


Hot ticket in Las Vegas:  
The new NAB


# Broadcasting Apr 10

The newsweekly of broadcasting and allied arts Our 47th Year 1978

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NEWSPAPER



**#1 EYEWITNESS NEWS**  
**KSTP-TV** 

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



1934  
**BEST SONG**  
The Continental  
Con Conrad  
Herb Magidson



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



1935  
**BEST SONG**  
Lullaby of Broadway  
Harry Warren  
Al Dubin



1935  
**BEST SCORE**  
The Informer  
Max Steiner



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



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



1937  
**BEST SONG**  
Sweet Leilani  
Harry Owens



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



1938  
**BEST SONG**  
Thanks for the Memory  
Leo Robin  
Ralph Rainger



1941  
**DRAMATIC SCORE**  
All That Money Can Buy  
Bernard Herrman



1941  
**MUSICAL SCORE**  
Dumbo  
Frank Churchill  
Oliver Wallace



1942  
**BEST SONG**  
White Christmas  
Irving Berlin



1942  
**DRAMATIC SCORE**  
Now, Voyager  
Max Steiner



1942  
**MUSICAL SCORE**  
Yankee Doodle Dandy  
Ray Heindorf  
Heinz Roemheld



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



1943  
**DRAMATIC SCORE**  
The Song of Bernadette  
Alfred Newman



1943  
**MUSICAL SCORE**  
This Is the Army  
Ray Heindorf



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



1947  
**DRAMATIC SCORE**  
A Double Life  
Máximo Ruzsa (PRS)



1947  
**MUSICAL SCORE**  
Mother Wore Tights  
Alfred Newman



1948  
**BEST SONG**  
Buttons & Bows  
Ray Evans  
Jay Livingston



1948  
**DRAMATIC SCORE**  
The Red Shoes  
Brian Easdale



1948  
**MUSICAL SCORE**  
Easter Parade  
Johnny Green  
Roger Edens



1949  
**BEST SONG**  
Baby It's Cold Outside  
Frank Loesser



1949  
**DRAMATIC SCORE**  
The Heiress  
Aaron Copland



1949  
**MUSICAL SCORE**  
On the Town  
Roger Edens  
Lennie Hayton



1950  
**BEST SONG**  
Mona Lisa  
Ray Evans  
Jay Livingston



1953  
**DRAMATIC SCORE**  
Lili  
Bronislav Kaper



1953  
**MUSICAL SCORE**  
Call Me Madam  
Alfred Newman



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



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



1954  
**MUSICAL SCORE**  
Seven Years in Seven Brothers  
Adolph Deutsch  
Saul Chaplin



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



1955  
**DRAMATIC SCORE**  
Love is a Many Splendored Thing  
Alfred Newman



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



1956  
**BEST SONG**  
Que Sera Sera  
Ray Evans  
Jay Livingston



1959  
**MUSICAL SCORE**  
Porgy and Bess  
Andre Previn  
Ken Darby



1960  
**DRAMATIC SCORE**  
Exodus  
Ernest Gold



1960  
**MUSICAL SCORE**  
Song Without End  
Morris Stoloff  
Harry Sokman



1961  
**BEST SONG**  
Moon River  
Henry Mancini



1961  
**DRAMATIC SCORE**  
Breakfast at Tiffany's  
Henry Mancini



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



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



1962  
**SCORE ADAPTATION**  
The Music Man  
Ray Heindorf



1963  
**BEST SONG**  
Call Me Irresponsible  
Sammy Cahn  
James Van Heusen



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



1968  
**MUSICAL SCORE**  
Oliver!  
John Green



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



1969  
**ORIGINAL SCORE**  
Butch Cassidy and the Sundance Kid  
Burt Bacharach



1969  
**MUSICAL SCORE**  
Hello, Dolly!  
Lenny Hayton



1970  
**ORIGINAL SCORE**  
Love Story  
Francis Lai (SACEM)



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



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



1972  
**DRAMATIC SCORE**  
Limelight  
Charles Chaplin (PRS), Raynor  
Rack, Larry Russell

# ASCAP writer wins an Oscar.



1938  
**BEST SCORE**  
*Walter Pidgeon's Rhapsody*  
Irene Bergman  
Alfred Newman



1938  
**ORIGINAL SCORE**  
*The Adventures of Robin Hood*  
Erich W. Korngold



1939  
**BEST SONG**  
*Over the Rainbow*  
E. Y. Harburg  
Harold Arlen



1939  
**BEST SCORE**  
*Stagecoach*  
Richard Heppner, Frank Harting,  
John Leopold, Leo Sholin



1939  
**ORIGINAL SCORE**  
*The Wizard of Oz*  
Herbert Stothart



1940  
**BEST SONG**  
*When You Wish Upon a Star*  
Ned Washington  
Leigh Harline



1940  
**BEST SCORE**  
*Tin Pan Alley*  
Alfred Newman



1940  
**ORIGINAL SCORE**  
*Pancho*  
Leigh Harline, Paul J. Smith,  
Ned Washington



1941  
**BEST SONG**  
*The Last Time I Saw Paris*  
Oscar Hammerstein  
Jerome Kern



1944  
**MUSICAL SCORE**  
*As You Were Away*  
Max Steiner



1944  
**MUSICAL SCORE**  
*Cover Girl*  
Carmen Dragon  
Morris Stoloff



1945  
**BEST SONG**  
*It Might As Well Be Spring*  
Richard Rodgers  
Oscar Hammerstein



1945  
**DRAMATIC SCORE**  
*Spellbound*  
Nédas Rózsa (PRS)



1945  
**MUSICAL SCORE**  
*Anchors Aweigh*  
George Stoll



1946  
**BEST SONG**  
*On the Beach*  
Tejeda & the Santa Fe  
Johnny Mercer/Harry Warren



1946  
**DRAMATIC SCORE**  
*The Best Years of Our Lives*  
Hugo Friedhofer



1946  
**MUSICAL SCORE**  
*The Jolson Story*  
Morris Stoloff



1947  
**BEST SONG**  
*Zip a Dee Do Dah*  
Alvin Karpis  
Ray Gilbert



1950  
**DRAMATIC SCORE**  
*Sunset Boulevard*  
Franz Waxman



1950  
**MUSICAL SCORE**  
*Annie Get Your Gun*  
Adolph Deutsch  
Roger Edes



1951  
**BEST SONG**  
*In the Cool, Cool of the Evening*  
Honey Carmichael  
Johnny Mercer



1951  
**DRAMATIC SCORE**  
*A Place in the Sun*  
Franz Waxman



1951  
**MUSICAL SCORE**  
*An American in Paris*  
Johnny Green  
Saul Chaplin



1952  
**BEST SONG**  
*High Noon*  
Dimitri Tiomkin (SACEM)  
Ned Washington



1952  
**DRAMATIC SCORE**  
*High Noon*  
Dimitri Tiomkin (SACEM)



1952  
**MUSICAL SCORE**  
*With a Song in My Heart*  
Alfred Newman



1953  
**BEST SONG**  
*Secret Love*  
Sammy Fain  
Paul Francis Webster



1956  
**DRAMATIC SCORE**  
*Around the World in 80 Days*  
Victor Young



1956  
**MUSICAL SCORE**  
*The King and I*  
Alfred Newman  
Ken Darby



1957  
**BEST SONG**  
*All the Way*  
Sammy Cahn  
Janis Van Housen



1957  
**BEST SCORE**  
*Bridge on the River Kwai*  
Malcolm Arnold



1958  
**BEST SONG**  
*Gig*  
Frederick Loewe  
Alan Jay Lerner



1958  
**DRAMATIC SCORE**  
*The Old Man and the Sea*  
Dimitri Tiomkin (SACEM)



1958  
**MUSICAL SCORE**  
*Gig*  
Andre Previn



1959  
**BEST SONG**  
*High Hopes*  
Sammy Cahn  
Janis Van Housen



1959  
**DRAMATIC SCORE**  
*Best-Har*  
Malcolm Arnold (PRS)



1963  
**SIGNAL MUSIC SCORE**  
*Tom Jones*  
John Addison (PRS)



1963  
**SCORE ADAPTATION**  
*Irma La Douce*  
Andre Previn



1964  
**SCORE ADAPTATION**  
*My Fair Lady*  
Andre Previn



1965  
**BEST SONG**  
*The Shadow of Your Smile*  
Paul Francis Webster  
Johnny Mandel



1965  
**ORIGINAL MUSIC SCORE**  
*Doctor Zhivago*  
Maurice Jarre (SACEM)



1965  
**SCORE ADAPTATION**  
*The Sound of Music*  
Irwin Kostal



1966  
**SCORE ADAPTATION**  
*A Funny Thing Happened on the Way to the Forum*  
Ken Thorne (PRS)



1967  
**ORIGINAL MUSIC SCORE**  
*Thoroughly Modern Millie*  
Elmer Bernstein



1967  
**SCORE ADAPTATION**  
*Camelot*  
Alfred Newman  
Ken Darby



1973  
**BEST SONG**  
*The Way We Were*  
Marvin Hamlisch/  
Van & Marilyn Bergman



1973  
**DRAMATIC SCORE**  
*The Way We Were*  
Marvin Hamlisch



1973  
**SCORE ADAPTATION**  
*The Sting*  
Marvin Hamlisch



1974  
**BEST SONG**  
*We May Never Love Like This Again*  
Al Kasha (Co-writer)



1974  
**DRAMATIC SCORE**  
*The Godfather Part II*  
Nino Rota (SAE)  
Carmine Coppola



1975  
**BEST SONG**  
*For the Love of Easy*  
Keith Carradine



1976  
**BEST SONG**  
*Evergreen*  
Barbra Streisand  
Paul Williams



1977  
**BEST SONG**  
*You Light Up My Life*  
Joe Brooks



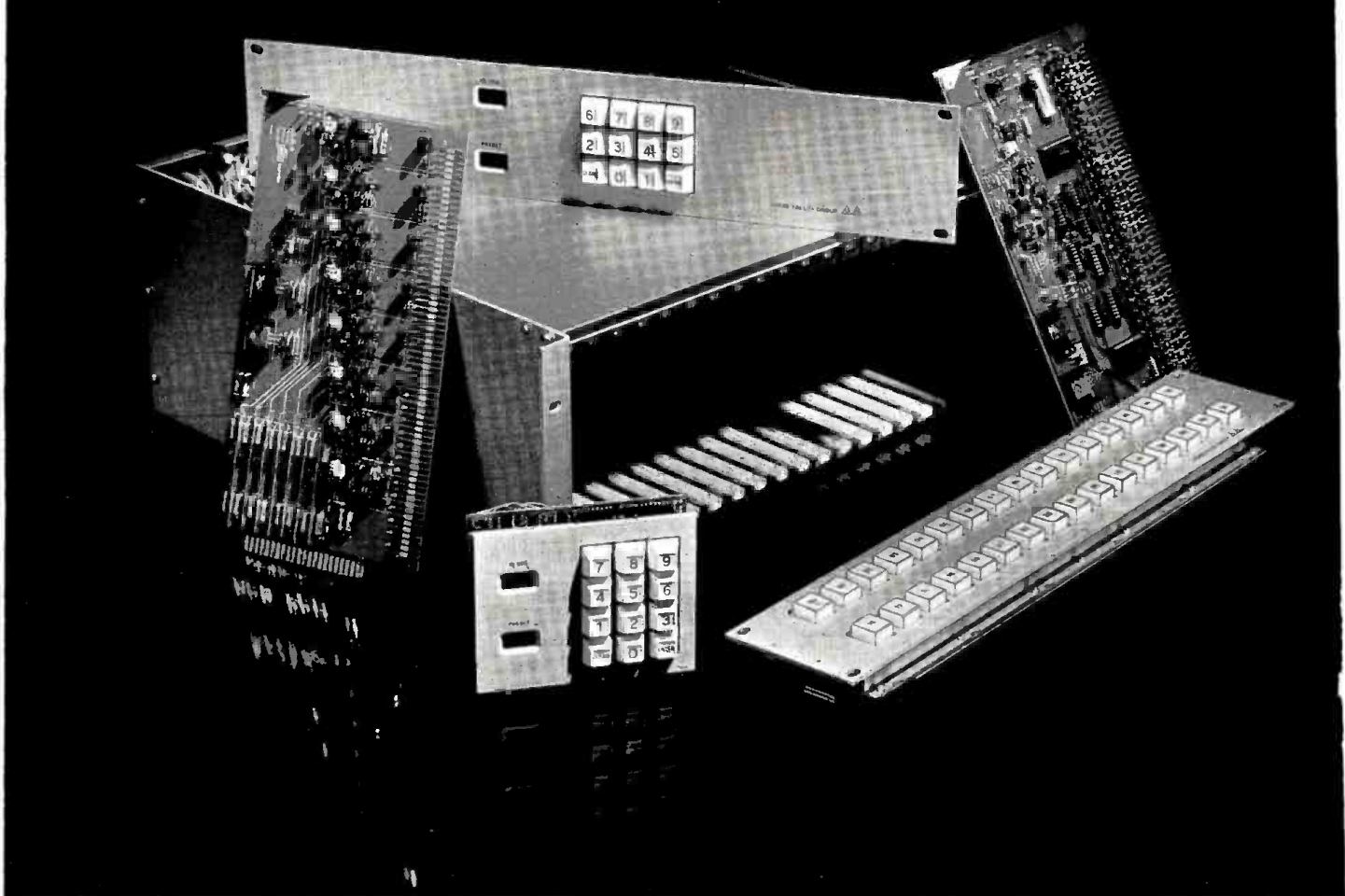
1977  
**SCORE ADAPTATION**  
*A Little Night Music*  
Jonathan Tunick

# ASCAP



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# 400-SERIES



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# The Week in Brief

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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# FEDERAL COMMUNICATIONS COMMISSIONERS

## JULY 10, 1934 TO MARCH 27, 1978



Charles D. Ferris  
1977-  
CHAIRMAN



Robert Emmett Lee  
1953-



James Quello  
1974-



Abbott Washburn  
1974-



Margita White  
1976-



Joseph R. Fogarty  
1976-



Tyrone Brown  
1977-



\*Richard E. Wiley  
1972-1977



Benjamin L. Hooks  
1973-1977



Glen O. Robinson  
1974-1976



Charlotte T. Reid  
1971-1976



\*Dean Burch  
1969-1974



H. Rex Lee  
1968-1973



Nicholas Johnson  
1966-1973



Robert Taylor Bartley  
1952-1972



Robert Wells  
1969-1971



Thomas J. Houser  
1970-1971



Kenneth A. Cox  
1963-1970



\*Rosel Herschel Hyde  
1946-1969



James J. Wadsworth  
1965-1969



Lee Loevinger  
1963-1968



\*E. William Henry  
1962-1966



\*Frederick W. Ford  
1957-1964



\*Newton N. Minow  
1961-1963



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



John S. Cross  
1958-1962\*\*



Charles Henry King  
1960-1961



\*John C. Doerfer  
1953-1960



Richard A. Mack  
1955-1958\*\*



\*George C. McConaughy  
1954-1957\*\*



Edward Mount Webster  
1947-1956\*\*



Frieda Barkin Henock  
1948-1955\*\*



George Edward Sterling  
1948-1954



\*Paul Allee Walker  
1934-1953\*\*



Eugene H. Merrill  
1952-1953



Robert Franklin Jones  
1947-1952\*\*



\*Albert Wayne Coy  
1947-1952\*\*



Clifford J. Durr  
1941-1948\*\*



Ray C. Wakefield  
1941-1947\*\*



\*Ewell K. Jett  
1944-1947\*\*



\*Charles R. Denny, Jr.  
1945-1947



\*Paul A. Porter  
1944-1946\*\*



William H. Wills  
1945-1946\*\*



\*James Lawrence Fly  
1939-1944\*\*



Norman S. Case  
1934-1945\*\*



George H. Payne  
1934-1943\*\*



Frederick I. Thompson  
1939-1941\*\*



Thad H. Brown  
1934-1940\*\*



\*Eugene O. Sykes  
1934-1939\*\*



\*Frank R. McNinch  
1937-1939\*\*



Irvin Stewart  
1934-1937



\*Anning S. Prall  
1935-1937\*\*



Hampson Gary  
1934\*\*

### STEINMAN TV STATIONS

**WGAL-TV**  
Lancaster-Harrisburg-  
York-Lebanon, Pa.

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

\*Served as Chairman

\*\*Deceased

# Closed Circuit<sup>®</sup>

Insider report: behind the scene, before the fact

## War cry

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

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

## Quarter billion a year

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

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

## Bright future

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

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

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

## Unveiling

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

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

## Popular cause

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

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

## White's job

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

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

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

## Not child's play

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

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

## Noise problem

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

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





WBAL-TV Baltimore



WBRZ Baton Rouge



KFYR-TV Bismarck



KOAT-TV Denver



KTRK-TV Houston



WISN-TV Milwaukee



WDSU-TV New Orleans



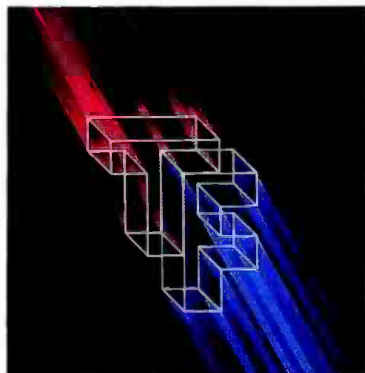
KGW-TV Portland



KING-TV Seattle



WCTV-TV Tallahassee



Blair TeleForce



WFLA-TV Tampa

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

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

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



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John Blair and Company.

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

# Business Briefly

## Radio only

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

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

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

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

## Rep appointments

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

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

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

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

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

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

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

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

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

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

## TV only

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

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

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

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

HR Television  
Is proud to represent  
KVVU-TV



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

Source: ADI Share, 3-5, Feb 1976 Arbitron Reports.  
Subject to defects and limitations of source material  
and methods.

**KVVU/5**  
Henderson—Las Vegas





\*NTI Tab Feb., 1978

## THEY WORE THEIR EARS PROUDLY!

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

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

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

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

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

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

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

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

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

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

# BASIC A is the audio control system you can afford.

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

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

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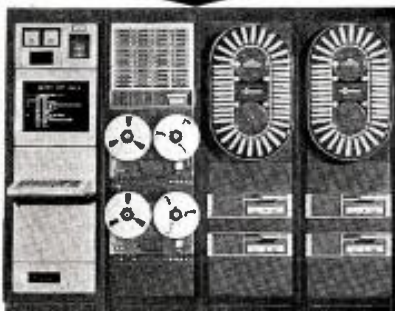
In these and other ways, BASIC A helps you control costs.

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

Please send for the brochure.

## IGM

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

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

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

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

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

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

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

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

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

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



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

### Radio-TV

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

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

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

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

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

| Day parts                        | Total minutes week ended March 19 | Total dollars week ended March 19 | 1978 total minutes | 1978 total dollars year to date | 1977 total dollars year to date | % change from 1977 |
|----------------------------------|-----------------------------------|-----------------------------------|--------------------|---------------------------------|---------------------------------|--------------------|
| Monday-Friday Sign-on-10 a.m.    | 164                               | \$ 1,107,600                      | 1,564              | \$ 10,443,500                   | \$ 9,373,200                    | +11.4              |
| Monday-Friday 10 a.m.-6 p.m.     | 1,001                             | 15,914,100                        | 11,185             | 182,014,500                     | 163,016,900                     | +11.7              |
| Saturday-Sunday Sign-on-6 p.m.   | 348                               | 9,942,500                         | 3,716              | 101,613,200                     | 100,152,300                     | +1.5               |
| Monday-Saturday 6 p.m.-7:30 p.m. | 101                               | 4,288,500                         | 1,110              | 46,880,700                      | 42,924,100                      | +9.2               |
| Sunday 6 p.m.-7:30 p.m.          | 16                                | 902,500                           | 250                | 16,370,500                      | 14,086,800                      | +16.2              |
| Monday-Sunday 7:30 p.m.-11 p.m.  | 410                               | 37,251,500                        | 4,583              | 413,518,100                     | 385,308,400                     | +7.3               |
| Monday-Sunday 11 p.m.-Sign-off   | 225                               | 4,164,400                         | 2,324              | 45,689,000                      | 45,668,000                      | -0.1               |
| <b>Total</b>                     | <b>2,265</b>                      | <b>\$73,571,100</b>               | <b>24,732</b>      | <b>\$816,529,500</b>            | <b>\$760,529,700</b>            | <b>+7.4</b>        |

Source: Broadcast Advertisers Reports



# You Don't Have To Join The Union.

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

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

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

AFTRA first dictated that if

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

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

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

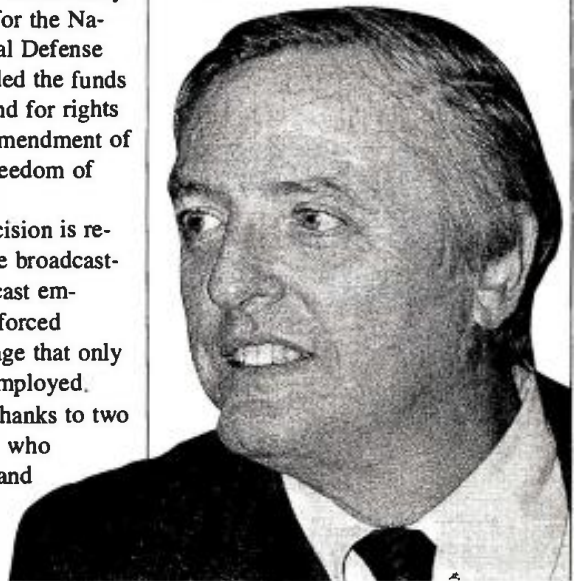
The Buckley-Evans decision is reverberating throughout the broadcasting industry. Most broadcast employers had rigorously enforced AFTRA's contract language that only union *members* may be employed.

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

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

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

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





# Datebook<sup>®</sup>

■ indicates new or revised listing

## This week

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

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

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

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

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

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

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

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

**April 14**—*FCC's* new date for comments on petition by Council for Children, Media and Merchandising to amend commission's children's program reporting form (RM-3054). *FCC*, Washington.

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

**April 14-15**—*Women in Communications* meeting for Northeast region 6. Waldorf-Astoria, New York.

**April 14-15**—*Oklahoma AP Broadcasters* convention. Holidome, Oklahoma City.

**April 14-16**—*Women in Communications* meeting for West region 5. Snowbird Ski and Summer Resort. Snowbird, Utah.

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

**April 15**—Meeting of *region 14 of Radio Television News Directors Association*. University of South Florida, Tampa.

## Major meetings

**April 9-12**—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

**April 21-27**—*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. Camelback Inn, Phoenix.

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

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

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

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

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

**June 13-17**—*American Women in Radio and Television's* 27th annual convention. Los Angeles Hilton. Los Angeles.

**June 17-20**—*American Advertising Federation* annual convention. St. Francis hotel, San Francisco.

**June 18-20**—Annual meeting of *NBC-TV affiliates*. St. New York Hilton, New York.

**Sept. 17-20**—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco. Future conventions: Oct. 6-8, 1979, Washington Hilton hotel, Washington; Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

**Sept. 17-20**—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York, 1980 conference will be Sept. 14-17 at Town and Country hotel, San Diego.

**Sept. 20-22**—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel. 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

**Oct. 28-Nov. 2**—*National Association of Educational Broadcasters* annual convention. Sheraton Park hotel, Washington.

**Nov. 13-15**—*Television Bureau of Advertising* annual meeting. Continental Plaza hotel, Chicago.

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

**March 10-14, 1979**—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas. Future conference: March 8-12, 1980, Nob Hill complex, San Francisco.

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

**April 15**—*Oklahoma AP Broadcasters* convention. Oklahoma City.

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

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

## Also in April

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

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

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

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

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

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

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

**April 20**—Meeting of *American Women in Radio and Television New England chapter*. Keynote speaker will be Connecticut Governor Ella Grasso. Yankee Silversmith, Wallingford, Conn.

**April 20**—Public meeting of *Carnegie Commission*

## How do you forecast a market's economic growth?

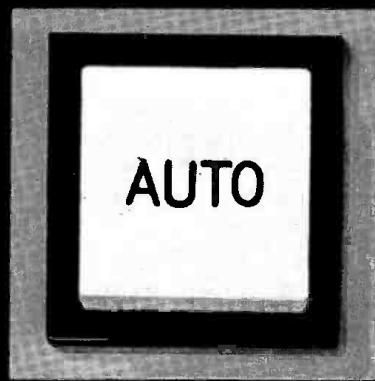
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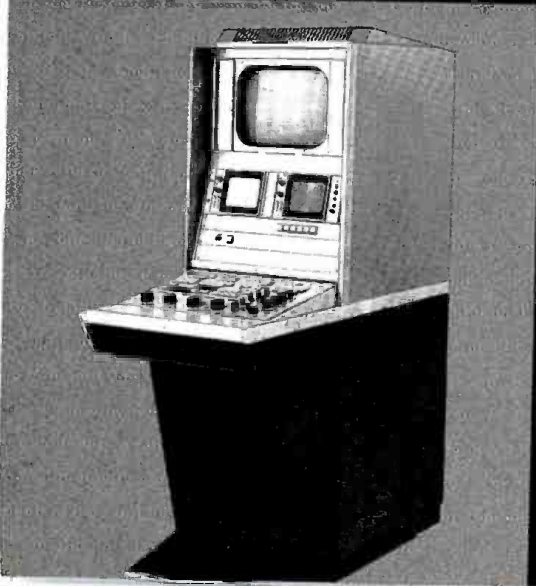
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*Automatic setup delivers consistent picture quality.*





# RCA introduces the "tomorrow" camera— the fully automatic TK-47, for today's ultimate in video freedom.

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

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

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

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

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

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

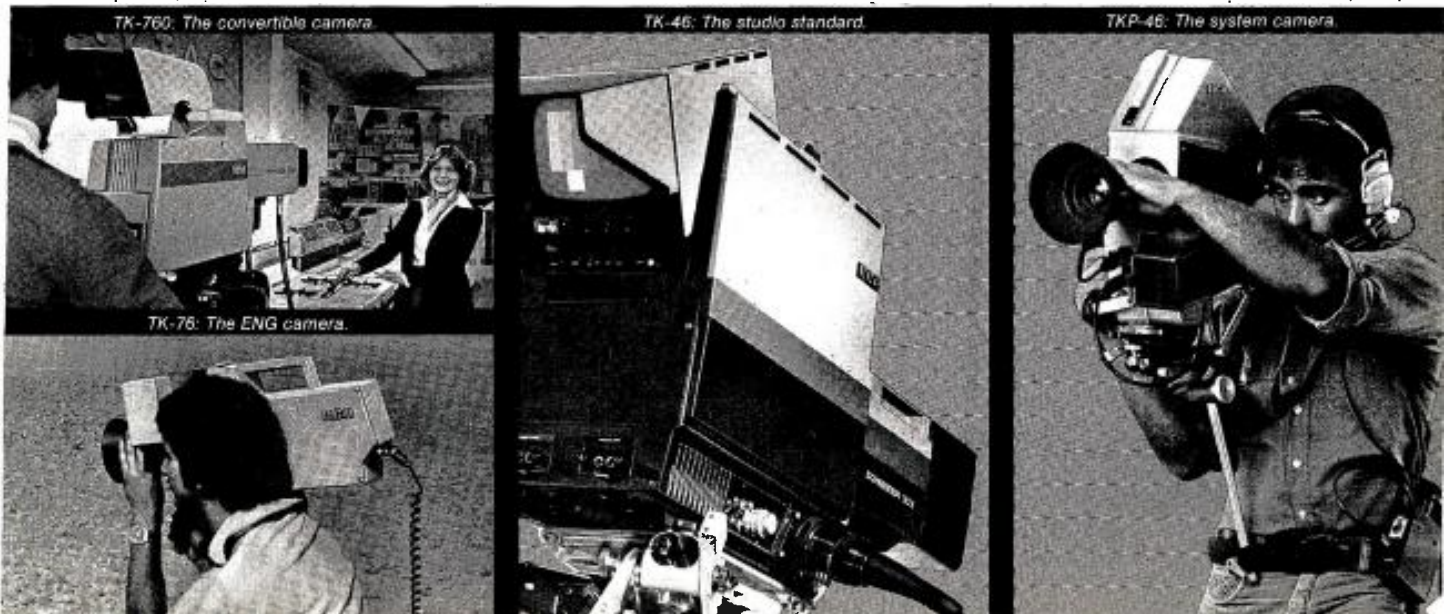
Either way—with the touch of a button or with semi-automated setup—the TK-47 gives you the ultimate video freedom in a studio camera.

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

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

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

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

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

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

**April 21-23**—*Society of Professional Journalists, Sigma Delta Chi*, region 11 conference. South Coast Plaza hotel, Costa Mesa, Calif.

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

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

**April 22**—Regional workshop by *Radio Television News Directors Association* and *Pennsylvania Association Press Broadcasters*. Pocono Hershey, near Wilkes-Barre, Pa.

**April 23**—*Iowa Associated Press Broadcasters* meeting. Ramada Inn, Ames, Iowa.

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

**April 23-27**—Seventh *American Institute of Aeronautics and Astronautics* communications satellite systems conference. San Diego. Information: David Brown, Hughes Aircraft, P.O. Box 92919, Los Angeles 90009; (213) 648-3786.

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

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

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

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

**April 25**—*Tennessee Association of Broadcasters* Eddie Allgood sales seminar. Hilton Airport Inn, Nashville chairman: Jack Mayer WDXN Clarksville, Tenn.

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

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

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

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

**April 28**—Biannual convention of *Broadcasters Association of Puerto Rico*. Condado Holiday Inn, San Juan, 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. Bel Air hotel, St. Louis.

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

**April 28-May 2**—*Pennsylvania Association of Broadcasters* annual convention. St. Croix, Virgin Islands.

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

**April 29**—*Radio Television News Directors Association* region four meeting. University of Texas-Arlington campus, Arlington, Tex. Contact: Bob Rogers, KENS-TV San Antonio, Tex.

■ **April 29**—*Wisconsin Broadcast News Council* and *Radio Television News Directors Association* joint seminar, University of Wisconsin campus, Stevens Point, Wis.

**April 29-May 2**—*Chamber of Commerce of the United States* 66th annual meeting. Washington.

**April 30-May 2**—*Action for Children's Television* seventh annual symposium on children's TV. Kennedy Center and Marvin Center (George Washington University), Washington.

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

## May

**May 1-3**—*Association of Canadian Advertisers* annual seminar. Royal York hotel, Toronto.

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

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

**May 4-5**—Spring meeting of *Minnesota Broadcasters Association*. Leamington hotel, Minneapolis.

**May 4-5**—Annual meeting of *Public Broadcasters Organization of Michigan*. Beyne Highlands, Mich.

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

**May 5**—Second media law seminar, co-sponsored by *National Association of Broadcasters, Radio Television News Directors/Association, Reporters Committee* and *Society of Professional Journalists, Sigma Delta Chi*. Carl Stern, NBC, will be keynote speaker. Pittsburgh Hilton, Pittsburgh.

**May 5-6**—Sixth annual Gospel Radio Seminar. Chairman of steering committee is Jim Black, director of gospel music, SESAC, Airport Hilton, Nashville. Information: Gospel Radio Seminar, P.O. Box 22912, Nashville 37202.

**May 7-10**—Workshop on reporting of government and economy, jointly sponsored by *National Association of Broadcasters, American Newspaper Publishers Association, National Newspaper Association* and *National Association of Manufacturers' Foundation for Economic Freedom*. NAB headquarters, Washington.

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

**May 11**—*National Radio Broadcasters Association* seminar on radio sales management techniques and promotion ideas. Chicago Marriott O'Hare hotel, Chicago.

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

**May 12**—*FCC's* new date for comments in its proceeding examining certain changes to the *Cable Television Relay Service* (Docket 21505). Replies are now due June 12. *FCC*, Washington.

**May 12-13**—*UPI Ohio Broadcasters Association* annual convention. Marriott hotel, Columbus, Ohio.

**May 15**—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Hyatt on Union Square, San Francisco.

**May 16**—*NBC Radio Network* regional affiliate meeting. Sheraton Twin Towers, Orlando, Fla.

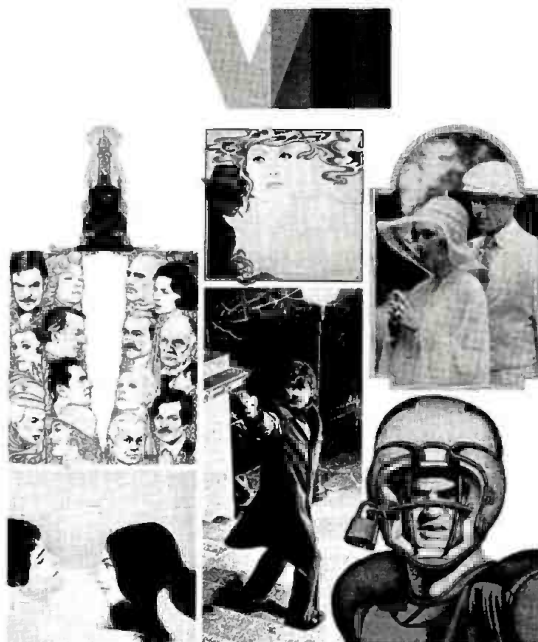
**May 16**—*National Radio Broadcasters Association* seminar on radio sales management techniques and promotion ideas. Sheraton Harbor Inn, San Diego.

**May 16**—*New Hampshire Association of Broad-*



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WJRT-TV, Flint, Saginaw, Bay City • KMPH-TV, Fresno • KTXL, Sacramento

## Portfolio VIII

From Paramount Television Distribution  
Domestic Syndication





casters sales seminar. New England Center, Durham, N.H.

**May 17**—NBC Radio Network regional affiliate meeting. Sheraton Safari, Dallas/Fort Worth Airport.

**May 17**—National Radio Broadcasters Association "radio sales day." Airport Sheraton hotel, Philadelphia.

**May 17**—World Telecommunications Day of International Telecommunications Union of the United Nations. Geneva.

**May 17-18**—Ohio Association of Broadcasters spring convention. Program will include FCC Commissioner Margita White; Jack Perkins, NBC News and Tony Orlando. New Marriott East, Beachwood-Shaker Heights (Cleveland).

**May 18**—Legal workshop on political advertising and commercial practices by National Association of Broadcasters. Marriott at Kansas City Airport, Kansas City, Mo.

**May 18-19**—Arizona Broadcasters Association spring convention. Little America, Flagstaff, Ariz.

**May 18-20**—Third annual Upper Midwest Communications Conclave for record people and broadcasters. Radisson Inn Plymouth, Minneapolis. Information: Box 6303, Minneapolis 55406.

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

**May 19-20**—Public Radio in Mid America spring meeting. KCUR Kansas City will be host station. Hilton Plaza Inn, Kansas City, Mo.

**May 21-23**—Washington State Association of Broadcasters spring meeting. Sheraton Spokane hotel, Spokane, Wash.

**May 21-24**—Tenth annual Southern Educational Communications Association conference. WDCN-TV Nashville will be host. Opryland hotel, Nashville.

**May 22-23**—Virginia Cable Television Association spring meeting. Technical sessions will be set up with

cooperation of Society of Cable Television Engineers. Holiday Inn, Roanoke, Va.

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

**May 23**—National Radio Broadcasters Association seminar on radio sales management techniques and promotion ideas. Atlanta Airport Hilton hotel, Atlanta.

**May 23**—Legal workshop on political advertising and commercial practices by National Association of Broadcasters. Red Coach Convention Center, Portland, Me.

**May 23-25**—Electro/78 international electronics show and convention, sponsored by New England and New York chapters of Institute for Electrical and Electronic Engineers and Electronic Representatives Association. Hynes auditorium and Sheraton-Boston hotel, Boston.

**May 26-27**—Annual convention of UPI Broadcasters Association of Texas. Hilton Inn, Amarillo, Tex.

**May 26-June 3**—Eighth Prix Jeunesse International, an international television competition for children's and youth programs under the auspices of the European Broadcast Union and UNESCO. Building of Bayerischer Rundfunk, Munich, Germany.

**May 29-June 1**—Canadian Cable Television Association 21st annual convention. Queen Elizabeth hotel, Montreal.

## June

**June 1-3**—Associated Press Broadcasters annual meeting. John Chancellor, NBC, will deliver keynote address. Speakers will include Ohio Governor James Rhodes. Stouffer's Twin Towers, Cincinnati.

**June 1-3**—International Idea Bank convention. Winston-Salem Hyatt House, Winston-Salem, N.C. Information: Bernard Mann, Mann Media, P.O. Box 2808, High Point, N.C. 27261.

**June 1-3**—Iowa Broadcasters Association meeting. Roosevelt Royale hotel, Cedar Rapids, Iowa.

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

**June 4-6**—National Association of Broadcasters third children's TV programing conference. Hyatt-Regency hotel, Washington.

**June 4-7**—Workshop on reporting of government and economy, jointly sponsored by National Association of Broadcasters, American Newspaper Publishers Association, National Newspaper Association and National Association of Manufacturers' Foundation for Economic Freedom. NAB headquarters, Washington.

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

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

**June 7**—NBC Radio Network regional affiliate meeting. Sheraton O'Hare motor hotel, Chicago.

**June 7**—Advertising Research Foundation midyear conference. Hyatt Regency O'Hare, Chicago.

**June 7-10**—Broadcasters Promotion Association 23d annual seminar. Radisson St. Paul, St. Paul.

**June 8-10**—Alabama Broadcasters Association spring convention. Gulf Park Resort, Gulf Shores, Ala.

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

**June 8-11**—Mississippi Broadcasters Association annual convention. MBA board will meet June 8. Sheraton-Biloxi hotel, Biloxi, Miss.

**June 8-11**—Combined meeting of Missouri Broadcasters Association and Kansas Association of Broadcasters. Marriott, Kansas City International Airport.

**June 11-13**—Montana Broadcasters Association annual convention. Fairmont Hot Springs Resort, south of Butte, Mont.

**June 11-14**—Electronic Industries Association/Con-

sumer Electronics Group 1978 International Summer Consumer Electronics Show, Chicago.

**June 12-14**—National Association of Broadcasters meeting for presidents and executive directors of state broadcasters associations. Hyatt Regency hotel, Washington.

**June 13**—Tennessee Association of Broadcasters congressional breakfast. Washington.

**June 13-17**—American Women in Radio and Television's 27th annual convention. Los Angeles Hilton, Los Angeles.

**June 14**—Virginia Association of Broadcasters meeting. Mariner Resort Inn, Virginia Beach, Va.

**June 15-16**—Oregon Association of Broadcasters spring conference. Salishan Lodge, Gleneden Beach, Ore.

**June 15-17**—South Dakota Broadcasters Association meeting. Holiday Inn, Mitchell, S.D.

**June 16-17**—Broadcast Financial Management Association/BCA quarterly board of directors meeting. Opryland hotel, Nashville.

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

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

**June 17-20**—American Advertising Federation annual convention. St. Francis hotel, San Francisco.

**June 18-20**—Annual meeting of NBC-TV affiliates. New York Hilton, New York.

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

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

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

**June 21-24**—Florida Association of Broadcasters 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 22-24**—Wyoming Association of Broadcasters annual convention. Holiday Inn, Cody, Wyo.

**June 23-24**—National meeting of Radio Television News Directors Association of Canada. Bayshore Inn, Vancouver B.C. Contact: Elmer Harris, VOXM St. Johns, Newfoundland A1B 3P5.

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

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

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

## July

**July 6-9**—National Federation of Local Cable Programmers convention, jointly sponsored by The University of Wisconsin-Extension Communications Program Unit. Event will be partly funded by National Endowment for the Arts. University Bay Center, 1950 Willow Drive, Madison, Wis. Information: Carol Brown Eilber, (606) 262-3566.

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

**July 15-18**—Television Programmers Conference 22nd annual meeting. Hyatt Regency hotel, Nashville. Information: A.C. Wimberly, KMCC(TV) Lubbock, Tex.

**July 16-18**—California Broadcasters Association midsummer meeting. Del Monte Hyatt House, Monterey, Calif.

Great people don't have to  
be seen to be heard.

**TALKIES!**

Turn up your  
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Former Chief of U.S. Navy

(ret.) ADMIRAL  
E. R. ZUMWALT

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260  
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**We gained  
more listeners than any  
other major radio group\***

## **In vino veritas.**

**Suite 2931 • Las Vegas Hilton**



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

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



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

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

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Washington, D.C. 20006

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Representing the Chamber at the NAB Convention  
to greet you are:

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**Bob Adams** Director of Broadcasting

**Hugh Guidi** Director of Broadcast Relations

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

### Nickeled and dined to death

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

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

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

### Bill Ray

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

### Off on our head

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

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

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

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



Timken Bearings Keep Rolling, to Help Make

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

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

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

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

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

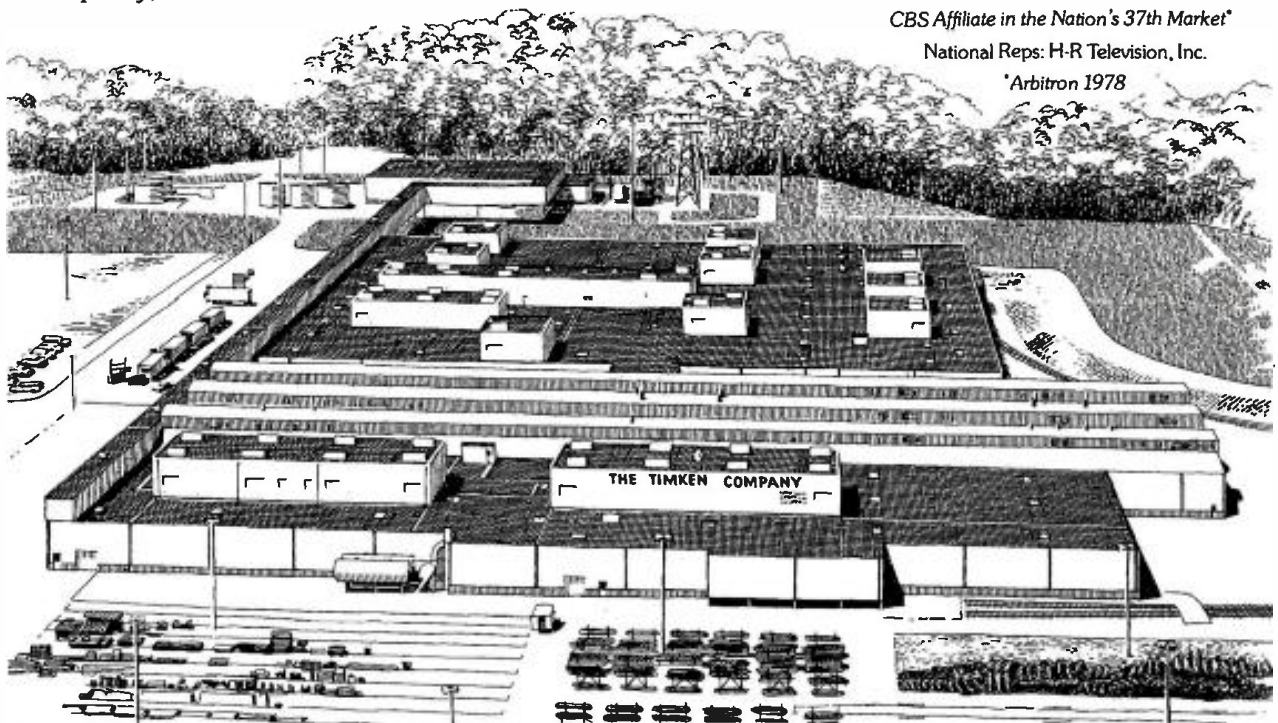
## WSPA-TV

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Spartan Radiocasting Company  
Walter J. Brown, President  
TV 7 - AM 95 - FM 98.9

CBS Affiliate in the Nation's 37th Market\*

National Reps: H-R Television, Inc.

