (BPH-10,868). Action March 24.

- KIEL-FM Beaumont, Tex.—Broadcast Bureau granted PO, to delete, to change control, change TPO, ERP: 60 kw (h&v), ant. height 220 ft. (h&v) (BPH-10,863). Action March 23.

- KYX-FM Seatte—Broadcast Bureau granted CP to change TPO, ERP: 81 kw (h&v), ant. height 1,220 ft. (h&v) (BPH-10,935). Action March 23.

In context

Petitions to deny

- Wildwood, NJ—Atlantic City TV Corp. petitioned to deny license assignment of WCMC-TV. Ann. March 31.

Procedural rulings
- Mobile, Ala., Sound Broadcast Corp. (WLPR(FM)) and Mobile Broadcast Service Inc., FM proceeding; (BC Doc. 78-74-75) —AlJ James K. Cullen Jr. granted request by Broadcast Bureau and extended to April 14 time to respond to motion to enlarge issues. Action April 3.

- Gainesville, Fla., Gainesville Media et al., FM proceeding; (Docs. 206-22-4) —Chief, Office of Opinions and Review granted petition of Gainesville Media and extended time for filing opposition to applications for review until 40 days after Review Board has acted on petition for reconsideration. Action April 3.

- Miami, Bartell Broadcasting of Florida, Inc. (WMXJ(FM)), renewal proceeding; (Doc. 20826) —Chief, Office of Opinions and Review granted motion by Broadcast Bureau and extended to April 28 time to file replies to Bartell’s exceptions and supporting brief to initial decision released Jan. 18. Action March 31.


- Tupelo, Miss., Lee Broadcasting Corp. (WTUP), renewal proceeding; (Doc. 21430) —AlJ John H. Conlin suspended procedural dates and continued hearing from May 9 to Oct. 17 in Tupelo. Action March 31.


Review Board decisions
- San Diego, TV proceeding; (Doc. 20130) —Review Board dismissed pending pleadings. Action April 5.


FCC decisions
- Commission authorized AM, FM and TV broadcast stations to rebroadcast weather transmissions originated by National Weather Service on 162.400, 162.475 and 162.550 mhz freq. Commission put four conditions on the matter: (1) messages must be rebroadcast within 1 hour of receipt from National Weather Service; (2) if commercials are aired in connection with weather rebroadcast they must not convey an endorsement by Government of products of services advertised; (3) credit must be given to National Weather Service, and station may not rebroadcast transmissions of personal radio service stations. Action April 3.


- WLBTV-TV Jackson, Miss.—Commission authorized Communications Improvement Inc. interim operation in accordance with use of station’s net profits towards construction and operation of new independent non-commercial FM there. Action April 6.

- WDQG-TV Houston—Commission granted exception to its top-50 market policy and approved assignment of license of UHF station from Crest Broadcasting Co. to Metromedia Inc. Metromedia is licensee of six TV’s and was granted exception of FCC policy which prohibits common ownership in top-50 market of more than three, two of which may be VHF because Metromedia said in order to be competitive WDQG-TV’s technical facilities must be improved and new programing acquired. Action April 6.

Complaints
- Total of 3,347 broadcasting complaints was received from public in February, decrease of 345 from January. Other complaints and inquiries for February totaled 2,794, decrease of 107 from previous month. Commission sent 1,772 letters in response. Ann. March 31.

Fines
- WNUF(AM) Millvale, Pa.—Broadcast Bureau notified licensee of apparent liability for $500 for failure to make available inspection time required to monitor equipment at station on various dates. Action March 27.

- WHNE(AM) Portsmouth, Va.—Commission notified licensee of apparent liability for $5,000 for misleading public during “Mr. Treasure” Contest. Action April 5.

- WILS(AM) Beckley, W. Va.—Broadcast Bureau notified licensee of apparent liability of $250 for repeated failure to install at remote control point equipment to monitor and control site. Action April 6.


- Forks, Wash.—Broadcast Bureau assigned ch. 280A as community's first FM in response to petition by Ben E. and Marjorie C. Howard, licensees of KVAC (AM) there. Action March 31, becomes effective May 16.

Rulemaking

Petitions

- Jacksonville, Fla.—Raven Enterprises requests amendment of FM table of assignments to reassign ch. 288A from St. Augustine, Fla. to Callahan, Fla. Ann. April 11.


Actions
- Commission amended rules to clarify technical requirements for monitoring modulation levels of AM-FM radio by clarifying wording but imposed no additional burdens. Action March 28, becomes effective April 14.

- Commission announced it would hear panel of experts beginning May 10 on whether to reduce maximum UHF noise figure for television sets and if so, how far. Action May 4.

- In response to request by National Association of Broadcasters, Chief, Broadcast Bureau extended from April 7 to May 8 time for filing response to petition of Action for Children's Television for rulemaking looking toward elimination of sponsorship and commercial content in children's programming and establishment of weekly 14-hour quota of children's TV programs. Action March 24.

Summary of broadcasting

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*Special temporary authorization
**Includes off-air licenses
RADIO
HELP WANTED MANAGER
Need mature news oriented operations manager for growing regional AM/FM in Midwest agriculture area. Organizational and leadership qualities a must. Excellent modern facilities. City of license 15,000. Please send resume and references. Box D-151.


General Sales Manager or Regional Sales Manager background or ability. Medium-size Great Lakes area station experience or Midwest rep experience would be helpful. We have a great deal to offer someone who likes to sell radio and higher station. Excellent fringe and benefits. Please tell us about yourself: What you've done, where you've done it and when, how well you've done it, how you've been paid and how much and anything else you can think of. It looks like a $30,000/year for. Are you good enough? Box E-34.

General Manager wanted for AM and FM in Eastern Pennsylvania. Must be experienced and capable in all areas. Market is presently leading market in ratings and billings. Interesting salary and fringe benefits. Box E-40.

General Manager for WALM and WOLL-FM. Base pay plus share of profits and other good fringe benefits. Send resume to: 111 West Michigan Avenue, Marshall, MI 49068.

Instructor/Station Manager: North Texas State University seeks instructor for basic audio courses and manager for student-operated FM radio station. 9 month appointment beginning August 22, 1978. Masters degree. Contact: Jeanine Wilkins, Chairperson, Search Committee, Division of Radio/TV Film, North Texas State University, Denton, TX 76203.

General Manager Kodak Public Broadcasting Corporation, KMTJ-FM in Kodak, Alaska seeks General Manager. Five years practical experience in broadcasting, including two years of supervisorymanagerial responsibilities and two years experience in public broadcasting. B.A. in broadcasting, public communication or related field. Appropriate experience may be substituted for degree on a year-for-year basis. Working knowledge of FCC rules and regulations and federal grants applications required. Salary DOE. Send resume to KMKT, Box 484, Kodak, AK 99615. An Equal Opportunity Employer.

HELP WANTED SALES
Salesperson Wanted—Located in beautiful Rockiet. Contact Jim Williams, KCAP AM & FM, P.O. Box 1165, Helena, MT. 406-442-4490.

Mature, self-starter, aggressive salesperson with good track record for growing medium market. Good opportunity for person who can produce sales. Excellent fringe benefits. Resume to PO. Box 3245, Burlington, NC 27215.

Northeast medium market: High-power FM rocker and community-oriented adult contemporary AM looking for bright, knowledgeable, enthusiastic sales person who wants to grow. Top associated combination is growing so fast we need a real pro to maximize our sales effort. All replies in confidence. EOE. Box D-52.

