

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

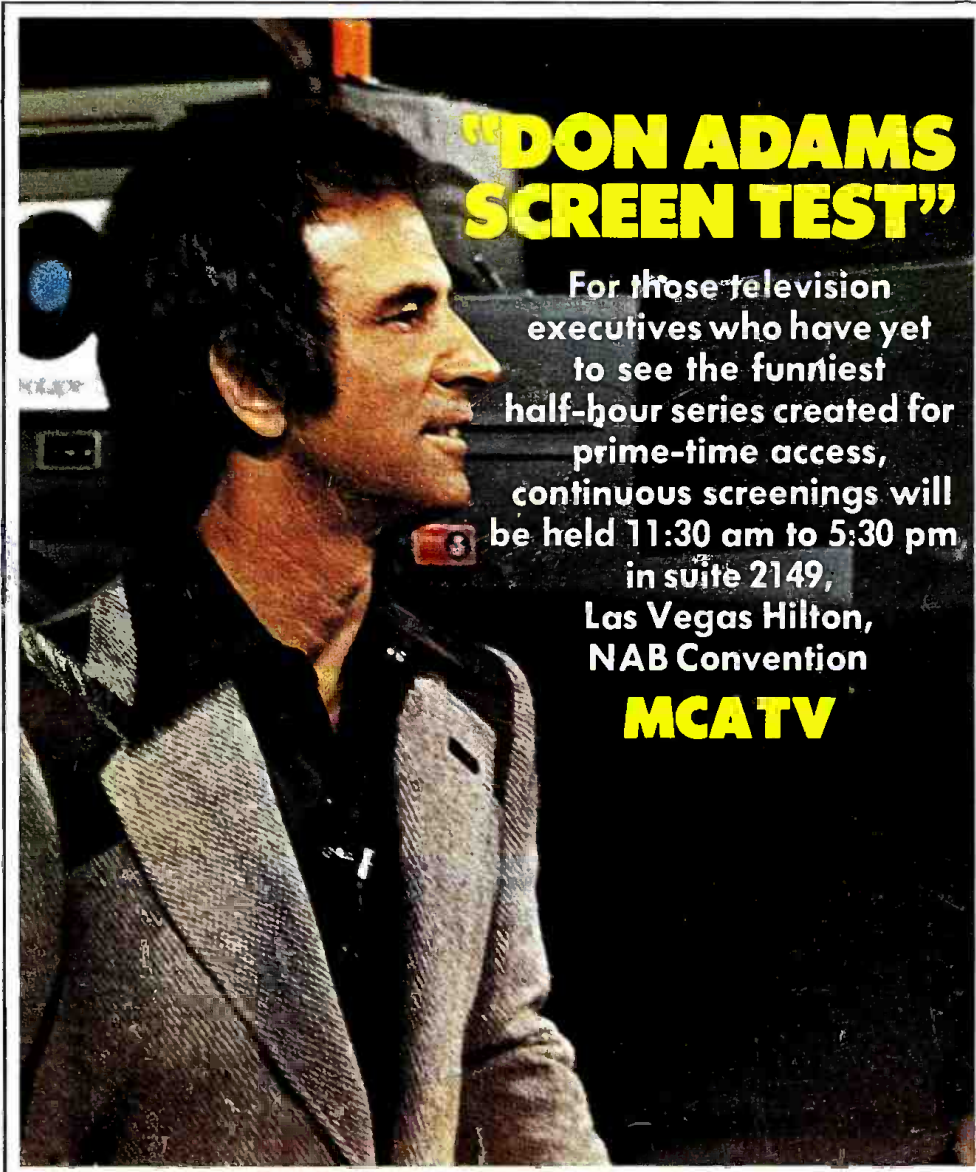
index to departments on back cover

Broadcasting Mar 31

newsweekly of broadcasting and allied arts

Our 44th Year 1975

NEWSPAPER



**"DON ADAMS
SCREEN TEST"**

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

MCA TV

36112LIBRA R51R4BOK DEC/77
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY AL 36112

GET THE "ALL-NEWS"

STORY  **NATIONAL
NEWS**

INFORMATION

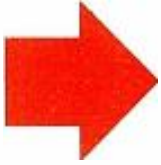
SERVICE

"ALL NEWS" → 2ND AND 5TH IN NEW YORK, 1ST AND 3RD IN LOS ANGE

2ND IN SAN FRANCISCO, 3RD IN BOSTON → AND NOW A SUPERB NEW PROC

IT FROM BOB MOUNTY... CHUCK RENWICK ... AL EISENBERG ... JACK G. THA

Sources: ARB January/February 1975; TSA's Adults Avg. Qtr. Hr. & Cume Mon-Sun, 6AM-Midn. Subject to qualifications available on re



**NBC RADIO HOSPITALITY SUITE #2630...LAS VEGAS HILTON
CONFERENCE ROOM 6, LAS VEGAS HILTON CONVENTION CENTER**

ND IN CHICAGO, 2ND IN PHILADELPHIA, 2ND IN WASHINGTON,

→ LISTEN TO THE AUDITION TAPE → HEAR ALL ABOUT



Closed Circuit®

All in the family. Insiders are speculating that President Ford may talk about broadcast self-regulation in speech next week to National Association of Broadcasters convention (see page 23). It's noted that code amendment to provide "family viewing" will be topic in Las Vegas and that President wants to be topical. Ford support of "family viewing" concept would not only make it easier for NAB to take expected step but would also plug FCC Chairman Richard E. Wiley, who originated idea under pressure from influential members of Congress.

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

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

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

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

Murphy Commission, headed by former Ambassador Robert D. Murphy, is to recommend legislative, constitutional or administrative changes it thinks are necessary to make foreign policy work better. Its report is due June 30. Subcommittee to consider Stanton panel report is headed by Representative Clement J. Zablocki (D-Wis.), will presumably hear critics as well as advocates of USIA reorgani-

zation. Other members are Frank C.P. McGlenn, executive vice president of Fidelity bank, Philadelphia, and Dr. David M. Abshire, chairman of Center of Strategic and International Studies of Georgetown University, which created Stanton panel under Rockefeller and Ford Foundation grants. Dr. Abshire, former assistant secretary of state, is also chairman of board to which CIA-funded Radio Free Europe and Radio Liberty report.

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

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

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

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

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

Codifying violence. If independent TV-violence research underwritten by ABC stays on schedule, "editor's workbook" for program standards may emerge by end of year. That's one objective in ongoing studies by research team of Dr. Melvin Heller and Dr. Samuel Polsky. Their findings are used by ABC to develop and refine standards, and officials hope when work is finished to get operational materials for editors as well. Final report on these studies is due in September.

During the past year WMAR-TV executives, staff members and public service specialists were deeply involved in a wide spectrum of activities • serving on committees, as board members or officers of more than 83 civic, fraternal and health organizations, state, regional and national groups, and earning 64 awards and citations • they served as masters of ceremony or guest speakers at over 100 city, church, community or school-sponsored meetings and affairs with audiences ranging from 300 to 500 or more • 40 presentations of the color slide/talk "Dimensions of Television", produced by the WMAR-TV staff, were given to schools and groups with average audiences of 500 • television career talks and materials were distributed to junior and senior high school students and government workers • thousands of mail and telephone inquiries for food, clothing, shelter organizations and all phases of homemaking were handled during the past year • in October a group of 12 Japanese broadcasters toured the station to better acquaint themselves with American techniques for television broadcasting—Kazuo Koyasu of Kansai Telecasting of Osaka, Japan, wrote "we were deeply impressed with the kind and diligent staff and excellent facilities" • hundreds of tours of WMAR-TV facilities were given to many different groups including career development students and foreign visitors for the Baltimore Council for International Visitors • feature films were shown for the enjoyment of senior citizens

COMMITMENT . . .

the value of a television station's public service commitment could be judged not only by what the station produces for programming but its "off-air" activity as well. We list, with

pride, some of the wide variety of projects in which the WMAR-TV staff is involved. We think this represents a spirit of full service to the community.

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

WMAR-TV 

TELEVISION PARK, BALTIMORE, MD. 21212

Top of the Week

Playing Vegas. A special report sets the scene for the 53d National Association of Broadcasters convention April 6-9. An overview begins on page 23; hotel/convention center maps; NAB's official workshop, assembly and luncheon agenda (page 24) and related activities (page 26); the 29th annual engineering conference agenda, names and faces (page 30); equipment exhibitors, exhibit hall maps locating the 203 manufacturers' booths (pages 42-72); reps, nets, programers and others with hospitality suites, their personnel and products (pages 72-77).

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

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

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

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

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

Thumbs down. Criticism from all sides, likely to materialize in court appeals, is being leveled at FCC's new pay cable rules. Page 87.

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

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

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

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

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

Index to departments on back cover

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

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

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

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

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

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

Public happier than ever with TV

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

Join Us...



Join us in Suite 160B, Rockingham Cottage, Sands Hotel.
The suite is called "Candy Spots."
Open house begins 5 PM Saturday, April 5.

ABC Radio Network
A Division of ABC Radio

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

ority ever, rated TV's performance "excellent" or "good," while comparable ratings for schools, newspapers and local government declined. Ad also invited readers to send 50 cents for 32-page summary of Roper surveys 1959-74. They'll find — and NAB delegates will be told by TIO Director Roy Danish next Monday (April 7) and Wednesday — among other things that daily hours of viewing in 1974 reached all-time highs for total adults aged 18 and over (three hours, two minutes), for college educated (two hours, 23 minutes) and for upper income (two hours, 47 minutes). Survey also found increase from 60% in 1972 to 63% last year in viewers who approve use of commercials on children's shows. TV's credibility, long rated highest of all media, goes even higher in 1974 study.

Macdonald has better idea for Section 315

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

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

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

A sort-of-five-year renewal bill

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

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

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

Washburn solid for fairness, inoffensiveness

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

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

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

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

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

FCC launches its inquiry into program warehousing

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

At same time, commission announced it had deferred further consideration of pending inquiry into warehousing

“The finest ever made.
It honors the medium it was created for.”
LOS ANGELES TIMES



**“The
Autobiography of
Miss Jane Pittman” won
a 47% share of audience
in its first network
performance. And nine
Emmys shortly thereafter.**

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

Viacom Features II

Source: NTI, 1 Feb. 1974. Audience estimates are subject to qualifications available on request.

in nonnetwork syndicated programing. New warehousing inquiry, is spin-off of commission action adopting new rules designed to prevent siphoning of programing from free television by pay television and pay cable (*Broadcasting*, March 24).

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

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

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

In Brief

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

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

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

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

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

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

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

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

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

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

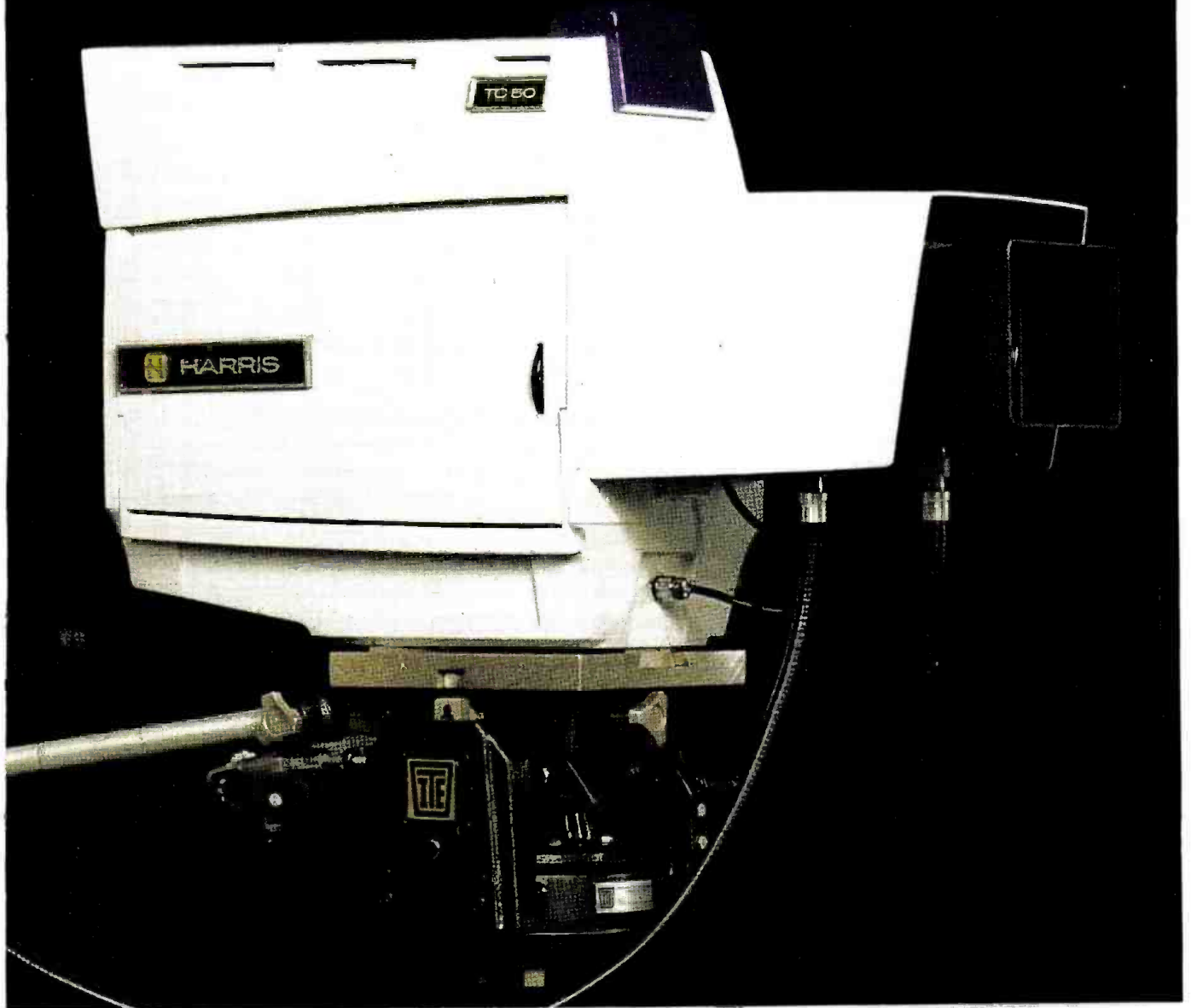
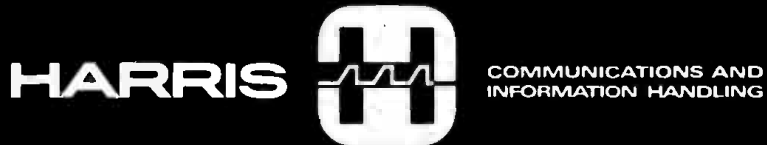
Late Fates. *Nicholas Gordon*, NBC Radio sales vice president who left network last year, elected president of Keystone Broadcasting System, Chicago. He succeeds *Sidney J. Wolf*, who continues as consultant . . . *Stan Hope Gould*, former producer for *CBS Evening News*, New York, named producer for new investigative reporting unit for NBC News . . . *John H. Begley*, 62, VP of RKO General in charge of record division from 1953 to 1960 and since then consultant to company, died March 26 of heart attack at home in New York. For earlier reports see "Fates & Fortunes," page 96.

Introducing the TC-50 live color camera!

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

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

Let us give you complete information. Write Harris Corporation, Broadcast Equipment Division, 123 Hampshire Street, Quincy, Illinois 62301.



In simpler times, it was enough that broadcasting entertain us. And in the process of entertaining, casually reinforce the comfortable assumptions that guided our lives.

But times have changed. Radically.

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

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

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

Only free discussion can foster what all men of goodwill seek: understanding, justice, and reconciliation.



BOSTON WBZ - WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW - KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA - KDKA-TV
FORT WAYNE WOWD
CHICAGO WIND
SAN FRANCISCO KPIX
LOS ANGELES KFWB

WESTINGHOUSE BROADCASTING COMPANY



The dogmas of the quiet past
are inadequate to the stormy present
Abraham Lincoln



Corita

Monday Memo®

A broadcast advertising commentary from Murray Firestone, president, Murray Firestone & Associates, New York

There's always a Ronzoni watching the pot to help New York's number-one pasta meet the competition

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

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

Some source say that metro New York may consume almost 20% of the pasta sold in America . . . and Ronzoni's share of that market, according to Selling Area Marketing Inc. figures for 1974, is close to 50%. How does a comparatively small, family-run operation manage such dominance in the face of fantastic competition?

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

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

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

That kind of pot-watching has really paid off. When our agency first became involved with the Ronzoni company in 1967, we did some very basic research. Our creative people wandered into the old Italian neighborhoods in Greenwich Village and the East Bronx just to see what kind of spaghetti Italians were buying. It struck us immediately that when people



Murray Firestone received a BS in journalism from Temple University and specialized as a radio and television copy writer during post-graduate studies at Columbia University. After serving as executive vice president in W.B. Doner & Co.'s Philadelphia branch, he set up his own agency there in 1963. In 1967 he opened a fully staffed New York office. It grew so rapidly that Mr. Firestone divested himself of the Philadelphia division in December 1974 to devote full time to the New York operation.

entered a grocery store and asked for pasta (without mentioning a brand name), they were handed a box of Ronzoni. With this to go on, we decided to shoot a TV commercial on Arthur Avenue in the East Bronx featuring all the wonderful little Italian stores with their delicious looking open-air stands, clam bars, butcher shops, bakeries, etc. We used very few professional actors, but relied heavily on the tradespeople themselves.

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

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

Soon we discovered that the supermarket chains that refused to put Ronzoni on their shelves on a citywide basis, did stock it in their stores located in Italian neighborhoods. We thought that this was the basis for a campaign in itself, and then created a character, "T. Bryce Wadcalader". The character looks and sounds as if he was born on the Philadelphia

"Main Line" or in Newport, R.I. And he addresses a group of characters whom we hear but don't see. All these "social register characters" are unhappy about the fact that "they can't get the same spaghetti the Italians get."

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

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

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

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

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

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

It's too early to tell how successful Ronzoni's line of frozen Italian foods will be, but we have high hopes.

Advertising is again concentrated in broadcast media and the family name plays an important part in the image building. Radio commercials have made the point that these are the only frozen Italian dinners made with Ronzoni pasta.

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

tv managers

why should sunday mornings
be a ratings wasteland.

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

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

GOOD SUNDAY TIME

let us prove it
to you.

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

sell us time.

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

at
nab convention
las vegas hilton



rex humbard worldwide television ministry

Datebook®

■ Indicates new or revised listing

This week

April 1—Deadline for applications, *1975-76 Edward R. Murrow Fellowship*, Council on Foreign Relations, 58 East 68th St., New York 10021. Contact: Zygmunt Nagorski.

April 1—Deadline for applications, *National Endowment for the Humanities fellowships for journalists*, C-3, Cypress Hall, Stanford University, Stanford, Calif. 94305; or Department of Journalism, University of Michigan, Ann Arbor, Mich. 48104.

April 2—U.S. Court of Appeals in Washington rehears en banc *Pensions* fairness-doctrine case (*Broadcasting*, Dec. 23).

■ **April 2-3**—*Alabama Cable Television Association* spring meeting. Contact: Otto Miller, Box 555, Tuscaloosa 35401, Hyatt House, Birmingham.

April 3-5—*Alpha Epsilon Rho*, national honorary broadcasting society, annual convention. Circus-Circus hotel, Las Vegas.

■ **April 4**—*National Association of Black Women Attorneys* annual conference. "Communications law from the Black perspective." 1-3 p.m. Statler Hilton hotel, Washington.

April 4—*Broadcasters Promotion Association* board of directors meeting. Denver Hilton, Denver.

April 4-5—*Region 6 conference, The Society of Professional Journalists, Sigma Delta Chi*, for members in North Dakota, Minnesota and Wisconsin. Midway Motor Lodge, Eau Claire, Wis.

April 4-5—*Region 12 conference, The Society of Professional Journalists, Sigma Delta Chi*, for members in Arkansas, Louisiana, Mississippi and Tennessee west of eastern time zone. Oxford Ramada Inn and University of Mississippi, Oxford.

April 4-6—*Women in Communications Inc.*, north central region meeting. St. Paul Hilton, St. Paul.

April 4-6—*Women in Communications Inc.*, Great Lakes region meeting. Ohio State University, Holiday Inn, Columbus.

April 4-6—*Women in Communications Inc.*, Northeast region meeting. Hartford, Conn.

April 4-6—*Broadcast Education Association* annual meeting. Las Vegas Convention Center.

April 4-6—*Region 2 conference, The Society of Professional Journalists, Sigma Delta Chi*, for members in Maryland, District of Columbia, North Carolina, Virginia. Carolina Inn at University of North Carolina campus, Chapel Hill.

April 4-6—*Region 11 conference, The Society of Professional Journalists, Sigma Delta Chi*, for members in California, Nevada, Arizona, Hawaii. Huntington Sheraton hotel, Pasadena, Calif.

April 5-6—*Region 10 conference, The Society of Professional Journalists, Sigma Delta Chi*, for members in Washington, Oregon, Idaho, Montana, Alaska. Maryhurst College, Portland, Ore.

April 6—*Association of Maximum Service Telecasters*, Washington, 19th annual membership meeting. 2 p.m. MGM Grand hotel, Las Vegas.

April 6—*Society of Broadcast Engineers* annual meeting. 3-5 p.m., conference rooms 2 & 3, Las Vegas Hilton, Las Vegas.

April 6-9—*National Association of Broadcasters* annual convention. Las Vegas convention center.

April 6-9—*International Industrial Television Association* annual conference. Sahara hotel, Las Vegas.

Also in April

April 7—Comments due at FCC regarding postponement or cancellation of March 31, 1977, com-

pliance date for cable systems. Reply comments due April 17.

April 8-10—*National Association of Evangelical* 33d annual convention. Site to be announced, Los Angeles.

April 9—*Recording Industry Association of America* seventh annual cultural award dinner. Entertainer Andy Williams, Olivia Newton-John. Interludio Ballroom, Washington Hilton hotel, Washington.

■ **April 10-11**—*American Association of Advertising Agencies* southwest council annual meeting. Hot St. Anthony, San Antonio, Tex.

April 10-13—*Association of Federal Communication Commission Engineers* annual meeting. Hotel Ranc Bernardo, San Diego.

April 11-12—*Region 1 conference, The Society of Professional Journalists, Sigma Delta Chi*, for members in New York, central and eastern Pennsylvania, New Jersey, Delaware, New England. Syracuse University, Syracuse, N.Y.

April 11-12—*Region 4 conference, The Society of Professional Journalists, Sigma Delta Chi*, for members in Michigan, Ohio, western Pennsylvania, West Virginia. Lane Avenue Holiday Inn and Ohio State University, Columbus.

April 11-12—*Region 5 conference, The Society of Professional Journalists, Sigma Delta Chi*, for members in Illinois, Indiana, Kentucky. Orrington hotel and Northwestern University, Evanston, Ill.

April 11-12—*Region 7 conference, The Society of Professional Journalists, Sigma Delta Chi*, for members in South Dakota, Nebraska, Kansas, Iowa. Southern Illinois University-Edwardsville chapter Prom-Sheraton Motor Inn, Kansas City, Mo.

April 12-13—*Women in Communications Inc.*, Pacific Northwest region meeting. Portland.

April 13-17—*Broadcast Industry Conference*. Broadcast Preceptor, Broadcast Media and CATV Community Service Awards. Speakers include: Fra N. Stanton, former president, CBS; Bill Leona senior VP, CBS News; Larry Gelbart and Ge

Doubleday
Media
Exclusive
Offer

1000 WATT DAYTIME WITH PSA.

Regional Managers

Bob Dolchou
13601 Preston Rd.
Dallas 75240
214-233-4334

Neil Sorgenti
2345 W. Buckeye Rd.
Phoenix 85009
602-264-7459

Conway Craig
3114 Knight Robin
San Antonio 78209
512-824-5528
512-424-9468

Perer V. O'Reilly
1730 M. St. N. W.
Washington 20036
202-872-1100

In growing southeast market.
Liberal terms to qualified buyer.
Priced under \$200,000.

Call Bob Dolchou Collect: 214-233-4334



Doubleday Media

Brokers of Radio, TV, CATV, and Newspaper Properties

Major meeting dates in 1975-76

April 6-9—*National Association of Broadcasters* annual convention. Las Vegas convention center, Las Vegas.

April 13-17—*National Cable Television Association* 24th annual convention. Rivergate convention center, New Orleans.

April 23-27—*American Women in Radio and Television* 24th annual convention. Continental Plaza hotel, Chicago.

May 13-14—Annual convention. CBS-TV affiliates, Century Plaza hotel, Los Angeles.

May 18-20—Annual convention. NBC-TV affiliates, Century Plaza hotel, Los Angeles.

May 28-30—Annual convention. ABC-TV affiliates, Century Plaza hotel, Los Angeles.

May 29-31—*Associated Press Broadcasters* convention. Palacio del Rio, San Antonio, Tex.

June 8-11—*Broadcasters Promotion Association* 20th annual seminar. Denver Hilton hotel, Denver.

Sept. 17-19—*Radio Television News Directors Association* international convention. Fairmont hotel, Dallas.

Sept. 17-20—*Institute of Broadcasting Financial Management* annual conference. Century Plaza hotel, Los Angeles.

Sept. 17-20—*National Association of FM Broadcasters* 1975 National Radio Broadcasters Conference & Exposition. Marriott hotel, Atlanta.

Oct. 9-12—*Women in Communications Inc.*, annual national meeting. Sheraton Inn-Skyline East, Tulsa, Okla.

Nov. 12-15—*The Society of Professional Journalists, Sigma Delta Chi*, 66th anniversary convention. Benjamin Franklin hotel, Philadelphia.

Nov. 18-20—*Television Bureau of Advertising* annual convention. Americana hotel, New York.

Feb. 21-25, 1976—*National Association of Television Program Executives* 13th annual conference. Fairmont and Mark Hopkins hotels, San Francisco.

The New First Family

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

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

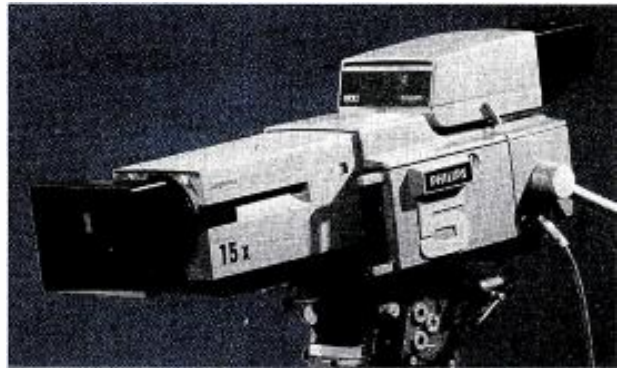
This time, we wanted to gather all the great features, precisely mix them in cameras for specific purposes and requirements, add a number of new and worthy features, and offer you a family of studio and remote cameras exactly as you want them.

Stable, Reliable

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

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

Like the LDK-5, the LDK-25 has the same low-profile, tough but light (and we might add, elegant) head castings that distinguish the PC-100, with tiltable, rotatable and remotable viewfinder. Lower in cost than the LDK-5, the LDK-25 is ideal for field, studios and production firms where the sophistication of triax is not required or TV81 is already installed. Automatic correction cir-



cuitry takes care of iris, white and black balance and centering; variable matrixing is optional.

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

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

*TM N.V. Philips of Holland

BROADCAST EQUIPMENT DIVISION
PHILIPS AUDIO VIDEO SYSTEMS CORP.
A NORTH AMERICAN PHILIPS COMPANY
One Philips Parkway, Montvale, N.J. 07645 * Tel: (201) 391-1000 TWX: 710-990-7301

Reynolds, producers of M*A*S*H. Banquet April 17, Hyatt Regency hotel. San Francisco State U., 1600 Holloway Avenue, San Francisco 94132. (415) 469-2456.

April 13-17—National Cable Television Association 24th annual convention. Rivergate convention center, New Orleans.

■ April 15—Deadline for entries, Broadcasters Promotion Association community involvement awards. Contact: Professor Robert Schlater, Television and Radio Department, 322 Union Building, Michigan State University, East Lansing 48823.

■ April 16—Babson College, Founder's Day program, "The News Machine." Speakers: Mike Wallace, co-editor, CBS's 60 Minutes; Nicholas Johnson, former FCC commissioner; Edith Efron, TV news critic; William Small, senior VP and director of news, CBS; Ned Schnurman, associate director, National News Council; David Ives, president, WGBH Educational Foundation, Babson Park, Mass.

April 16—Council of Churches City of New York annual awards luncheon for commercial and educational radio/TV stations.

■ April 17-18—American Association of Advertising

Agencies southeast council annual meeting. Stouffer's Atlanta Inn.

April 17-18 — Radio Advertising Bureau seventh management conference. Lincolnshire hotel, Chicago.

April 17-18—American Advertising Federation sixth district meeting. Palmer House, Chicago.

April 17-19 — Louisiana Association of Broadcasters spring convention, Sheraton Chateau-Charles, Lake Charles.

April 17-19—Region 3 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Alabama, Georgia, South Carolina, Florida and Tennessee east of eastern time zone. Carlton House Inn, Orlando, Fla.

April 17-19—New Mexico Broadcasters Association convention. Roswell Inn, Roswell.

April 17-20—American Advertising Federation fourth district meeting. Site to be announced, Fort Lauderdale, Fla.

April 18-19—Indiana Associated Press Broadcasters Association annual meeting. Marott hotel, Indianapolis.

April 18-20—Women in Communications Inc., South

region meeting. Site to be announced, Memphis.

April 18-25 — MIFED, international film, TV film and documentary market. Largo Domodossola 1 20145 Milano, Italy. Contact: Gerald Rapport, 155 West 53d Street, New York (212) 582-4318.

April 19—Georgia Associated Press Broadcasters Association, annual meeting and awards presentation Marriott Motor hotel, Atlanta.

■ April 19—Iowa Broadcast News Association annual convention. School of Journalism and Mass Communications, Ames, Iowa.

April 20—Children's Television Fair, sponsored by Committee on Children's Television, San Francisco and 20 professional and civic organizations. Preview: of children's programs, dialogue groups for parent; and children and workshops. Contact: (415) 863-9434 University of California Education Extension, San Francisco.

April 22—Extended due date for comments regarding FCC's cable rules and carriage of sports programs. Reply comments due May 6.

April 22—Missouri Broadcasters Association Broadcast Day dinner. University of Missouri, Columbia.

April 22-23—Kentucky Broadcasters Association spring convention. Stouffers Inn, Louisville.

April 23—International Radio and Television Society newsmaker luncheon. Speaker: former Senator Sam J. Ervin (D-N.C.). Americana hotel, New York.

April 23-24—Institute of Broadcasting Finance Management/Broadcast Credit Association quarterly board of directors meetings. Century Plaza hotel, Los Angeles.

April 23-26—International Communication Association annual meeting. LaSalle hotel, Chicago.

April 23-27—American Women in Radio and Television 24th annual convention. Speaker: FCC Chairman Richard E. Wiley. Continental Plaza hotel, Chicago.

April 24-25—Practicing Law Institute workshop, "New Communication Services: The Era of Competition." Barbizon Plaza hotel, New York.

April 24-25 — American Advertising Federation 11th district meeting. Site to be announced, Boise Idaho.

April 24-26—American Advertising Federation 10th district meeting. Villa Capri hotel, Austin, Tex.

April 24-26—American Advertising Federation 12th district meeting. Granada Royale hotel, Phoenix.

April 25-26—Women in Communications Inc., Ft West region meeting. Site to be announced, Malibu Calif.

■ April 27-29—West Virginia Community Television Association convention. Contact: Boots Cousins, Teleprompter of Fairmont, Box 907, Fairmont, Lakeview Inn, Morgantown.

April 27-29—Chamber of Commerce 63d annual meeting, "America's Future—Our Critical Choices." Speakers: Marvin Kalb, CBS diplomatic correspondent; James Jackson Kilpatrick, syndicated columnist; television commentator; Louis Rukeyser, economist-TV producer. Ticket information: (202) 656-6081. Washington Hilton hotel, Washington.

April 28-29—Television Bureau of Advertising fourth annual retail TV commercials workshop. Biltmore hotel, New York.

April 30-May 2—Washington State Association of Broadcasters 1975 spring meeting. Hotel to be announced, Yakima.

May

May 2-3 — Sigma Delta Chi awards banquet and Region 8 and 9 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Oklahoma, Texas, Wyoming, Utah, Colorado, New Mexico. Downtown Holiday Inn, El Paso, Tex.

May 2-4—Michigan News Broadcasters Association spring convention. Park Place Motor Inn, Travers City.

May 2-4 — Illinois News Broadcasters Association spring convention. Speaker: FCC Chairman Richard E. Wiley. Ramada Inn, Champaign.

May 3—White House Correspondents' Association 61st annual dinner in honor of President. Special guests: President and Mrs. Ford, Vice President Rockefeller. Washington Hilton hotel, Washington.

May 5-7—National Association of Broadcasters state presidents conference. Mayflower hotel, Washington.

■ May 7—Presentation of 35th annual George Foster Peabody Awards (Broadcasting, March 24), administered by University of Georgia. Luncheon to be held in conjunction with Broadcast Pioneers. Hotel Pierre New York.

May 8-9—Kansas Association of Broadcasters convention. Hilton Inn, Salina.

May 11-13—Pennsylvania Association of Broadcasters 1975 convention. Hotel Hershey, Hershey, Pa.

■ May 11-14—National Association of Educational Broadcasters and Corporation for Public Broadcasting, Joint Conference on Instruction. Marriott hotel, Philadelphia.

May 12—Awards luncheon, Robert F. Kennedy Journalism Awards for outstanding coverage of the prob

AUTOMATIC RELEASE



**Series 3000
CART MACHINES**

Spotmaster®

Series 3000 — an automatic release tape deck with features never before available in this type machine.

Low Power Consumption — less than 45 watts; coolest running unit in the industry; no excessive heat build up; no damage to your tapes.

Advanced Design — all performance specifications exceed present and proposed NAB standards.

Quality Construction — Spotmaster quality, rugged machined deck, gold plated connectors, new higher efficiency, direct-drive motor, maximum transient noise suppression, massive air-damped solenoid with excellent reserve capability.

Unique Stereo Head Bracket — phase lock III, the only head bracket with an independent azimuth adjustment — assures extremely tight control of stereo phasing.

Full Range of Models — available in mono and stereo, record and playback, all cartridge sizes, desk and rack mounting.

Standard Features — include mike input, headphone jacks, transformer output, FET switching, remote control socket; mating connectors are supplied.

Options and Accessories — all tape speeds, secondary and tertiary Cue tones, fast forward, 50 or 60 Hz, 115 or 220 operating voltages. Accessories include splice/fault detector, delay machines and remote control.

Reliable — careful design and cool operation assure long trouble-free life. The use of readily available multi-source components, accessible adjustments and modular construction (including plug-in motor and transformer) simplify maintenance.

Series 3000 . . . See It at NAB Booth 235

BROADCAST ELECTRONICS, INC.
— A FILMWAYS COMPANY —

8810 BROOKVILLE ROAD • SILVER SPRING, MD. 20910
PHONE 301-588-4983 • CABLE "SPOTMASTER"

WHICH BRAND VARIETY/TALK SHOW DO WOMEN 18-49 PREFER?

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

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

(And overall, in homes Mike ranks first in 52% of his markets, 67% with

adults, 67% with women, 57% with women 18-49, and 67% with women 25-49.)

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

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

THE MIKE DOUGLAS SHOW
AMERICA'S #1 DAYTIME VARIETY/TALK SHOW

GROUP
WESTINGHOUSE PRODUCTIONS INC.
WESTINGHOUSE BROADCASTING COMPANY,
90 PARK AVENUE, NEW YORK, N.Y. 10016 (212) 983-5081



M&H

WHAT IS A CONSULTANT?

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

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

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

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

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

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

M&H

McHUGH AND HOFFMAN, INC.

Communications Consultants

7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

lems of the disadvantaged in America. Site to be announced, Washington.

May 13-14—Annual convention. CBS-TV affiliates, Century Plaza hotel, Los Angeles.

May 15-18—Western States Advertising Agencies Association annual conference. Canyon hotel, Palm Springs, Calif.

May 18-20—Annual convention. NBC-TV affiliates, Century Plaza hotel, Los Angeles.

■ May 18-21—National Association of Educational Broadcasters and Corporation for Public Broadcasting joint Conference on Instruction. Ambassador hotel, Los Angeles.

May 19—National Academy of Television Arts and Sciences. Presentation of 1974-75 Emmy Awards, New York and Hollywood. To be telecast on CBS-TV.

May 21-23—Ohio Association of Broadcasters spring convention. Imperial House South, Dayton.

May 22—International Radio and Television Society annual meeting. Americana hotel, New York.