\*Arbitron 1978



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

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

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

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

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



**Broadcasters Libel, Department 2  
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Please tell me more about your Broadcasters Libel coverage.

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TITLE \_\_\_\_\_

BUSINESS \_\_\_\_\_

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# Broadcasting<sup>TV</sup>

The newswEEKly of broadcasting and allied arts

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Founded in 1931 as *Broadcasting*\*—*The News Magazine of the Fifth Estate.* □ *Broadcast Advertising*\* was acquired in 1932. *Broadcast Reporter*\* in 1933, *Telecast*\* in 1953 and *Television*\* in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ \*Reg. U.S. Patent Office. □ Copyright © 1978 by Broadcasting Publications Inc.

# 'IRIS' EYES ARE SMILING.



## ON THE CBS TELEVISION STATIONS

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

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

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

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

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

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



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

PHILADELPHIA **10**  
"THE GREAT METRIC  
MYSTERY"

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



# Monday Memo<sup>®</sup>

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

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

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

We are being misled.

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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



## **BMI music scores just as big on TV.**

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

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

CLOSE ENCOUNTERS and our music helped swell THE DEEP.

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

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

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

**BMI**

# Our open door policy.



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

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

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

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

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

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



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

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

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

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

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

We're happy to share it with you.

**PNS**  
POST-NEWSWEEK STATIONS, INC.

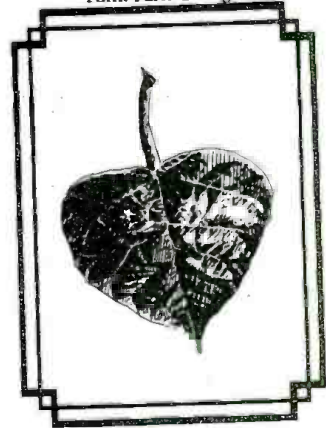
**BMI licensed music  
took 66% of all  
RECORD WORLD 1977 charts**

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

**BMI licensed music  
took 64% of the 1977  
CASHBOX chart  
positions**

**BMI licensed music  
took 65% of all  
BILLBOARD chart posi  
during 1977**

Helen-Jean Moore Library  
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Over 60% of the music played on radio is licensed by BMI.

**BMI**

What the world expects from the  
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## Top of the Week

### A public mea culpa from CBS

**Jankowski goes on the air to apologize for tennis promotions**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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





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

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

## FCC has a heart for small-market radio station

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

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

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

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

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

would lead to a flood of similar requests.

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

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

In other matters, the commission:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## February's sweepings from the top 100

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

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

|  | ABC         |          | CBS        |          | NBC        |          |   | ABC        |          | CBS       |          | NBC       |          |
|--|-------------|----------|------------|----------|------------|----------|---|------------|----------|-----------|----------|-----------|----------|
|  | HH          | % change | HH         | % change | HH         | % change |   | HH         | % change | HH        | % change | HH        | % change |
| 1. New York                                | <b>1582</b> | +3       | 1197       | +17      | 1053       | +9       | 53. Greensboro-Winston Salem- High Point, N.C.        | <b>117</b> | -2       | 87        | -4       | 73        | +9       |
| 2. Los Angeles                             | <b>827</b>  | -10      | 505        | -1       | 539        | -4       | 54. Toledo, Ohio                                      | 83         | -6       | <b>93</b> | +1       | 73        | NC       |
| 3. Chicago                                 | <b>705</b>  | -1       | 494        | +10      | 446        | +9       | 55. Little Rock, Ark.                                 | <b>107</b> | +2       | 76        | +14      | 80        | +7       |
| 4. Philadelphia                            | <b>636</b>  | -3       | 427        | +5       | 396        | +22      | 56. Wichita-Hutchinson, Kan.                          | <b>81</b>  | -1       | 79        | +2       | 72        | +13      |
| 5. Boston                                  | <b>366</b>  | -7       | 289        | -4       | 272        | +5       | 57. Tulsa, Okla.                                      | <b>116</b> | +6       | 76        | +14      | 61        | +18      |
| 6. San Francisco                           | <b>337</b>  | -4       | 267        | +5       | 247        | +1       | 58. Richmond, Va.                                     | 69         | -7       | <b>88</b> | +8       | 69        | +23      |
| 7. Detroit                                 | <b>429</b>  | -2       | 318        | +4       | 309        | +9       | 59. Shreveport, La.-Texarkana, Tex.                   | <b>101</b> | +9       | 50        | -41      | 74        | +28      |
| 8. Washington                              | <b>258</b>  | -9       | 243        | +6       | 215        | +4       | 60. Knoxville, Tenn.                                  | 33         | +4       | <b>88</b> | +28      | 93        | +21      |
| 9. Cleveland                               | <b>357</b>  | -1       | 246        | -1       | 230        | +2       | 61. Syracuse, N.Y.                                    | 81         | -2       | <b>88</b> | +6       | 80        | -9       |
| 10. Pittsburgh                             | <b>332</b>  | -3       | 270        | +4       | 159        | -2       | 62. Des Moines, Iowa                                  | 74         | -1       | <b>78</b> | +10      | 60        | +20      |
| 11. Dallas-Fort Worth                      | <b>286</b>  | +3       | 233        | +21      | 190        | +8       | 63. Mobile, Ala.-Pensacola, Fla.                      | <b>83</b>  | 0        | 78        | +7       | 58        | +2       |
| 12. St. Louis                              | <b>215</b>  | -2       | 200        | -2       | 175        | +11      | 64. Jacksonville, Fla.                                | 48         | -6       | <b>97</b> | +18      | 66        | +12      |
| 13. Houston                                | <b>229</b>  | -4       | 184        | +9       | 180        | +2       | 65. Omaha   | <b>102</b> | +4       | 72        | +1       | 65        | +3       |
| 14. Minneapolis-St. Paul                   | 113         | -2       | <b>177</b> | +6       | 160        | +6       | 66. Rochester, N.Y.                                   | <b>77</b>  | -9       | 67        | +2       | 52        | +13      |
| 15. Miami                                  | 176         | -5       | <b>228</b> | +10      | 159        | +7       | 67. Green Bay, Wis.                                   | <b>93</b>  | +9       | 65        | +4       | 62        | +7       |
| 16. Atlanta                                | 167         | -13      | 180        | +3       | <b>182</b> | +9       | 68. Roanoke, Va.                                      | 51         | 0        | <b>83</b> | +9       | 61        | +13      |
| 17. Tampa-St. Petersburg, Fla.             | 113         | -12      | <b>193</b> | -2       | 156        | +2       | 69. Davenport, Iowa-Rock Island-Moline, Ill.          | <b>74</b>  | 0        | 54        | -3       | 61        | +22      |
| 18. Seattle-Tacoma                         | <b>218</b>  | +3       | 114        | +9       | 155        | +7       | 70. Fresno, Calif.                                    | <b>55</b>  | -1       | 45        | -2       | 47        | -4       |
| 19. Baltimore                              | <b>207</b>  | -2       | 169        | NC       | 186        | -2       | 71. Springfield-Decatur-Champaign, Ill.               | <b>63</b>  | -5       | 60        | +5       | 60        | +2       |
| 20. Indianapolis                           | <b>178</b>  | +2       | 149        | +11      | 135        | +5       | 72. Spokane, Wash.                                    | <b>87</b>  | +2       | 50        | +9       | 47        | -4       |
| 21. Denver                                 | <b>159</b>  | -2       | 120        | +17      | 121        | +14      | 73. Cedar Rapids, Iowa                                | <b>83</b>  | +12      | 57        | +19      | 51        | +16      |
| 22. Hartford-New Haven, Conn.              | 199         | +13      | <b>200</b> | +10      | 72         | +17      | 74. Portland-Poland Springs, Me.                      | <b>64</b>  | -7       | 46        | +10      | 47        | -8       |
| 23. Sacramento-Stockton, Calif.            | <b>159</b>  | +4       | 104        | -1       | 126        | +8       | 75. Johnstown-Altoona, Pa.                            | 15         | -17      | 65        | -2       | <b>89</b> | +11      |
| 24. Portland, Ore.                         | <b>137</b>  | +7       | 113        | -7       | 103        | +11      | 76. South Bend-Elkhart, Ind.                          | <b>64</b>  | -2       | 52        | +4       | 48        | +4       |
| 25. Cincinnati                             | <b>158</b>  | +2       | 144        | -8       | 116        | +5       | 77. Paducah, Ky.-Harrisburg, Ill.-Cape Girardeau, Mo. | 41         | -12      | <b>77</b> | +10      | 69        | +19      |
| 26. Milwaukee                              | <b>144</b>  | -8       | 116        | -2       | 123        | +5       | 78. Youngstown, Ohio                                  | <b>65</b>  | -11      | 57        | +8       | 45        | 0        |
| 27. Kansas City, Mo.                       | <b>182</b>  | -4       | 133        | +6       | 119        | +9       | 79. Albuquerque                                       | <b>75</b>  | -6       | 46        | +12      | 48        | +9       |
| 28. Buffalo, N.Y.                          | <b>163</b>  | +14      | 107        | -14      | 97         | -5       | 80. West Palm Beach                                   | 41         | -14      | —         | —        | <b>45</b> | +10      |
| 29. Providence, R.I.                       | <b>141</b>  | +26      | 79         | -32      | 120        | +2       | 81. Jackson, Miss.                                    | 33         | -13      | 53        | +6       | <b>60</b> | +9       |
| 30. San Diego                              | <b>121</b>  | +25      | 97         | -10      | 70         | -23      | 82. Chattanooga                                       | <b>65</b>  | -1       | 50        | +5       | 54        | +18      |
| 31. Nashville                              | 119         | -6       | <b>136</b> | -6       | 125        | +15      | 83. Bristol, Va.-Johnson City-Kingsport, Tenn.        | 33         | +4       | <b>59</b> | +26      | 56        | +2       |
| 32. Columbus, Ohio                         | <b>151</b>  | +7       | 135        | +3       | 96         | -3       | 84. Springfield, Mo.                                  | 26         | -16      | 55        | +15      | <b>68</b> | +12      |
| 33. Charlotte, N.C.                        | 59          | -17      | <b>138</b> | +11      | 95         | +16      | 85. Lincoln-Kearney-Hastings, Neb.                    | 41         | -2       | <b>62</b> | +7       | 16        | +14      |
| 34. Phoenix                                | <b>130</b>  | +7       | 105        | +13      | 83         | 0        | 86. Springfield, Mass.                                | <b>71</b>  | -3       | —         | —        | 41        | -16      |
| 35. Memphis                                | 112         | -2       | <b>130</b> | +15      | 94         | +12      | 87. Greenville-New Bern, N.C.                         | 34         | +21      | 49        | +7       | <b>56</b> | +17      |
| 36. New Orleans                            | 128         | +1       | <b>134</b> | +20      | 94         | +8       | 88. Lexington, Ky.                                    | 48         | +3       | <b>51</b> | +22      | 43        | +10      |
| 37. Greenville, S.C.-Asheville, N.C.       | <b>124</b>  | +5       | 100        | +12      | 105        | +11      | 89. Fort Wayne, Ind.                                  | <b>56</b>  | -10      | 41        | -7       | 33        | -13      |
| 38. Grand Rapids-Kalamazoo, Mich.          | <b>117</b>  | -2       | 92         | +9       | 85         | +2       | 90. Peoria, Ill.                                      | <b>57</b>  | -1       | 40        | +15      | 44        | +26      |
| 39. Oklahoma City                          | <b>108</b>  | -4       | 92         | +5       | 105        | +11      | 91. Evansville, Ind.                                  | <b>67</b>  | -8       | 37        | +6       | 33        | +27      |
| 40. Orlando-Daytona Beach, Fla.            | <b>107</b>  | -11      | 94         | -1       | 92         | +5       | 92. Huntsville-Decatur, Ala.                          | <b>56</b>  | +44      | 53        | +9       | 31        | -6       |
| 41. Albany-Troy-Schenectady, N.Y.          | <b>109</b>  | +5       | 86         | -15      | 95         | +11      | 93. Tucson, Ariz.                                     | <b>48</b>  | -4       | 35        | +3       | 37        | -9       |
| 42. Wilkes Barre-Scranton, Pa.             | <b>131</b>  | +10      | 78         | +9       | 87         | +8       | 94. Lansing, Mich.                                    | —          | —        | <b>56</b> | -2       | 38        | +12      |
| 43. Charleston-Huntington. W. Va.          | 91          | -12      | 90         | +5       | <b>127</b> | +17      | 95. Sioux Falls, S.D.                                 | 23         | +15      | <b>57</b> | -10      | 45        | +25      |
| 44. Salt Lake City                         | <b>114</b>  | -2       | 84         | +22      | 70         | +3       | 96. Fargo, N.D.                                       | 32         | -3       | 40        | +8       | 41        | +5       |
| 45. Louisville, Ky.                        | 85          | -8       | <b>105</b> | +5       | 98         | +13      | 97. Columbia, S.C.                                    | 29         | -15      | 26        | +24      | <b>60</b> | +5       |
| 46. Norfolk, Va.                           | <b>106</b>  | -6       | 97         | +5       | 72         | +4       | 98. Austin, Tex.                                      | 38         | -9       | <b>50</b> | +5       | 23        | +15      |
| 47. San Antonio, Tex.                      | <b>108</b>  | -11      | 93         | +15      | 73         | 0        | 99. Baton Rouge                                       | <b>84</b>  | +94      | 49        | -2       | 29        | -44      |
| 48. Birmingham, Ala.                       | <b>144</b>  | -15      | 45         | +22      | 89         | +15      | 100. Colorado Springs                                 | <b>53</b>  | -1       | 37        | +24      | 30        | -3       |
| 49. Dayton, Ohio                           | 91          | +2       | <b>118</b> | +6       | 81         | +1       |   |            |          |           |          |           |          |
| 50. Harrisburg-Lancaster-York-Lebanon, Pa. | 78          | -3       | 85         | +15      | <b>104</b> | +20      |   |            |          |           |          |           |          |
| 51. Raleigh-Durham, N.C.                   | 99          | -1       | <b>100</b> | +5       | 19         | +46      |   |            |          |           |          |           |          |
| 52. Flint-Bay City, Mich.                  | <b>122</b>  | 0        | 43         | +17      | 88         | +9       |   |            |          |           |          |           |          |

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

ABC research authorities said that the

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

Thus, over-all, the audience news was

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## In Brief

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

□

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

□

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



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

□

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

□

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



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

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

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

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

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

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

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

**Tuesday noon.** Radio luncheon with Ronald Reagan.

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

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

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

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

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

were higher, by mileage and time.

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

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

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

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

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

□

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

□

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

□

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

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



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

□

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

# Join the Mutual Network and get a Free Dish!

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

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

## Mutual Means Multi-Channels, Too

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



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



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

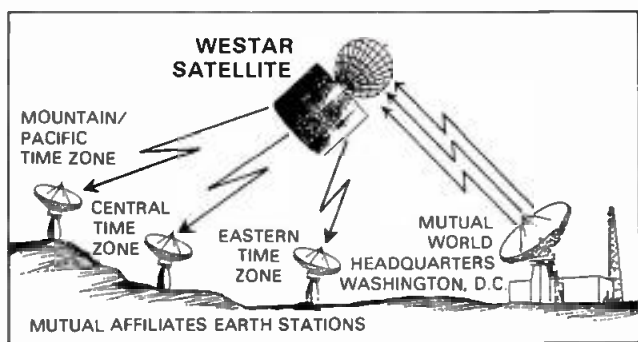
Mutual, through its new revolutionary, computerized master control facilities, will in the near future be capable of broadcasting up to six programs simultaneously via satellite transmission. And, via satellite, Mutual has a sound quality unheard of in the history of network radio. The network signal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

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

## Mutual News and Public Affairs

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

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



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

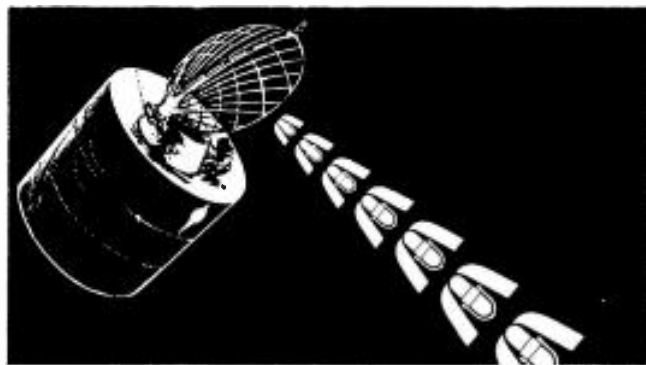
### Mutual Sports

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

### New Concepts in Network Programming

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

*\*except Elmer Dapron*



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

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

### It's a Full Dish

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

### Mutual Has Your Dish In Las Vegas!

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

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

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

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

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

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



Washington, D.C. World Headquarters  
1755 South Jefferson Davis Highway  
Arlington, Virginia 22202, (703) 685-2050



# Broadcasting's big spenders

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

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

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

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

accounted for almost 72% of national TV advertising.

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

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

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

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

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

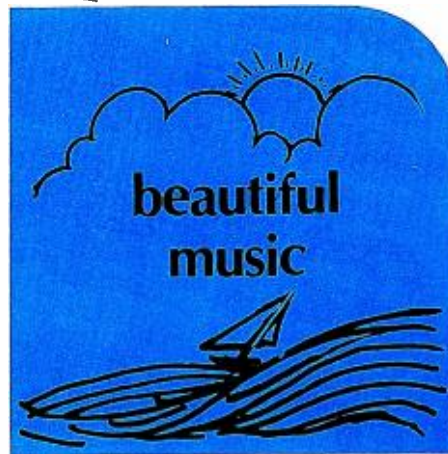
Major categories posting large increases were publishing and media, up 43% to \$87.7 million; records, tapes, radio and TV sets, up 43% to \$177.9 million; jewelry, optical goods and cameras, up 35% to \$105.8 million; beers and wines, up 31% to \$226.4 million and institutional and corporate promotion,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

|                             | Total TV      | Spot TV       | Network TV    |                               | Total TV               | Spot TV                | Network TV             |
|-----------------------------|---------------|---------------|---------------|-------------------------------|------------------------|------------------------|------------------------|
| 1. Procter & Gamble         | \$349,875,900 | \$114,624,800 | \$235,251,300 | 55. RCA                       | 27,558,600             | 11,414,500             | 16,142,100             |
| 2. General Foods            | 215,071,200   | 71,758,400    | 143,312,800   | 56. Beecham Group             | 27,554,000             | 3,435,400              | 24,118,600             |
| 3. American Home Products   | 143,676,900   | 35,248,200    | 108,428,700   | 57. Carnation                 | 25,752,700             | 7,366,400              | 18,386,300             |
| 4. Bristol-Myers            | 133,366,400   | 18,940,800    | 114,425,600   | 58. Novell                    | 25,554,000             | 3,821,200              | 21,732,800             |
| 5. General Mills            | 126,345,600   | 44,198,000    | 82,147,600    | 59. Toyola Motor Distributors | 25,424,400             | 13,294,800             | 12,129,600             |
| 6. General Motors           | 117,412,900   | 26,713,400    | 90,699,500    | 60. Squibb                    | 25,375,800             | 4,686,200              | 20,689,600             |
| 7. Lever Brothers           | 104,344,700   | 35,926,400    | 68,418,300    | 61. Block Drug                | \$24,110,200           | \$6,840,700            | \$17,269,500           |
| 8. Sears Roebuck            | 102,298,900   | 22,072,000    | 80,226,900    | 62. North American Philips    | 23,888,100             | 11,942,000             | 11,946,100             |
| 9. McDonald's               | 95,888,500    | 58,334,900    | 37,353,600    | 63. Hanes                     | 22,612,900             | 2,136,700              | 20,476,200             |
| 10. Ford Motor              | 84,119,000    | 28,033,800    | 66,085,400    | 64. A.H. Robins               | 21,880,600             | 21,880,600             | —                      |
| 11. Colgate-Palmolive       | 85,953,700    | 34,799,000    | 51,154,700    | 65. American Cyanamid         | 21,014,600             | 4,652,700              | 16,361,900             |
| 12. Warner-Lambert          | 82,256,900    | 20,158,600    | 62,098,300    | 66. Avon Products             | 20,822,700             | 2,891,700              | 17,931,000             |
| 13. Nabisco                 | 75,104,900    | 12,080,300    | 63,024,600    | 67. Standard Brands           | 20,777,600             | 7,202,400              | 13,575,200             |
| 14. PepsiCo                 | 66,407,100    | 37,770,600    | 28,636,500    | 68. Kresge                    | 20,366,200             | 15,125,900             | 5,240,300              |
| 15. Chrysler                | 61,691,800    | 29,790,200    | 31,901,600    | 69. American Motors           | 20,227,100             | 5,313,900              | 14,913,200             |
| 16. Ralston Purina          | 61,685,700    | 11,529,300    | 50,136,400    | *70. Time                     | 19,615,400             | 18,225,000             | 1,390,400              |
| 17. Gillette                | 58,557,500    | 11,898,300    | 46,659,200    | 71. Exxon                     | 19,589,000             | 3,820,200              | 15,768,800             |
| 18. American Telephone      | 57,933,800    | 28,970,700    | 28,963,100    | 72. Goodyear Tire & Rubber    | 19,525,000             | 6,472,100              | 13,052,900             |
| 19. Sterling Drug           | 57,878,200    | 8,877,900     | 49,000,300    | 73. American Express          | 19,343,200             | 5,098,200              | 14,245,000             |
| 20. Kellogg                 | 57,737,700    | 17,122,700    | 40,615,000    | 74. Polaroid                  | 19,229,200             | 527,300                | 18,701,900             |
| 21. Nestle                  | 57,215,300    | 21,530,800    | 35,684,700    | 75. Scott Paper               | 17,919,000             | 13,527,100             | 4,391,900              |
| 22. Pillsbury               | 54,878,300    | 14,997,000    | 39,881,300    | 76. Kimberly Clark            | 17,662,100             | 5,426,500              | 12,235,600             |
| 23. Johnson & Johnson       | 52,887,600    | 4,348,700     | 48,538,900    | 77. Smithkline                | 17,658,700             | 1,171,000              | 16,487,700             |
| 24. Kraftco                 | 49,484,000    | 28,330,200    | 21,153,800    | 78. Beatrice Foods            | 17,450,100             | 13,725,100             | 3,725,000              |
| 25. Coca-Cola               | 45,358,200    | 27,263,400    | 18,094,800    | 79. Federated Dept. Stores    | 16,919,600             | 16,919,600             | —                      |
| 26. Esmark                  | 44,181,200    | 9,972,800     | 34,208,400    | 80. Greyhound                 | 16,740,300             | 3,698,300              | 13,042,000             |
| 27. Philip Morris           | 42,679,100    | 10,376,200    | 32,302,900    | 81. Carter Wallace            | 16,342,800             | 613,900                | 15,728,900             |
| 28. Richardson Merrell      | 42,446,900    | 7,996,500     | 34,450,400    | 82. E. & J. Gallo Winery      | 15,588,300             | 5,395,100              | 10,193,200             |
| 29. Anheuser-Busch          | 42,402,500    | 10,237,100    | 32,165,400    | 83. Tedyleyne                 | 15,500,300             | 1,811,000              | 13,689,300             |
| 30. Heublein                | 42,282,700    | 21,784,000    | 20,498,700    | *84. Mego International       | 15,182,900             | 12,902,300             | 2,280,600              |
| 31. Norton Simon            | 42,172,700    | 12,520,300    | 29,652,400    | 85. Warner Communications     | 15,076,400             | 8,850,100              | 6,226,300              |
| 32. Internat'l Telephone    | 40,297,000    | 27,249,900    | 13,047,100    | 86. Triangle Publications     | 14,954,400             | 14,954,400             | —                      |
| 33. Jos. Schlitz Brewing    | 40,096,500    | 6,196,400     | 33,900,100    | 87. Alberto Culver            | 14,928,300             | 6,930,200              | 7,998,100              |
| 34. General Electric        | 35,889,800    | 11,641,000    | 24,248,800    | *88. American Stores          | 14,648,300             | 14,648,300             | —                      |
| 35. Mobil Oil               | 35,169,600    | 27,834,700    | 7,334,900     | 89. Gulf & Western Industries | 14,541,400             | 7,271,000              | 7,270,400              |
| 36. Quaker Oats             | 35,090,900    | 17,033,100    | 18,057,800    | 90. F. W. Woolworth           | 14,492,000             | 11,758,800             | 2,733,200              |
| 37. Chesebrough Ponds       | 34,718,800    | 7,368,100     | 27,350,700    | 91. UAL                       | 14,482,700             | 7,045,700              | 7,437,000              |
| 38. J. C. Penney            | 34,489,700    | 15,549,200    | 18,940,500    | 92. Pfizer                    | 14,244,400             | 1,157,800              | 13,086,600             |
| 39. H. J. Heinz             | 34,189,100    | 5,262,900     | 28,926,200    | *93. Safeway Stores           | 14,179,800             | 14,179,800             | —                      |
| 40. Mars                    | 34,042,000    | 18,129,300    | 15,912,700    | *94. Dial Media               | 14,176,100             | 14,176,100             | —                      |
| 41. Clorox                  | 33,544,000    | 5,120,100     | 28,423,900    | 95. Consolidated Foods        | 14,123,300             | 9,363,200              | 4,760,100              |
| 42. Eastman Kodak           | 33,077,700    | 2,633,200     | 30,444,500    | 96. Union Carbide             | 13,919,600             | 450,500                | 13,469,100             |
| 43. William Wrigley Jr.     | 33,047,100    | 31,978,900    | 1,068,200     | 97. Firestone Tire & Rubber   | 13,822,500             | 3,591,200              | 10,231,300             |
| 44. Schering-Plough         | 32,795,300    | 6,618,900     | 26,176,400    | 98. Milton Bradley            | 13,720,900             | 13,228,400             | 492,500                |
| 45. Mattel                  | 32,501,400    | 21,484,300    | 11,017,100    | 99. Shell Oil                 | 13,562,700             | 2,657,100              | 10,905,600             |
| 46. Miles Laboratories      | 32,377,800    | 6,061,600     | 26,286,200    | 100. Ideal Toy                | 13,406,200             | 8,366,000              | 5,040,200              |
| 47. Revlon                  | 30,557,000    | 12,463,500    | 18,093,500    |                               |                        |                        |                        |
| 48. S.C. Johnson & Son      | 30,091,100    | 3,989,500     | 26,101,600    | <b>Total</b>                  | <b>\$4,262,718,600</b> | <b>\$1,498,975,500</b> | <b>\$2,763,743,100</b> |
| 49. Borden                  | 29,687,800    | 17,221,400    | 12,466,400    |                               |                        |                        |                        |
| 50. Nissan Motor U.S.A.     | 29,380,000    | 12,836,500    | 16,543,500    |                               |                        |                        |                        |
| 51. Morton-Norwich Products | 28,614,600    | 4,078,600     | 24,535,800    |                               |                        |                        |                        |
| 52. CPC International       | 28,452,800    | 12,789,900    | 15,662,900    |                               |                        |                        |                        |
| 53. Campbell Soup           | 27,932,200    | 7,844,700     | 20,087,500    |                               |                        |                        |                        |
| 54. Volkswagenwerk          | 27,838,200    | 9,588,500     | 18,249,700    |                               |                        |                        |                        |

\*New to the Top 100 in 1977

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

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**APRIL 9-12**

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

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

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

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

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

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

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



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



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

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



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



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

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

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

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

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

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

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

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# The new NAB

Coming to grips  
with the changing  
reality of  
broadcasting





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

Joint Board Chairman Donald A. Thurston

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

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

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

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

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

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

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

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

It proceeded like this:

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

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

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

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

In other changes, George Bartlett and John Dimling, vice

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



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

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

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

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

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

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

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

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

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

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

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

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

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

The chairman and the president.

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

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

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

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

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



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



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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Since becoming general counsel in 1976—a title now preceded





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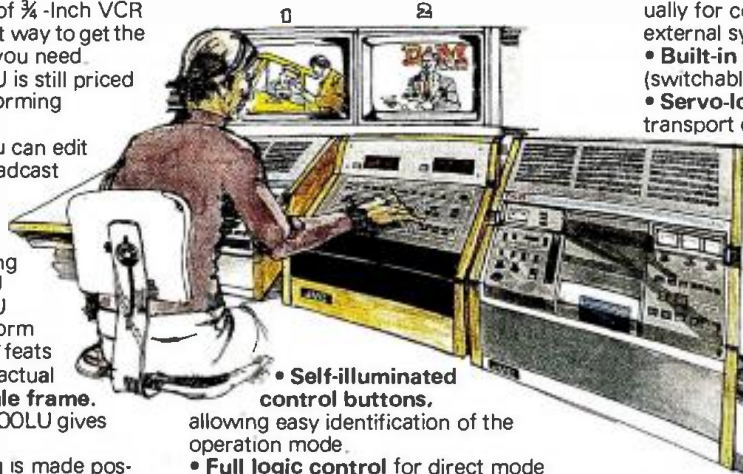
But JVC's CR-8500LU is still priced well below its closest performing competition.

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

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- **Frame to frame editing** is made possible with the capstan servo/built-in rotary erase head/blanking switcher frame servo design. A design that also ensures true assemble and insert editing with no distortion at the edit points. Plus horizontal sync phase compensation to minimize timing error at the editing points.
- **Variable speed auto-search** lets you perform both high speed and low speed search. You can search at approximately 10 times in fast forward or reverse to find edit points faster. Or slow speed search at 2 times, 1 time, 1/5 time and 1/20 time. Or use the special auto-speed shift feature to automatically slow you down from 2 times, real time, 1/5 time, 1/20 time.
- **Automatic pre-roll** enables you to pre-roll tape between edits, with an automatic on/off switch. Which can come in especially handy during successive assemble edits using camera signals.



- **Self-illuminated control buttons**, allowing easy identification of the operation mode.
- **Full logic control** for direct mode change without pressing the stop button.
- **Remote control** of all operations, with the optional remote control unit RM-85U.
- **Audio level control with meters**, preventing over-level recording without audible distortion, with attenuator. Also, manual audio level controls let you adjust the audio recording level by checking the level meters.
- **Auto/Manual selection for video recording level control**, adjustable by the automatic gain control circuit or manually by referring to an independent video level meter.
- **RF output** to connect an external drop-out compensator.
- **Patented color dubbing switch** for stable color multi-generation dupes.
- **S.C./sync input connector** allows connection of time base corrector and allows for two second pre-roll.
- **Chroma level** can be controlled man-

ually for convenient connection to an external system.

- **Built-in comb-filter** for playback (switchable on-off).
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- **Solid construction for easy maintenance**: both side panels, top and bottom panels are detachable for easy access to the inside.
- **Tracking control meter** for maximum tracking adjustment.
- **Heavy fan motor** for better circulation.

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

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

- **Independent LED time counters** for player and recorder, read out edit points in minutes, seconds and frames.
- **Edit-in and edit-out automatic control**. Four built-in memories let you control edit-in and edit-out points of both the player and recorder. And once starting and ending points are determined, accurate editing is memory-controlled automatically.
- **Edit shift control** allows frame-to-frame edit point correction.



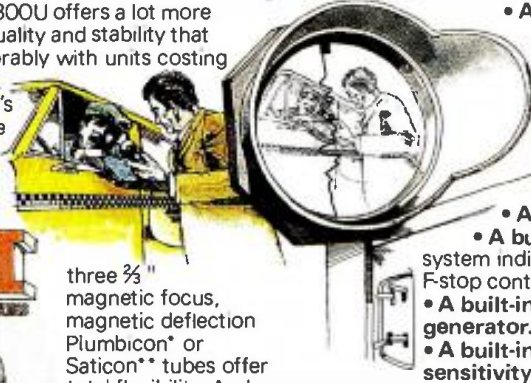


- **Lap time indicated** for each insert edit length by LED display.
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- **Edit-in point search mechanism.** After each edit, a Return button rewinds the tape automatically to the edit-in point, so it's easier to check edit conditions.
- **Auto-shift search mechanism** to step down the tape speed automatically, and ensure quick and accurate location of the editing point.
- **Tape safety guard circuit.** Because leaving the unit in the still-frame mode can eventually cause damage to tape or video heads, a tape safety guard circuit places the unit into the stop mode automatically.

You demanded more versatility in a moderate-priced, broadcast-quality camera.

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

Our CY-8800U offers a lot more than picture quality and stability that compares favorably with units costing twice as much. Thanks to JVC's technology, the CY-8800U camera, utilizing



three  $\frac{3}{8}$ " magnetic focus, magnetic deflection Plumbicon\* or Saticon\*\* tubes offer total flexibility. And a rugged die cast chassis in front and back to hold up under the toughest conditions.

if it is left in the still-frame mode for more than 10 minutes.

- **Selective editing modes**—assemble editing, insert editing for audio channel-1, audio channel-2 or video.
- **Versatile editing capability** offering techniques like "edit-in/out," pre-roll, and automatic pre-roll.

You'll find that nothing in its price class performs anywhere near the CR-8500LU/RM-85U videocassette editing system. And that you'd have to spend a lot more on the competitive unit that offers many of the same features.

That's what we mean by giving video people more of what they want, for less than they expect to pay.

- **A built-in 1.5 Inch adjustable electronic viewfinder** for the convenience of the operator.
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- **A built-in VSI—video system indicator** for precision F-stop control.
- **A built-in color bar generator.**
- **A built-in +6dB, +12dB sensitivity switch** for low light level applications.

- **A built-in auto white balance.**
- **A built-in fast warm-up capability.**
- **A built-in electrical color temperature adjustment** for different applications (variable from 3000°K to 10,000°K).
- **A built-in filter system** (neutral density) for variable light levels.
- **A built-in level switch** (+50%, 0, -50%) provides  $\frac{1}{2}$  F-stop adjustment, letting you fine tune for added contrast.
- **A built-in time lapse meter** to show total hours of camera use.

- **A built-in intercom system** for studio applications.
- **An RGB output**, and NTSC encoding (Y, I, Q).
- **A built-in Gamma control** to fine tune gamma level.
- **An AC Adaptor**—standard.

- **Lightweight—17.4 lbs.—portability.**
- **Optional 12-to-1 zoom lens** with automatic iris and power zoom.

- **Built-in horizontal and vertical contour correction circuits.**
- **Signal-to-noise ratio of 49dB**, F.4/3000 lux.
- **Resolution of 500 lines at center.**
- **Return video** in the viewfinder.
- **A built-in -G circuit** for registration.
- **Minimum illumination F 1.9/300 lux** (+6dB switch on).
- **A comfortable hand grip** to stop and start the recorder. With a switch to operate iris control and a switch for return video.
- **A built-in CCU.**

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



You needed studio quality recording in the field. And JVC's field-tested CR-4400LU

Portable Videocassette Recorder with automatic editing lets you bring your recording/editing capability wherever you need to shoot.

If you spend time on location in either ENG or EFP applications, you need a portable video system that can shoot, edit, and give you something to show in no time flat. Without awkward equipment hassles.

JVC's CR-4400LU is the one to take along when you can't bring a studio.

Because it's the lightweight machine with heavyweight features:

- **Weighs in under 27 lbs.** So you can take it anywhere, and assemble edit on the spot. You enjoy total flexibility. Complete freedom. Fast results.
- **AEF (Automatic Editing Function)** gives you clean assemble edits.
- **Built-in, full color recording and playback circuitry.** No need to buy an adaptor.
- **Low-power consumption** that lets you operate on a miserly 13.5 watts, for longer battery life. A multi-purpose meter checks battery, audio, video and servo levels for precise control of all functions.
- **Flexibility to record with the CY-8800U** or other high quality color cameras.

So if you need a field-tested recording system with the features you want at a price you can afford, check out our CR-4400LU Portable Videocassette Recorder.



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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## The biggest show in town

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

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

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

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

## Sunday, April 9

**Opening general assembly.** Rotunda. 3-5 p.m. Presiding: Donald A. Thurston (Berkshire Broadcasting), chairman, NAB joint board. Welcome: Senator Howard Cannon (D-Nev.). *Presentation of NAB Distinguished Service Award* to J. Leonard Reinsch, chairman, Cox Broad-

casting, Atlanta. Remarks: Mr. Reinsch. In concert: the Mormon Tabernacle Choir.

## Monday, April 10

### RADIO SESSIONS

**Opening session.** Room 24. 9-11 a.m. Call to order: Len Hense (WSM-AM-FM Nashville), chairman, NAB radio board. Welcome: Representative James Santini (D-Nev.). *State of the industry:* Vincent Wasilewski, president, NAB. *New dimensions in audience measurement:* TRAC-7. Participants: Cary Simpson, WTRN(AM) Tyrone, Pa.; Jack Thayer, NBC Radio; John Dimling, NAB; Richard Montesano, Radio Advertising Bureau. *The Music Makers.* David Moorhead, Metromedia, Los Angeles. Richard Peterson, Department of Sociology, Vanderbilt University, Nashville.

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

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

*Practical pointers on FCC policies (repeated on Tuesday).* Room 19. Moderator: Erwin G. Krasnow, NAB. Panelists: Arthur Ginsburg, FCC; William S. Green, Pierson, Ball & Dowd, Washington; Larry Perry, Layton & Perry, Oak Ridge, Tenn.

*FCC Form 324: Will more be better?* Room 16. Moderator: Ron Irion, NAB. Panelists: Robert McKune, KTTR(AM)-KZZN(FM) Rolla, Mo.; Gordon King, Broadcast Financial Management Association.

*Kicking the agency habit—RAB.* Room 20. Moderator: Charles K. Murdoch, WLW(AM) Cincinnati. Panelists: Gerald S. Blum, WOXI-AM-FM Atlanta; Edward Scandrett, WMAL(AM) Washington; Stan Spero, KMPC(AM) Los Angeles.

*Taking a positive approach to FCC affirmative action.* Room 17. Moderator: Brenda Fox, NAB. Panelists: Richard J. Shiben, FCC; Eleanor Brown, WJLA-TV Washington; Ernest D. Fears, Jr., WRGX(FM) Washington.



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

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

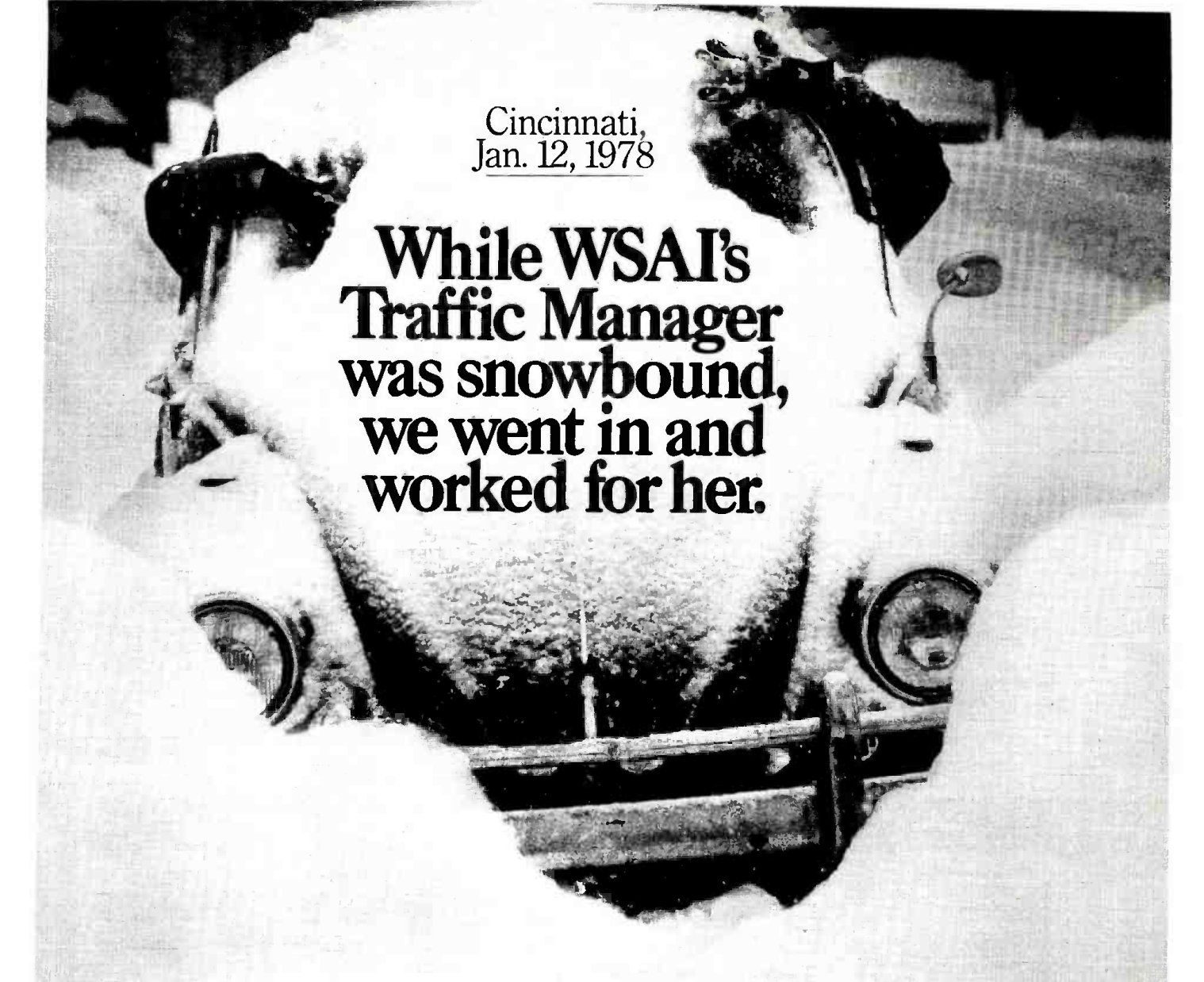
the newspaper company owned by former Ohio Governor James M. Cox and his son, James Jr., and put WHIO(AM) on the air in 1934. He's been with COX ever since, becoming president in 1964 and later serving as chairman and chief executive of Cox Cable Communications until its merger into Cox Broadcasting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

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

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

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





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Jan. 12, 1978

**While WSAI's  
Traffic Manager  
was snowbound,  
we went in and  
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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,  
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We changed our name but not our service.

 a division of  
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**Three concurrent workshops.** Noon-12:45 p.m.

*Putting zip into your promotions without zapping your budget (repeated on Tuesday).* Room 18. Moderator: Roger Ottenbach (KCRA-TV Sacramento, Calif.), president, Broadcasters Promotion Association. Panelists: Ray McCarty, KRNT(AM)-KRNO(FM) Des Moines, Iowa; Hal Stein, WHWH(AM) Princeton, N.J.; Marsha West, KOA(AM) Denver.

*Libel, slander, gag orders—staying out of court (repeated on Tuesday).* Room 17. Moderator: Brenda Fox, NAB. Panelists: Floyd Abrams, Cahill, Gordon & Reindel, New York; Larry Worrall, Employers Reinsurance Corp., Kansas City, Mo.

*Avoiding petitions to deny: the preventive approach (repeated on Tuesday).* Room 19. Moderator: Erwin G. Krasnow, NAB. Panelists: Richard J. Shiben, FCC; Michael H. Bader, Haley, Bader & Potts, Washington; Charles Firestone, University of California at Los Angeles Law School.

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

**TELEVISION SESSIONS**

**Opening session.** Rooms A 1-6. 9-10:30 a.m. Call to order: Thomas E. Bolger (WMTV(TV) Madison, Wis.), vice chairman, NAB television board. Welcome: Senator Paul Laxalt (R-Nev.). *Sex, violence and the public's role in television.* Moderator, Phil Donahue, *The Phil Donahue Show.* Panelists: Michael Landon, actor, writer, producer and director on NBC-TV's *Little House on the Prairie*; Brian Young, director general, Independent Broadcasting Authority, London; Roy Danish, director, Television Information Office. *State of the industry:* Vincent Wasilewski, president, NAB.