Are you currently satisfied? Are you qualified to do a top-rated 2 hour morning show and handle sales manager job? We can make you an attractive offer! Small, Western Piedmont NC market. Send resume to Box D-86.

Broadcast school salesperson wanted for radio station in Worcester, MA. Will train. Must be hard-working, creative and willing to earn and learn. Box E-10.

Sales Manager. Must be self-starter, proven track record, take over established account list. Will consider strong salesperson ready to move up. Fringe benefits. Send complete resume, account list history, current earnings to General Manager, WITY, Box 142, Danville, IL 61832. Equal Opportunity Employer.

Southern Georgia Country operation has immediate opening for sales person with experience. Position requires successful salesperson with experience for combination position. Active list waiting for the right person. Send tape and resume to WEJM, Box 368, Valdosta, GA 31601.

Sales manager for biggest billing Small Market station in the Carolinas. Must be professional, RAB, top profit sharing, advancement opportunities with growing group, EOE. Box E-12.

Exceptional opportunity to earn. Professional radio sales person for unique Middle Market Connecticut Radio Station. Box E-47.


Retail Sales Supervisor: Excellent growth opportunity for a selling pro. Complete compensation package plus fringe. For consideration, strict confidence, forward resume with specifics to WJOI-FM, 1715 Grandview Ave., Pittsburgh, PA 15211.

HELP WANTED ANANNOUNCERS
Experienced Promotion Supervisor-Announcer for Iowa Contemporary. Box D-1.


Top rated modern country station in Capital City has opening for a real pro, for a full time DJ. Shift. If you are ready to move up, call RD. or G M. 217-528-3033 E.O.E.

Automated, Beautiful Music station has opening for experienced Announcers with good voice and production skills. Resume and audition tape needed. Box 12247, Jackson, MS 39211.

Morning person to wake up the new 3-5 years experience preferred. Duties include news and some production. Send air check and resume to: Station Manager, WOLC, Princess Anne. MD 21653.

I Sure Would Like to know where all the experienced Contemporary Communicators are. Needed immediately—AM Communicator from 6-9 with top production. All E.O.E. Tapes and resumes to Doug Shockett, Electromagnetic Corp. 221 Washington Street, Claremont, N.H. 03743.

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 Uhrineher, PO. Box 310, Antigo, WI 54409.

PA. Drive air personality for Contemporary M.O. Experience and good production a must. Salary commensurate with ability. Send air-check, production samples and resume to: Jeff Topp, WBNR, Box 511, Beacon, NY 12508. E.O.E.


Top small market station in Midwest seeks experienced announcer for information-minded radio. News and sports background helpful. Box E-45.

Midwest Modern Country, wants to give break to Small Market student ready to move up. If your production and air work is good let’s talk. Send tape and resume to Box E-51.

KLOK Radio, San Jose is looking for a permanent part-time jock to work the daily 10 to midnight shift with card readers. Male or female send tapes and resumes to Bill Weaver; PO Box 21248, San Jose, CA 95115. KLOK is an Equal Opportunity Employer.

Modern Country Station seeks experienced announcer. Immediate opening salary above average. Delightful place to live by lake area in warm climate, exceptional schools, excellent medical plans, send resume indicating starting salary requirement and tape. Jeffrey Miller care WKUL, PO Drawer 968, Calumet, MI 49805. Equal Opportunity Employer.

Announcer, MOR Format. Sales position also available. Sales training provided. Send tape & resume WLRB. Box 254, Rehoboth Beach, DE 19971. EOE.

Experienced Announcer with FCC First Class License. Duties include on the air announcing shift, announcing styles suitable to MOR format, including producing news, commercials, production and recording; and assisting Chief Engineer in technical maintenance. Send tape and resume to WQBR Radio, PO Box 207, Goldsboro, NC 27530. An Equal Opportunity Employer.

Afternoon Announcer needed for Country Format. Some experience necessary. Send resume and non-removable tape to Operations Manager, WFIG Box 38, Sumter, SC 29150. No phone calls. E.O.E.

We’re looking for a strong personality pro for mid-days who wants to work for a top rated station in a market that has all of the advantages of a big city with none of the problems. Immediate opening. Send tape and resume to: John Zucker, WGEI, 115 South Jefferson, Green Bay, WI 54301.

Personality Jocks...Midwest Medium Market. Must have previous news, PBP experience. EOE. Professional, unique and personable, we seek our next talent. Send resume to: Station Manager, WOLC, Princess Anne. MD 21653.

Country Disc Jockey—Music Director with production capabilities. Some news, 3rd Endorsed. Send resume and tape to: KNZA Box 104, Hiawatha, KS 66434.

Unique Air Personalities wanted. Buddy Holiday formatly of KLIF, WIOG and KULF is back in Houston programming the newest and most exciting music formats: Contemporary religious music. Highest quality. Great variety Thoroughly exciting. Unique career opportunity. Send tape and resumes to Buddy Holiday. KFMK-FM, 1900 Medical Towers, S. Main & Dryden, Houston, TX 77030.

Where has all the Talent gone? Need Air Personality/Music Director now, for Top Rated Modern Country. 303-542-5572 Doug Wilson.

Radio Stations KBCL AM, Shreveport, Louisiana needs announcer for mid-day shift. Must be tops in production. Experience with two (2) tracks helpful. Send recent air check and resume in production work to: KBCL, 227-1220 Shreveport, LA 71101 (505 Lane Building).
HELP WANTED ANNONCERS CONTINUED

WLKW, Providence, one of nation’s leading Beautiful Music stations, seeks tapes and resumes from experienced announcers for possible future openings. Must have moderate to heavy voice with friendly one-to-one delivery. Send to R. T. Rizzi, Program Manager, WLKW, 1185 North Main, Providence, RI 02904. No phone calls.

Florida West Coast. Contemporary Format air personality. Must also be fast and creative production pro; this is major requirement. $350 week. 3rd with Broadcast Endorsement required. Send resume and tape to Box 216, Fort Myers, FL 33902. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

If you are a technical crackjack who would like to spend his time in a pleasant well-equipped lab, 35 miles west of Phila., capable of doing challenging things for a 5000-watt full-time AM station and a 100-mile (soon to become 250) sophisticated CATV system (microphone to Bob Seltzer at 215-384-2100 or write to WCOJ/Cable TV of Chester County PO. Box 231, Coatesville, PA 19320. E.O.E.

Engineer Wanted for 2 stick day-timer in the Midwest. Complete maintenance background, all FCC regulations plus full profit sharing. Send complete resume to: Box D-121.

Chief Engineer who understands both AM and FM. Mid West Combo needs experienced pro with ears. Good equipment and facility. Chance for advancement with growing, ambitious group. Immediate opening. Resume to: Perry St. John, VP GM, KSO, KGKO, 3900 N.E. Broadway, Des Moines, IA 50317.

Chief Engineer for Midwestern FM University station. College Degree required with experience in FCC regulations. Will maintain and repair broadcast equipment. Teach course in basic electronics. EOE. Send resume to Box E-19.


Engineer needed for AM/FM, separate IGM automation systems. Salary negotiable. Call Station Manager, WRSW, Warsaw, IN 219-267-3111.

HELP WANTED NEWS

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 ethics, doing what’s right, and getting the facts right. Growth with us. Please send resume, tape and references to WILO AM/FM, Frankfort, IN.

Mid Atlantic Regional with strong news commitment needed experienced professional. Must have talk show experience, proven ability and there’s room to grow. An Equal Opportunity Employer. Forward com- plete resume to Box E-4.