■ May 22-23—Fourth annual Publi-Cable conference. Chairman, Dr. Milton Patrie. University of Louisville, Louisville, Ky.

May 22-23 — Arizona Broadcasters Association spring convention. Doubletree Inn, Tucson.

May 22-24—Fourth Annual Publi-cable Conference, University of Kentucky, Louisville. Contact: Barbara Patterson (202) 833-4108.

May 23-29 — International Television Symposium sponsored by Swiss PTT-Enterprises and city of Montreux, Montreux, Switzerland. Telex 24471 Festimont. CH.

May 28-30—Annual convention. ABC-TV affiliates, Century Plaza hotel, Los Angeles.

May 29-31 — Oregon Association of Broadcasters spring conference. Holiday Inn, Medford.

May 29-31—Associated Press Broadcasters Inc. 1975 national convention. Keynote speakers: Arthur Taylor, president of CBS Inc., and Rep. Barbara Jordan (D-Tex.). Hotel Palacio Del Rio, San Antonio, Tex. Texas APBA annual meeting will be held at same time.

June

June 1-3 — National Association of Broadcasters two-day workshop on children's television. Washington Hilton, Washington.

June 1-3—1975 Video Systems Exposition and Conference (VIDSEC 75). McCormick Place, Chicago.

June 1-4—Summer Electronics Show, sponsored by consumer electronics group, Electronic Industries Association. McCormick Place, Chicago.

■ June 3-5—Armed Forces Communications and Electronics Association 29th annual convention. Sheraton-Park hotel, Washington.

June 3-5—Conference on "University Applications of Satellite and Cable Technology" sponsored by Universities of Wisconsin and Minnesota and Midwest Universities Consortium for International Activities, University of Wisconsin, Madison.

June 4-6—Indiana Broadcasters Association spring convention. Airport Hilton Inn, Indianapolis.

June 5-7—Alabama Broadcasters Association spring convention. Sheraton Inn, Huntsville.

June 5-8—Missouri Broadcasters Association spring meeting. Lodge of the Four Seasons, Lake of the Ozarks.

June 6—International Telecommunication Union bi-annual symposium on Space and Radiocommunication. Theme: "Satellites in Aeronautics." Geneva.

■ June 7—Radio-TV News Directors Association regional meeting, in co-operation with Medill School of Journalism. Northwestern University, Evanston, Ill.

■ June 7-10—Georgia Association of Broadcasters 41st annual convention. Speakers: James Gabbert, KIOI(FM) San Francisco and president, National Association of FM Broadcasters; Thomas Frawley, Cox Broadcasting, Washington, and president, Radio-Television News Directors Association; Jack Thayer, NBC Radio, New York; Jim Lawhon, WMAZ-AM-FM-TV Macon; Bos Johnson, WSAZ-TV Huntington, W. Va.; Robert McAuliffe, Institute of Broadcasting Financial Management; Doug Edwards, CBS News, New York; Mike McDougald, WAAX(AM) Gadsden, Ala. Callaway Gardens, Pine Mountain.

June 8-10 — Virginia Association of Broadcasters spring meeting. Site to be announced, Virginia Beach.

June 8-10 — Iowa Broadcasters Association annual convention. New Inn, Lake Okobojl.

June 8-11—Broadcasters Promotion Association 20th annual seminar. Don Whitely, KBTV(TV) Denver, general chairman. Denver Hilton hotel. 1976 seminar to be held June 15-20 in Washington; 1977 seminar to be held June 12-16 in Los Angeles.

June 8-27—Institute for Religious Communications 7th annual workshop. Speakers: Donald H. McGannon, president, Westinghouse Broadcasting, Vincent Wasilewski, president, National Association of Broadcasters, Norman Cash, president, Television Bureau of Advertising, Joseph E. Levine, motion picture executive and producer, and D. Thomas Miller, president, CBS-TV owned stations. Loyola University, New Orleans.

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *chairman*.
Lawrence B. Taishoff, *president*.
Maury Long, *vice president*.
Edwin H. James, *vice president*.
Joanne T. Cowan, *secretary*.
Irving C. Miller, *treasurer*.
Lee Taishoff, *assistant treasurer*.

Broadcasting TELEVISION

The newsworthy of broadcasting and allied arts

Executive and publication headquarters
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone: 202-638-1022.

Sol Taishoff, *editor*.

Lawrence B. Taishoff, *publisher*.

EDITORIAL

Edwin H. James, *executive editor*.
Donald West, *managing editor*.
Rufus Crater (New York), *chief correspondent*.
Leonard Zeidenberg, *senior correspondent*.
J. Daniel Rudy, *assistant to the managing editor*.
Frederick M. Fitzgerald, *senior editor*.
Joseph A. Esser, Pat Thach, Jonathan Tourtelot, *assistant editors*.
Mark Harrad, Randall Moskop, Joanne Ostrow, *staff writers*.
Nicholas Sabalos Jr., Donna Wyckoff, *editorial assistants*.
Betty Riehl, *secretary to the editor*.

BUSINESS

Maury Long, *vice president*.
David N. Whitcombe, *director of marketing*.
Doris Kelly, *secretary*.

ADVERTISING

Winfield R. Levi, *general sales manager (New York)*.
John Andre, *sales manager—equipment and engineering*.
David Berlyn, *Eastern sales manager (New York)*.
Ruth Lindstrom, *account supervisor (New York)*.
Bill Merritt, *Western sales manager (Hollywood)*.
Lynda Dorman, *classified advertising manager*.

CIRCULATION

Bill Criger, *circulation manager*.
Kwentin Keenan, *subscription manager*.
Barbara Chase, Lucille DiMauro, Odell Jackson, Patricia Johnson, Gregg Karpicky, Jean Powers.

PRODUCTION

Harry Stevens, *production manager*.
Susan Cole.

ADMINISTRATION

Irving C. Miller, *business manager*.
Lynda Dorman, *secretary to the publisher*.
Philippe E. Boucher, Gloria Nelson.

BUREAUS

New York: 75 Rockefeller Plaza, 10019
Phone: 212-757-3260.
Rufus Crater, *chief correspondent*.
Rocco Famighetti, *senior editor*.
John M. Dempsey, *assistant editor*.
Marc Kirkeby, *staff writer*.

Winfield R. Levi, *general sales manager*.
David Berlyn, *Eastern sales manager*.
Ruth Lindstrom, *account supervisor*.
Jackie Morrone, Harriette Weinberg, *advertising assistants*.

HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Earl B. Abrams, *senior correspondent*.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *assistant*.

BROADCASTING* magazine was founded in 1931 by Broadcasting Publications Inc., using the title 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-Teletesting* was introduced in 1946.



* Reg. U.S. Patent Office.

© 1975 by Broadcasting Publications Inc.

Microfilms of BROADCASTING are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.



SOPHISTICATED NEW YORK TV CRITICS PICK 'FRIGHTENSTEIN'!

And they're the ones that really count—the kids who turn the dial.

They like it so much that in January 1975 they gave WNEW-TV 29% more children than for Bugs Bunny on the same station in January '74. 54% more than in November '74.

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

And 1,151,000 kids.

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

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

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

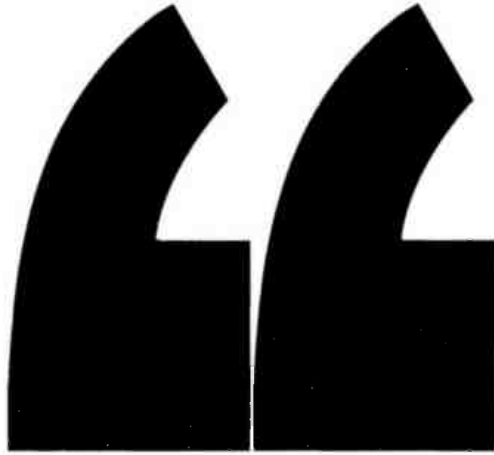
See us at the NAB in suite 573 at the Las Vegas Hilton.

THE HILARIOUS HOUSE OF FRIGHTENSTEIN

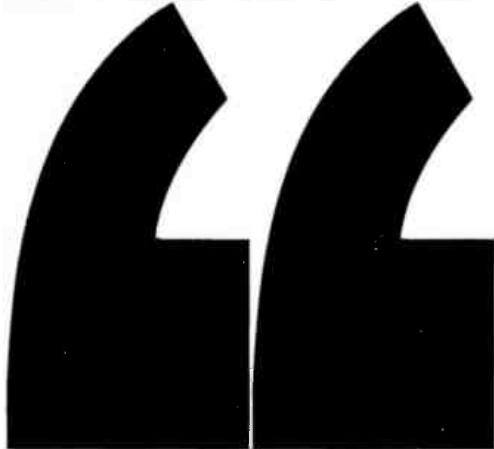
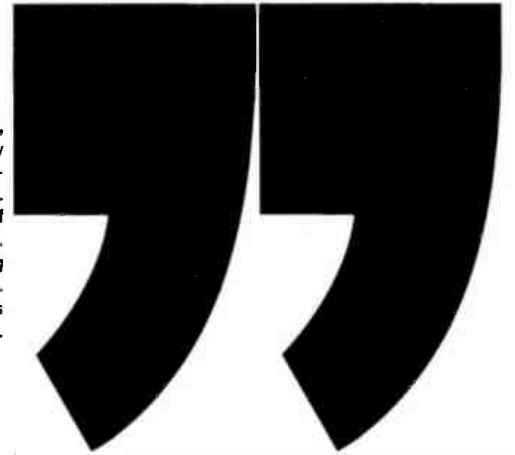
Source Jan. & Nov. '74 & Jan. '75, New York N.S.I.

THE AUDIENCE FIGURES SHOWN ARE ESTIMATES. SUBJECT TO THE TECHNIQUES AND PROCEDURES USED BY THE SERVICE NOTED. AUDIENCE ESTIMATES INCLUDE OTHER PROGRAMING IN THE TIME PERIOD.

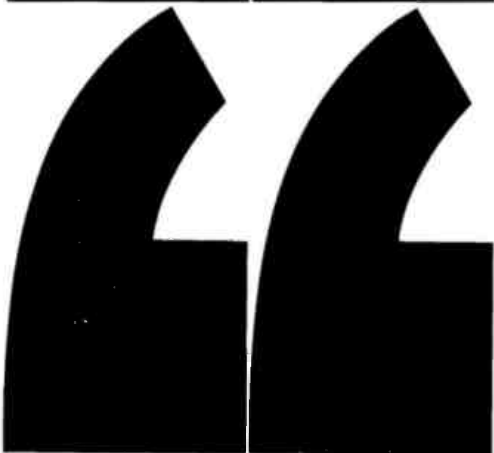
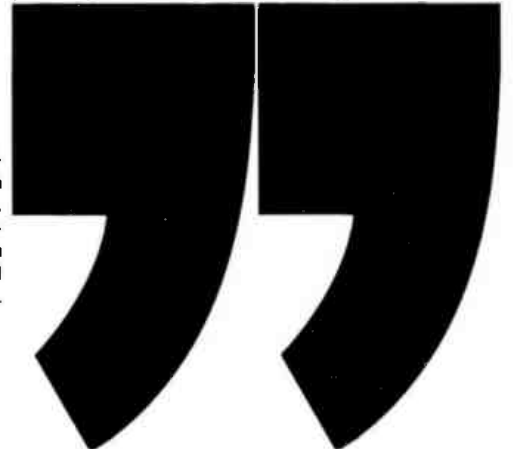
**This year WCVB-TV
Boston won more
Ohio State Awards than
any other TV station.**



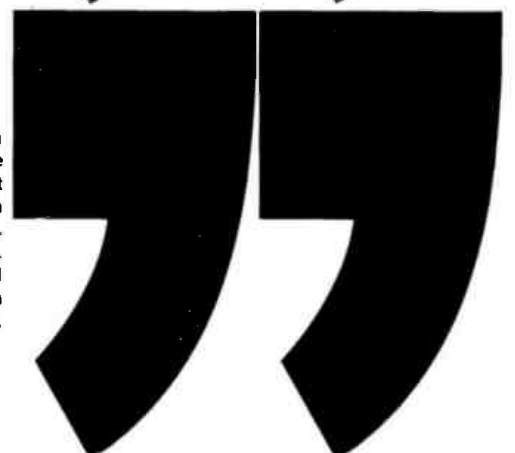
... given to WCVB-TV,
Boston, for consistently
outstanding cinematog-
raphy and production ...
thoughtful selection of
subject matter...
dedication to upgrading
the visual medium ...
truly creative treatments
of important issues.



'Forever Gershwin' skill-
fully blends information
and entertainment ...
well paced ... distin-
guishes itself through
artful production and
thorough research ...

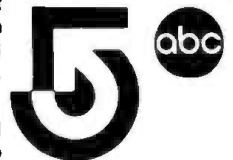


... ('No Fish Tomorrow')
provides a comprehensive
look at one of our most
important and often
forgotten industries ...
beautifully produced ...
personal and meaningful
... woven together with
a clear editorial stance.



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

**WCVB-TV
BOSTON**
setting a new standard



nationally represented
by hrp

Special Report

NAB heads for Las Vegas to work, yes, work

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

Dean Martin, Totie Fields, Diana Ross, Debbie Reynolds, Juliet Prowse, Johnny Cash, Bob Newhart, Roy Clark, the "Folies Bergere," "Le Lido de Paris Revue," the President of the United States and several thousand broadcasters will be playing Las Vegas next week when the annual convention of the National Association of Broadcasters is added to the regular attractions of the Strip. It is the convention's first visit to the gaming capital, and it comes at a propitious time. Field work can be done, for example, on the kind of programing to exclude from those "family-viewing" periods that the TV board is expected to establish in the television code. After a trying year, the broadcasters can use a little diversion.

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

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

As in previous conventions there will be ceremonies, award presentations, and more speeches by public figures. But what will be new this year is a workshop format—22 different sessions addressing the "nuts-and-bolts" problems encountered in the daily operation of a TV and radio station. Among the topics for the work-

shops are radio and TV legal problems, budgets, sales, community affairs, agribusiness, editorializing on the air, electronic news-gathering equipment, women in broadcasting and minority hiring and training.

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

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

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

According to NAB's feelers, though, license-renewal legislation is again the number-one issue of the year in the industry. With that in mind, the NAB government relations department has been casting about on Capitol Hill, mostly on the House side, seeking to revitalize the

issue that died last year at the hands of House Commerce Committee Chairman Harley Staggers (D-W.Va.). NAB could devote its attention to lobbying the FCC for all the renewal reforms it seeks, save one—the five-year license term, which can only be legislated. It has therefore decided to renew its fight for a renewal bill. And it hopes its recent discussions with members of the House will provide the material for an optimistic report to the membership at the convention.

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

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

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

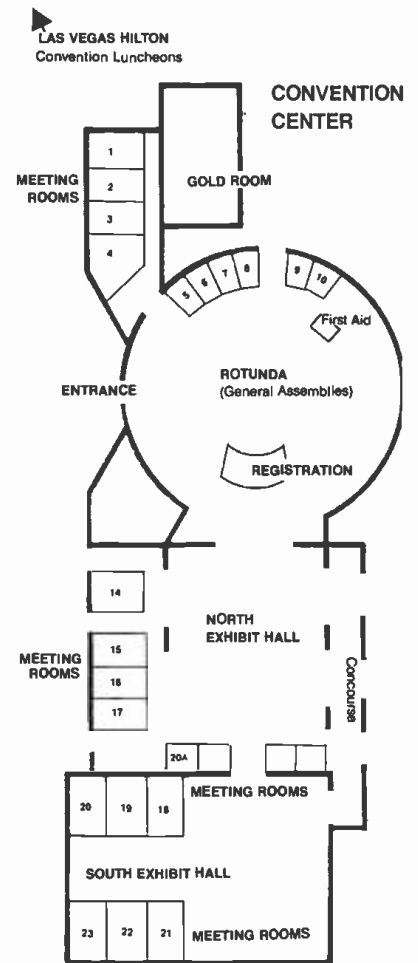
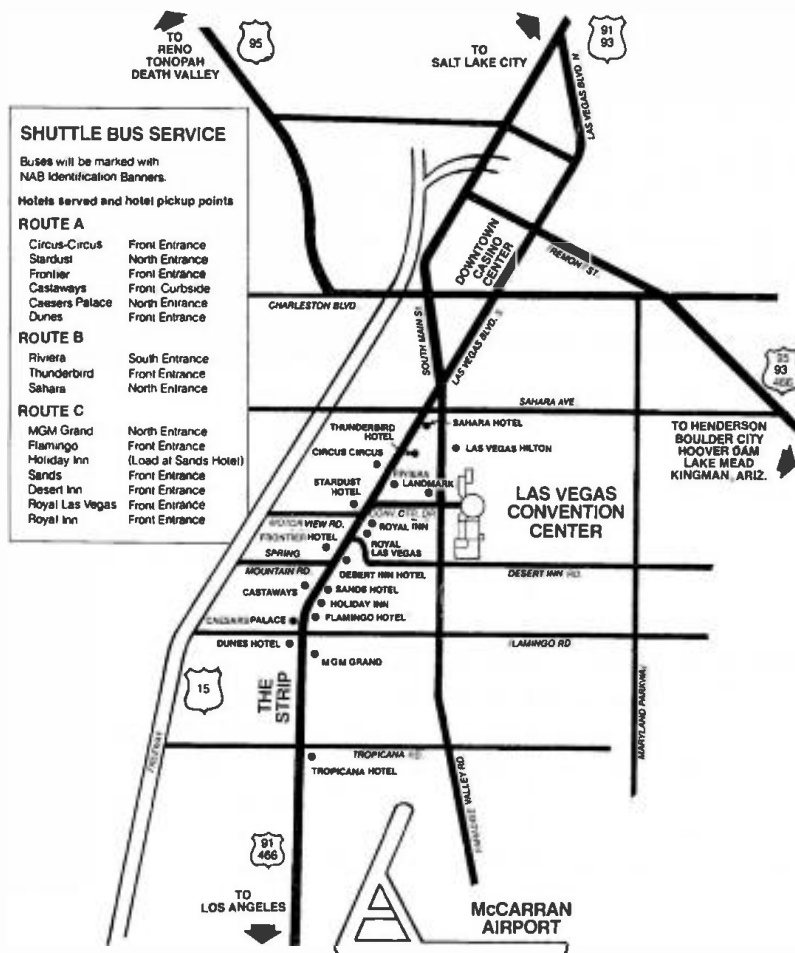
In memory of Mr. Cobb, the Television and Radio Political Education Committee announced last week it will sponsor an annual Grover C. Cobb memorial award to be given to "a person who demonstrates unusual dedication to improvement of the government-relations aims of the broadcast industry." Details of the

Continued on page 76

Inside this issue

Las Vegas hotel, convention center maps	24
NAB management agenda	24
Agenda of related events	26
The engineering agenda	30
Equipment exhibitors	42
Exhibit-hall maps	44
Program exhibitors	72
Networks, brokers, reps, others	74

Getting oriented: guides to Las Vegas hotels and the convention center



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

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

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

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

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

Monday, April 7

Broadcast workshops

Up your bottom line. Room 21, 9-10:30 a.m. Ways and means of controlling and forecasting operating costs of radio and TV stations in today's inflationary climate. Moderator: Arno Mueller, Storer Broadcasting, Miami Beach. Panelists: Gene Anderson, Forward Communications, Wausau, Wis.; Joseph McCabe, KPLR-TV

St. Louis; Edward Herlihy, KTLA-TV Los Angeles.

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

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

Manning a station with women. Room 16, 9-10:30 a.m. Why profit minded broadcasters take sex out of business. Moderator: Kathleen Nealin, NAB public relations department. Panelists: Patricia Nealin, WGN Continental, Chicago, president, American Women in Radio and Television; Nancy Widmann, CBS Radio Spot Sales New York; Eleanor Brown, Evening Star Stations, Washington; George Green, KABC(AM) Los Angeles; Charles Whitehurst, WFMY-TV Greensboro, N.C.

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

Radio news, formats and equipment (also on Tuesday). Rooms one and two, 9-10:30 a.m. Successful formats for different markets and how to make innovative use of broadcast equipment. Moderator: Tom Frawley, Cox Broadcasting, Washington, president, Radi-

Television News Directors Association. Panelists: John Salisbury, KXL(AM) Portland, Ore.; Ted Landphair, WMAL(AM) Washington; Dick Petrik, KOEL(AM) Oelwein, Iowa; George Roach, CFRA(AM)-CFMO(FM) Ottawa.

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

Television sales: profits from commercial production. Room 15, 9-10:30 a.m. How stations can increase their profits through station commercial production. Moderator: Roger Rice, Television Bureau of Advertising president, New York. Panelists: Leonard Swanson, WIIC-TV Pittsburgh; Jack Moffitt, WUAB-TV Cleveland; Edwin Metcalfe, WPTA-TV Fort Wayne, Ind.

Electronic news gathering gear. Room 18, 9-10:30 a.m. Review and discussion regarding the implementation of electronic news gathering techniques. Moderator: Albert H. Chismark, Meredith Corp., Syracuse, N.Y. Panelists: Julius Barnathan, ABC New York; Thomas M. Battista, KMOX-TV St. Louis, Mo.; Ralph L. Hucaby, WLAC-TV Nashville; A. H. Lind, RCA, Camden, N.J.; Robert Mausler, NBC, New York.

The public looks at television 1975: a report from Roper. Room 17, 9-10:30 a.m. A visual presentation of the Television Information Office's bi-yearly study of the public's attitudes about television. Presented by: Roy Danish, TIO director, New York.

Management sessions

Opening general assembly (joint session with engineers). Rotunda, 10:45-12 noon. Music by: Clark high school stage band. Presiding: Walter Bartlett, convention co-chairman, Avco Broadcasting, Cincinnati. Welcome: Senator Howard Cannon (D-Nev.). Special presentation to Jack Benny, accepted by Don Wilson. Presentation of NAB Distinguished Service Award to George B. Storer, executive committee chairman, Storer Broadcasting, Miami Beach. Remarks: Mr. Storer. Keynote address: Vincent T. Wasilewski, president, NAB.

Management/engineering luncheon. Hilton ballroom, 12:30-2 p.m. Presiding: Charles R. Dickoff, convention co-chairman, WEAQ(AM) Eau Claire, Wis. Invocation: the Rev. Bert H. Hatch, executive director, Georgia Association of Broadcasters. Introduction: Mr. Wasilewski. Address: Gerald R. Ford, President of the United States.

Small-market radio session. Rooms 21, 22 and 23, 2:30-4 p.m. *The renewal*, 2:30-3:15. A one-act play designed to underscore the most common problems faced by small-market broadcasters in applying for license renewal. Presiding: Paul E. Reid, outgoing chairman, NAB small-market radio committee, WBHB(AM) Fitzgerald, Ga. The Players: the small-market broadcaster, Dick Painter, KYSM(AM) Mankato, Minn.; his Washington attorney, John B. Summers, NAB general counsel; the FCC regulators (playing themselves), Wallace E. Johnson, chief, Broadcast Bureau, and Richard J. Shiben, chief, Renewal and Transfer Division. *The panel*, 3:15-4. Presiding: Wayne C. Cornils, incoming chairman, small-market radio committee, KFXD(AM) Nampa, Idaho. Participants: Richard E. Wiley, chairman, FCC; Mr. Johnson; Mr. Shiben; Martin I. Levy, chief, Broadcast Facilities Division; William B. Ray, chief, Complaints and Compliance Division; Paul Putney, assistant chief for law, Broadcast Bureau.

Television assembly. Gold room, 2:30-5 p.m. Presiding: Wilson C. Wearn, Multimedia, Greenville, S.C., chairman, NAB television board. *Television programming/today and tomorrow.* Moderator: Phil Donahue, Avco Broadcasting, Cincinnati. Panelists: Grant Tinker, MTM Productions, Hollywood; William Friedman, Universal Studios, Universal City, Calif.; Kevin O'Sullivan, Worldvision Enterprises, New York; Tom Adams, Campbell-Ewald, Detroit; Larry White, NBC-TV, New York. *National Academy of Television Arts and Sciences* presentation of national awards for community service.

Tuesday, April 8

Broadcast workshops

Engineering certification. Room three, 8-8:50 a.m. Discussion of the Society of Broadcast Engineers' certification program. Moderator: James C. Wulliman, WTMJ-TV Milwaukee. Panelists: Glenn Lahman, KDKA-TV Pittsburgh; John Wilner, New Jersey Public Broadcasting Authority, Trenton; Benjamin Wolfe, Post-Newsweek Stations, Washington.

What to expect when you're up for renewal (also on Wednesday). Gold room, 9-10:30 a.m. Some tips on how to prepare for license renewal. Moderator: John Summers, NAB general counsel. Panelists: Richard Shiben, chief, FCC Renewal and Transfer Division; Robert L. Heald, Fletcher, Heald, Rowell, Kenehan & Hildreth, Washington.

Middle management: implementers of affirmative action. Room 15, 9-10:30 a.m. Effective techniques for satisfying affirmative action requirements. Moderator: Patricia Grace, NAB office of community affairs. Panelists: James Long, Storer Broadcasting, Miami Beach; Mal Johnson, Cox Broadcasting, Washington; William Ford, Capital Cities Communications, Buffalo, N.Y.; Cecil Forster, Westinghouse Broadcasting, New York; Timatha Pierce, NBC, New York; Gil Griffin, CBS, New York.

Radio editorializing: how to, you can and you should, and it pays (also on Wednesday). Room one, 9-10:30 a.m. Case histories and the techniques used in successful editorial campaigns. Moderator: Fred Dressler, president, National Broadcast Editorial Association, KMGH(AM) Denver. Panelists: Robert Vainowski, KCBS(AM) San Francisco; Ira Laufer, KVEN(AM) Ventura, Calif.; Herbert Hobler, WHWH(AM) Princeton, N.J.; Stanley Stephens, WOJM(AM) Havre, Mont.

Radio news, formats and equipment. Room four, 9-10:30 a.m. Successful formats for different markets and how to make innovative use of broadcast equipment. Moderator: Tom Frawley, RTNDA president, Cox Broadcasting, Washington. Panelists: John Salisbury, KXL-AM-FM Portland, Ore.; Ted Landphair, WMAL(AM) Washington; Dick Petrik, KOEL(AM) Oelwein, Iowa; George Roach, CFRA(AM)/CFMO(FM) Ottawa.

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

Promoting radio in your market. Room 16, 9-10:30 a.m. Audience promotion by phone; building station image with community service; use of research, public service promotion. Moderator: Ken Mills, Broadcasters Promotion Association, The Katz Agency, New York. Panelists: Lawrence Garfinkel, AT&T, New York; Anthony P. Gonzalez, WWNR(AM) Beckley, W.Va.; Milton Maltz, Malrite Broadcasting, Cleveland; Jerry Wishnow, Public Service/Promotion Group, Marblehead, Mass.

How good are television ratings? Room 17, 9-10:30 a.m. Audience-measurement professionals share their views on what's right and what's wrong with television ratings. Moderator: John Dimling, NAB vice president, research. Panelists: H. M. Beville, Broadcast Rating Council, New York; Jay Eliasberg, CBS Broadcast Group, New York; Stephen H. Raffel, Harrington, Righter & Parsons, New York; Paul Sonkin, ABC, New York; representatives from Arbitron and Nielsen.

Management assemblies

Radio assembly. Rooms 21, 22 and 23, 10:45-12 noon. Presiding: Harold Krelstein, Plough Broadcasting, Memphis, chairman, NAB radio board. *The future of radio.* In a simulated radio phone-in show, a panel of experts discusses the future of radio and respond to questions "phoned in" by the audience. Moderator: Jim Dunbar, KGO(AM) morning news anchorman, San Francisco. Panelists: Vincent T. Wasilewski, NAB president; Miles David, RAB president, New York; Claude Hall, *Billboard* magazine radio editor, Hollywood.

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

noon. Presiding: William Duhamel, chairman, Hundred-Plus Market Committee, KOTA-TV Rapid City, S.D. *Can you co-exist with cable systems in your market?* Moderator: John Summers, NAB general counsel. Participants: Charles McKerns, Dow, Lohnes & Albertson, Washington; Bill Ryan, WNOG(TV) and Gulf Coast TV, Naples, Fla.; Sheldon Storrer, WKTV(TV) and Central New York Cable TV, Utica, N.Y. *News and public affairs programming on a limited budget.* Moderator: Paul Davis, WCIA(TV) Champaign, Ill. Participants: John Shott, WHIS(TV) Bluefield, W.Va.; Don Moeller, KYTV(TV) Springfield, Mo.; Ray Butterfield, WLOX(TV) Biloxi, Miss.

Management luncheon. Hilton ballroom, 12:30-2 p.m. Presiding: Walter Bartlett, convention co-chairman, Avco Broadcasting, Cincinnati. Invocation: the Rev. Lawrence Quilici, St. Frances De Sales, Las Vegas. Introduction of speaker: Vincent T. Wasilewski, president, NAB. Address: Richard E. Wiley, chairman, FCC.

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

Wednesday, April 9

Broadcast workshops

Media involvement through minority ownership. Room 18, 9-10:30 a.m. Learning more about the station acquisition process; facts and areas of interest to an investor. Moderator: Patricia Grace, NAB office of community affairs. Panelists: Elliott Franks, WOIC(AM) Columbia, S.C.; Danny Villeneuve, KMEX-TV Hollywood, Calif.; Edward Hayes, Opportunity Funding Corp., Washington; Donna Merrit, WBNB-TV St. Thomas, Virgin Islands and WRC-TV Washington; Joseph M. Sitrick, Blackburn & Co., Washington; Rene Anselmo, Spanish International Network, New York.

What to expect when you're up for renewal. Gold room, 9-10:30 a.m. Some tips on how to prepare for license renewal. Moderator: John Summers, NAB general counsel. Panelists: Richard Shibben, chief, FCC Renewal and Transfer Division; Robert L. Heald, Fletcher, Heald, Rowell, Kenehan & Hildreth, Washington.

Agency/advertiser liability. Room four, 9-10:30 a.m. A discussion of the proposed modification of the liability provision of the standard contract. Moderator: Bill Mueller, KTVU-TV Oakland, Calif. Panelists: Frank Harvey, General Foods, New York; John Harrison, Olgilvy & Mather, New York; Glenn Banks, KTAR-TV Phoenix, Ariz.; Larry Loiello, Broadcast Credit Association, Peters, Griffin, Woodward, New York.

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

Radio editorializing: how to, you can and should, and it pays. Rooms one and two, 9-10:30 a.m. Case histories and the techniques used in successful editorial campaigns. Moderator: Fred Dressler, president, National Broadcast Editorial Association, KMGH(AM) Denver. Panelists: Robert Vainowski, San Francisco; Ira Laufer, KVEN(AM) Ventura, Calif.; Herbert Hobler, WHWH(AM) Princeton, N.J.; Stanley Stephens, WOJM(AM) Havre, Mont.

How good are radio ratings? Room 17, 9-10:30 a.m. Audience-measurement professionals share their views on what's right and what's wrong with radio ratings. Moderator: John Dimling, NAB vice president, research. Panelists: H. M. Beville, Broadcast Rating Council, New York; Robert H. Alter, RAB executive vice president, New York; Lee Morgenlander, RAB, New York; representatives from Arbitron and Pulse.

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

Television promotion: a key to success. Room 16, 9-10:30 a.m. How to set up premiere parties, promote local movies and news, plan for a station anniversary, public service promotion. Moderator: Ken Mills, BPA president, the Katz Agency, New York. Panelists: Pete Barrett, KMOX-TV, St. Louis; Clarence Martin, KYTV(TV) Springfield, Mo.; Jerry Wishnow, Public Service/Promotion Group, Marblehead, Mass.

The public looks at television 1975: a report from Roper. Room

On hand. *Broadcasting* magazine will have editorial and sales headquarters in suite 1130 of the Las Vegas Hilton hotel during the NAB convention. Attending will be Earl Abrams, John Andre, Rufe Crater, Bill Criger, Ed James, Win Levi, Maury Long, Bill Merritt, Randy Moskop, Dan Rudy, Larry Tashoff, Sol Tashoff, Don West, Dave Whitcombe and Len Zeidenberg.

three. A visual presentation of TIO's bi-yearly study of the public's attitudes about television. Presented by: Roy Danish, TIO director, New York.

General assembly (joint session with engineers). Rotunda, 10:45 a.m.-12 noon. Presiding: Charles R. Dickoff, convention co-chairman, WEAQ(AM) Eau Claire, Wis. Moderator: Vincent T. Wasilewski, president, NAB. Panel discussion: FCC Chairman Richard E. Wiley and Commissioners Robert E. Lee, James H. Quello and Abbott M. Washburn.

Management/engineering luncheon. Hilton ballroom, 12:30-2 p.m. Presiding: Charles R. Dickoff, convention co-chairman, WEAQ(AM) Eau Claire, Wis. Invocation: Rabbi Philip Shnairson, Temple Beth Scholom, Las Vegas. Special entertainment: Roy Clark in concert

Related convention activities

(Not part of the official NAB convention program)

Wednesday-Thursday, April 2-3

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

Friday, April 4

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

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

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

4 p.m. BEA workshops. Convention Center.

Saturday, April 5

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

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

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

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

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

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

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

Sunday, April 6

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

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

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

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

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

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

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

4-7 p.m. Council for UHF Broadcasting meeting reception. Hilton hotel, rooms eight and nine.

Monday, April 7

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

Tuesday, April 8

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

Engineering agenda begins on page 30.

Bonneville means business.

Better programming builds bigger audiences.

Radio advertisers buy stations with larger audiences; they pay more for good demographics and proven effectiveness.

Effective radio programming is more than music.

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

Call us or write today.

*See us at the
Las Vegas Hilton
during the NAB!*



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

A Division of Bonneville International Corporation.

How to make you absolutely irresistible

The secret of selling radio to retailers is the secret of "Hot Items."

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

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

1. Traffic: "Can a flagship store keep drawing heavier traffic for sales, special events, fashion promotions and regular price selling?" **2. Coverage:** "Is there a more effective way to cover a group of interlocking smaller markets when you need more newspapers than you can afford?" **3. Cost:** "Can a specialty shop economically reach its customers consistently in the face of today's rising media

costs?" **4. Impact:** "Can a dominant store maintain heavy promotional pressure when the market expands and newspaper coverage declines?"

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

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

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

Actually, "Hot Items" is the second retail sales presentation produced by ABC Radio. Our first effort, "The Golden Age of Radio", was offered only to ABC Owned Stations and affiliates of the ABC Radio Network. Many of these stations reported substantial increases in retail business, both new accounts and increased budgets, directly attributable to the presentation. "Hot Items" can do the same for your station. (A limited number of "Golden Age" presentations are still available.

...radio station ...to retailers.

While they last, we'll send one along with "Hot Items" for an additional \$100.)

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

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

With the slides and full presentation cassette, you can just turn off the lights,

turn on the equipment, sit back and let it sell. If you want a more customized presentation, deliver the presentation yourself, using the script and retailer quotes-and-commercials cassette.

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

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



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

- Send me "Hot Items".
(140 slides, 2 tape cassettes and the script.) @ \$140.
- Send me "Golden Age of Radio".
(116 slides, 2 tape cassettes and the script.) @ \$100 when you order "Hot Items".

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

- Bill me. Check or money order for \$_____ is enclosed.

Name _____ Station _____

Address _____

City _____ State _____ Zip _____

ABC RADIO 

B-4/75

Over on the engineers' side of the convention

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

Monday, April 7

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

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

Radio-television conference. Rooms 19-20. 2:30-5 p.m. Presiding: Frank L. Flemming, NBC-TV, New York. Coordinator: Leonard A. Spragg, Storer Broadcasting, Miami Beach.

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

Electronic news gathering workshop. Room 18, 9-10:30 a.m. Moderator: Albert H. Chismark, Broadcast Division/Meredith Corp., Syracuse, N.Y.; Julius Barnathan, ABC, New York; Thomas M. Battista, KMOX-TV St. Louis; Ralph L. Hucaby, WLAC-TV Nashville; A. H. Lind, RCA, Camden, N.J.; Robert Mauser, NBC, New York. Evolution-

ary improvements and reductions in size of electronic cameras and video-tape equipment have reached the point where serious considerations have now been given to using live transmission and videotape for coverage of "hard news." The panel will review the results obtained from their operating experience with portable electronic news gathering systems for television. The systems, comprising handheld color cameras, portable video-tape recorders, and microwave relay equipment will be discussed in detail. Samples of actual program material broadcast, both live and by videotape will be displayed. The panel will describe the results obtained from these news gathering systems.