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

*Profit from co-op—TVB.* Room B-1. Moderator: Bob Lefko, Television

Bureau of Advertising. Panelists: Jay Sondheim, KTVU(TV) Oakland, Calif.; Kevin O'Brien, WTCN-TV Minneapolis; Dick Hogue, KNXT(TV) Los Angeles; Gary Van Sistine, WFRV-TV Green Bay, Wis.

*Making ENG work for you—BPA.* Room B-2. Moderator: Clarence Martin, KYTV(TV) Springfield, Mo. Panelists: Lou Začcheo, KYW-TV Philadelphia; Majorie Schmidt, KBTU(TV) Denver; Michael Davis, New York Film & Videotape Communications Inc.

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

*Look what happened—part I—the program.* Moderator: Joel Chaseman, president, Post-Newsweek Stations, Washington. Panelists: Alan Perris, WJXT(TV) Jacksonville, Fla.; Amy McCombs, WFSB-TV Hartford, Conn.; Ed Jones, WTOP-TV Washington; Alma Walker, WPLG(TV) Miami.

**Four concurrent workshops.** 11:45 a.m.-12:30 p.m.

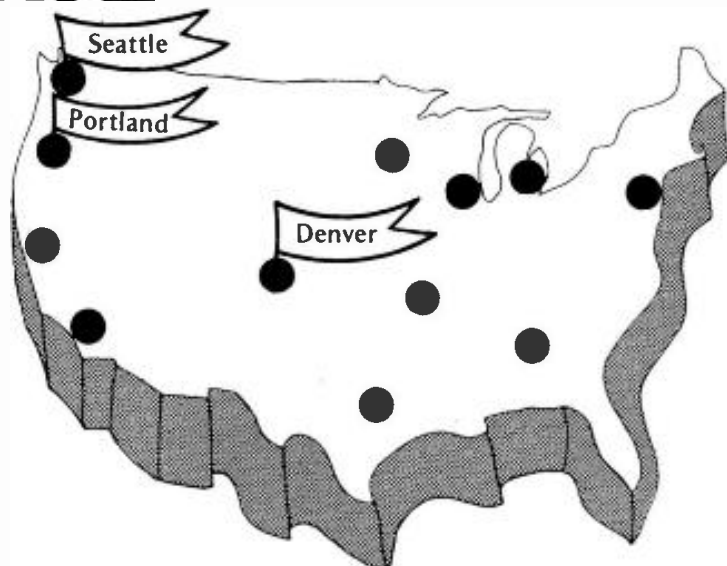
*Community projects pay in more ways than one—NBCA.* Room B-1. Moderator: Rod Synnes (WTMJ-TV Milwaukee), president, National Broadcast Community Affairs Association. Panelists: Charles T. Leasure, KBTU(TV) Denver; Fred Barber, WRAL-TV Raleigh, N.C.; Sy Yanoff, WGB-TV Boston.

*How to promote your million-dollar baby on a five- and 10-cent budget.* Room B-2. Moderator: Terry Simpson, WTTV(TV) Bloomington, Ind. Panelists: Don Long, KRDO-TV Colorado Springs; Vince Davl, KELO-TV Sioux Falls, S.D.; Bob Kobarg, KVUE-TV Austin, Tex.

*Broadcasting's EEO program—socko, boffo or bust?* Room B-3. Moderator: Timantha Pierce, NBC. Panelists: Margita White, commissioner, FCC; Edward Valenzuela, Equal Employment Opportunity Commission; Cecil R. Forster Jr. WINS(AM) New York; Richard Wycoff, NAB.

*Look what happened—part II—the follow-up.* Room D-1. Moderator: Joel Chaseman, president, Post-Newsweek Stations, Washington. Panelists: Alan Perris, WJXT(TV) Jacksonville, Fla.; Amy McCombs, WFSB-TV

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

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

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



### *The Fetzer Stations*

|                          |                                   |                             |                                |                              |
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| <b>WKZO</b><br>Kalamazoo | <b>WKZO-TV</b><br>Kalamazoo       | <b>KOLN-TV</b><br>Lincoln   | <b>KGIN-TV</b><br>Grand Island |                              |
| <b>WWTV</b><br>Cadillac  | <b>WWUP-TV</b><br>Sault Ste Marie | <b>WJFM</b><br>Grand Rapids | <b>WKJF(FM)</b><br>Cadillac    | <b>WWAM</b><br>Cadillac      |
|                          |                                   |                             |                                | <b>KMEG-TV</b><br>Sioux City |



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If you know our CP-16 — the 16mm sound camera that is recognized worldwide as the standard in TV-newsfilm — you know Cinema Products!

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

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

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

### **A breakthrough in ENG camera design**

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



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



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

### **Optimum performance**

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



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

### **Logical functional design**

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

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

### **Service and parts availability**

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

# camera...



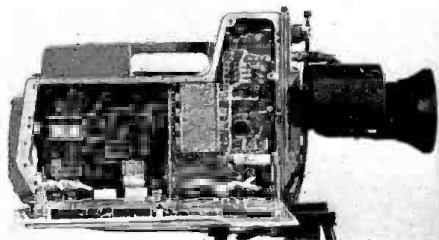
Since NEC directly manufactures all circuit components for the camera, you are guaranteed a full supply of replacement parts for the life of the camera. And we will make these available anywhere in the United States within 24 hours!

### **Unprecedented 1-year warranty**

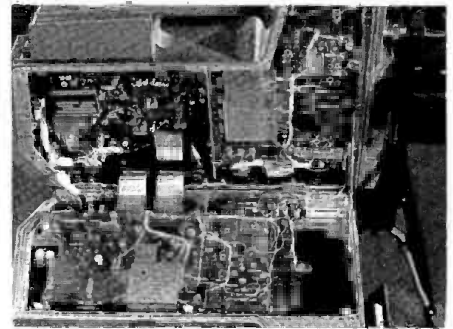
So confident are we of the MNC-71CP and its reliable performance, that it is covered by the standard Cinema Products full one-year warranty (unprecedented in the broadcast industry!). And, there is no service charge ever for warranty work.

### **Available here and now**

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



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



### **OUTSTANDING FEATURES & OPTIONS**

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



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

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Hartford, Conn.; Ed Jones, WTOP-TV Washington; Alma Walker, WPLG(TV)Miami.

**Television luncheon.** Hilton ballroom. 12:45-2:30 p.m. Introduction: Kathryn Broman (Springfield TV Broadcasting, Springfield, Mass.), chairman, NAB television board. Speaker: Alex Haley, author of "Roots."

**General television session.** Rooms A 1-6. 2:45-4 p.m. Presiding: Thomas E. Bolger (WMTV(TV) Madison, Wis.), vice chairman, NAB television board. *In the box number one.* "Resolved: commercial television regulation needs revision to meet the current state of technology and to protect the public interest." Moderator: William Carlisle, NAB. Proponent: Dr. Everett Parker, director, Office of Communication, United Church of Christ. Opponent: Richard E. Wiley, Kirkland & Ellis, Washington, and former FCC chairman. *Report by the chairman of the All Industry Television Music Licensing Committee.* Leslie G. Arries Jr. (WVTV-TV Buffalo, N.Y.), member, NAB television board. *Competitive Selling—TVB.* "Television selling against the magazine alternative": Roger Rice, president, Television Bureau of Advertising. "Television advertising as it is today": Marvin Shapiro, chairman, TVB; Ellen Berland Sachar, vice president, Mitchell Hutchins, New York; William P. Suter, Merrill Lynch, Pierce, Fenner & Smith, New York.

Tuesday, April 11

### RADIO SESSIONS

**General session.** Room 24. 9-11:30 a.m. Call to order: Dick Painter, (KYSM-AM-FM Mankato, Minn.), vice chairman, NAB radio board. *State of sales:* Miles David, president, Radio Advertising Bureau. *Performer's royalty—top priority:* Donald Zeifang, NAB. *A gun and a microphone.* Moderator: Ernest D. Fears Jr., WROX(FM) Washington. Panelists: Fred Heckman, WIBC(AM) Indianapolis (kidnapping); Walter Vallee, deputy chief of police, Chicago (Japanese restaurant incident); Lorraine Gilkinson, Chicago (hostage, Japanese restaurant incident). *Answers: the FCC panel.* Moderator: Bill Sims (Wycom Corp, Laramie, Wyo.), chairman,

NAB small market radio committee. FCC panelists: Wallace E. Johnson, chief, Broadcast Bureau; C. Phyll Horne, chief, Field Operations Bureau; Martin I. Levy, deputy chief, Broadcast Bureau; Robert Bruce, general counsel; Richard J. Shiben, chief, Renewal and Transfer Division; Arthur L. Ginsburg, assistant chief, Complaints and Compliance Division.

**Radio luncheon.** Hilton ballroom. Noon-2 p.m. Presiding: Len Hensel (WSMIAMI Nashville), chairman, NAB radio board. *1978 Radio Hall of Fame presentation* by Dick Painter, KYSM-AM-FM Mankato, Minn., vice chairman, NAB radio board. Speaker: Governor Ronald Reagan.

*Five concurrent workshops.* 2:30-3:15 p.m.

*Satellite distribution of radio programming.* Room 18. Moderator: William Wisniewski, Mutual Broadcasting System, Arlington, Va. Panelists: Dick Cassidy, National Public Radio; Ralph E. Green, CBS Radio; Guy Beakley, Satellite Communications Division, Scientific-Atlanta Inc., Atlanta; Gary Worth, Mutual; S.N. Verma, Western Union, Upper Saddle River, N.J.; Andrew F. Inglis, RCA-American Communications, Piscataway, N.J.; J. Walter Johnson, California Microwave, Sunnyvale, Calif.

*Estate planning: special opportunities for broadcasters.* Room 16. Moderator: Richard Wyckoff, NAB. Panelists: Jason Shrinky, Stambler & Shrinky, Washington; Benito Gaguine, Fly, Shuebruk, Blume, Gaguine, Boros & Schulkin, Washington; Judy Walsh, Haskins & Sells, Los Angeles.

*Research means more than just ratings.* Room 19. Moderator: John Dimling, NAB. Panelists: Ron Sack, KOB(AM) Albuquerque, N.M.; Charles K. Murdock, WLW(AM) Cincinnati; Steve Casey, KHJ(AM) Los Angeles.

*Tapping an untapped source in sales: making EEO work for you.* Room 17. Moderator: Ernest D. Fears Jr., WROX(FM) Washington. Panelists: Erica Farber, WXLO-FM New York; Cecil Forster, WINS(AM) New York; Peter Taylor, KFOG(FM) San Francisco; Barbara Terry, WINO(AM) Chicago; Edward Scandrett, WMAL(AM) Washington.

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

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AM-FM St. Cloud, Minn. Panelists: Edward O. Fritts, WNLA-AM-FM Indianola, Miss.; Dean Sorenson, KCCR(AM) Pierre, S.D.; Dudley Waller, KEBE(AM) Jacksonville, Tex.

**Five concurrent workshops. 3:30-4:15 p.m.**

*Getting ready for AM stereo.* Room 20. Chris Payne, NAB; Harold Kassens (A.D. Ring & Associates, Washington), chairman, National AM Stereophonic Radio Committee.

*Libel, slander, gag orders—staying out of court* (repeat of Monday session). Room 17. Moderator: Brenda Fox, NAB. Panelists: Floyd Abrams, Cahill, Gordon & Reindel, New York; Larry Worrall, Employers Reinsurance Corp., Kansas City, Mo.

*Practical pointers on FCC policies* (repeat of Monday session). Room 19. Moderator: Richard W. Wyckoff, NAB. Panelists: Edgar W. Holtz, Hogan & Hartson, Washington; Wade H. Hargrove, Tharrington, Smith & Hargrove, Raleigh, N.C.

*Avoiding petitions to deny: the preventive approach* (repeat of Monday session). Room 16. Moderator: Erwin G. Krasnow, NAB. Panelists: Richard J. Shiben, FCC; Michael H. Bader, Haley, Bader & Potts, Washington; Angela Shaw, Department of Communications, National Association for the Advancement of Colored People, New York.

*Putting zip into your promotions without zapping your budget* (repeat of Monday session). Moderator: Roger Ottenbach (KCRA-TV Sacramento, Calif.), president, Broadcasters Promotion Association. Panelists: Ray McCarty, KRNT(AM)-KRNO(FM) Des Moines, Iowa; Hal Stein, WHWH(AM)-WPST(FM) Princeton, N.J.; Marsha West, KOA(AM) Denver.

## TELEVISION SESSIONS

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

*Coping with cable.* Room B-1. Moderator: James Popham, NAB. Panelists: Bill Fox, KCST-TV San Diego; Arthur Hamilton, WHSV-TV Harrisonburg, Va.; Robert Ungar, FCC Cable Television Bureau; Richard Hildreth, Fletcher, Heald, Kenehan & Hildreth, Washington.

*Television in the courtrooms—RTNDA.* Room B-2. Moderator: Dean Mell (KHO-TV Spokane, Wash.), board member, Radio Television News Directors Association. Panelists: Steve Tello, WPLG(TV) Miami; Albert Yencopal, judge, superior court of Benton-Franklin counties, state of Washington.

*Made for television—in Canada, Japan, Great Britain.* Room B-3. Moderator: Janis Marvin, WOI-TV Ames, Iowa. Panelists: Bruce Gordon, Paramount Television, New York; Wynn Nathan, Time-Life Television, New York; Sheldon Cooper, WGN-TV Chicago.

*Converting your audience to metric—without rattling your ratings.* Room D-2. Moderator: Darlene T. Palmer, NAB. Panelists: an advertising agency representative, a government official and broadcasters TBA.

*How good are the television ratings?* Room D-1. Moderator: John Dimling, NAB. Panelists: Hugh M. Beville, Broadcast Rating Council; William A. Morris, John Blair & Co., New York; representatives of Arbitron and Neilsen.

**Four concurrent workshops. 10-10:45 a.m.**

*How to sell effectively the 100-plus markets—TVB.* Room B-1. Moderator: Marvin Reuben, WDAM-TV Hattiesburg, Miss. Panelists: Larry Busse, WEAU-TV Eau Claire, Wis.; Rod O'Hara, KERO-TV Bakersfield, Calif.; Gordon Bussey, KVAL-TV Eugene, Ore.; Bob Dovichak, KCAU-TV Sioux City, Iowa.

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

*Avoiding libel suits makes good sense (and \$).* Room B-3. Presiding: Ron Irion, NAB. Presentation: Larry Worrall, Employers Reinsurance Corp., Kansas City, Mo.

*Children's programing isn't kid's stuff—NATPE.* Room D-1. Moderator: A.R. Van Cantfort (WSB-TV Atlanta), president, National Association of Television Program Executives. Panelists: Peggy Charren, Action for Children's Television; Chuck Larsen, WNBC-TV New York; Sanford Fisher, *Marlo and the Magic Movie Machine*; Squire Rushnell, ABC.

**General television session.** Room A 1-6. 11 a.m.-12:30 p.m. Presiding: Thomas E. Bolger (WMTV(TV) Madison, Wis.), vice chairman, NAB

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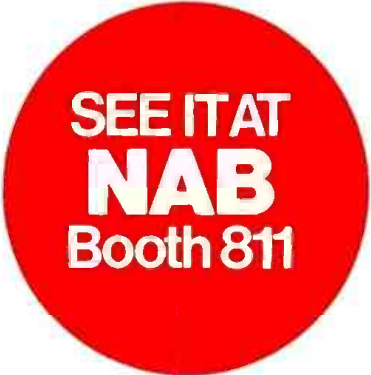
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|  |  | UITS                    | TIMING                   |
| INS GAIN                                 |  | -2.2 IRE                | H SYNC 4.91 US           |
| LINE TIME DIST                           |  | 2.9 IRE                 | FRONT PORCH 1.79 US      |
| SHORT TIME DIST                          |  | 5.0 IRE                 | SYNC-BURST END 7.79 US   |
| CHROM-LUM GAIN                           |  | -6.4 %                  | SYNC-VIDEO START 9.61 US |
| CHROM-LUM DELAY                          |  | 50.0 NS                 | H BLANKING 11.40 US      |
| AMP/FREQ 0.5 MHZ                         |  | 50.2 IRE                | COLOR BURST 9.0 CYCLES   |
| 1.0 MHZ                                  |  | 49.0 IRE                | BREEZEWAY 0.56 US        |
| 2.0 MHZ                                  |  | 48.0 IRE                | EQ PULSE 2.46 US         |
| 3.0 MHZ                                  |  | 47.5 IRE                | SERRATION 4.73 US        |
| 3.58MHZ                                  |  | 47.0 IRE                | V BLANKING 21/20.5 LINES |
| 4.2 MHZ                                  |  | 46.2 IRE                |                          |
| LUM NON-LIN                              |  | -4.0 IRE                |                          |
| CHROM NON-LIN GAIN                       |  | -1.0 IRE                |                          |
|  |  | -4.4 IRE                |                          |
| CHROM NON-LIN PHASE                      |  | 4.7 DEG                 |                          |
| DIFF GAIN                                |  | 8.1 %                   |                          |
| DIFF PHASE                               |  | 4.6 DEG                 |                          |
| CHROM-LUM XTALK                          |  | 2.0 IRE                 |                          |
| RANDOM NOISE                             |  | 54.0 DB                 |                          |
| REL BURST GAIN                           |  | -0.2 %                  |                          |
| REL BURST PHASE                          |  | -0.7 DEG                |                          |
| SYNC GAIN                                |  | 39.1 IRE                |                          |
| BURST GAIN                               |  | 30.0 IRE                |                          |
| APL                                      |  | 41.0 %                  |                          |

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television board. *In the box number two.* "Be it resolved that advertisers should select January and February as prime months to advertise on television." Moderator: John J. Walters Jr., Harrington, Righter & Parsons, New York. Proponent: David Johnson, ABC Television Spot Sales. Opponent: Allen Banks, Dancer, Fitzgerald, Sample, New York. *Should we rid kidvid of spots for tots?* Moderator: Brenda Fox, NAB. Panelists: Abbott Washburn, commissioner, FCC; Nancy Buc, Weil, Gotshal & Manges, Washington; Joan Gussow, Teachers College, Columbia University.

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

Wednesday, April 12

**Joint session.** Room 24. 9 a.m.-noon. Presiding: Donald A. Thurston (Berkshire Broadcasting, North Adams, Mass.), chairman, NAB joint board. *Worldwide broadcast freedoms.* Moderator: Mark Evans, Metromedia, Scottsdale, Ariz., and former U.S. ambassador to Finland. Panelists: Eugenio Lopez Jr., Philippine newspaper owner and broadcaster; Sig Mickelson, vice chairman Radio Free Europe and Radio Liberty; Leonard Marks, board member, World Press Freedom Foundation. *The FCC answers to you.* Moderator: John Summers, NAB. Panelists: FCC Commissioners Tyrone Brown, Joseph Fogarty, Robert E. Lee, James Quello and Margita White. *Van and Vince.* A conversation on broadcasting and the Congress with Representative Lionel Van Deerlin (D-Calif.), chairman, House Communications Subcommittee, and Vincent Wasilewski, president, NAB.

**Closing joint luncheon.** Hilton ballroom. Noon-2:30 p.m. Introduction: Donald A. Thurston (Berkshire Broadcasting, North Adams, Mass.), chairman, NAB joint board. Speaker: Charles Ferris, chairman, FCC. In concert: Charley Pride.

## The agenda for the Engineering Conference

Monday, April 10

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

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

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

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

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

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

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

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

Tuesday, April 11

**Getting ready for AM stereo workshop.** Room E. 8-9 a.m. Moderator: Chris Payne, NAB. Panelists: W.D. Mitchell, Continental Electronics, Dallas; David G. Harry, Potomac Instruments, Silver Spring, Md.; James Loupas, James Loupas Associates, Chesterton, Ind.; Ed Edison, Hammet & Edison, San Francisco.

**Production experience with one-inch video tape (SMPTE) workshop.** Room G. 7:30-9 a.m. Moderator: Frederick M. Remley Jr., University of Michigan, Ann Arbor. Panelists: Roland J. Zavada, Eastman Kodak, Rochester, N.Y.; K. Blair Benson, Video Corp. of America, New York; Merle Thomas, Public Broadcasting Service; David Fibush, Ampex, Redwood City, Calif.; Joseph Roizen, Telegem, Palo Alto, Calif.

**Radio session.** Room E. 9:30 a.m.-12 noon. Presiding: Gerald C. VanderSloot, chief engineer, wood-AM-FM Grand Rapids, Mich. Coordinator: William Wisniewski, vice president, engineering, Mutual Broadcasting, Arlington, Va. *The design of nonradial ground systems for medium-wave directional antennas.* 9:30-9:55 a.m. Ogden Prestholdt, A.D. Ring & Associates, Washington. *Acceptable criteria for transmitter power output measurements.* 10-10:25 a.m. Mark Rubin, president, Electro Impulse, Red Bank, N.J. *Advancing to the "intelligent" program automation system.* 10:30-10:55 a.m. John A. Burtle, director, automation products, and William L. Price, software engineer, Broadcast Electronics, Quincy, Ill. *State of the art of AM.* 11-11:25 a.m. Forest M. Cummings, project

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

**Television session.** Room G. 9:30 a.m.-noon. Presiding: Robert J. Butler, director, technical development, NBC. Coordinator: James D. Parker, staff consultant, CBS-TV. *A modernization and power increase program for UHF klystron transmitters.* 9:30-9:55 a.m. George R. Townsend, president, Townsend Associates, Westfield, Mass. *Digital storage of video images.* 10-10:25 a.m. Carl P. Hollstein, vice president for engineering, Consolidated Video Systems, Sunnyvale, Calif. *Television automation—its perils, pitfalls and payoffs.* 10:30-10:55 a.m. Bill Kessel, chief engineer, KTVT(TV) Fort Worth, Tex. *Learn mode programing: its application to creative production switching.* 11-11:25 a.m. Bruce Rayner, product manager, Grass Valley Group, Grass Valley, Calif. *Improving microwave ENG coverage.* 11:30 a.m.-12 noon. A.A. Goldberg, CBS Technology Center, Stamford, Conn.

**Engineering conference luncheon.** South exhibit hall. 12:30-2:30 p.m. Presiding: Ellis Feinstein, director of engineering, Sierra-Cascade Communications, Medford, Ore. Invocation: Rabbi Steven Wiseburg, Congregation of Ner Temiv, Las Vegas. Presentation of 1978 NAB Engineering Achievement Award by George W. Bartlett, NAB vice president for engineering, to John A. Moseley, president, Moseley Associates, Goleta, Calif. Speaker: James Redmond, director of engineering, BBC, London.

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

## Wednesday, April 12

**AM/FM quality versus coverage workshop.** Room E. 8-9 a.m. Moderator: Emil Torick, CBS Technology Center, Stamford, Conn. Panelists: Harvey Rees, Carl T. Jones Associates, Falls Church, Va.; Dick Schumeyer, Capital Cities Communications, Philadelphia; James Loupas, James Loupas Associates, Chesterton, Ind.; Jack Williams, Pacific Recorders & Engineering, San Diego; Eric Small, Eric Small & Associates, San Francisco.

**Television session.** Room E. 9-10 a.m. Presiding: James E. Boyd, vice president, engineering Scripps-Howard Broadcasting, Cleveland. Coordinator: Albert H. Chismark, manager of technical services, Meredith Broadcasting, Syracuse, N.Y. *IF diplexing of TV transmitters—techniques and applications.* 9-9:25 a.m. Nathaniel S. Ostroff, vice president, Acrodyne Industries, Montgomeryville, Pa. *Diplexed audio for network television transmission.* 9:30-10 a.m. Paul R. Wickliffe, Bell Telephone Laboratories, Holmdel, N.J.

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

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

|   |                 |
|---|-----------------|
| Mutual Radio Networks                   |                 |
| Mutual Broadcasting System              | Hilton 2964     |
| Mutual Black Network                    | Hilton 2919     |
| National Black Network                  | Hilton 474      |
| National Broadcasting Co. Radio Network | Hilton 2931     |
| Television Network                      | Hilton 465      |
| Television Network                      | MGM Grand 1662A |

### Others

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

## Hospitality suites at a glance

### Networks

|                            |                    |
|----------------------------|--------------------|
| American Broadcasting Cos. |                    |
| Radio Network              | Hilton 2976        |
| Television Network         | Sahara Patio Suite |
| CBS Inc.                   |                    |
| Radio Network              | Hilton 2925        |
| Television Network         | Hilton 2939        |

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



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vocals!

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COUNTRY**  
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country's proven hits  
with today's  
Modern Country sounds.  
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or automated  
application.

**A**  
**P**  
**CONTEMPORARY**  
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format with rock's  
top hits and oldies.

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18-34 demographic  
with music  
an advertiser can like.

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COUNTRY**  
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and Modern Country  
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or medium market  
station  
needing to reach  
the broadest  
audience.

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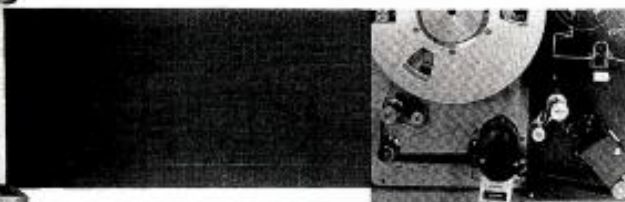
|  |                            |                                       |                     |
|--|----------------------------|---------------------------------------|---------------------|
| Century 21 Productions                             | Hilton 1069                | Meeker                  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

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

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



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



Simplified threading of the BCN 20

#### The four basic requirements placed on a new VTR format:

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

#### The BCN System is not only a broadcast VTR:

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

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BCN 5 cassette VTR

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



Portable  
BCN 20

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- Jogging*—single-picture search mode, forward and reverse.
- Slow-motion, fast-motion*—variable take-search mode. And all this with a state-of-the-art digital store.

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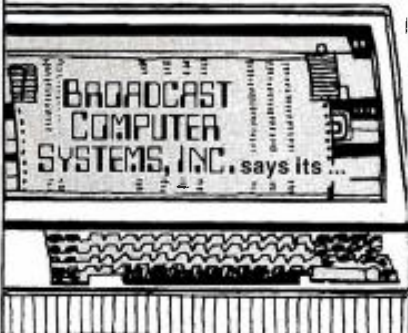
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## Media

### NAB backs WQAL in opposing FCC's call for hearing

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### Noncommercial too commercial, says union

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

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

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

SAG noted that although the avowed in-

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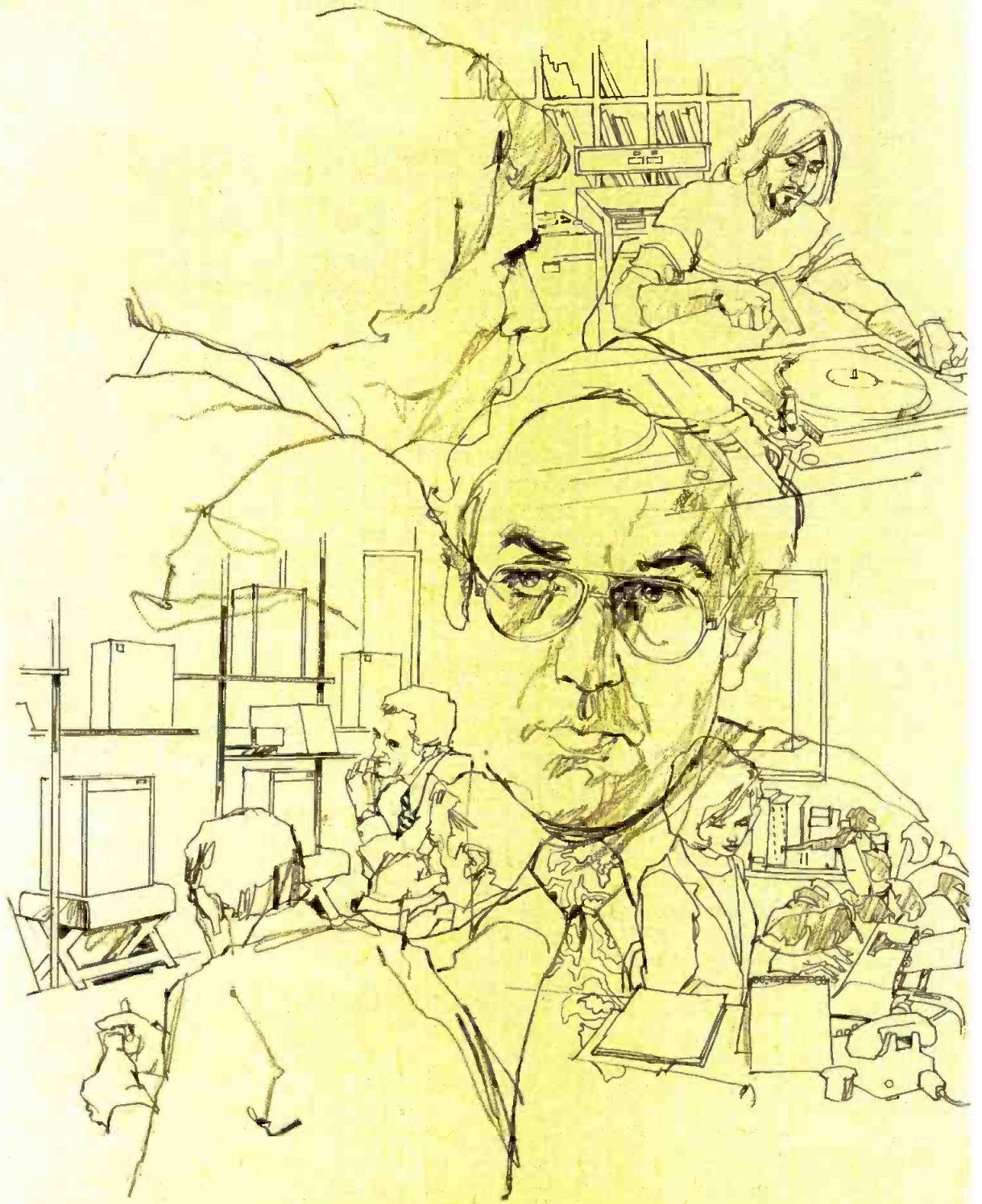
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tent of public broadcasting is to provide an alternative to commercial broadcasting, 25% of public television is financed by corporate underwriters; more than two-thirds of its prime time is devoted to programs financed and made available through corporations,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

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

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

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

SAG called upon Congress to pass legis-

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

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



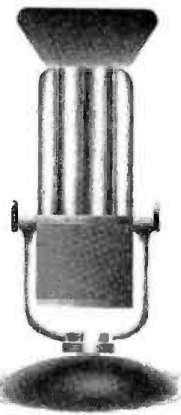
**New office, old hand.** John E. Reinhardt (r) was sworn in last Monday (April 3) by Vice President Walter Mondale as the director of the new International Communications Agency, a combine of the United States Information Agency, the Voice of America and the State Department's Bureau of Educational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



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## Female-owned AM wants special treatment by FCC

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

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

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

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

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

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

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

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

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

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

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

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

## Changing Hands

### Announced

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

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

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

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

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



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4/3/78

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

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

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

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

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

#### Approved

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

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

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

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

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

## Media Briefs

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

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

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

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

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

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## Wasilewski answers

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

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

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

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

## Programming

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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### Program Briefs

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

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

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

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

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

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

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

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

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

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

## 'Muppets' is tops in the top 50

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

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

average share in the top 50.

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

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

### February 1978 Arbitron sweep \*

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

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

\*\*Includes only those 33 markets surveyed in October.

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WCAW-AM  
WERE-AM  
WGCL-FM  
WHAS-AM  
WHK-AM  
WISE-AM  
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WKTM-FM  
WLBC-AM  
WLBC-FM  
WMMS-FM  
WNCG-AM  
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## FTC power on corrective ads left untouched by Supreme Court

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

In a letter from Gordon Young, associ-



"Facts laid out this bluntly are hard to find in textbooks."

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

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

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

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

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

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

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



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

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

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

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

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

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

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 KCNA-TV  
 KGGM-TV  
 KHGI-TV  
 KSHO-TV  
 KSNB-TV  
 KTVA-TV  
 KTVL-TV  
 KWNB-TV  
 WAPA-TV  
 WJAC-TV  
 WSJV-TV ?

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

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

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

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



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

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

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

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

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

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

## Finance

### Gangbusters year for John Blair & Co.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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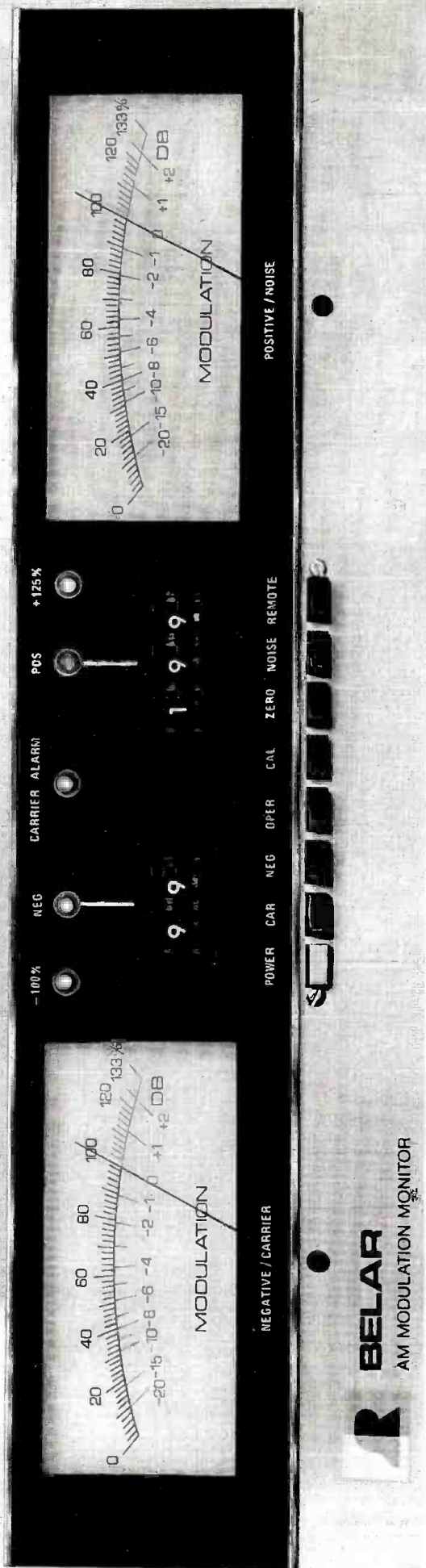
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Broadcast Journalism®

## Salant's slow to cheer on freedom of information

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

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

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

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

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

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

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

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

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

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

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Including everything from Xerox copiers to Xerox textbooks.

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Of course, we don't expect you to use the second R every time you use our name.

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

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

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

## **Cream of the SDX crop for 1977**

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

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

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

The radio winners (and categories):

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

The TV winners:

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

# See the Latest from Hitachi at NAB



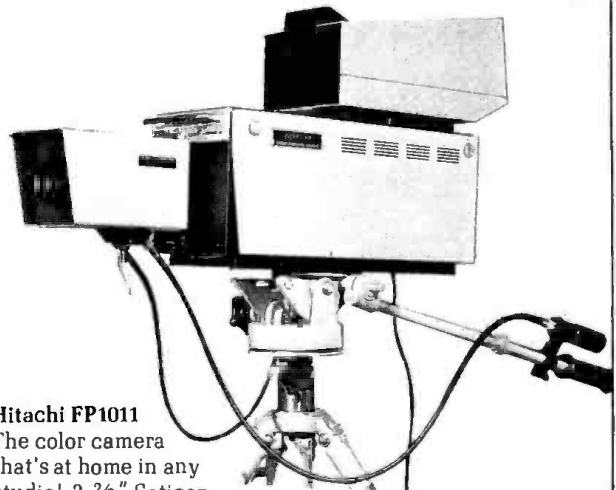
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Chinatown (reporting); KOOL-TV Phoenix for its *Water: Arizona's Most Precious Resource*, a telecast that was used as a reference tool by state legislators and which was cited by the SDX judges as "an example for others to follow" in states where water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

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

## Murrow symposium set

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

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

## Journalism Briefs

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

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



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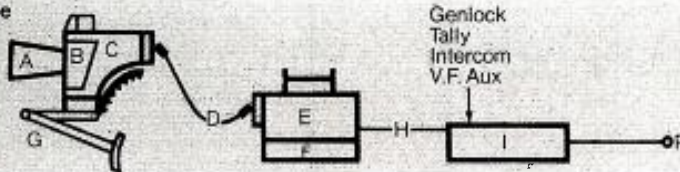
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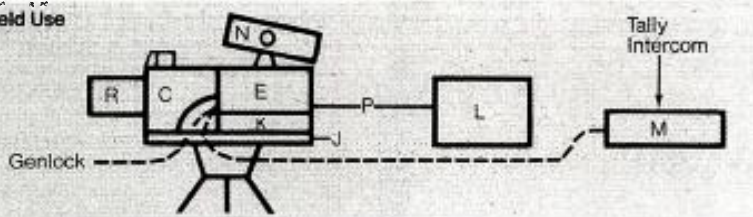


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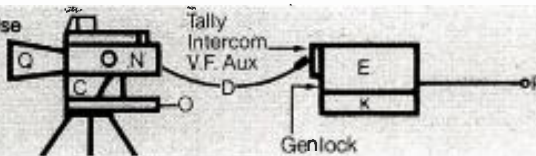
2. Portable Use



3. Field Use



4. Modified Studio Use



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| J) | Mount adapter                      |
| K) | A.C. pack                          |
| L) | VTR or FPU                         |
| M) | Operation panel                    |
| N) | 5" viewfinder                      |
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| P) | Co-axial cable (video)             |
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| R) | Studio lens                        |

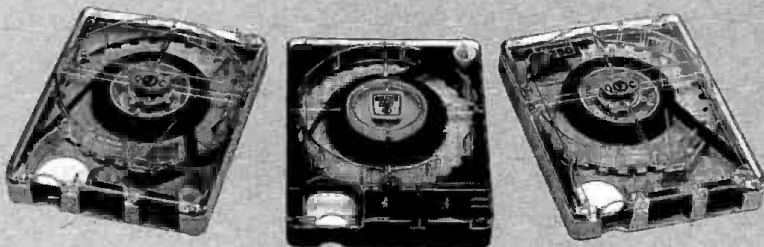


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**The FCC senses an opening on cable regulation**

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

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

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

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

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

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

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

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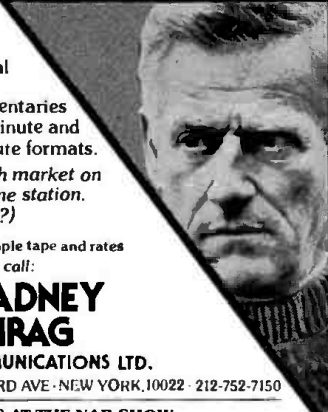
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ing pay cable rates, he added, cannot be analogized to regulation, but rather to the commission's "underlying policy" in the broadcast area.

If the commission benefited in terms of the question of its authority, other winners in court were five cable television systems operating in New York State, the National Cable Television Association and the New York State Cable Television Association. The loser was the New York State Commission on Cable Television.

The state commission, as part of a system of regulating cable, had sought to assert its authority over pay cable rates. The cable systems and the trade association challenged that authority in U.S. District Court in New York, and obtained a summary judgment that the state's action violated the supremacy clause of the Constitution because of the FCC decision in 1975 to pre-empt state and local regulation of pay cable rates.

The state commission appealed, and lost again. Judge Lumbard wrote, "We are satisfied that FCC pre-emption has rendered invalid New York's attempt to impose price regulation on special pay cable programming."

**Cable Briefs**

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

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

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

**Bought.** Adams-Russell, Waltham, Mass., has completed acquisition of Maine Cable Television, operator of CATV systems in Bangor and nine adjacent towns. Price: \$2.5 million.

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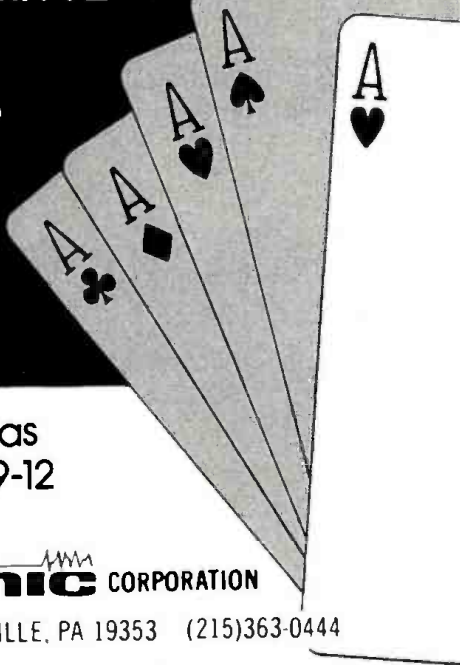
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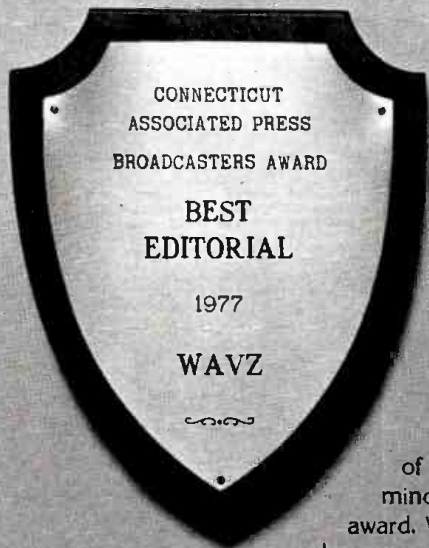


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## Equipment & Engineering

### FCC gets to work on lower levels for UHF noise

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

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

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

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

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

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

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

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



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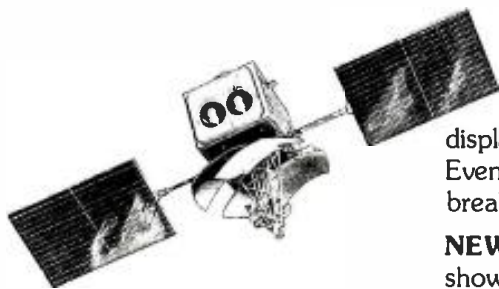
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cantly greater susceptibility to other forms of interference, and would be reasonably cost effective, regardless of whether UHF stations also raised their antenna power.

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

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

## Winning performance

### Cinema Products gets an Oscar for its Steadicam mount

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

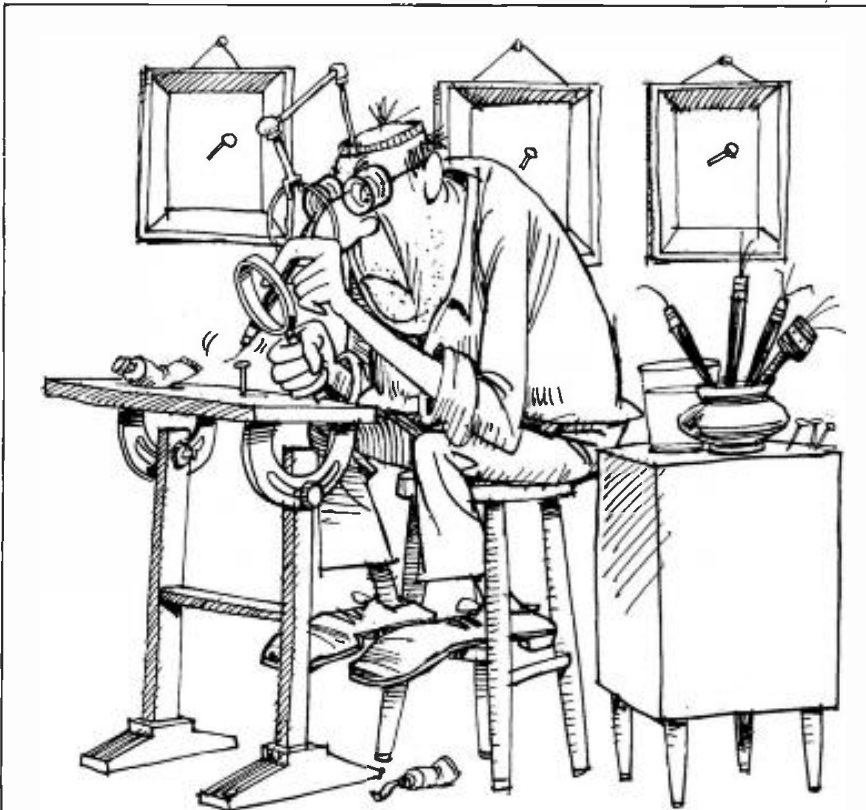
It was Cinema Products' Steadicam, the harness mount used for holding a film or ENG camera while the operator walks or runs in pursuit of his subject. Steadicam appeared in person (on a cameraman) to demonstrate why it had been awarded an



Oscar for technological achievement.