Broadcast school newspaper wanted for radio sta- tion in Worcester, MA Must have knowledge of radio newsmen's duties. Please send resume to Box E-11.

Newsperson. Immediate opportunity for a digger with polished delivery. Excellent working conditions and salary, news oriented. Send tape and resume to Red Prichard, News Director, KLJN, Box 30181, Lin- coln, NE 68503.

News oriented station in size 32 Market looking for a young aggressive newsperson. Must have strong delivery ability to write and report, and be innovative. Send tape and resume to: WJR, PO. Box 1100, Nashville, TN 37203.

Southern East Coast Adult/Contemporary looking for powerful News Director. Top salary benefits, and future with excellent company plus sunshine the year round. Tape must include to: 623 Oaks Hollow Road, Jacksonville, FL 32211.

News/Sports Position open at one of America’s most professional small market stations, and one of the finest plants anywhere. Enjoy great East Texas family lifestyle in proud, vibrant community. Above average pay and benefits. Excellent advancement op- portunity on stable, congenial staff. Equal Opportunity Employer. Send tape, writing samples, including sam- ple news interview, resume and references. KEBE/ KOKI, Radio Box 1648, Jacksonville, FL 32256.

Expanding news staff. Opportunity for newspaperman with at least one year experience to join active news department in prime location in the South. Send tape and resume to: Tim Tyson, News Director, WBHP Radio, Box 547, Huntsville, AL 35804.

Adding another morning anchor. Looking for an in- dividual with drive and ambition who is seeking a position in a Contemporary-Beautiful Music client stations. Also considering ap- plications from those with successful experience in programming/management & voice. Please write Nikki Colvin, 11415 Dante Ave., Independence. Chicago, IL 60076.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Program Director For Adult-MOR Community- Oriented group station in Sunbelt. Good pay plus profit sharing. EOE. Box E-13.

Major Programming Syndicator looking for expe- rienced operations and/or production persons to assume those positions at its Contemporary-Beautiful Music clients. Also considering ap- plications from those with successful experience in programming/management. Send tape, writing samples, including music and have the technical ability to master tapes. Confidentially assured. Send resumes to: Box E-38.

Wanted: Program Director for small market, for new FM station in Western Oklahoma. MOR-CW format, heavy emphasis on agriculture. Quintron Jenkins or Peggy Bryan, 405-323-1953.

SITUATIONS WANTED MANAGEMENT

Station Manager who can lead sales & program- ming to No. 1 position in your market is looking for career position. Must be good, sound, solid growth position. I’ll bring results. Call 415-392-2999.

Your manager may be a great salesperson who can’t make your station successful because he doesn’t un- derstand programming. I am a sales-oriented pro- grammeter who can. Let me show you. Box D-141.

General Manager/ Sales Manager—Radio or TV. Qualified professional 30+ years experience. Man- agement, administration, sales, co-op specialist, an- nouncing. Will consider any size market. Looking for challenge and reward. Box E-7.

Experienced Broadcasting Executive. AM FM CATV sales, finance, acquisition, union negotiation, available now. Bill Brubaker, Newsbreak, Oak Park, IL 60304.

Experienced Manager/ Sales Manager: Eleven years experience, all phases radio. Large and small markets. Excellent sales background with excellent track record. Top references. Box D-72.

Streetfighting hustler who knows community in- volvement and how to sell it aspires to management (Sales). Box D-83. Professional, organized and sell. Small or medium market in cool climate only. Box D-77.

SITUATIONS WANTED SALES

On the Air 20 years now want full time sales. Ambi- tious, aggressive, dependable. Box E-25.


SITUATIONS WANTED ANNOUNCERS

Seeking First Break or Job in Radio. Thorously experienced with all phases. Third Endorsed. Ready to reloc- ate. For tape and full resume please call 312-358-6390 or after 5 till 9 p.m. 312-873-3000 or write: Craig Stevens (Ginsburg), 5843 W Main Street, Chicago, IL 60625.

Air personality superbly trained seeking first job in radio. Available immediately. For resume and tape call 312-762-0055 6 p.m to 7 am and Sykes, 1250 S. Independence, Chicago, IL 60623.

Male 26 with 3rd endorsed, expertly trained, seek- ing break in radio, available immediately, will relocate, tape resume upon request. 312-978-4981 after 5 p.m. Samuel Garrett, 9011 South Dante Ave., Chicago, IL 60619.

Seeking first job in radio, professionally trained in all fases. Will relocate immediately. For tape and full resume call 312-573-9407 between 5 pm and 11 pm and write Mark Jay Muller, 9047 Crawford, Skokie, IL 60076.

Superbly trained Air Personality seeking first job in Radio. 3rd endorsed, available immediately For tape and resume available immediately. Will relocate. Call 312-422-2788 or write: Doctor Rock, P.O. Box 404, Oak Lawn, IL 60453.

Male—age 20—3rd endorsed—expertly trained seeking first break in radio. Available immediately will relocate anywhere. Tape and resume upon request. Call 312-776-8054 between 8 a.m. & 3 p.m. or write Dennis Bajek, 5343 So. Talman, Chicago, IL 60632.

Female, 21. Third Endorsed Expertly trained. Seeking 1st break in radio. Available immediately. Will relocate anywhere. Tape and resume available upon request. Call 312-785-4970 2 p.m. until mid night or write Nikki Colvin, 11415 Racine, Chicago, IL 60645.

Opportunities all Southern California Radio stations. Male, 22, 3rd endorsed, experienced in Top 40, News and Major Market experience in sports reporting. Seeks full or part-time position in any of the above. Moving to Southern Cal. in mid May. P.O. Box 25062, Phila., PA 19147. Tape and resume available.

Experience DJ & News, Contemp, MOR or Top 40, 3rd. BA. Avail Now. Small or Mid Mkt. 703-243-5936.

Third Endorsed with experience in MOR. Looking to move to Medium Market MOR or Top 40. My tape will speak for itself! Box D-109.

Broadcasting school graduate, very well trained in D.J. announcing and production, tight board, eager to learn, will relocate. Call 312-248-5577 between 6 p.m. and 10 p.m. Doni L. Reed, 626 West Waveland, 2D, Chicago, IL 60613.


10 years experience, 1st phone, 38, single. Adult current and tape call 312-402-245. Seeks an opportunity in the Southwest a secure future for further information call Bob Peacock, person to person at 214-630-1011 and leave word.

3-1/2 yrs. experience, Family, 1st ticket. Excellent voice. Seek.M.C.O.R or Country Medium Markets only. Phone Scott, 402—245-4788.


Sportscaster—Play-By-Play football basketball, baseball. 6 years experience, major college con- ference level. Available immediately Box E-6.
SITUATIONS WANTED TECHNICAL


Broadcasting April 17 1978
HELP WANTED TECHNICAL CONTINUED

Studio Maintenance Engineer. VHF network affiliate in top 20 market seeks engineer with at least 3 years in similar position. Must be thoroughly familiar with QV's color studio cameras, film chains, switches, etc. We offer fair salaries; good retirement plans, and an opportunity to grow with an aggressive, expanding organization. Qualified individuals should send a resume including salary requirements to Director, Personnel, WVTQ-TV, PO Box 14,000, St Petersburg, FL 33733. EOE.