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

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

JCIC ad hoc committee for the study of television sound. 2:45-3:15 p.m. Daniel R. Wells (chairman), Public Broadcasting Service, Washington. During April 1973, the Joint Committee on Inter-Society Coordination (JCIC) formed an ad hoc committee for the study of television sound (AHCSTS). The purpose of the AHCSTS was to examine the entire television system from

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



John F. X. Browne
J. F. X. Browne



Robert Mauser
NBC



John Wilner
N.J. PBA



Eric Small
Consultant



Al Martin
Kaiser



Robert W. Flanders
McGraw-Hill



Robert A. O'Connor
CBS-TV



John P. Jenkins
Intl. Tapetronics



Phyll Horne
FCC



A. H. Lind
RCA



James C. Wulliman
WTMJ(TV)



Brian Cox
Harris/Gates



Julius Barnathan
ABC



Emil L. Torick
CBS Laboratories



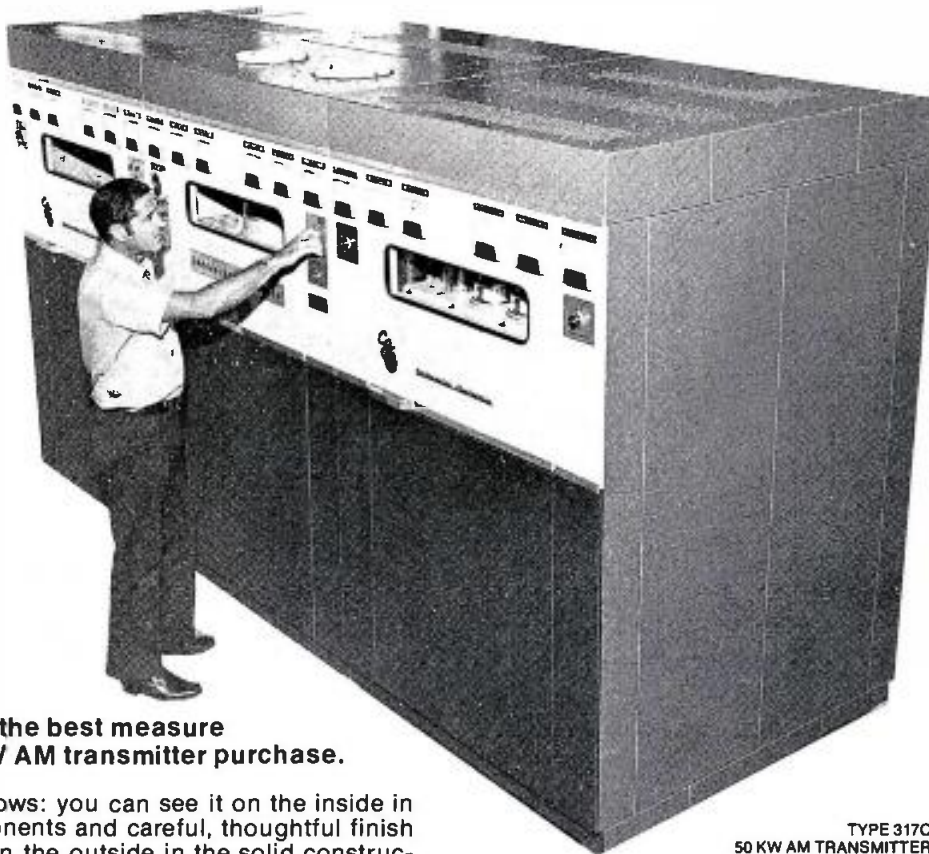
S. L. Bendell
RCA



Dennis Williams
FCC

Quality shows & tells.

**BOOTH
302
NAB SHOW**



Continental Quality: the best measure for any 5, 10 or 50 KW AM transmitter purchase.

Continental Quality shows: you can see it on the inside in the selection of components and careful, thoughtful finish work. You can see it on the outside in the solid construction; the well thought out and easy to use control panels. Continental Quality tells: you can hear the difference on-the-air, and that's where it counts.

It adds up to Continental Quality performance: few tubes; 125% positive modulation; reserve power capabilities; efficient, reliable operation without the limitations of high power audio iron core components or the high voltages associated with series modulation.

Quality talks for: XETRA WRKO WKVM KWJJ WMOO AFRS WCCO CHQM KOMA KYW WOR WNEW WLAC CBU CKDA WBZ WFNC KYAK WCFL WHDH CFAC WBAP CKFH KSDO WSB WTIC CJRP CJRC CBL CJBC XEQ CBF CBM WZAM XEMR CBW WHAS KIRO CBK CHQR CKY CKLG CJOB XEFB CJRB WOAY CKKW CFQC CJAT CKEK CHSJ CHNR CFQR WRAI CHAB KUOA WPOP WENE WTAE KGMC KKA KITE KWTO WKY CBAF WLW

**TYPE 317C
50 KW AM TRANSMITTER**

**TYPE 315/316F
5/10 KW AM TRANSMITTER**



Continental Electronics

CONTINENTAL ELECTRONICS MFG. CO. BOX 17040 DALLAS, TEXAS 75217 USA
TELEPHONE (214) 381-7161 CABLE: CONTRONICS TELEX: 73-398



original production to the sound heard in the home in an effort to identify areas of possible improvement and to assign to appropriate organizations specific questions for solution. The committee is studying categories that include studio production, film, video tape, intercity distribution, over-the-air broadcasting, cable television, the home receiver and the applications of state-of-the art techniques. This paper will review the committee's activities over the past year.

JCIC ad hoc committee for color television study. 2:45-3:15 p.m. Richard T. Monroe, Westinghouse Broadcasting, New York. During the past several years, JCIC has been engaged in a number of committee activities looking toward enhancing the technical performance of television broad-

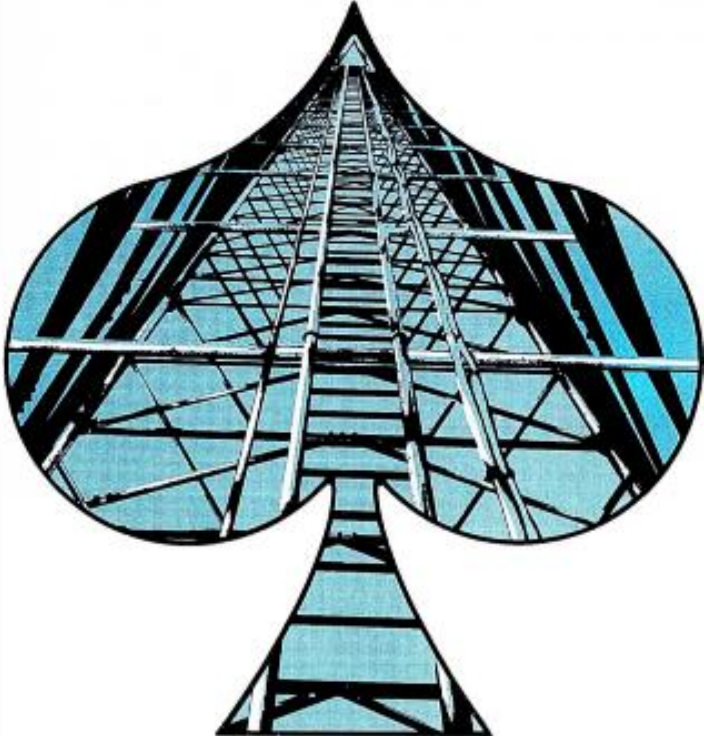
casting. The three areas presently under review are 1) improving color compatibility; 2) the use of television broadcast ancillary signals, and 3) investigating possible improvements to television sound, the latter two being now in the formulative stage. This report will discuss in detail the status of these present efforts and the timetable for the completion of each task.

What the new environmental impact statement requirements mean to broadcasters. 3:15-3:35 p.m. John F. X. Browne Jr., J. F. X. Browne & Associates Inc., Bloomfield Hills, Mich. The FCC has ruled that any applications for new facilities or major changes in existing towers must be accompanied by a statement setting forth the impact of the proposal on the environment. Applicants must be prepared to justify the

selection of a particular site, demonstrate that local zoning approvals were received without significant objections, and satisfy the commission that the proposal will not have an adverse impact in terms of a myriad of environmental considerations. This paper will describe the new requirements which have been placed upon the broadcaster and a method of compliance.

What's been happening at the FCC—a review of pending dockets. 3:35-4 p.m. James D. Parker, CBS-TV, New York. Amendments to the FCC rules and regulations are accomplished through formal rule-making proceedings, commonly referred to as "dockets." Over the years, many changes affecting matters of technical significance have been brought about through these docket proceedings. In some cases, final decisions have not yet been reached. This paper will review some of the docket actions which are still pending, and will stress the importance of individual broadcasters making known to the FCC their views on matters under consideration in FCC proceedings.

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



WHY GAMBLE?

The "sure thing" has become a rarity in today's world. Quality and standards once taken for granted are sometimes compromised by fabricators, delayed by shortages of materials, substituting what is inferior but more easily available. That won't happen at Stainless. Like everybody, we have problems in getting top grade steel as quickly as we'd like, but we'll wait longer to get the best. Our reputation in tower construction doesn't permit compromise in our standards so we won't promise unrealistic completion dates just to get your business. Why gamble with someone who might?

Stainless, inc.

North Wales, Pennsylvania 19454 • Telephone (215) 699-4871

Tuesday, April 8

Radio assembly. Rooms 19 and 20. 9 a.m.-12 noon. Presiding: Harold A. Dorschug WTIC-AM-FM Hartford, Conn. Coordinator: Leslie S. Learned, Mutual Broadcasting New York.

A review of the quadraphonic (four-channel) FM field tests. 9-9:25 a.m. E. M. Tingley, Electronic Industries Association Washington. The National Quadraphonic Radio Committee (NQRC) has completed extensive three-part field tests on sever systems proposed by five companies. Listening tests carried out using noise signals and program material determined the subjective effect of using two, three or four transmission channels. Closed circuit and broadcast tests were made to evaluate signal/noise ratios, protection ratios, distortion, channel separation, noise interference susceptibility and multipath effects. Compatibility of existing receivers, SCA (Subsidiary Communications Authorization) service and the FCC station assignment plan were considered in setting up the test program. The NQRC report to the FCC, giving the committee's evaluation and technical conclusions regarding four-channel



**Ball has a new
color monitor line
... for less money!**

Come and see it at the NAB.

Get your first look at a new line of low-cost, high-performance Ball color monitors at NAB '75. We call it the Centennial 200 Series, and it includes 13-inch, 19-inch and 25-inch models, cabinet or rack mount, with RGB or NTSC input.

The Centennial 200 Series is an all-new family, with special construction techniques, and some brand new circuitry. We're pretty excited about it, and with a cost reduction of nearly 50%, we think you'll be pleased, too.

Ball is one of the world's largest suppliers of CRT

displays, and we've applied our data display expertise to the design of Centennial 200 monitors. The final result exceeds broadcast quality specifications, and saves dollars.

Performance? It's in the best tradition of Ball/Miratel. You'll find a full complement of controls and circuitry. No shortcuts, no compromises.

Sound interesting? Please come and take a look. You'll find us at Booth 213, celebrating our 20th year of manufacturing Miratel products for the broadcast industry.



ELECTRONIC DISPLAY DIVISION

1633 Terrace Drive, St. Paul, Minnesota 55113, (612) 633-1742

FM broadcasting, will be discussed.

A new technique for maintaining high FM modulation without degrading audio quality. 9:25-9:50 a.m. Eric Small, broadcast audio consultant, San Francisco, and Robert Orban, Orban Associates, Oakland, Calif. Current FM broadcast practice calls for the highest loudness consistent with good audio quality. FM limiters use clipping to control peaks until their high frequency AGC circuits have attacked completely. The result is a series of spikes which greatly increase the peak carrier deviation without increasing loudness. In order to avoid overmodulation, the average modulation must therefore be lowered. By combining the broad band limiter, high frequency limiter, pre-emphasis, low pass filter and stereo generator in one integrated system, it becomes possible to deal with this problem. The use of phase correction and non-linear filtering can limit overshoots to less than 5% above steady-state values. This paper will discuss the various methods of implementing this concept.

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

power failure can readily be implemented.

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

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

Grounding, bonding, shielding, isolation

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

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

Television assembly. Room 18. 9 a.m.-12 noon. Presiding: James D. Parker, CBS-TV New York. Coordinator: Eugene R. Hill



R. LaVerne Pointer
ABC



Matti Siukola
RCA



Wallace E. Johnson
FCC



Daniel R. Wells
PBS



Robert Orban
Orban Associates



A. G. Uyttendaele
Harris



A. H. Chismark
Meredith



Glenn Lahman
KDKA-AM-FM-TV



Neil Smith
Smith & Powstenko



E. M. Tingley
EIA



John D. Silva
Golden West



Neal McNaughton
FCC

to keep your salespeople on their toes...ask them to beat

the breakthrough radio sales test

*For your Free copy of the test,
write on your letterhead to:*

THE BREAKTHROUGH COURSE OF RADIO SELLING

RKO GENERAL RADIO
6255 Sunset Boulevard, Suite #724
Los Angeles, California 90028

●
*"We believe in an ongoing educational process."
"When you stop learning, you're dead."*

RIKORADIO
RKO
GENERAL

**YOU
TOLD
US
SO**

AVR-2 one year later: over 200 in use.

Last year, we introduced AVR-2 at NAB, and industry response was startling.

You told us things that made us cross our fingers and hope you were right.

First comments came from broadcasters. Who would know more than they about what a VTR should be?

They told us AVR-2 probably would become an industry workhorse. Because it has something for everyone, regardless of need, objective, budget. At the right price.

They said it looks like a solution (finally) to their spiraling price/performance squeeze. Top quad performance at 1/3 less than the cost of a bigger machine. 15 or 7.5 ips. One second lockup for crisp cueing in tight situations.

Plus a wide-window digital time base corrector to give them a better on-air look. Even from those tapes that might otherwise frustrate their best operators.

Smaller broadcasters told us we must have designed AVR-2 just for them: a reliable, no-nonsense machine. You just plug it in and let it go to work. Low-cost operation, right from any

standard AC outlet. Easy maintenance, even in operation.

Big or small, many buyers told us they were glad that somebody (finally) had designed a modular VTR. So that each could put together the configuration best suited to his own need—in the van or the studio—with any combination of features and accessories he likes.

Production houses told us AVR-2's modular design would be ideal for all kinds of recording, mobile or studio. They particularly liked the additional capability of editing, if required, and studio-quality playback on location. And, that same AVR-2 is compatible with their studio editing systems, no matter how sophisticated.

A few people were wrong.

They didn't believe us when we promised immediate delivery, but we delivered. Today there are over 200 AVR-2s in use, worldwide.

We're still taking orders for immediate delivery. Call your Ampex Sales Engineer for details.



AMPEX

Ampex Corporation
Audio-Video Systems Division
401 Broadway, Redwood City, CA 94063

P.S. Thanks for being right.



Ralph L. Hucaby
WLAC-TV



Carroll Cunningham
Dyma Engineering



Fred L. Zellner Jr.
ABC



Edwin T. Karl
Suburban Bcstng.



John L. Windle
Stainless Inc.



Benjamin Wolfe
Post-Newsweek



Alastair M. Heaslett
Ampex



Robert H. Fasulkey
Westinghouse



James D. Parker
CBS-TV



Hans Mark
NASA



Robert Carr
Shure Brothers



Richard T. Monroe
Westinghouse

Kaiser Industries, Oakland, Calif.

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

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

loads from antennas and transmission lines.

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

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

Luncheon. Hilton conference area, first floor. Presiding: John W. Bowman, conference committee chairman, Evening Star Stations, Washington. Invocation: the Rev. Herbert A. Ward Jr., director, St. Jude's Ranch for Children, Boulder City, Nev. Presentation of NAB Engineering Award to: John D. Silva, director of research and development, TV division, Golden West Broadcasters, Los Angeles. Address: Dr. Hans Mark, director, Arnes Research Center, NASA, Moffett Field, Calif.

Wednesday, April 9

Radio-television conference. Rooms 19 and 20. 9-10:45 a.m. Presiding: Daniel H. Smith, Capital Cities Communications, Philadelphia. Coordinator: James C. Wulliman, WTMJ-AM-TV Milwaukee.

Envelope and synchronous demodulation of v.s.b. TV signals. 9-9:25 a.m. A. G. Uytendaele, of the Broadcast Equipment Division, Harris Corp., Quincy, Ill. A TV system which carries picture and sound information from the point of origination to the viewing location includes many links in a long chain. One such link is the transmitter which changes the form of energy from video-base band to modulated, vestigial sideband RF. Its performance can only be evaluated with a demodulator which does not add uncertainty or misrepresent the signal. The demodulator to be described has this capability and its inherent performance specifications are selected to make it noncontributory in a transmitter-demodulator combination. Applications information will be presented including block diagrams, waveform photographs, and other pertinent details.

Improving microphone utilization techniques or—am I using the right microphone? 9:25-9:50 a.m. Robert Carr, Shure Brothers Inc., Evanston, Ill. Everyone associated with the use of microphones has some understanding of what a microphone is—and most have their own favorites among the many available choices. Few, however, have the occasion to really analyze the important effects of the application on the microphone's performance. By slides, explanation and demonstration, this presentation is intended to provide additional insight into some ways in which microphone performance is dependent on the application—and to suggest ways in which the utilization and choice of microphones may

Continues on page 42

We had a great '74. We're having an even greater...



And, that's good for you. We're Selcom, the fastest-growing rep firm in the industry: We've added two regional offices and more than doubled our staff over the last twelve months. And, we've developed a quality list of some of the country's most significant radio stations. Good for us, right? Good for you, too! You want a radio rep who will do more than just rep. A firm staffed by true radio professionals who are organized, aggressive, responsive and, most of all, know how to sell. Maybe you ought to speak with us. Better still, ask around about us first. Ask any Selcom station. Or, visit our Hospitality Suite at the Las Vegas Hilton, Lanai 320, during the NAB Convention.

1271 Avenue of the Americas
New York, N.Y. 10020
(212) 581-0250

400 North Michigan Avenue
Chicago, Illinois 60611
(312) 467-0460

3030 Peachtree Road N.W.
Atlanta, Georgia 30305
(404) 266-9958

Selcom, inc.

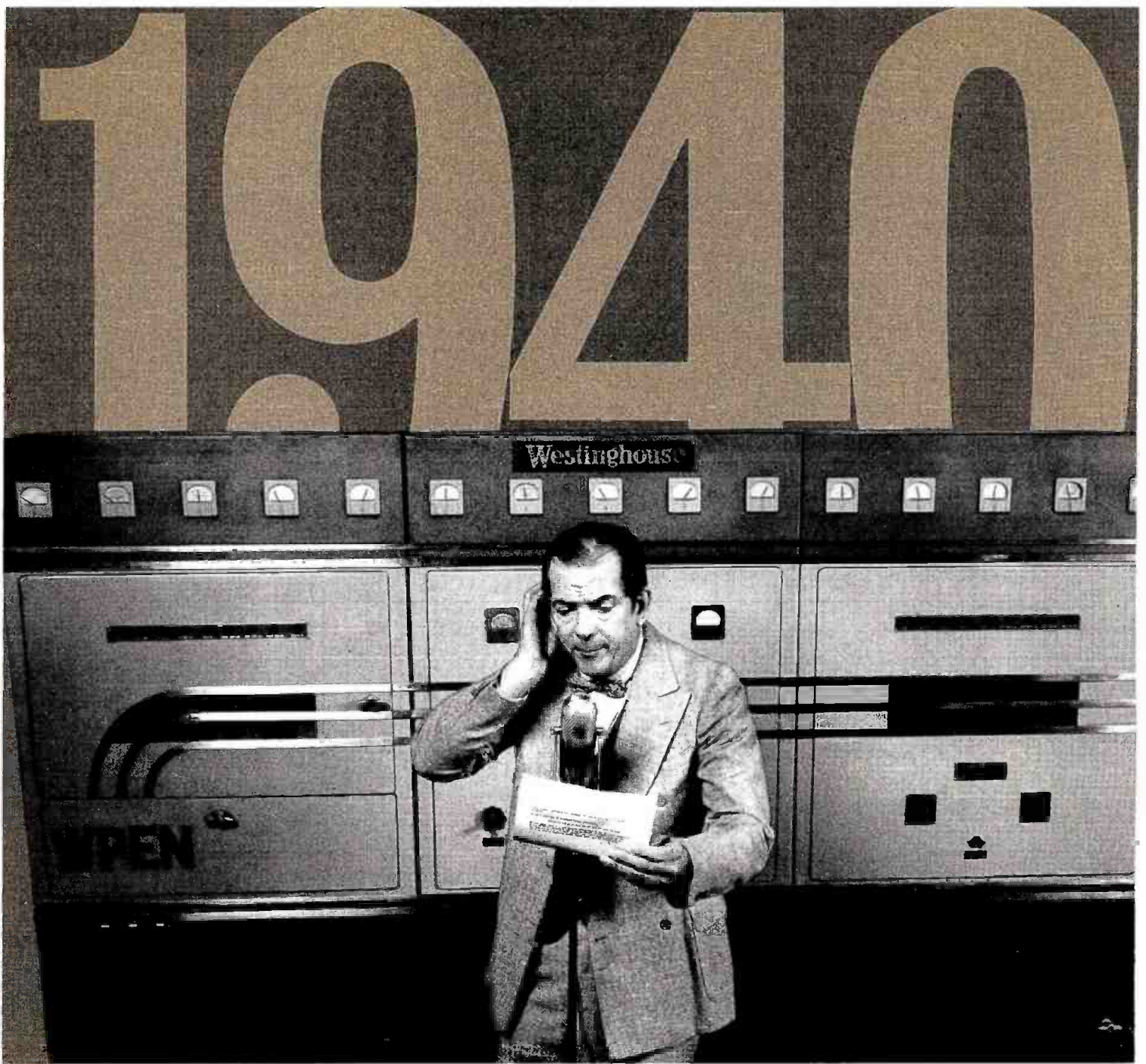
RADIO REPRESENTATIVES

3519 Cedar Springs Road
Dallas, Texas 75219
(214) 522-3970

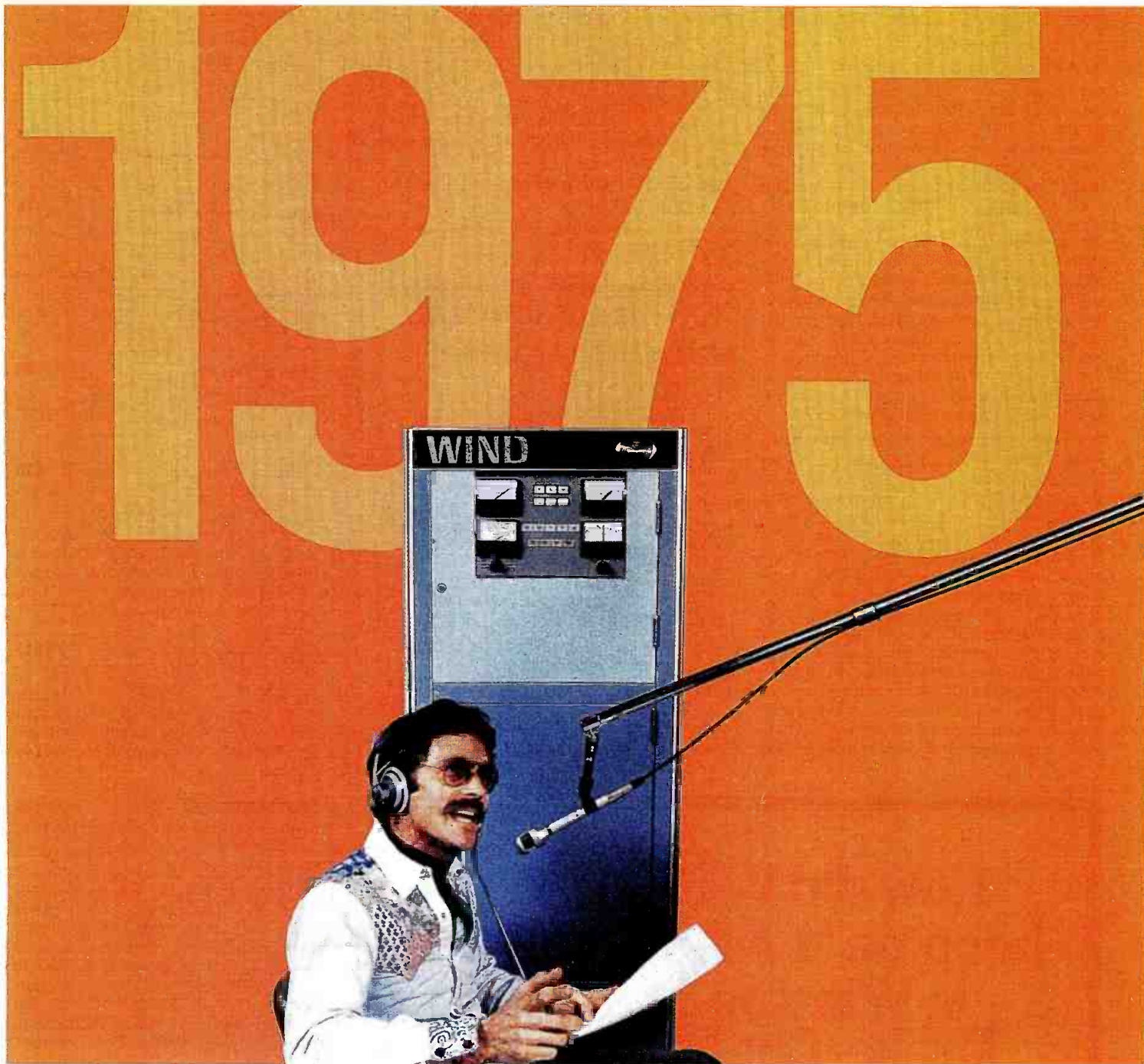
6922 Hollywood Boulevard
Los Angeles, California 90028
(213) 462-2371

26011 Evergreen Road
Southfield, Michigan 48076
(313) 355-0840

1 California Street
San Francisco, California 94111
(415) 781-3990



**1940: Westinghouse announces the first 5KW
air-cooled broadcast transmitter**



1975: Westinghouse announces the first 5KW all-solid-state broadcast transmitter

Our high-power, air-cooled transmitter was big news when it went on the air 35 years ago. An industry first.

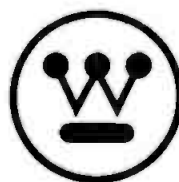
The latest Westinghouse advance is in all-solid-state broadcast-transmitter technology. A 5KW unit is on the air now at WIND Chicago.

At the NAB Show in Las Vegas, April 6-9, Westinghouse will unveil its new transmitter. We'll be glad to explain the advantages and answer your questions.

Westinghouse Electric Corporation,
Hunt Valley, Md. 21030.

**See our 5KW all-solid-state transmitter
at NAB Show Booth #1100.**

K-2-75



**Westinghouse
makes it happen**

be more effectively accomplished.

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

The need for a more efficient UHF transmitter. 10:25-10:45 a.m. Al Martin, Kaiser Broadcasting Co., Southfield, Mich. Visualize the problems with any transmission system that is only 30% efficient. Such inefficiency may be tolerated if the level of power requirements were not of the magnitude used in present day UHF transmitters. Engineering management in UHF consider this problem to be second in priority only to the need for more efficient receiving equipment. High powered transmitters and the energy crisis have spotlighted the situation. Electrical power rates have risen nearly 100% in many areas. Who is working on the problem? Where will the research and development money

come from? What are the chances for improvement? Is there a solution? If so, does it involve a new improved klystron tube? A change in modulation technique? The need is obvious. This paper will explore current interest in such a project.

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

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

203 manufacturers show their wares in exhibit halls

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

Asterisk (*) indicates new equipment.

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

Product: Kilowatt translator, kilowatt trans-

mitter, 10-watt VHF SS Amp. *Personnel:* Marshall Smith, Nat Ostroff, John Parke, Ray Kiesel.

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

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

Product: Television antennas, ITFS transmitting antennas, FM antennas, diplexers, coaxial switches, vestigial sideband filters, RF measuring instruments. *Personnel:* Andrew Alford, Fred Abel, Gerald Cohen.

Allied Tower Co. Inc. S1008
Box 331, South Houston, Tex. 77587

Personnel: Max Bowen, Jerry Bennett, J. C. Smith.

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

Product: Free placement service, with listings of recent broadcasting-trained college graduates, available for immediate employment. *Personnel:* Mike Birdsill, Peter Lee, Tim Keenan, Tim Terry, Dan Baker.

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

Product: New styling concepts in modular instrument consoles, cabinets and enclosures, plus styled low-silhouette broadcast consoles. *Personnel:* Floyd A. Johnson, Lee Owens.

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

Product: *ADC 558 "dualkey" production switching system, 900 I.C. routing switcher with multicontrol configuration, 1100 series vertical interval/VIR test sets and amplifiers, and the "mini/maxi" 556. *Personnel:* Charles Byrd, Hal Bjorklund, Emmerson Ray, Dwight Wilcox, Bill Wiseman, Russ Trevillian, Maurice DuPont, H. A. Cook, J. Olsen, Bill Moore, Frank Nabors, Richard Wunderlich, Joe Rosswog, Mel Wode, Paul Wagner, Dewey Radden.

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

Product: FM-20E exciter*, FM-2, 5KE, FM-15KE, FM-25KE, FM-25/25KE FM transmitters. Also AM-5KD, AM-10KD, AM-50KD AM transmitters. *Personnel:* B. Bernard, W. Burtis, N. Goldich, R. Newhook, A. Rosset, C. Spyrou, E. Sudol.

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

Product: RBT-500 portable remote-broadcast telephone system, RBT-500-A* (do-it-yourself remote operational amplifier kit), SQUAWK-BOX* (transistor tester). *Personnel:* Clarence Jones, Margaret Jones.

Ampex Corp. N207
401 Broadway, Redwood City, Calif. 94063

Product: Video recorders and cameras, time

Continues on page 46

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

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

Their story could be your story.

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

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

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

UPI NEWS!

You can see it . . . hear it . . . and read it. At UPI's NAB exhibit.
Booth 503—South Hall.



SEE

Unifax II, UPI's new high fidelity picture service.



READ

DataNews, UPI's new 1200 word per minute news service.



HEAR

UPI Audio, the world's largest all-news network service.



SEE

UPI's Cable Newswire, the best 15 minutes of news in the world—24 hours a day.

These, plus UPI's Broadcast Newswire, the A and B newswires, Sports Wire and Business Wire. Also the UPI Unislide service for television.

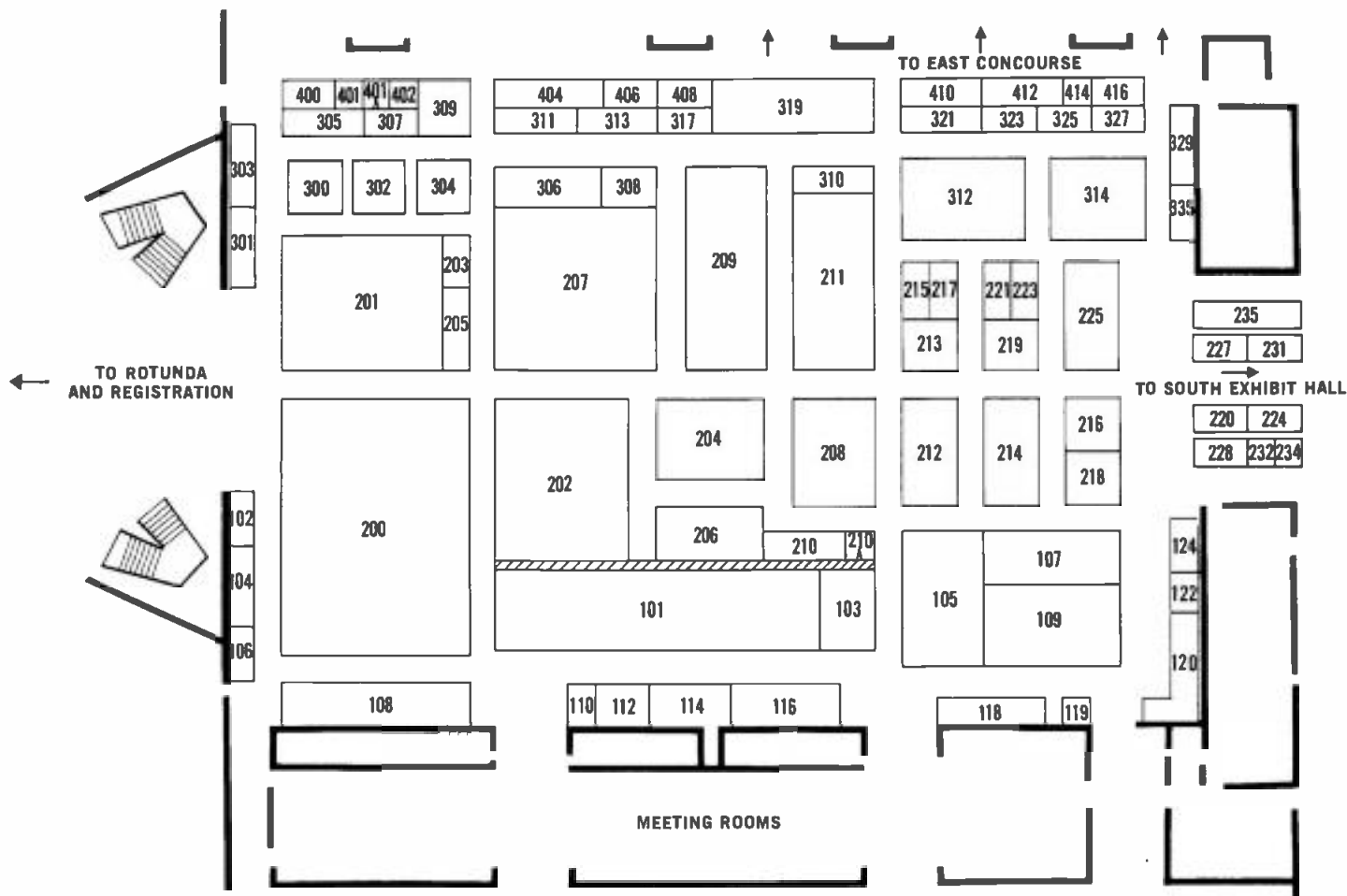
We'll be looking for you. Booth 503—South Hall. Where you'll find the best in broadcast news!