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

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



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\*\*Source: Arbitron ADI, November, '77

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

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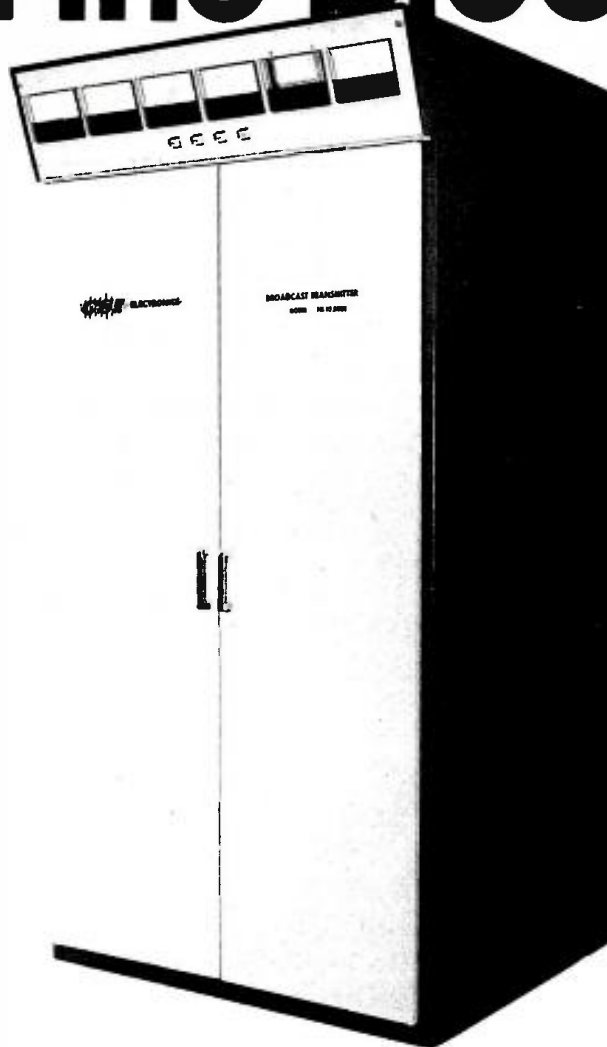
## EBS is all right for now; future is another matter

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

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

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

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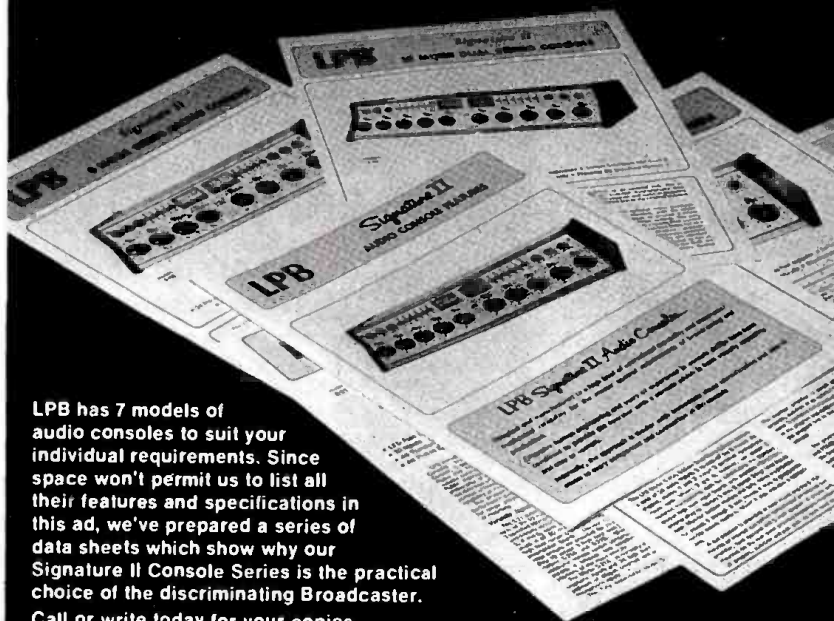
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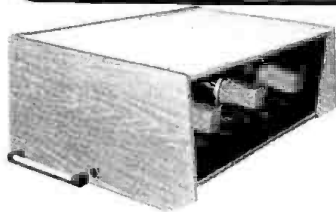


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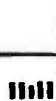
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numerous continuing tests." But she also indicated "a full-scale study" of the system would be desirable if it is to be retained.

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

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

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

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

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

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

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

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S78/1

# The Broadcasting Playlist™ Apr 10

## Contemporary

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

## Playback

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



## Country

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

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



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## Media



Ryan



Perris



McCombs

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

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

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

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

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

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

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

WLCY-TV Tampa-St. Petersburg, Fla.

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

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

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

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

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

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

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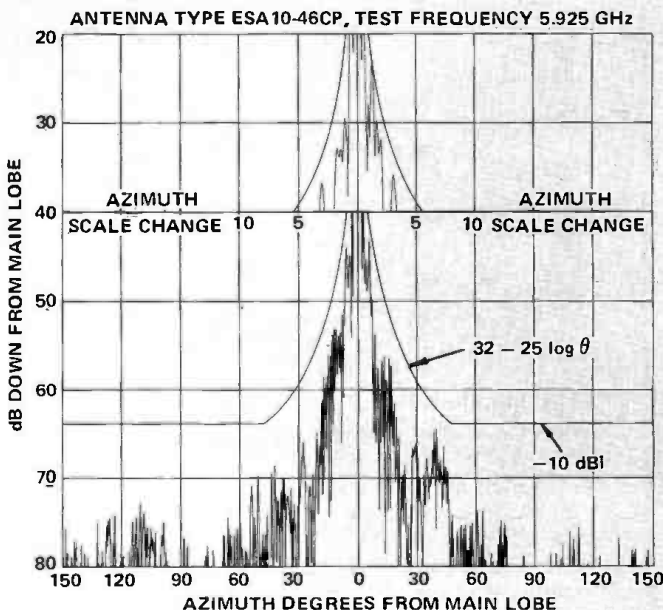
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pointed manager of video services.

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

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

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

search manager for ABC Radio Network in New York.

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

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

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

## Broadcast Advertising

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

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



Robinson

account executive.

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

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

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

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

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

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



O'Hallaron

account supervisor.

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

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

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

**J. Anthony Montgomery**, management

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Manager

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

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

**William E. Silinski**, account supervisor, Conahay & Lyon, New York, joins Dancer-Fitzgerald-Sampie, New York, as VP, account supervisor.

**Ed McCombs**, formerly with Colle & McVoy, Minneapolis, joins J. Walter Thompson, Chicago, as copywriter. **Tina Ryman**, Smith College graduate, joins JWT there as art director.

**Frank S. Kelly**, account executive, RKO Radio Sales, New York, joins New York sales staff of Blair Radio.

**Guy Burnett**, executive VP/creative director, Burnett-Parish & Pann, Chicago, named senior copywriter/creative group head, Jennings & Thompson/FCB Advertising, Phoenix.

**Herbert D. Gordon**, senior VP-media director, Ketchum, MacLeod & Grove, Pittsburgh, also appointed director of operations, newly created position.

**Peter Melonas**, director of marketing recruitment, The Interpublic Group of Companies, New York, named VP/director of personnel, Kenyon & Eckhardt there.

**Terry Vavra**, VP/manager of research, Dancer-Fitzgerald-Sampie, New York, joins Kenyon & Eckhardt there as associate director of research.

**Abbott L. Wool**, associate media director, Wells, Rich, Greene, New York, joins Sawdon & Bess there in same capacity.

**Ron Goldner**, account executive, Field Spot Sales, New York, joins Katz American Television, New York, as account executive, White sales team.

**Christine Conderino**, broadcast negotiator, Ed Libov Associates, New York, joins Helitzer Advertising, New York, as broadcast media director.

**John Waugaman**, general sales manager, KFNB(AM) Los Angeles, rejoins Radio Advertising Representatives, New York, in same capacity. He left RAR six years ago as Midwest sales manager.

**Shelly Rubin**, senior estimator, Air Time, New York, appointed media group supervisor.

**Joan Barron**, sales manager/account executive, Canadian Standard Broadcast Sales, New York, named account executive, Adam Young there.

**Anastasia Vournas**, account manager, Cadwell, Davis, Savage, New York, appointed director, new business development.

**Arthur C. Erickson**, director of advertising, Stroh Brewery Co., Detroit, appointed director of advertising and creative services.

**William Katsafanas**, general sales manager, WBAL-TV Baltimore, appointed VP, sales. **John J. Gilmore**, national sales manager, succeeds Mr. Katsafanas.

**Ira Dankberg**, account executive, KVOA-TV Tucson, Ariz., named local sales manager.

**Lesli Legum**, commercial producer, Lawler,

Ballard, Little Advertising, Norfolk, Va., named sales service co-ordinator, WTAR-TV there.

**Sheila Couzens**, account executive, KYCU-TV Cheyenne, Wyo., named to same position, KMGH-TV Denver.

**Don Telford**, in various management and sales positions with stations in Eureka, Calif., appointed sales manager of KIEM-TV there.

**Dave Gregory**, account executive, WACQ(AM) Boston, named local sales manager for WACQ and co-owned WTKR(FM) there.

**Tim Ridley**, account executive, KAAT-AM-FM Oklahoma City, named local sales manager.

**Viola S. Arnold**, formerly with KMOX(AM) St. Louis, joins WIL-FM there as account executive.

**Fred N. Bourjaily**, promotion director, WZZP(FM) Cleveland, named sales coordinator, co-owned WABQ(AM) there.

**Bruce G. May**, account executive, WNTY(AM) Southington, Conn., joins WNDU(AM) South Bend, Ind., in same capacity. **Tom Stine**, news director, WHON(AM)-WQLK(FM), Richmond, Ind., also named account executive, WNDU.

**Elmer J. Ingrassia**, from sales department of WFIE-TV Evansville, Ind., joins WTTV(TV) Bloomington, Ind. (Indianapolis), in same capacity.

**Jack Welsh**, account executive, J.I. Scott Co., Grand Rapids, Mich., appointed account supervisor.

**Michael Cleary**, regional media director, Commonwealth Advertising, Minnetonka, Minn., named media supervisor. **Sally Siewert** and **Naheed Khan**, buying assistants there, named regional media directors. **Debra Roue**, **Sherry Sharpe** and **Kay Paul**, media coordinators there, named buying assistants.

**Jerry P. Barnes**, former Montgomery county (Iowa) magistrate, named account executive, KOAK(AM) Red Oak, Iowa.

**William H. Towell**, former owner-manager, *Shopper's Guide*, Pensacola, Fla., joins Broadcast Marketing Co., San Francisco, as South-eastern representative, based in Pensacola for sales-support services firm.

**Larry Martin**, art director, Jennings & Thompson/FCB, Phoenix, named executive art director.

## Programing



Chertok

**Harvey Chertok**, advertising, promotion and publicity director, Time-Life Television, New York, named VP of Time-Life Films.

**Phyllis Tucker**, manager, variety programs, West Coast, NBC-TV, Burbank, Calif., named manager, film programs, West Coast, NBC-TV.

**Joseph Ceslik**, national sales coordinator of Paramount Television's syndication department

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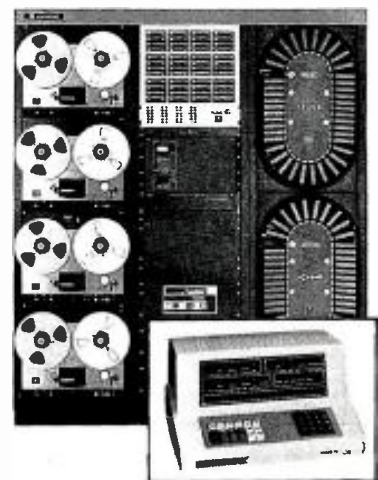
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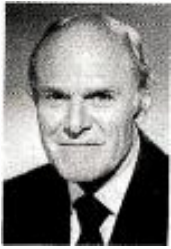
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**Upward mobility.** Promotions at CBS-TV CBS, Radio and CBS Entertainment: **Carl S. Ward**, network VP, affiliate relations, named to new post of VP, administration, with continuing activities among CBS-TV affiliates plus administrative duties for entire network division. **Robert L. Hosking**, VP of CBS Stations Division and general manager of CBS's WCAU-TV Philadelphia, succeeds him as VP, affiliate relations. **Daniel E. Gold**, senior VP-general manager, Post-Newsweek's WFSB-TV Hartford, Conn., succeeds Mr. Hosking. **Bruce R. Bryant**, VP and director of affiliate relations, becomes VP and general manager, affiliate relations, with expanded responsibilities. **David Fuchs**, CBS News VP, public affairs,

rejoins network as VP and assistant to President James H. Rosenfield.

Named VP's, CBS Radio: **Lois Gredell**, general manager, WBBM-FM Chicago; **James M. Keating**, general manager, WCAU-FM Philadelphia; **John E. Baker**, general manager, WEEI-FM Boston; **Thomas H. Pierce**, general manager, KCBS-FM San Francisco, and **Robert G. McGroarty**, general manager, CBS-FM national sales.

At CBS Entertainment, **Alan M. Levin**, VP, business affairs, New York, becomes VP and assistant to President Robert A. Daly, with headquarters on West Coast. **John J. Agoglia**, director, business affairs, New York, succeeds Mr. Levin as VP, business affairs, New York.

New York, named VP, operations, United Artists Television syndication division, New York.

**Melvin (Bud) Getzler**, VP/general manager Taft Broadcasting's Hanna-Barbera subsidiary, named to newly created post of VP/director of business affairs, Taft's West Coast group which includes Hanna-Barbera and subsidiaries Taft H-B Program Sales, H-B International and Hanna-Barbera Enterprises, Cinemobile Systems, Solow Production, Cine Guarantors and Marineland.

**Aubrey (Bud) Groskopf**, chief operating officer, National Telefilm Associates, Los Angeles, elected to board of directors and executive committee. He has also been elected president of NTA's subsidiaries, which include International Film Distributors of Canada, United Kingdom and Australia.

**Jerry Greenberg**, director of communications, WBBM-TV Chicago, named to same position, 20th Century-Fox Television, Beverly Hills, Calif.

**Dennis E. Doty**, executive in charge of package development and motion pictures for television, William Morris Agency, Los Angeles, named VP, television development, Marble Arch Productions there.

**Benigno Nosti**, VP and general manager of Viacom's Latin American operation, Miami, appointed president.

**Susan Percival**, associate producer, WWJ-TV

Detroit, joins WBZ-TV Boston as producer of station's daily, *Woman 78*.

**Robert J. Levy**, production manager, KOTV(TV) Tulsa, Okla., named program director succeeding **John Irvin**, who joins WISH-TV Indianapolis in same capacity. Both are Corinthian stations.

**Ted Stecker**, operations manager, KITE(AM) Terrell Hills-KITE-FM San Antonio, both Texas, appointed program director, WNDU(AM) South Bend, Ind.

**Chuck Deel**, program director, WFUZ(FM) Ocala, Fla., joins WMEL(AM) Melbourne, Fla., as program director.

**Bill Gardner**, with KSD(AM) St. Louis, joins KVIL-AM-FM Dallas as assistant program director and air personality.

**Dave Alexander**, promotion director, WFMY-TV Greensboro, N.C., appointed program manager.

**John Hill**, chief announcer, WPHM(AM) Port Huron, Mich., appointed program director.

**Jeffrey Jay Weber**, music director, WAZY-AM-FM Lafayette, Ind., appointed program director.

**Lee Hanson**, formerly VP, Association of Maximum Service Telecasters, Washington, joins Peters Productions, San Diego, on sales staff as regional manager specializing in television.

**Richard E. Drummy**, show manager, Metrotape West, Hollywood, Metromedia production subsidiary, appointed sales manager.

## Broadcast Journalism



Wight

series for station and to be featured correspondent on "Topic A" segment of evening news.

**Royal Kennedy**, reporter for WMAQ(TV) Chicago, named ABC News Chicago correspondent.

**Patrick T. O'Donnell**, assignment editor, WLKY-TV Louisville, Ky., joins WLS-TV Chicago in same capacity.

**John Watkins**, managing editor, WRC(AM) Washington, named news director, KGO(AM) San Francisco. He succeeds **Dick Leonard** who relinquishes his administrative duties to concentrate on news writing and reporting.

**Cliff Kirk**, news announcer and reporter, KPOL-AM-FM Los Angeles, joins KGTV(TV) San Diego as weekend news anchor and weekday general assignment reporter.

**Carmen Harlan**, news/public affairs director, WWW(FM) Detroit, joins WWJ-TV there as general assignment reporter.

**Peter Mobilia**, director of news, operations and programs, WNUS(AM) West Springfield, Mass., joins ABC News, New York, as news writer.

**Joe Sanchez**, reporter, KXAS-TV Fort Worth, and **Tom Bearden**, anchor, WHBQ-TV Memphis, named reporters, KMGH-TV Denver.

**Bob Burks**, news and sports reporter, WCKY(AM) Cincinnati, joins WMC-TV Memphis as reporter.

**Donna Balnes**, researcher-writer, noncommercial WETA-TV Washington's *USA People and*

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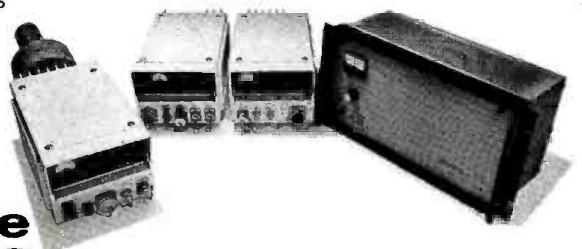
**See the M/A far-out news team in operation at Booth 809, NAB '78, Las Vegas.**

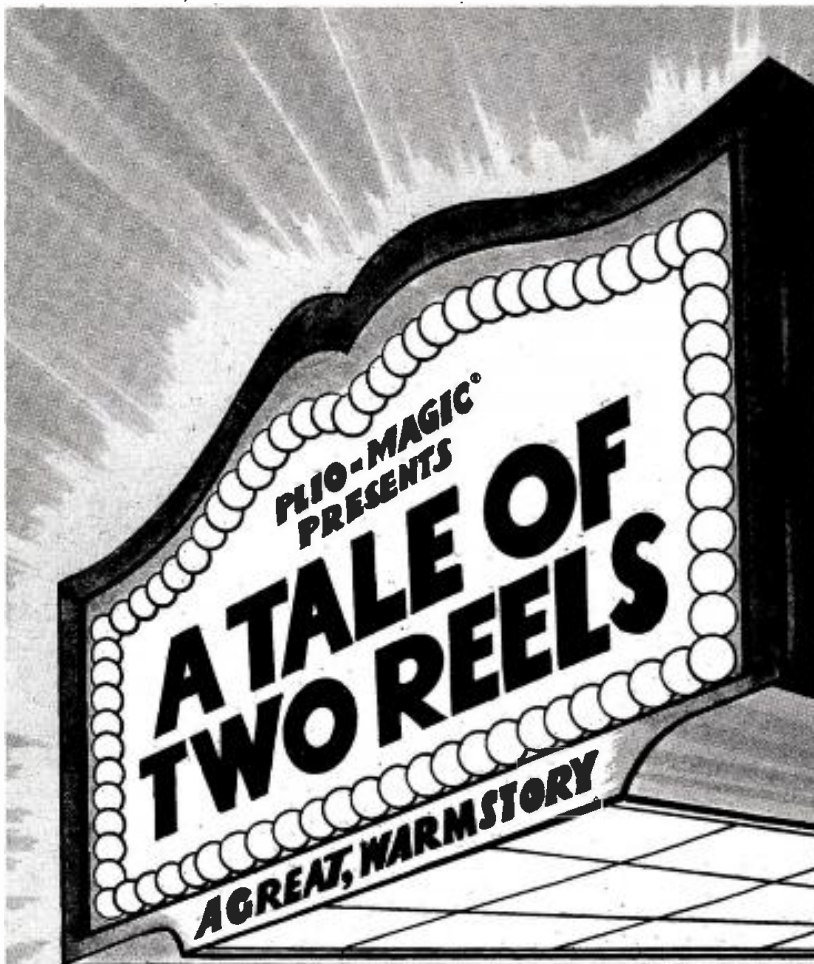
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*Politics*, joins KHOU-TV Houston as general assignment reporter. Other KHOU-TV additions: **Tom Hansen**, from WANE-TV Fort Wayne, Ind., ENG editor; **Nancy Cope**, from Houston News Service, assistant assignments editor; **Ron Bell**, from WCHS-TV Charleston, W. Va., general assignment photographer; **Richard McFarland**, from WTVN(TV) Columbus, Ohio, photographer.

**Patrice Bingham**, public affairs director, KOLO(AM) Reno, appointed news director. **Kirk Frösdick**, former sports director, KASH(AM) Eugene, Ore., joins KOLO as anchor and morning news editor.

**John Pruitt**, anchorman for noon and 6 p.m. newscasts, WSB-TV Atlanta, joins WXIA-TV Atlanta news department.

**Ian Pearson**, news director, WANE-TV Fort Wayne, Ind., named to same position, KOTV(TV) Tulsa, Okla.

**Mike Mason**, reporter/anchor, WSAZ-TV Huntington, W. Va., joins WCIX-TV Miami as assignment editor.

**Dan Cohen**, associate news producer, WRC-TV Washington, named news producer, WDBO-TV Orlando, Fla.

**John D. Buchin**, reporter, producer, anchor for WGHP-TV High Point, N.C., joins WHEC-TV Rochester, N.Y., as reporter. **Jack Rotholz**, reporter for WXXI(TV) Rochester, joins WGHP-TV in same capacity.

**Dennis Bounds**, anchorman, KTHI-TV Fargo, N.D., joins WFTV(TV) Orlando, Fla., as weekend anchor.

**Patrick Heffernan**, reporter, WDLB-AM-FM Marshfield, Wis., joins KDTH(AM) Dubuque, Iowa, in same capacity.

**Leslie Wolfe**, reporter-editor, WIZM(AM) La Crosse, Wis., joins WSOE(AM) Charlotte, N.C., in same capacity.

**Jonathan Harris**, graduate, Indiana University, Bloomington, joins WNDU(AM) South Bend, Ind., as reporter.

**John Runde**, sports director WEVU(TV) Naples, Fla., appointed Collier county correspondent and news anchor. **Chris Barnes**, sports director, WBBH-TV Fort Myers, Fla., succeeds Mr. Runde.

**Robert M. West**, documentary producer, WTAR-TV Norfolk, Va., appointed to newly created position of executive producer of news, WTAR-AM-TV, responsible for evening and late-night TV newscasts and all radio newscasts.

**Mike Rucker**, with WCTV(TV) Tallahassee, Fla., joins WFLA-TV Tampa-St. Petersburg, Fla., as weathercaster.

**Steve Floeth**, executive writer-producer, Gordon-Kerckoff Productions, New York, joins WMBB(TV) Panama City, Fla., as news director/anchor.

**Fred P. McNeese**, South Carolina news editor for UPI, Columbia, S.C., named North Carolina news editor, Raleigh, N.C. **Joan Mower**, UPI staff member, Atlanta, succeeds Mr. McNeese.

**Robert O. Blanchard**, dean and professor of School of Communication, American University, Washington, joins Pennsylvania State University School of Journalism as director and professor succeeding **Arthur M. Barnes**, who continues with school, engaged in instruction



and research.

**Elmer Lower**, who retired April 1 as ABC VP for corporate affairs (BROADCASTING, April 3), named 1977 recipient of AP Broadcasters' Robert Eunson Award for distinguished service to broadcasting. Mr. Lower, who was in print and broadcast journalism for 45 years, including presidency of ABC News (1963-74), will receive award at APB convention in Cincinnati.

## Cable

**Gregory A. Krüser**, Northeast regional marketing manager, Teleprompter Corp., New York, joins Showtime, Viacom's pay television subsidiary, New York, as manager, subscription marketing and training.

**Arthur H. Harding**, assistant general counsel, National Cable Television Association, Washington, becomes associate with Fleischman & Walsh, there, communications law firm specializing in cable.

**Richard Sabino**, general manager, Greater Boston Cable Corp., Boston, named system manager of Nashua, N.H., facility of Warner Cable, New York. **Michael E. Marcovsky**, Qube (Warner's two-way cable system in Columbus, Ohio) programming operations general manager, named to newly created post of VP, program operations for Qube.

**Laurie Leonard**, assistant regional manager, American Television & Communications, Englewood, Colo., appointed manager of new market development.

**Andrea Graff**, operations manager, Columbia Pictures Pay Television, New York, takes on additional title of production coordinator there.

**V.L. Patterson**, with Cardiff Cablevision, Denver-based cable MSO with systems in Oklahoma and Missouri, named executive vice president.

**Raymond E. Murdough**, sales engineer, Jerrold Electronics Corp., Horsham, Pa., named VP-engineering, Home Theater Network, Portland, Me. **Karen S. Jarmon**, director of college relations, Nasson College, Springvale, Me., named director of marketing for HTN.

**Lawrence D. Feinberg**, director of programming, Cinemerica Inc., Beverly Hills, Calif., pay-TV programmer and distributor, named VP-programming.

**Lawrence Schneider**, general manager, Northwest Cablevision, Winsted, Conn., joins Cable TV of Coral Springs (Fla.), in same capacity.

## Equipment & Engineering

**Albert T. Montemuro**, engineering leader, RCA systems engineering group, Camden, N.J., named manager, systems engineering and custom repair and engineering, RCA Broadcast Systems there.

**Lee Pardee**, chief engineer, KTTV(TV) Los Angeles, promoted to VP, engineering for KTTV and its production division, Metrotape West.

**Ross B. Kauffman**, chief engineer, WCVB-TV Boston, named director of engineering.

**Donald Lefebvre**, managing director, Telemation, London, named international sales manager. He will continue to be based in Salt Lake

City.

**Don Powers**, radio sales manager, CCA Electronics, Cherry Hill, N.J., appointed areas sales manager for southern New Jersey, Delaware, Maryland, District of Columbia, Virginia and North Carolina.

**James R. Williams**, manager of quality control, RCA Records, New York, joins Cetec Audio, North Hollywood, Calif., in same capacity.

**Charles St. John Smith**, area systems manager, Burroughs Corp., Philadelphia, joins Jerrold Electronics, Hatboro, Pa., as manager of management information systems.

**Carl J. Reber**, assistant VP, financial administration, Comsat, Washington, named VP responsible for financial matters.

**Joseph W. Doherty**, director of engineering, New York Network, Albany, operated by State University of New York, appointed executive director of engineering. **Ira Singer**, assistant director of engineering, appointed director of network services.

## Allied Fields

**Louis K. Weinberg**, manager, character licensing, ABC Merchandising, Inc., New York, promoted to director of company which is subsidiary of ABC Inc., New York.

**Simon Salamon**, account executive, advertiser/agency sales, Arbitron, New York, appointed Eastern manager, advertiser/agency sales. **Martin J. Toole**, account executive, Eastern radio sales for Arbitron, New York, appointed manager, Southeastern radio sales, Atlanta.

**Andrew J. Hangarter**, senior media analyst, Arbitron, New York, joins RAM Research, San Diego, audience rating service, as director of diary operations.

## Deaths

**George O. Gillingham**, 83, FCC director of information for 22 years, died at his home in Washington April 3. Mr. Gillingham served two tours as head of information office: from 1939 to 1942 and from 1946 until his retirement in 1965. Before that he was a newspaperman. During World War II, while on leave from FCC, Mr. Gillingham rose from captain to lieutenant colonel and was chief of Chemical Warfare Service's information branch. Mr. Gillingham is survived by his brother, two nephews and niece.

**Frank Bunetta**, 61, director of *Honeymooners* series and other Jackie Gleason shows, died of heart ailment March 31 at his home in Lafayette, La. During his career, he also directed Sid Caesar's *Show of Shows*, Ernie Kovacs show, and Bishop Sheen program. Survivors include his wife, Terry, two sons and one daughter.

**Diana Bourbon**, 78, radio performer, actress and drama critic, died March 19 of cancer. She retired five years ago after a career that included association with Orson Welles's *Mercury Theater*, *Double or Nothing* and *Request Performance*.

**Dr. Philip A. Macomber**, 48, professor of speech and director of television services at Kent State University, Kent, Ohio, died March 17. His wife, Barbara, son and mother survive.

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As compiled by BROADCASTING based on filings, authorizations, petitions and other Period March 17 through March 23, plus earlier filings (see note below).

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.

**Progress report.** BROADCASTING's backlog in reporting "New Stations" activity has been substantially reduced. Reporting of grants of new broadcast facilities is now current; 11 starts and 68 applications remain to be researched. They will be published in the April 17 issue.

## New stations

### TV applications

- West Palm Beach, Fla.—Public Broadcasting Foundation of Palm Beach County seeks UHF TV ch. 42 (638-644 mhz); ERP 1069 kw vis., 106.9 kw aural; HAAT 1971 ft.; ant. height above ground 1996 ft. P.O. address: 505 S. Congress Ave., Boynton Beach, Fla. 33435. Estimated construction cost \$1,661,832; first-year operating cost \$500,000; revenue not given. Principals: non-profit corporation formed to own and operate non-commercial broadcasting stations in Florida.
- Honolulu—Mauna Kea Broadcasting Co. seek UHF TV ch. 26 (542-548 mhz); ERP 12.11 kw vis., 2.4 kw aural; HAAT 2171 ft.; ant. height above ground 117 ft. P.O. address: 10880 Wilshire Blvd., Suite 2007, Los Angeles 90024. Estimated construction cost \$5,000; first-year operating cost \$55,000; revenue \$84,000. Principals: Mauna Kea is wholly-owned subsidiary of Mount Wilson FM Broadcasters which is licensee and operator of KBCA-FM Los Angeles. Mount Wilson is 80% owned by Saul Levine and 20% by F. E. Wilson.
- Edwardsville, Ill.—Southwestern Illinois Public Television Inc. seeks UHF ch. 18 (494-500 mhz); ERP

5000 kw vis., 500 kw aural, HAAT 1,225.3 ft.; ant. height above ground 1,245 ft. P.O. address: Southern Illinois University, Edwardsville 62026. Estimated construction cost \$3,104,000; first-year operating cost \$470,938. Legal counsel Dow, Lohnes & Alberson, Washington; consulting engineer Alvin H. Andrus. Applicant is state agency.

- Bemidji, Minn.—Northern Minnesota Public Television seeks VHF ch. 9 (186-192 mhz); ERP 316 kw vis., 63.2 kw aural; HAAT 1097.7 ft.; ant. height above ground 1074 ft. P.O. address: Memorial hall, Birchmont Drive, Bemidji, Minn. 56601. Estimated construction cost \$1,351,692; first-year operating cost \$200,000; revenue not given. Principals: is non-profit public corporation organized to furnish non-commercial radio and TV service to north central and northwestern Minnesota.
- Kansas City, Mo.—SelectTV of Kansas City Inc. seeks UHF ch. 62 (758-764 mhz); ERP 1,868 kw vis., 186.8 kw aural; HAAT 1120 ft.; ant. height above ground 1222 ft. P.O. address: 324 East Wisconsin Ave., Milwaukee 53202. Estimated construction cost \$45,000; first-year operating cost \$522,000; revenue \$800,000. Principals: Joseph M. Bernstein (25%), Debra L. Slotnick (25%), David L. Block (25%), Edward D. Schneiderman (12.5%) and Marvin L. Zembrosky (12.5%). Father of David L. Block and Debra L. Slotnick, Robert S. Block, is 47.75% owner of permittee of WCGV (TV) Milwaukee, 67.5% of applicant for new Philadelphia TV, 95% of applicant for new Fort Worth, Tex. TV, 49% of applicant for new Houston TV and several subscription television systems.
- Las Vegas—Broadcast West Inc. seeks UHF ch. 21 (512-518 mhz); ERP 280 kw vis., 28 kw aural; HAAT 1,419 ft.; ant. height above ground 100 ft. P.O. address: 3451 Losee Road, North Las Vegas, Nev. 89030. Principals: Carl B. Hilliard Jr. (51%), San Diego attorney and owner of several land-mobile/common-carrier businesses.
- Atlantic City, N.J.—World's Playground Broadcasting System Inc. seeks UHF ch. 53 (704-710 mhz); ERP 3034 kw vis., 728 kw aural; HAAT 461 ft.; ant. height above ground 496 ft. P.O. address: 1 S. South Carolina Ave., Atlantic City, N.J. 08401. Estimated construction cost \$1,185,758; first-year operating cost \$223,005; revenue none. Principals: Sydney E. Rappaport (26%), Florence K. Rappaport (25%) and five others. Rappaports, married couple, are New Jersey business people.
- Tulsa, Okla.—Western Area Bureau of Information Broadcasting Division seeks UHF ch. 41 (632-638 mhz); ERP 2100 kw vis., 430 kw aural; HAAT 291 ft.; ant. height above ground 256 ft. P.O. address: 1516 Fourth National Bank Building, Tulsa, Okla. 74119. Estimated construction cost \$842,600; first-year operating cost \$150,000; revenue \$325,000. Principals: J.W. Choate and sons (limited partnership), 49.7% and

Darrell Lee Smith, 30.7%. None of parties have broadcast interests.

- Tulsa, Okla.—Oklahoma City Broadcasting Co. seeks UHF TV ch. 29 (560-566 mhz); ERP 2838 kw vis., 284 kw aural; HAAT 1480 ft.; ant. height above ground 1491 ft. P.O. address: 299 Diana Court, Conshohocken, Pa. 19428. Estimated construction cost \$1,424,000; first-year operating cost \$881,044; revenue \$1,130,000. Principals: James H. Milligan (86%), Ted F. Baze (10%) and Ina Lou Marquiss (4%). Mr. Baze is station manager of WPHL-TV Philadelphia, Oklahoma is applicant for ch. 34 Oklahoma City. Messers. Milligan and Marquiss are Oklahoma city businessmen.
  - Abilene, Tex.—Big Country TV Co. seeks UHF ch. 32 (578-584 mhz); ERP 55 kw vis., 11 kw aural, HAAT 909.5 ft.; ant. height above ground 749 ft. P.O. address: 1469 Woodland Trail, Abilene 79605. Estimated construction cost \$1,360,124; first-year operating cost \$640,300; revenue \$750,000. Legal counsel Hamel, Park, McCabe and Saunders, Washington; consulting engineer A.C. Martin. Principals: William Terry (55%) and nine others with 5% each. Mr. Terry is former general manager of KRBC-TV Abilene.
  - Rosenberg, Tex.—Texas 45 Broadcasting seeks UHF TV ch. 45 (656-662 mhz); ERP 1435 kw vis., 144 kw aural; HAAT 1032 ft.; ant. height above ground 1026 ft. P.O. address: 141 West Jackson Boulevard, Rm. 4226, Chicago 60604. Estimated construction cost \$904,825; first-year operating cost \$489,500; revenue \$600,000. Principals: Texas 45 is wholly-owned subsidiary of Weigel Broadcasting which is principally owned by Howard and Jacqueline Shapiro, married couple which together owns 67.5%. Weigel also owns WCIU-TV Chicago.
  - Waco, Tex.—Business Communications seeks UHF ch. 25 (536-542 mhz); ERP 1466 kw vis., 146.6 kw aural; HAAT 1825 ft.; ant. height above ground 1658 ft. P.O. address: 6300 Ridgela Place, suite 516, Fort Worth, Tex., 76116. Estimated construction cost \$2,863,130; first-year operating cost \$788,000; revenue \$800,000. Principals: Texas Steel Co. (94.23%) and W. J. Camfield (4.81%). Mr. Camfield was program manager at KOA-TV Denver. Texas Steel is public corporation.
  - Waco, Tex.—Heart O' Texas Broadcasting sales seeks UHF ch. 25 (536-542 mhz); ERP 3000 kw vis., 450 kw aural; HAAT 1843 ft.; ant. height above ground 1723 ft. P.O. address: 800 First National Building, Waco, Tex. 76701. Estimated construction cost \$2,840,000; first-year operating costs \$1,499,199; revenue \$1,750,000. Principals: Robert A. Whitley (17%) Waco investor and 12 others none of whom has broadcast interests.
- ### AM applications
- Selma, Ala.—Alexander Broadcasting seeks 1340 khz, 1 kw-D, 250w-N. P.O. address: Route No. 2 Box 460A, Selma, Ala. 36701. Estimated construction cost \$4,750; first-year operating cost \$23,367; revenue \$35,000. Format: adult contemporary. Principals: Thomas and Betty Alexander (married couple) and their son Paul. Parties also own WALX(FM) Selma. (Application seeks to replace deleted station WAMA(AM).
  - Harrison, Ark.—Bowman and Loveland Broadcasting seeks 1530 khz, .5 kw-D. P.O. address: Route 5, Harrison, Ark. 72601. Estimated construction cost \$49,076.40; first-year operating cost \$77,523.40; revenue \$135,000. Format: country/standard 'pops. Principals: Mary Ann Bowman, Donald Eugene Loveland, Judith Ann Loveland and Charles Edward Bowman, each 25%. Bowmans and Lovelands are married couples and are Columbus, Ga. and Harrison business people.
  - Yellville, Ark.—Adams Broadcasting Co. seeks 1530 khz, 500 w-D. P.O. address: Box 759, Yellville 72687. Estimated construction cost \$31,362; first-year operating cost \$54,701; revenue \$70,000. Format: C&W. Principals: John C. Adams, Donald J. Adams (brothers), David E. Doshier and Roscoe E. Jefferson (25% each). Mr. J. Adams owns local insurance firm.

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# 13th annual GABRIEL AWARDS



ENTRY DEADLINE:  
SEPTEMBER 15, 1978

The Board of Directors of UNDA-USA, the Catholic association for broadcasters and allied communicators, and sponsoring organization for the Gabriel Awards, announces that the 1978 Gabriel Awards will be presented on November 30, 1978, at the Bahi a Mar, South Padre Island, Texas. The Gabriel Award is a 9 inch silver figure mounted on a base of polished wood, and symbolizes the Communication of God's Word to Humanity.

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ABC Television Network  
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President, Westinghouse  
Broadcasting

The Gabriel Awards honor persons in the broadcast industry whose work creatively treats issues concerning human values. The purpose of the Gabriel Award is to acknowledge excellence in broadcasting: programs, spots, individuals, and stations. All entries are judged on artistic, informational, and technical criteria. Only in the class for religious programming is formal religious content a factor.

Material eligible for the 1978 awards must have been initially aired during the period between July 1, 1977 and June 30, 1978.

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- I Entertainment
- II Information - Education
- III Religion
- IV Youth-oriented
- V Public Service Announcements

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- 3 Television production for local release-market 26-100
- 4 Television production for local release-market 101-208
- 5 Radio production for national release
- 6 Radio production for local release

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Class VII is a Personal Achievement Award presented to a person who has made a significant contribution to broadcasting on the local or national level.

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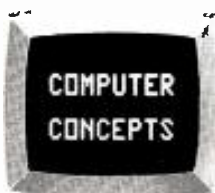


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Mr. D. Adams is attorney. Mr. Doshier is accountant. Mr. Jefferson is farmer.

■ Apple Valley, Calif.—Oasis Broadcasters seeks 960 khz, 5 kw-D, 1kw-N. P. O. address: 20026 Olivera Lane, Apple Valley 92307. Estimated construction cost \$159,671; first-year operating cost \$66,240; revenue \$135,000. Format: MOR, contemporary. Principals: John Detz Jr. (72%), Milan and Luna Leggett (25%) and Lucinda Paulos (3%). Messrs. Detz and Leggett are vice presidents of Century Broadcasting Corp. Ms. Paulos is community affairs director for KWST(AM) Los Angeles.

■ Fraser, Colo.—Grand Radio Inc. seeks 1250 khz, 5 kw-D. P.O. address: High Country Inn, Box 96, Winter Park, Colo. 80842. Estimated construction cost \$165,421; first-year operating cost \$31,800; revenue \$75,000. Format: MOR. Principals: Dwight H. Gayer and Diane E. Gayer, each 50%, married couple with no broadcast holdings.

■ Beloit, Kan.—KRZJ Broadcasters seeks 1190 khz, 2.5 kw-D. P. O. address: Box 466, Wray, Colo. 80758. Estimated construction cost \$106,830; first-year operating cost \$84,000; revenue not given. Format: C&W/MOR. Principals: Robert D. and Majorie M. Zellmer (married), owners of 53% of KRZJ(AM) Wray.

■ Hazard, Ky.—Perry Broadcasting Co. seeks 1170 khz, .25 kw-D. P.O. address: 256 Cedar St., Hazard, Ky. 41701. Estimated construction cost \$75,595; first-year operating cost \$75,070; revenue \$80,000. Format: contemporary. Principals: William D. Gorman Jr., 49%; Jack M. Fritz, 40%, and Charles Richard Cox, 11%. Mr. Gorman is manager of WKYH-TV Hazard where his father owns majority interest. Neither of others has broadcast interests.

■ Wickliffe, Ky.—Ballard-Carlisle Broadcasting seeks 1380 khz, .5 kw-D. P.O. address: Box 591, Crossville, Tenn. 38555. Estimated construction cost \$52,400; first-year operating cost \$50,000; revenue \$60,000. Format: country/top-40/gospel. Principals: Robert W. Gallaher (75%) and Charles R. Geveden (25%). Mr. Geveden is Wickliffe lawyer, Mr. Gallaher owns 80% WUCR(AM) Sparta, 33-1/3% WHAL(AM) Shelbyville, 17% WTCV(FM) Shelbyville, all Tennessee, 20% WKXN(FM) Greenville, Ala. and 26% WKYR(AM) Burkesville, Ky.

■ Camp Lejeune, N.C.—Fronco Inc. seeks 1580 khz, 10 kw D, 5kw-ch. P. O. address: 237 Western Boulevard, Jacksonville, N.C. 28540. Estimated construction cost \$31,000, plus land lease; first-year operating cost \$104,546; revenue not given. Format: religious. Principals: Charles E. Franklin and John R. Kelbaugh (50% each). Mr. Franklin is Jacksonville veterinarian. Mr. Kelbaugh is major in Marine Corps.

■ Yanceyville, N.C.—WMC Broadcasters seeks 1540 khz, .25 kw-D. P.O. address: Box 686, Yanceyville, N.C. 27379. Estimated construction cost \$61,382; first-year operating cost \$55,200; revenue \$150,000. Format: country. Principals: Charles A. Womack Jr., Harold Dean McCain and Samuel F. Cooper, each 33-1/3%. Mr. Womack is owner and publisher of Chatham *Star Tribune* and *Gretna Gazette*, both Virginia and 50% of Yanceyville *Caswell Messenger*. Mr. McCain owns 40% of *Caswell Messenger* and Mr. Cooper 10% of same.

■ Somerset, Pa.—Norlin Broadcasters Inc. seeks 1330 khz, 1 kw D. P. O. address: 858 Olim Street Johnstown 15904. Estimated construction cost \$73,435; first-year operating cost \$45,400; revenue \$50,000. Format: adult contemporary. Principals: Ronald W. Lorence, William C. Boyer (40% each) and Gregory W. Guise (20%). Mr. Lorence is announcer for WJAC(TV) Johnstown. Mr. Boyer is employee of Windber, Pa., construction company. Mr. Guise is producer for WCMH-TV Columbus, Ohio.