Wanted: Electronic Technician looking for the best. The best opportunity for a qualified electronic technician desiring to live in the best climate, with the best hunting and fishing in the West Coast Florida area in the United States... conveniently located between the nation's best beaches and Mexico... position is working in South Texas top station. Qualifications and experience in repairing Sony electronic news gathering equipment, single lube cameras and U-Matic editing equipment if you're the best looking for the best contact the Personnel Director, KGBT-TV, PO Box 711, Harlingen, TX 78550 or call 512-423-3910. We are an Affirmative Action Equal Opportunity Employer.

Transmitter maintenance engineer. Immediate opening for experienced individual with first class FCC license. Contact Chief Engineer, WBKB-TV, Box 35, Alpena, MI 49707. Phone: 517-356-3454.

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. EOE. Box E-11.

Newscast Producer/Reporter: Top 30 market has immediate openings for energetic person with good writing and organizational skills for noon newscast. Must be skilled reporter for afternoon duties. Minimum 2 yrs. experience. EOE. Reply Box O-124.

Anchor/reporter for 100-105 market station in Midwest looking for aggressive, creative, and knowledgeable newswoman. Must be capable of writing and reporting, anchor experience necessary. Resume, selection expected first letter. Box D-148.

News Director for growing news department in small market NBC affiliate. Need bright take-charge person experienced in gathering, co-anchoring, assigning and motivating news staff. Send resume and tape to Arch McDonald, WHAG-TV, Box 310, Hagerstown, MD 21740. EOE. MiF.

Producer looking for talented, hard working professional with at least one year of experience in first rate fast-paced, short newscast, early and late. Three years TV news production required. Call Jeff Rosset, 918-446-3351 or send resume to KTUL-TV, P.O. Box 8, Tulsa, OK 74101. EOE.

News Director—Midwest TV and Radio station looking for top quality person to manage all facets of news operation. ENG equipped. Aggressive company with good benefits. Include resume in first letter to Box E-9.

Meteorologist/Environmental Reporter. Degree in meteorology or equivalent, knowledge of environmental issues. On-air experience or potential. Top 30's Midwest market. EOE. Resume to Box E-9.

Report/Producer—Opportunity for a reporter with at least two years experience to have major hand in production of network newscast in medium market. Experience in ENG editing a requirement. Equal Opportunity Employer. Send resume to Box E-16.

Photographer: All-ENG group-owned Midwest station. Looking for a journalist with photo abilities. Must be able to shoot, edit and write. Box E-31.

Producer, experienced, creative and enthusiastic. You'll bear full responsibility for the look, feel, atmosphere of 6 and 10 o'clock news. Conversational writing ability necessary. Experience with slide-slack-track newscast. Please do not contact Tom Collier, News Director, KCRG-TV, 501 2nd Ave. SE, Cedar Rapids, IA 52401.

News Director: Possible anchor, Resume, tape, salary history to WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. EOE.

Wanted: TV news director for CBS affiliate which has a strong number one news rating. Need someone to manage all aspects of the operation. Must have background reporting with experience in filming and editing. An Equal Opportunity Employer. Send tape and resume to Dale Hazen, General Manager, KIMA-TV, P.O. Box 702, Yakima, WA 98907. Phone 509-505-0299.

Managing Editor—number two person to supervise news staff of 23, make assignments, produce early news. Must have background as television street reporter. Looking for innovative idea person. EOE. Steve Grissom, News Director, WBBH TV, Fort Myers, FL 813-936-0195.

Meteorologist or AMS approved weatherperson wanted to come aboard minimum 2 year on experience. Send resume, cassette and salary requirement: News Director, WTNH-TV, 135 College Street, New Haven, CT 06508. Equal Opportunity Employer.

Reporter/Photographer—entry level position for person familiar with 16mm film, and demonstrated ability to report and write. Want hustles, will provide opportunity to advance quickly. Steve Grissom, News Director, WBBH TV, Fort Myers, FL 813-936-0195.

School of Journalism, Ohio State University, seeks Kiplinger Professor of Public Affairs Reporting. Applicants must have extensive experience in public affairs reporting, preferably including experience in Washington, D.C., with some investigative and interpretative reporting techniques related to coverage of local, state and federal government. Applications are invited in Kiplinger graduate program in public affairs reporting, September 1, 1978. Salary up to $35,000 for 11 months. Applications must be received by June 1, 1978. Send resume and references to: School of Journalism, Ohio State University, Columbus, OH 43210.

Writer/researcher serves as Assistant Producer in investigative/minidoc news unit. Minimum 3 yrs. experience necessary. Aggressive, Journalism training, Equal Opportunity employer. Send resume, salary requirement, videotape cassette 1st letter. Roger Burnham, WCKT-TV, Miami, FL 33139.

Experienced investigative reporter with production know-how: weathercaster/environmental reporter, television experience only; news producer, minimum three years experience for aggressive news operation. Apply News Producer, WCKT-TV, Miami. Full resume, salary requirement first letter. Do not send repeat application. Equal Opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

Are you a Writer, Producer, and up-front person who can be responsible for 6:00, 11:00 news programs? Must have a minimum of four years experience. Must have proven record with television, print experience. Send resume to Dale Hazen, General Manager, KIMA-TV, P.O. Box 702, Yakima, WA 98907. Phone 509-505-0299.

Art Director: Top 10 affiliate. Emphasis is on design, graphics, TV experience and management abilities. An equal opportunity employer. Please send resume and salary requirements to Box D-136.

Assistant Creative Director for KOLO Television. Applicant must write, produce television commercials, have some experience in commercial art. Send resumes to KOLO Television, P.O. Box 10,000, Reno, NV, EOE.

Production Manager; medium market affiliate. Must be ambitious, aggressive, inventive and able to manage all phases of production. EOE. Send resume to: George Loh, WEYI-TV, Box 3265, Saginaw, MI 48605 or call 313 687-1000.

Production Manager, Top 5 major market network affiliate, major production oriented Group. Candidate must have proven administrative and management ability. Background in production, directing, studio, film, videotape and remote, essential. An Equal Opportunity Employer. Box D-85.

Director/Producer, Top 5 major market network affiliate. Major production oriented Group. Must have strong background in television; heavy film, tape, studio, remote and writing background. Candidate must be currently directing and producing. An Equal Opportunity Employer. Box D-47.

On-Air Promotion with experience in independent station for top ten market. EOE. Box D-44.

TV Director/Producer—to write, direct, and switch television commercials, direct and switch programs. Dominant market position; must be aggressive, entrepreneurial, thoroughly experienced. Must have proven record in aggressive middle market position. Previous experience desired. Send resume to an equal opportunity employer. Box E-24.

Production Manager. If you're No. 2 in large market, looking to be No. 1 in middle market, be creative, develop new ideas and know equipment, this top net affiliate can offer you outstanding opportunity. Salary commensurate. Send resume, EOE. Box E-42.

Promotion Manager—Outstanding opportunity for aggressive, motivated, promotional tie-in aggressive middle market position. Must be creative, have production, on-air and print experience. Top network affiliate. Salary commensurate. EOE. Box E-50.

Journalism, Chairperson—starting September 1978, chairman of journalism department. Will have teaching and advising responsibilities, must have a minimum of five years college teaching experience. Experience in at least one of these areas is expected—newspapers, broadcasting, magazines. Send resume, Box 5, to KIPTV, 3520 North Broadway, Wichita, KS 67202. An Equal Opportunity Employer.

Producer/Writer/Producer (2 positions) immediately available at upper Midwest University. Producer, writer and editor required to produce and supervise two weekly public affairs programs. Must have film and photography experience, ability to write, organize and produce segments. Should have teaching experience or be able to demonstrate advanced production ability. Bachelor's or higher degree preferred. Salary up to $15,000. Send letter and resume to Lee O'Brien, Educational Communications, Univ. of Wisconsin-Green Bay, Green Bay, WI 54302. An Equal Opportunity Employer.