UPI

220 East 42nd Street, New York, N.Y. 10017/(212) 682-0400

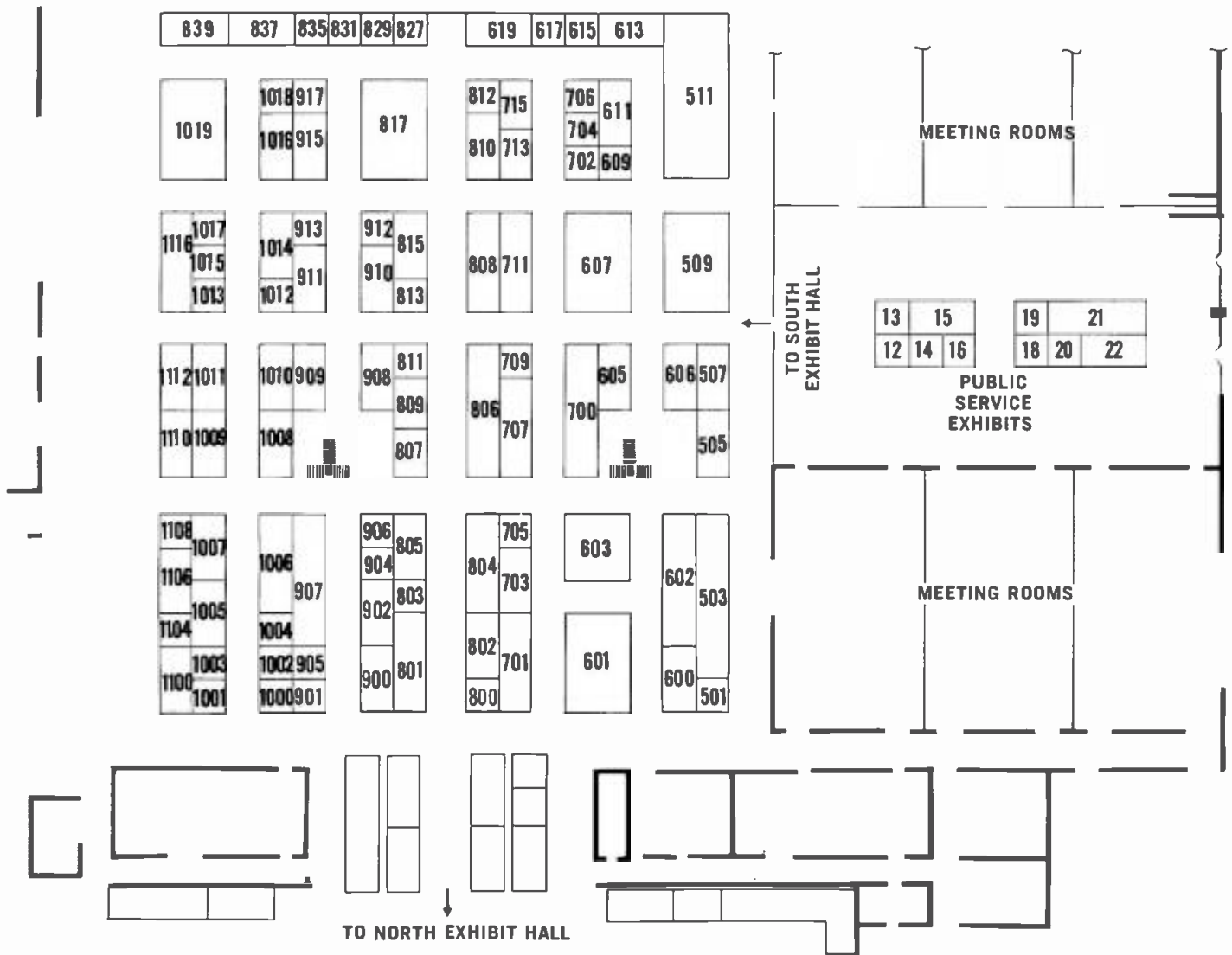
A booth-by-booth guide to the equipment exhibits

North hall



Firm	Booth	Firm	Booth	Firm	Booth
Alford Manufacturing Co.	119	Eastman Kodak Co.	206	Akg Audio Division	215
American Data Corp.	329	Eimac Division/Varian Associates	120	Power-Optics Inc.	106
American Electronic Laboratories Inc.	404	Electronics, Missiles & Communications Inc.	410	O-TV/Telesync	327
Ampex Corp.	207	Ferneh Group — Robert Bosch Corp.	211	Quick-Set Inc.	335
Andrew Corp.	323	Fidelipac Division of TelePro Industries	221	RCA Corp.	200
Angenieux Corporation of America	321	GTE Sylvania	325	RCA Electronic Components, Industrial Tubes Division	102
Audio Designs & Manufacturing	205	Gotham Audio Corp.	122	Rohde & Schwarz Sales Co.	310
Ball Brothers Research Corp./Electronic Display Division	213	The Grass Valley Group Inc.	209	Schafer Electronics Corp.	306
Barco U.S. Div., Kallman Associates Inc.	308	Harris Corp., Broadcast Equipment Division	201	Shure Brothers Inc.	317
Beiar Electronic Laboratory Inc.	307	Hitachi Shibaden Corp. of America	225	Sparta Electronic Corp./Subsidiary of Cetec Corp.	312
Berkey Colortran Inc.	416	Innovative Television	412	Tapecaster, TCM Inc.	400
Bird Electronic Corp.	110	International Video Corp.	101	Tektronix Inc.	209
Boston Insulated Wire & Cable	414	Jampro Antenna Co.	312	Teledyne Camera Systems	210A
Broadcast Electronics Inc.	235	Kaman Sciences/BCS	313	Telemation Inc.	214
CBS Laboratories	103	Kliegl Bros.	104	Telemet, Division of Geotel Inc.	304
CCA Electronics Corp.	319	Listec Television Equipment Corp.	218	Telex Communications Inc.	124
CMX Systems	107	3M Company — Magnetic Audio/Video Products Division	208	Thomson-CSF Inc.	314
CSI Electronics Inc.	203	Marconi Electronics Inc.	212	USAF Educational Affairs Division	224
Canon U.S.A. Inc.	114	Marti Electronics Inc.	309	U.S. Army Recruiting Command	231
Capitol Magnetic Products	112	McCurdy Radio Industries Inc.	408	U.S. Army Reserve	220
Central Dynamics Corp.	204	McMartin Industries Inc.	301	U.S. Coast Guard	234
Cetec Audio/Division of Cetec Corp.	312	Memorex Corp.	118	U.S. Postal Service	227
Cohu Inc., Electronics Division	219	Microwave Associates Inc.	216	Utility Tower Co.	406
Collins Radio	300	Mole-Richardson Co.	223	VIF International	401A
Commercial Electronics Inc.	105	Moseley Associates Inc.	305	Varian Associates	120
ComQuip Inc.	401	National Guard	228	Vega/Division of Cetec Corp.	312
Conrac Division/Conrac Corp.	108	Navy Recruiting Command	232	Videomax, an Orrox Co.	107
Consolidated Video Systems Inc.	109	Nortronics Company Inc.	402	Visual Electronics Corp.	210
Continental Electronics Mfg. Co.	302	Philips Audio Video Systems Corp., subsidiary of North American Philips Corp.	202	Vital Industries Inc.	116
Delta Electronics Inc.	217	Philips Audio Video Systems Corp.,		Wilkinson Electronics Inc.	311
Dynair Electronics Inc.	303				

South hall



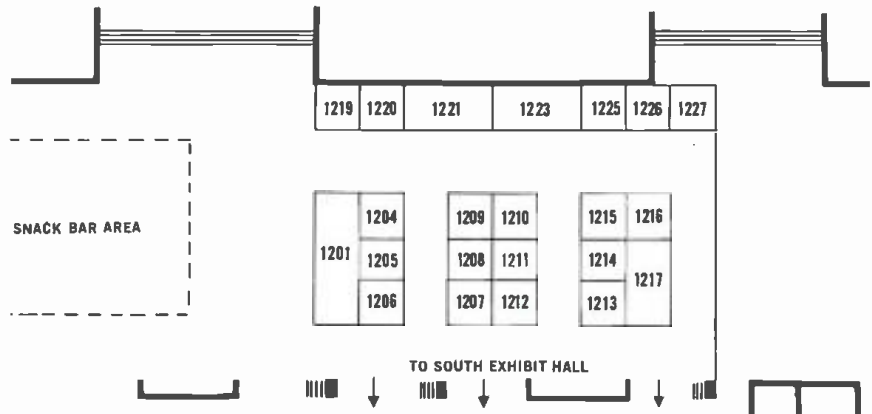
Firm	Booth	Firm	Booth	Firm	Booth
Acrodyne Industries Inc.	711	Electro Sound Inc.	1007	Paulmar Inc.	615
Allied Tower Co.	1008	Electrohome Limited	1110	Pentagon Industries Inc.	901
Alpha Epsilon Rho	20	Elpa Marketing Industries Inc.	917	Phelps Dodge Communications Co.	609
Amco Engineering Co.	813	Emcor-Ingersoll Products	802	Potomac Instruments Inc.	807
American Electronics Inc.	905	Farion Electric	1005	Recortec Inc.	907
Ampro Corp.	910	FCC	21	Revox Corp.	713
ASACA Corp.	600	Imero Fiorentino Associates Inc.	606	Robins/Fairchild	911
Audio Services Inc. (ASI)	915	Fuji Film/Tape Division	607	Rodelco Electronics	1108
Auditronics Inc.	1014	Fujinon Optical Inc.	603	Rupert Neve Inc.	1010
Autogram Corp.	1015	Hologon Optical Systems Corp.	1002	Russco Electronics Mfg. Inc.	1017
Automated Processes Inc.	810	IGM, a Division of NTI	804	Scully/Metrotech Division of Dictaphone	908
Broadcast Pioneers/Broadcast Pioneers Library	22	Ikegami Electronics USA Inc.	808	Sintronc Corp.	1003
Burwen Laboratories	1018	Industrial Sciences Inc.	1011	Skirpan Lighting Control Corp.	707
Cablewave Systems Inc.	611	International Tapetronics Corp.	900	Soil Inc.	904
Chamber of Commerce of the United States	12	JVC Industries Inc.	805	Sonex International Corp.	827
Chiron Telesystems	703	Jamieson Film Company	803	Sony Corp. of America	601
Cinema Products	617	Jefferson Data Systems	913	Stanton Magnetics Inc.	811
Compu/Net Inc.	511	Kansas State Network Inc., Engineering Services Division	912	Storeel Corp.	507
Computer Image Corp.	1106	LPB Inc.	809	Strand-Century Inc.	605
Computer Magnetics Corp.	1009	Lenco Inc., Electronics Division	613	Willi Studer America Inc.	702
Comrex Corp.	1013	Micro Communications Inc.	906	Systems Marketing Corp. — Sono-Mag	817
Control Design Corp.	1006	Microtime Inc.	700	Taber Manufacturing & Engineering Co.	705
Cooke Engineering Co., Division of Dynatech Laboratories Inc.	709	Mohawk Wire & Cable Corp.	704	Tele-Cine Inc.	801
Cox Data Systems Inc.	815	Nagra Magnetic Recorders Inc.	1004	Television Equipment Associates	701
Data Communications Corp. (BIAS)	909	NIAAA National Clearing House for Alcohol Information	16	Television Research International Inc.	1019
Data Disc Inc.	835	National Committee for Employer Support of the Guard & Reserve	15	Time and Frequency Technology Inc.	902
Datatek Corp.	715	National High Blood Pressure Education Program	19	United Press International	503
Datatron Inc.	602	Optasound Corp.	829	United Research Lab. Corp.	1000
Datavision Video Products, Mincom Division. 3M Co.	706	Otari Corp.	1112	U.S. Consumer Product Safety Commission	14
Dielectric Communications	1016	Pacific Recorders & Engineering Corp.	1012	United States Marine Corps	800
Digital Video Labs	837	Paperwork Systems Inc.	509	U.S. Pioneer Electronics	1116
Dipol Electronics Inc.	1001			U.S. Savings Bonds Division, Dept. of Treasury	18
Duncan Electronics Inc.	1104			Video Aids Corporation of Colorado	501
Dynasciences Video Products	619			Video Memory Corp.	831
Editel Communications Inc.	806			The Video Tape Co.	812
				Westinghouse Electric Corp.	1100
				World Video Inc.	505



LOS LATINOS: STARTING AT AN EARLY AGE
 AMERICAN GOVERNMENT: POLITICAL PROMISES
 EDUCATION: THE SCHOOL AS A FACTORY
 AMERICAN WOMAN: BREAKING DOWN BARRIERS
 JUSTICE: A PRISON THAT DOESN'T PRODUCE CRIMINALS
 THE ELDERLY: HOW OLD IS TOO OLD
 ENVIRONMENT: WHO EVER HEARD OF NEPA
 ENERGY: THE LOOKING GLASS EYE
 ETHNIC MINORITIES: FINDING A NEW PLACE
 AMERICAN LIFE: THE WAR WE ALMOST FORGOT
 ENERGY: LETTING OFF STEAM
 YOUTH: JUSTICE AND THE DISOBEDIENT CHILD
 EDUCATION: KEEPING A HEADSTART
 ENERGY: MAINTAINING THE INCENTIVE
 CONSUMER PROTECTION: STRENGTH IN NUMBERS
 HOUSING: THE MODERN LAND RUSH
 JUSTICE: WRESTLING WITH PORNOGRAPHY
 ENVIRONMENT: CAN OIL AND WATER MIX
 CRIME: PORTRAIT OF A MUGGER
 HEALTH: THE NEW OLD HEALING ART



East hall



Firm	Booth	Firm	Booth
Akai America Ltd.	1223	Lightning Elimination Associates	1213
BASF	1208	Merlin Engineering Works Inc.	1226
Boston Electronics Inc.	1219	Micmix Audio Products Inc.	1207
Corning Glass Works	1209	Nurad Inc.	1225
ESE	1210	The Orange County Corp.	1214
Electro-Voice Inc., a Gulton Co.	1221	Rosco Labs Inc.	1227
Flash Technology Corp. of America	1206	Telecommunications Industries Ltd.	1215
General Camera Corp., TGX Division	1212	Unidyne Corp.	1217
Kings Electronics Co.	1211	Vedco Inc.	1205
Laird Telemedia Inc.	1204	Ward-Beck Systems Inc.	1201

Continued from page 42

base correctors, audio tape recorders, video and audio tape. *Personnel:* C. A. Steinberg, D. V. Kleffman, R. Sirinsky, B. A. Olerich, D. Chapman, J. L. Porter, P. J. Weber, B. C. McGilaway.

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

Product: CT-2400* series rotary cartridge selector and reproducer, econoCART* series, Dolby* noise reduction system accessory to CT series cartridge tape equipment, present AC series audio consoles with plug-in circuitry*. *Personnel:* Alex Meyer, Ed Mullin, Harry Larkin.

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

Product: UHF television transmitting antennas, Heliac coaxial cables, rigid lines, pressurization equipment, coaxial switches, STL microwave antenna systems. *Personnel:* Bob Bickel, Geza Dienes, John Gyurko, Ernie Weber, John Pryjma, Bill Moore, Ed Andrew, John Reiner, Bob Hetzler.

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

Product: Zoom and fixed focal length lenses for television cameras; prisms, dichroics and splitting systems. *Personnel:* Bernard Angenieux, Jacques Angenieux, Jean Moret, Andre Masson, Pierre Chambon, Harry Hopson, John Wallace, Bob Jagemann, Ken Rice, Claus Zedler.

Asaca Corp. of America S600
 1289 Rand Road, Des Plaines, Ill. 60016

Product: Portable color TV camera (three-tube); one-inch four heads portable VTR.

Audio Designs & Mfg. N205
 16005 Sturgeon, Roseville, Mich. 48066

Product: Broadcast production consoles (BC-5, TV32)*, intercomm*, distribution amplifiers* and rack (DA-16, CH20). *Personnel:* Bob Bloom, Don James, Murray Shields.

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

Product: EBS encoder/decoder*, ASI digital master clock*, ASI Net-Q tone decoder, dial access tape cartridge control*, Tel-alert and custom studio (audio) switcher. *Personnel:* Gary C. Schmidt, James A. Zinser, Jack L. Spiess, Charles M. Miller.

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

Product: Model 110A production/on-air console*, model 501 recording console. *Personnel:* Welton Jetton, Bob Ward.

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

Product: AM-8 console*, IC-10 console, autogram. *Personnel:* E. A. Ankele, Jim Jelley, Jim Sprek,

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

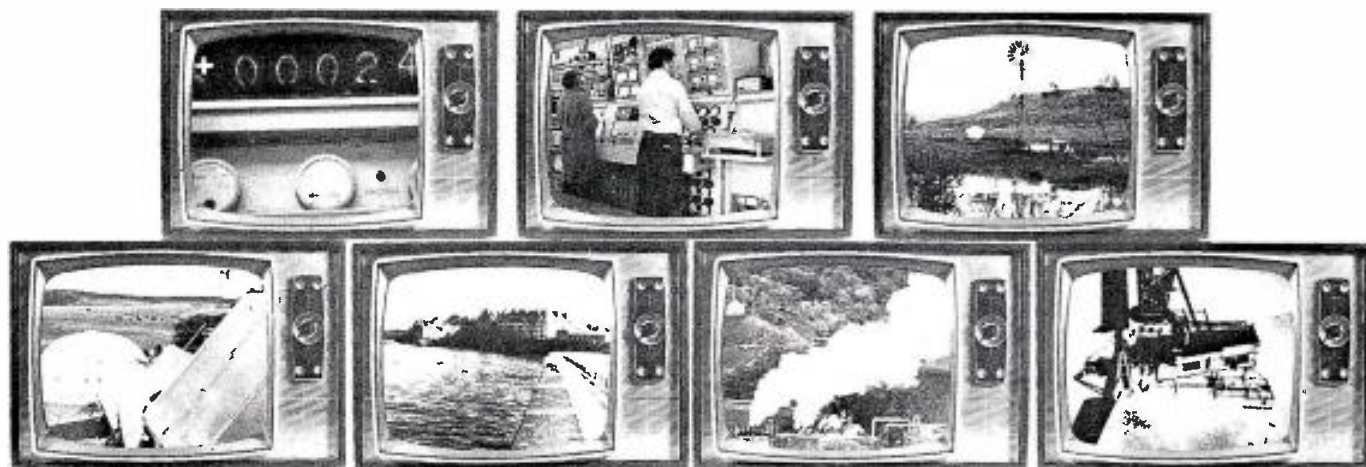
Product: Model 1604 audio control console*, Maglink synchronizer, Mimimag synchronizer and Minimag II synchronizer* and various modules. *Personnel:* Chuck Riker, Lou Lindauer, Don Richter, Dick Burden.

Ball Brothers Research Corp. Electronic Display Division N213
 1633 Terrace Drive, St. Paul

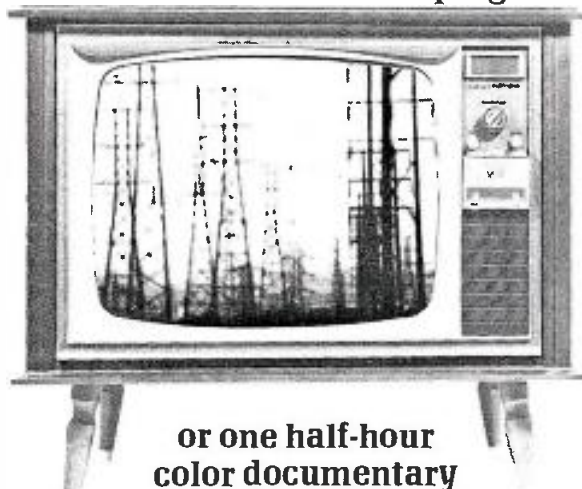
Product: Monochrome and color broadcast monitors in full feature and economy version, digital display monitors, waveform

TWO POINTS ABOUT TELEVISION PUBLIC AFFAIRS.

1. It need not be boring.
2. It need not cause a rating drop.



**You can have exceptional quality public affairs programming at a low cost
EACH WEEK: Seven one- minute color P. A. programs for daily visibility**



**or one half-hour
color documentary**

OR BOTH. And every program addresses your ascertained community problems (see recent radio and television program titles on facing page). Both our weekly half-hour documentaries and our seven one-minute feature programs each week are produced to give you maximum flexibility in reaching your prime time audience and they're sponsorable. Combined with our on-air involvement campaign, Community Service Awards program, Performance Records, Manual on FCC Procedures, Public File assistance, Minority & Women's Training Programs and Merchandising help . . . you'll find subscribing membership in Public Affairs Broadcast Group offers incomparable benefits.

Call or write for details today!

**PUBLIC
AFFAIRS
BROADCAST
GROUP**

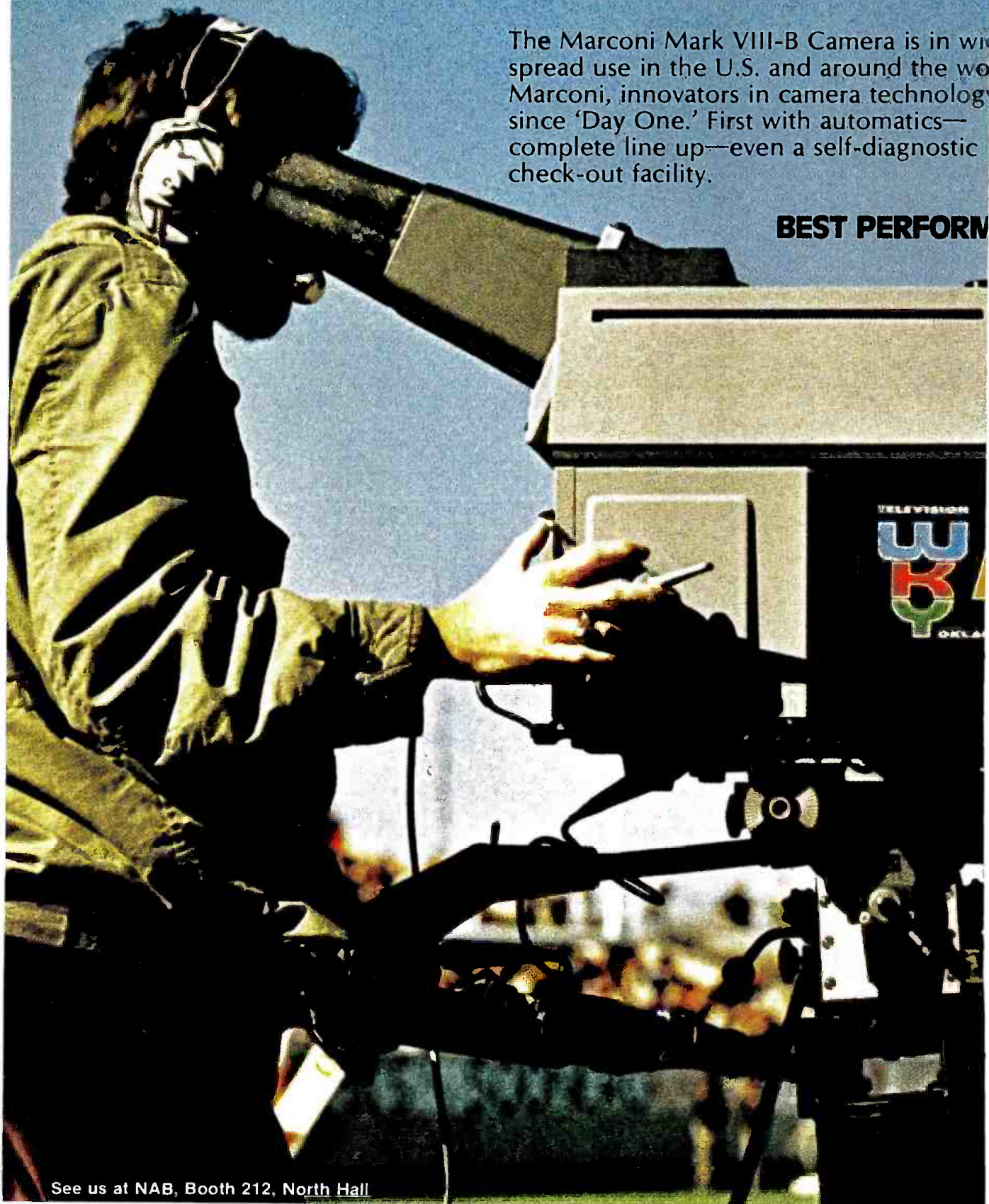
1606 N. Highland Ave. / Los Angeles, CA 90028 / (213) 462-7223

IN OHIO OR OKLAHOMA...IT'S

**WKY-TV at the game in Oklahoma
Bowling Green State University, t**

The Marconi Mark VIII-B Camera is in widespread use in the U.S. and around the world. Marconi, innovators in camera technology since 'Day One.' First with automatics—complete line up—even a self-diagnostic check-out facility.

BEST PERFORMANCE



See us at NAB, Booth 212, North Hall

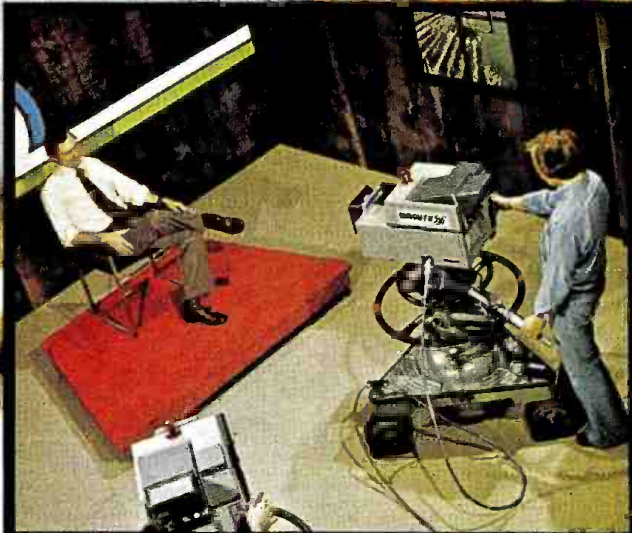
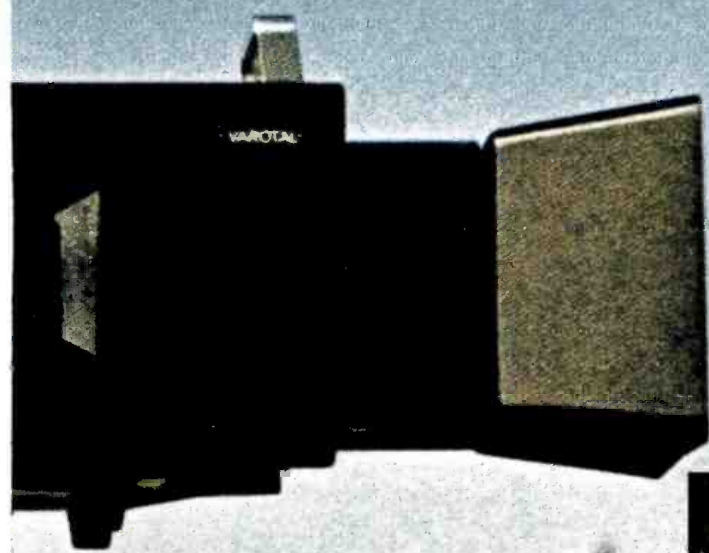
MARK VIII - AUTOMATICALLY

WBGU-TV programming at
Mark VIII-B Camera wins every time.

World's first fully automatic color camera
Super-Sensitive. Saving studio energy by
operating at f/4.0 in 75 f.c. Or operating on
remotes when others quit
Small and lightweight, using 1/2-inch cable
Always making 'Big-Picture' pictures

AUTOMATICALLY

**AND NOW, MARK VIII
QUALITY IN A PORTABLE!**



**Marconi
Electronics Inc.**

1309-J Stone Mill Court,
Stone Mountain, Ga. 30083. (404) 469-7471
Executive Office: 100 Stonehurst Court
Northvale, N.J. 07647. (201) 767-7250

Programming WBGU-TV

monitors and video processing amplifiers. *Personnel:* William Sadler, George Wagner, Richard Lemke, Jack Shearer, Kent Struckhoff, Richard Ryan, Alan Bedford, George Huard, Stuart Mercer.

Barco U.S. Division (of Kallman Associates Inc.) N308
2525 Hyperion Avenue, Los Angeles 90027

Product: Barco high-resolution color-television monitors. *Personnel:* Alfred M. Kallman, Everett Ascher, Ron Brock, Bob King, John Southgate, Jack Green, Reuben Medding, Rik Joye, Claude Grech, Corney Webster.

BASF E1208
Crosby Drive, Bedford, Mass.

Product: BASF Unisette, BASF calibration tape. *Personnel:* Klaus Goetz, John Jackson, Murray Kremer, James Walker.

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

Product: Complete line of broadcast and TV monitors, AMM-2*, AMM-3*. *Personnel:* A. Meyer, E. Chien, Y. Chen, J. Quinn, M. Kranigel, R. Rulifson, J. Rocci, J. Maxenchs.

Berkey Colortran Inc. N416
1015 Chestnut Street, Burbank, Calif.

Product: Studio and portable lighting systems, memory center lighting control system, *Colorspot, Berkey Beam. *Personnel:* Joseph N. Tawil, Marion M. Rimmer, Tom Pincu, Moe Tawil, Jeff Sessler, Jay Bauer, Gene Murphy, Silvio Massone, Dave Mc-

Neilly, Walter Nygaard, Clyde Tichenor, Mike Reichmann.

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

Bird Electronic Corp. N110
30303 Aurora Road, Cleveland, 44139

Product: RF directional ThruLine wattmeters and lab standards, RF absorption wattmeters and line terminations; 2 w to 50 kw coaxial loads and attenuators; RF power and VSWR monitors; coaxial filters, couplers and filter-couplers; coax switches; RF power sensors for OEM transmitters; 7500 w reject loads series 8.891-510*. *Personnel:* Helen J. Bird, Bruce Bird, Tom Bonsky, Herbert H. Heller, Dave Kaltenborn, Mike Kuntz, Leo Lesyk.

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

Product: Camera cable and connectors for all broadcast cameras. *Personnel:* Leo Gildea, John Hathaway, Eli Manchester Jr., Alfred Garshick, Ed McCusker.

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

Product: Series 3000 and 4000*, 2000* series stereo, Verse console*, Modtec monitors. *Personnel:* A. Szegda, T. Creighton, M. Black, T. Jones, D. Durst, R. Weichbrod, M. Aronoff.

Burwen Laboratories S1018
209 Middlesex, Burlington, Mass. 01803

Product: DNF 1100* signal controlled dynamic noise filter, DNF 1500-A* telephone and communication noise filter, DNF 1500-D* news beeper enhancer. *Personnel:* Ronald Bollman, Richard Burwen.

CBS Laboratories N103
227 High Ridge Road, Stamford, Conn. 06905

Product: Vidifont systems, Vidifont Two-Liner*, color-correction system*. *Personnel:* Ben Van Benthem, John Camarda, Harvey Caplan, Langdon Cook, Michael Davis, Robert J. Estony, Jerome Goldman, Thomas Hindle, Stephen Kreinik, Gerald Miller, Renville McMann, Alan Schoenberg, Clyde Smith, James Smith, Oliva St. Jean.

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

Products: AM-FM transmitters. *Personnel:* Robert Sidwell, Jean Paul Renoir, Bill Truman, Clarence Beverage, John M. Hillyard, Jason Fox, Richard Raiczky, Robert Gosciak, Leon Jackson.

CMX Systems N107
635 Vaqueros Avenue, Sunnyvale, Calif.

Product: CMX system/50. *Personnel:* Don Prather, Bill Orr, Bill Justus, Tom Werner, Stan Becker, Murray Bevit, Carl Labmeier, Gene Simon, Gene Sudduth, Dave Morgenstern, Dan Blevins, Ken Scherzinger, Steve Rotter, Kathie Beasley.

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

Product: 1kw AM transmitter, 1kw, 3kw and 250w FM transmitters, six-channel mono console, six-channel stereo console, one-bay Wallace antenna. *Personnel:* Bernard Gelman, Joseph Ponist, Joseph J. Fox, Ridie DiVietro, William Moats.

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

Product: Transmission-line systems, elliptical wave-guide systems, associated accessories. *Personnel:* William Meola, Ken Robinson, Doug Proctor.

Canon U.S.A. Inc. N114
10 Nevada Drive, Lake Success, N.Y. 11040

Product: 10X zoom (12mm to 120mm, f2.0)* for one-inch hand-held TV cameras, 25X (16mm to 400mm, f2.1)* double zoom for one-inch color TV cameras, 34X field zoom (24mm to 800mm, f1.8)* for one-inch and one-and-one-quarter-inch cameras, Canon Scoopic motion picture cameras and lenses. *Personnel:* Yoshiaki Suguri, Frank Beemish, Jack Keyes, Paul Powers, Matt Miyazaki, Dick Turchen, Harry Hirai, Ted Sakurai, Yasaji Asai.

Capitol Magnetic Products N112
1750 North Vine Street, Los Angeles, 90046

Product: Audiopak A-2 broadcast cartridge and A-2 stereo phased broadcast cartridge.

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

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

Their story could be your story.

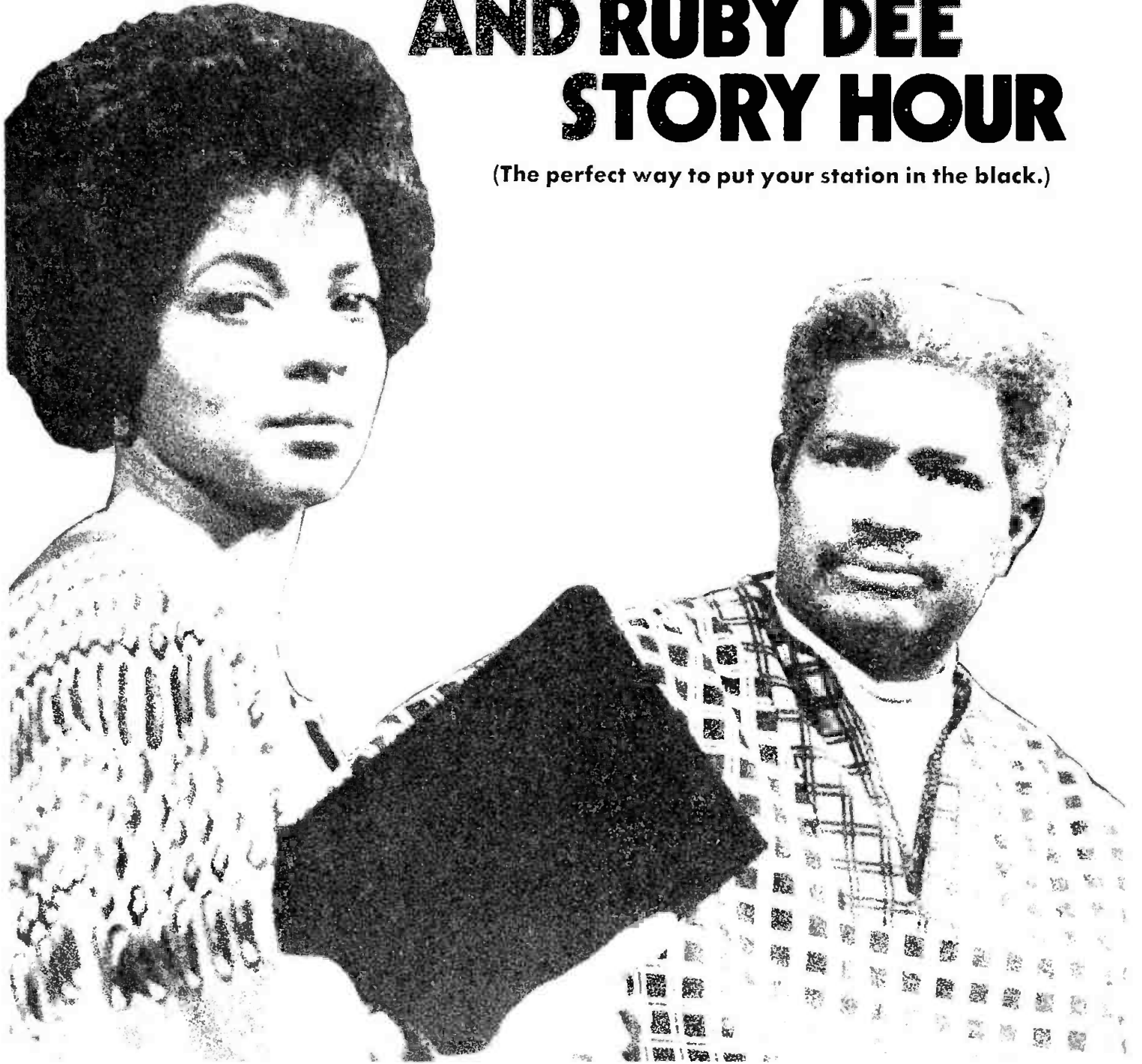
Write or visit us at the NAB Convention in Las Vegas. We'll be in Suite 1830 at the Hilton.

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

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

THE OSSIE DAVIS AND RUBY DEE STORY HOUR

(The perfect way to put your station in the black.)



NOW COMMERCIALY FORMATED AND AVAILABLE FOR NATIONAL DISTRIBUTION.

Now you can have the opportunity to take advantage of Black programming with a proven track record.

The "Story Hour" a wonderful combination of folklore, poetry, historical anecdotes and music has been heard by millions of Black

Americans during its long and successful airing on over 60 National Black Network stations.

Each show features a guest star such as Cleavon Little, Odetta, Melba Moore, Gill Scott-Heron, Timmie Rogers and many others.



Visit the National Black Network N.A.B. hospitality headquarters at the Las Vegas Hilton suite 2530 for a sample demo and full details.

National Black Network

Division of Unity Broadcasting Network, Inc.

1350 Avenue of the Americas, New York, N.Y. 10019



**WVON
MOVES
1450
TO
1390
ON YOUR RADIO DIAL.**

Black Chicago's Number One radio station has more POWER. And more POWER means more listeners. WVON 24 hour daily coverage now reaches all Chicago's suburbs, far into Wisconsin and Indiana, as well as all of Chicago. That's a 1.7 million Black audience reach.

Get more POWER for your dollar! Buy WVON radio!

**A Globetrotter Station
Sold Exclusively by GCI Sales.**

Audiotape high output, low noise back-coated mastering tape, Audiofilm high output, low noise magnetic film. *Personnel:* A. P. Cunha, H. Preston, J. Sullivan, J. Ricci, M. McCartney, W. Woodruff, E. Grant, F. Ticheli, T. Thomas, R. Manierre.

Central Dynamics Corp. N204
P.O. Box 116, Northvale, N.J.

Product: TV station automation equipment, automatic tape editing systems, SMPTE time code generators and readers, studio video production switchers, master control switchers, mobile and small studio production switchers, other terminal equipment. *Personnel:* Earle Wallick, Les Sellmeyer, Bob Hueffed, Bob Faulkner, Dick DeBeradinis, Dave Hill, Howie Shephard, Ole Skydstrup, Bob Mee, Ken Buckingham, Tim McNeil, Graham Pugh, Don Hutchinson, Buddy Naeyaret, John McConkey, Graham Little, Ken Davies, K. Akiyama.

Cetec Audio Division N312
13035 Saticoy, North Hollywood, Calif. 91605

Product: Broadcast consoles, audio consoles, cassette duplicator (copy cass II)*. *Personnel:* Bob McKenzie, Bob Slutske, Bob Horak, Don King, Lynne Goldstein.