■ Fairview, Tenn.—B.L.P. Inc seeks 850 khz, .5 w-D. P.O. address: Box 102, Fairview, Tenn. 37062. Estimated construction cost \$22,750; first-year operating cost \$31,200; revenue \$40,000. Format: MOR/country/religious/top-40. Principals: James C. Parker, John A. Lampley, Samuel E. Warden Jr. and James T. Williams, each 25%. None has broadcast interests.

■ Buena Vista, Va.—Rockbridge Communications seeks 1270 khz, 1 kw-D. P.O. address: 711 Plunkett Street, Lexington, Va. 24450. Estimated construction cost \$74,582.30; first-year operating cost \$50,000; revenue \$100,000. Format: country. Principals: Melvin H. Sorrells (71.4%), Lexington banker. None of owners has broadcast ownership.

■ Grand Coulee, Wash.—North Central Broadcasters Inc. seeks 1490 khz, 1.0 kw-D, 25w-N. P. O. address: Box 188 Electric City, Wash. 99123. Estimated construction cost \$23,700; first-year operating cost \$43,260; revenue \$45,000. Format: Standard pops. Principals: George C. Good and Phil F. McGee (50% each). Mr. Good owns local construction firm. Mr. McGee is local restaurateur.

■ Kenosha, Wis.—Metro Broadcasting Corp. seeks 1320 khz, 5 kw-D. P.O. address: 1020 56th Street, Kenosha, Wis. 53140. Estimated construction cost \$76,200; first-year operating cost \$90,000; revenue \$185,000. Format: talk/MOR. Principals: Frank M. Falduto and Donald F. Boyle. Mr. Falduto is director of Kenosha tri-county community relations (was general manager of WKZN-AM-FM Zion-Kenosha), Mr. Boyle is Kenosha attorney.

#### FM applications

■ Chickasaw, Ala.—Chickasaw Broadcasting Associates seeks 98.3 mhz, 3 kw, HAAT 205 ft. P.O. address: Box 1425, Gum Street, Mobile, Ala. 36601. Estimated construction cost \$34,138.60; first-year operating cost \$55,800; revenue \$110,000. Format: contemporary. Principals: Jay Dickie Roberts, C. Alvin Roberts (cousins), Stephen S. Riggs and Ellen A. Bailey (25% each). Roberts cousins own WGOK(AM) Mobile. Mr. Riggs formerly owned interest in WLPR(FM) Mobile. Ms. Bailey has realty and investments in Alabama and Florida.

■ Benson, Ariz.—Stereo 97 Inc. seeks 97.7 mhz, 3 kw, HAAT 271 ft. P.O. address: 276 Nassau Ave., Buffalo, N.Y. 14217. Estimated construction cost \$44,250; first-year operating cost \$35,378; revenue \$45,000. Format: MOR. Principals: Jack Lotsof (100%), research engineer. Paul S. Lotsof (son), director/secretary/treasurer, was news director at KSOM(AM) Ontario Calif. which is only broadcast interest.

■ Morrilton, Ark.—Morrilton Broadcasting Co. seeks 101.7 mhz, 3 kw, HAAT 282 ft. P.O. address: Highway 64 East, Morrilton, Ark. 72110. Estimated construction cost \$29,275; first-year operating cost \$110,400; revenue \$18,000. Format: MOR. Principals: J.C. Willis (51%), Stanton C. Willis (24%) and Ella Mae Willis (25%). (J.C. and Ella Mae are married couple, parents of Stanton C.) Willises are also partners in licensee of KVOM(AM) Morrilton.

■ Carpinteria, Calif.—Thomas A. Neal seeks 101.7 mhz, .32 kw, HAAT 920 ft. P.O. address: 700 North Main Street, Santa Ana, Calif. 92701. Estimated construction cost \$10,500; first-year operating cost \$61,850; revenue \$85,488. Format: MOR. Principals: Mr. Neal is board chairman and 90% owner of California Western University, correspondence/degree-granting institution.

■ Grass Valley, Calif.—Nevada County Broadcasters seeks 92.1 mhz, .29 kw, HAAT 980 ft. P.O. address: 3350 Watt Ave., Sacramento, Calif. 95821. Estimated construction cost \$9,750; first-year operating cost \$6,975; revenue not given. Format: MOR/news. Principals: Carroll E. Brock (100%), is applicant for new AM in Grass Valley, new FM in Healdsburg, and new FM in Redding, both California.

■ La Mirada, Calif.—Quality Public Broadcasting Corp. seeks 90.1 mhz, 10 w, HAAT 100 ft. P.O. address: Box 1, Whittier, Calif. 90608. Estimated construction cost \$2,000; first-year operating cost \$200. Format: educational. Applicant is nonprofit organization with application pending for new TV at Los Angeles. Eugene R. Bertermann is president.

■ Lemoore, Calif.—Gross Country Communications Inc. seeks 104.9 mhz, 3 kw, HAAT 185 ft. P.O. address: 1758 North Fairfax Ave., Los Angeles 90046. Estimated construction cost \$28,400; first-year operating cost \$5,600; revenue \$34,000. Format: contemporary. Principals: J. Bruce Johansen and Kerry Edward Burke, each 50%. Mr. Johansen is former general manager of KBSC-TV Los Angeles, now sells promotional products. Mr. Burke was technical director at KBSC-TV until Sept. 1977.

■ Manteca, Calif.—McFadden Broadcasting seeks 96.7 mhz, 3 kw, HAAT 304 ft. P.O. address: 4300 Flintridge Drive, Bakersfield, Calif. 93308. Estimated construction cost \$12,600; first-year operating cost \$25,680; revenue \$75,000. Format: contemporary/spanish. Principals: Jack L. (80%) and Virginia Jo McFadden (20%). Married couple are proprietors of entertainer management corporation in Bakersfield and have no broadcast interests.

■ Marina, Calif.—Christian Broadcasting Fellowship seeks 92.7 mhz, .83 kw, HAAT 567 ft. P.O. address: Box 904, Marina 93933. Estimated construction cost \$72,567.44, first-year operating cost \$82,740; revenue not given. Format: Religious. Applicant is nonprofit,

nonstock religious organization with application pending for FM at Salinas, Calif. Richard S. Bushell is president.

■ Marina, Calif.—Clintell Cornelius Porter seeks 92.7 mhz, .891 kw, HAAT 567 ft. P.O. address: 1175 Sonoma Ave., Seaside, Calif. 93955. Estimated construction cost \$50,449; first-year operating cost \$29,160; revenue \$36,000. Format: contemporary/jazz. Principal: is proprietor of Seaside advertising agency and salesman/announcer at KZEN(AM) there.

■ Monterey, Calif.—Peninsula Broadcasting Corp. seeks 92.7 mhz, .83 khz, HAAT 567 ft. P.O. address: 1010 Cass St. c/o Charles Winge, Monterey, Calif. 93940. Estimated construction cost \$95,562.77; first-year operating cost \$99,572; revenue \$50,000. Format: mellow contemporary. Principals: Lester S. Granetz, 25%; John E. Kessler, 25%; Lawrence Troum, 25%, and Arthur Goldstein, 25%. Mr. Granetz own 12-1/2% of WBRW(AM) Somerville, N.J., Mr. Kessler is consultant to and 7-1/2% owner of ZFB-FM Bermuda. Others have no broadcast interests.

■ Monterey, Calif.—Seven Cities Media seeks 92.7 mhz, .88 kw, HAAT 573 ft. P.O. address: 520 Merritt Ave., Oakland, Calif. 94610. Estimated construction cost \$88,054; first-year operating cost \$82,000; revenue \$80,000. Format: MOR/theatrical/classical/jazz. Principals: George B. Green (97%), director of radio and TV for California Farm Bureau Federation.

■ Willows, Calif.—Willows Broadcasting seeks 105.5 mhz, 3 kw, HAAT 120 ft. P.O. address: Box 7, Willows, Calif. 95431. Estimated construction cost \$40,275; first-year operating cost \$6,980; revenue \$15,000. Format: MOR/country. Principals: Anthony F. Rusnak and Charles W. Stone, each 50%. Mr. Rusnak owns 50% and is general manager of KIQS(AM) Willows, Mr. Stone owns remainder of KIQS and is general manager and 50% owner of KDAC(AM) Fort Bragg, Calif.

■ Craig, Colo.—R&R Associates seek 102.5 mhz, 100 kw, HAAT 1206 ft. P.O. address: 340 Yampa, Craig, Colo. 81625. Estimated construction cost \$123,514; first-year operating cost \$51,025; revenue not given. Format: MOR. Principals: Royal R. Maxwell and

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Robert F. Sweeney, each 50%, neither has broadcast interests.

■ **Durango, Colo.**—Broadcast Management seeks 101.3 mhz, 100 kw, HAAT 290 ft. P.O. address: Jennings State Bank Building, Davenport, Neb. 68335. Estimated construction cost \$22,100; first-year operating cost \$60,00; revenue \$84,000. Format: beautiful music. Principals: Ronald E. Ford and M. Douglas Jennings, each 50%. Parties also own KDGO(AM) Durango, 50% each.

■ **Paonia, Colo.**—North Fork Valley Public Radio seeks 90.9 mhz, .01 kw, HAAT not given. P.O. address: Rt. 1 Box 62, Garvin Mesa, Paonia, Colo. 81428. Estimated construction cost \$8,238.20; first-year operating cost \$6,150; revenue not given. Format: informational variety. Principals: non-profit corporation formed to own and operate noncommercial public broadcasting facility in Paonia.

■ **Bonifay, Fla.**—Townsend Broadcasting Corp. seeks 99.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Box A, Parsons, Tenn. 38363. Estimated construction cost \$79,900; first-year operating cost \$48,400; revenue \$60,000. Format: contemporary and some religious. Principals: Frank A. Woods (49%), Hobart L. Townsend Jr. (26%) and wife Ruth D. Townsend (25%). Townsends own same per cent of WTBP(AM) Parsons and WTBJ(AM) Monticello, Fla.; Mr. Townsend owns 25% and Mrs. Townsend 24% of WSEV-AM-FM Sevierville, Tenn. and same of WBRY(AM) Woodbury, Tenn. Mr. Woods owns 49% of WTBP and WTBJ and 30% of WSEV-AM-FM and WBRY. His wife Jayne O. Woods owns 21% of WSEV-AM-FM and WBRY.

■ **Mariana, Fla.**—Quality Public Broadcasting Corp. seeks 91.1 mhz, 10 w, HAAT 100 ft. P.O. address: Box 1, Whittier, Calif. 90608. Estimated construction cost \$2,000; first-year operating cost \$200. Format: Educational. Applicant is nonprofit organization with application pending for new TV at Los Angeles. E.R. Berterman is president.

■ **St. Augustine, Fla.**—Dorothy Brunson seeks 105.5 mhz, 3 kw, HAAT 138 ft. P.O. address: 37 Riverside Drive, New York 10023. Estimated construction cost \$69,434; first-year operating cost \$40,000; revenue \$75,000. Format: variety. Principals: Ms. Brunson (100% owner) is general manager at WLIB(AM)-WBLS(FM) N.Y.

■ **Adel, Ga.**—Timberland Communications Inc. seeks 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 508, Adel, Ga. 31620. Estimated construction cost \$27,790; first-year operating cost \$5,058; revenue \$36,000. Format: country/easy rock. Principals: Ralph L. Deen (51.08%) and W. George Deen Sr. (48.91%). Ralph L. and W. George Deen are brothers and own 51.08% and 48.91% of WBIT(AM) Adel, respectively.

■ **Kealahou, Hawaii**—Kona Coast Broadcasting Co. seeks 92.1 mhz, 3 kw, HAAT 158 ft. P.O. address: Box 845, Kealahou, Hawaii 96750. Estimated construction cost \$2,850; first-year operating cost \$9,850; revenue not given. Format: MOR. Principals: Thomas M. Jones and co-trustees of trust of Richard E. Jones, each 50%. Mr. Jones, individually and as co-trustee with Sally A. Jones Lenart (his sister), own KKON(AM) Kealahou and KBON(AM) San Bernardino, Calif.

■ **Lewiston, Idaho**—Lewis-Clark State College seeks 89.9 mhz, 10 w, HAAT minus 860.5 ft. P.O. address: 6th Street at 8th Ave., Lewiston, Idaho 83501. Esti-

mated construction cost \$4,845; first-year operating cost \$1,000. Format: informational variety. Principal: is state-supported, non-profit, educational institution.

■ **East St. Louis, Ill.**—East St. Louis Board of Education, District 189 seeks 89.3 mhz, 10 w. P.O. address: Tenth and State Street, East St. Louis 62201. Estimated construction cost \$32,536.25; first-year operating cost \$4,000. Format: Educational. Applicant is public school system.

■ **French Lick, Ind.**—Hoosier Hills Broadcasting Corp. seeks 100.1 mhz, 3 kw, HAAT 320 ft. P.O. address: Prospect Hill, West Baden, Ind. 47432. Estimated construction cost \$14,460; first-year operating cost \$14,410; revenue \$30,000. Format: Modern Country, Rock. Principals: Thomas A. Chiat, Charles N. Cutler, Alan Rosendale (one-third each). Mr. Chiat owns New York public relations firm. Mr. Cutler is chief engineer of WTMT(AM) Louisville, Ky. Mr. Rosendale is program director of WYFE(AM) Rockford, Ill.

■ **Mason City, Iowa**—TLC Broadcasting Corp. seeks 98.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 216 Second St., NE, Mason City, Iowa 50401. Estimated construction cost \$60,000; first-year operating cost \$20,000; revenue \$28,000. Format: easy listening/contemporary/classical. Principals: 14 owners of 7-1/7% each none of whom has broadcast interests.

■ **Arkansas City, Kan.**—Ark Valley Broadcasting Inc. seeks 106.5 mhz, 100 kw, HAAT 378 ft. P.O. address: 106 S. Summit, Suite B, Arkansas City 67005. Estimated construction cost \$114,300; first-year operating cost \$80,523; revenue \$120,693. Format: C&W. Principals: William P. Turney (4%), Louis B. Burke Jr. (30%), Donald D. Wolf and John R. Stanesic (33% each). Mr. Turney, president, is chief engineer of KJCK(AM) Junction City, Kan. Mr. Burke is chief engineer of KJJJ(AM) Phoenix. Mr. Stanesic is local dentist. Mr. Wolf is advertising manager of KJCK.

■ **Arkansas City, Kan.**—Violet Broadcasting seeks 106.5 mhz, 100 kw, HAAT 501 ft. P.O. address: 121 W. Fifth, Arkansas City, Kan. 67005. Estimated construction cost \$109,235; first-year operating cost \$70,380; revenue \$108,000. Format: contemporary. Principals: Gary L. (60%) and Viola A. Violet (40%), engineer and traffic/bookkeeper, respectively, at WMAO-TV Inverness and WNLA-AM-FM Indianola, both Mississippi, respectively.

■ **Garden City, Kan.**—Kanza Society Inc. seeks 91.1 mhz, 100kw, HAAT 3527 ft. P.O. address: 412 1/2 N. Main St., Garden City, Kan. 67846. Estimated construction cost \$130,535; first-year operating cost \$75,751. Format: variety/religious. Principals: Kanza is private, non-profit, tax-exempt membership corporation formed for purpose of operating noncommercial FM in southwest Kansas.

■ **Wellington, Kan.**—Sumner Broadcasting Co. seeks 93.5 mhz, 3000 kw, HAAT 165 ft. P.O. address: Kley Drive, Wellington, Kan. 67152. Estimated construction cost \$39,000; first-year operating cost \$63,023; revenue \$36,000. Format: standard pops. Principals: Edwin D. and Zora B. Hundley (married), 50% each, who own KLEY(AM) Wellington, also 50% each.

■ **Benton, La.**—Benton Broadcasting Corp. seeks 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 2600 Jewella Ave., Shreveport, La. 71109. Estimated construction cost \$81,080; first-year operating cost \$91,000;

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revenue not relied upon. Format: MOR. Principals: Louis Flanigan, Hilry Huckaby III and William C. Monroe, each 33-1/3%. Mr. Flanigan works at *Shreveport Sun*, Mr. Huckaby is Shreveport lawyer and employs Mr. Monroe. None has broadcast holdings.

■ **Gordonville, Mo.**—Rainbow Broadcasting seeks 99.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 1301 Woodland Drive, Jackson, Mo. 63755. Estimated construction cost \$78,490; first-year operating cost \$43,200; revenue \$121,690. Format: beautiful rock. Principals: P. Bruce Dockins, Vernon L. Werner, and John E. Ellis, each 33%. Three owners are Jackson, Mo. businessmen and own KJAS(AM) Jackson, Mo.

■ **Chadron, Neb.**—Big Sky Co. seeks 97.5 mhz, 100 kw, HAAT 844 ft. P.O. address: 212 Bordeaux Street, Chadron, Neb. 69337. Estimated construction cost \$72,000; first-year operating cost \$36,000; revenue \$60,000. Format: country. Principals Kermit G. Kath and Donald E. Jones, each 50%. Mr. Kath owns 100% KGOS(AM) Torrington, Wyo.; 47% KWOR(AM) Worland, Wyo.; 50% KCSR(AM) Chadron, Neb.; 50% KVSH(AM) Valentine, Neb.; and 100% KERM(FM) Torrington, Wyo. Mr. Jones owns 50% of KCSR and of KVSH.

■ **Boulder City, Nev.**—Ferraro and Ferraro seek 105.5 mhz, 120 kw, HAAT 148 ft. P.O. address: 628 Avenue L, Boulder City, Nev. 89005. Estimated construction cost \$71,301.20; first-year operating cost \$49,120; revenue \$50,000. Format: classical/news. Principals: Art and Jodi Crowfoot Ferraro, each 50% (married couple), partners in M and T Sales, Los Angeles, both former broadcast and print journalists.

■ **Nashua, N.H.**—Merrimack Valley Broadcasting Inc. seeks 106.3 mhz, 3 kw (applicant is applying for same technical facilities as formerly licensed to WOTW-FM). P.O. address: 14 Church St., Nashua 03060. Estimated construction cost \$50,000; first-year operating cost \$60,000; revenue \$250,000. Format: country. Principals: Joseph G. Sakey (18.1%), Paul R. Shea (14.1%) and nine others. None have other broadcast interests. Merrimack is also applicant for WOTW(AM) in Nashua.

■ **Nashua, N.H.**—Sunrise Broadcasting Corp. seeks 106.3 mhz, 3 kw (applicant is applying for same technical facilities as formerly licensed by WOTW-FM). P.O. address: 2 Auburn Street, Nashua, N.H. 03060. Estimated construction cost \$122,900; first-year operating cost \$109,300; revenue not given. Format: country and some classical/oldies (5% total). Principals: Lee C. White (20%), Phil David Fine (20%) and six others none of whom has broadcast interests excepting Sunrise application for WOTW(AM) Nashua.

■ **\*Mahwah, N.J.**—Ramapo College of New Jersey seeks 90.3 mhz, .01 kw, HAAT minus 64 ft. P.O. address: 505 Ramapo Valley Road, Mahwah, N.J. 07430. Estimated construction cost \$15,087.67; first-year operating cost \$5,765; revenue not given. Format: informational variety. Principals: non-profit incorporated public educational institution.

■ **Alamogordo, N.M.**—Richard Sweetland seeks 94.3 mhz, 3 kw, HAAT minus 491.75 ft. P.O. address: Box 1490, Alamogordo, N.M. 88310. Estimated construction cost \$65,782; first-year operating cost \$66,300; revenue \$75,000. Format: MOR. Principals: Mr. Sweetland is real estate investor and former employee at KRIO(AM) McAllen, Tex.

■ **Raton, N.M.**—Raton Broadcasting Co. seeks 94.3 mhz, 3 kw, minus 528 ft. P.O. address: 1128 State St., Raton, N.M. 87740. Estimated construction cost \$33,482.90; first-year operation cost \$3,600; revenue \$3,600. Format: variety. Principals: James T. Roper (100%), licensee of KRTN(AM) Raton.

■ **Ruidoso, N.M.**—Sierra Blanca Broadcasters Co. seeks 93.5 mhz, 3 kw, HAAT minus 467 ft. P.O. address: 1404 Sudderth Drive, Ruidoso, N.M. 88345. Estimated construction cost \$34,382; first-year operating cost \$17,250; revenue \$21,250. Format: easy listening/classical. Principals: Edward D. Hymen (100%), licensee of KRRR(AM) Ruidoso.

■ **Windsor, N.C.**—Cashie Valley Broadcasters seek 97.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Drawer 99, Windsor, N.C. 27983. Estimated construction cost \$45,229; first-year operating cost \$25,100; revenue \$75,000. Format: variety. Principals: Charles Franklin Barry III (60%) and Joseph Ray Phelps (40%). Mr. Barry is Long Beach, Calif. businessman, Mr. Phelps is Windsor insurance company manager and former announcer/salesman at WIAM(AM) Williamston, N.C.

■ **Williston, N.D.**—Charles L. Scofield seeks 96.1 mhz, 100 kw, HAAT 873 ft. P.O. address: 410 E. 6th

St., Box 1367, Williston, N.D. 58801. Estimated construction cost \$111,639; first-year operating cost \$36,000; revenue \$40,000. Format: standard pops. Principals: Mr. Scofield is licensee of KEYX(AM) Williston and cable systems.

■ **Shelby, Ohio**—Harry Wilber seeks 100.1 mhz, 2.15 kw, HAAT 350 ft. P.O. address: 613 Beech St., Oberlin, Ohio 44074. Estimated construction cost \$48,772; first-year operating cost \$84,000; revenue \$120,000. Format: solid gold. Principals: Mr. Wilber also owns WOBL(AM) Oberlin.

■ **\*Claremore, Okla.**—Claremore College seeks 91.3 mhz, 10 w, HAAT 365 ft. P.O. address: College Hill, Claremore 74017. Estimated construction cost \$8,160; first-year operating cost \$2,500. Format: educational. Applicant is college. Larry Filkins is faculty adviser.

■ **Gold Hill, Ore.**—Hill Radio Inc. seeks 100.3 mhz, 30.26 kw HAAT 985 ft. P.O. address: 640 Skyline, San Luis Obispo, Calif. 93401. Estimated construction cost \$71,409; first-year operating cost \$60,000; revenue \$60,000. Format: pops. Principals: Duane E. Hill own 100%. Until last Sept. he was 77% owner of KATY(AM) San Luis Obispo and his wife Dee Anne Hill owned remainder.

■ **\*Philadelphia**—University City Parish seeks 88.1 mhz, 10 w, HAAT 118 ft. P.O. address: 48th Street at Baltimore Avenue, Philadelphia 19143. Estimated construction cost \$6,062; first-year operating cost \$1,000. Format: Religious, Educational. Applicant is parish of Eastern Pennsylvania Conference of United Methodist Church; Hal Taussig is associate pastor.

■ **\*Williamsport, Pa.**—Williamsport Area Community College seeks 88.1 mhz, .01 kw, HAAT minus 332.8 ft. P.O. address: 1005 W. Third St., Williamsport, Pa. 17701. Estimated construction cost \$11,312; first-year operating cost \$550; revenue not given. Format: rock/MOR/information. Principals: is state, non-profit, public education institution.

■ **\*Kingsport, Tenn.**—Kingsport City Schools Board of Education seeks 90.3 mhz, .01 kw, HAAT 881.5 ft. P.O. address: 1701 East Center St., Kingsport, Tenn. 37664. Estimated construction cost \$43,494; first-year operating cost \$23,000. Revenue not given. Format: informational variety. Principals: applicant is elected board of education which operates city school system.

■ **Pampa, Tex.**—Pampa Broadcasters Inc. seeks 100.3 mhz, 47.3 kw, HAAT 202 ft. P.O. address: Box 1779, Pampa 79065. Estimated construction cost \$65,305; first-year operating cost \$54,133; revenue \$30,000. Format: beautiful music. Principal: James B. Hughes, owner of KGRO(AM) Pampa; 51% of KPIN(AM) Casa Grande, Ariz.; 50% of applicant for new AM at Carlsbad, N.M., and 50% of KCAS(AM) Slater, Tex.

■ **Pecos, Tex.**—Parday Inc. seeks 98.3 mhz, 3 kw, HAAT 77 ft. P.O. address: Box 88, Ballinger, Tex. 76821. Estimated construction cost \$24,682; first-year operating cost \$66,232; revenue \$50,000. Format: country/Spanish/religious. Principals: Roy E. Parker and G.A. Day, each 50%. Mr. Parker is 60% owner of KCOM(AM) Comanche, Tex. and 25% owner of applicant for new AM in Granbury, Tex. Mr. Day owns 75% of same AM applicant.

■ **Seminole, Tex.**—Triple R Broadcasting Inc. seeks 106.3 mhz, 3 kw, HAAT 173 ft. P.O. address: Box 89, Comanche, Tex. 76442. Estimated construction cost

\$27,500; first-year operating cost \$8,909; revenue \$8,436. Format: country/news. Principals: Ralph D. Copeland is principal owner. Triple R also owns KIKZ(AM) Seminole.

■ **Snyder, Tex.**—Snyder Broadcasting Co. seeks 101.7 mhz, 3 kw, HAAT 293.7 ft. P.O. address: 2206 KSNY Drive, Snyder, Tex. 79549. Estimated construction cost \$62,172; first-year operating cost \$25,000; revenue \$18,000. Format: easy listening. Principals: Flora D. Hughes (50%) and Wendell Mayes Jr. (32.5%). Ms. Hughes is 50% owner KSNY(AM) Snyder and 25% of cable system there. Mr. Mayes owns 32.5% of KSNY; 15% of same cable system; 89.8% of licensee of KNOW(AM) Austin, KVIC(AM) KCWM(FM) Victoria and KCSW(AM) San Marcos, all Texas; 84% of licensee of KCRS(AM) KWMJ(FM) Midland, Tex.; and several cable systems.

■ **Victoria, Tex.**—Damaree Enterprises of Texas Inc. seeks 107.9 mhz, 100 kw, HAAT 443 ft. P.O. address: 1903 Melrose, Victoria, Tex. 77901. Estimated construction cost \$32,781; first-year operating cost \$87,850; revenue \$130,000. Format: rock/folk/country. Principals: Levoy Patrick Demaree (70%), 40% owner of KFAY(AM) Fayetteville, Ark.; 90% of KKEG(FM) Fayetteville.

■ **Manti, Utah**—Sanpete County Broadcasting seeks 105.1 mhz, 30 kw, HAAT 130 ft. P.O. address: 122 West Union St., Manti Utah 84642. Estimated construction cost \$35,800; first-year operating cost \$22,800; revenue \$26,000. Format: standard pops/standard/country. Principals: Douglas Lee (40%) and Kay Christensen Barton (10%), who own same per cent of KMTI(AM) Manti.

■ **\*Lynchburg, Va.**—Liberty Baptist College seeks 89.9 mhz, 100 kw, HAAT 1,133 ft. P.O. address: 701 Thomas Road, Box 1111, Lynchburg 24505. Estimated construction cost \$68,000; first-year operating cost \$72,000. Format: religious. Applicant is religious college; Albert W. Snyder is acting chairman of TV-Radio-Film Division.

■ **\*Pullman, Wash.**—Washington State University seeks 90.7 mhz, 10 w, HAAT 106 ft. P.O. address: French Administration Building, Pullman 99164. Estimated construction cost \$4,095; first-year operating cost \$1,400. Format: educational. Applicant is state university; Dr. Glenn Terrell is president.

■ **Mullens, W. Va.**—Slab Fork Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT 210 ft. P.O. address: Box 751, Mullens 25882. Estimated construction cost \$71,900; first-year operating cost \$56,000; revenue \$60,000. Format: Country, MOR, Soft Rock. Principals: Gene E. McCoy, Clifford C. Phillips Jr., Billie E. Wilcox and brother, John R. Wilcox (25% each). Mr. McCoy owns Washington building materials concern. Mr. Phillips is principal of local high school. Mr. B.E. Wilcox is employe of local Moose Lodge. Mr. J.R. Wilcox is transportation director of local school board.

■ **Oak Hill, W. Va.**—Bradwin Corp. seeks 105.9 mhz, 20.4 kw, HAAT 717 ft. P.O. address: 421 Virginia St. W, Charleston, W. Va. 25302. Estimated construction cost \$172,000; first-year operating cost \$117,000; revenue \$125,000. Format: country. Principals: B.S. Jones, P.T. Bucy, M.I. Taber and Edwin Associate Inc., each 25%. Mr. Jones is employed at WCHS(AM) Charleston, W. Va.; Mr. Bucy is Charleston accountant; Mr. Taber is

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■ DePere, Wis.—De Pere Broadcasting seeks 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 37, De Pere, Wis. 54115. Estimated construction cost \$50,503; first-year operating cost \$48,884; revenue not given. Format: MOR. Principals: Romaine W. Schanock, 20%; Agnes Louise Wood, 20%, and William C. Young, 20%. None have broadcast interests.

■ Cody, Wyo.—Shoshone Communications Corp. seeks 97.9 mhz, 100 kw, HAAT 1,832 ft. P.O. address: 2001 Mountain View Road, Cody 82414. Estimated construction cost \$88,856; first-year operating cost \$28,900; revenue \$40,000. Format: beautiful music. Principals: James F. Hayes, Ann Coe Hayes (married with one-third each), Dorse Miller Jr. and Robert D. Coe II-brother-(16-2/3% each). Group owns KODI(AM) Cody.

#### Grants

■ \*Portales, N.M.—Broadcast Bureau granted eastern New Mexico University 89.5 mhz, 100 kw, HAAT 290 ft. P.O. address: S. Avenue O and W. 15th St., Portales 88130. Estimated construction cost \$119,297; first-year operating cost \$78,000. Format: Variety. Principal: Applicant is state-owned university.

■ Lillington, N.C.—Broadcast Bureau granted Harnett Broadcast Inc. 1370 khz, 2.5 kw-D. P.O. address: Box 295, Lillington 27546. Estimated construction cost \$63,275; first-year operating cost \$57,500; revenue \$125,000. Format: MOR. Principal: Bobby R. Etheridge (100%). Mr. Etheridge owns building supply company and is president of investment firm. He has no other broadcast interests.

#### AM starts

■ WOSO San Juan, PR—Authorized program operation on 1030 khz, 10 kw-U. Action Dec. 7, 1977.

■ KRZD Wray, Colo.—Authorized program operation on 1450 khz, 1kw-D. Action Jan. 23.

■ KAWS Hemphill, Tex.—Authorized program operation on 1530 khz, 1kw-D. Action Sept. 16, 1977.

#### FM starts

■ WCMP-FM Pine City, Ala.—Authorized program

operation on 92.1 mhz, ERP 3 kw, HAAT 290 ft. Action Jan. 3.

■ KZEV Clear Lake, Iowa—Authorized program operation on 103.1 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 16.

■ KDRB Derby, Kan.—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 300 ft. Action March 11.

■ \*KINF Dodge City, Kan.—Authorized program operation on 91.9 mhz, TPO 10 w, Action Jan. 7, 1977.

■ WNKR Falmouth, Ky.—Authorized program operation on 95.3 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 30.

■ \*WCCH Holyoke, Mass.—Authorized program operation on 89.5 mhz, TPO 10 w. Action Oct. 23, 1977.

■ WATD Marsfield, Mass.—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 220 ft. Action Aug. 16, 1977.

■ \*WTBR-FM Pittsfield, Mass.—Authorized program operation on 89.5 mhz, TPO 10 w. Action Dec. 20, 1977.

■ WCLX Boyne City, Mich.—Authorized program operation on 95.3 mhz, ERP 1.2 kw, HAAT 460 ft. Action Dec. 17, 1977.

■ WFNN Escanaba, Mich.—Authorized program operation on 104.7 mhz, ERP 100 kw, HAAT 350 ft. Action Jan. 11.

■ WHMI-FM Howell, Mich.—Authorized program operation on 93.5 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 25.

■ WUPM Iornwood, Mich.—Authorized program operation on 106.9 mhz, ERP 25 kw, HAAT 520 ft. Action Jan. 25.

■ \*WEJY Monroe, Mich.—Authorized program operation on 89.5 mhz, TPO 10 w. Action Jan. 25.

■ \*KSSU Collegeville, Minn.—Authorized program operation on 89.1 mhz, TPO 10 w. Action Oct. 6, 1977.

■ \*KDXL St. Louis Park, Minn.—Authorized program operation on 91.7 mhz, TPO 10 w. Action Mar. 8, 1977.

■ WZZB Madison, Miss.—Authorized program operation on 104.9 mhz, ERP 3 kw, HAAT 300 ft. Action Sept. 12, 1977.

■ WBMI West Branch, Miss.—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 25.

■ KKBL Monett, Mo.—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 270 ft. Action Nov. 11, 1977.

■ \*KRSH Overland, Mo.—Authorized program operation on 90.1 mhz, TPO 10 w. Action Nov. 2, 1977.

■ KJEZ Poplar Bluff, Mo.—Authorized program operation on 95.5 mhz, ERP 100 kw, HAAT 410 ft. Action Dec. 16, 1977.

■ KFAH Alliance, Neb.—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 25.

■ KINI Crookston, Neb.—Authorized program operation on 96.1 mhz, ERP 57 kw, HAAT 510 ft. Action Aug. 29, 1977.

■ KZUM Lincoln, Neb.—Authorized program operation on 89.5 mhz, TPO 10 w. Action Nov. 7, 1977.

■ KNCY-FM Nebraska City, Neb.—Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 16, 1977.

■ KWYK-FM Aztec, N.M.—Authorized program operation on 94.9 mhz, ERP 30 kw, HAAT 430 ft. Action March 3.

■ KRSY-FM Roswell, N.M.—Authorized program operation on 97.1 mhz, ERP 25 kw, HAAT 235 ft. Action Dec. 29, 1977.

■ \*WCDB Albany, N.Y.—Authorized program operation on 90.9 mhz, TPO 10 w. Action Aug. 16, 1977.

■ WBTF Attica, N.Y.—Authorized program operation on 101.7 mhz, ERP 1.25 kw, HAAT 440 ft. Action Nov. 10, 1977.

■ WITC Cazenovia, N.Y.—Authorized program operation on 90.9 mhz, TPO 10 w. Action Sept. 26, 1977.

■ \*WPUM Rensselaer, N.Y.—Authorized program operation on 90.5 mhz, TPO 10 w. Action Jan. 25.

■ \*WCS Sudus, N.Y.—Authorized program opera-

tion on 89.5 mhz, TPO 10 w. Action Dec. 21, 1977.

■ \*WPWR-FM Utica, N.Y.—Authorized program operation on 90.7 mhz, TPO 10 w. Action Oct. 29, 1977.

■ \*WFSS Fayetteville, N.C.—Authorized program operation on 88.1 mhz, TPO 10 w. Action Jan. 25.

■ WDZD Shalbotte, N.C.—Authorized program operation on 93.5 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 25.

■ \*WKVR Huntington, Pa.—Authorized program operation on 91.7 mhz, TPO 10 w. Action Jan. 5.

■ \*WIXQ Millersville, Pa.—Authorized program operation on 91.7 mhz, TPO 10 w. Action Jan. 25.

■ \*WTLR State College, Pa.—Authorized program operation on 89.9 mhz, ERP 10 kw, HAAT 450 ft. Action Oct. 12, 1977.

■ \*KPSU Goodwell, Okla.—Authorized program operation on 91.7 mhz, ERP 380 w, HAAT 120 ft. Action Jan. 25.

■ KOOV Copperas Cove, Tex.—Authorized program operation on 103.1 mhz, ERP 2.5 kw, HAAT 320 ft. Action Oct. 12, 1977.

■ KMOO-FM Mineola, Tex.—Authorized program operation on 96.7 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 16, 1977.

■ \*KPLN-FM Plains, Tex.—Authorized program operation on 90.7 mhz, TPO 10 w. Action May 9, 1977.

■ KGUL-FM Port Lavaca, Tex.—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 175 ft. Action April 11.

■ KJAK Slaton, Tex.—Authorized program operation on 92.7 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 11.

■ \*WDCE Richmond, Va.—Authorized program operation on 90.1 mhz, TPO 10 w. Action Jan. 12.

■ \*KWRS Spokane, Wash.—Authorized program operation on 90.3 mhz, TPO 10 w. Action Jan. 25.

■ WKGI New Martinsville, W.Va.—Authorized program operation on 103.9 mhz, ERP 3 kw, HAAT 300 ft. Action Nov. 9, 1977.

## Ownership changes

#### Applications

■ WULA-AM-FM Eufaula, Ala. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 3 kw)—Vogel-Milligan Corp. seeks assignment of license to WULA Inc. for \$225,000. Seller: is principally owned by William R. Vogel (50.1%) and Robert Ellington (15.9%). Mr. Vogel is majority owner of WGN5(AM) Murfreesboro, Tenn.; WHOD-AM-FM Jackson, Ala.; WBLD(AM) Evergreen, Ala.; WMP1(AM) Scottsboro, Ind.; WIFN(AM) Franklin, Ind.; WTCB(AM) Flomaton, Ala.; WNO1(AM) Flora, Ill., and WDOH(AM) Delphos, Ohio. Buyer: is owned by Roth Hook (85%) and Lucille Hook (15%). Mr. Hook owns 50% WSLG(AM) Gonzales, La.; 100% WAQT(FM) Carrollton Ala.; 55% WRAG(AM) Carrollton, Ala.; 25% KRUS(AM)-KXKZ(FM) Ruston, La.; 65% WMAG(AM)-WQST(FM) Forest, Miss.; 55% WRUS(AM)-WAKQ(FM) Russellville, Ky., and majority of several Mississippi, Louisiana and Kentucky cable systems. Mrs. Hook owns 25% of KRUS(AM)-KXKZ(FM) and 5% of WMAG(AM)-WQST(FM) Forest, Miss. Ann. March 24.

■ WJBY(AM) Gadsden, Ala. (930 khz, 5 kw-D)—Boman Broadcasting Inc. seeks assignment of license to Gadsden Broadcasting Co. for \$360,000 plus \$100,000 covenant not to compete. Seller: is principally owned by Charles F. Boman who has no other broadcast interests and wishes to devote time to other interests. Buyer: is owned by Kerry Rich (40%), Gordon Henderson (30%) and Niel Hinton Mitchem (30%). Mr. Rich is member of Alabama House of Representatives and salesman-announcer at WJBY. Other parties are Georgia businessmen. Ann. March 28.

■ WWCO(AM) Waterbury, Conn. (1240 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Winnepeg Corp. from Peter M. Marcus and Muriel B. Marcus (100% before; none after) to Mercury Broadcasting Corp. (none before; 100% after). Consideration: \$587,500. Sellers: Peter M. is son of Muriel B. Marcus. He has application for new FM in Tucson and Marcuses are selling so he is free to devote time to said FM. Buyer is owned by Joseph B. Somerset (30%), David

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A. Swiger (30%), Susan W. Workman (30%) and Thomas G. Baxter (10%). Mr. Somerset is radio consultant, Mr. Swiger is New York manufacturer, Mr. Baxter is general manager of WNLC(AM)-WTYD(FM) New London, Conn. (Mercury is licensee of WNLC(AM)-WTYD(FM).)

■ WKKX(AM) De Land, Fla. (1310 khz, 5 kw-D)—Deland Broadcasting seeks assignment of license to Mid-Florida Broadcasting for \$350,000. Seller: owns 100% of licensee of WPUL(AM) Bartow, Fla. (see below) and is principally owned by David Hill. Buyer: is limited partnership control of which is vested in Randolph A. Marsh (10.416% owner) and Robert L. Marsh (6.25% owner), both Chicago attorneys (brothers). Assignor requests waiver of three-year rule. Ann. March 29.

■ WPUL(AM) Bartow, Fla. (1130 khz, 1 kw-D)—Trans-Florida Radio Inc. seeks assignment of license to Mid-Florida Broadcasting for \$290,000. Seller: owns licensee of WKKX(AM) DeLand, Fla. (see above) and is principally owned by David Hill. Buyer: see above. Assignor seeks waiver of three-year rule. Ann. March 29.

■ WREY(AM) New Albany, Ind. (1290 khz, 500 w-D, DA)—Stuart K. Lankford seeks assignment of license to George A. Freeman for \$205,000. Seller: owns WAKO-AM-FM Laurenceville, Ill. Buyer: is licensee of KGRI-AM-FM Henderson, Tex. Ann. March 24.

### Grants

■ WTAI-AM-FM Melbourne, Fla. (AM: 1560 khz, 5 kw-D; FM: 107.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Cape Canaveral Broadcasters Inc. from Robert and Winnie Vaughn (25.20% before; none after) to Thomas R. Hanssen (24.34% before; 50.08% after). Consideration: assumption of \$48,580 note. Principals: Sellers have no other broadcast interests. Mr. Hanssen, president of licensee, has no other broadcast interests. Remaining stock is held by John W. Donahy Jr. (46.48%) and seven others. None has other broadcast interests. Action March 27.

■ KMVI-TV Wailuku, Hawaii (ch. 12, 27.5 kw vis. 4.36 kw aur.)—Broadcast Bureau granted assignment of license from Maui Publishing Co. to Western Telestations for \$70,000. Maui Publishing also owns KMVI(AM) Wailuku. Buyer is 100% owned by Starr Broadcasting Group which also owns 5 AM's, 4 FM's and 4 TV's. Action March 27.

■ WJVA(AM) South Bend, Ind. (1580 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Booth American Co. to Mid American Broadcasting Co. for \$263,000. Seller, group owner, is principally owned by John L. Booth and family. It two years ago sold subsidiary, Booth Newspapers Inc., to Newhouse Newspapers. Booth's station group includes: WRBR(FM) South Bend; WIOU(AM)-WKMO(FM) Kokomo, Ind.; WJLB(AM)-WMZK(FM) Detroit; WIBM(AM)-WHFI(AM) Jackson and WSGW(AM)-WIOG(FM) Saginaw, both Michigan; WTOD(AM)-WKLK(FM) Toledo, Ohio, and WABQ(AM)-WXEN(FM) Cleveland. Buyer is owned by Ralph Gregory and Charles Hayes, owners of WCER-AM-FM Charlotte, Mich. Action Jan. 25.

■ KCLN-AM-FM Clinton, Iowa (AM: 1390 khz, 1 kw-D; FM: 97.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Valley Broadcasting Co. to Patten Corp. for \$400,000. Seller: is owned by Robert Z. Morrison (51%), general manager Kenneth P. Kroemer and Donald Brondyke (each 22 3/4%). None has other broadcast interests. Buyer: is Michigan group owner, licensee of WKHM(AM)-WJOX-FM Jackson and WMPX(AM) Midland, both Michigan. It is principally owned by M.P. Patten, J. Castor and E.R. Huse. Action March 20.

■ WWTC(AM) Minneapolis, (1280 khz, 5 kw-U DA-N)—Broadcast Bureau granted assignment of license from Buckley Broadcasting Corp. of Minnesota to Metropolitan Radio Inc., for \$600,000. Seller: Richard D. Buckley Jr., president and board chairman and 6% owner of Buckley Broadcasting of Minnesota, is president and board chairman of Buckley Broadcasting of Conn. (WDRC-AM-FM Hartford, Conn.), president, board chairman and 11% owner, Buckley of Calif. (KGIL [AM] San Fernando and KKHJ-AM-FM San Francisco) and 60% of KGIL-FM San Fernando, Calif. Buyer is principally owned by Robert E. Short, 50.87%, Minneapolis businessman. It has no other broadcast interests. Action March 27.

■ WONT(FM) Oneonta, N.Y. (103.1 mhz, 2 kw)—Broadcast Bureau granted assignment of license from James E. Konstanty, receiver to Cimmeric Communications for \$95,000. Seller: is court-appointed receiver under instruction to sell assets of Franklin Mountain Broadcasting Corp. Buyer: is owned 50% each by Oscar A. and Janet L. Silver (husband-wife), Mr. Silver was salesman with TeleRep national television representatives, N.Y., Ms. Silver is media supervisor Ted Bates Inc., N.Y. Action March 27.