Public Affairs Producer. Broadcasting background and film production experience required; professional journalism experience including writing, news and feature issues. With new technical facilities, this public TV station wants to expand local public affairs programming. Send resume by May 5 to KFPTV, 3520 North Broadway, Wichita, KS 67202. An Equal Opportunity Employer.

Public Affairs Director. Experienced producer of live TV shows, responsible for producing and scheduling news and PTA's and weekly public affairs programs. Send tape and resume to Personnel, WRAL-TV, PO Box 12000, Raleigh, NC 27605. Closing Date: 4-24-78. An Equal Opportunity Employer: MiF.

Traffic Supervisor, experienced in computer or data systems management. Responsible for supervising program traffic and film editing. Send resume to: Personnel, WRAL-TV, PO Box 12000, Raleigh, NC 27605. Closing Date: 4-24-78. An Equal Opportunity Employer: MiF.

Cable Television Production Assistant. Immediate opening. Skilled technical work in all phases of production of information programming for City Government. Coordinate TV access channel programs thorough knowledge of and minimum two years direct experience in television production including documentary programming, slide shows, slide/slide, videotape, and related cablecasting equipment. $892.00 monthly starting salary plus excellent benefits package. Detailed resume and references to the City Personnel Division, City of Madison, 501 City Hall, 210 Monona Avenue, Madison, WI 53709. Affirmative Action Employer.
SITUATIONS WANTED MANAGEMENT

Production manager, versatile problem-solver. Dedicated professional will organize and train dynamic creative department. Box E-46.

SITUATIONS WANTED SALES

Experienced young account executive wishes to relocate family in Southeast, Book and street wise. Box E-27.

Radio Pro with solid dependable 24 year background wants to learn TV sales. Box E-32.

Fourteen years of expertise in broadcast sales can help you in your or national sales. Proven sales records and excellent references available upon request. Contact B14 — 864-7004.

SITUATIONS WANTED TECHNICAL

If there's a chief engineer considering adding to his staff, I would welcome the chance to talk with him. Strong on technical maintenance and operation of transmitters, microwave, associated equipment. Responsible with ability from actual experience. South only. Please refer, Box E-28.

SITUATIONS WANTED NEWS

What a catch ... young sportscaster with college P.B. color and interview program experience. Can't miss top university grad and athlete, plus good appearance and personality. East Freeman, 212-549-2862, 3805 Canyon Pl. Box, NY 10463.

Experienced Producer wants Top 40 newsroom now. If you want a competitive professional, write Box D-128.

Reporter & Cameraman team working Major East Coast Metropolitan Market looking to relocate. Heavy experience in field survey, planning, logistics, financing, and execution of final product of hard news, sports, human interest features. Please inquire thru Box D-147.

Ten year Broadcast Pro with extensive sports background seeks TV sports anchor position. Prefer Midwest location with major college or pro team. Resume and VTR cassette on request. Replies to: Box E-6.

Experienced radio newcomer, M.S. broadcast journalism, some TV, wants you to see his VTR Box E-17.

Aggressive radio and newspaper reporter with three years journalism experience seeks a job as a television reporter. Published book author, political press secretary, book reviewer, journalism degree, law school. I'm hungry for a break but have no connections in the television job market and am tired of getting "sorry, we're not hiring" responses. Write Box E-29.

TV News Director. Innovative and thoughtful approach. Also background as large market reporter, documentary producer. Prefer Sun Belt or West. Box E-43.

TV News Reporter. Medium/large market experience includes: general assignments, mini-docs, network feeds. Prefer South or West. Box E-49.

Hard working, talented, Medium Market Sportscaster seeks Sportscasting position in Major Market location. Handles Play-By-Play of several sports, specializing in hockey Also host of sports talk show. Willing to relocate. Can handle Radio or television. Good references. Contact John Paul Delicamara, 413-786-3071. Or write, 51 Hope Farms Drive, Feeding Hills, MA 01030.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Does your station need someone with top ten market experience? I want to produce/direct in a smaller market, no size or geographic preference. Masters degree in Broadcast, excellent references, tapes and resume available. Box D-112.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Eutibude Street, Laredo, TX 78040. Manuel Flores 512-723-3331.


Wanted: 15kw UHF Klystron tube No. 4KMM70AL. Number of hours on tube unimportant if in working condition. Call: Lustiger King, W5L-TV, Harrisburg, Ill. 618-253-7921.

Telemet 4501 Broadcast Demodulators; any channel. Jack Smith 702 — 565-9795.

CABLE

HELP WANTED MANAGEMENT

CATV General Manager. MSO offers an outstanding opportunity for a people manager with experience in engineering and marketing. Successful candidate will have P&L responsibility for 15,000 subscribers in East Coast resort area offering both basic and pay. Excellent salary and complete benefit package. Send resume and salary history in confidence to: D-83.

FOR SALE EQUIPMENT


GE BT-50A 50KW AM Transmitter and Gates BC-10E 10KW AM Transmitter: Both are clean, well maintained and presently in use. Phone: 312-283-0800 x 447.


For sale — Video tape machine, RCA—VR—70-B in good condition, presently in operation, make offer Box E-44.

Fernsh color bar generator modules (2 available). Type PC BK with connection plates. Best offer. Contact D. Dunbar 413-781-2801.

3 Ampex AVR-2 videotape machines; excellent condition with consoles and bridges, fully loaded with performance options, including dual audio and editors. Reply Box E-22.


COMEDY

"Free" D.J. Catalog! Comedy Wild Tracks, Production, FCC Tests, more! Contact Box, 263648-B, San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 386-C West Bullard, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy. 5804-B Twinling, Dallas, TX 75227.

FRUITBOWL: world's largest weekly humor and in- formation service for radio personalities. Free four week trial subscription to qualified broadcasters. PO Box 9797, Fresno, CA 93794.

MISCELLANEOUS


Prizes! Prizes! Prizes! National brands for promo- tions, contests, programming. No barter or trade — for sale only. Contact: John Paul Delicamara, 413-786-3071. Or write, 51 Hope Farms Drive, Feeding Hills, MA 01030.

Radio and TV Bingo, Oldest promotion in the indus- try. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-2986.

INSTRUCTION

1st class FCC, 6 wks., $540 or money back guarantee. NAII Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV Programming, announcing and radio production. Effective placement assistance, too. 227 East Grand, Chicago. 312—321-9400.

Free booklets on job application, 1st Class FCC license and D.J.-Newscaster training. A.T.S., 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vats benefits.


Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, PO Box 45765, Dallas, TX 75245. 214—352-3242.

Bill Elkins proudly announces the opening of Elkins Radio License School in Oklahoma City, Inc., at 4801 N. Classen Blvd., Suite 100, Oklahoma City, OK 73116, 405—842-4862.

ReI training electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 8, June 19. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL 35377. 813—955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703—313-1441.


RADIO

Help Wanted Management

OPERATIONS MANAGER

Need mature news oriented operations man- ager for growing regional AM/FM in Midwest agriculture area. Organizational and leader- ship qualities a must. Excellent modern facili- ties, City of license 15,600. Please send resume and references. Box D-151.

Help Wanted Announcers

MOUTH FROM THE SOUTH

If you're a Southern drawl that no one else will touch, you could be our person. We're looking for a creative, aggressive "fun loving" talk person to kill time dead in this Midwest major market. Move fast—this one won't last. Send resume to Box E-53.