Chamber of Commerce of the U.S. S12
1615 H Street, N.W., Washington, D.C. 20006

Product: 60-second public service television spots—great men and great moments of American business, in connection with American Revolutionary Bicentennial Administration. *Personnel:* Hugh Guidi.

Chiron Telesystems N703
11 Grace Avenue, Great Neck N.Y. 11021

Product: Chiron II, Chiron III. *Personnel:* Joe Scheuer, John Starosky, Dave Buckler, Dave Seigel, Dave Meinhart.

Cinema Products Corp. S617
2037 Granville Avenue, Los Angeles 90025

Product: CP-16R/A* reflex camera with Information Display and automatic exposure control, "Aero-Kit" and "Cat Kit" quartz location lighting kits. *Personnel:* Abbott Sydney, Charles Lipow.

Cohu Inc. Electronics Division N219
5725 Kearny Villa Road, San Diego 92111

Product: Model 1550* broadcast color-film camera which features Cohu's model 9900* color encoder/image enhancer/auto balance unit, plus broad array of studio-processing equipment. *Personnel:* R. J. Schlicht, R. F. Vetrein, E. V. Dempsey, J. V. DiMatteo, J. W. Barnes.

Collins Radio Group, Rockwell International Corp. N300
1200 North Alma Road, Richardson, Tex. 75080

Product: FM transmitters*, commercial broadcast equipment. *Personnel:* Howard Kirby, Al Senter, Bob Beattie, Jerry Bowers, Morris Courtright, Ray Evans, Jerrell Henry, Art Silver, Jim Littlejohn, Bill Monroe, Ron Rentfrow, John Shideler, E. Shuey.

Commercial Electronics Inc. N105
880 Maude Avenue, Mt. View, Calif.

Product: CEI-280 series broadcast color

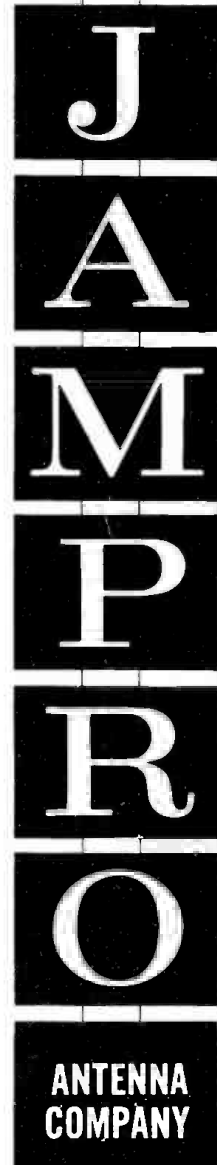
COMPARE FM ANTENNAS BEFORE YOU BUY!

Compare all elliptically or circularly polarized FM antennas and you'll find JAMPRO'S PENETRATOR leads the others in 19 important categories. It has more outstanding performance features than any other comparable FM antenna on the market today. The PENETRATOR has the widest VSWR bandwidth for best stereo now, and quadraphonic sound when you are ready! It is unique, it has a patent for five features not found in any other FM antenna. Only the PENETRATOR made by JAMPRO insures maximum power gain by using internal transformers together with phase and amplitude tests. It has the lowest windload, with and without deicers! It comes with a 2 year warranty, a first for the industry. Compare these six bay high power antennas offered for 50 KW and 100 KW ERP stations, taken from printed company literature in February, 1975.

SUPPLIER	JAMPRO	RCA	GATES	COLLINS	SHIVELY	PHELPS DODGE	CCA
1. Antenna Type Number	JSCP-6	BFG 6A	FMS-6	37CP6	6810-6	CFM HP-6	FMC-HP-6
2. Safe input power rating	40 KW	36 KW	40 KW	40 KW	40 KW	30 KW	40 KW
3. Power gain ratio DB	5.05	5.06	5.05	5.00	5.18	5.2	5.2
4. Trimmed 1.1/1 VSWR bandwidth	±200KHz	±100KHz	±100KHz	±110KHz	±150KHz	±100 KHz	NS
5. Axial ratio-polarization	2DB	NS	NS	NS	NS	NS	NS
6. Impedance match at each bay?	Yes	No	No	No	No	No	No
7. Factory VSWR plot in I.B.	Yes	No	No	No	No	No	No
8. Factory phase/amplitude checks.	Yes	No	No	No	No	No	No
9. Tuned on customer tower?	Yes	No	No	No	No	No	No
10. Antenna factory pre-tuned?	Yes	Yes	Yes	Yes	Yes	No	No
11. Quadraphonic capability?*	Yes	No	No	No	No	No	No
12. Manufactured by seller?	Yes	No	No	No	Yes	Yes	Yes
13. Dual Deicer wattage?	Yes	No	No	No	No	No	No
14. Antenna shop painted?	Yes	Yes	No	No	No	No	No
15. Weight with mtg. bckts.	498.5#	381#	496#	512#	NS	404#	404#
16. Wind load 50/33 PSF, EIA	673#	920#	883#	1301#	727#	780#	780#
17. Deicer wind load, 50/33 PSF	770#	1040#	NS	NS	NS	NS	NS
18. Warranty - guarantee	2 Yr.	1 Yr.	1 Yr.	1 Yr.	1 Yr.	1 Yr.	1 Yr.
19. Antenna List Price	\$7,250	\$7,642	\$7,245	\$6,900	\$5,505	\$5,000	\$6,545
20. Antenna price with deicers	\$8,750	\$11,421	\$8,820	\$8,400	\$6,303	\$5,660	\$7,670

*Quad Sound requirements proposed by NQRC NS = Not Stated

Other exclusive reasons for choosing a PENETRATOR include dual wattage deicers for energy conservation, FAA color painting for longer antenna life, and a 15 page complete instruction booklet with measured factory VSWR!



A DIVISION OF
COMPUTER EQUIPMENT
CORPORATION
(916) 383-1177
6939 POWER INN ROAD
SACRAMENTO, CALIF.
95828

television camera for studio and remote applications, CEI-290 broadcast back-pack color television camera, CEI-435 broadcast color television camera for medical applications. *Personnel:* George Grasso, Rod Maddison, Bud Schneider, Michele Grasso, Lee Pettijohn, Mike Lang, Raoul Proctor, Marc Broemmelsiek, Kathy Nolan, Paul Kendrick, Mark Grasso, Rod Hall, Keith Belcher, Neil Bellas, Bob Rodgers, Jim Hanks, Joe Pipala, Jim Fadely, Don Kline, Bill Riestler, Floyd Kloepfer.

Compu/Net Inc. S1511
8616 La Tijera Boulevard, Los Angeles 90045

Product: Compu/Net radio system, Compu/Net television system. *Personnel:* Edwin Stevens, Maurie Webster, Robert DiMattina, Frank Crane, Joel Schwartz, William Hune-feld, Ernest Holling, Nancy Kunz.

Computer Image Corp. S1106
2475 West Second Avenue, Denver 80223

Product: Vertical interval switchers. *Personnel:* Robert F. Richardson, James F. Duca, Edwin J. Tajchman, William C. Altemus, Lloyd Bowles, John Baumann, John Marston, Herb Didier, Bill Myers, Mike Dyer, James E. Landy, Lewis C. Radford, Marty Jackson.

Computer Magnetics Corp. S1009
125 West Providencia Avenue, Burbank, Calif. 91502

Product: Refurbished Mark X and Mark XX* video head assemblies, audio stacks for VTR's, video disks and video heads for Slo-Mo. *Personnel:* I. Tsu, T. Mlinaric, Ted Emm, J. Luiz, W. Bell, A. Kiser.

Comquip Inc. N401
366 South Maple Avenue, Glen Rock, N.J. 07452

Product: Fixed lens adaptor to enable the use of fixed lenses with standard color TV cameras. *Personnel:* J. C. Schlageter.

Comrex Corp. S1013
56 Union Avenue, Sudbury, Mass. 01776

Product: Comrex 450 mhz wireless microphone system, cue transmitters, cue receivers, mobile repeater systems, TV off-air audio receivers. *Personnel:* John F. Cheney.

Conrac Division/Conrac Corp. N108
600 North Rimsdale Avenue, Covin, Calif.

Product: Color and monochrome television monitors. *Personnel:* L. M. Ryan, W. A. Fink, R. A. Carson, C. Beintema, F. Heyer, W. A. Ems, C. Odom, J. McClimont, J. Keenan, B. Mitchell.

Consolidated Video Systems N109
3300 Edward Avenue, Santa Clara, Calif. 95050

Product: CVS 600 digital video-synchronizer with 600-2 electronic video-compression option*, CVS 504A Universal NTSC video time-base corrector, CVS 503 Universal PAL/SECAM video time-base corrector. *Personnel:* Nyal McMullin, Hal Blakeslee, William Hendershot, Mike Tallent, Al Swain, John Harris, Jim Sullivan, Walter Werdmuller.

Continental Electronics Mfg. Co. N302
4212 South Buckner Boulevard, Dallas 75217

Product: 50 kw, 10 kw, 5 kw broadcast transmitters, graphic display 2,000 kw broadcast transmitter. *Personnel:* J. O. Weldon, M. W. Bullock, Vernon Collins, Dick Floyd, Ross Hale, Everett King, Ray Tucker, Joe Sainton, W. D. Mitchell.

Control Design Corp. S1006
106 South Pickett Street, Alexandria, Va. 22304

Product: CD80L* English printout logger. *Personnel:* Ron Rasmus, Dave Hill, Bill Bridges, Hugh Wilcox.

Cooke Engineering Co. Division of Dynatech Laboratories Inc. S709
900 Slaters Lane, Alexandria, Va. 22307

Product: Master clock systems, program timers, event timers, character generators, audio, video and pulse distribution equipment and video patchfields and accessories. *Personnel:* From Dyma Engineering, H. M. Dyer Electronics, Wiltronix Inc.

Corning Glass Works E1209
3900 Electronics Drive, Raleigh, N.C. 27604

Product: Image enhancer*, standard and custom-built 1H and 2H video delay lines. *Personnel:* Henry S. Craumer, Robert I. Car-rington-Smith, Alden F. Greenlaw, Joseph A. Killough.

Cox Data Systems Inc. S815
1601 West Peachtree Street, N.E., Atlanta 30309

Product: Broadcast Information System* for sales, traffic, accounting and operations. *Personnel:* Ron Jones, Ed Minor, Allan Sanders, Dan Roberson, Jim Milliken, Mickey McGuire.

Data Communications Corp. (BIAS) S909
3000 Director's Row, Memphis

Product: The BIAS system for radio and TV broadcasters—on-line, real time system automates a station's sales, traffic and accounting operations.

Data Disc Inc. S835
686 West Maude Avenue, Sunnyvale, Calif.

Product: *BDR 500, a broadcast quality, high band color, slow motion video replay system. *Personnel:* Bernie Okey, Dan Marshall, Russ Mendia.

Datatek Corp. S715
1200 West Chestnut Street, Union, N. J. 07083

Product: Differential phase and gain-measuring sets*, video-sweep generators*, TV transmitter color-phase equalizer/wave-form corrector, audio-video routing switchers, audio, video and pulse D.A.'s. *Personnel:* Mervyn Davies, Bob Rainey, Jim Landy, Herb Didier, John Baumann, Marty Jackson, Gene Sudduth.

Datatron Inc. S602
1562 Reynolds Avenue, Santa Ana, Calif. 92707

Product: SMPTE time-code electronic-editing system*, SMPTE editing system* for electronic news gathering, numeric character generator*, SMPTE time-code generator and

reader. *Personnel:* Robert Ricci, Clyde Davis, H. Perkins, Richard Miller, Dick Mulliner.

Datavision Video Products, Mincom Division, 3M Co. S706
15932 Shady Grove Road, Gaithersburg, Md. 20760

Product: Model D-3000 video character generator, Model D-4000 disk memory. *Personnel:* F. J. D'Ascenzo, F. Hodge, T. Mattia, S. Landsman, R. Sudkamp, D. Wilcox, D. Hill, E. Sudduth, M. Dyer, J. Vines, L. Radford, P. D. Thompson, W. Curtis, W. Hahn.

Delta Electronics, Inc. N217
5534 Port Royal Road, Springfield, Va. 22151

Product: Digital antenna monitor, transmitter/antenna remote control, measurement/test instruments, toroidal current transformers. *Personnel:* Joseph S. Novak, Stephen W. Kershner, Russell E. Geiger, John Wright.

Dielectric Communications S1016
Route 121, Raymond, Me. 04071

Product: Hi-intensity obstruction lights, R. F. wattmeters, R. F. loads, dehydrators. *Personnel:* H. Acker, L. Wetzel, R. Tanczos, S. Thomas, S. Smith, H. Wittich.

Digital Video Laboratories, Inc. S837
1051 Clinton Street, Buffalo, N.Y. 14206

Product: Digital time base correctors and video processors at four times subcarrier for all video-tape formats. *Personnel:* John Lowry, Norman Cox, Jack Sinclair, Richard Kupnicki Sr., Trevor Smith, Gerry Hunt Sr., David Pierdon, Yoshi Nagaishi.

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

Duncan Electronics Inc. S1104
2865 Fairview Road, Costa Mesa, Calif. 92626

Product: Series 220 and 300 professional slide controls for audio control equipment used for broadcasting, recording and sound reinforcement. *Personnel:* John S. Laughlin, H. H. Hondyshell.

Dynair Electronics Inc. N303
6360 Federal Boulevard, San Diego, Calif. 92114

Product: Series-1400 video routing switcher*, series-8100 audio switcher, RX-4B Dyna-Tune demodulator. *Personnel:* R. N. Vendeland, C. D. Buterbaugh, R. A. Jacobs, E. G. Gramman.

Dynasciences Video Products S619
Township Line Road, Blue Bell, Pa. 19422

Product: Image enhancers, video processing amplifier, program switcher, routing switchers, distribution amplifiers, test equipment, automatic programing equipment. *Personnel:* J. B. Waltrich, P. F. Gambuti, James M. Law, Joseph Foulke, Peter Worhacz.

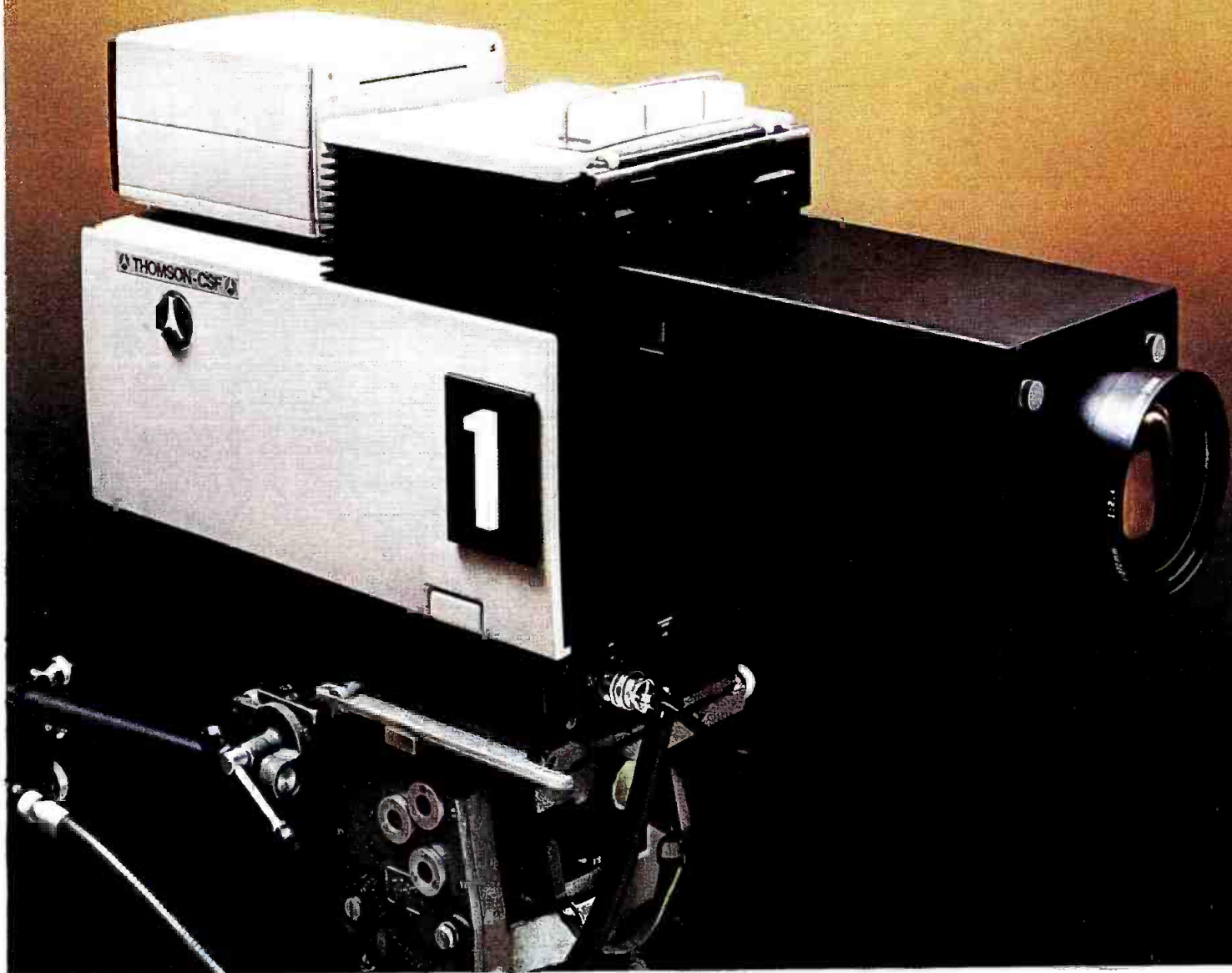
ESE E1210
505½ Centinela, Inglewood, Calif. 90302

Product: Digital clocks and timers, master clocks, digital remote control systems, WWVB receivers and custom digital products. *Personnel:* J. Johnson, D. Johnson, R. Mayers, J. Mayers, C. Mitchell, N. Mitchell, J. Webster, M. Munster.

**Triax Color
comes of age**

THOMSON-CSF TTV 1515

*Now used
in the CBS Television
mobile units*



PROVEN TRIAX

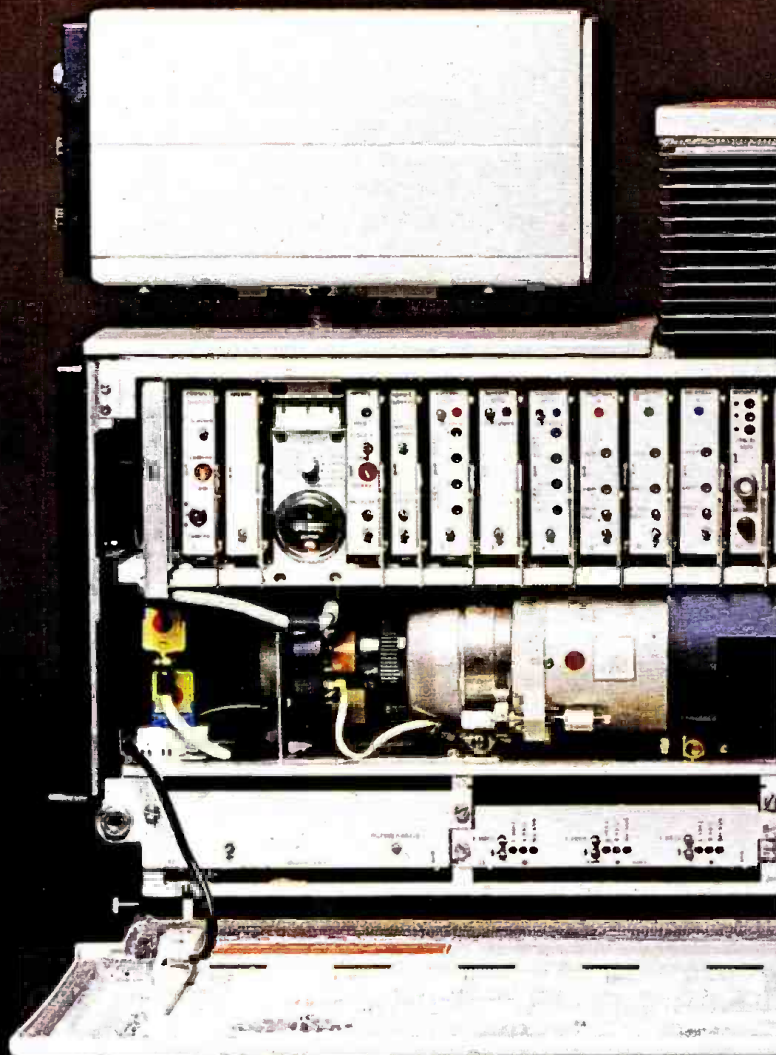
THOMSON-CSF TTV1515

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

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

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

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



Features:

Uses triax cable . . . 1/5 the weight of TV-81. Your mobility zooms. Set up and strike time drops way down. Van space suddenly holds many times more cable footage. You start with dramatic cost cuts on cable and connectors . . . then continue with years of manpower savings.

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

Automatic synchronization. A miniature sync generator built into CCU restores,

from mixed sync only, all signals usually derived from external sync . . . blanking, drive, etc.

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

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

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

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

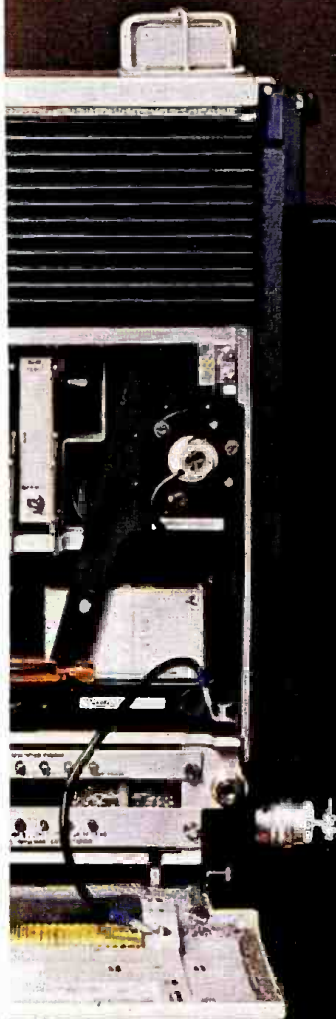
Superb low-light picture capability . . . lighting levels down to 10 foot-candles.

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

Contour correction with adjustable comb filter.

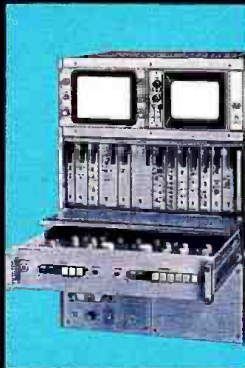
Separate RGB outputs, enabling color coding in all existing systems: SECAM, PAL,

RELIABILITY



CCU is 68½ lbs. light, fits in 7 inches of standard 19" rack. It incorporates miniature sync generator, contour correction with adjustable comb filter, color masking, amplitude modulated shading, automatic cable compensation. All these logically belong in the CCU (not the camera). Thomson puts them there.

Shown also: operational control panel containing all the controls associated with registration setting and adjustment of the main operational functions of the camera



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

NTSC . . . or all three simultaneously for world-wide live broadcasts.

Ultra-stable digital and RF multiplexing.

Wide range of zoom lens packages with manual or servo controls.

Unique built-in diascope . . . no add-on "black boxes" in front of lens.

Viewfinder tilts, swivels, locks and operates remotely.

The light one: camera only 77 lbs., viewfinder 11 lbs.



Downtime virtually eliminated. Instantly-accessible plug-in circuit boards can be changed in seconds. No trouble-prone multi-layer circuit boards.

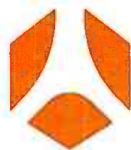


DRAMATIC SAVINGS IN SET-UP AND STRIKE TIME

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



Thomson-built mobile van shows the dramatic compactness possible with TTV 1515. Van carries four cameras, all control equipment, enough triax cable for most events, plus crew!



THOMSON-CSF

THOMSON-CSF, Inc.

Broadcast Products 750 Bloomfield Ave., Clifton, N.J. 07015/(201) 779-0216

Corporate 75 Rockefeller Plaza, New York, N.Y. 10019/(212) 977-2200

Eastman Kodak Co. N206
343 State Street, Rochester, N.Y. 14650

Product: Supermatic film videoplayer, Eastman 16mm television projector (model CT-500), Eastman Super 8 videofilm projector (model TV-M100A). *Personnel:* H. T. Sweeney, W. H. Low, C. G. Arnold, F. R. Nobbs, F. J. Eberhardt, H. L. Vincent, F. R. Rein-king, R. F. Grant, R. G. Hufford, J. C. Norris.

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

Product: Custom-built mobile units, ENC hand-held color cameras, MK III hand-held color camera. *Personnel:* G. Ross Jebson, John R. Leslie, Hugh J. Hinrichs, Paul Bon-daruk, Jorge Biccocchi.

Electrohome Ltd.
809 Wellington Street, North, Kitchener, Ont.

Product: Color and monochrome video mon-itors, receiver/monitors; related accessories including ceiling and wall mounts, mobile stands, speaker/amplifier, podium. *Person-nel:* William Ellis, Norm Bennett.

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

Product: 1 kw UHF transmitter*, 100 watt UHF and VHF translators, 10 watt UHF and VHF transla'tors, MDS transmitters and re-ceiver, Bogner UHF and VHF transmitting antennas. *Personnel:* Ross V. Swain, Steve Koppelman, Jim DeStefano, V. P. Loughboro, Huston Shroyer, Bob Unetich, Russell Pigioli.

Electro Sound, Inc. S1007
725 Kiler Road, Sunnyvale, Calif. 94086

Product: ES 500 series recorder/reproducer systems, model 2001 highspped tape dupli-cating system*, electro sound capstan idler. *Personnel:* Robert Cochran, Ron Akin, Joseph Ciccone, David Lint, Wayne Saylor, Charles Link, Don Kader, Mary Poms.

Electro-Voice Inc. E1221
600 Cecil Street, Buchanan, Mich. 49107

Elpa Marketing Industries Inc. S719
Thorens and Atlantic Avenues, New Hyde Park, N.Y. 11040

Product: Studio 8 console professional re-corder*, ferrograph test equipment, Super 7 recorder. *Personnel:* J. F. King, E. L. Childs, S. G. Griffiths, John Mildwater, Derek Holmes.

Elpa Marketing Industries, Inc. S917
Thorens and Atlantic Avenues, New Hyde Park, N.Y. 11040

Product: Ferrograph: Studio 8 professional recorder, Super 7 recorder, audio tape re-corder test equipment, Editall Audio/Video Tape splicing blocks and pre-cut splices, Thorens Transcription turntables. *Personnel:* John F. King, E. L. Childs, P. W. Kind, Robert C. Shene, S. G. Griffiths, John Mild-water.

Emcor—Ingersoll Products S802
1000 West 120th Street, Chicago, Ill.

Product: Cabinets, modular enclosure sys-tems, three standard product lines to choose from, modified specials, and custom units

which are designed to your specifications. A new line of computer support furniture. Also, component items. *Personnel:* Gary P. Ellis.

Farinon Electric S1005
1691 Bayport, Los Altos, Calif. 94070

Product: FV portable microwave for video relay 1.99-13.25 Ghz w/dial-tuning across each band*, subcarrier transmission sys-tems. *Personnel:* John Bartelme, Tom Boyd, Jim Hurd, Jim Murray.

FCC S21-23-25
1919 M Street, N.W., Washington, D.C. 20036

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

Product: KCN-40 (battery-operated handheld color camera)*, KCR-40 (hand-held camera tripod-mounted with studio viewfinder), KCP-40 (low-cost color camera operating on triax cable), KCU-40 (studio/field camera). *Person-nel:* A. R. Pignoni, R. N. Blair, L. E. Wolff, V. J. Lyons, J. A. Leonard, Dr. O. Oechsner, H. Groll, H. Zahn, D. Zeiger, R. Walker.

Fidelipac Division, TelePro Industries Inc. N221
109 Gaither Drive, Mount Laurel, N.J. 08057

Product: Master cart*, models 300, 350, 600, and 1200 cartridges, storage racks, on-air light, alignment cartridges, cartridge labels*, cleaning fluids*, splicing blocks. *Personnel:* Gene Bidun, Roger Cappello, Arthur Con-stantine.

Imero Fiorentino Associates Inc. S606
10 West 66th Street, New York

Product: Consultants and designers for pro-duction facilities. Consultation service in-clude systems planning and design, project supervision and cost control. *Personnel:* Imero Fiorentino, William M. Klages, Pete Howard, George Honchar.

Flash Technology Corp. of America E1206
111 Lock Street, Nashua, N.H.

Product: High intensity white obstruction lights for tall structure marking. *Personnel:* Fred Gronberg, Wayne Kearsley, Stig Jor-gensen, George Dillingham.

Fuji Photo Film USA Inc., Video Tape Division S607
350 Fifth Avenue, New York 10001

Product: H-701 broadcast video tape, Beri-dox three-quarter-inch video cassette*. *Per-sonnel:* J. Dale, A. Bedross, W. Henderson, J. Lester, F. Benson, D. Lindsey, A. Yoneda.

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

Product: EBC (electron-beam coating)*, broadcast lenses*, Rota-Version special optical effects system*, built-in extenders, zoom and focus control handles, macro lenses. *Personnel:* F. Nakajima, I. Merson, Y. Kanegawa, T. Sumiya, D. Basilello, K. Nakano, H. Takagi, P. Stuart.

GTE Sylvania Inc. N325
100 Endicott Street, Danvers, Mass. 01923

Product: Tungsten halogen studio lamps,

lighting systems, telecine projector lamps. *Personnel:* Jim Davis, Tom Holland, Cliff Durkee, Sally Biondo.

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

Product: TGX 16mm cine-sound system*, accessories, lenses. *Personnel:* Leo Lukow-sky, Mitchell Schlansky, Craig Di Bona.

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

Product: Neumann FET-80 condenser micro-phones, EMT 240 reverberation unit, EMT 156 limiter/compressor/expander, Telefun-ken magnetophon M-12 tape recorders*. *Personnel:* Hugh S. Allen, Eli Passin.

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

Product: Production switchers, routing switchers, automation systems, digital con-trol systems, processing systems, special effects systems, sync generators, distribu-tion amplifiers. *Personnel:* Tom Long, Jim Ward, Bill Rorden, Jerry Sakai, Bob Cobler, Don Lambert, Mike Henning, Gordon Fel-lows, Merv Graham, Bruce Rayner, Bill Barnhart, Roger Johnson, Bob Wincentsen, Norm Rasmussen, Larry Arzt, Birney Day-ton, Frank Way, Dan Jesswein, Randy Smith, Heiner Schwede, Bob Grant, Bob Still-waugh, Bob Johnson, Don Masters, Gene Whitaker, Rich Murphy, Bob Lynch, Bob Webb, Dan Antonellis, Bill Buford, Gordon Sweeley, Tom Sleeman, Louis Swift.

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

Product: TC-50 live-color cameras*, TE-201 live-color camera, TE-204 vidicon film cam-era, MW-1 AM-broadcast transmitter*, Harris AM limiter*, System 90 program automation control system*, SC-48 system, BT-1300L 1300-watt VHF low-band IF modulation transmitter, TV monitor package*, MW-5 5 kw AM-broadcast transmitter, complete line of AM-monitoring equipment, FM-20H3 20 kw transmitter, FM-2.5H3 2.5 kw FM trans-mitter, Gatesway 80 console, Stereo 80 con-sole, Yard 80 console. Executive console, Criterion Compact-III multi-cart tape car-tridge playback, Criterion 80 tape cartridge record/playback system, CB-1200 12-inch professional transcription turntable, BT-18L 18 kw VHF low-band IF modulation trans-mitter, BT-25H1 25 kw high-band IF modu-lation transmitter, Dualtran switching system. *Personnel:* G. T. Whicker, E. O. Edwards, N. L. Jochem, J. M. Engle, J. F. Delissio, W. B. Rice, C. I. Kring, E. S. Gagnon, W. R. Ellis, J. A. Burtle, L. T. Killion, W. O. Bone, F. J. Gaskins, Ernest Credgington, Fernando Perez, Bernard Giesler, Neil Arveschoug, London England, Robert Gorjance, Robert Hallenbeck, E. R. Lowder, James D. Miller, David Orienti, Charles B. Patterson, Ivey Raulerson, Dan Roberts, Dick Sawicki, Curt Lutz, Ed Huber, Robert Switzer, Paul Timpe, Stanley B. Whitman, Merle Arnold, George Hardy, Tom O'Hara, Lew Page, Vern Russell, Tom Schoonover, Bill Culbertson,

Hitachi Shibaden Corp. of America N225
58-25 Brooklyn-Queens Expressway, Wood-side, N.Y.

Product: Broadcast color TV cameras. *Personnel:* Mort Russin, Nick Pisciotta, Hugh Gilligly, Mick D'Amore, John Stead, Richard Corcorn.

Hologon Optical Systems Corp. S1002
225 Park Avenue South, New York 10003

IGM, Division of NTI S804
P.O. Box 943, 4041 Home Road, Bellingham, Wash. 98225

Product: Program logging system*, cartridge handling system*, memory system*, automated systems/components. *Personnel:* Ernie Burkhart, Danny Couthurst, Steve Grayson, Nick Solberg, Carl Peterson, Irv Law.

Ikegami Electronics USA Inc. S808
29-19 39th Avenue, Long Island City, N.Y. 11106

Product: TK-355, HK-312 color studio cameras. HL-33, HL-35 portable color cameras, TKC-950 telecine color camera system, color monitors. *Personnel:* Nick H. Nishi, Al Jones, W. Trevarthen, J. Holladay, Y. Sato.

Industrial Sciences Inc. S1011
3521 SW 42nd Avenue, Gainesville, Fla. 32608

Product: Video production switchers, processing amplifiers, distribution amps. *Personnel:* Bob Bachus, Lin Hargreaves, Bland McCartha, Lloyd Walton, Bob Striker, Jack Dukart.

Ingersoll Products, division of Borg Warner S802
1000 West 120th Street, Chicago 60643

Product: Cabinets, modular enclosure systems, *Compudesk line of computer support furniture; components such as drawers, doors and panels; hardware items such as handles, hinges and paint; aluminum ball-bearing slides and slim slides. *Personnel:* Gary P. Ellis, Roy Johnson, Ron Rope, Don Jones, Lou Snitzer, Marlon Cohn.

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

Product: TV camera support dollies, tripods, pedestals, pan/tilt heads, and accessories (studio/remote), ITE-P5 studio pedestal, ITE-H3 cam head. *Personnel:* Bert I. Rosenberg, Stanton Hollingsworth, Robert Gallagher, Harry Winston, Fred Hoe Jr., Allen Buxton.

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

Product: PD-II series economy cartridge reproducers and recorder/reproducers*, RPD series cartridge delay recorder/reproducer*. Premium line cartridge equipment, 850 series open-reel equipment. *Personnel:* Fred Harkness, Andrew Rector, Bob Tria, Elmo Franklin, Jack Jenkins, Kerry Meyer, Carl Martin, Merle Wilson.

International Video Corp. N101
990 Almanor Avenue, Sunnyvale, Calif. 94086

Product: IVC-7000P hand-held TV camera, PBR (programed broadcast recorder), re-

mote TV production system, IVC-9000 broadcast videotape recorder, IVC-7000 studio camera. *Personnel:* Michael A. Moscarello, Ronald H. Fried, Gerald G. Heitel, Charles Snider, Arie Landrum, Coyle Dillon, John White, Paul Fletcher, Bob Henson, Gene Warren, Carter Elliott, Andy Vanags, Ron DePinto, Don Diesner, George Lewis, Herb Van Driel, Bob Marmirolli, Dave Herbert, Dave Dever, Don Schmitt, Carl Hayworth, John Nash, Clay Selthun, Martin McGreevy, Joe Morgan, Dick Reilly, Chuck Martin, Don Carlsen, Charles Coyle, Dennis Sheehy, Ian Flemming, Bill Miller, Dave Edmonds, Roger Bailey, Barrett Guisinger, Bert Dann, Dick Rex, Don Morgan.

JVC Industries Inc. S805
50-35 56th Road, Maspeth, N.Y.

Product: Videocassette recorders and players, color cameras, color portable recording system, television monitor receivers. *Personnel:* David Brinkley, S. Hori, Marshall Kono, George Hawthorne.

Jamieson Film Co. S803
6911 Forest Park Road, Dallas 75235

Product: Model 23 ME-4/VNF-1. *Personnel:* Michael N. Foster.

Jampro Antenna Co. N312
6939 Power Inn Road, Sacramento, Calif. 95828

Product: Broadcast antennas—AM, FM, TV. *Personnel:* Peter Onnigian, Ross Shelton, Jim Oliver, Bill Cunningham, Don Craig.