■ WICE(AM) Providence, R.I. (1290 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Crohan Communications to Dunn Broadcasting for \$914,500, plus \$25,000 covenant not to compete. Seller is principally owned by Robert J. Crohan, president, who has no other broadcast interests. Buyer: 100% owned by John M. Dunn, who was VP general manager of WROZ(AM) Evansville, Ind. but no longer has any broadcast interests or connections other than this application. Action March 27.

## Facilities changes

### TV actions

■ WTKK-TV Manassas, Va.—Broadcast Bureau granted mod. of CP to change ERP to vis., change trans., change type ant., ERP: 1,150 kw, max. ERP: 1,380 kw and ant. height 590 ft. (BMPCT-7,729). Action March 23.

■ WRAL-TV Raleigh, N.C.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP: 95.5 kw, max ERP: 100 kw and ant. height 1,990 ft. (BMPCT-7,707). Action March 23.

### AM actions

■ WWSA Vernon, Ala.—Broadcast Bureau granted license covering permit for changes (BL-14.404). Action March 27.

■ KDKB Mesa, Ariz.—Broadcast Bureau granted license covering permit for changes (BL-14.344). Action March 27.

■ KGKO Benton, Ark.—Broadcast Bureau granted license covering permit for changes (BL-14.211). Action March 27.

■ KBHF Cartersville, Ga.—Broadcast Bureau granted license covering permit for new aux. trans. (BL-14.375). Action March 27.

■ WQCK Warner Robins, Ga.—Broadcast Bureau granted license covering permit for changes (BL-14.425). Action March 27.

■ WNUI Kahului, Hawaii—Broadcast Bureau granted license covering permit for aux. trans. (BL-14.372). Action March 27.

■ WDLA Walton, N.Y.—Broadcast Bureau granted license covering permit for changes (BL-14.358). Action March 27.

■ WBBB Burlington-Graham, N.C.—Broadcast Bureau granted license covering permit for changes (BL-14.423). Action March 27.

■ WCHL Chapel Hill, N.C.—Broadcast Bureau granted license covering permit for changes

(BL-14.436). Action March 27.

■ WNOC Chattanooga—Broadcast Bureau granted license covering permit for changes (BL-14.406). Action March 27.

■ WGOC Kingsport, Tenn.—Broadcast Bureau granted license covering permit for changes (BL-14.432). Action March 27.

### FM application

■ KOYN-FM Billings, Mont.—Seeks CP to change TL, change type trans., ant., make changes in ant. system, ERP: 100 kw (h&v) and HAAT: 700 ft. (h&v). Ann. March 27.

### FM actions

■ WDJC-FM Birmingham, Ala.—Broadcast Bureau granted license for changes, ERP: 100 kw (h&v) and ant. height 550 ft. (h&v) (BLH-7,548). Action March 27.

■ WHKW-FM Fayette, Ala.—Broadcast Bureau granted license covering permit for changes, ERP: 100 kw (h&v) and ant. height 350 ft. (h&v) (BLH-7,543). Action March 27.

■ WLAY-FM Muscle Shoals, Ala.—Broadcast Bureau granted license covering permit for changes, delete remote control, main ERP: 3 kw (h&v), main ant. height 300 ft. (h&v), aux. ERP: 650 w (h&v) and aux. ant. height 300 ft. (h&v) (BLH-7,598). Action March 27.

■ WUOA-FM Tuscaloosa, Ala.—Broadcast Bureau granted license covering permit for changes, ERP: 50 kw (h&v) and ant. height 320 ft. (h&v) (BLH-7,584). Action March 27.

■ KAMB-FM Merced, Calif.—Broadcast Bureau granted license covering permit for changes, ERP: 50 kw (h&v) and ant. height 390 ft (h&v) (BLH-7,482). Action March 21.

■ KINX-FM Colorado Springs—Broadcast Bureau granted license covering permit for changes, redescribe TL/SL, ERP: 50 kw (h&v) and ant. height minus 310 ft. (h&v) (BLH-7,607). Action March 27.

■ KVMF-FM Vail, Colo.—Broadcast Bureau granted license covering changes for aux. trans. and ant., ERP: 300 w (h&v) aux. (BLH-7,518). Action March 21.

■ \*WQTQ Hartford, Conn.—Broadcast Bureau granted CP to change freq. to 89.9 mhz, change TL, install new trans., new ant., makes changes in ant. system, ERP: 63 w (h&v) and ant. height 86 ft. (h&v) (BPED-2,456). Action March 23.

■ WSPY-FM Plano, Ill.—Broadcast Bureau granted license covering permit for changes, ERP: 3 kw (h&v) and ant. height 300 ft. (h&v) (BLH-7,601). Action March 27.

■ WRBR-FM South Bend, Ind.—Broadcast Bureau granted CP to change TL/SL, change ant. system, ERP: 3 kw (h&v) and ant. height 290 ft. (h&v) (BPH-10,562). Action March 10.

■ WHKC-FM Henderson, Ky.—Broadcast Bureau granted license covering permit for changes, ERP: 3 w (h&v) and ant. height 300 ft. (h&v) (BLH-7,599). Action March 27.

■ KSLI-FM Alexandria, La.—Broadcast Bureau

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■ FCC has released corrections to its 1976 radio financial figures published in BROADCASTING, Dec. 12, 1977.

In table two, under AM and AM/FM stations, individual items, the line for "sale of station time to national and regional advertisers or sponsors should read \$408,497,000, not \$408,897,000.

In table four, new 1976 figures have been supplied for Tulsa, Okla., market because of "significant omission" in FCC's original report:

Total Stations Reporting

11

AM and AM/FM time sales

|                                   |             |
|-----------------------------------|-------------|
| Networks                          | \$ 10,799   |
| National and regional advertisers | \$1,142,178 |
| Local advertisers                 | \$5,499,801 |
| Total broadcast revenues          | \$5,898,057 |
| Total broadcast expenses          | \$4,908,152 |
| Total broadcast income            | \$ 989,905  |

In table six, all figures for "employment" and "investment in tangible broadcast property" in "other stations" column had erroneously included the 17 network O&O's which led to double counting in "totals column." Revised table is below.

1976 employment and investment in tangible broadcast property of nationwide networks, their 17 owned-and-operated AM stations<sup>1</sup> and other AM and AM/FM radio stations 1976

| Employment                                       | Nationwide networks <sup>2</sup> | 17 network owned-and-operated AM stations <sup>1</sup> | Other stations             | Total         |
|--|----------------------------------|--|----------------------------|---------------|
| Full Time  | 914                              | 1,368  | 50,981                     | 53,263        |
| Part Time  | 19                               | 131  | 16,810                     | 16,960        |
| Total  | 933                              | 1,499  | 67,791 <sup>2</sup>        | 70,223        |
| <b>Investment in tangible broadcast property</b> |                                  |  |                            |               |
| Original cost                                    | 8,493,000                        | 21,024,000   | 1,028,936,000 <sup>4</sup> | 1,058,453,000 |
| Depreciated Cost                                 | 3,365,000                        | 8,767,000  | 531,884,000                | 544,016,000   |

<sup>1</sup>Seventeen network owned and operated FM stations are included in FM column.

<sup>2</sup>Includes 4,353 AM and AM/FM stations. FM stations associated with AM's but reporting separately are included in FM column.

<sup>3</sup>CBS, MBS, NBC, and ABC's 3 AM networks and one FM network.

<sup>4</sup>Includes 4,346 AM and AM/FM stations (a few stations rent or lease instead of owning their facilities).

granted license covering permit for changes, ERP: 98 kw (h&v) and ant. height 850 ft. (h&v) (BLH-7,456). Action March 27.

■ WJMD-FM Bethesda, Md.—Broadcast Bureau granted license covering changes, ERP: 21 kw (h&v) and ant. height 780 ft. (h&v), condition (BLH-7,564). Action March 15.

■ WFRB-FM Frostburg, Md.—Broadcast Bureau granted license covering permit for changes, ERP: 16.5 kw (h&v) and ant. height 860 ft. (h&v) (BLH-7,628). Action March 27.

■ WCOD-FM Hyannis, Mass.—Broadcast Bureau granted license covering permit for changes, ERP: 13 kw (h&v) and ant. height 130 ft (h&v) (BLH-7,552). Action March 27.

■ WWEL-FM Medford, Mass.—Broadcast Bureau granted license covering permit for changes in trans. and ant., aux. ERP: 4.5 kw (h&v) and ant. height 720 ft. (h&v) (BLH-7,602). Action March 27.

■ \*WCWO Stockbridge, Mass.—Broadcast Bureau granted license covering permit for changes, ERP: 450 w (h&v) and ant. height 40 ft. (h&v) (BLED-1,709). Action March 27.

■ WHWL-FM Marquette, Mich.—Broadcast Bureau granted license covering permit for changes in SL, in trans., ERP: 100 kw (h&v) and ant. height 530 ft. (h&v) (BLH-7,542). Action March 27.

■ WGUD-FM Pascagoula, Miss.—Broadcast Bureau

granted license covering permit for changes, ERP: 2.35 kw (h&v) and ant. height 350 ft. (h&v) (BLH-7,545). Action March 27.

■ WSOC-FM Charlotte, N.C.—Broadcast Bureau granted license covering permit for changes in ant., ERP: 98 kw (h&v) and ant. height 1,040 ft. (h&v) (BLH-7,587). Action March 27.

■ WPEG-FM Concord, N.C.—Broadcast Bureau granted license covering permit for changes in trans., and ant., ERP: 20 kw (h&v) and ant. height 390 ft. (h&v) (BLH-7,597). Action March 27.

■ WBNS-FM Columbus, Ohio—Broadcast Bureau granted license covering permit for changes, ERP: 26 kw (h&v) and ant. height 660 ft. (h&v) (BLH-7,614). Action March 27.

■ WQXA-FM York, Pa.—Broadcast Bureau granted license covering permit for changes, ERP: 46 kw max. (h) at 38 kw max. (v), and ant. height 520 ft. (h&v) (BLH-7,557). Action March 27.

■ WIVK-FM Knoxville, Tenn.—Broadcast Bureau granted license covering permit for changes in trans. and ant., ERP: 100 kw (h&v) and ant. height 1,970 ft. (h&v) (BLH-7,349). Action March 27.

■ \*WLYX Memphis, Tenn.—Broadcast Bureau granted license covering permit for changes (BLED-1,718). Action March 27.

■ \*WSWM Memphis, Tenn.—Broadcast Bureau granted license covering permit for changes in trans.,

ERP: 165 w (h&v) and ant. height 160 ft. (h&v) (BLED-1,715). Action March 27.

■ \*WNAZ Nashville, Tenn.—Broadcast Bureau granted license covering permit for changes, ERP: 500 w (h&v) and ant. height 120 ft. (h&v) (BLED-1,717). Action March 27.

■ KGRI-FM Henderson, Tex.—Broadcast Bureau granted license covering permit for changes, ERP: 3 kw (h&v) and ant. height 200 ft. (h&v) (BLH-7,533). Action Feb. 24.

■ WPJS-FM Orangeburg, S.C.—Broadcast Bureau granted license covering permit for changes, ERP: 100 kw (h&v) and ant. height 580 ft. (h&v) (BLH-7,590). Action March 27.

## In contest

### Case assignments

■ Phoenix, American International Development et al., **FM proceeding:** (BC Docs. 78-40-43)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Walter C. Miller as presiding judge, scheduled prehearing conference on May 5 and hearing on June 19. Action March 24.

■ Cleveland, SJR Communications (WQAL(FM)) **renewal proceeding:** (BC Doc. 78-94)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ David I. Kraushaar as presiding judge, scheduled prehearing conference on May 8 and hearing on June 20 in Cleveland. Action March 24.

### Procedural rulings

■ Kalamazoo and Portage, Mich., WHW Enterprises et al., **FM proceeding:** (Docs. 21374-7)—ALJ James K. Cullen, Jr. set certain procedural dates and scheduled hearing for July 18. Action March 22.

■ Bozeman, Mont., Burt H. Oliphant et al., **FM proceeding:** (BC Doc. 78-15-17)—ALJ Reuben Lozner extended to April 14 time for all parties to respond to

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petitions to enlarge filed by Northern Sun Corp. and Burt H. Oliphant. Action March 24.

■ Deer Lodge, Mont., Deer Lodge Broadcasting, **renewal proceeding**: (Doc. 21398)—ALJ Daniel M. Head set certain procedural dates. Action March 24.

■ Albemarle, N.C., Radio Station WABZ Inc. and Victor Broadcasting Inc., **FM proceeding**: (BC Docs. 78-63-64)—ALJ Thomas B. Fitzpatrick granted motion by Broadcast Bureau and extended to April 14 time to respond to petition to enlarge filed by Radio Station WABZ Inc. Action March 27.

■ Athens, Tenn., James C. Sliger and Cumberland Broadcasting Corp., **FM proceeding**: (Docs. 21132-3)—ALJ Walter C. Miller closed record and set June 15 for filing proposed findings of fact and conclusions of law. Action March 23.

■ Lubbock, Tex., Grayson Enterprises and Texas Key Broadcasters, **renewal proceeding**: (Doc. 21283)—ALJ Thomas B. Fitzpatrick set certain procedural dates and scheduled hearing on Sept. 19 in Abilene, Tex. Action March 24.

■ Richmond, Va., Roy H. Park Broadcasting of Virginia (WTVR-AM-FM-TV) **renewal proceeding**: (Doc. 21409)—ALJ Reuben Lozner granted to limited extent motion by Park and canceled admissions and evidentiary hearings set for April 3 and 10, respectively, subject to rescheduling. Action March 21.

#### Initial decision

■ Patterson, N.Y.—ALJ Walter C. Miller denied application of Patterson Broadcasting for new FM on ch. 288A there. Action March 29, becomes effective in 50 days barring appeal or review.

#### FCC decisions

■ Commission decided to petition U.S. Supreme Court for review of federal appellate court decisions setting aside 1976 FCC order imposing mandatory access, channel capacity and equipment requirements on certain cable television systems. Action March 22.

■ Commission terminated show cause proceeding against Time Sales Inc., a former San Diego corporation and two of its former officers. Action March 22.

■ Commission exempted from cable TV network non-duplication rules signals that are significantly viewed off-the-air in a community. Action March 22, amends Part 76 of rules, becomes effective May 8.

■ WELO-AM-FM Tupelo, Miss.—Commission renewed licenses of Tupelo Broadcasting for WELO-AM-FM for short term ending Feb. 1, 1979. Action March 22.

■ \*KUHT(TV) and \*KUHF(FM) Houston—Commission renewed licenses for remainder of term to Aug. 1, 1980 conditioned on licensee's submitting to commission on April 1, 1979 written report on TV station's EEO efforts and outcome of pending employment discrimination proceedings against licensee. Action March 22.

■ WFAN(AM) Washington—Commission extended to April 22 date by which United Broadcasting Co., former licensee, must stop operating station. Action March 28.

■ WREL(AM) Lexington, Va.—Commission granted WREL Inc. permission to modify conditions placed on grant of its assignment application. Action March 24.

## Summary of broadcasting.

### FCC tabulations as of Feb. 28, 1978

|                | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|----------------|----------|-------------|-------------|--------------|-----------------|--------------------|
| Commercial AM  | 4,489    | 6           | 27          | 4,522        | 43              | 4,565              |
| Commercial FM  | 2,949    | 1           | 89          | 3,019        | 118             | 3,137              |
| Educational FM | 904      | 0           | 38          | 942          | 74              | 1,016              |
| Total Radio    | 8,342    | 7           | 134         | 8,483        | 235             | 8,718              |
| Commercial TV  | 724      | 1           | 2           | 727          | 55              | 782                |
| VHF            | 513      | 1           | 2           | 516          | 7               | 523                |
| UHF            | 211      | 0           | 0           | 211          | 48              | 259                |
| Educational TV | 243      | 3           | 14          | 280          | 5               | 285                |
| VHF            | 93       | 1           | 8           | 102          | 2               | 104                |
| UHF            | 150      | 2           | 6           | 158          | 3               | 161                |
| Total TV       | 967      | 4           | 16          | 987          | 60              | 1,047              |
| FM Translators | 212      | 0           | 0           | 0            | 75              | 287                |
| TV Translators | 3,476    | 0           | 0           | 0            | 476             | 3,952              |
| UHF            | 1,082    | 0           | 0           | 0            | 268             | 1,350              |
| VHF            | 2,394    | 0           | 0           | 0            | 208             | 2,602              |

\*Special temporary authorization

\*\*Includes off-air licenses

## Allocations

### Actions

■ Bardstown, Ky.—ALJ Lenore G. Ehrig granted application of Nelson County Broadcasting for new FM on ch. 244A there. Action March 29, becomes effective in 50 days barring appeal or review.

■ Jersey Shore, Pa.—Broadcast Bureau assigned ch. 249A as community's first FM in response to petition by Jeffrey O. Schlesinger. Action March 27, becomes effective May 10.

■ Little Falls and Woodport, N.J.—Chief, Broadcast Bureau in response to request by New Jersey Public Broadcasting Authority extended from March 24 to April 24 date for filing responses to Association of Maximum Service Telecasters' comments concerning reassignment of noncommercial TV ch. 50 from Little Falls to Woodport. Action March 24.

## Rulemaking

### Petitions

■ Homer, Alaska—Alaska Village Missions request amendment of FM table of assignments to assign ch. 278 to Homer. Ann. March 29.

■ Lone Pine, Calif.—Dorothy Collins requests amendment FM table of assignments to assign ch. 276A to Tehachapi, Calif. Ann. March 29.

■ Gouverneur, N.Y.—DeHart Broadcasting Corp. (WIGS[AM]-WLUF-FM) requests amendment FM table of assignments to delete ch. 237A from Saranac,

N.Y., and assign it to Tupper Lake, N.Y. Ann. March 29.

■ Elk City, Okla.—Beckham Broadcasting (KADS[AM]) requests amendment FM table of assignments by substituting ch. 243 for ch. 232A at Elk City and substituting ch. 240A for 244A at Childress, Tex. Ann. March 29.

## Cable

### Applications

■ Following operators of cable TV systems requests certificates of compliance, FCC announced March 29 (stations listed are TV signals proposed for carriage):

■ Pena Cable TV, for Socorro, N.M. (CAC-12640): to change signals.

■ Waterloo Cablevision for Waterloo, Iowa (CAC-12645): commence operation.

■ Bolivar Cable, for Bolivar, Tenn. (CAC-12646): commence operation.

■ Fairview TV Cable System, for Fairview, Okla. (CAC-12652): change signals.

■ Vision Cable of South Carolina, for Darlington, S.C. (CAC-12653): WYAH-TV Portsmouth, Va.

■ Delta D Cable, for Taylorville, Ill. (CAC-12654): existing operation with signal changes.

■ Dorate Interstate Co., for Elkhart, Kan., Dalhart, Tex., (CAC-12655-6): WTCG Atlanta, WYAH-TV Portsmouth, Va.

■ Great Fall River Cable TV, for Fall River, Mass. (CAC-12657): commence operation.

■ Community Tele Communications, for Manhattan, Mont. (CAC-12658): commence operation.

■ Albuquerque Cable TV, for Albuquerque, N.M. (CAC-12659): KTTV Los Angeles, WTCG Atlanta.

■ Selmer Cable, for Adamsville, Tenn. (CAC-12660): WTUV Tupelo, Miss. WSM-TV Nashville.

■ Mass. Cablevision, for Falmouth, Mass. (CAC-12661): WXNE-TV Boston.

■ Whaling City Cable TV, for New Bedford, Mass. (CAC-12662): WXNE-TV Boston.

■ Manhattan Cable TV, for New York (CAC-12663): change signals.

■ Tower Cablevision, for Boyd, Ky. (CAC-12664): existing operation.

■ Warner Cable, for Warrensburg, for Warrensburg, Mo. (CAC-12665): existing operation.

■ Putnam All Channel Vision, for Greencastle, Ind. (CAC-12666): WTCG Atlanta.

■ Broken Bow Multivue TV System, for Broken Bow, Neb. (CAC-12667): WTCG Atlanta.

■ Mahoning Valley Cablevision, for Hubbard, McDonald, both Ohio (CAC-12680-1): commence operation.

Please send

# Broadcasting

The newswEEKLY of broadcasting and allied arts

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Business Address

Home Address

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036**

ADDRESS CHANGE: Print new address above and attach label from a recent issue. or print old address including zip code. Please allow two weeks for processing.

### Subscriber Service

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1978 Cable Sourcebook \$20.00 (If payment with order: \$15.00)

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Payment enclosed

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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General Sales Manager**—AM Radio Station in major Mid-West market. Group owned, long established station has opening for a Sales Manager to supervise both National Sales Rep. and local sales staff of five persons. Must have proven ability to administer, train and motivate. Excellent fringe benefits, advancement opportunities. Equal Opportunity Employer. Send resume, references, salary requirements to Box D-75.

**General Manager needed** for Alaska's first station above the Arctic Circle. KOTZ, Kotzebue. Applicants must have 5 years experience in management, programming, news, and public affairs, as well as a thorough working knowledge of FCC Rules and Regulations. Experience in working with volunteers helpful. Send a complete resume of professional experience to: Michael F. Porcaro, Executive Director, Alaska Public Broadcasting Commission, 308 G Street Anchorage, AK 99501. Salary \$24,000 per year. Kotzebue Broadcasting is an equal opportunity employer.

**Need mature** news oriented operations manager for growing regional AM/FM in Midwest agriculture area. Organizational and leadership qualities a must. Excellent modern facilities. City of license 15,000. Please send resume and references. Box D-151.

**Program Director** for noncommercial community radio station serving Dayton, Ohio area. Responsible for cultural programming and volunteer community programmers. Wide cultural knowledge and experience necessary. \$7000, paid vacation and health insurance. Apply by April 24 to Mark Mericle, Manager, WYSO-FM, Yellow Springs, OH 45387 513-864-2022. An Equal Opportunity/Affirmative Action Employer.

**Wanted—General Manager** for WFEC, Harrisburg, PA, programmed by No. 1 country PD. \$100,000 modernization plan includes new tower... great sales staff and local acceptance. Sales leader-sales idea person needed. A Great Scott station. Phone 215-326-4003.

**Assistant Director** Business and Development. Broadcasting Services, University of Northern Iowa. KHKE(FM) and KUNIFM, the University of Northern Iowa's dual FM public radio services, seeks an Assistant Director of Business and Development to be responsible for administering development programs designed to raise financial and volunteer support. Position requires skills in administering systems evaluation, financial accounting procedures and needs ascertainment activities. B.A. in business, management or public relations is essential. M.A. is helpful. Five years management and fund raising experience. Public or commercial broadcasting experience is helpful. The salary range is \$16,781-\$20,305 with hiring to be within the University's compensation plan, and an excellent fringe benefit package is available. Send personal resume with reasons for interest and credentials to: Raymond Harris, Personnel Services, 161 Baker Hall, University of Northern Iowa, Cedar Falls, IA 50613. Members of protected classes may feel free to identify themselves for purposes of Affirmative Action.

**Manager needed** for radio station in small rural town in North Carolina. Salary competitive. Reply to Paul Marcus, 444 Brickell Avenue, Suite 1050, Miami, FL 33131.

### HELP WANTED SALES

**Wanted: Top-Flight** street fighters who want to earn big money. Major East Coast Market (1,000,000+). Will only consider experienced professionals. Progressive new owners are interested in your track record, resume and experience. Rapid advancement to Management. EOE. 703-273-4000.

**Highest billing AOR** in rich Northeast Medium Market looking for experienced, competitive sales person capable of high earning who will be given full support training in all phases of our aggressive operation. Box D-20.

**Salesperson Wanted**—Located in beautiful Rockies. Contact Jim Williams, KCAP AM & FM, P.O. Box 1165, Helena, MT. 406-442-4490.

**Nine year old** youth-oriented music newspaper seeks (3) aggressive retail salespeople. We've had great success with our radio "converts". Our last makes \$25,000. \$250 draw vs. 20%. Interview on Long Island necessary. Resume: Good Times, 24 Lumber Rd, Roslyn, NY 11576.

**Mature, self-starter**, aggressive salesperson with good track record for growing medium market. Good opportunity for person who can produce sales. Excellent fringe benefits. Resume to P.O. Box 3246, Burlington, NC 27215.

**If you're a creative** Small Market, RAB trained, retail specialist with outstanding track record of new account/repeat business success now anxious to move up. This group-owned Radio Broadcaster in medium, good-life community is looking for honest, stable, dynamic self-starter eager to make more money and willing to learn from the best. Future is up to you! Call Dave Gifford 814-456-2096.

**Northeast medium market** High-power FM rocker and community-oriented adult contemporary AM looking for bright, knowledgeable, enthusiastic sales person who wants to grow. Our top-rated combination is growing so fast we need a real pro to maximize our sales effort. All replies in confidence. EOE. Box D-52.

**Are you completely satisfied?** Are you qualified to do a top-rated 2 hour morning show and handle sales manager job. We can make you an attractive offer. Small, Western Piedmont NC market. Send resume to Box D-86.

**Eau Claire, Wisconsin's** Z-100 and WJJK-AM are looking for sharp male/female account rep with two year's minimum experience. Good move up with major company. Benefits include insurance and pension. Salary to start then commission. Contact Wayne Phillips, 715-835-5111.

**Sales Manager.** Must be self starter, proven track record, take over established account list. Will consider strong salesperson ready to move up. Fringe benefits. Send complete resume, account list history, current earnings to General Manager, WITY, Box 142, Danville, IL 61832. Equal Opportunity Employer.

**Sales Manager wanted** for Southern Connecticut. AM MOR. Agency experience requested. Excellent potential, salary and benefits. Send resume and requirements to Ken Dawson, P.O. Box 309, Windsor, CT 06095.

**Wanted: a Builder.** An aggressive, knowledgeable sales person to become our Sales Manager. You should have the ability to build sales, saleable promotions and a sales staff. As our first Sales Manager you can build your sales department as it should be built. Contact Bill Scott, KWET, Weiser, ID.

**Interested in Sales?** Command Broadcasting Group is looking for sales representatives now. E.O.E. Let's talk at the N.A.B. Convention. Contact Bob Outer at the Flamingo Capri, Las Vegas, April 8-11.

**Local Sales Mgr.:** List, guarantee, commission plus override. Minimum two years radio sales with leadership potential. Contact David Barner, WOKW, Brockton MA. 617-587-1410 (afternoons).

**Southern Georgia Country** operation has immediate opening for sincere, stable, successful salesperson with announcer experience for combination position. Active list waiting for the right person. Send tape and resume to WJEM, Box 368, Vidosta, GA 31601.

### HELP WANTED ANNOUNCERS

**Experienced** Promotion Supervisor-Announcer for Iowa Contemporary. Box D-1.

**DJ-Announcer.** Adult Contemporary format. Experienced only. Sports knowledge. Air-check & resume. No phone calls. WFVA, Fredericksburg, VA.

**Talk Show Host.** Major Midwest Market—for summer replacement. Permanent job possible. Box D-70.

**Major Midwest Station** Medium Market, looking for morning talent. Full-service, humor oriented personality format. Professional co-workers, pleasant community, friendly neighbors. This could be your final move! AM/FM/TV operation. Our employees know about this ad. Send confidential resume and salary requirements. Box D-87.

**Florida MOR soft** format with standard pop fills, seeks personality. Must be strong on production, minimum two years experience with Third Class License with endorsement. No floaters. Opportunity for advancement with small public company. Excellent medical program, delightful living by ocean. Send resume, tape and salary requirements Randolph H. Millar, WIRA, Fort Pierce 33450. An Equal Opportunity Employer.

**Wanted Rock Announcer** for afternoon shift. Rush tape and resume to WYTI Radio, Box 430, Rocky Mount, VA 24151. Equal Opportunity Employer.

**Oregon Calls/** Opening for production oriented announcer who does not object to handling automation part of the shift. Great area to live, work and partake of our fantastic recreational opportunities. A.M. is 5000 watts "Traditional Country" with a full-time C.P. FM. is Automated Contemporary It's a 5 station market. Tapes and resumes immediately to Charlie Walters, Program Manager, P.O. Box 960, Klamath Falls, OR 97601. E.O.E./M.F.

**Beautiful music stations** seek qualified applicants for future openings. Must have good voice, production skills, and 3rd endorsed. Send tape, resume, and financial requirements to: John Neal, WSIV AM & FM, 28 S. 4th, Pekin, IL 61554. An Equal Opportunity Employer.

**Morning Person** with experience. Possible Sales. Progressive Country with WDZD-FM on North Carolina Coast. 919-754-8171.

**Immediate Opening** for combination Sports Director experienced in high school baseball/football Play-By-Play and MOR DJ shift. Assist with production/music. Rush resume/salary requirement to: Box D-13.

**Major Market** New England Beautiful Music Station seeks experienced announcers. The future could be today if you qualify. Resume to Box D-115.

**Night DeeJay/Music** Director, adult contemporary regional giant. Production essential. Better than average pay for the right person. Box D-134.

**Need Experienced-Personable** Communicator for community-minded MOR AM. Production. Some Beautiful Music duties also. Top Ten most desirable place to live. Good benefits. Resume to Box D-140.

**Experienced Only** Announcer for prosperous Small Market air staff. Excellent fringes. Good production required. Start at \$9,300. Tape, resume to Rich Adams, Box 603, Crawfordsville, IN 47933.

**Top rated modern** country station in Capital City has opening for a real pro, for a full time D.J. shift. If you are ready to move up, call PD. or G.M., 217-528-3033 E.O.E.

**Automated, Beautiful Music** station has opening for experienced Announcer with good voice and production skills. Send resume and audition tape with news and commercials to WLIN, PO Box 12247, Jackson, MS 39211.

**Morning person** for wake up ministry. 3-5 years experience preferred. Duties include news and some production. Send air check and resume to: Station Manager, WOLC, Princess Anne, MD 21853.

**I Sure Would Like** to know where all the experienced Contemporary Communicators are. Needed immediately—AM communicator from 6-9 with top production a must. E.O.E. Tapes and resumes to Doug Shackett, Electromagnetic Corp., 221 Washington Street, Claremont, N.H. 03743.

## HELP WANTED ANNOUNCERS CONTINUED

**Country Jock needed**, Florida's Beautiful Treasure Coast. Tape and resume to Bob Irwin, Operations Director, P.O. Box 1330, Ft. Pierce, FL 33450 E.O.E.

**Immediate opening** for announcers with pleasant mature voices for an MOR station. Must be able to read, and do production. Send tape and resume to Vernon Beck or Josh Fuller at KBID, P.O. Box 1794, Wichita Falls, TX 76307.

**Experienced announcers** needed for progressive growing station in beautiful Northern Wisconsin. Need strong production—potential for sales and program director position. Send tape, resume and salary requirement to Roger Ulnehermer, P.O. Box 310, Antigo, WI 54409.

**P.M. Drive** air personality for Contemporary M.O.R. Experience and good production a must. Salary commensurate with ability. Send air-check, production samples and resume to: Jeff Topps, WBNR, Box 511, Beacon, NY 12508. E.O.E.

**Automated AM**, Northeastern Michigan Lake Huron Shores. Contemporary Drake Chenault, news background, good production essential, automation experience not essential. Tape resume, John Carroll, WIOS Radio, P.O. Box 549, Tawas City, MI 48763.

## HELP WANTED TECHNICAL

**If you are** a technical crackerjack who would like to spend his time in a pleasant well-equipped lab, 35 miles west of Phila., doing challenging things for a 5000-watt full-time AM station and a 100-mile (soon to become 250) sophisticated CATV system (microwave, too!), call Louis Seltzer at 215-384-2100 or write to WCOJ/Cable TV of Chester County, P.O. Box 231, Coatesville, PA 19320. E.O.E.

**Kentucky**—need experienced chief. Major engineering planned. Combo desired, but not necessary. Call Jim Ballard, 606-248-5842.

**Chief Engineer**. Contemporary 5KW DA, 1KW, NDN and AOR Class 3 FM. Knowledge of antenna and transmitter. Relatively new studios. No automation. Growth oriented. State salary, submit resume to WILS, 600 West Cavanaugh Road, Lansing, MI 48910.

**Chief Engineer needed** for Alaska's first station above the Arctic Circle. KOTZ, Kotzebue, 5KW AM Full-time non-directional. First Phone plus 5 years experience in AM operations and studio equipment maintenance. Unusual opportunity for ambitious self-starter. Send a complete resume of professional experience to: Paul H. Davis, Engineer, Alaska Public Broadcasting Commission, 308 G Street, Anchorage, AL 99501. Salary: \$22,000 per year. Kotzebue Broadcasting is an equal opportunity employer.

**Engineer Wanted** for 2 stick day-timer in the Midwest. Complete maintenance background, all FCC regulations plus automation. Fringe plus profit sharing. Send complete resume to: Box D-121.

**Broadcast Engineers**—Senior Technicians. 25-36K after six month apprenticeship. Our jobs involve full responsibility for maintenance of shipboard communications and electronics navigation systems in the maritime service. You must be thoroughly familiar with digital and analogue circuitry and have demonstrated "hands-on" troubleshooting ability. These jobs also involve handling all ship communications. A second class FCC radiotelegraph license is required. For top level candidates without the telegraph license, we can train you. Outstanding vacation and fringe benefits. Submit resume in confidence to Radio Officers Union, Attn: IME, 70 Hudson Street, Room 710, Hoboken, NJ or phone 201-659-7370.

**Broadcast Recording Technician**, Knowledge of classical music recording techniques. Experience and/or degree required. \$9,984 plus benefits. Send resume and tapes to: WGUC Recording Technician Search, attention: Debbie Denney, Personnel Department—University Of Cincinnati, Cincinnati, OH 45221. EEO.

**Chief Engineer** who understands both AM and FM. Mid West Combo needs experienced pro with ears. Good equipment and facility. Chance for advancement with growing, ambitious group. Immediate opening. Resume to: Perry St. John, V.P. GM, KSGO, 3900 N.E. Broadway, Des Moines, IA 50317.

**Chief Engineer needed** immediately for small AM/FM. Automation and directional experience helpful. Prefer combo person with strong top 40 ability, but all applicants considered. Must know FCC rules. Call 919-243-5157, or send resume and tape to Engineering, WVOT/WXYY, Box 170, Wilson, NC 27893. EOE.

## HELP WANTED NEWS

**NFL Radio play-by-play** Announcer opening. Applicants should have recent NFL or Major College Football play-by-play experience. Send tape and resume to: Tom Barsanti, Operations Manager, KCMO Radio, 4500 Johnson Drive, Fairway, KS 66205, An Equal Opportunity Employer, M/F No phone calls, please.

**Growing Southwest market**, looking for news "Personality". Must be into Community Involvement, opinionated, with good voice. If you can present the news in an entertaining fashion, then lets talk. Great living and working conditions. Salary sixteen to twenty grand a year. If this sounds like you, then lets talk. Full resume to Box D-131.

**News person needed** for afternoon slot. We're looking for someone who can present the news, not read it. Great living and working conditions in great Southwest Market. Send full resume to Box D-132.

**Illinois**, Small town or rural background. Obtain, write, and air local news. Resume. Box D-144.

**Broadcast Journalist** for Midwest AM/FM. Excellent news room facilities, regional coverage. We place a high value on local news and public affairs. Grow with us. Please send resume, tape and references to WIL0 AM/FM, Frankfurt, IN.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Co-ordinator** for Contemporary Automated operation in West Coast small market. Production skills a must. Great recreational area. Good starting salary for right person. E.O.E./M/F Reply Box D-94.

**WOAI Radio is looking** for an Assistant Sports Director. Activities include Play-By-Play, Two-Way Talk, and 5-minute casts. Send tape and resume to John W. Barger, General Manager, WAOI Radio, 1031 Navarro, San Antonio 78205. EOE.

## SITUATIONS WANTED MANAGEMENT

**Station Manager** who is top General Manager says everyone wants to win but everyone does nothing about it! Actively looking for right station! Credentials, proven track record! Let's talk! Box D-60.

**Station Manager** who can lead sales & programming to No. 1 position in your market is looking for career position. Must be good, sound, solid growth position. I'll bring you home! Box D-82.

**I'll make your West Coast** property much money, 20 years in Radio-TV all phases. Specialist in sales, motivation and training. Proven track record. Box D-105.

**Sales up 300 percent** in three years with same salespeople. Presently-employed operations manager looking for new challenge from civil employer. Prefer AOR or "true" MOR station. Twelve years experience, first phone. Know FCC R&Rs, ascertainment, renewals, etc. Box D-107.

**Your manager** may be a great salesperson who can't make your station successful because he doesn't understand programming. I am a sales-oriented programmer who can. Let me show you. Box D-141.

**Looking**: for medium market Operations Manager or Assistant Manager position in S.E. Contemporary. 11 years experience—from G.M. to P.D. and M.D. College and engineering (1st phone soon). Looking for career position. Currently G.M. Jerry at 803-382-2382.

**15 Years Experience** in all phases of Radio, seeking Small Market GM position, available April 15th. Call Bill Sutton 607-243-7526 evenings or write PO Box 31 Dundee, NY 14837.

**Hard-working**, aggressive account executive, 7 years major market experience seeks sales management opportunity. Box C-225.

## SITUATIONS WANTED SALES

**Mid-West Broadcaster** with sales, copy, production and announcing experience, desires Small or Medium Market position! Box D-64.

**Talented Veteran Broadcaster** seeks Sales/Announcing position. Eight years experience in all facets of radio except engineering. Available in June. Box D-106.

**General Sales Manager**. Major/Medium market. Heavy sales/management & agency background. Good track, impeccable references. Sorry no miracles. Details 301-248-5767 evenings.

## SITUATIONS WANTED ANNOUNCERS

**Female**—age 24, 3rd class, expertly trained seeking first break in radio. Available immediately, will relocate anywhere—tape and resume upon request—call 312-767-5398 between 3pm and 11pm or write Denise A. Farrell, 5225 S. Parkside, Chicago, IL 60638.

**Experienced Announcer!** Good Radio background. Smooth, friendly delivery and good newscasts! Box D-63.

**Seeking First Break** or Job in Radio. Thoroughly trained in all phases. Third Endorsd. Ready to relocate. For tape and full resume call; 9 a.m.-5 p.m. 312-358-6930 or after 5 till 9 p.m. 312-673-3000 or write: Craig Stevens (Ginsburg), 5843 W. Main Street, Morton Grove, IL 60053.

**Air personality** superbly trained seeking first job in radio. Available immediately. For resume and tape call 312-762-0055 6 pm to 7 am or James Sykes, 1250 S. Independence, Chicago, IL 60623.

**Male 28 with 3rd** endorsed, expertly trained, seeking break in radio, available immediately will relocate, tape-resume upon request. 312-978-4081 after 5 pm. Samuel Garrett, 9011 South Dante Ave., Chicago, IL 60619.

**Seeking first job** in radio, professionally trained in all phases. Willing to relocate immediately. For tape and full resume call 312-673-9047 between 5 pm and 11 pm or write Mark Jay Muller, 9047 Crawford, Skokie, IL 60076.

**Superbly trained** Air Personality seeking first job in Radio. 3rd endorsed, available immediately. For resume and tape call 312-436-1635 between the hours 3pm.-12 midnight, or write David Cox, 6840 So. Bell, Chicago, IL 60636.

**Doctor Rock** is ready to roll! Professionally trained, 3rd endorsed, full of ideas! Tapes and resume available immediately. Will move anywhere! Call 312-422-2788 or write: Doctor Rock, P.O. Box 404, Oak Lawn, IL 60453.

**Male-age 20-3rd** endorsed—expertly trained seeking first break in radio. Available immediately will relocate anywhere. Tape and resume upon request. Call 312-776-8054 between 8 a.m.- 2p.m. or write Dennis Bajek, 5343 So. Talman, Chicago, IL 60632.

**Female, 21. Third Endorsd** Expertly trained. Seeking 1st break in Radio. Available immediately. Will relocate anywhere. Tape and resume available upon request. Call 312-785-4970 2 p.m. until midnight or write Nikki Colvin, 11415 Racine, Chicago, IL 60643.

**Attention all Southern** California Radio stations. Male, 22, 3rd endorsed, experienced in Top-40, News and Major Market experience in sports reporting. Seeks full or part-time position in any of the above, Moving to Southern Cal. in mid May P.O. Box 25062, Phila., PA 19147. Tape and resume available.

**Experienced DJ & News**, Contemp, MOR or Top 40, 3rd, BA. Avail Now, Small or Mid Mkt, 703-243-5936.

**Third Endorsed** with experience in MOR. Looking to move to Medium Market MOR or Top 40. My tape will speak for itself! Box D-109.

**Experience, Personality**, Production, Copywriting, News; Superman? No. East Coast jock? Yes. Box D-133.



## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Fresh Talent**, 22, with small market experience seeking top 40 gig. Former KFRC intern, 3rd endorsed, will relocate. For smooth combo, production work call afternoons or write Ken Moniz 415-351-2342, 1870 Wayne Ave., San Leandro, CA 94577.

**Energetic MOR Personality** ready to learn and do it all. Good sales and sound, will relocate. Ronnie Simmons, 8841 20th Ave., Brooklyn, NY 11214, 372-2864.

**Broadcasting school graduate**, very well trained in D.J. announcing and production, light board, eager to learn, will relocate. Call 312-248-5087 between 6 p.m. and 10 p.m. Doni L. Reed, 626 West Waveland, 2D, Chicago, IL 60613.

**Production—Announcer**, 30 Mos., 1st phone. Office experience. News self starter. 207-882-7395.

**Experienced major market** Communicator looking for smaller market community involved station. Creative production & excellent voice. B.S in communications & third class endorsed. Call Bruce King at 216-732-8383.

**Honest dependable DJ** wants all night show. Third Endorsed. 4-1/2 years experience. 1-904-255-6950, Mike Hon, 373 Williams, Daytona, FL 32018.

**10 years experience**, 1st phone, 38, single. Adult contemp. Top 40 and C&W formats. Seeking an opportunity in the Southwest with a secure future. For further information call Bob Peacock, person to person at 214-630-1011 and leave word.

**3-1/2 yrs. experience**. Family, 1st ticket. Excellent voice. Seek/M.O.R. or Country. Medium Markets only. Phone Scott, 402-245-3869 afternoons.

**Announcer First Class** Eng. Looking for full time air shift, New England. Easy going, crackerjack production work, immediately. Box D-76.

## SITUATIONS WANTED TECHNICAL

**Aggressive, Ambitious Engineer** desires position in large or medium market. Looking for station committed to technical excellence. Can design and build from ground up. Major market experience. Box D-68.

**AM-FM Chief**—Experience. Construction Hi Power, Remote Control, Automation, Directionals, quality oriented, fine references. 512-383-6746.

**30 yrs broadcasting** engineering. 25 yrs Chief, AM-FM-DA-Proofs. Field measurements, installation. Prefer Nevada but will consider other Western states. Certified by SBE. Box D-130.

## SITUATIONS WANTED NEWS

**Sports Director and PBP Voice** of Major College's football and basketball/hockey teams. Six years college and high school experience: football, basketball, hockey. Currently Sports Director/Salesman in NE Small Market. Contact Peter Cooney 802-388-6077.

**News Director**, 19 years experience, light writer, station building professional, perfect pronunciation, proven administrator, Impeccable references. What can you offer? John Knight, P.O. Box 18211, Tucson, AZ 85731.

**What am I worth to you?** Four years major market all-news writer, editor, sports producer. Six years PBP sports reporting. Ready for new challenge. Box D-49.

**Sportscaster/Announcer**, 22, 4 yrs. college and H.S. football-basketball PBP, sportscasts, actualities. Also news and production experience. 3rd endorsed. Prefer small to medium market. Box D-54.

**Creative sports/news** reporter with first phone seeking to relocate. Helped raise Seattle station's ratings from 5th to 2nd. Strong PBP commentary and news. Tom Bowman 206-522-0830.