PM DRIVE JOCK

Tape and Resume to: KSTT BOX 3788 DAVENPORT, IA 52808

Major Market

Morning Madness

Creative, top 40 jock, capable of handling telephone talk. Our person is ready to work twelve hours a day to make it big. If you're humorous, aggressive, controversi- al, and ready to do morning or major market, we're ready to talk. Send resume to Box E-52.
Situations

CHIEF ENGINEER
Small Market AM/FM
12 thousand to start, for working engineer in pristine mountain community of 40,000, where living costs are less and outdoor recreation is abundant. Must be capable of growing with fast expansion program that includes fulltime directional CP EOC. Resume to Mr. Smith, PO Box 969, Klamath Falls, Ore. 97601.

Help Wanted Programing

MANAGER—PROGRAMMING
Multi excel in news/Sports/Information/Entertainment 50,000 watt powerhouse! and 100,000 watt Contemporary FM. Rush resume and all other details you think will sell us! We're the leaders! Box E-33. Equal Opportunity Employer.

Situations Wanted Management

GENERAL MANAGER
or
GENERAL SALES MANAGER
Impeccable track record at GM & GSM with powerhouse radio stations in top five markets is available. Experienced in achieving high sales, profits and ratings. Dedicated to achievement, sincerely and high energy level. Call in confidence for resume and references. 215-448-7378.

Situations Wanted Programing, Production, Others

AVAILABLE
Leading Adult Contemporary-MOR Programmer with 4 years ARB dominance in important major market. Career record of ratings supremacy in key demographics in medium & major markets. Box E-20.

SCOTT ST. JAMES is available
High quality program director, air talent, talk show host. I don't watch things happen I make things happen. Eleven major market years with impeccable references. Call 314-434-7283 or write to 1897-107 Mc Kelvey Hill Dr., Maryland Heights, Mo. 63043.

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 big money and aren't afraid of success—we want you to join your family: 609-737-1421.

Help Wanted Programing, Production, Others

TELEVISION
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.

Help Wanted Sales

*SALES*
(TV SHOWS)
The successful candidate must have broad work experience dealing with O and O stations, national and local TV advertisers, and contact with advertising agencies. His professional association with executives and account managers in these organizations must be on a first-name basis. We are seeking a real pro!
We are an independent producer and syndicator of TV specials and children's series. Our shows are aired throughout the country.
Salary: $25,000 up. National responsibility. Send a confidential letter or resume to:
Box 49207
Los Angeles, CA 90049
"An Equal Opportunity Employer"

Help Wanted News

TV NEWS PEOPLE
We are looking for experienced anchors, reporters, weathercasters and sportscasters who have the potential for development in major markets.
All replies will be kept strictly confidential.
Send resume and videocassette to PO. Box 5549, Washington, D.C. 20016. Tapes will be returned promptly.
Help Wanted Management

Administration Director
Public TV
Administers major support areas, including fiscal, personnel, programming, and legal. Key part of management team. Responsible for adherence to governmental rules. Admits to Board policies.
State and Requirements: College grad 6 yrs management or advanced program analysis work in personnel, fiscal, record utilization or general administration. Substitutions: Exp. for education or grad level course for 1 yr experience.
Contact:
Personnel Dept.
Iowa Public Broadcasting Network
PO. Box 1758
Des Moines, Iowa 50306
(515) 281-4498
An AA/EEO Employer

Help Wanted

ASSISTANT CHIEF
Knowledgeable in maintenance of all areas of the television operation. UHF experience desirable, but not necessary. Excellent working conditions, growth potential very high. Send resume and salary requirements to Box 6-18.
An Equal Opportunity Employer

VITAL HAS A FUTURE FOR YOU

Audio Video Systems Engineers
EE degree or equivalent experience in broadcasting or electronic equipment design. Construction of new broadcast facilities in NYC provides openings for engineers to participate in the design of TV studios, video tape facilities and digital systems for the future.
Send resume with salary history and requirements to: Hector Villanueva
American Broadcasting Companies, Inc.
1 Lincoln Plaza, New York, NY 10023
An equal opportunity employer

Free Golf/Car Rental

FLORIDA FREE GOLF
Completely furnished one bedroom condominium apartments for two $55 per day until April 21 with greens fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through our car rental. WE FEATURE POROS.
Write or call
VILLA LAGO APARTMENTS
2931 Crystal Lake Drive
Pompano Beach, FL 33064 (305) 782-3400
SORRY, NO PETS

Business Opportunity

FOR SALE
One of New England's foremost Radio/TV Schools for sale! $225,000. Owner retiring. Building can be leased or sold for purchase. Box D-135.

Employment Service

Job Leads
FREE SAMPLE COPY!
Many of our exclusive radio & TV jobs went unfilled again last week. Please, we need qualified job seekers now for top-paying positions in markets of all sizes: Air Talent, News, TV Production & Direction, Sports PBP, Sales, Technical, Management...all categories. If you've not seen our bulletin packed with listings, write for your FREE sample copy today!
JOB LEADS, Suite 1113-GH
1680 Vine Street, Hollywood, CA 90028

Public Notice

NOTICE OF AVAILABILITY OF CABLE TELEVISION FRANCHISE IN THE CITY OF HENDERSONVILLE

The City of Hendersonville, Tennessee, invites bids/applications for a cable television franchise. Bids/applications shall be prepared and submitted in accordance with a "Request for Proposal" available from the undersigned. The City of Hendersonville reserves the right to reject any or all proposals and to waive any informalities. Each written request for bid/application information shall be accompanied by the payment of a non-refundable fee of Twenty Five ($25.00) Dollars paid payable to the City of Hendersonville.

All bid/applications for the franchise shall be in accordance with the provisions of Ordinance 1077-45 and any amendments thereto, and the Request for Proposal, of the City of Hendersonville as approved by the Board of Commissioners and shall be submitted on or before Tuesday, June 15, 1978, 12:00 noon, Central Daylight Savings Time. Any such bid/applications received will be available for public inspection during normal business hours in the Office of the City Manager:
Louis W. Oliver
City Manager
City of Hendersonville
City Hall—530 West Main
Hendersonville, Tennessee 37075
615-852-1000

For Sale Stations

H.B. La Rue, Media Broker

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles
Contact: Washington
William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
202-223-1953

KENTUCKY
"Spin-off" creates rare opportunity to acquire excellent fulltime AM in one of Ky's most stable and dynamic medium markets. Assets CASH sale. Send financial qualifications to Box E-3.