Jefferson Data Systems S913
1 Julian Place, Charlotte, N.C. 28208

Product: System 80 computer service for TV and radio stations. *Personnel:* Mike Jones, Jerry McSwain, John McDonald.

Kaman Sciences/BCS N313
P.O. Box 7463, Colorado Springs 80933

Product: Computerized traffic and accounting systems for radio and television, including interface to automated control room switching. *Personnel:* A. P. Bridges, R. E. W. Smith, J. Finlayson, G. Beattie, L. Jones, B. Serkowski, A. Larrabee, B. Van Doren, T. Archuleta, B. Trentz, J. Halloran, B. Bartels.

Kansas State Network Inc. Engineering Services Division S912
833 North Main, Wichita, Kan. 67203

Product: Low cost time base corrector with 31.75 microsecond window, can be used with practically all helical format VTR's and can dub up to quad from 1/2" on up; low-cost titler—10 storage pages, automatic centering, rolls, crawls on any line, flashes. *Personnel:* Joseph Culver, Rod Herring, Gary Sanderson, Glen Bell.

Kings Electronics Co. E1211
40 Marbledale Road, Tuckahoe, N.Y. 10707

Product: Tr-Loc connectors, coaxial connectors, terminations, attenuators. *Personnel:* Fred Della Iacono.

Kliegl Bros. N104
32-38 48th Avenue, Long Island City, N.Y.

Product: Lighting control memory systems. *Personnel:* Larry Nelson, Joel E. Rubin, Paula Conley, Bill Liento, Wheeler Baird,

The ad on the facing page is one of a series appearing in 13 major business, newsweekly, and financial publications, including the Wall Street Journal, Fortune, Business Week and Time. The purpose of each ad is to describe Sun Oil Company's technological and managerial innovations in energy exploration and production.

The days of easy oil are gone. At Sun, we're committed to meet the challenge of developing new energy sources. We're doing things that weren't technologically or financially feasible a few years ago.

The potential to solve our country's energy needs is here. We're taking the necessary risks to help make it happen.



WE BUILT THIS ISLAND TO FIND OIL AND GAS THAT MAY NEVER BE USED.

The Beaufort Sea is 200 miles north of the Arctic Circle.

It's among the coldest, most barren, most miserable places on earth.

It also has promising new reserves of gas and oil hidden beneath its icy surface.

Unfortunately, conventional drilling rigs lose their means of support when the ice begins to melt.

And it's much too costly to bring in large floating rigs during the brief summer thaw.

The only reasonable solution is to build islands for our rigs.

So, we build them—the size of city blocks, more than three miles out.

Working 24 hours a day, we dump gravel, build shacks and hoist derricks, getting our island complex together in time to find the oil and gas necessary to help make a pipeline feasible by 1980.

GOODBYE, CHEAP AND EASY.

Building multimillion-dollar islands in the Beaufort Sea isn't our idea of cheap, easy energy.

What's worse is knowing that what gas

and oil we do find may never move a car, never heat a home, never turn on a light.

Because, if we and the other oil companies searching in the area don't find enough gas and oil to make building a pipeline economically practical, it won't be built.

And without a pipeline, there's no sensible way of getting our fuel to market.

IS IT WORTH THE RISK?

Risky business, searching for gas and oil these days.

But we figure it's worth it.

According to Canadian geological surveys, there could be an estimated 2.5 billion barrels of crude and 40 trillion cubic feet of natural gas under the Beaufort Sea and its shores.

At today's prices, that's almost 30 billion dollars!

We'd like our fair share, so we'll take the risk.

We're putting our capital and time into exploration.

That's where the future is.

You'll be hearing from us.

FOLLOW THE SUN

Sun Oil Company, St. Davids, Pennsylvania

Tom Hays, Paul Vincent, Mike Vine, Ed Peterson, James McHugh, John Kliegl, Alwyn Lassiter, Ed Rabiger, Peter Hasslacher, Michael Connell.

LPB Inc. S809
520 Lincoln Highway, Frazer, Pa. 19355

Product: Five-channel stereo console*, cartridge tape machines*, line of LPB mono and stereo consoles, dj-Mini studio furniture systems. *Personnel:* Richard H. Crompton, Theodore E. Davey, Richard W. Burden.

Laird Telemedia E1204
2125 South West Temple, Salt Lake City 84115

Product: Television character generators, television time/date generators, large and small-image optical multiplexers, dual-drum slide projectors, television film projectors, electronic "Q" boards. *Personnel:* William G. Laird, Ronald S. Hymas, Jeff E. Peterson, Ronald L. Jones.

Lenco Inc., Electronics Division S613
319 West Main Street, Jackson, Mo. 63755

Product: Cameras*, sync generators, encoders, proc amps, color-bar generators, distribution amplifiers, sync-distribution systems, time-base correctors*, video test-signal generators*. *Personnel:* Paul J. Leonard, Howard G. McClure, Fred P. Wilske Jr., Bruce Blair, Bill Colman, Gary Stephen.

Lightning Elimination Associates Inc. E1213
9102 Firestone Boulevard, Downey, Calif.

Product: Lightning protection and warning equipment. *Personnel:* Kermit L. Andrew, Robert L. Mays.

Listec Television Equipment Corp. N218
35 Cain Drive, Plainview, N.Y. 11803

Product: Vinten TV camera mounting equipment—Kestrel crane*, pedestals, EDS captioning equipment*. *Personnel:* Jack Littler, Joanne Camarda, Mike Martin, Alastair McMath, John Kingsbury, Mike Stechly.

3M Co. Magnetic Audio/Video Products Division N208
3M Center, St. Paul 55101

Product: Scotch brand #400 quad video tape, #420 quad video tape, #420 ST quad video tape; Scotch quad cartridges/cassettes/loaded spools, 10½" plastic shipping case. *Personnel:* Sid Alder, Dave Bestman, Jack Bondus, Jack Chapman, John Deasey, R. Dick Elliott, Jim Farrell, Clarence Fusselman, Pete Gavin, Tom Gibbons, Roger Grandlund, Jack Hanks, Jim Hollon, Vance Kuritz, Joe Leon, Bill Madden, Lee Marks, Vic Mohrlant, Andy Persoon, Jonn Povolny, Norm Ritter, Gordon Schuttee, Joel Turunen, Tom Welch, Duane Windahl, Art Burger, Dan Molinaro, L. D. Drohman, D. A. Farmer, H. F. Jones, F. M. Price, J. A. Miller, A. R. Thompson, M. E. Kelley.

Marconi Electronics Inc. N212
1309 J. Stone Mill Court, Stone Mountain, Ga. 30083

Product: Mark VIII-B automatic color television camera; Mark VIII-X hand-held color

camera; B3404 Telecine; EEV camera tubes; EEV transmitter tubes; test equipment; Marconi Norsk translators and other RF equipment, DICE standards conversion equipment. *Personnel:* Tom Mayer, Keith Elkins, Cyril Teed, W. Barry Holland, R. W. Halls, Derek Law, John Leeson, Norman Porter, T. D. Barrit, Martyn Clarke, John Scott, George Morton, Dick Betts, David Farrar, Tony Ramsden, Nils Hveding.

Marti Electronics Inc. N309
P.O. Box 661, Cleburne, Tex. 26031

Product: Digital remote control—microwave & wire line*, walkie-talkie remote pickup transmitter*, remote pickup equipment, studio-transmitter links, audio amplifiers. *Personnel:* George W. Marti, Bob Richards, Mac McClanahan, Jeff Freeman, Roger Bast.

McCurdy Radio Industries Inc. N408
1051 Clinton Street, Buffalo, N.Y. 14206

Product: Audio consoles, intercom equipment, switchers, turntables. *Personnel:* George McCurdy, Ron Mitchell, Cliff Rogers, Stan Maruno, Murray Porteous, John Visser.

McMartin Industries Inc. N301
4500 South 76th Street, Omaha 68127

Products: BF-3.5K, 3500 watt FM transmitter*, EBS-2* two-tone EBS monitor and TG2/EBS-two tone EBS generator*. *Personnel:* Ray B. McMartin, Juan Alonso, Tom Humphrey, Leonard Hedlund, Howard West, Charles Goodrich, Carl Willard, William Tice, Don Jones, Forrest Eckhoff.

Memorex Corp. N118
1200 Memorex Drive, Santa Clara, Calif. 95052

Products: Video and audio tape. *Personnel:* R. L. Reetz, A. R. Anderson, T. J. Cutler, R. Jaunich.

Merlin Engineering Works Inc. E1226
1880 Embarcadero Road, Palo Alto, Calif. 94303

Product: Custom quadruplex VTR's, high band color conversion kits for quadruplex VTR's, accessories for quadruplex VTR's. *Personnel:* John Streets, Al Sturm, Ron Harris, Wally Heusser, Don Cochran.

Micmix Audio Products Inc. E1207
9900 Monroe Drive, Suite 222, Dallas 75220

Product: Reverberation chambers, Studio B series*. *Personnel:* John R. Saul, William H. Hall.

Micro Communications Inc. S906
Greenier Field, RFD 3, Manchester, N.H. 03103

Product: Antennas. *Personnel:* Thomas J. Vaughan, James J. Bailey, Thomas H. Greenway.

Microtime Inc. S700
1280 Blue Hills Avenue, Bloomfield, Conn. 06002

Product: 640 digital time base corrector, 610 analog time base corrector, Digitrol tm automatic videocassette programmer. *Personnel:* F. E. Baker, John Larkworthy, Dan Sofie, Joe Stickley, Dick McLean, Dewitt Smith, Mike Monk, Dave Acker.

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

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

Their story could be your story.

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

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

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

**NOW USED BY ALL 4 NETS
AND A LARGE GROUP OF INDEPENDENTS**

IKEGAMI

**HL-33 Mini-Portable Camera For
Electronic News Gathering**



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

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

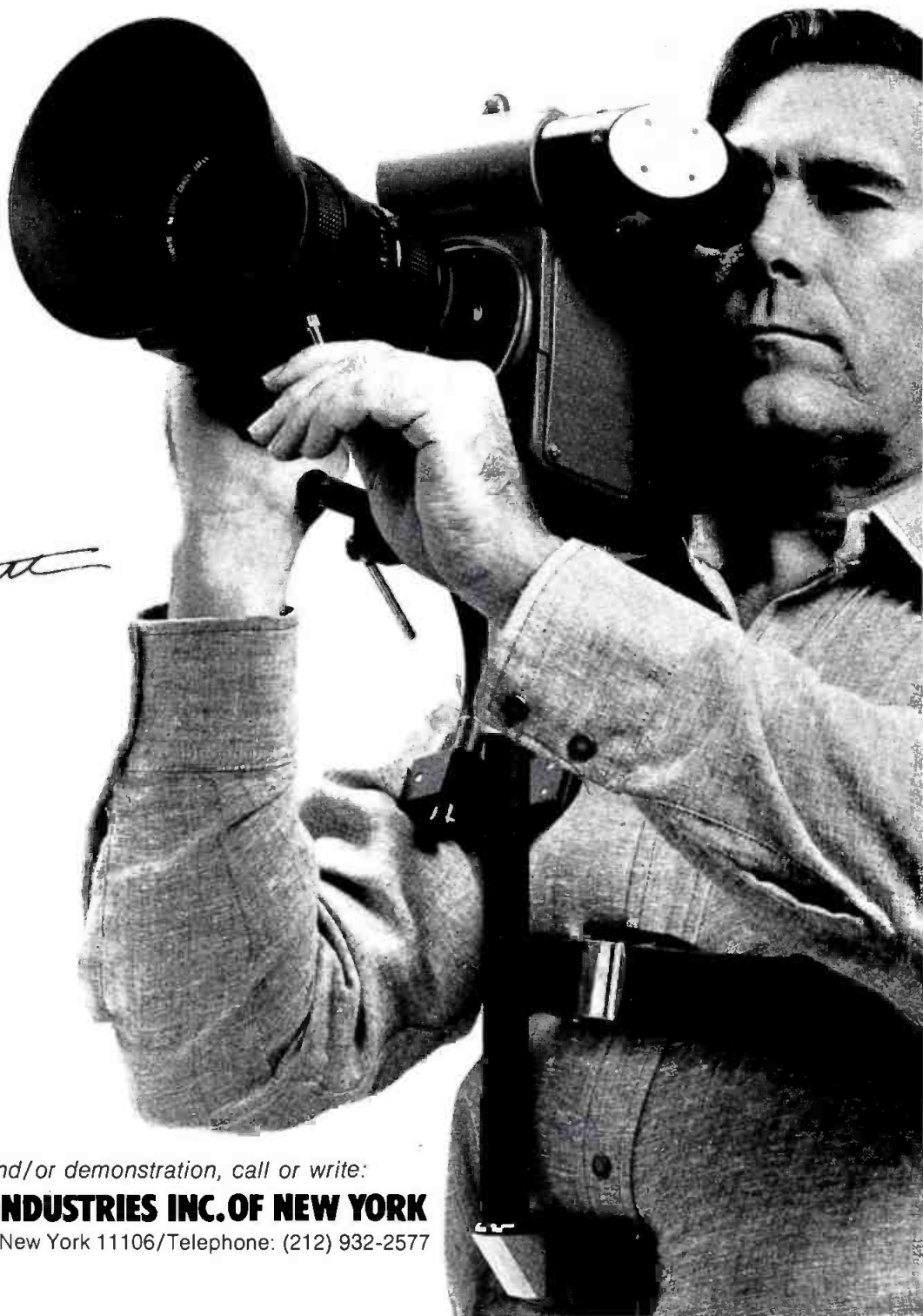
A handwritten signature in black ink, appearing to read "Julius Barnathan", written in a cursive style.

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

For further information and/or demonstration, call or write:

IKEGAMI ELECTRONICS INDUSTRIES INC. OF NEW YORK

35-27 31st Street, Long Island City, New York 11106/Telephone: (212) 932-2577



Microwave Associates Inc. N216
Second Avenue, Burlington, Mass. 01803

Mohawk Wire & Cable Corp. S704
9 Mohawk Drive, Leominster, Mass. 01453
Product: television camera cables, connectors and assemblies. Personnel: Bud Lavigne, Dick VanVleck, Don Benoit.

Mole-Richardson Co. N223
937 North Sycamore Avenue, Hollywood.
Product: Mole focal-spot for Mini-Mole*, Mole focal-spot for Midget*, Mole 1250 w HMI focusing spot, 4,000 molequartz baby 4K super softlite, 2,000 w molequartz 2K baby "Zip" softlite, and the 120 watt eight-tube Molescent, Solarspots, Molefays, Mole-

pars, Broads, Scoops, Nooklites, light kits and car kit, Molepower wet cell battery pack and charge kit. Personnel: Howard R. Bell.

Moseley Associates Inc. N305
111 Castilian Drive, Goleta, Calif.

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

Vincent Mercadante, Albert A. Crocker, Ronald Hughen.

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

Product: NAGRA 1/4-inch taperecorders, IS-D model*. Personnel: Loren L. Ryder, Ronald Cogswell, Dom Lotto, Leon D. Selznick.

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

Products: Magnetic tape heads and tape recorder accessories. Professional head replacement guide*. Personnel: Mike Nyström, Ed Bedell, Gary Hoonsbeen.

Nurad Inc. E1225
2165 Druid Park Drive, Baltimore 21211

Product: Designers and Manufacturers of Microwave Antennas and Antenna systems for live electronic journalism. Personnel: J. Neubirth, Harry Rutstein.

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

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

Products: MX-5050*, MX-7300 tape recorders, ARS-2000* radio automation system reproduce machine. Personnel: Brian F. Trankle, David McClurg, Robert Cook, Dave Sato, Jack Soma, M. Takekawa, M. Hosoda.

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

Products: Digitimer, Multisync, Multi-limiter*. Personnel: Jack Williams.

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

Products: Accounting, traffic and payroll systems, BAT 2000, BAT 1500*, BAT 1250, BAT 1000. Personnel: Joe Coons, Lee Facto, John Hemmings, Jim Luck, Warren Middleton, Dick Lamoreaux, Larry Pfister, Peter Calvert, Klover Iverson, Myra Stephens, Stephanie Radov, Kevin Beaney, Charles Cox, Chris Young.

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

Product: 16mm film inspecting, cleaning and viewing equipment, computerized booking system. Personnel: William B. Wolavka, Richard L. Yonkers, Robert F. Menary.

Pentagon Industries Inc. S901
4751 North Olcott Avenue, Chicago

Product: High speed tape duplicators, blank cassettes, tape duplicating services. Personnel: Tom Horton, Joe Briedis.

Phelps Dodge Communications Co. S609
Plant 1, Route 79, Marlboro, N.J. 07746

Products: FM antennas, coaxial transmission line and accessories. Personnel: Edward F. Boehm, Saul Esocoff.

Automation...

MORE PEOPLE TODAY ARE BUYING SMC AUTOMATION THAN EVER BEFORE...WHY?

- Control of air quality
- Ease of operation
- Control of payroll
- Investment credit
- SMC financing plans

Phone or Write
For FULL FACTS!

Now!

VISIT OUR BOOTH #817 LAS VEGAS NAB APRIL 6-9

THE COMPUTERCASTERS FROM



Systems Marketing Corporation
1011 W. Washington St.
Bloomington, Ill. 61701
(309) 829-6373

for a good sound reason


Send complete information and prices on SMC DIGITAL.

NAME _____

STATION _____

ADDRESS _____

_____ ZIP _____



**YOUR
PLACE OR
MINE?**

That's the kind of invitation you don't get very often. But that's our invitation, thanks to the new NSI Cumulative Audience Package and its exclusive "on-line" capability.

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

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

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

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

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

LAS VEGAS HILTON • SUITES 1429-30-31



NIELSEN STATION INDEX

A SERVICE OF A.C. NIELSEN COMPANY

NEW YORK • CHICAGO • HOLLYWOOD • MENLO PARK, CA. • DALLAS

(212) 956-2500

(312) 372-3810

(213) 466-4391

(415) 321-7700

(214) 620-0225

**Philips Audio Video Systems Corp.,
AKG Audio Division N215**
1 Philips Parkway, Montvale, N.J. 07645

Product: Microphones and sound reinforcement systems, BX-10* reverberation unit. *Personnel:* G. Garnes, A. Brakhan, R. Miller, G. Langdon, R. Ravich, W. Kroesen, A. Goldfarb.

**Philips Audio Video Systems Corp.,
subsidiary of North American
Philips Corp. N202**
1 Philips Parkway, Montvale, N.J. 07645

Products: Color television cameras, motion feedback speaker systems*, turntables and telecine system. LDK-5*, LDK-25*, LDK-15*, PCF-20*, LDK-2*, LDH-16*. *Personnel:* W. Amos, J. Auld, B. Beurgens, H. Blom, R. Bock, H. Briemer, A. Brakhan, G. Brill, F. Bones, L. Buren, F. Bundesmann, C. Buzard, R. Cavanagh, M. Ceterski, J. Clarine, M. Cooney, C. de Klerk, T. Dann, R. Ellis, J. Ewansky, G. Garnes, L. Germany, A. Goldfarb, K. Gustafson, M. Hart, H. Hartong, E. Herud, D. Hunter, R. Johns, A. Keil, R. King, W. Kroesen, A. Land, G. Langdon, J. Laros, R. Levitt, E. Levine, P. Loughran, F. Lydon, J. Lynch, J. Maloney, R. Manahan, L. Mason, R. Miller, R. Natwick, N. Neubert, G. Nappo, A. Philips, B. Raboin, R. Radney, F. Randall, W. Renes, E. Rosulek, R. Ranieri, R. Ravich, J. Safar, H. Schkolnick, H. Stevens, F. Stok, K. Spitzer, E. Tappan, R. Utterback, S. Van Ravesteyn, P. Van Zanten, J. Veneziano, B. Wharton, R. Weisel, J. Wilson, W. Wolthers, R. Wood.

Potomac Instruments Inc. S807
932 Philadelphia Avenue, Silver Spring, Md.

Product: Broadcast instrumentation. *Personnel:* R. H. Ellenberger, D. G. Harry, C. C. Hall, W. H. Casson.

Power-Optics Inc. N106
1055 West Germantown Pike, Fairview Village, Pa.

Product: Digital remote control system for professional broadcast cameras. Telemetering control systems will also be displayed. *Personnel:* D. Lesner, R. M. Wardrop, R. Ince, T. Streeter, R. Fordham.

Q-TV/Telesync N327
342 West 40th Street, New York 10018

Product: Videoprompter systems, VPS-100, VPS-300. *Personnel:* George Andros, John Maffe, San Monteforte, Bob Andersen.

Quick-Set Inc. N335
3650 Woodhead Drive, Northbrook, Ill. 60062

Products: Tripods, pedestals, trollies, dollies, and various heads. *Personnel:* M. Stolman, J. Andre, D. Turchen, V. Tolchard, S. Hirota, R. Wiseheart, C. Michel.

**RCA Corp. Commercial
Communications Systems Division N200**
Camden, N.J. 08102

Product: TV equipment; cameras, film systems, tape recorders and VTR film cartridge machines, control, switching and effects equipment, UHF and VHF television transmitters; transmission line and antennas, audio equipment, radio transmitters, station automation equipment, complete closed-circuit systems, television mobile equipment, microwave relay equipment, two-way mobile radio

equipment, electronic news gathering equipment: *Personnel:* I. K. Kessler, A. F. Inglis, N. Vander Dussen, J. P. Ulaszewicz, P. J. Murrin, J. E. Hill, E. C. Tracy, E. J. Dudley, P. Bergquist, J. H. Cassidy, J. C. Donofrio, F. D. Galey, J. L. Grever, J. A. Gillice, N. L. Hobson, H. H. Klerx, A. H. Lind, A. C. Luther, V. S. Mattison, F. R. McNicol, C. H. Musson, D. R. Musson, D. S. Newborg, R. L. Rocamora, J. W. Wentworth, R. E. Wolf, A. J. Barrett, A. M. Miller, F. X. Carroll, L. Slutzky, H. R. Henken, M. G. Moon. *Sales personnel:* J. A. Gimbel, G. M. Lewis, R. E. Harding, E. N. Ludy, J. L. Nickels, D. Pratt, J. Smith, B. E. Fincher. *Domestic representatives:* O. G. Bjerke, J. H. Butts, C. Cookson, H. W. Dover, W. G. Eberhart, R. S. Emch, F. C. Fitch, D. Forbes, D. B. Freeman, C. J. Gaydos, P. J. Gibbs, R. E. Giles, W. P. Happel, P. Higginbotham, E. H. Hoff, N. J. Hudak, C. Koriwchak, B. Lloyd, G. McClanathan, J. F. Morse, R. J. Newman, A. Nobo, R. C. Parkhill, L. Pinski, J. L. Preston, C. E. Raasch, J. P. Shipley, G. Thursby, F. Timberlarke, R. C. Tyrrell, R. F. Varda, P. G. Walters, L. White, A. W. Power. *International representatives:* L. R. Dongelewicz, J. M. Boatman, T. H. Magno, C. P. Perez, R. D. Walsh, P. A. Dare, W. H. Holroyd, Alejandro Ayala, Philippe Borgeaud, D. F. Craddock, D. Major, J. A. Elman, P. J. Foody, J. Gibson, A. R. Gibbs, L. Scheiner, O. R. Stamati, A. Villanustre, T. E. Newman, L. E. Gilbeau, R. L. Harlow, J. P. Watson, W. West.

**RCA, Electronic Components
Industrial Tube Division N102**
New Holland Avenue, Lancaster, Pa. 17604

Product: Camera and power tubes. *Personnel:* E. A. Dymacek, R. M. Bowes, C. L. Rintz, G. E. Ryan, R. G. Neuhauser, T. E. Yingst.

Recortec Inc. S907
777 Palomar Avenue, Sunnyvale, Calif. 94086

Products: Video tape timers, EDIMATIC-100, programers, evaluators and conditioners. *Personnel:* Dr. Lester H. Lee, Eldon A. Corl, R. R. Troxell, R. Tobey, Ed Bloom.

Revex Corp. S713
155 Michael Drive, Syosset, N.Y. 11791

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

**Robins/Fairchild, Fairchild Sound
Equipment Corp., subsidiary of
Robins Industries Corp. S911**
75 Austin Boulevard, Commack, N.Y. 11725

Products: TV-audio mixing console Model 1632*, audio components. *Personnel:* Rick Belmont, George Alexandrovich.

Rodelco Electronics Corp. S1108
356A Comac Road, Deer Park, N.Y. 11729

Products: Television translators. *Personnel:* Joseph M. Rogers, Gerald Lainer, Wayne Freeman.

Rohde & Schwarz Sales Co., Inc. N310
14 Gloria Lane, Fairfield, N.J. 07006

Product: Dynamic transmitter performance measurements, video tape recorder performance testing including SNR, tracking unit for

STOROEEL CORP.

THE SPACE-SAVING ENGINEERS

presents

THE ROOM STRETCHER

HERE IT IS! Storeel's space-age answer to your AMPEX ACR-25 storage problems. One high-impact ABS unit provides storage for 144 cassettes, yet requires only 7 1/4" x 24 1/4" of floor space! Gliding on ball bearings, each high-density 8 1/4" high unit allows easy access to second, third, fourth or FIFTH bays (rear bay is stationary). Eze-Remove system facilitates handling of cassettes. Send your room dimensions for a NOW answer to your storage problems.



STOROEEL CORP. SEE YOU AT NAB BOOTH 507 SOUTH HALL

4993 New Peachtree Road • Atlanta, Georgia 30341 • Telephone (404) 458-3280

9 REASONS WHY YOUR PRESENT LENSES JUST BECAME OBSOLETE.

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

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

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

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

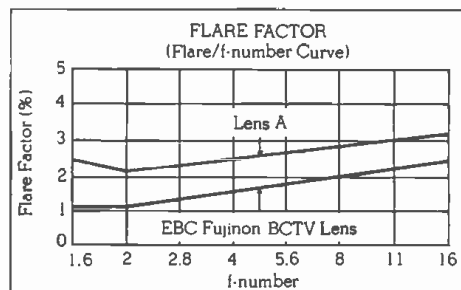
Lens Surface (k)	Transmittance (%)			
	Uncoated T=(0.95)'	Single Layer T=(0.98)'	Triple Layer T=(0.995)'	EBC T=(0.998)'
2	90	96	99	99.6
4	81	92	98	99.2
6	73	88	97	98.8
10	59	81	95	98.0
20	35	66	90	96.0
30	21	55	86	94.1
40	13	45	81	92.3
50	8	36	78	90.4
60	5	30	74	88.6

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

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

clearly deliver superior optical performance.

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



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

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

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

8. '72 Winter Olympics — The exceptionally fine picture quality transmitted from Sapporo, Japan during the '72 Winter Olympics was acclaimed by both the public and commercial broadcasting companies the world over.

Fujinon zoom lenses were utilized throughout by NHK (Japan Broadcasting Corporation), which originated the coverage of the Games.

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

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



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

frequency response measurements on VTR and FR links. TV demodulator for transmitter and remote control, TV monitoring receiver covers all TV bands, for off-air measurements, automatic video measurements with VIT distortion analyzer, complete picture transmitter test assembly. *Personnel:* Ulrich L. Rohde, Samuel Rich, C. E. Barlow, Allen Freeland, Thomas Mair.

Rosco Labs Inc. E1227
36 Bush Avenue, Port Chester, N.Y.

Product: Roscolight HMI daylight sources, 575W, 1200W and 2500W, new color media for high intensity quartz lights, Roscolux, Roscolene, Cinegel products, Roscotolix, a new set decoration product line, special effects, breakaway bottles. *Personnel:* Stan Miller, John Murray, Roger Zobel, Mike Niehenke, Len Kraft, Ida Tufo, Sadie DeVito, Glyn Pritchard.

Rupert Neve Inc. S1010
Berkshire Industrial Park, Bethel, Conn. 06801.

Products: Stereo console, 12 channel two-group sound mixing console*. *Personnel:* D. Tilsley, R. D. Titcomb, B. J. Roche, T. B. Nordahl, G. R. Carruthers, C. A. McDonald.

Russco Electronics Mfg. S1017
1070 Brookhaven Drive, Clovis, Calif.

Product: Turntables, audio consoles, audio amplifiers, phono preamps. *Personnel:* Curly Auernheimer, Barbara Davis, Bobbie Esler, Russ Friend.

Schafer Electronics Corp. N306
75 Castilian Drive, Santa Barbara Research Park, Goleta, Calif. 93017

Product: Schafer automation systems, including the 902 switch memory, the 903 digital time-base memory, the 750 computer memory. The Schafer Audiofile multiple cartridge machine, Schafer verified English logging systems, Schafer RP-720 stereo professional tape deck, and complete all-tape studio featuring the Schafer Audiofile and 720 reel-to-reel deck. *Personnel:* James M. Cunningham, Andrew McClure, Earl Bullock, Frank Roide, Dwight Herbert, Larry Goodwin, Bob Levinson, Dallas Barnard, Bud Thomas, Chester Coleman, Tom Copeland, Ronald Dagenais, Gordon Lund, Michael Shafer, Richard Maynard.

Scully/Metrotech Division of Dictaphone S908
475 Ellis Street, Mountain View, Calif. 94040

Product: Broadcast audio tape recorders, broadcast logging recorders. *Personnel:* W. R. Krehbiel, Robert Johnston, Homer Hull, Bill Shute, Gerry Terdeman, Gareth Nelson, Chuck Broneer.

Shure Brothers Inc. N317
222 Hartrey Avenue, Evanston, Ill. 60204

Products: High fidelity components, microphones, sound systems and related circuitry. *Personnel:* Roger Ponto, Ken Reichel, Lotlie Morgan, Bill Harlan.

Sintronic Corp. S1003
705 Haverford Avenue, Bryn Mawr, Pa.

19010
Products: DFM-3K-A, 3 kw FM transmitter and DFM-25K-B, 25 kw FM transmitter. *Personnel:* Arthur Singer, Peter A. Tyrrell Jr., John Hayes, Claude Hill, Fred Chassey, Jamie Rojas, Alberto Torressoto.

Skirpan Lighting Control Corp. S707
61-03 32d Avenue, Woodside, N.Y. 11377

Products: Autocue, visible memory lighting-control system. *Personnel:* Stephen J. Skirpan, Terry H. Wells, Thomas Young, William Clements.

Soll Inc. S904
351 East 84th Street, New York 10021

Products: Design and installation of broadcast facilities, RF switching systems. *Personnel:* J. M. Soll, S. Soll.

Sonex International Corp. S827
4001 West Alameda, Suite 100, Burbank, Calif. 91505

Products: Lum-A-Key*, Digital Dissolve*, R-Matte*. *Personnel:* James A. Mendrala, Jaime H. Shandera, H. L. Peterson, James I. McAtee.

Sony Corp. of America S601
9 West 57th Street, New York 10019

Products: Electronic news-gathering equipment*, including portable battery-operated U-Matic video cassette recorders, U-Matic video cassette-editing recorders, portable color cameras; color cameras; microphones with mixer*; monitors, including color and black and white line monitors. *Personnel:* H. L. Schein, R. O'Brien, D. MacDonald, D. Thorkelson, E. Sherry, J. Crane, R. Cooper, M. Flemming, W. Harlow.

Sparta Electronic Corp. N312
5851 Florin-Perkins Road, Sacramento, Calif. 95828

Products: Model 635 35 kw FM transmitter*, model 900 AM limiter*, model 901 FM limiter*, model 902 stereo limiter*, 10-mixer mono console*, and all other complete AM and FM transmitter line, audio products, Sparta-mation equipment and components. *Personnel:* W. J. Overhauser, J. J. Lawson, D. W. Evans, P. Gregg, C. F. Rockhill, J. Gallagher, J. Quarles, J. Gregorio, L. J. Cooke, R. Johnson, D. Parker, R. Martin, J. Zienkosky, H. Holzberg, D. Veldsma, T. Hooper, A. Zendejas, G. Angeiou, H. Moore, P. Gundy, R. Nelson, J. Woodworth, S. Bennett, M. Lieberman, M. Shafer, E. de la Hunt.

Stanton Magnetics Inc. S811
175 Terminal Drive, Plainview, N.Y. 11803

Product: Magnetic phonograph cartridges. *Personnel:* George P. Petetin, Walter Stanton, D. P. Collins, Jack Smith, Julian Trivers, Jim Trego.

Storeel Corp. S507
4993 New Peachtree Road, Atlanta 30341

Products: Film and VTR storage systems; high-density storage for cartridges and cassettes*. *Personnel:* Ruth E. Schaeffer, Bill Kirkpatrick, Frank Galvin, Carolyn Galvin.

Strand Century Inc. S605
20 Bushes Lane, Elmwood Park, N.J. 07407

Products: Modular memory system, solid-

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

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

Their story could be your story.

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

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

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

state lighting control console*; Ianiro HMI metal halide fresnels.*

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

Products: Reel-to-reel recorder/reproducers, line of modular condenser microphones*. *Personnel:* Raymond Urdike, William Van Doren, Brian Tucker.

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

Product: Radio automation, cartridge equipment. *Personnel:* Joe Toher, William Earman, Pete Charlton, Jerry Bassett, Dave May, Bob Popke, Bill Moulie, Gene Striegel.

Taber Manufacturing & Engineering Co. **S705**
2081 Edison Avenue, San Leandro, Calif. 94577

Products: VTR audio heads; Ampex and RCA audio heads; bulk tape eraser, 60-cycle and 50-cycle units*; Standard Tape Lab (STL); pink noise test tape*; STL sweep tape*. *Personnel:* W. D. Taber, R. H. Kearns, Greg Orton.

Tapecaster, TCM Inc. **N400**
12326 Wilkins Avenue, Rockville, Md. 20851

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

Products: 1420 vectorscope*; 1480 waveform monitor*, 670 picture monitor*, 1440 VIR controlled correction amplifier. *Personnel:* Tom Long, Stephen D. Kerman, James Walcutt, Austin Basso, Joe Gayer, Charles Rhodes, Forrest Rees, Tom Milton.

Tele-Cine Inc. **S801**
294 East Shore Drive, Massapequa, N.Y. 10758

Products: 10-1, 11-1, 20-1*, 30-1* Schneider zoom lenses. *Personnel:* Don Collins, E. Craig Marcin, Hans Waeglein, Axel Fromel, Gunther Hess, Sue Miller.

Telecommunications Industries Ltd. **E1215**
6335 Homewood Avenue, Suite 204, Los Angeles 90028

Product: Porta-Pattern test chart systems, test charts, test slides, super 8 mm and 16 mm test films and new Porta-Pattern emulsioned plastic eight inches x ten inches transparencies for use in light box systems. *Personnel:* Ed Ries, Herb Didier, Jim Morrison, Ross Thyer, Jenny Squire, Virginia Didier, Jim Landy.

TeleDyne Camera Systems **N210A**
131 North Fifth Avenue, Arcadia, Calif. 91006
Product: Tape-to-film transfer systems. *Personnel:* F. A. Rodgers, R. J. Deterville.

Telemation Inc. **214**
P.O. Box 15068, Salt Lake City 84115

Products: TVS/TAS-1000 audio-video distribution switcher, TCF-3000 broadcast color film camera, FS-12 frame synchronizer, 525 series terminal equipment, TED II television event display system, TCG-1432A character generator, TSG-2000 sync generator, TCE-2000 color encoder, TVP-1000 video processing amplifier. *Personnel:* Lyle

Keys, Bob Bacon, Ken Lawson, Don Smith, Ron Ward, Hank Maynard, Ralph Moore, Dave Waddell, Dennis Fraser, Jerry Cudlipp, Mike Richardson, Gary Kuntz, Don Rhodes, Marshall Ruehrdanz, Tommy Thompson, Don Dunbar, Gary Atkins, Dave Clayton, Jack Daniels, Sam Kichas.