**Female sports/news** pro. 3 yrs PBP, beat reporting, talk-show host, good production. 3rd endorsed. MA. Single. Ready to join your sports/news staff now. Anywhere. Box D-103.

**Major market sports director** looking to move. Football, basketball, hockey PBP talk experience, network stringer, some TV. Box D-153.

**Experienced newsmen** in small market desires move to station where hard work and talent is appreciated. Would like opportunity to enter Television News or Announcing if your station is affiliated. Prefer Midwest. 30 ... married. 314-638-4487.

**Mid-market Sports Director** available. Smooth delivery, exciting play-by-play. Interviewing, documentary, sports talk. B.A., 8 years experience. Jim 1-815-434-0396.

**Serious About Local News?** Young, hard-hitting ND has some no-nonsense concepts he can bring to your Major Market station. Call Steve, weekday mornings. Office: 212-895-6619.

**Outstanding Sportscaster/Account Executive** has just completed another Big Season looking for major college or pro PBP in Southwest or West. 8 years experience with excellent BPB sales record. Call 217-427-5432.

## SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

**Top Rated, Top 15 Market** Personality needs challenging "on-air" PD/MD opportunity with aggressive Adult Rocker/Adult Contemporary. If you've been searching for a leader with a music research, production, promotions, and extensive pop music background, you've found me. Top 100 markets only. Box D-111.

**Tired of Floaters??** Seven years radio experience in production, music, programming. Family man. Want stable Top 40/Contemporary Station or chain with current or upcoming PD/Operations Director position. Now in Rocky Mountain area. Box D-142.

**Country Programmer** skilled at turning losers into winners. If you're considering going Country in a major market, or Country now but not taking the targets ... Lets talk. Dave Donahue. 901-362-0862.

**Talented Promotion Assistant** looking for new challenge. Creative, innovative, experienced, available. H. J. Carver, 9 Harris Avenue, Jamaica Plain, MA 02130, 617-522-1906.

## TELEVISION

### HELP WANTED MANAGEMENT

**General Manager**, Northeastern Educational Television of Ohio, Inc. PBS station operated by The University of Akron, Kent State University and Youngstown State University. Applicants must show evidence of experience in personnel, financial, legal and station management. MA preferred, BA required. Deadline for applications: April 28, 1978. Starting date: July 1, 1978. Contact Dr. Lawrence Looby, Youngstown State University, Youngstown, OH 44555.

**Executive Coordinator**, Friends of Channel 21, Inc. Grant funded academic specialist at WHA-TV, Madison. Responsible for coordination, direction and development of PTV citizen support group. Major responsibilities include: supervision of Friends' staff; development and coordination of volunteer activities; membership development; liaison with community groups, WHA staff and Friends' Board; fund raising through special projects and local underwriting; and long-range planning. Bachelor's degree required. Applicants should have: minimum of 3 years full time successful experience (5 years preferred) in community/volunteer leadership and program coordination plus demonstrated organizational capability, knowledge and successful experience in management, fiscal and program planning. Oral and written communication skills and proven successful experience in human relationships essential. Demonstrated knowledge and experience in public television citizen support activities and development required. Salary: \$18,000. Completed application deadline: May 1, 1978. Write for application and details: Mr. Skip Herbert, President, Friends of Channel 21, 821 University Avenue, Madison, Wisconsin 53706. An equal opportunity/affirmative action employer.

**2-3 years medium/major market** experience. Please reply with personal letter outlining background and skills. EOE. Reply to Box C-271.

**The Ohio State University** invites applications for Director, School of Journalism, and professor or associate professor of journalism. Director is chief administrator of unit in College of Social and Behavioral Sciences. Qualifications include, preferably, doctorate, administrative and professional experience, demonstrated teaching ability, and record of scholarship and publication. Director is responsible for faculty of 20, more than 700 graduate/undergraduate students and large daily laboratory newspaper: oversees budgeting, curriculum development and encourages research. Director is active in professional and media groups and is a fund raiser. 11-month appointment; salary competitive with comparable positions. Send applications and nominations, due May 1 to: Chair, Director's Search Committee, School of Journalism, The Ohio State University, Columbus, OH 43210. An Equal-Opportunity, Affirmative-Action Employer.

### HELP WANTED SALES

**Salesperson**, Peoria area, full or part-time, experience helps but not necessary. Contact Mike Dupont, 602 West Glen, Peoria, IL 61614, 309-685-5947.

**Executive sales**, Chapman Associates, media brokers, has opening for an additional Associate. Applicant must have successful sales record—this is straight commission field—and be of good character. Training will be furnished. Contact Paul Chapman, Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

**Seeking aggressive**, innovative Broadcast Account Executive with local and/or regional sales experience. Excellent growth opportunity with group owner. Good benefits. Contact Eric Zitron, WXEX-TV 804-643-0166. An equal opportunity employer.

**Local Salesperson** for WANE-TV group-owned CBS Affiliate. Will only consider experienced professionals. Send resume to Dave Sankovich, WANE-TV, 2915 West State Blvd., Fort Wayne, IN 46808, tel. 219-424-1515.

**Television Capital Equipment Sales Rep** needed for New York/Northeast. Rapidly growing company needs an ambitious, self starter, with managerial potential and network selling experience. Salary open. Send resume to Department 4, 34th Floor, 295 Madison Avenue, New York NY 10017.

**Seeking Mature**, experienced, television advertising and marketing executive who would like to associate with a totally unique opportunity in the San Diego Market. This person must not be afraid of new concepts or insurmountable tasks. Must be a tireless, organized self-starter who is willing to roll up his sleeves and start from scratch. Income commensurate with background and productivity. Send resumes to: Mission Cable TV, Inc., P.O. 19700, San Diego, CA 92119. Attn: R.V. Fairbanks.

### HELP WANTED ANNOUNCERS

**Seeking on-air personality** for daily half-hour daytime magazine format TV program. Need ability to interview wide range of guests. Forward resume, tape to W. Potter, 3800 Hooper Ave., Balt. MD 21211. EOE/Affirmative Action Employer, M/F.

### HELP WANTED TECHNICAL

**Merlin Engineering Works** has opening for two exceptional engineers who are experienced in design and maintenance of quad VTR's. See us at N.A.B. Booth 1129 or write to Merlin Engineering Works, 1880 Embarcadero, Palo Alto, CA 94303.

**Broadcast Engineer**. Duties: mastercontrol, transmitter, production & microwave operation, installation & maintenance. Rotating shifts. Requires 1st class FCC license, quad & TV transmitter experience. Salary range \$11,000 to \$13,554 per year. Contact Kirk, WDSE-TV, 210 Bradley Building, Duluth, 55802. 218-727-8734.

**News Cameraperson** needed immediately. WEEK-TV in Peoria needs someone who can use film or tape to tell a story. 16mm sound experience a must—ENG (RCA) experience helpful. E.O.E. Send resume to R. Paul Stueber, News Manager, WEEK-TV, 2907 Springfield Road, East Peoria, IL 61611.

## HELP WANTED TECHNICAL CONTINUED

**Wanted: TV news director** for CBS affiliate which has a strong number one news rating. Need someone to manage TV news department and also anchor. Must have reporting background with experience in filming and editing. An Equal Opportunity Employer. Send tape and resume to Dale Hazen, General Manager, KIMA-TV, P.O. Box 702, Yakima, WA 98907. Phone 509-575-0029.

**Producer, Experienced,** creative and enthusiastic. You'll bear full responsibility for the look, feel, atmosphere of 6 and 10 o'clock news. Conversational writing ability a must. Mere slide-stackers need not apply. Contact Tom Collier, News Director, KCRG-TV, 501 2nd Ave SE, Cedar Rapids, IA 52401. E.O.E.

**News Reporter, Anchor:** Central California NBC affiliate is looking for a bright, professional newspaper person, with degree in journalism or equivalent on-the-job experience. He/she must have extensive TV work history in field reporting, producing an on-air anchoring. 40-hour week, salary negotiable, depending on experience in commercial television. Excellent fringe benefits. Send complete resume and tape to Personnel Manager, KMJ-TV, Channel 24, 1626 E Street, Fresno, CA 93786. An Affirmative Action/Equal Opportunity Employer.

**Ohio State University's School of Journalism** is seeking persons interested in positions as graduate teaching associates in the Kiplinger Program of Public Affairs Reporting while working on a graduate degree, beginning Autumn 1978. For information write or call Chairman, Graduate Committee, School of Journalism, Columbus, OH 43210, 614-422-7438.

**Expanding Teleproduction** operation within Top 100, No. 1 network affiliate seeks ambitious talented Maintenance Tech. Ampex Quad, RCA Cart, U-Matic, 1 Helical. Major equipment additions in planning. Looking for FCC 1st. Tech school & related experience. Equal Opportunity Employer. Contact: Box D-117.

**Chief Engineer**—Are you an aggressive, goal-oriented number two person in an engineering department who is ready to move up but is blocked behind a good chief? Middle-market, Midwest net affiliate seeks new leadership and it could be your chance to run your own show. Background should be heavy in maintenance, editing systems, ENG, color studio production equipment. 1st Class FCC license. Salary commensurate with your abilities and experience. A solid, growing company with a management commitment to technical excellence. EOE. Box D-143.

**VTR Maintenance/Editor Engineer.** Florida Public Broadcasting installing new Technical Headquarters in Tallahassee, Florida. New Type "C" Sony/RCA, Ampex highband helical and quad VTRs. Minimum 5 years State of the Art Video electronics with at least 1 year VTR time code editing experience preferred. Good salary. Call 904-354-2806 or write CTV, Inc., 2037 Main Street, Jacksonville, FL 32206. Attn: Gene Napier. An Equal Opportunity Employer. MF.

**Experienced TV Transmitter Engineer** to install and maintain RCA remote controlled VHF transmitter, supervisor responsibilities. Send resume to: Ron Jacobson, Chief Engineer, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104, or call 801-972-1776. An Equal Opportunity Employer.

**Experienced video/audio technician** to supervise technical operation of large multi-studio production facility in Southeast. Must be experienced in set up and operation of color cameras, film chains, VTR, multi-track audio equipment. Supervisory ability important. Many benefits including 3 weeks vacation, 10 holidays, free hospitalization plan. An Equal Opportunity Employer. Send detailed resume to Box C-84.

**Director of network engineering.** Under administrative supervision of Network Manager, direct and be responsible for the overall planning and coordination of all engineering operations of a public television network. Minimum qualifications: Associate degree in Electronics or equivalent plus 10 years of engineering supervisory experience in commercial or educational television broadcasting; First class FCC radio-television broadcast license and familiarity with current state of the art procedures and equipment. Salary range: \$15,408 to \$23,976; normally starting salary not to exceed \$17,298/yr. Application deadline: April 21, 1978. Duties begin June 1, 1978. Forward resume to Keith Nighbert, Manager, WENH-TV, Box Z, Durham, NH 03824. AA/EEO.

## HELP WANTED NEWS

**Top 50 S.E. number one** wants experienced producer/writer for night newscast. Short brisk stories. Lots of film and tape. Must be able to edit it. E.O.E. Box D-11.

**News-cast Producer/Reporter:** Top 30 market has immediate opening for energetic person with good writing and organizational skills for noon broadcast. Must be skilled reporter for afternoon duties. Minimum 2 yrs. experience. E.O.E. Reply Box D-124.

**Anchor/reporter** for 100-105 market station in Midwest with strong news commitment. Production, reporting, anchor experience necessary. Resume, salary expectation first letter. Box D-148.

**News Director.** Tremendous opportunity for right person. Vacancy occasioned by Promotion within our group. Position entails leadership of dominant medium market news station with top staff and equipment. Top salary and benefits for the successful applicant who has degree, experience and leadership ability. All replies confidential. Equal Opportunity Employer. Box D-149.

**News Director** for growing news department in small market NBC affiliate. Need bright take-charge person experienced in gathering, co-anchoring, assigning and motivating news staff. Send resume and tape to Arch McDonald, WHAG-TV, Box 310, Hagerstown, MD 21740. EOE MF.

**Immediate opening** for weather person. Good salary. Send resume/tape to Scott Peterson, WLOX Broadcasting Company, P.O. Box 4596, West Biloxi Station, Biloxi, MS 39531.

**Producer, Looking** for talented, hard working professional who can produce fast-paced, top-rated newscast, early and late. Three years TV news production required. Call Jeff Rosser, 918-446-3351 or send resume to KTUL-TV, P.O. Box 8, Tulsa, OK 74101. E.O.E.

**Sports Reporter/Anchor:** Aggressive individual for group owned Southeast market CBS affiliate. Reporter on weekdays, anchor on weekends. Ability to shoot and edit film and ENG. Send resume to: Business Manager, P.O. Box 1833, Orlando, FL 32802. We are an Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

**KOAT TV Albuquerque, New Mexico** is looking for a Production News Director and a Technical Director with years of experience. Immediate openings. Send tape and resume to: KOAT, PO Box 4156, Albuquerque, NM 87196, 505-247-0101.

**Audience Promotion Manager:** Dominant VHF Midwest network affiliate seeking promotion manager capable of developing and implementing total marketing concept. Market rank 50-75. Must be creative with excellent track record in news promotion. Knowledge of broadcast, outdoor and print production and placement required. An Equal Opportunity Employer. Send resume to Box D-91.

**On-Air Promotion Producer** for public television station and its AM-FM radio operations. Individual should have strong writing skills. Radio-television production experience is essential. Send resume to Public Information Office B, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

**Are you a Writer,** Producer, and up-front person who can handle a talk show or magazine and build an audience as well? Equal Opportunity Employer. If you have experience in this area, contact: Box D-116.

**Art Director:** Top 10 affiliate. Emphasis is on design, graphics, TV experience and management abilities. An equal opportunity employer. Please send resume and salary requirements to Box D-136.

**Full Time Position** available as TV Director. Experience is necessary. Send resume and qualifications to: Production Manager, WEAU-TV, P.O. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

**Production Manager** For Southeast Top 50 VHF network affiliate. Minimum 7 years production and management experience with emphasis on studio scheduling and personnel training, prefer degree in broadcast related field. An Equal Opportunity Employer. Send resume to Box D-155.

**Assistant Director** of Special Projects and Development. Responsible for assisting the Director in research, coordination, writing and presentation of WHA Radio and Television production projects to potential funding agencies. Major responsibilities include: research and analysis of funding sources; proposal writing; client contact and presentation of selected proposals; monthly newsletter; manage routine administrative detail; manage funding coordination system; department liaison activities; assist in training program; function as Acting Director in absence of the Director. Bachelor's degree required. Master's in business or arts administration preferred; knowledge and experience in public broadcasting and demonstrated proposal writing ability required. Salary: \$12,840. Completed application deadline May 1, 1978. Write for application and details: Ronald C. Bornstein, Director and General Manager, WHA Radio and Television, 821 University Avenue, Madison, WI 53706. An equal opportunity/affirmative action employer.

**Assistant Creative Director** for KOLO Television. Applicant must write, produce television commercials, have some experience in commercial art. Send resumes to KOLO Television, P. O. Box 10,000, Reno, NV. EOE.

**Statewide PTV network** is seeking Program Manager for development of local program schedule, supervision of production and directing staff, broadcast schedule, acquisitions, and portions of budget, traffic, continuity and logging. Knowledge of FCC and other agency requirements pertaining to broadcasting. Degree in broadcast communications and/or previous experience with public television station. Salary commensurate with experience and budget. Deadline: 4/17/78. Send resume to CPTV, Attn. Rita Dorman, 24 Summit St., Hartford, CT 06108.

**Production Manager;** medium market affiliate. Must be ambitious, aggressive, inventive and able to manage people. Opportunity for advancement. E.O.E. Send resume to: George Leh, WEVI-TV, Box 3265, Saginaw, MI 48605 or call 313 687-1000.

**Production Manager,** Top 5 major market network affiliate, major production oriented Group. Candidate must have proven administrative and management ability. Background in producing and directing—in studio, film, videotape and remote, essential. An Equal Opportunity Employer. Box D-65.

**Director/Producer,** Top 5 major market network affiliate, major Group; seeking Director/Producer with heavy film, tape, studio, remote and writing background. Candidate must be currently directing and producing. An Equal Opportunity Employer. Box D-47.

## SITUATIONS WANTED TECHNICAL

**First Phone:** Maintenance, ENG, Transmitter or Studio, anywhere USA. Box D-10.

## SITUATIONS WANTED NEWS

**Investigative Reporter** with 7 years journalistic experience seeks large or medium market position. Can write, produce, shoot and edit film; also some management experience. For resume, tape, and top references call Ed Isenberg, 505-299-4242 or write 13110 Constitution NE 403, Albuquerque, NM 87112.

**T.V. Weatherman** available June. B.S. Meteorology. Experience in Radio forecasting, Television production. Bob Schwartz, 713 McKean, University Park, PA 16802. 814-865-9188.

**Radio Newsman** and Announcer with five years experience, seeking beginning job in Television. Age 30, married, First Phone, employed. Prefer Midwest. 314-638-4487.

**Experienced TV Reporter/Anchor,** BA in Television, Network feeds. Denny Brand, 7350 McArdle, Apt No. 154, Corpus Christi, TX 78412, 512-991-9508.

**Dynamic dedicated Meteorologist** looking for TV position in Northeast. 8 yrs of extensive radio broadcasting. Top references, resume and pictures sent upon request. Will come to you for audition. Write: William Schubert, Universal Weather, SVC Westchester County Airport, White Plains, NY.

**Experienced 16MM/ENG Reporter/Photographer** with biological background seeks position as street/scientific reporter. Coast preferred, but will entertain any inquiry. 919-484-3885 any hour.

## SITUATIONS WANTED NEWS CONTINUED

**Anchor** with proven record of ratings success seeks organization with commitment to news. Box C-236.

**News Director experienced** at providing motivation and leadership to be Number One. Also heavy on administration and budgeting. Box C-240.

**What a catch** ... young sportscaster with college PBP color and interview program experience. Can't miss top university graduate and athlete, plus good appearance and personality. Earl Freiman, 212-549-2862, 3805 Cannon Pl. Bronx, NY 10463.

**Combination News and Sports Reporter/ENG Photographer-Editor** with two years experience seeks Sports position. Box D-113.

**Experienced Radio Newsman**, M.S. broadcast journalism, some TV, wants you to see his VTR. Box D-122.

**Experienced Producer** wants Top 40 newsroom now. If you want a competitive professional, write Box D-126.

**Experienced, excellent credentials** seeking reporter/anchor position in large market. Box D-127.

**Reporter & Cameraman Team** working Major East Coast Metropolitan Market looking to relocate. Heavy experience in field survey, planning, logistics, financing, and execution of final product of hard news, sports, human interest features. Please inquire thru Box D-147.

## SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

**TV Production.** Hard working, creative Audio-Visual Producer/Special Effects Photographer seeks higher opportunity in Film/TV Production. Thorough knowledge of film and video plus live studio production. BFA in Film/TV Production. Good references. Will relocate. Paul Tokarski, 37-41 81 St., Jackson Heights, NY 11372, 212-639-2178.

**Producer/Director.** Experienced public, commercial, ITV, BS, MS. Call collect 419-352-6140 or write Box D-59.

**Director: Weary** of Television windbags. Want to flex my mind again. No slouch! News expert. Need a pro??? Write Box D-89.

**Does your station need** someone with top ten market experience? I want to produce/direct in a smaller market, no size or geographic preference. Masters degree in Broadcasting, excellent references, tapes and resume available. Box D-112.

**Tired of L.A. Director** Producer now on staff, seeks relocation elsewhere on West Coast. Total production, news, sports remote, and commercial background. Box D-128.

## CABLE

### HELP WANTED MANAGEMENT

**Be No. 1.** Privately owned company with exceptional potential needs person with broad cable experience to assume overall responsibility for all phases of company operations. This is an opportunity for an experienced person to find his business home. We're well financed and stable with exciting growth potential. Send resume and salary requirements to Box D-46.

**CATV General Manager.** MSO offers an outstanding opportunity for a people manager with experience in engineering and marketing. Successful candidate will have P&L responsibility for 16,000 subscribers in East Coast resort area offering both basic and pay. Excellent salary and complete benefit package. Send resume and salary history in confidence to: D-83.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Wanted: UHF TV Transmitters** Instant cash paid for all models. Call Bill Kitchen: 904-837-2798.

**Need used, 2.5-5 KW FM Transmitter**, good condition. KALT, Atlanta, TX, 214-796-2817.

**Wanted: 15kw UHF** klystron tube No. 4KM70LA. Number of hours on tube unimportant if in working condition. Call Luster King, WSIL-TV, Harrisburg, IL 618-253-7921.

**I need Transmitter**, 320 ft. tower, Automation, Production Equipment for new class A FM in Northern California. Box D-146.

## FOR SALE EQUIPMENT

**5" Air Hellax**—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL. 312-266-2600.

**RCA BTA-50H1S** 50,000 Watt AM Transmitter with BTE-20A Solid State Exciter presently tuned to 1170 KHz. Complete with 5KW cutback kit, spare tubes. Recently removed from service. \$45,000 or offer. Contact: Bill Weaver, General Manager; or Ron Blassing, CE, Radio KLOK, San Jose, CA. 408-274-1170.

**FM Transmitters (used):** 20 Kw, 15 KW, 10KW, 7.5KW, 5KW, 1KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

**AM Transmitters (Used):** 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

**Norelco-35mm Telecine** Motion picture projector. Complete system like new and ready to operate. Cost new \$17,500. First \$8500. takes it. International Cinema Eq. Co. Inc., 6750 NE 4th Court, Miami, FL 33138.

**Discount Tape:** Check our prices on fresh name-brand tape: bulk, reels, boxes, carts and cassettes. Call RB.P. 813-877-7125.

**Norelco LDH-20** Broadcast Color Camera, plumbicons, remote control panel, 25 to 1 zoom lens, Call R. Hippler 313-548-2500.

**RCA TP-66 Projectors**, 2, reconditioned, \$14,000 each, 205-956-2200.

**GE BT-50A 50KW AM** Transmitter and Gates BC-10E 10KW AM Transmitter. Both are clean, well maintained and presently in use. Phone: 312-263-0800 x447.

**2 G.E. 350** Cameras complete with Pedestals & Panning Heads \$7500/each. 6605 Eleanor Ave., Hollywood 213-463-2123.

**Internal Revenue Service** Sale: Sono-Mag Corp. Carousels 20A and 22A, Gates Time announcer 900-0056-001, Gates System Programmer Sp-10-2, and Time selector TS-3. Telephone Ashenberg 201-332-8085.

**RCA VTR update** modification kits for TR4/22/50/60/61/70. Splicer (singleframe), TEP Interface, Time Code Edit Interface Kit, Audio Splice Timing Mod (Audio Insert Editor), Wideband Audio Amplifiers, most mod kits, some modules available. Lawhed, Ltd. 388 Reed Road, Broomall, PA 19008, 215-543-7600.

**CDL VS100 Switcher:** Double Reentry, 12 x 4 with two Mix Amps, Special Effects Amp, Proc Amp, Black Gen, Power Supply, RGB Chroma Keyer, Teck Preview, Downstream Keyer. Contact Rod Hall: 213-577-5400.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

**"Free" D.J. Catalog!** Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

**GUARANTEED FUNNIER!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

**\$1.00** Phor sample 200 line "Phantastic Phunnies" and giphi! 1343 Stratford Drive, Kent, OH 44240

## MISCELLANEOUS

**Have a client** who needs a jingle? Call us. Custom jingles in 48 hours. Hones! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

**Prizes! Prizes! Prizes!** National banners for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Wanted: Used RKO** radio sales course. State price. Box D-152.

## INSTRUCTION

**1st class FCC**, 6 wks., \$450 or money back guarantee VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

**OMEGA STATE INSTITUTE**, training for FCC First Class licenses, color Tv production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

**Free booklets** on job assistance, 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**1978 "Tests-Answers"** for FCC First Class License. Plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B. San Francisco 94126.

**Bill Elkins** and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

**Bill Elkins** proudly announces the opening of Elkins Radio License School in Oklahoma City, Inc., at 4801 N. Classen Blvd., Suite 100, Oklahoma City, OK 73118, 405-842-4862.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 8, June 19. Student rooms at each school.

**REI 61 N. Pineapple Ave.**, Sarasota, FL. 33577. 813-955-6922.

**REI 2402 Tidewater Trail**, Fredericksburg, VA 22401. 703-373-1441.

**San Francisco**, FCC License, 6 weeks 5/1/78. Results guaranteed, Veterans Approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St., SF 94102, 415-392-0194.

**Summer FCC License** classes beginning June 19. Save \$100 by registering before May—pay \$350 plus registration. The Radio School, 1452 Del Paso Blvd., Sacramento, CA 95815, 916-920-2090.

## RADIO

### Help Wanted Management

#### OPERATIONS MANAGER

Need mature news oriented operations manager for growing regional AM/FM in Midwest agriculture area. Organizational and leadership qualities a must. Excellent modern facilities. City of license 15,000. Please send resume and references. Box D-151.

### Help Wanted Sales

#### GENERAL SALES MANAGER

AM Radio Station in major Mid-West market. Group owned, long established station has opening for a Sales Manager to supervise both National Sales Rep and local sales staff of five persons. Must have proven ability to administer, train and motivate. Excellent fringe benefits, advancement opportunities. Equal Opportunity Employer. Send resume, references, salary requirements to Box D-81.



## Help Wanted Sales Continued

Leading National Marketer Needs Regional

### SALES REPRESENTATIVES

If you have what it takes . . . we have what you need  
to earn \$25,000 to \$40,000 and more!

We are looking for particular type sales professionals who will systematically work a territory as if it were their own business.

We are America's largest producer of complete advertising programs for Banks, Savings & Loans, and Auto Dealerships. Expansion has opened high-earnings career opportunities for sales representatives experienced in selling chief executives. If selected, you'll represent a dynamic company in a lifetime repeat business offering products with an unparalleled 15 year record of success.

To qualify, you must have demonstrated an ability to sell concepts, make effective high-ticket sales presentations, and be a strong one-call closer. Advertising and broadcast media background helpful. You must be energetic, self-motivated and be able to travel away from home 2 to 4 nights a week. You'll be amply rewarded with an excellent compensation package that includes high commissions, incentives and company benefits. (Your commissions should average from \$400 to \$800 weekly after initial training period). If you're ready for this high earnings opportunity, year after year . . . and able to get into action within two weeks after selection, send us your resume today. WRITE: PERSONNEL DIRECTOR, THE GOLNICK COMPANY . . . ADVERTISING/MARKETING, 2817 E. OAKLAND PK. BLVD., FT LAUDERDALE, FLA. 33306.

## Help Wanted Announcers

### MORNING DRIVE

COUNTRY JOCK  
WHTT/(KSTT)  
BOX 3788  
DAVENPORT, IA 52808

### MAJOR MARKET TALKER

Midwest major market talk station now accepting resumes from creative, fun loving talk show hosts. This is the opportunity you've been working towards. Send resume to Box D-145.

## Help Wanted News

### NEWS DIRECTOR

Small Market A.M./FM.

Tremendous challenge for an experienced news person who wants to live in one of the greatest recreational areas of the west. We want an aggressive individual committed to in-depth local news coverage. Salary negotiable. EOE. Full resume to Box D-129.

### FEMALE OR MALE

### INTERESTED IN SPORTS?

We need a very alive sportscaster to do six morning drive reports. Must be very alert and together for exciting format. Also news responsibilities. Call John Bry, News Director.

### WCUZ/WMLW

One McKay Tower  
Grand Rapids, Michigan 49503  
616 451-2551

## Help Wanted Programing, Production, Others

# WJR radio 76

AMERICA'S GREAT RADIO STATION

One of America's fine radio stations seeks a mature, ambitious, analytical and creative person as

### PROGRAM DIRECTOR/OPERATIONS MANAGER

This may be the most fun, interesting and rewarding position in the radio business. Responsibilities include programming, news, sports, promotion, engineering and the care and feeding of a very talented group of 60 people. A person with general management experience would be particularly well qualified. Please contact

Bill James, Manager |WJR  
2200 Fisher Bldg. Detroit, Mich. 48202  
Equal Opportunity Employer.

## Help Wanted Technical

### CHIEF ENGINEER

Small Market AM/FM

12 thousand to start, for working engineer in pristine mountain community of 40,000, where living costs are less and outdoor recreation is abundant. Must be capable of growing with fast expansion program that includes fulltime directional CP. EOE. Resume to Mr. Smith, PO Box 969, Klamath Falls, Oreg. 97601.

## Situations Wanted Management

### AT NAB

let's talk. I'm Mike Button, successful professional Radio Programmer, a self starter, innovative. Work and communicate well with staff. Medium and Large-Market success with Adult Contemporary, Top 40 and Beautiful Music. At Las Vegas NAB 384-7181 or home 714-565-2552.

### WANTED-REWARD

1. An owner who want's a Gen'l Mgr. with the following qualifications.
  2. A Gen'l Mgr. who is a former owner and knows all about the bottom line.
  3. A Gen'l Mgr. who can hire train and motivate a sales force to get out on the street and get the business.
  4. A Gen'l Mgr. who is a street fighter himself and knows you have to lead not just give lip service. Local and agency acct's
  5. A Gen'l Mgr. who knows the FCC there rules and regs.
  6. A Gen'l Mgr. who knows how to program and promote a station.
  7. A Gen'l Mgr. who is a college Grad with a degree in Accounting and who has Three years of law school.
  8. A Gen'l Mgr. who can take a loser and make it a winner or take a winner and increase the profits.
  9. A G.M. who can be a father, mother, phsychologist and spiritual leader for the whole staff.
  10. Gets totally involved with community.
- If you are the owner that is looking for this kind of GM then the **REWARD** is me.  
I will be available at the NAB for interviews. Please call Bill Hunter at the Algiers Hotel Las Vegas AC 702-735-3311 or Box D-120.

## Situations Wanted Announcers

### Major Market Mornings

A charismatic approach to AM Drive featuring humor, phones, sincerity, community involvement and a special intangible flair . . . A proven winner on all formats . . . If you want to capture your market, make lots of money and aren't afraid of success—we want to join your family. 609-737-1421.

## Situations Wanted News

### SUCCESSFUL MEDIUM MARKET NEWS DIRECTOR

Looking for investigative/government reporting position in top 20 market. Aggressive, curious, imaginative, Professional, Strong Experience, tight writing, professional involvement, award winner. Requirements: professional operation, challenge, management with serious commitment to news. Box D-110.

### RADIO SPORTSCASTER

Play-by-play and regular daily sports reports. Experienced, with successful radio stations in competitive South Florida Market. Young, willing to relocate. 3rd endorsed. Contact Alan Friedman, 7763 West Boca Road, Apt. 1601, Boca Raton, Florida 33432. (305) 392-1586.

**TELEVISION**  
**Help Wanted Technical**

**Video Tape Technician**



Deere & Company, a leading manufacturer of agricultural equipment, is currently seeking a qualified Video Tape Technician.

The individual we select will be responsible for the maintenance and operation of all equipment in the video studio at our Industrial Training Center. Requirements include a BS degree with experience in T.V. production and T.V. electronics. A knowledge of helical scan video equipment for color production is a definite plus.

We offer a competitive salary and comprehensive benefits that include paid relocation to Iowa. Send complete resume, including salary history to:

**Ronald H. Like**  
**Manager, Professional Employment**  
**Deere & Company**  
**Moline, Illinois 61265**  
*An Equal Opportunity Employer M/F*

*Seeking A Future in The  
Fast Growing Video Field?*

If so, do you qualify for:

**BROADCAST ENGINEERING  
MANAGEMENT**

Direct a field staff of engineers to ensure that installations are carried out according to spec and provide technical guidance to see that field people are properly trained and equipped to maintain products. Candidate should possess an E.E. degree, have prior experience in managing people and have several years of direct involvement with the broadcast industry.

**BROADCAST FIELD ENGINEERS**

Assume complete product-support responsibility for VTR's and associated equipment. Knowledge of time base correctors and color cameras helpful. Candidate should possess an E.E. degree and have prior experience in a broadcast station or similar environment. Travel required.

**SALES ENGINEERS**

Must have good basic knowledge of video tape recorders and related equipment. Personality required to deal with high level management personnel at group and network levels. Experience in a broadcast station desirable. Candidate should be highly motivated and willing to relocate if necessary. Travel required.

If yes, we are a major manufacturer of video equipment and would like to discuss the possibility of joining our fast-tracked organization. We offer excellent starting salaries, complete benefit packages and excellent opportunities for advancement.

Please respond by resume to:

Box BM 815  
810 7th Avenue  
New York, N.Y. 10019  
*An Equal Opportunity Employer. M/F*

**VIDEO TAPE  
CENTER  
PERSONNEL**

RCA American Communications, Inc. has openings at our Vernon Valley Video Tape Center, Vernon New Jersey (near Great Gorge), for experienced Video Tape Technicians. Requirements are as follows:

**VIDEO TAPE  
EDITING TECHNICIAN**

- Perform all duties associated with computerized (CMX tape) tape editing and assembly in concert with and under the direction of the customer.
- Should be capable of operating all equipment and machines associated with a video tape operating center.
- Other responsibilities include maintenance and film/tape control and storage.
- Successful candidate will be exposed to, and trained in new video conversion techniques.
- Minimum 3 years related experience required.

**VIDEO TAPE  
TECHNICIAN**

- Perform all duties associated with realtime tape playback operations employing 2-inch quad machines (e.g. TR 600).
- Should be capable of operating all equipment and machines associated with a video tape operating center including TK28 Color Telecine Camera and related equipment, routing switchers, and audio cart or live operation.
- Minimum of 1 to 2 years related experience required.  
We offer excellent starting salaries and a full range of company benefits.

To arrange interview, send resume and salary requirement to:

Mrs. B. Van Putten, Dept.  
RCA American Communications, Inc.  
201 Centennial Avenue  
Piscataway, NJ 08854

We are an equal opportunity employer F/M.

**RCA**

# VIDEO SALES ENGINEERS & SALES MANAGERS

**Choice territories in Washington, D.C., New York, New Orleans, Albuquerque and Santa Clara.**

Tektronix, Inc., a Fortune 500 electronics leader, manufactures an extensive line of broadcast quality waveform and picture monitors, test and sync-pulse generators, vectorscopes, chrominance correctors, and other test and processing equipment. We're looking for a solid technical background in broadcast TV, an EE or the equivalent experience, and successful sales experience in a professional broadcast or CATV environment.

An enthusiastic, self-motivated personality is required since you will be operating with a high degree of independence. We offer a very competitive salary, bonus incentives, commissions and a company car.

## LAS VEGAS NAB INTERVIEWS

Contact Austin Basso, Eastern Region Sales Manager, at Booth 811, or forward your resume to SALES MANAGER (TV), Tektronix, Inc., 2 Research Court, Rockville, Maryland 20850. Phone: 301/948-7151.

**Tektronix**  
COMMITTED TO EXCELLENCE

All replies will be held in strict confidence.  
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## VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

## Help Wanted News

### TV METEOROLOGIST

Qualified meteorologist needed with on-air television weather experience. Medium market station. Send resumes only to Box D-123.  
Equal Opportunity Employer (M/F)

### 11:00 PM CO-ANCHOR

We are a medium market station in the beautiful Northwest. We have a top-flight, aggressive news department and we are looking for an 11 o'clock co-anchor to help move us to ratings dominance. The salary is competitive, the training is excellent and the environment is great. EOE. Contact Bill Applegate, News Director. (503) 485-5611.

### NEWS CO-ANCHOR WMAR-TV BALTIMORE—CBS AFFILIATE

Experienced News Anchor wanted for our M-F newscasts. Must have ability to do street reporting. Send resume and video cassette to:  
Libby Stevens, Personnel Manager  
WMAR-TV/FM  
6400 York Road  
Baltimore, Maryland 21212  
EOE M/F

### MIDWEST, NET AFFILIATE

Our nationally respected 35-person television news department invites applications for the following positions:

**SENIOR REPORTER.** Experienced, mature reporter for investigative and special assignment projects. Writing and packaging skills must be outstanding. Send resume and record of past reporting achievements.

**ANCHOR.** Anchor-producer. Premium placed on writing skill and effective delivery. Knowledgeable journalists only; no readers, please.

We are an EOE. Minorities and women encouraged to apply. Direct inquiries to Box D-150.

# BOOKS

- 413 **DESIGNING & MAINTAINING THE CATV & SMALL TV STUDIO—2nd Edition**, by Kenneth B. Knecht. Completely updated edition of this simplified, yet detailed guide on the installation and maintenance of production facilities for CATV, CCTV, ITC and broadcast TV studios. 288 p 100 ill. \$12.95
453. **TV LIGHTING HANDBOOK**, by Dr. James A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and acquaint producers, directors, anyone involved in production, with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out. 228 p., including 4-color section. \$12.95

440 **VIDEO TAPE PRODUCTION AND COMMUNICATION TECHNIQUES** by J.L. Efrain. A complete text on the production of video recording for effective communications. Tells how to put professional techniques to work. 256 pages, illustrated glossary, index. \$12.95

**BROADCASTING BOOK DIVISION**  
1735 DeSales St., NW  
Washington, DC 20036

please send me book(s) numbers \_\_\_\_\_  
my check in the amount of \_\_\_\_\_ is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



## Help Wanted News Continued

# We Hate To Call Ourselves An Employment Agency.

We wince anytime someone tries to put us in that category.

We've been to employment agencies and through the wild goose chases. The great job interviews that turn out to be nothing but bad news.

We're different!

We're Newspeople, Inc. and we find jobs at television stations for news people.

If you're a news director, weathercaster, anchor, sportscaster, editor, reporter, producer or photographer, we want to talk to you! Because we know that we can help you now, or at some time in the future.

Perhaps you're happy where you are right now. We're happy for you too. And if that's the best you can do for yourself right now, we'll advise you to stay put.

But maybe you're not aware of other opportunities that you are ideally suited for. Or you haven't been thinking about the advantages of moving up in your career.

That's where we can help you.

Tell us about yourself, your skills, your goals and we'll evaluate your money-making potential and the type of market and station you're best suited for. We'll give you the guidance you need to prepare a tape and resume that put you in the best light. And if we help you make a connection, it will be a connection you'll be glad to make.

Our fees are paid by the station that hires you. So there's no reason to hesitate calling us. We just want to know that you are out there. And we can't know about you unless you make the first move.

## *Newspeople, Inc.*

(313) 968-1416 or write 26200 Greenfield, Suite 60, Oak Park, Mich. 48237

An affiliate of Reymier G Gersin Associates, Inc.

## Help Wanted Programming, Production, Others Continued

### OPERATIONS DIRECTOR

Top 25 market station in sun belt has opening for person to assume day to day responsibility, under General Manager, for operational departments of VHF, network affiliated TV station. New position. Requires experienced individual, preferably with program and production skills but other areas of TV expertise not excluded. An equal opportunity employer. Forward complete info, indicate salary range please, including experience. resume to Box D-80.

### WANTED

Audience Promotion Writer Producer minimum two years television production experience. Must be creative, write well, and be willing to work long hours. Position offers many creative opportunities. Salary flexible. Box D-126.

### TV PROGRAM DIRECTOR

For leading 50-60 station in Midwest market. We are seeking an individual with strong knowledge and experience in all programming and production areas—a thoroughly professional, creative person to head our programming department. This person must share our dedication to our community, our station and to excellence. All replies handled in a confidential manner. Send resume to Box D-139.

An EOE

## Help Wanted Programing, Production, Others

# INTERESTED IN BECOMING A CAMPAIGN NEWS SECRETARY?

## YOU MAY BE JUST WHAT THE REPUBLICAN PARTY IS LOOKING FOR

The National Republican Congressional Committee is looking for bright, aggressive people with a background in communications and an interest in politics.

We are holding two training seminars in Washington, D.C. with the hope of placing news secretaries with 1978 Republican Congressional campaigns. The two seminars will be identical in content.

April 21, 22, 23

or

May 12, 13, 14

Write or call today for more information and an application form:

National Republican Congressional Committee

News Secretaries' Workshop

Room 512—300 New Jersey Avenue SE

Washington, DC 20515

202/225-1800

Here's the deal. You come to one or the other of the workshops. If you do well, we'll try to place you in a G.O.P. campaign somewhere in the country. There are lots of openings for trained people. And the potential for even more important assignments in the future.

And here are the details. There's a \$25 registration fee to keep out the non-serious. Meals and materials are on us. You pay to get to D.C. and for your lodging. You have to stay at the workshop hotel.

### EXECUTIVE ASSISTANT PRODUCER

T.V. Production Company seeks an individual with strong major network connections to assist the producers of a T.V. pilot show. Please, individual must show a superior track record with the networks. Earning potential six figures. Reply in confidence:

James Gencarelli Enterprises  
1155 Warburton Ave.  
Yonkers, New York 10701.

### ASSISTANT PROGRAM DIRECTOR

Immediate opening by Midwestern ABC-TV affiliate. Will understudy the Program Director and supervise Production activities. Strong experience in studio and remote production required. Should be interested in program philosophies, research, acquisition and development of local programs. Previous personnel supervision required. We are an equal opportunity employer. Send resume to Box D-108.

## MEDIA RELATIONS REPRESENTATIVE

We are a major energy company in the Southwest and have an immediate opening for a media relations representative. You must have a journalism degree, with experience in radio/tv, print or both.

Applicant must be able to develop and maintain media contacts and have the ability to work with company executives in meetings with the press.

Salary will be based on experience.  
Send resume and salary history to Box D-137.

*We are an equal opportunity employer, M/F.*

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## For Sale Stations

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## Situations Wanted Announcers

### TV Magazine/Talk Show Host

15 year professional. Solid "on air" experience in news, sports and weather. Presently in Top 30. If you are planning a magazine show for Fall ... let's talk!

Box D-118.

## Radio Programing

### "LIVE" REPORTS FROM HOLLYWOOD

10 million listen to the hottest name in Hollywood news. Lift your ratings with award winning commentator Gordon Currie, 4th year KMOX (St. Louis)—ask Jack Carney &/or Joe Martell WMT (Cedar Rapids). GORDON CURRIE, Box 4096, Glendale Cal. 91202. Tel. (213) 243-7770.

## Business Opportunity

### FOR SALE

One of New Englands foremost Radio/TV Schools for sale! \$225,000. Owner retiring. Building can be leased or sold to purchaser. Box D-135.



### LUM and ABNER

5 - 15 MINUTE  
PROGRAMS WEEKLY  
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**Headquarters**

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### I HAVE \$3,250,000

to invest in construction of a new TV station. I am a 28 year veteran of the broadcast industry and am looking for 4 or 5 professionals, each committed to helping me build and operate it. Successful candidates will share 10% of the ownership and receive options for an additional 10%. Each will have a minimum of 10 years experience in either programming, National Sales, Local Sales, News, Accounting, or Station Management, and be able to make a cash investment of \$50-60,000. Box D-138. BROADCASTING.

## Miscellaneous

### AUDITION TAPE

Aspiring TV reporter looking for first break with no station/video lab connections to rely on. Seeking person or firm experienced in all aspects of producing creditable, professional audition tape complete with chroma backs, street reports, and whatever else it takes to produce the best finished product possible. Prefer NYC metro-Conn. area. Fee negotiable. Tell me who you are and what you can do for me. Box D-114.