MEDIA BROKERS
APPRAISERS
303 North Michigan—Chicago, Illinois 60611
312-467-0040

Broadcasting April 17, 1978 109
BOOKS

403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Elvin. A comprehensive guide to planning, building, and operating a radio broadcast facility-AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8" x 11", illustrated. $12.95

404. THE BROADCASTER'S NEWSPAPER by Robb Ruht. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques and cautions to observe. 400 pages, illustrated. $12.95

417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING by Robert C. Silas. A practical, self-study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. $8.95

419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. Essentially a course in showmanship. This book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey) 256 pages, illustrated. $12.95

422. HOW TO WRITE NEWS FOR BROADCAST & PRINT MEDIA by David Dery. A complete handbook on journalism for the student or practicing newsmen in both print and broadcast fields. 192 pages. $8.95

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please send me book(s) number
my check in the amount of $ is enclosed.
Name ____________________________ 
Address ____________________________
City ____________________________ Zip ________

423. MANAGING TODAY'S RADIO STATION by Jay Hoff. Outlines principles evolved by the author during his 20 years as a broadcaster. 208 pages. illustrated. $12.95

428. ORGANIZATION & OPERATION OF BROADCAST STATION by Jay Hoff. An exhaustive examination of the responsibilities and capabilities required in each job classification. 208 pages. Illustrated glossary, index. $12.95

440. VIDEO TAPE PRODUCTION AND COMMUNICATION TECHNIQUES by J.L. Elvin. 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

450. THE MINI-DOMENTARY. Serializing TV News. by Stanley Field. How you can learn all there is to know about making a minidocumentary film that's engaging in daily production of this newly emerging and highly effective communications medium. The author presents the key to successful presentation of serial documentaries, based on interviews with producers, cameramen, editors and sound men. Professional with hands-on contact with the mini-documentary 252 p., illus. $12.95

453. TV LIGHTING HANDBOOK by Dr. James A. Carroll & Dr. Ronald E. Berriff. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and equips producers, directors, anything involved in production, with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out, 228 p., including color section. $12.95

456. JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS, by Phillip Keel. Describes in lucid detail the broad range of techniques and principles of live radio and TV news reporting. Written to provide professionals with a solid understanding of journalism concepts and techniques, contains special sections on light requirements, electronic equipment. 192 p., illus. $12.95

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

Billing charge to stations and firms: $1.00.

When placing an ad, indicate the EXACT category desired: Television or Radio. Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be in the office by 5:00 p.m. (No telephone copy accepted.)

Repplies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word, $1.00 weekly minimum. Situations Wanted: (personal ads) 40c per word, $5.00 weekly minimum. All other classifications: 80c per word. $1.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates Classified display: Situations Wanted: (personal ads) $3.00 per inch. All other classifications: $60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Del Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figures or letters as a word. Symbols such as $35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
### Programming

<table>
<thead>
<tr>
<th>Network</th>
<th>Symbol</th>
<th>Closing Wed. April 12</th>
<th>Closing Wed. April 5</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1977-78 High</th>
<th>1977-78 Low</th>
<th>P/E ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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<tr>
<td>DISNEY</td>
<td>DIS</td>
<td>33 3/4</td>
<td>32 1/2</td>
<td>1 1/4</td>
<td>3.94</td>
<td>47 5/9</td>
<td>32 1/2</td>
<td>13</td>
<td>32+380</td>
<td>1-092+825</td>
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<td>FILMWAYS</td>
<td>FYM</td>
<td>A 10 1/8</td>
<td>9 1/4</td>
<td>7/8</td>
<td>9.45</td>
<td>10 1/8</td>
<td>6 7/8</td>
<td>8</td>
<td>2+579</td>
<td>26+112</td>
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<td>1 1/8</td>
<td>1 1/8</td>
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<td></td>
<td>1 1/4</td>
<td>3/4</td>
<td>4</td>
<td>660</td>
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<tr>
<td>GULF + WESTERN</td>
<td>GM</td>
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<td>12 7/8</td>
<td>-1/4</td>
<td>-1.94</td>
<td>18 3/8</td>
<td>10 1/4</td>
<td>5</td>
<td>40+215</td>
<td>680+741</td>
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<td>40 1/8</td>
<td>5/8</td>
<td>1.55</td>
<td>42 3/4</td>
<td>32 9/16</td>
<td>9</td>
<td>18+558</td>
<td>756+238</td>
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<td>32 1/2</td>
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<td>15</td>
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<td>507+662</td>
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<td>TGA</td>
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<td>16 1/2</td>
<td>13 1/4</td>
<td>6</td>
<td>66+781</td>
<td>918+238</td>
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<td>TF</td>
<td>27 1/8</td>
<td>28 1/2</td>
<td>-7/8</td>
<td>-3.12</td>
<td>28 3/4</td>
<td>10</td>
<td>5</td>
<td>7+786</td>
<td>211+195</td>
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<td>VIDEO CORP. OF AM.</td>
<td>VCI</td>
<td>5 1/4</td>
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<td></td>
<td></td>
<td>6 1/2</td>
<td>3 1/2</td>
<td>10</td>
<td>973</td>
<td>5+108</td>
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<td>WCA</td>
<td>9 3/8</td>
<td>9 1/2</td>
<td>-1/8</td>
<td>-1.31</td>
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<td>4 1/2</td>
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**TOTAL** 215,996 4+781+867

### Service

<table>
<thead>
<tr>
<th>Service Provider</th>
<th>Symbol</th>
<th>Closing Wed. April 12</th>
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### Electronics/Manufacturing

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### Standard & Poor's Industrial Average

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<th>Closing Wed. April 12</th>
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</tr>
</thead>
</table>

A-American Stock Exchange  MA-Midwest Stock Exchange  N-New York Stock Exchange  O-over the counter bid price shown  P-Pacific Stock Exchange

Yearly high-low are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

*Stock did not trade on Wednesday. Closing price shown is last traded price.*

No P/E ratio is computed, company registered net loss.

**Stock split** +Traded at less than 125 cents.
Sandy Reisenbach: Grey's main media man

Sandy Reisenbach stumbled into advertising. He thought he would like to become a copywriter but wound up in media. "And I'm happy about it," he said. "I know I'd never be creative director of Grey Advertising today."

As executive vice president and director of media and programming services for Grey, he is the final link in domestic expenditures of more than $380 million, of which more than 60% is allocated to television. And he supervises a staff of 115 media programming specialists.

Mr. Reisenbach, a tall, trim man with a wry sense of humor, confesses he was at loose ends in 1951 when he was forced to leave Michigan State University after one year because of straitened finances. He decided he would continue his education at night in the field in which he landed a job. "I looked through an occupational directory," he recalled. "The first entry was 'accounting' and I knew I didn't want that. The second was 'advertising' and I thought maybe I could become a writer. I answered an ad in the New York Times for a trainee post and was accepted by Dancer-Fitzgerald-Sample as a mail room clerk."

Sanford E. Reisenbach (he adopted the middle initial when he was a teen-ager, but it doesn't stand for anything) followed through on his educational plan. From 1951 through 1956 while working days at Dancer in various media posts and as media director of a small agency, S. R. Leon Advertising, he rode the subway to evening classes at New York University. He earned his BS degree in marketing in 1956.

He joined Grey in 1959 as a media buyer and moved up the ladder quickly as planner, group head and vice president and associate media director in 1968. In 1970 he was named to his present position. He also serves as a member of the agency's policy council.

With more than 25 years of media expertise, Mr. Reisenbach believes the most significant development occurring in this sphere has been the growing recognition of media operations over the past four or five years.

"At one time media took a back seat to other agency areas," he said. "Today top management realizes the value of the media department and its stature has grown by leaps and bounds in relation to the entire advertising process."

He acknowledges that the advent of the media buying services served as a warning to agencies that they faced formidable competition and that they should upgrade their media staffs. But beyond that, Mr. Reisenbach is convinced that the trend toward spiraling media costs, especially but not exclusively in television, was the main catalyst.

The pressure of rising network TV costs has meant that agencies have been pushed to be "more creative" in their buys, he continued, and he is proud of Grey's record in this area in the past year.

"We're particularly pleased about our association with Roots last year on ABC-TV," he observed. "We had more time on that program than any other agency. It was a major success."

Mr. Reisenbach is not part of the growing number of agency people who bemoan the quality of network TV programs. He agrees with criticism that "some programs are yanked too soon to the detriment of viewers" but contends that quality on the whole has not suffered over the years.