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

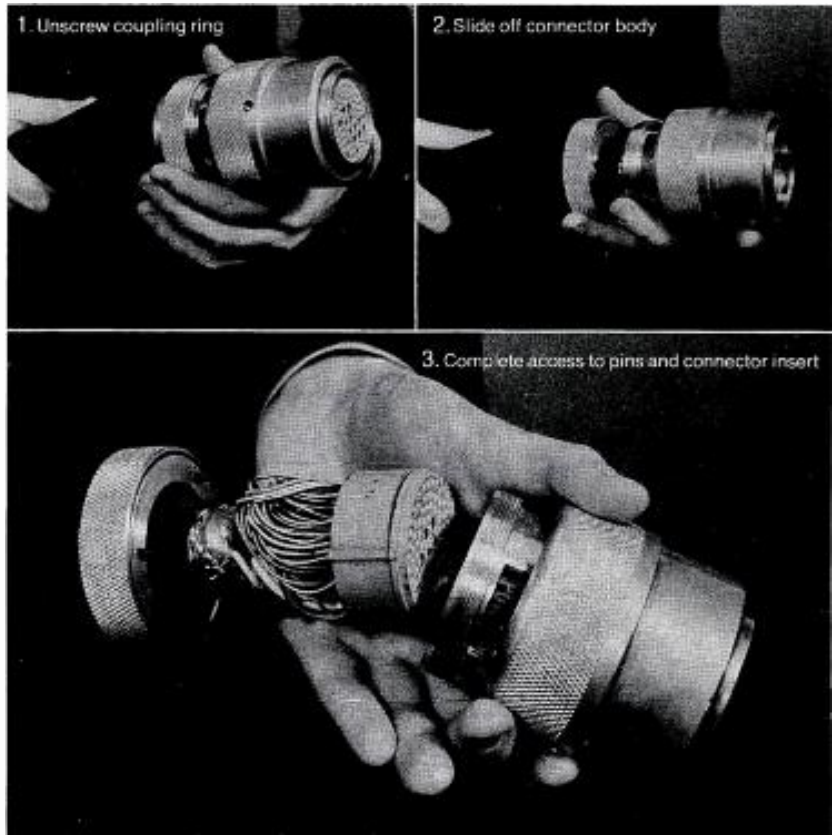
Products: 7960 production switcher*, 3705 group delay test set, 3706 TV sideband analyzer, 4501 precision demodulator, 7930 and 7932 a/v routing switchers, 3538 video test generator and EECO editing equipment. *Personnel:* S. Hamer, K. Schwenk, D. Lawrence, L. Caput, E. Platt, B. Griffiths, B. Robinson, A. Bolletino.

Television Equipment Assoc. Inc. **S701**
Box 1391, Bayville, N.Y. 11709

Products: Magnetek video-tape cleaner* and evaluator, Matthey automatic video equalizer*, chroma corrector, video delays, pulse delays, video filters, Sportscaster headsets, TV intercom headsets, intercom systems, wireless mikes*, color monitor comparator, test equipment, camera tube conditioner. *Personnel:* Bill Pegler, D. Newport, D. Murphy, G. Stowe, T. Ambrose.

Television Microtime Inc. **S700**
1280 Blue Hills Avenue, Bloomfield, Conn. 06002

Product: 640 digital time base corrector, 610 analog time base corrector, velocity correc-



Field-repairable

A damaged TV cable connector can put a camera out of action just when you need it most. But BIW cable with the new 85C Field-Repairable Connectors can be fixed on the spot.

These unique connectors are easily disassembled for fast access to damaged pins or other

problems. No special tools required. Available in mini and standard sizes. Both East and West Coast facilities assure prompt supply and fast service on BIW cable and cable assemblies—the line preferred by local TV stations and every major TV network.

Boston Insulated Wire & Cable Company

65 Bay Street, Boston, Mass. 02125 • Tel: 617-265-2102
Court Street, Plymouth, Mass. 02360 • Tel: 617-746-7650
12902 South Spring Street, Los Angeles, Calif. 90061 • Tel: 213-532-9064

Other Plants and Sales Offices: Hamilton, Ontario, Canada (416-529-7151)
• Kingston-upon-Thames, U.K. (01-546-3384) • Singapore (374797)



See us at NAB—Booth #414

tor, Digitrol cartridge VTR system. *Personnel:* F. E. Baker, D. Acker, G. Sarra, J. Stickley, J. Larkworthy, M. Monk, D. Sofie, D. Smith, R. McLean.

Television Research International Inc. **S1019**
1988 Leghorn Street, Mountain View, Calif. 94043.

Products: Video-tape editing systems. *Personnel:* Bob Cezar, Dennis Christensen, Gary Beeson, Bob Burrows, Dave Harbert, John Babbel, Yves Faroudja, Doug Hurrell.

Telex Communications Inc. **N124**
9600 Aldrich Avenue South, Minneapolis 55420

Products: Headsets, tape equipment, recorders, reproducers, 1400*, Cameraman's

headset*, Sportscaster, IC-10*. *Personnel:* Heinz Lambrecht, Sid Kitrell, Rick Best, James Arrington.

Thomson-CSF Inc., Broadcast Products Division **N314**
750 Bloomfield Avenue, Clifton, N.J. 07015

Product: Studio and outside broadcast equipment; demonstrations of TTV 1515 digital triax color camera, TTV 1550 digital triax color camera and TTV 2705 color slide scanner. *Personnel:* M. Boxberger, W. Singer, D. Skulte, J. Dawson, R. Anastaze, G. Salem, A. Goubert, J. Polonsky, J. M. Gaucheron.

Time and Frequency Technology Inc. **S902**

3000 Olcott Street, Santa Clara, Calif 95051
Product: Complete line of TV, AM and FM frequency and modulation monitors, modulation-only monitor, Digil-Sync clock system, SCA monitor*. *Personnel:* Joe Wu, Bob Daines, F. Stolton, C. Eckles, J. Baumann, M. Jackson, J. Landy, G. Gold, T. Pressley, R. Walsworth.

Unidyne Corp. **E1217**
981 Scott Street, Norfolk, Va. 23502

Product: Lockheed System III minicomputer, SMART system (station management and accounting for radio and television)*. *Personnel:* Hal Otto, Win Rubenstein, Rick Turner.

United Research Laboratory Corp. **S1000**
681 Fifth Avenue, New York 10022

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

U.S. Pioneer Electronics Corp. **S1116**
75 Oxford Drive, Moonachie, N.J. 07074

Product: Tape decks, turntables, tune arms, headsets, FM tuners, speaker systems. *Personnel:* Robert E. Morrill, John Brozda.

Utility Tower Company **N406**
3200 N.W. 38th, Oklahoma City

Product: Manufacture and installation of TV, AM, FM and microwave relay towers. *Personnel:* R. G. Nelson, V. G. Duvall, M. N. Sholar, C. E. Nelson.

Varian Associates **N120**
611 Hansen Way, Palo Alto, Calif.

Product: Eimac power grid tubes, megawatt super tetrode, zero bias triodes for FM, 25 kw television triode, high-efficiency UHF klystrons. *Personnel:* Jack Quinn, George Badger, Robert Herdman, Bill Barkley, Colin Erridge, Bob Schmidt, Paul Thesing, Robert Plummer, George Caryotakis.

Vedco Inc. **E1205**
2320 North Woodlawn Avenue, Metairie, La. 70001

Product: Program/routing switcher, production switcher, video distribution amplifiers, audio distribution amplifiers, totally modular construction featured in all products. *Personnel:* Francis Jacob, Jr., Charles S. McKendrick, Jr., E. Selwyn Warren, III, Dana P. Curtis.

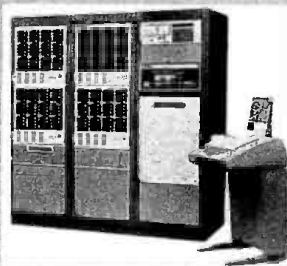
Vega/Division of CETEC Corp. **N312**
9900 Baldwin Place, El Monte, Calif.

Product: Wireless microphone systems. *Personnel:* Ernie Pappenfus, Ken McKenzie, John Beaman.

Video Aids Corp. of Colorado **S501**
112 West Fourth Street, Loveland, Colo.

Product: Color sync generators, electro-optical isolators for jeeping receivers. Cross-pulse generators*, color-burst phase meter*, low-cost intercom systems, editor-programmers. *Personnel:* Walt Skowron, Jim French, Bill Barton, Joe Woods, Will Parman.

Schafer IS RADIO AUTOMATION!



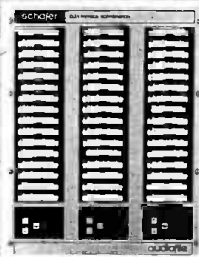
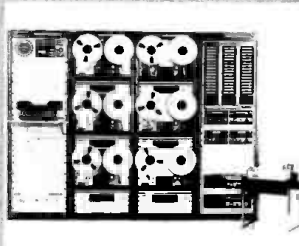
700 SERIES COMPUTERS

You can't outgrow a Schafer/NTI 700 system with integral computer! Each 700 is totally modular and may be expanded at any time to provide virtually unlimited storage and programming control. From the smallest 730 to the ultimate 770, each Schafer/NTI computer system offers standard features not available on any other system at any price. To prove it, we have a new brochure that outlines the capabilities of all the 700 computer models. Why not send for it and see for yourself . . . YOU CAN'T OUTGROW A SCHAFER/NTI 700 COMPUTER.

900 SERIES CONTROL UNITS

Pictured is the Schafer 903 time-oriented MOS Memory system with 24 hour (or up to 7 days) advance programming capability. More features are standard equipment on the 903 than on any other comparably priced system. Automatic Memory loading and Verified Encoded Logging are available, too.

The Schafer 902 is the goof-proof system. 48 format sequence thumbwheels make the 902 the ultimate in simplicity. Add a Random Access 2000-step MOS cartridge programmer, and you have the most flexible low-cost automation system in the world.



THE AUDIOFILE

THE random-access cartridge system you've been waiting for! The AUDIOFILE is all solid-state, fast, and has audio quality equal to the best single-play cart machines. Use it in your automation system, or with DJ control in your studio. THE NEW STANDARD IN MULTIPLE CARTRIDGE MACHINES . . . The AUDIOFILE. Exclusively from Schafer.

Don't forget . . . Schafer is the one-stop source for all your equipment requirements. When you need studio equipment or transmitting gear, automation or Audiofiles, reel-to-reel or cartridge recorders, consoles or turntables, transmitters or antennas, remember . . . SCHAFER HAS IT ALL.

Schafer

SCHAFER ELECTRONICS CORPORATION
75 Castilian Dr.
Santa Barbara Research Park
Goleta, California 93017

Name _____
Station _____
Address _____
City _____
State _____ Zip _____

VideoMAX (an Orrox company) N107
154 San Lazaro, Sunnyvale, Calif.

Product: Quadruplex video-head rebuilding/returfishing for all versions of RCA high-band/low-band headwheel panels and Ampex Mark X III head assemblies; mastering and long-life series are available to match specific requirements for each facility. *Personnel:* Bill Fitts, Sid McCollum, Bill Siedel, Allan Behr, Bill Justus, Stan Becker.

Video Memory S831
3070 Kenneth Street, Santa Clara, Calif. 95050

Product: Video recorder/reproducer that is nonsegmented helical with one-inch tape*, two track audio makes stereo available, among many options are a multiband signal system, editing module, remote control. *Personnel:* David Chang, Jay Tucker, Andy Bolla, David Zimmerman.

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

Product: VTC 1000 quadruplex video tape*, reprocessed video tape, tape-cleaning and evaluation service, helical scan video tape. *Personnel:* Keith Austin, Frances Van Pamel, Ralph B. McDaniel.

Vidreel Inc. E1216
42 Central Drive, Farmingdale, N.Y. 11735

Product: Manufacturers of plastic six and one-half inch by two inch reels and boxes for video tape duplication, also video/audio cassette boxes. *Personnel:* Suzanne Schisgall, James Schisgall.

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

Product: 414 logging recorder, 4400 time-code generator, 201 and 210 limiters, 220 limiter/audio level optimizer, 360 replacement electronics, 400 Tentrol, 270-2 stereo-tape reproducer, 1302 stereo-tape recorder/reproducer, 450 stereo-tape reproducer, 3000 stereo-intermix automation system, 9959 video-program timer, C'N'B tape-music service, accessories for professional audio tape recorders. *Personnel:* Gordon Mackechnie, Alden G. Thompson, Eric Breeze, Ken Aitken, Jim Wood, Mark Drake, Richard Gill, Dewey Tachovsky, Nancy Mackechnie, Carole Thompson, Sue Tachovsky, C. C. Abernathy, Emil Sauter, F. T. C. Brewer, William Porter, Ed White, J. W. Thompson, W. K. White.

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

Product: Rapid-Q audio cartridge equipment, Rapid-Q audio cassette equipment, Garron stereo phase enhancer, and introducing the new generation Rapid-Q. *Personnel:* James B. Tharpe, Charles Spicer, Ron DeBry, Ron Eigenmann, Felix Bonvouloir, Barbara DeBry, Ed Clammer, Fred Horton, Richard Kehoe, Bernard Keach, W. P. Orwick, Dick Royce, Norman Chambers, Jack Freeland.

Vital Industries Inc. N116
3700 N.E. 53rd Avenue, Gainesville, Fla. 32601

Product: TV automation, production switchers, digital and routing switchers*. *Person-*

nel: N. Donoyan, D. Buzan, G. Peters, Eric King, R. McAll, M. Bowers.

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

Product: Television audio mixing consoles, modular audio components including channel amplifiers, equalizers and compressors, distribution amplifiers and monitor amplifiers. *Personnel:* R. W. Ward, R. K. Beck, A. A. Schubert, Wm. McFadden.

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

Product: First completely solid-state 5kw broadcast transmitter, which operates in the AM frequency band and features high effi-

ciency with no elaborate cooling necessary. *Personnel:* Dick Hale, Bernie Anderson, Jack Semon, Wilbur Williams, Ozzie Jaeger, Bill Pridgen, John Fisher, Bob Fasulkey, Jud Morrison, V. Quidort, Don Fugent, Carl Arent, Marvin Thurn, Judie Kesson, Gary Waldorf.

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

Product: AM transmitters, AM monitors, AM RF amplifiers, FM transmitters, monaural and stereo consoles, limiting amplifiers, monaural and stereo AGC amplifiers, line-surge protectors, silicon rectifiers. *Personnel:* Guffy P. Wilkinson, Catherine C. Wilkinson, William H. Johnson, Walter C. Voelker, William G. Shaw, John Mack, John Forresst, Jr., John McClamrock, John Ring, Jack Kirkpatrick,

"Hazards of Everyday Life"

A Public Service Series for Radio

Your station's listeners face many threats to their physical and financial well-being. The State Farm Insurance Companies have produced a series of 13 public-service programs—each 3½ minutes long—on some of the more universal hazards. The subjects include:

- The Drunk Driver.**
- Boobytraps Along our Highways.**
- The Arson Epidemic.**
- Your Car's Deadly Fuel Tank.**
- Protect Yourself Against Burglary.**
- Auto Theft.**
- Safe Pleasure Boating.**
- Escaping from a Burning House.**
- No-Fault Auto Insurance.**
- What to Do After a Fire.**
- Inflation and Your Homeowners Insurance.**
- Young Drivers.**
- The Right to Drive.**

These programs are non-commercial. They are designed to inform your listeners—not advertise State Farm.

For free tapes and scripts, return the coupon below or call us collect at 309-662-2625.

Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Ill. 61701



Please send me your public service series *Hazards of Everyday Life*. I understand there is no charge.

Name _____

Station _____

Address _____

City _____ State _____ Zip _____
(no P.O. Box numbers please)

Mrs. Jack Kirkpatrick.

World Video Inc. S505
13 East Philadelphia Avenue, Boyertown, Pa. 19512

Product: 6210 series 12-inch broadcast color video monitor, RK6700 17-inch color video monitor, CR6700 17-inch broadcast color video monitor*, DT-1 tuner/demodulator*, CDR9000 dual rack mount 9-inch color video monitor*. *Personnel:* Jack Taylor, Ted Dames, Dwight Wilcox, Herb Didier, Mike Dyer, Carroll Cunningham, Steve Cisler, Lew Radford, Jerry Peloquin.

Radio programers

Broadcast Programming International Hilton 2268-69-70
Pacific National Bank Building, Bellevue, Wash. 98004

Product: Audio panel display of nine program services, programing seminars. *Personnel:* Kemper Freeman Jr., Hugh Feltis, Cal Vandergriff, Bill Vreeke, Pat Rowe, Mike Bettelli, Kim Wade.

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

Product: Great American Birthday Party, Chicken Man, Same Game, Tooth Fairy, Many People, Astro, Ace Trucking News Cavalcade of the Airways. *Personnel:* Sandy Orkin, Dave Greason, Dick Orkin, Ursula Wosick, Marcia Kamm.

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

Product: Jingles, The Great American Spirit (bicentennial package), Nonstop (year-long contest package), The Professional Production Library*, automation format (KFMZ rock). *Personnel:* Dick Starr, Carole Starr, Tom McIntyre, Bob Harris, Jim Kerr.

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

Product: Automated formats—Hit Parade (easy listening), Great American Country, XT-40 (top 40), Solid Gold, Classic Gold (all oldies), SuperSoul (R & B); feature programs—The Golden Years of Country, Top 100 of the Sixties, The Golden Years of Rock, The History of Rock and Roll. *Personnel:* Gene Chenault, Pat Shaughnessy, Bert Kleinman, Lee Bayley, Jim Kefford, Buddy Scott, B. J. Gilbertson.

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

Product: Earl Nightingale radio and television programs, Our Changing World. *Personnel:* Earl Nightingale, Bryant W. Gillespie, Pat DeWyne.

PAMS Inc. MGM Grand 2231-33-33A
4141 Office Parkway, Dallas, Texas 75204
Product: Station ID's, WLS package, radio sales package, programing service, custom

commercials *Personnel:* William Meeks, Dennis Meeks, Bruce Collier Jr., Paul Gleiser.

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

Product: AM/FM automated/live formats—The Love Rock (rock), The Great Ones (MOR), Country Lovin' (country), Music . . . Just for the Two of Us (beautiful music). *Personnel:* Ed Peters, Redd Gardner.

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

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

Products: Custom radio and television ID's, custom commercials for ad agencies, ID packages, production services, The Broadcaster and The Broadcaster Plus, programing research and promotion consultation, film scoring, 16-track recording studio. *Personnel:* Rush Beesley, Bob Gross, Chris Kershaw, John Pritchett, Frank Nichols, Tom Whitelock.

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

Product: Station image campaigns, Spirit of America (bicentennial package), The Producer; TM Country Music, stereo rock, beautiful music. *Personnel:* Ernie Winn, Ron Nickoll, George Burns; Jim Long, Jerry Atchley, Jim West, Allan Box, Allan Collier, Joey Levin, Tony Armstrong, Bill Fultz.

Consultants to Management on Executive Recruitment

Over 10 years executive recruiting experience in the following areas:

- Engineering
- Financial
- General Management
- Group Executive
- News
- Programming
- Promotion
- Sales/Marketing

Call (312) 693-6171 for a no-obligation and confidential discussion of our services.



Mike Walker
BROADCAST DIVISION



Rick Davenport
BROADCAST DIVISION



Fred Harms
CATV DIVISION



Carl Young
NEWSPAPER DIVISION

Ron Curtis & Company

O'HARE PLAZA, 5725 EAST RIVER ROAD, CHICAGO, ILLINOIS 60631

Watermark Inc. **MGM Grand 1233A**
Product: *American Top 40* (3), *American Country Countdown* (3), *Elvis Presley Special* (13). Personnel: Tom Rounds, Chuck Olsen, Steve Aitkin, Lee Hansen.

Hughes Television Network **Sands**
Personnel: Arthur Mortensen, Roy Sharp, Dave Donnelly, John Koushouris, Ralph MacFarland.

Product: *Romper Room*, *Bowling For Dollars*, *Strikes and Sparer*, *Pinbusters*. Personnel: Ken Gelbard, John Claster.

TV programmers

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

Sandy Frank Film Syndication **Hilton 2903-4**
Programs: *The New Treasure Hunt* (52), *The New Name That Tune* (52), *The Bobby Vinton Show* (52). Personnel: Sandy Frank, Maury Shields, Leonard R. Soglio.

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

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

Metromedia Producers Corp. **Hilton 149-51**
Programs: *The Merv Griffin Show* (260), *Vaudeville* (13), *Jeopardy* (39), *Truth or Consequences* (260), *Untamed World* (156), *That Girl* (136), *The National Geographic Specials* (24), *Mayberry R.F.D.* (78), various feature film packages. Personnel: Ken Joseph, Jim Weathers, Dick Loftus, Frank Smith.

MCA TV **Hilton 2149-51**
445 Park Avenue, New York 10022
Programs: *Emergency* (100), *Don Adams Screen Test*, *Adam-12* (175), *Ironside* (198), *Marcus Welby, M.D.* (148), *Rod Serling's Night Gallery* (97), *The Bold Ones* (98), *The Name of the Game* (76), *The Virginian* (225), *Dragnet* (98), *Run For Your Life* (85), *Suspense Theatre* (53), *Universal Star Time* (30), *It Takes A Thief* (65), *Major Adams* (138), *Wagon Train* (32), *Alfred Hitchcock Presents* (268), *Boris Karloff Presents Thriller* (67), *The Munsters* (70), *Leave It To Beaver* (234), *McHale's Navy* (138), *The Jack Benny Show* (104), various movies. Personnel: Lou Friedland, Keith Godfrey, Bob Greenberg, Marc Grayson, Hal Cranston, Bob Davis, Bert Herbert.

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

Time-Life Films **Hilton 2230**
30 East 42 Street, New York 10017

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

Viacom Enterprises **Hilton 1330**
Product: *Andy Griffith* (249), *Beverly Hillbillies* (216), *Rock Concert* (52), *Dick Van Dyke* (158), *Gomer Pyle* (150), *Family Affair* (138), *Gentle Ben* (56), *Hogan's Heroes* (168), *I Love Lucy* (179), *Perry Mason* (245), *Petticoat Junction* (148), *The Most Important Person* (66), *The Price Is Right* (52), *The \$25,000 Pyramid* (52), *Twilight Zone* (17), *What's My Line* (260), *Wild Wild West* (104), *Hawaii Five-O* (214), *Wild Life in Crisis* (52), *Dan August* (52). Personnel: Hank Gillespie, William Andrews, Todd Gaulocher, Robert Donnelly, George Faber and Edward Hewitt.

VIDIFONT.[®] The broadcasters' choice.

Everywhere you look, discriminating broadcasters are turning to CBS Laboratories' Vidifont. You'll find it in over 100 key stations of every affiliation around the country. And in other principal markets around the world. In fact, Vidifont has gained such wide acceptance, it's become the international standard of the industry.

The reasons? Maximum legibility for one. The character design of each of our fonts is the result of long, care-

ful research. You get optimum height, shape, thickness and spacing. And the crisp, professional look.

Another reason is flexibility. Vidifont offers a range of standard features second-to-none in the industry.

Finally, the most important reasons of all. Vidifont electronic character generators mean quality and reliability.

Like to see Vidifont in actual on-air formats? Just give us a call at (203) 327-2000. Ask for Vidifont sales.

CBS LABORATORIES

A Division of CBS Inc.
227 High Ridge Road, Stamford, Connecticut 06905



Results

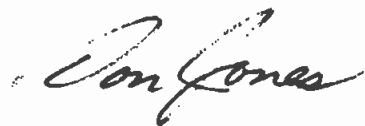
Will You Profit In '75 As He Has Since '73?

He's Don Jones, the 31-year-old Founder and President of the PSB Radio Group, operators of small and medium market midwest radio stations.

"At NAB '73, we bought a BAT 1250 System for our five AM's and three FM's. In 1974, we upgraded it to a BAT 1500. Now we have eleven stations; we've ordered a second BAT System.

"Our BAT System has reduced personnel, increased control, sped up operations. It's earned thousands of dollars for us.

"The acquisition and implementation of a PSI BAT Computer System is one of the smartest management decisions I've ever made."



Whether a small radio station or a chain of TV's, you can benefit from one of our BAT Billing, Accounting, Traffic, and Payroll Systems. In your station, complete, lowest in cost, BAT Systems work.

The PSI BAT Systems. Booth 509 South Hall, NAB Convention. Or write or call for details.

PSI PAPERWORK SYSTEMS INC.
P. O. Box 38 2000 'A' St., Bellingham, WA 98225 (206) 733-8510

Worldvision Enterprises Hilton 1150

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

Networks

American Broadcasting Companies Inc. Sands Aqueduct Wing

Personnel: Alfred Schneider, Eugene Cowen, Frederick Pierce, Mark Cohen, Dennis Doty, Roone Arledge, Richard O'Leary, James Duffy, Richard Beesemyer, Robert Fountain, Warren Denker, Dorothy Botts, Robert Hingel, Peter Zobel, Timothy Kearney, Joseph Niedzwiecky, Paul Sonkin, Julius Barnathan, Frederick Schuhmann, Norman Grant, R. LaVerne Pointer, William Gilmore, Dave Cole and Kent Coughlin.

ABC Radio Sands, Rockingham Cottage, Candy Spots Suite

Personnel: Edward F. McLaughlin, Robert Mahlman, Leo Collins, William MacCallum, Richard McCauley, Frank Atkinson, Charles King, Michael Weinstock, Calvin Roach, Madeleine DeCunzo, Thomas A. O'Brien, Joseph F. Keating, George Phillips, Pete Flannery, Dick Dressel, Charles P. Arnot, William Gilmore, Kent Coughlin, Dave Cole.

CBS Inc. (corporate) Hilton

Personnel: Arthur Taylor, Jack Schneider, George Shannon, Harry Smith, Richard Jencks, Bob Monaghan, James Sirmons.

CBS-TV Hilton 26, 49, 50, 51

Personnel: Robert D. Wood, Carl Ward, Bruce Bryant, Charles Cadley, John Chun, Donald Clancy, John Cosgrove, Leonard DeNooyer, Al Miranda, Len Schammel, Tom White, Dave Williams, Bob Wood, George Zurich, David White, George Benkowski, Joseph Bonomo, William Connolly, Robert Breed, Richard Dunn, Joseph Flaherty, David Horowitz, D. T. Lee, William Nicholls, Ray Schneider, Richard Streeter, Sy Yusem, George Savles, Richard O'Brien, Robert Hammer, Stanley Greene, Robert Zagoren, Robert Wilson, Hy Badler, Fred Harman,

Charles Chester, Wayne Brandt, Brooks Graham, Charles Mesak, James Hesen, Charles Cappleman, Robert O'Connor, Enid Moore, Tom Swafford, Phil Luttinger, Jay Eliasberg, Sidney Kaufman.

CBS Radio Hilton 2550

Personnel: Sam Cook Digges, George J. Arkedis, Sherril W. Taylor, W. Thomas Dawson, Eric H. Salline, Cornelius Knox, Briggs Baugh, Harfield Weedon, Ralph Green.

CBS Stations Division Hilton 2649, 2650, 2651

Personnel: Ray Beindorf, Al Cohen, Chris Desmond, Sandy Fisher, Gene Jankowski, Paul Kramer, Vincent Loncto, John McKay, D. Thomas Miller, Edwin Wilson, Gil Wyland, Sam Zelman.

Mutual Radio Networks Hilton 2901

Personnel: C. Edward Little, Gary J. Worth, Bill Greenwood, Alton C. Whitt Jr., Glenn Jackson, Owen Weber, Marie G. Little, Bermuda Schwartz.

National Black Network Hilton 2530

Personnel: Eugene D. Jackson, Sidney L. Small, Del Raycee.

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

Personnel: Julian Goodman, David C. Adams, Herbert S. Schlosser, Robert T. Howard, Theodore H. Walworth Jr., Donald J. Mercer, Jack G. Thayer. Station Relations: Raymond O'Connell, Anthony Cervini, Raymond Diaz, Mortimer Dillon, Barry Hillebrandt, William Kelley, Malcolm Laing, Paul Rittenhouse, Marilyn Russell. NBC-TV Network: Edward P. Bartero, Richard J. Butler, Maurice Corwin, Robert Daniels, William Flood, John Frisette, Robert Galvin, Frank Flemming, Fred Himelfarb, John Kennedy, Clair McCoy, Robert Mausler, Martin Meaney, Steven Orland, Oden Paganuzzi, Wilfred Prather, Charles Savaia, Reginald Thomas, Richard Welsch, Oscar Wick. NBC Radio Network: Ron Friedwald, Rick Caro, Russ Tornabene, Marion Stephenson, Steve Lindberg, Peter Flynn, Lud Simmel, Perry Bascom, Harold Green, Charles Warner, Stan Kaufman, William Dwyer, Alan Eisenberg, Alan Walden, Steve White, Robert Wogan, Pete Hines, Bob Mounty, Charles Renwick. NBC-Owned Stations: Wes Harris, Arthur Watson, Lee Schulman, Neal Van Ellis, Tom Paro, Raymond Timothy. Corporate and Information: Herminio Traviesas, Michael Laurence, Curt Block.

Reps

Adam Young Inc. MGM Grand 896, 898

Personnel: Adam Young, Arnie Kohler, Vincent Young, Bill Wallace, Bill Peavy.

Avery-Knodel Inc. Hilton 2030

Personnel: J. W. Knodel, Robert J. Kizer, F. Robert Kalthoff, Richard A. O'Donnell, Godfrey W. Herweg, Ed O'Berst, Jack C. Devine, Mike Braker.

John Blair & Co. **Hilton 2329-30-31**
717 Fifth Avenue, New York 10022

Personnel: Ralph Abell, Robert Billingsley, John Boden, Jack Fritz, Robert Galen, Richard Gideon, Tom Harrison, David Klemm, Robert Lobdell, Ray Muer, Josef Rosenberg, Don Saraceno, Harry Smart, Art Stringer, Ollie Trittler, George Wolfson.

Bolton/Burchill International Ltd. **MGM Grand**
645 Madison Avenue, New York 10022

Personnel: Carmen Bolton, Thomas Burchill.

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

Personnel: Robert V. Coppinger, Richard D. Buckley Jr., Tom Beauvais, Cy Ostrup, Lloyd McGovern.

Century National Sales International 570
Personnel: Howard Grafman, Gordon Potter, Peter Greenwald, Alan Wilson, Bob Lewis, Arnold Taylor, Marvin Korach.

The Christal Co. **Caesar's Palace 4418**
Personnel: Phil Flanigan, Bob Duffy, Nick Verbitsky, John Fouts.

Harrington, Righter & Parsons **MGM Grand 976-976A**

Personnel: James O. Parsons Jr., John Dickinson, John J. Walters Jr., Peter F. Ryan, Michael W. Colen, Thomas W. Carroll, Stephen Raffel.

H-R/Stone Inc. **Hilton 1449**

Personnel: Peggy Stone, Saul Frischling, James Alspaugh, Don Propst, Bob Lorver, Thomas Marks.

Major Market Radio **MGM Grand 2296-98-98A**

Personnel: William Shaw, George Lindman, J. Warner Rush.

Jack Masla **MGM Grand**
666 Fifth Avenue, New York 10019

Personnel: Jack Masla, Stan Feinblatt, Charles McCreery, George Maris, Bud Pearce, Bill Wallace.

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

Personnel: Gary Ahrens, Vincent Bellino, Fred Botwinik, Ed Carrell, Jeff Dasher, Tony Durpetti, Les Goldberg, Ralph Guild, Ellen Hulleberg, Monte Lang, Bob Longwell, Tony Maisano, Allan Thompson, Robert Williams, Robert Dwyer.

The Meeker Co., Inc. **Hilton 1630**

Personnel: Robert Dudley, Fin Hollinger, Bill Bee, Jack Hardingham, Howard Selger, Audrey Tanzer, Fred Bauman, John Nankerbis, Jim Cathey, Dick Hughes, Jay Adair, Hugh McTernan.

Peters, Griffin, Woodward **MGM Grand 1033**

Personnel: William G. Walters, Theodore D. Van Erk, Dennis K. Gillespie, Charles R. Kinney, James R. Sefert, I. Robert Steres, Lawrence P. Loiello.

Petry Television **Dunes**

Personnel: Martin Connelly, Bob Muth, Browning Holcombe, Roger LaReau, Paul Sacks, Dick Nagle, Steve Bell, Marjorie Santelia.

Savalli/Gates **Caesar's Palace**

Personnel: Joseph Savalli, Carmine Patti, Jerry Gardner, Jim Gates, Tom Popich and Juanita Landon.

Selcom Inc. **Hilton 320**

Personnel: Hugh Wallace, Herb Hahn, Bill Smither.

Tele-Rep **Caesar's Palace**

Personnel: Al Masini, Pat Prie, Tom Belviso, Dick Brown, Bob Miggins, Gerry Braet, Don Bowen.

Top Market Television **MGM Grand**
437 Madison Avenue, New York 10022

Personnel: Jim McCann, Dick Williams, Dale Paine, Tom Shannon, Len Tronick.

Alan Torbet Associates **Caesar's Palace 559**

Personnel: Alan Torbet, Brock Petersen, Ralph Conner, Peter Moore, Bob Allen, Len Sable, Steve Marriott.

Brokers

Blackburn & Co. **MGM Grand**

Personnel: James Blackburn Sr., James Blackburn Jr., Richard F. Blackburn, Joseph Sitrick, Jack V. Harvey, Hub Jackson, Wen-

dell Doss, Roger O'Sullivan, Robert A. Marshall, Clifford M. Marshall, Colin Selph, Roy Rowan and Frank H. Nowaczek.

Chapman Associates **Star Dust**

Personnel: William Chapman, Paul Chapman, Bob McKendrick, Bill Hammond, Kersh Walters and John King.

R. C. Crisler & Co. **MGM Grand**

Personnel: Ted Hepburn, Ed Richter and Frank Kalil.

Wilt Gunzendorfer & Associates **Riviera**

Personnel: Wilt Gunzendorfer.

Hamilton-Landis & Associates **Las Vegas, Hilton**

Personnel: Ray V. Hamilton, Dan Hayslett, John H. Bone, Howard Stasen, Milton Q. Ford, H. Roger Gardener and Eleanor Fouts.

Hogan-Feldmann Inc. **Caesars Palace**

Personnel: Arthur Hogan, Jack Feldman.

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

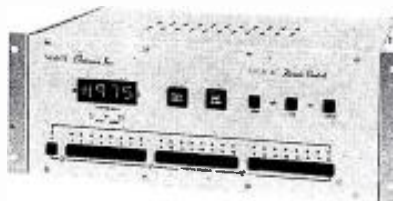
Personnel: G. Bennett Larson, William L. Walker.

LaRue Media Brokers Inc. **Desert Inn**

Personnel: Hugh Ben LaRue, William J. Mathews, Joy Thomas.

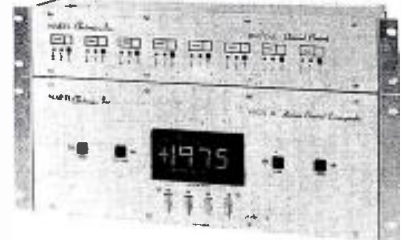
Cecil L. Richards Media Brokers **Caesar's Palace**

Personnel: Cecil (Lud) Richards.



NEW MARTI DRC-24 Digital Remote Control

FEATURES ★ Single Button, Direct Channel Select ★ Exceeds All FCC Requirements for Accuracy of Antenna System Data ★ Studio and Transmitter Units Phase Locked to Common Clock. ★ Telemetry Accuracy 0.1% ★ Basic 8-Channel System Expandable to 16 or 24 Channels. ★ Fully Digital for Radio Circuit or Wire-Line Operation ★ Plug-in Modules for FSK Frequency Change ★ Adaptable to Multiple Transmitter Control from Multiple Control Points. ★ Status/Tolerance Limit Alarm ★ Status Indication (Optional)



The Marti DRC-24 is a completely Digital Remote Control, Telemetry and STATUS/ALARM (optional) system, providing the ULTIMATE IN ACCURACY, SIMPLICITY, AND SPEED OF OPERATION. Channel selection is accomplished simply by pressing a SINGLE button. The data for the selected channel is then read from the large digital panel display. Raise/Lower commands can be given for the selected channel by pressing the Raise or Lower button.

The integrity of the entire digital process is assured by validation of received data transmission by checking proper start, parity, and stop bits, A FEATURE FOUND IN THE MOST SOPHISTICATED DATA PROCESSING EQUIPMENT. THIS ADVANCED DESIGN FEATURE VIRTUALLY ELIMINATES THE POSSIBILITY OF ERROR IN CHANNEL SELECTION, COMMAND, AND TELEMTRY DATA.

The extra features and unsurpassed value of the Marti DRC-24 system result from application of advanced MOS/LSI (metal oxide semi-conductor/large scale integrated) circuit technology. Each DRC-24 system employs eight (8) 40-pin plug-in replaceable MOS/LSI circuits, containing the bulk of the complex digital circuitry, an unbeatable success formula basic to American dominance in the digital calculator market.

*Optional

MARTI Electronics, Inc.

P.O. Box 661 • 1501 N. Main • Cleburne, Texas 76031 • 817/645-9163

Richard A. Shaheen Inc. **MGM Grand**
1508-10-10A

Personnel: Richard A. Shaheen, Bill Exline.

Howard Stark **Frontier Hotel**

Personnel: Howard E. Stark.

Edwin Tornberg & Co. **Riviera**

Personnel: Edwin Tornberg, Douglas Kahle.

Others

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

Personnel: Theodore F. Shaker, Clay Braun, Sherm Brodey, John T. Fawcett, Gerald Flesher, Richard Glaspell, Norman S. Hecht, Paul Kelly, Kay Letts, Ronald Laufer, Gary Lieberthal, William T. McClenaghan, Pierre Megroz, James Mocarski, Bryce Rathbone, William Shafer, Marvin Strauzer, Steve Templeton, Richard Weinstein.