## Employment Service

### "HOT TIPS!"

YOUR MONEY BACK ... If ANY issue doesn't give you an edge in your jobhunt. EXCLUSIVE RADIO OPENINGS! 55-75 NEW jobs per WEEK for jocks, news, programming & production ALONE! \$12 for 13 weeks, \$30/yr. FREE SAMPLE! Call our 24 HOUR HOTLINE! 904-252-3861. Box 678, Daytona, FLA 32017

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From the Warner Bros.:

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| 500 | calls<br>diaries | \$50.00 | per<br>mo. |
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Profitable  
Call to discuss with Principal  
during NAB Convention, Las Vegas  
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**Class C FM**

Southwest market with good growth potential.  
Price \$500,000.00. Terms. Contact Boyd Kelley,  
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**CONTACT**

|                  |               |       |                  |                |
|------------------|---------------|-------|------------------|----------------|
| W Small AM       | \$42K         | SOLD  | Ray Stanfield    | (213) 363-5764 |
| SW Small AM      | \$145K \$40K  |       | Bill Whitley     | (214) 387-2303 |
| CA Small AM      | \$160K        | SOLD  | Evelyn Stanfield | (213) 363-5764 |
| SE Small AM-D    | \$150K \$44K  |       | Paul Crowder     | (615) 298-4986 |
| SW Small FM-A    | \$87K         | SOLD  | Galen Gilbert    | (214) 387-2303 |
| MW Small AM-D    | \$106K        | SOLD  | David Kelly      | (414) 499-4933 |
| SE Small AM/FM   | \$225K        | SOLD  | Bill Chapman     | (404) 458-9226 |
| FL Small Single  | \$150K        | 29%   | Joe Gratz        | (813) 877-1800 |
| SW Small AM-F    | \$170K        | SOLD  | Galen Gilbert    | (214) 387-2303 |
| SE Small Single  | \$138K \$40K  |       | Bill Chapman     | (404) 458-9226 |
| MW Small Single  | \$160K \$46K  |       | David Kelly      | (414) 499-4933 |
| SW Small Single  | \$70K \$35K   |       | Galen Gilbert    | (214) 387-2303 |
| W Small AM/FM    | \$375K \$108K |       | Bill Hammond     | (214) 387-2303 |
| SE Medium FM-A   | \$250K        | SOLD  | Paul Crowder     | (615) 298-4986 |
| MW Medium AM-F   | \$255K        | SOLD  | David Kelly      | (414) 499-4933 |
| SE Medium AM-F   | \$700K        | SOLD  | Paul Crowder     | (615) 298-4986 |
| W Medium FM      | \$525K \$250K |       | Ray Stanfield    | (213) 363-5764 |
| MW Medium AM/FM  | \$200K        | SOLD  | David Kelly      | (414) 499-4933 |
| SE Metro FM-A    | \$380K        | SOLD  | Bill Chapman     | (404) 458-9226 |
| NE Metro AM/FM   | \$700K        | Nego. | Art Simmers      | (617) 848-4893 |
| SE Metro AM-D    | \$350K        | SOLD  | Bill Hammond     | (214) 387-2303 |
| NE Metro FM-C    | \$340K        | SOLD  | Art Simmers      | (617) 848-4893 |
| MW Metro AM-F    | \$250K        | SOLD  | John King        | (517) 467-2201 |
| W Metro Fulltime | \$225K        | Cash  | Evelyn Stanfield | (213) 363-5764 |
| FL Metro FM      | \$1.3MM       | SOLD  | Bill Hammond     | (214) 387-2303 |
| W Metro AM/FM    | \$875K        | SOLD  | Ray Stanfield    | (213) 363-5764 |
| SW Metro AM/FM   | \$775K        | 29%   | Bill Whitley     | (214) 387-2303 |
| W Major FM       | \$4.0MM       | SOLD  | Ray Stanfield    | (213) 363-5764 |
| NE Major AM/FM   | \$1.7MM       | 29%   | Warren Gregory   | (203) 228-0365 |
| CA Major FM      | \$1.4MM       | SOLD  | Ray Stanfield    | (213) 363-5764 |
| W Major FM       | \$2.6MM       | SOLD  | Bill Hammond     | (214) 387-2303 |
| MW Small VHF     | \$1.0MM       | SOLD  | Bill Chapman     | (404) 458-9226 |
| NE Medium VHF    | \$875K        | SOLD  | Art Simmers      | (617) 848-4893 |
| NE Metro UHF     | \$1.2MM       | Nego. | Art Simmers      | (617) 848-4893 |
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Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Ga. 30341

- Class "A" FM in Georgia city. An excellent buy for \$460,000.
- AM/FM single station market in Miss. FM heard in adjacent city. Automated. Good buy. \$15,000 down if financially responsible.
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- Fulltimer in North Alabama. Only Fulltimer in Mkt. Includes real estate \$360,000.
- AM/FM within 50 miles of NYC. Powerful FM. \$690,000. Terms.
- UHF TV with 20 cable systems in South. \$600,000. Terms.
- Powerful Fulltimer in Northern Arizona. \$900,000. Terms.
- Spanish station, Sou. Calif. Good buy for \$520,000.
- Powerful ethnic daytimer with good billing. Central Georgia metro area. \$810,000. Assume corporate note.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Class "C" Stereo. Central Texas. Good billing. \$240,000.
- Daytimer. Southern Georgia. \$265,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM within 35 miles of Washington, D.C. Consultant says potential of moving within 8 miles of Washington beltway. \$340,000. Terms.
- Fulltimer in S.E. Missouri. Profitable single station. \$280,000.
- Daytimer in N.C. \$400,000. Terms.
- FM in Central Pa. \$225,000. Terms.
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*Through the years, we have said our associates are men of action . . . men of experience . . . men of their word. "Chip" Chiapetta is cast in that same mold. We know you will enjoy working with him. We do, already.*

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**THE KEITH W. HORTON CO. INC.**

P.O. Box 948  
Elmira, N.Y.  
14902  
(607) 733-7138

**BROKERS AND CONSULTANTS TO THE COMMUNICATIONS INDUSTRY**

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Headquarters  
LANDMARK HOTEL 29th Floor

**RALPH E. MEADOR**  
Media Broker  
**AM-FM-TV-APPRAISALS**

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Lexington, Mo. 64067  
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**Bill Exline**  
**NAB Address:**  
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**734-5110**

*William A. Exline, Inc.*  
31 CARROLL COURT, SAN RAFAEL, CA 94903  
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**MEDIA BRDGRS - CONSULTANTS**

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**Rates:** Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

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**ATTENTION MINORITIES**

SOUNDAMERICA CORPORATION will spin off Radio Station WQIZ, St. George, SC due to retirement from Broadcasting of officers. WQIZ—5000 Watts; 810 khz; Non-Directional—Daytime. All Black format. Everything is owned, land, building, equipment, plus manager's residence.

This station is a moneymaker; not a dog!! \$500,000 CASH. Nothing will be sent to you in the mail. Phone 803—563-4371 for appointment to inspect books and facilities. (Transportation to Charleston SC airport arranged.)

A Charleston, SC SMSA Area Radio Station.

**NAB  
1978**

**EDWIN TORNBERG  
& COMPANY, INC.**



**Hospitality Suite**

**MGM GRAND HOTEL**

# Stock Index

| Stock symbol        | Exch. | Closing Wed. April 5 | Closing Wed. March 29 | Net change in week | % change in week | High   | 1977-78 Low | PIE ratio | Approx. shares out (000) | Total market capitalization (000) |
|---------------------|-------|----------------------|-----------------------|--------------------|------------------|--------|-------------|-----------|--------------------------|-----------------------------------|
| <b>Broadcasting</b> |       |                      |                       |                    |                  |        |             |           |                          |                                   |
| ABC                 | ABC   | N 39 1/2             | 38 5/8                | + 7/8              | + 2.26           | 46 3/4 | 35 3/8      | 7         | 18,152                   | 717,004                           |
| CAPITAL CITIES      | CCB   | N 61 3/4             | 60                    | + 1 3/4            | + 2.91           | 61 3/4 | 44 3/4      | 12        | 7,426                    | 458,555                           |
| CBS                 | CBS   | N 45 1/2             | 46 3/8                | - 7/8              | - 1.88           | 62     | 43 7/8      | 7         | 28,100                   | 1,278,550                         |
| COX                 | COX   | N 36 3/8             | 36 1/2                | - 1/8              | - .34            | 36 1/2 | 25 1/2      | 10        | 6,185                    | 224,979                           |
| GROSS TELECASTING   | GGG   | A 17                 | 17 3/8                | - 3/8              | - 2.15           | 17 3/8 | 13 5/8      | 8         | 800                      | 13,600                            |
| KINGSTIP COMMUN.    | KTVV  | O 6 1/2              | 6 1/2                 |                    |                  | 7      | 3 7/8       | 12        | 462                      | 3,003                             |
| LIN                 | LINR  | O 28                 | 28 3/8                | - 3/8              | - 1.32           | 28 3/8 | 16 1/2      | 9         | 2,745                    | 76,860                            |
| MOONEY**            | MOON  | O 2 3/8              | 2 3/8                 |                    |                  | 2 5/8  | 1 7/8       |           | 425                      | 1,009                             |
| RAHALL              | RAHL  | O 18 3/4             | 18 3/4                |                    |                  | 19 1/2 | 8 5/8       | 20        | 1,264                    | 23,700                            |
| SCRIPPS-HOWARD      | SCRP  | O 37                 | 35                    | + 2                | + 5.71           | 37     | 30 1/2      | 8         | 2,589                    | 95,793                            |
| STARR               | SBG   | M 12 1/4             | 12 3/4                | - 1/2              | - 3.92           | 12 3/4 |             | 11        | 1,487                    | 18,215                            |
| STORER              | SBK   | N 25 1/4             | 26                    | - 3/4              | - 2.88           | 26 7/8 | 19 3/8      | 9         | 4,876                    | 123,119                           |
| TAFT                | TFI   | N 36                 | 35                    | + 1                | + 2.85           | 36     | 24 5/8      | 8         | 4,119                    | 148,284                           |
| TOTAL               |       |                      |                       |                    |                  |        |             |           | 78,630                   | 3,192,671                         |

## Broadcasting with other major interests

|                     |       |          |        |         |         |        |        |    |         |           |
|---------------------|-------|----------|--------|---------|---------|--------|--------|----|---------|-----------|
| ADAMS-RUSSELL       | AAR   | A 7 1/2  | 8      | - 1/2   | - 6.25  | 8      | 3 3/4  | 8  | 1,229   | 9,217     |
| JOHN BLAIR          | BJ    | N 21 1/4 | 21     | + 1/4   | + 1.19  | 21 1/4 | 11 1/8 | 6  | 2,427   | 51,573    |
| CHRIS-CRAFT         | CCN   | N 9 7/8  | 9 3/4  | + 1/8   | + 1.28  | 10 1/4 | 4 1/2  | 24 | 4,451   | 43,953    |
| COMBINED COMM.      | CCA   | N 35 5/8 | 35 3/4 | - 1/8   | - .34   | 40 7/8 | 19     | 11 | 6,920   | 246,525   |
| COWLES              | CWL   | N 19 1/4 | 19     | + 1/4   | + 1.31  | 19 1/4 | 12 1/2 | 22 | 3,969   | 76,403    |
| DUN & BROADSTREET   | DNB   | N 30 1/4 | 29 1/8 | + 1 1/8 | + 3.86  | 31     | 26 1/4 | 15 | 26,339  | 796,754   |
| FAIRCHILD IND.      | FEN   | N 19 3/8 | 19     | + 3/8   | + 1.97  | 19 3/8 | 9 1/2  | 12 | 5,708   | 110,592   |
| FUQUA               | FOA   | N 10 1/4 | 10 3/4 | - 1/2   | - 4.65  | 13     | 8      | 6  | 9,396   | 96,309    |
| GANNETT CO.         | GCI   | N 37 3/8 | 36 3/4 | + 5/8   | + 1.70  | 40 3/4 | 32 3/4 | 15 | 22,430  | 838,321   |
| GENERAL TIRE        | GY    | N 24 1/4 | 23 3/4 | + 1/2   | + 2.10  | 29 1/4 | 22 3/8 | 5  | 22,692  | 550,281   |
| GLOBE BROADCASTING  | GLBTA | O 4 3/4  | 4 3/4  |         |         | 4 3/4  | 2 1/8  |    | 2,772   | 13,167    |
| GRAY COMMUN.        | GO    | O 16     | 15 1/2 | + 1/2   | + 3.22  | 16     | 5      | 7  | 475     | 7,600     |
| HARTE-HANKS         | HHN   | N 34     | 33 7/8 | + 1/8   | + .36   | 36     | 26     | 12 | 4,477   | 152,218   |
| JEFFERSON-PILOT     | JP    | N 28 1/4 | 28 1/4 |         |         | 32 3/8 | 26 5/8 | 9  | 23,946  | 676,474   |
| MARVIN JOSEPHSON    | MRVN  | O 13 3/4 | 12 3/4 | + 1     | + 7.84  | 17 1/4 | 10 1/4 | 7  | 1,978   | 27,197    |
| KANSAS STATE NET.   | KSN   | O 12 1/2 | 12 1/4 | + 1/4   | + 2.04  | 12 3/4 | 4 3/4  | 12 | 1,727   | 21,587    |
| LEE ENTERPRISES     | LNT   | A 28 7/8 | 28 1/2 | + 3/8   | + 1.31  | 28 7/8 | 22 1/4 | 12 | 4,930   | 142,353   |
| LIBERTY             | LC    | N 24 3/8 | 25     | - 5/8   | - 2.50  | 25 1/4 | 18     | 7  | 6,762   | 164,823   |
| MCGRAW-HILL         | MHP   | N 19 1/2 | 18 3/4 | + 3/4   | + 4.00  | 19 5/8 | 15 5/8 | 10 | 24,682  | 481,299   |
| MEDIA GENERAL       | MEG   | A 15 3/8 | 15     | + 3/8   | + 2.50  | 20     | 13 5/8 | 7  | 7,451   | 114,559   |
| MEREDITH            | MDP   | N 29 1/4 | 29 1/2 | - 1/4   | - .84   | 29 1/2 | 17 3/8 | 7  | 3,074   | 89,914    |
| METROMEDIA          | MET   | N 45     | 45 1/8 | - 1/8   | - .27   | 45 1/8 | 25 1/4 | 9  | 6,630   | 298,350   |
| MULTIMEDIA          | MPED  | O 18 1/4 | 18 1/2 | - 1/4   | - 1.35  | 27 1/2 | 16 1/4 | 10 | 6,594   | 120,340   |
| NEW YORK TIMES CO.  | NYKA  | A 21 1/2 | 20 1/8 | + 1 3/8 | + 6.83  | 21 1/2 | 15 3/4 | 9  | 11,422  | 245,573   |
| OUTLET CO.          | OTU   | N 22 5/8 | 22 3/4 | - 1/8   | - .54   | 24 1/4 | 16 5/8 | 8  | 2,290   | 51,811    |
| POST CORP.          | POST  | O 26 3/4 | 25 1/4 | + 1 1/2 | + 5.94  | 26 3/4 | 16 1/4 | 8  | 893     | 23,887    |
| REFVES TELECOM      | RBT   | A 2 3/4  | 2 7/8  | - 1/8   | - 4.34  | 3 1/8  | 1 3/4  | 46 | 2,381   | 6,547     |
| ROLLINS             | RNL   | N 17 3/8 | 17 1/2 | - 1/8   | - .71   | 24 1/4 | 14 7/8 | 9  | 33,000  | 573,375   |
| RUST CRAFT          | RUS   | A 23 3/4 | 23 3/4 |         |         | 24     | 3 1/2  | 14 | 2,297   | 54,553    |
| SAN JUAN RACING     | SJR   | N 11 3/4 | 11 5/8 | + 1/8   | + 1.07  | 11 3/4 | 7 5/8  | 18 | 2,509   | 29,480    |
| SCHERING-PLOUGH     | SGP   | N 28 3/8 | 28 1/8 | + 1/4   | + .88   | 44 3/4 | 26 3/8 | 9  | 54,084  | 1,536,633 |
| SONDERLING          | SDS   | A 19 1/2 | 18 7/8 | - 3/8   | - 1.98  | 19 1/8 | 8 3/8  | 8  | 1,105   | 20,442    |
| TECH OPERATIONS     | TO    | A 3 5/8  | 4 1/4  | - 5/8   | - 14.70 | 4 3/4  | 2 3/8  | 15 | 1,344   | 4,872     |
| TIMES MIRROR CO.    | TMC   | N 25     | 24 3/4 | + 1/4   | + 1.01  | 25 3/8 | 20 3/4 | 9  | 34,760  | 869,000   |
| WASHINGTON POST CO. | WPJ   | A 34 1/8 | 33 7/8 | + 1/4   | + .73   | 35 1/8 | 21 3/4 | 9  | 8,476   | 289,243   |
| WOMETCO             | WOM   | N 13 7/8 | 13 3/4 | + 1/3   | + .90   | 14 3/4 | 10 7/8 | 9  | 8,554   | 118,696   |
| TOTAL               |       |          |        |         |         |        |        |    | 364,174 | 8,951,911 |

## Cablecasting

|                     |      |          |        |         |         |        |        |    |        |           |
|---------------------|------|----------|--------|---------|---------|--------|--------|----|--------|-----------|
| ACTON CORP.         | ATN  | A 8 7/8  | 8 3/4  | + 1/8   | + 1.42  | 8 7/8  | 3 1/8  | 10 | 2,710  | 24,051    |
| AMECO*              | ACO  | O        |        |         |         | 1/2    |        |    | 1,200  |           |
| AMERICAN TV & COMM. | AMTV | O 42     | 41 1/2 | + 1/2   | + 1.20  | 42     | 19 3/4 | 21 | 3,863  | 162,246   |
| ATHENA COMM.*       |      | O 3/8    | 3/8    |         |         | 7/8    | 1/8    |    | 2,125  | 796       |
| BURNUP & SIMS       | BSIM | O 4 3/8  | 4 1/4  | + 1/8   | + 2.94  | 4 3/4  | 3 1/8  | 20 | 8,370  | 36,618    |
| CABLE INFO.*        |      | O 1 1/2  | 1 1/2  |         |         | 1 1/2  | 1/2    | 8  | 663    | 994       |
| COMCAST             |      | O 9 1/4  | 8 3/4  | - 1/2   | - 5.71  | 9 3/4  | 3 3/4  | 14 | 1,651  | 13,620    |
| COMMUN. PROPERTIES  | COMU | O 12 3/4 | 12 1/2 | + 1/4   | + 2.00  | 13     | 3 5/8  | 23 | 4,839  | 61,697    |
| ENTRON*             | ENT  | O 2 1/4  | 2 1/4  |         |         | 2 1/4  | 7/8    | 2  | 979    | 2,272     |
| GENERAL INSTRUMENT  | GRI  | N 25     | 24 3/4 | + 1/4   | + 1.91  | 25     | 17 5/8 | 9  | 7,508  | 187,700   |
| GENEVE CORP.        | GENV | O 10 3/4 | 10 3/4 |         |         | 12 1/2 | 7 1/2  |    | 1,121  | 12,050    |
| TELE-COMMUNICATIONS | TCUM | O 17 3/4 | 15 1/4 | + 2 1/2 | + 16.39 | 17 3/4 | 2 7/8  | 89 | 5,281  | 93,737    |
| TELEPROMPTER        | TP   | N 11     | 11 1/2 | - 1/2   | - 4.34  | 11 1/2 | 6 3/4  | 26 | 16,927 | 186,142   |
| TEXSCAN             | TEXS | O 1 3/4  | 1 3/4  |         |         | 2      | 1 1/4  | 10 | 786    | 1,375     |
| TIME INC.           | TL   | N 40     | 39 7/8 | + 1 1/8 | + 2.89  | 40     | 31 3/4 | 10 | 20,371 | 814,340   |
| TOCOM               | TCCM | O 4 5/8  | 4 5/8  |         |         | 4 5/8  | 2 1/4  | 10 | 894    | 4,134     |
| UA-COLUMBIA CABLE   | UACC | O 27 1/2 | 28 1/4 | - 3/4   | - 2.65  | 29 1/4 | 15 1/2 | 18 | 1,679  | 46,172    |
| UNITED CABLE TV     | UCTV | O 12 3/8 | 12 7/8 | - 1/2   | - 3.88  | 12 7/8 | 3 7/8  | 23 | 1,915  | 23,698    |
| VIACOM              | VIA  | N 17 5/8 | 18 1/2 | - 7/8   | - 4.72  | 20     | 9 1/2  | 13 | 3,764  | 66,340    |
| TOTAL               |      |          |        |         |         |        |        |    | 86,641 | 1,738,412 |

| Stock symbol         | Exch. | Closing Wed. April 5 | Closing Wed. March 29 | Net change in week | % change in week | 1977-78 High | Low | PIE ratio | Approx. shares out (000) | Total market capitalization (000) |    |         |           |
|----------------------|-------|----------------------|-----------------------|--------------------|------------------|--------------|-----|-----------|--------------------------|-----------------------------------|----|---------|-----------|
| <b>Programming</b>   |       |                      |                       |                    |                  |              |     |           |                          |                                   |    |         |           |
| COLUMBIA PICTURES    | CPS   | N                    | 16 3/8                | 16 7/8             | -                | 1/2          | -   | 2.96      | 20 1/2                   | 7 3/8                             | 7  | 6,748   | 110,498   |
| DISNEY               | DIS   | N                    | 32 1/2                | 32 5/8             | -                | 1/8          | -   | .38       | 47 5/8                   | 32 1/2                            | 13 | 32,380  | 1,052,350 |
| FILMWAYS             | FMY   | A                    | 9 1/4                 | 9 3/4              | -                | 1/2          | -   | 5.12      | 9 7/8                    | 6 7/8                             | 7  | 2,579   | 23,855    |
| FOUR STAR*           |       |                      | 1 1/8                 | 1 1/8              |                  |              |     |           | 1 1/4                    | 3/4                               | 11 | .666    | 749       |
| GULF * WESTERN       | GW    | N                    | 12 7/8                | 13 1/8             | -                | 1/4          | -   | 1.90      | 18 3/8                   | 10 1/4                            | 5  | 48,215  | 620,768   |
| MCA                  | MCA   | N                    | 40 1/8                | 40 1/2             | -                | 3/8          | -   | .92       | 42 3/4                   | 32                                | 9  | 18,558  | 744,639   |
| MGM                  | MGM   | N                    | 32                    | 29 7/8             | +                | 2 1/8        | +   | 7.11      | 32                       | 16                                | 14 | 14,609  | 467,488   |
| TRANSAMERICA         | TA    | N                    | 13 3/4                | 14 1/8             | +                | 3/8          | -   | 2.65      | 16 1/2                   | 13 1/4                            | 5  | 66,781  | 918,238   |
| 20TH CENTURY-FIX     | TF    | N                    | 28                    | 28 3/4             | -                | 3/4          | -   | 2.60      | 28 3/4                   | 10                                | 5  | 7,786   | 218,008   |
| VIDEO CORP. OF AMER. | V     | D                    | 5 1/4                 | 5 1/4              |                  |              |     |           | 6 1/2                    | 3 1/2                             | 10 | .973    | 5,108     |
| WARNER               | WCI   | N                    | 33 1/8                | 33 1/4             | -                | 1/8          | -   | .37       | 33 5/8                   | 25 3/4                            | 7  | 14,458  | 478,921   |
| WRATHER              | WCU   | A                    | 9 1/2                 | 10 1/4             | -                | 3/4          | -   | 7.31      | 10 1/4                   | 4 1/2                             | 9  | 2,243   | 21,308    |
|                      |       |                      |                       |                    |                  |              |     |           | TOTAL                    |                                   |    | 215,996 | 4,661,930 |

### Service

|                      |       |   |        |        |   |       |   |      |        |        |    |        |           |
|----------------------|-------|---|--------|--------|---|-------|---|------|--------|--------|----|--------|-----------|
| BBDO INC.            | BRDD  | O | 29 1/4 | 29     | + | 1/4   | + | .86  | 29 3/4 | 22 1/2 | 8  | 2,513  | 73,505    |
| COMSAT               | CC    | N | 37 1/8 | 35 3/4 | + | 1 3/8 | + | 3.84 | 37 1/8 | 28 3/4 | 10 | 10,000 | 371,250   |
| DOYLE DANE BERNBACH  | DOYL  | O | 19 5/8 | 20     | - | 3/8   | - | 1.87 | 22     | 16 3/4 | 6  | 1,776  | 34,854    |
| FOOTE CONE & BELDING | FCB   | N | 19 1/4 | 20 3/4 | - | 1 1/2 | - | 7.22 | 20 3/4 | 14 3/4 | 3  | 2,304  | 44,352    |
| GREY ADVERTISING     | GREY  | O | 32     | 32     |   |       |   |      | 33     | 16 1/2 | 6  | 716    | 22,912    |
| INTERPUBLIC GROUP    | IPG   | N | 29     | 28 1/2 | + | 1/2   | + | 1.75 | 39 1/4 | 22 1/2 | 8  | 2,387  | 69,223    |
| MCI COMMUNICATIONS   | MCIC  | O | 3 1/8  | 3      | + | 1/8   | + | 4.16 | 4 1/4  | 7/8    | 35 | 20,137 | 62,928    |
| MOVIELAB             | MVJ   | A | 1 1/2  | 1 3/8  | + | 1/8   | + | 9.09 | 3      | 1      | 10 | 1,410  | 2,115     |
| MPO VIDEOTRONICS     | MPQ   | A | 4 5/8  | 4 7/8  | - | 1/4   | - | 5.12 | 9      | 4      | 6  | 527    | 2,405     |
| A. C. NIELSEN        | NIELB | O | 23     | 22 5/8 | + | 3/8   | + | 1.65 | 23     | 18 7/8 | 12 | 10,832 | 249,136   |
| GILVY & MATHER       | UGIL  | O | 45 1/2 | 45 1/2 |   |       |   |      | 45 1/2 | 31     | 9  | 1,805  | 82,127    |
| J. WALTER THOMPSON   | JWT   | N | 24     | 24 1/2 | - | 1/2   | - | 2.04 | 24 5/8 | 15 1/8 | 8  | 2,649  | 63,576    |
|                      |       |   |        |        |   |       |   |      | TOTAL  |        |    | 57,049 | 1,078,383 |

### Electronics/Manufacturing

|                      |       |   |        |        |   |       |   |       |             |        |    |           |            |
|----------------------|-------|---|--------|--------|---|-------|---|-------|-------------|--------|----|-----------|------------|
| AEL INDUSTRIES       | AELBA | O | 6      | 6 1/4  | - | 1/4   | - | 4.00  | 6 1/4       | 2 3/8  | 7  | 1,672     | 10,032     |
| AMPEX                | APX   | N | 12 3/8 | 13     | - | 5/8   | - | 4.80  | 13          | 7 3/8  | 12 | 10,928    | 135,234    |
| ARVIN INDUSTRIES     | ARV   | N | 20 1/4 | 18     | + | 2 1/4 | + | 12.50 | 20 3/4      | 14 1/2 | 5  | 5,959     | 120,669    |
| CCA ELECTRONICS*     | CCA   | O | 5/8    | 5/8    |   |       |   |       | 5/8         | 1/8    | 3  | 897       | 560        |
| CETEC                | CEC   | A | 3 7/8  | 4      | - | 1/8   | - | 3.12  | 4 1/4       | 1 3/4  | 12 | 1,654     | 6,409      |
| COHU                 | CCH   | A | 4 1/4  | 4 1/8  | + | 1/8   | + | 3.03  | 4 1/4       | 2 1/8  | 13 | 1,779     | 7,560      |
| CONRAC               | CAX   | N | 19 1/2 | 20 1/2 | - | 1     | - | 4.87  | 27 1/4      | 19 1/4 | 6  | 1,803     | 35,158     |
| EASTMAN KODAK        | EASKD | N | 43 5/8 | 42 3/4 | + | 7/8   | + | 2.04  | 86 3/4      | 42     | 11 | 161,370   | 7,039,766  |
| FARINON              | FARN  | O | 11     | 10 1/4 | + | 3/4   | + | 7.31  | 12          | 8      | 11 | 4,635     | 50,985     |
| GENERAL ELECTRIC     | GE    | N | 46 7/8 | 47 1/4 | - | 3/8   | - | .79   | 56 5/8      | 44 1/2 | 10 | 184,581   | 8,652,234  |
| HARRIS CORP.         | HRS   | N | 47 3/8 | 47 1/2 | - | 1/8   | - | .26   | 47 1/2      | 28     | 13 | 12,236    | 579,680    |
| HARVEL INDUSTRIES*   | HARV  | O | 4 1/4  | 4 1/4  |   |       |   |       | 5 1/2       | 3 1/8  | 11 | 480       | 2,040      |
| INTL. VIDEO CORP.**  | IVCP  | O | 1      | 1      |   |       |   |       | 2 3/8       | 1/4    |    | 2,701     | 2,701      |
| MICROWAVE ASSOC. INC | MAI   | N | 34     | 35 1/4 | - | 1 1/4 | - | 3.54  | 35 1/4      | 20 1/4 | 13 | 1,320     | 44,880     |
| 3M                   | MMM   | N | 43 1/2 | 44 3/4 | - | 1 1/4 | - | 2.79  | 57          | 43 1/2 | 12 | 115,265   | 5,014,027  |
| MOTOROLA             | MDT   | N | 39     | 39 1/8 | - | 1/8   | - | .31   | 56 7/8      | 34 1/4 | 12 | 28,544    | 1,113,216  |
| N. AMERICAN PHILIPS  | NPH   | N | 26     | 25 1/8 | + | 7/8   | + | 3.48  | 36          | 24 3/4 | 6  | 12,033    | 312,858    |
| OAK INDUSTRIES       | OAK   | N | 22 3/8 | 23     | - | 5/8   | - | 2.71  | 23          | 9 5/8  | 25 | 1,716     | 38,395     |
| RCA                  | RCA   | N | 25 3/8 | 24 3/4 | + | 5/8   | + | 2.52  | 31 3/4      | 22 3/4 | 8  | 74,810    | 1,898,303  |
| ROCKWELL INTL.       | RDK   | N | 31 3/4 | 31 3/4 |   |       |   |       | 36 3/4      | 28 1/4 | 7  | 33,600    | 1,066,800  |
| RSC INDUSTRIES       | RSC   | A | 2 7/8  | 2 3/8  | + | 1/2   | + | 21.05 | 2 7/8       | 1 5/8  | 12 | 2,690     | 7,733      |
| SCIENTIFIC-ATLANTA   | SFA   | A | 24     | 23 7/8 | + | 1/8   | + | .52   | 24          | 16 3/4 | 13 | 2,426     | 58,224     |
| SONY CORP.           | SNE   | N | 7 3/4  | 7 1/4  | + | 1/2   | + | 6.89  | 10 3/8      | 7      | 12 | 172,500   | 1,336,875  |
| TEKTRONIX            | TEK   | N | 34 1/4 | 34 3/4 | - | 1/2   | - | 1.43  | 68 1/2      | 28 1/4 | 12 | 17,804    | 609,787    |
| TELEMATION           | TLMT  | O | 1 1/2  | 2      | - | 1/2   | - | 25.00 | 2 1/4       | 1/2    | 2  | 1,050     | 1,575      |
| VARIAN ASSOCIATES    | VAR   | N | 15 1/2 | 15 5/8 | - | 1/8   | - | .80   | 21          | 14 3/4 | 9  | 6,838     | 105,989    |
| WESTINGHOUSE         | WX    | N | 17 1/4 | 16 3/4 | + | 1/2   | + | 2.98  | 22          | 16 1/4 | 6  | 87,329    | 1,506,425  |
| ZENITH               | ZE    | N | 15 5/8 | 14 3/8 | + | 1 1/4 | + | 8.69  | 28          | 11 3/8 | 21 | 18,818    | 294,031    |
|                      |       |   |        |        |   |       |   |       | TOTAL       |        |    | 967,438   | 30,052,146 |
|                      |       |   |        |        |   |       |   |       | GRAND TOTAL |        |    | 1,769,928 | 49,665,453 |

### Standard & Poor's Industrial Average

98.5      98.4      +.1

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by  
Loeb Rhoades Hornblower, Washington.  
Yearly high-lows are drawn from trading days  
reported by *Broadcasting*. Actual figures  
may vary slightly.

\*Stock did not trade on Wednesday, closing  
price shown is last traded price.  
\*\*No P/E ratio is computed, company  
registered net loss.  
\*\*\*Stock split.  
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp. or as obtained  
through *Broadcasting's* own research. Earnings  
figures are exclusive of extraordinary  
gains or losses.



## Senator Cannon: climate improving in the Congress

On Jan. 27 the chairmanship of the Senate Commerce Committee, the panel with jurisdiction over the affairs of broadcasters, passed from the 22-year tenure of Warren Magnuson (D-Wash.)—"Maggie" as Washington broadcasters knew him—to a senator with no endearing nickname. But Howard Cannon, Democrat from Las Vegas, where the National Association of Broadcasters is holding its annual convention this week, had already given broadcasters a measure of his usefulness to them.

Last year, when legislation proposing restrictions on broadcast and print advertising for saccharin products was roundly defeated in both houses of Congress, broadcast associations, led by the NAB, claimed a great victory. Their claim was reinforced when Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), a loser in the saccharin fight, later commented publicly that broadcasters "sure are powerful." It could easily be overlooked that it was Howard Cannon who handed them their victory.

Senator Cannon, a low-key member of the Communications Subcommittee barely known to broadcasters, grabbed the saccharin bill and ran with it, right over the wishes of his subcommittee chairman.

Apparently Senator Cannon acted on his own initiative. A Cannon aide recalls that when the senator first took his stand, broadcast lobbyists hung back, not anxious to cross Senator Hollings, who wanted a provision in the saccharin bill requiring broadcasters to make air time available for antisaccharin messages. Senator Cannon, ultimately with all the broadcast and advertising forces enthusiastically behind him, succeeded in getting the broadcast advertising provisions deleted in the Commerce Committee, then went to the Senate floor where he did the same for print advertising.

He did it without fanfare. And that, according to people who know Senator Cannon, is his standard operating procedure. He is considered an effective legislative maneuverer, as Senator Hollings, a man who isn't often beaten, will attest.

Although he has been a long-time member of the Communications Subcommittee, communications has not been Senator Cannon's forte. He has made his mark in the field of aviation regulation—he is chairman of two aviation-related subcommittees—and as chairman of the Rules Committee, which he gave up to take over Commerce.

In a recent interview he frequently hedged on the issues. On cable television, for instance, he said, "we're going to have



Howard Walter Cannon—senior senator from Nevada (D), chairman of the Senate Commerce Committee; b. Jan. 26, 1912, St. George, Utah; BE, Arizona State Teachers College, Flagstaff, 1933; LLB, University of Arizona, Tucson, 1937; law practice, St. George, 1938; reference attorney, Utah state senate, 1939; elected county attorney, Washington county, Utah, 1940; World War II service in Army Air Corps and Army Air Force, 1941-46, now major general (retired), U.S. Air Force Reserve; law practice, 1946-49; Las Vegas city attorney, 1949-58; U.S. Senate, 1959 to present; m. Dorothy Pace; children—Mrs. Nancy Lee Bjornsen, Alan Howard.

to do something . . . [but] what that is I don't know." Asked whether cable regulations, such as those restricting the carriage of broadcast signals from distant markets, should be relaxed, he said, "I don't know. I want to see precisely what the proposed regulations are . . . and then make a judgment on an individual basis."

On the Federal Trade Commission's newly proposed restrictions on children's television advertising: "I don't have a firm idea in my mind as to what ought to be done in that area. I want to hear from a lot of people and then form a judgment."

On TV violence and sex: "I think the industry itself has done a fairly good job of trying to police itself from the standpoint of violence, although I don't think it's done as good a job as it needs to do." But rather than have Congress take an action to stem violence and sex, "I think we ought to give the industry the opportunity to work in that area and see what it can come up with," said the senator.

Even on the saccharin issue, it turns out the senator's action was not so much out of a concern for broadcasting's First Amendment rights as for another principle: "I just felt the case had not been made

for us to step in and take such a bold move without more adequate support data," he said.

But more important than the state of his knowledge or the depth of his loyalty to broadcasting is his voting record, which is verifiably pro-broadcasting. Aside from the saccharin action, he voted the correct broadcast position the last time license renewal legislation was alive and kicking, in 1974. He still feels that both radio and TV should have longer license terms and that they should have an advantage—a "preference"—over license challengers at renewal time if they have done a good job. And he has cast a silent vote against attempting a rewrite of the Communications Act. For now, he says, he shares Senator Hollings's opinion that the issues should be handled according to demand, one by one.

Much of the senator's first few months in his new post has been spent in briefings with his subcommittee chairmen and staff members to increase his familiarity with issues.

But the sessions with Communications Subcommittee staff members are not to be taken as a sign of increased involvement in that area, Senator Cannon cautions. He says he wants to give Senator Hollings free rein in communications.

He says the same goes in other areas of the committee's jurisdiction, save aviation, where he plans to continue to handle matters personally. A pilot who continues to ferry himself about by air, Senator Cannon has a store of hangar stories, topped by the one about being shot down over Holland in World War II and parachuting into enemy territory. He and another officer, with the help of the Dutch underground, eluded German troops for 42 days before rejoining Allied forces.

Another fact about him, obscured by his gray-suited senatorial demeanor, is his talent on the saxophone and clarinet—good enough to help put him through law school more than 40 years ago, and good enough for him to accept occasional invitations today to jam with bands at nightspots in Las Vegas.

This lawyer, pilot, senator and sometime saxophonist has become a key figure in broadcasters' lives, and is likely to remain so for years to come. At 66, he has five years remaining in his current term, but talks as though he will not have had enough when that time is up.

Just what sort of mark he will leave on the committee and on broadcasting at this point is difficult to foretell. He doesn't want to say whether broadcasters should be happy or sorry about his move up, "but I would say that my general philosophy . . . would be toward less government regulation instead of more."

## Looking up

Once a year, when the National Association of Broadcasters assembles for its annual convention, the diversity of the American broadcasting system is on display in one place. As Vincent T. Wasilewski, the NAB president, rises to speak in the Las Vegas convention center this week, he will face a constituency ranging from Muleshoe, Tex., to New York, from AM daytimers to television networks.

The heterogeneity of NAB membership is at once the association's political strength and organizational weakness. When all elements are in agreement on a given project, they can present a formidable force. When factionalism asserts itself, the NAB is deflected from its useful work to go about internal peace keeping.

At the moment little discord is perceptible among the members. The radio broadcasters who for a while felt slighted by an NAB emphasis on television have been mollified by changes in policy and programs. Television broadcasters who complained that the organization was ineffectual have been encouraged by changes in operations and staff.

The staff now contains the brightest and most willing workers to appear there in memory. It is occasionally initiating action these days instead of waiting to respond to the initiatives of someone else.

These salutary developments are traceable, of course, to the management of Mr. Wasilawski and his senior colleagues and to the close attention paid to NAB affairs by recent leaders on the NAB boards. They are also traceable to the dissidents of a few years ago who demanded change. It's beginning to look as if progress emerged from tumult.

## The root cause

A pernicious practice through which the FCC has effectively regulated the amount of advertising that radio stations may carry has at last been attacked by the National Association of Broadcasters. As reported elsewhere in this issue, the NAB has petitioned the FCC to end the practice through a rulemaking. Broadcasters will no doubt applaud the NAB's action. They ought also to review their own role in the creation of the FCC practice that the NAB now wants to end.

A little history, from which key details were missing in the NAB's petition of last week, may be instructive.

In 1963, largely at the urging of FCC Commissioner Robert E. Lee, the FCC started a rulemaking to limit the commercial content of both radio and television schedules. The standards it proposed were lifted almost bodily from the NAB's radio and television codes. Mr. Lee's argument was that voluntary adherence to the codes had failed.

The NAB response, as principally articulated by the then president of the association, Leroy Collins, and the then director of the Code Authority, Robert D. Swezey, was to exhort broadcasters to join the codes. This publication wondered aloud at the time how the NAB could oppose the FCC's embrace of standards that the NAB itself idealized as worthy of universal adoption. It is still wondering.

While the code recruiters were busy with their work, practical broadcasters enlisted political forces in opposition to the FCC. Temperatures began rising in the House Commerce Committee, and the FCC eventually voted unanimously to scrub the rulemaking. To make sure the proposal stayed dead, the House committee issued a report criticizing the FCC for attempting to exceed its authority and asserting that no general standards could be logically

applied to commercial loads on stations of diverse circumstances.

Ten years later, the FCC figured out how to achieve the same ends without attracting attention. It issued an innocuous-looking list of changes in procedures purporting to relieve it of routine work that could as well be performed by the Broadcast Bureau. The bureau could renew AM and FM licenses, the commission said, unless the licensees were carrying commercials in excess of 18 minutes an hour, with some exceptions. Once again the standards came straight out of the NAB radio code.

In its new pleading, the NAB argues that stations vary so in size, purpose and condition that "it would be virtually impossible for the government to establish a set of standards which would provide equality under the law."

May not the same thing be said of the NAB standards that have persistently caused all this trouble?

## On to bigger things

In one of the less startling discoveries of recent times, the latest research by Dr. George Gerbner and associates at the University of Pennsylvania's Annenberg School of Communications has found that violence on television declined last year (BROADCASTING, April 3). This will surprise no one who has been watching television, but perhaps Dr. Gerbner's saying so will make it official.

Violence, in case anyone has been too busy to notice, was replaced by sex as the in topic among TV's critics a long time ago. So long ago, in fact, that the criticism is wearing out. Complaints about sex on television, like complaints about violence on television, have been with us almost as long as television has. Remember the hullabaloo about Faye Emerson's neckline? Many of today's broadcasters cannot; it was that long ago.

Responsible broadcasters will not condone tastelessness in the handling of any subject. But the sex to be seen on television in a month won't compare with the sex to be seen on the average newstand in a moment. We are reminded: In New York a new off-Broadway musical was to open last weekend. It's called "The Best Little Whorehouse in Texas," and ads for it ran in the newspapers, all right, but were rejected by most stations and excised by others.

Television must reflect, within bounds, the society of which it is a part. It cannot, as they say, stick its head in the sand. If it does that, who knows? Dr. Gerbner might count it as an incident of self-inflicted violence.



Drawn for BROADCASTING by Jack Schmidt

"I had heard it was a small-market station, but I never dreamed ..."



# WSB-TV has Atlantans Talking "Futuretalk"

WSB-TV is working to prepare Atlanta for the year 2000. One night each month, a 7:30 program called

"Futuretalk" is devoted to stimulating interest in the futures of urban living as they relate to Health, Economics, Race Relations, Housing, Transportation and Employment. During the evening, throughout the 15-county metro area, 150 "viewing posts" (as pictured) discuss the 7:30 show, while Action News tape crews visit various viewing posts, collecting responses for playback at 11:30 that same evening. Newspaper ballots enable home viewers to express their opinions. Produced in conjunction with Atlanta 2000,

and funded by a special grant from the National Endowment for the Humanities, "Futuretalk" is a unique television experiment — and another example of WSB-TV's commitment to innovative uses of the broadcast medium for the public good.

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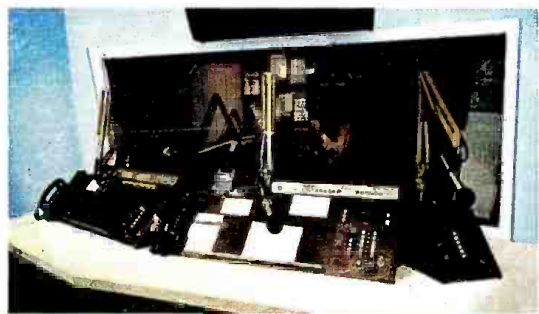
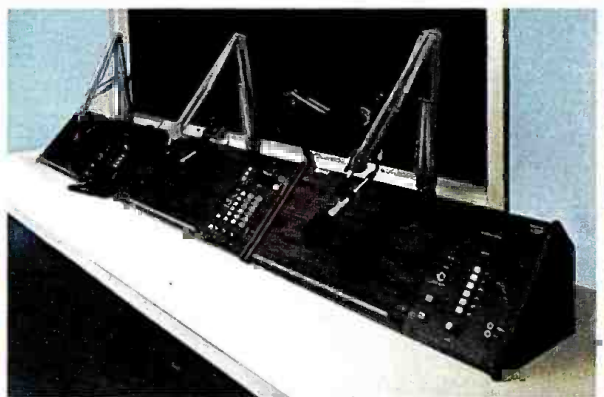
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