"If we examine the picture, we find that the cost of media is the second largest after the cost of the product itself," he explained. "Media is the area where the competitive edge can be gained or lost. On a $10 million budget, if through smart planning and smart buying you can save 20%, that means a savings of $2 million."

"At Grey and at other large agencies we have had to restructure ourselves. We have developed a system of specialists. Some buyers specialized in network TV, others in print and still others in spot television and radio. We have refined the spot-buying function even more; some buyers do the buying for many of the large accounts in a single city."

Mr. Reisenbach stressed that all media costs have risen but since so much of the national advertising is in TV, it has been TV that has been the target of agencies and advertisers. "Last year the price increases in network television were much too steep," he ventured. "Network people said the medium was underpriced. Well, it looks now as if price increases in the future won't be as extreme. Much as TV is a valued medium, there can be alternatives."

He is opposed to "explicit" sex on TV, but believes there is room for a wide range of programming, saying there must be some freedom of choice. "We can't keep watching situation comedies all the time," he remarked.

One proposal in the programming sector was advanced by Mr. Reisenbach. He would like to see each of the TV networks put on at least one program a week that might be considered "uplifting" and not necessarily depend on a rating.

Mr. Reisenbach, who is involved in both programming and media, was reluctant to discuss the controversy surrounding TV station resistance to combined 45- and 15-second commercials on grounds that odd-length spots contribute to clutter. Mr. Reisenbach's reticence is understandable in that Grey is a Procter & Gamble agency, and P&G is pushing for 45's (Broadcasting, March 20, 27, April 10).

"I will speak on the subject in general," Mr. Reisenbach said. "The price of television will continue to have effects on the length of commercials that agencies and advertisers will examine and use. You must remember that at one time stations were up in arms over the 30-second announcements and they came around to accepting them."
Promising start

FCC Chairman Charles D. Ferris last week broke a six-month moratorium on public speaking to outline his philosophy of broadcast regulation. He may have been silent until now, but he has been thinking. The speech he delivered to the National Association of Broadcasters was tough but reasoned. His stated principles are, in the main, the stated principles of progressive broadcasters. In administrative application, those principles may be subject to reappraisal, but as they stand now, they cannot terrify any broadcaster who is dedicated to the improvement of the breed.

Mr. Ferris says he opposes governmental meddling in programming. He thinks diversity and quality are more apt to be achieved by action of the marketplace than by intervention of the government.

He is against unnecessary governmental regulation, as, for instance, in radio, which has developed wide diversity in response to the demands of competition.

He wants the commission to be "even-handed in enforcing its rules," to treat big and little licensees alike. He is determined to establish "faster and fairer" procedures throughout the FCC. He wants electronic and print journalism "to stand on an equal footing."

Broadcasters will surely agree with all of those asserted aspirations. Some, however, may be less inclined to go along with certain other Ferris views.

The television networks, for example, will take little comfort in Mr. Ferris's references to them. He is concerned about the "tyranny of Nielsen's numbers" which has discouraged innovation in network programming. He has little use for television stations that are "only flipping a network switch." He deplores programing that is the "same from hour to hour, and channel to channel, with only the names of the networks changed to protect the appearance of competition."

Some broadcasters who retain a fear of cable encroachment will read bad omens in Mr. Ferris's repeated encouragement of competition among existing and future services. Some will feel maligned by Mr. Ferris's reference to "Chicken Littles, who always think that the antennas are about to fall."

There are broadcasters who will wonder what the chairman means when he speaks of "corrective programming and advertising" or of "public access." At this point, we prefer to read those references as suggestions for voluntary action by broadcasters to enlarge the spectrum of opinion they present under their own editorial control. That is what Mr. Ferris seemed to be saying when he explicitly referred to the op-ed page of the unregulated New York Times which in recent years has presented all shades of responsible commentary, to the demonstrable improvement of both its editorial page and the one facing it.

The chairman must be ultimately judged by the actions that he initiates or endorses. Those actions cannot be all bad if he keeps last week's speech for ready reference.

Confessional

It came a little late, by, say, a year or two, but the CBS apology for wrongly billing four tennis matches as winner take all is enough to settle things. Managerial lapses of the kind that led to the tennis deception are unlikely to recur. The FCC can put the case to rest without the sanctions it threatened.

Gene F. Jankowski, president of the CBS/Broadcast Group, was wise to go on CBS-TV himself to set the matter straight. The FCC's action, April 10. The guess here is that if similar action had been taken soon after the discovery of the mistake, the matter would never have engaged the FCC's attention.

It's a reminder to all broadcasters that nothing but the truth is suitable in broadcast programing and promotion.

Locked out?

The equipment market at the NAB convention last week was the liveliest in years and for good reasons. The hardware on display in 122,000 square feet of the Las Vegas convention center was dazzling. For most broadcasters times have been good. Some were spending, as one observer said, as if there were no tomorrow—and maybe those customers will turn out to be right.

All that glistening electronics gear was being bought on the assumption that broadcasters will for years be operating on the same frequencies and in an expanding broadcast system. Neither assumption may be right.

The broadcasting system's future will to a large extent depend upon the outcome of the World Administrative Radio Conference to be held in Geneva next year. There is some doubt that the United States is making adequate preparations for a conference that will assign frequencies among the nations for the next 20 years. For one thing, the Department of Justice has declared that the U.S. delegation must exclude representatives of private industry ("Closed Circuit," March 27).

The State Department says it is negotiating with Justice for a reversal of the latter's position. All phases of the communications business ought to let Justice know that they are on State's side. If knowledgeable people from the real world are excluded from the closed-door sessions in Geneva, there is no way to know what could be traded off.

A hit in Vegas

The National Association of Broadcasters has invented an impressive way to open its annual convention—a Sunday afternoon of ceremony and music. On April 9 the program included the presentation of the Distinguished Service Award to J. Leonard Reinsch, chairman of Cox Broadcasting, a short acceptance speech and an hour's concert by the Mormon Tabernacle Choir. It was in faultless taste and a refutation of the belief that nothing respectable happens in Las Vegas.

The program can become the model for future years, with other DSA recipients and other musical groups. It's a winner.
AGAIN! KTXL IS AMERICA’S NUMBER ONE UHF INDEPENDENT!

KTXL’s Metro Share of Audience,* (19), ranks along with such leaders as KPTV, Portland (21 Share); WTCN, Minneapolis-St. Paul (19 Share); and WTTG, Washington, D.C. (18 Share).

What’s more, KTXL operates in a seven station market — three network V’s, three independent U’s, and a VHF educational station — plus encroachment by San Francisco stations. Still, KTXL ranks #2 among all U.S. Independents!

KTXL-TV40

REPRESENTED NATIONALLY BY MMT SALES

* Sign On-Sign Off per Feb. '78 Arbitron
AM Stereo by Ward-Beck.

Something special has happened to radio. Now, for the first time, there are operator-oriented radio consoles designed in the Ward-Beck tradition.

We take pride in introducing the new WBS R1200 and R2000 Radio Programming and Production facilities, assiduously engineered for AM and FM, assembled AM stereo ready.

Our team of engineers devoted their full attention to the new generation features included in the 1200 and 2000 systems. The quality, the performance, the singular statement of stylish simplicity, are evidence of their complete success.

WBS 2000 showing some options.

Ward-Beck Systems Limited, 841 Progress Avenue, Scarborough, Ontario, Canada M1H 2X4. Tel: (416) 438-6550.

Ward-Beck Systems Inc., 6900 East Camelback Road, Suite 1010, Scottsdale, Arizona 85251.