Atwood Richards Telescreen
Inc. **MGM Grand 795, 797, 797A**

Personnel: Moreton Binn, Jack Fennell, Sidney B. Hoenig, Jim Carbery, Laura K. Forrest.

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

Personnel: Roy Steinfert, Gerald Trapp, Jay Bowles, Bob Benson, Ben Avery, Jim Smith, George Otwell, Mark Thayer, John Morrison.

Community Club Awards **MGM Grand**
Box 151 Westport, Conn. 06880

Personnel: John C. Gilmore, Bess Gilmore, Phio Peterson, Mark Fabre, Paul Cowley.

A. C. Nielsen Co. **Hilton 1429-30-31**
Nielsen Plaza, Northbrook, Ill. 60062

Personnel: George Baillie, Bill Miller, Ben Wilson, Roy Anderson, Paul Beard, George Blechta, Bill Hamill, Dave Traylor, Lou West, Dave Woolfson, Larry Frerk, Jim Lyons, Gene McClure, Bob Tivilini, Bill Chesney, Joe Matthews, Jim Showmaker, Carroll Carter, Karl Wyler.

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

Personnel: A. H. Prager, S. B. Candilora, Norman Odium, Sidney Guber, Charles Scully, Vincent Candilora, Harold Fitzgerald, Bob McGarvey, Ed Wilder.

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

Product: News, programing and promotion analysis, promotional campaign. *Personnel:* Herb Jacobs, John Gilbert, Jim Sieger, Howard Glassroth, Diane Ceribelli, Grace Jacobs.

Television News Inc. **Hilton 321**

Personnel: Jack Wilson, Reese Schoenfeld, Roger Ailes, John Vrba, Don Quinn, Frank Browne, Carl Von Schallern.

Telstar Inc. **MGM Grand**
Box 388 Westport, Conn. 06880

Personnel: Douglas Gilmore, Keith Gilmore.

The Pulse Inc. **Hilton 1210-11**

Personnel: Richard Roslow, Ken Gross.

United Press International
Convention Center S503

220 East 42nd Street, New York 10017

Product: UPI Audio Network, UPI Newsculture Network, Unifax II*, UPI Broadcast Newswires, UPI CATV Newswire, UPI I S & R System, UPI Datanews*. *Personnel:* Peter S. Willett, Bill Byon, Roy Mehlman, Gordon Rice, Stan Sabik, William Wilson, Zan Stark, Harold Bauer, Robert Bennyhoff.

The Vidronics
Company Inc. **Landmark 365-67-88**

855 North Cahuenga Boulevard, Hollywood, Calif. 90038

Product: Video-tape, post production services, electronic photography, video-tape to film and film to video-tape transfers, motion picture and TV distribution. *Personnel:* Mike Weisbarth, Hugh Hole, Tom Mann, Jack Calaway, Marilyn Davis, Jerry Kurtz.

Continued from page 23

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

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

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

You are cordially invited to join
PETERS PRODUCTIONS, INC.
for a demonstration of the "Sound of the 70's"
during the NAB Convention, Las Vegas,
April 6, 7, 8, 9, 1975.
The Las Vegas Hilton Hotel, Suites T-1968-69
Full Concept Radio Formats Programmed by the Pros
ROCK • MOR • BEAUTIFUL MUSIC • COUNTRY
For additional information write
Peters Productions, Inc., 8228 Mercury Court,
San Diego, Ca. 92111, or call (714) 565-8511

joint board or executive committee. But that would not prevent the association from creating an advisory council of past chairmen, Mr. Thurston said, although that idea need not be written into the bylaws.

Mr. Thurston said, however, that there has been enough concern expressed that decreasing the size of the radio board might increase the influence of network members that "we want to look at that again." The bylaws committee will hold a breakfast meeting at 7:30 a.m. Monday to review its proposals before submitting them to the joint board at a later date.

There will be sessions dealing with the future of television and radio programming with presentations by experts in both fields. But the TV program syndicators will not be out in full force at Las Vegas, many having already focused their major sales efforts at the National Association of Television Program Executives' conference in Atlanta in February.

For example, spokesmen for television divisions of Paramount, MGM, and Columbia Pictures said they will not be attending this year's NAB convention, because, as one source put it, "we spent a good deal of money at the NATPE in Atlanta and laid a solid groundwork for our sales efforts there." In addition, some of the companies that said they are going to Las Vegas, such as MCA TV, Viacom, Sandy Frank Film Syndication Inc. and Metromedia, will not take as many staffers as they took to the NATPE.

Ceremonial portions of the convention include presentation of a special award to the late Jack Benny and the 1975 Distinguished Service Award to George B. Storer of Storer Broadcasting. An NAB staffer said last week the Benny award presentation will be preceded perhaps by film clips and slides of Mr. Benny at work during his long career. His award will be accepted by Don Wilson, long-time announcer for Mr. Benny and now host of a daily half-hour TV talk show at KMIR-TV Palm Springs, Calif.

Following the acceptance of his award, Mr. Storer will deliver a few remarks. The two award presentations, Mr. Wasilewski's state-of-the-industry address and a convention welcome by Senator Howard Cannon (D-Nev.) will all happen during the opening joint session at the convention Monday morning.

Another speaker scheduled to address the general assembly at the convention is the Rev. Jesse Jackson, president of People United to Save Humanity (PUSH). His remarks will precede the FCC panel Wednesday morning.

To entice the conventioners to stay through the end Wednesday, NAB has scheduled country-music entertainer Roy Clark to head a luncheon entertainment program. He will be joined by Buck Trent of the "Duelin' Banjos," the Six Spur-lows singing group and Al Alvarez and his band.

The broadcast engineers will be holding their 29th annual conference concurrently with the NAB convention. It will be highlighted by a luncheon address by Dr. Hans Mark, director of the National

Aeronautics and Space Administration's Ames Research Center, Moffett Field, Calif., and with the presentation of the annual Engineering Award to John Silva, director of research and development, TV division, for Golden West Broadcasters, Los Angeles.

The hottest new hardware developments to be displayed and discussed by the engineers, according to insiders, will be the circular polarization transmission field tests by ABC at its affiliated WLS-TV Chicago (the system was built by RCA) and the solid state radio transmitter, developed separately by the Harris Broadcast Division and Westinghouse Electric.

As regards the solid-state radio transmitters ("Closed Circuit," March 24), which are being heralded as the usher to a new era in radio technology, the "number-one question" in the minds of many is whom Westinghouse will authorize to manufacture and distribute its 5-kw model. Westinghouse has not been in the broadcast equipment business for two decades, and a spokesman for the company last week would only say that it is currently discussing options with a half-dozen manufacturers.

Other new technologies in the convention spotlight will no doubt include minicameras, especially a new model by RCA which is completely tubeless, an NAB spokesman said last week, and is the size of a cigarette carton (not a pack). RCA will also be conducting live demonstrations of a proposed AM stereo transmitting system at its convention exhibit.

Crossownership policy faces test in Syracuse

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

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

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

However, the commission rejected that allegation as meriting a hearing in view of the standard for a hearing on that issue that it asserted in the report and order embodying its new crossownership rule (BROADCASTING, Feb. 3). (The rule bars the creation of new newspaper-broadcast

BROADCAST STATION DATA

Previously available to engineers
— now accessible to the industry

up to date...
and accurate...
from DATAWORLD

FM Channel searches
Single channel studies
Complete directory

TV Channel searches
Single channel studies
Complete directory

at the
NAB convention

Drop by

the DATAWORLD
Hospitality Suite

MGM Grand Hotel
Suite 1297

Open House

Your hosts:
Howard T. Head
Shirley M. Ostmann
Sunday & Monday
5-8 P.M.

Dealing with dead data can be costly business.

When making recommendations or decisions involving thousands of dollars, you have to have the latest facts. You can get these facts . . . at moderate prices . . . from DATAWORLD Directories and Computer Services. Facts about changes in station power, antenna heights, licenses, permits, applications, allocations, rule making, and much more for FM and TV broadcast facilities in the U. S., Canada, and Mexico. Every week . . . DATAWORLD subscribers receive this new information. And four times a year they get completely updated — easy-to-read and use — loose-leaf directories.

From its unique data base . . . DATAWORLD can produce, in minutes, information it might take days to develop and verify using other sources.

To learn more . . . about our information services — the directories — FM and TV channel searches and studies — special station tabulations and listings — please write or call:

DATAWORLD, Incorporated
1302 18th Street, N. W., Suite 502
Washington, D. C. 20036 202/296-4790

Managed by experienced broadcast engineers



Head hunting. The Washington chapter of Broadcast Pioneers—out to “rescue photos from anonymity”—had a photo identification party last Monday (March 24) in the library at headquarters of the National Association of Broadcasters. Among the candidates for such rescue was this group picture, known to include many broadcasting and engineering pioneers, and others yet unidentified. (Remarked one enthusiast: “If photographs were oil paintings, this half-century-old shot would rate with Rembrandt.”)

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

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



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

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

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

The coalition also said the commission

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

Refund hopefuls get another ‘no’

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

Two months after deciding to refund some \$4.1 million to cable television operators, the FCC issued its Jan. 20 order, which denied all similar requests

made by broadcasters. That order also first detailed the commission’s opinion that the Supreme Court had ruled only on the “validity” of cable fees and had made no judicial determination regarding the general schedule of fees (BROADCASTING, Jan. 27).

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

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

Not all the efforts made by broad-

casters to recoup the fees they had paid under the old fee schedule are being directed at the commission, however. Some 35 broadcasters have taken their case to the U.S. Court of Claims in Washington and the National Association of Broadcasters has gone to the U.S. Appeals Court with its claim (BROADCASTING, Feb. 17).

FCC playing it loose on rules for ascertainment by noncommercial

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

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

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

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

It should not be impossible, he said, "to define the general components of an adequate survey of community without,

for example, mandating the same rigors for Panguitch, Utah, as for Washington, D.C." As for the second goal, he hopes the commission can tailor requirements to the type of stations and to the size and character of the community in a way that would minimize financial burdens.

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

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

NBC-TV agrees to ante up free time

Network joins CBS in offer contingent on equal-time repeal

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

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

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

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

Former WTIC owner sued

The 1080 Corp., which purchased WTIC-AM-FM Hartford, Conn., a year ago from the Travelers Insurance Co., has filed a \$1.5 million suit against Travelers, claiming the former owner came up short



The best soft music sound in Bethlehem, PA starts with the new AEL FM-20E Exciter

Just ask Art Holt, WEZV

AEL stereo transmitters always send the very best.

FM: 2,500, 15,000, 25,000, 50,000 watts.

AM: 5,000, 10,000, 50,000 watts.



Call or Write:

AMERICAN ELECTRONIC LABORATORIES, INC.

P.O. Box 552, Lansdale, PA 19446

Tel: 215/822-2929 • TWX: 510/661-4976

Progressive MOR

RPM PROGRESSIVE MOR is an exciting complete format service for automated and live radio stations. PROGRESSIVE MOR contains the greatest easy listening and soft rock hits of the day with the top bits of the past ten years. PROGRESSIVE MOR can be supplied with RPM CUSTOM INTROS that say more than title and artist. You call letters, dial position and marketing phrases can be included too. At no extra cost. PROGRESSIVE MOR includes music, tone production, graphics and full consultation. Write RPM or call collect for Tom Krakerian. Also ask about the other RPM Programming Services: Contemporary Beautiful Music, Rock n' Roll, and the Quadrasonic Concert.

15502 Alton Place, Southfield, MI 48075
(313) 597-3246

The Automated People
rpm

Stop By and See Us
at
**The MGM
GRAND
HOTEL**

While You're at the NAB

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

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 331-9270

CHICAGO 80601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30381
400 Colony Square
Suite 510
(404) 892-4655

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

75-23

in funding an employe pension plan.

Travelers agreed to underwrite a one-time annuity contract covering pension benefits to the station's employes through March 8, 1974 (the date the 1080 Corp. took over WTRC-AM-FM), according to a spokesman at 1080. "But the annuity they've finally come up with is much too low," the spokesman said. "It doesn't come anywhere near to a full funding of the employes' benefits."

Although Travelers hasn't formally answered the breach-of-contract suit (which was filed in Connecticut Superior Court on March 20), the company's general counsel, Henry Armstrong, issued a statement which contended that "we have fully performed all our obligations under the purchase agreement."

Avco jettisons fifth station

**This time it's WLWI(TV),
which is being bought
by Wolfe family of Columbus**

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

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

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

Last fall, Avco sold its Washington outlets—WWDC-AM-FM—for \$3.6 million to Capital Cities Broadcasting Co., a new firm headed by Morton Bender, owner of a local building construction firm (BROADCASTING, Oct. 14, 1974).

And four weeks ago, Avco sold its San Antonio television property, KMOL-TV (formerly WOAI-TV), to publicly traded 20th Century-Fox Film Corp. for \$9.3 million (BROADCASTING, March 3).

All the station sales await FCC approval.

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

While the remaining properties are not "officially" listed on the market at this time, one broker noted, the feeling is that Avco will sell as many of its

broadcast holdings as need be to fortify the parent's financial standing.

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

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

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

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

Changing Hands

Announced

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

▪ WLWI(TV) Indianapolis: Sold by Avco Broadcasting Co. to Dispatch Printing Co., Columbus, Ohio, newspaper publisher and broadcast owner, for \$17,650,000. See story page 80.

▪ KCBC(AM) Des Moines, Iowa: Sold by Allied Broadcasting Co. to Minnesota Iowa Television Co. for \$650,000. Allied Broadcasting is owned by Allied Construction Service Co. (Robert L. Maddox), Des Moines, 50%, and Robert D. Bunce, 50%. Mr. Bunce is negotiating to buy KLFM(FM) Ames, Iowa, from Lunde Corp. (Paul D. Lunde) for as yet undetermined price. Buyer of KCBC is wholly owned subsidiary of Black Hawk Broadcasting Co., group owner headed by Robert Buckmaster, president. Black Hawk, which has some 50 stockholders, owns KWVL-AM-TV and KFMW(FM) Waterloo, KLWW(AM) Cedar Rapids, KTIV(TV) Sioux City, all Iowa, and KAAL(TV) Austin, Minn. Black Hawk also owns soft drink bottling company, food and drink vending, sign and billboard business and Carnaby Square Inc., advertising agency, all headquartered in Waterloo, Iowa. KCBC is on 1390 khz full time with 1 kw.

▪ WGCY(FM) New Bedford, Mass.: Sold by Southern Massachusetts Broadcasters Inc. (formerly Gray Communications Inc.) to Edmund Dinis for \$418,000. Seller, George Gray, owns WAAB(AM)-WAAF(FM) Worcester, Mass., and WAAL(FM) Binghamton, N.Y. Mr. Dinis, attorney and new to the broadcast field, has interests in a local health spa, motor

inn and an insurance agency. WGCY is on 97.3 mhz with 50 kw and antenna 285 feet above average terrain.

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

Approved

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

▪ KMBY(AM) Monterey and KVEC(AM) San Luis Obispo, both Calif.: Sold by West Coast Broadcasters Inc. to Century Broadcasting Co. for \$500,000 and \$475,000 respectively. Principals in seller are James L. Saphier family, who also have interest in WBMJ(AM) San Juan, Puerto Rico, and are among applicants for KIGI(AM) (formerly KRLA) Pasadena, Calif., in currently pending proceeding (BROADCASTING, Jan. 14, 1974). Century Broadcasting (Charles D. Powers, 50%) owns KEXO(AM) Grand Junction, Colo. Mr. Powers also has 45% interest in WJPF(AM) Herrin, Ill., and KTFI(AM) Twin Falls, Idaho. KMBY is on 1240 khz

with 1 kw day and 250 w night. KVEC is on 920 khz with 1 kw day and 250 w night.

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

Media Briefs

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

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

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

SOUTHEAST

Attention Religious Broadcasters

First time offering

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

Valuable real estate included,
fully equipped.

Price: \$1,250,000

Contact: Milt Q. Ford — Washington Office

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1730 K Street, N.W., 20006 (202) 393-3456

CHICAGO: 1429 Tribune Tower 60611 (312) 337-2754

DALLAS: 6060 No. Central Expressway, 75206 (214) 691-2345

SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties

Advertising image in a bad way in new ORC survey

Agencies get low scores on ethics; half the people don't believe ads; majority wants counteradvertising

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

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

"While this [counteradvertising] is a proposal that many activists would like to see the government implement," he noted, "the whole subject now seems to be in some sort of legal limbo. It has not been laid to rest, however, and the basic idea is certainly acceptable to most consumers."

Mr. O'Neill's report was based on corporate-image studies that ORC has been doing among consumers since 1959, and the findings dealing with countercommercials were more typical than extreme examples of the lot. He said that in the latest survey, for example, three out of four respondents (75%) thought too much power is concentrated among a few companies and, for the first time, over half (53%) thought that many of the country's largest companies ought to be broken up.

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

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

The ORC also found, among other factors, that two consumers out of three (64%) now think advertising tends to make people buy things they don't need or cannot afford. (This was consistent with a finding in an American Association of Advertising Agencies survey reported a week earlier, but the AAAA survey also found that this belief had little bearing on consumer attitudes toward advertising as a whole [BROADCASTING, March 24].)

Although federal regulation of pricing was supported by substantial minorities, and a clear majority (60%) thought government regulation is a good way to make

business more responsive to public needs, the ORC study also found a growing fear of "big government." In fact, Mr. O'Neill said, "the fear of government encroachment is approaching a majority" (49%).

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

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

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

Regional selling by TV networks worries station reps

Short line-ups reportedly sold at prices under those of spot

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

The FTC had been investigating charges that networks froze smaller advertisers out of television exposure. To end the FTC inquiry, the networks agreed to create offices for regional sales.

Station reps say the practice is not working out as originally intended. John Dickinson, president of Harrington, Righter & Parsons, New York, and of the Station Representatives Association, said last week he first understood the FTC's aim to be that of creating groups of regional advertisers to make up a national network line-up.

"What has happened instead, in most instances, is that a regional has been matched with a large national advertiser," he said. "Perhaps networks in time will be able to match groups of regional advertisers in the way we feel the FTC intended. It's something that bears watching."

At least one representative firm is known to be concerned with a number of recent regional network TV buys that were assertedly made at prices far below those of conventional spot TV. One is a

prime-time purchase by F&M Schaefer Brewing Co. on all three networks, through its house agency, Summit Advertising, New York, on 27 East Coast stations. Sunoco Inc. is reported to have reduced its spot line-up to 27 markets from 84 after contracting for an east-of-the-Rockies schedule on NBC. Bloom Advertising, Dallas, has bought regionally for Amalie Oil Refining Co. on NBC-TV covering 18 markets in Texas, Louisiana, and parts of Florida and Alabama and for Pearl Brewing on ABC-TV in 19 stations in Texas and two in Louisiana.

ABC's Schneider cautions on comparative ads

He says they often don't compare useful differences; he also outlines ABC research into program violence

Far too much comparative advertising plays up insignificant differences between products or services, Alfred R. Schneider, vice president of ABC Inc., warned last Tuesday (March 25) in a speech before the Television and Radio Advertising Club of Philadelphia.

Mr. Schneider, whose responsibilities include the ABC broadcast standards and practices department, noted that the NAB Code Authority's new guidelines on comparative advertising go into effect April 1 and said their key provision, in his view, was that such advertising must deal with aspects that are "significant and meaningful to the over-all performance of the product."

"Comparative advertising which conforms with this provision clearly is appropriate for it provides useful, accurate and nonmisleading data for the information of the viewer," he said.

"Too often singular, unrelated, minor differences are being used to upgrade a product's image in comparison to its named competitor, which only leads to challenges as to the appropriateness of this type of advertising.

"I believe that there is surfacing a serious question as to whether you and I are serving the best interests of our respective clients—for us, the viewer; for you, the advertiser—if we continue to crescendo comparative advertising without due and thoughtful regard to the significant and meaningful provision. Is it time to reverse the gears and take a new look at the appropriateness of this type of advertising?"

Mr. Schneider also reviewed in some detail the ABC standards and practices department's work in programing, as well as highlights of continuing ABC-sponsored research on violence and children, presented earlier during Senate committee hearings on that issue.

"While we have learned much during the course of research studies," he said, "they continue so that we will be able to further identify significant factors as well as sharpen and refine our broadcast guidelines.

"We have found, for example, that

violence can be responsibly portrayed to the extent to which its consequences are adequately depicted in depth. Under these circumstances, such portrayals may even have the effect of reinforcing real-life prohibitions, thereby acting as a suppressor of violence. On the other hand, it is clear that gratuitous violence serves no useful purpose and may increase aggressive behavior.

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

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

Short bursts of TV tested by Sears stores

Results differ in two markets where new media mixes are sought

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

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

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

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

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

ed out that "TV is a substantial medium for us."

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

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

Nielsen refigures February sweeps for 15

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

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

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

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

A Nielsen spokesman meanwhile issued a statement emphasizing that "the sole reason" Nielsen withdrew its January-February report for Minneapolis-St. Paul (BROADCASTING, March 10) "was that the actual sample for that market was less than the contractual minimum, which was inadvertently specified as equal to the all-market (sweep) measurement minimum." Actually, the spokesman said, in-tab sample goals this year were identical to those for January-February 1974.

As for the 17 other January-February markets, the spokesman said a subsequently abandoned experiment with third-class



Emerging BIAS. Data Communications Corp.'s Broadcast Industry Automated Systems division was host to more than 250 broadcasters at a three-day seminar on technological improvements for computerized TV. With 109 stations on its client list, BIAS claims to be the largest computerized information service for television. At the opening of the annual sessions in Memphis (l to r) Pierre Duhain, CFTM-TV Montreal and Betty Fox, Corinthian Broadcasting Co., New York, are welcomed by Norfleet Turner, president, Data Communications Corp., Memphis.

mail resulted in "an unevenness in in-tab sample by week but did not materially affect the validity and usefulness of these reports." Weekly household figures were not omitted because of sample problems but because they were not supposed to be included in the first place, the spokesman said.

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

Business Briefs

Rep appointments. WTNJ(AM) Trenton, N.J.; GCI Sales Inc., New York ■ WDNB(AM) Daytona Beach, Fla.; WDBF(AM) Delray Beach, Fla.; and WGGG(AM) Gainesville, Fla.; PRO Time Sales Inc., New York.

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

"FIVE" MIXER
AUDIO CONTROL

consoles

B-500 series

the new leader in audio console design—a plug-in modular system lets YOU choose your inputs—models for every operating mode . . . monaural, stereo and dual channel



McMartin

McMartin Industries Inc., 4500 South Seventy-sixth Street
Omaha, Nebraska 68127 Phone (402) 331-2000

BAR reports television-network sales as of March 16

ABC \$152,600,800 (30.6%); CBS \$177,112,400 (35.5%); NBC \$168,927,100 (33.9%)

Day parts	Total minutes week ended Mar. 16	Total dollars week ended Mar. 16	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday Sign-on-10 a.m.	119	\$ 665,100	1,088	\$ 6,516,900	\$ 4,320,100
Monday-Friday 10 a.m.-6 p.m.	1,004	10,632,200	10,383	110,894,300	96,066,000
Saturday-Sunday Sign-on-6 p.m.	332	5,327,000	3,130	51,481,700	49,068,600
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,469,600	1,060	26,983,300	25,161,500
Sunday 6 p.m.-7:30 p.m.	15	313,700	185	4,888,100	4,727,000
Monday-Sunday 7:30 p.m.-11 p.m.	404	25,881,600	4,267	266,540,700	257,986,400
Monday-Sunday 11 p.m.-Sign-off	172	2,679,700	1,850	31,335,300	25,104,500
Total	2,146	\$47,968,900	21,964	\$498,640,300	\$462,434,100

Source: Broadcast Advertisers Reports

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

A&P's new agency. Great Atlantic & Pacific Tea Co., Montvale, N.J., has named McCann-Erickson Inc., New York, as its agency, replacing Robert S. Block Inc., Milwaukee, and Isidore Lefkowitz, Elgort Inc., which has shared account. A&P bills about \$8 million, substantially in broadcast.

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

NARB study cites need for updating women ads

Findings sent agencies to help correct improper portrayals, negative appeals

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

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

vide more fair treatment for women and will be an intelligent marketing decision.

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

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

Agency recommends air advertising but Army says no

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

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

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

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

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

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

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

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

Conventioning Caesars Palace

You are invited to our Hospitality Suite

734-7110


Hogan-Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS
16255 Ventura Boulevard, Suite 415
Encino, California 91436
Area Code 213 988-3201

Few late starters get ratings hypo from rerun period

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

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

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

On Sunday, March 23, a *Kojak* rerun (CBS, 8:30-9:30 p.m.) gave a good send-off to MCA TV's *Ellery Queen*, a two-hour made-for-TV-movie pilot on NBC, which harvested a 21.9 rating and 34 share. (The old *Kojak* episode still came out on top, though, with a 22.3 rating and 35 share.)

CBS is getting almost invisible samplings for a series of half-hour sitcom pilots (*The Friday Comedy Special*, 8-8:30 p.m.) because it's up against NBC's high-rated comedy, *Sanford and Son*. Against an original *Sanford and Son* episode on March 14, CBS's *Love Nest* pilot managed a barrel-scraping 11.6 rating and 19 share. A week later, against a *Sanford* rerun, a CBS pilot called *Wives* only managed a 11.8 rating, 21 share.

That same night (March 21), a CBS comedy-adventure pilot called *Super Cops* (9-9:30 p.m.) hit a disappointing 16.3 rating and 28 share against a *Rockford Files* rerun on NBC, and *Switch* (9:30-11 p.m.), a CBS 90-minute pilot about a pair of unconventional private eyes, got an 18.1 rating and 32 share, which was much lower than the second half of *Rockford's* rerun (23.9 rating and 40 share) and a *Police Woman* rerun (25.2 rating, 45 share).

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

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

▪ *The Law* (NBC, Wednesday, 10-11

p.m.), which is based on the critically acclaimed made-for-TV movie aired a few months ago and which is getting a three-week experiment on the network, premiered on March 19 with a disappointing 15.3 rating and 27 share. (It was easily beaten by a rerun of CBS's *Manhunter*, which logged a 19.6 rating and 34 share.)

▪ *The Mac Davis Show* made its debut in a new time period (NBC, Thursday, 9-10 p.m.) on March 20 and got only a 16.2 rating and 25 share, finishing third to a *Waltons* rerun on CBS and a *Streets of San Francisco* rerun on ABC.

▪ *We'll Get By* (CBS, Friday, 8:30-9 p.m.) continued to come up short against NBC's *Chico and the Man*, hitting only a 13.4 rating and 23 share compared to a 24.8 rating and 42 share for a *Chico* rerun on March 21.

Edith as victim

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

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

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

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

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

Hallmark sends best on 25th

Hallmark Cards' *Hallmark Hall of Fame* will celebrate an anniversary of some distinction next year—its 25th consecutive season on TV—with programs predominantly keyed to the nation's 200th anniversary. Three of at least four dramas it plans to present on NBC will revive American history: Maxwell Anderson's "Valley Forge" (adapted by Sidney Car-

BEAUTIFUL MUSIC

With most beautiful music stations you can be in your home or car and think you're in your dentist's office. This syndrome could even go so far as to cause upper left molar RPM takes the most instrumental artists performing the result is the most interesting full details RPM Radio Programming 159-92 Author Place, Southfield, MI 48075 (313) 557-3246

The Automated People
rpm

**RELIABILITY
FLEXIBILITY
PERFORMANCE...
ECONOMY TOO!**

RELIABILITY—advanced state-of-the-art technology, I.C. op-amp circuitry and high quality components throughout. **FLEXIBILITY**—through multiple input preselect switches and a broad selection of optional plug-in modules to suit your individual requirements. **PERFORMANCE**—with features like microphone input limiters which prevent overload. "Human Engineering" which provides maximum operator visibility, efficiency and comfort to minimize operator error. Readily available in 5, 8 or 10 channel models, mono or stereo. All sensibly priced.

**THE ROBINS FAIRCHILD
30000 Series Broadcast Consoles**
For complete details, NAB Booth
call or write Rick Belmont. 911

ROBINS & FAIRCHILD
A Robins Industries Corporation
75 Austin Boulevard, Commack, N.Y. 11725
(516) 543-5200

roll); Norman Corwin's "The Rivalry," based on Lincoln-Douglas debates (adapted by Mr. Corwin) and the story of Truman-Churchill-Stalin summitry based on Charles L. Mee Jr.'s current best-seller, "Meeting at Potsdam" (dramatized by Sidney Carroll). A fourth Hallmark drama for 1975-76 is Shaw's "Caesar and Cleopatra" (adapted by Audrey Maas), starring Sir Alec Guinness.

TV's record of its programming feared an endangered species

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

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

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

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

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

Program Briefs

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

Back in three parts. *QB VII*, the six-and-a-half-hour, \$2.5-million made-for-TV movie, which achieved high 30's

shares when ABC telecast it over two nights last April, will be repeated next month on three successive nights. Scheduled dates and times: Tuesday, April 22 (8:30-11 p.m., NYT); Wednesday, April 23 (9-11 p.m.); and Thursday, April 24 (9-11 p.m.). ABC will post warning notice during telecast advising parents that movie "deals with mature subject matter." *QB VII* was co-produced by Columbia Pictures Television and Douglas S. Cramer Co.

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

New in Philadelphia. Richard W. Ostrander has formed own company, OZMA Broadcast Sales. He'll represent Gray-Schwartz Enterprises and Sunshine Group, production companies, in 16 Eastern states. Mr. Ostrander has served in sales-management posts with Taft Broadcasting, Allied Artists and Rhodes Productions. *OZMA Broadcast Sales, 408 South Sixth Street, Philadelphia 19147; (215) WA 2-6179.*

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

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

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

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

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

in exchange for barter spots to program's bankroller, Lever Brothers Co.

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

Producing for Paramount. Producing team of Robert W. Christiansen and Rick Rosenberg have signed exclusive television and theatrical motion picture contract with Paramount Pictures to develop their own projects for media as well as ones assigned by Paramount. Their Chris-Rose Productions had been associated with Tomorrow Entertainment Corp. where they produced such made-for-TV films as *The Autobiography of Miss Jane Pittman*, *Queen of the Stardust Ballroom*, and *The Glass House*.

'Window' shoppers. Time-Life films, New York, announced sale of its six hour-long *Window on the World* documentaries to 36 markets in past month, including Metromedia-owned WNEW-TV New York, KTTV(TV) Los Angeles and WTTG(TV) Washington.

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

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

SAG, AFTRA still courting

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

The new rules nobody likes

FCC's antisiphoning revisions draw objections from all sides

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

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

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

All this occurred even before the text of the rules was issued. Representatives of the networks and the National Association of Broadcasters last week said they would want to study the text before committing themselves to a particular course of action.

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

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

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

And Robert Resor, of the NAB's Office

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

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

NCTA picks best in programing

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

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

For CATV systems with fewer than 5,000 subscribers:

News and public affairs: Continental Cablevision of Merrimack Valley, Lawrence, Mass., *Lawrence en Action*; Norman J. McLeod, program director.

Sports: Mahoning Valley Cablevision, Niles, Ohio, *1974 High School Football Semi-Finals*; Jack Ebert, program director.

Children's: Warner Cable of Reston Inc., Reston, Va., *Skeez*; Tom Bartlett, program director.

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

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

Documentary special (one time only): National Cable Co., East Lansing, Mich., *The Handicappers*; Ted Pregitzer, program director.

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

News and public affairs: Continental Cablevision's Big Valley Cablevision, Stockton, Calif., *Stockton City Council*; Jeff Jones, program director.

Election '74: Junction City Cable TV Co., Junction City, Kan., *Election '74*; Rik Bergethon, program director.

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

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

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

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

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

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

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

For CATV systems with more than 15,000 subscribers:

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

Sports: Telecable of Overland Park, Overland Park, Kan., *Local Youth Sports*; Richard T. Fairbanks, program director.

Performing arts: Tulsa Cable Television, Tulsa, Okla., *In Rehearsal*; Hurst Swiggart, program director.

Performing arts (one time only): Mission Cable TV Inc., El Cajon, Calif., *The Old Globe Educational Tour*; John R. Long, program director.

Honorable mention: Viacom Cablevision of Lynnwood, Lynnwood, Wash., *On the Henning Farm*; Sharon Portin, program director.

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

Old exclusivity deals still stand, says FCC

Agency sticks by grandfathering of syndication protection

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

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

The ruling arose in response to requests from cable systems in California carrying KMST(TV) Monterey and KTVU(TV) Oakland-San Francisco, which now broadcast the same episodes of two syndicated series at the same times. KTVU had argued that the "grandfather" rule pertained only to syndicated programs that had been under exclusivity protection before March 31, 1972. The FCC dis-

the new TWO-TONE EBS generator

the TG2/EBS—available when you need it, meets the new FCC requirements effective January 15, 1976
Precise, crystal-derived 853 and 960 Hz tones, manual, or automatic 22 sec. output duration with remote "start" provision
delivery late 1975
see it at NAB, booth 301



TG2/EBS

McMartin

McMartin Industries Inc., 4500 South Seventy-sixth Street
Omaha, Nebraska 68127 Phone (402) 331-2000

Cable boosts viewing. Arbitron Television reported last week that it had found in a 30-market study that households equipped with cable TV average 11.5% more TV viewing than households without CATV.

In 10 of the 30 markets, Arbitron said, the difference was more than 15%. In Santa Barbara-Santa Maria, Calif., it reached 30.3%. Arbitron attributed the difference to the fact that CATV homes are paying for programming and also have available a

wider choice. It said neither size of market nor degree of penetration affected the finding that CATV homes watch more than non-CATV homes. However, it said, CATV penetration tended to be higher as markets got smaller. The figures were taken from Arbitron's 1974 television county coverage study.

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

ADI and (rank)	% cable penetration	Non-cable avg. quarter-hour	Cable avg. quarter-hour	% difference	ADI and (rank)	% cable penetration	Non-cable avg. quarter-hour	Cable avg. quarter-hour	% difference
San Francisco (6)	20.4	137	150	+ 9.5	Wheeling, W. Va.-Steubenville, Ohio (94)	46.3	182	191	+ 4.9
Pittsburgh (10)	25.1	180	210	+16.7	Colorado Springs-Pueblo (97)	21.8	157	180	+14.6
Seattle-Tacoma (18)	19.8	147	171	+16.3	Salinas-Monterey, Calif. (98)	49.1	126	153	+21.4
San Diego (31)	28.5	148	167	+12.8	Burlington, Vt.-Plattsburgh, N.Y. (104)	36.0	152	163	+ 7.2
Charleston-Huntington, W. Va. (40)	29.0	161	179	+11.2	Binghamton, N.Y. (110)	45.9	150	174	+16.0
Orlando-Daytona Beach, Fla. (44)	20.2	159	176	+10.7	Odessa-Midland, Tex. (143)	43.9	158	170	+ 7.6
Wilkes Barre-Scranton, Pa. (45)	46.2	173	179	+ 3.5	Abilene-Sweetwater, Tex. (144)	46.2	149	166	+11.4
Harrisburg-York-Lancaster-Lebanon, Pa. (46)	35.0	153	173	+13.1	Clarksburg-Weston, W. Va. (147)	47.3	150	182	+21.3
Toledo, Ohio (50)	19.5	169	176	+ 4.1	Utica, N.Y. (148)	47.2	151	177	+17.2
Syracuse-Elmira, N.Y. (54)	23.7	168	169	+ 0.6	Bakersfield, Calif. (149)	51.9	134	150	+11.9
Johnstown-Altoona, Pa. (72)	52.9	167	187	+12.0	Santa Barbara-Santa Maria, Calif. (151)	67.9	119	155	+30.3
Springfield-Decatur-Champaign, Ill. (74)	19.4	158	170	+ 7.6	Fort Myers, Fla. (158)	56.0	137	159	+16.1
West Palm Beach, Fla. (84)	25.8	156	167	+ 7.1	Watertown-Carthage, N.Y. (163)	52.4	173	182	+ 5.2
Bristol, Va.-Kingsport-Johnson City, Tenn. (89)	29.9	158	183	+15.8	Marquette, Mich. (175)	54.0	172	177	+ 2.9
Huntsville-Decatur-Florence, Ala. (93)	31.0	155	168	+ 8.4	Casper-Riverton, Wyo. (176)	48.9	134	164	+22.4
					30 ADI Weighted Total	—	156	174	+11.5

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

Four to join NCTA board

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

McLean A. Clark, of Big Timber

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

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

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

Don Shuler, president, Cypress CATV

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

Cable Briefs

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

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

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

Richard C. Crisler, Ted Hepburn, Alex Howard
580 Walnut Street, 45202, phone (513) 381-7775

TUCSON—

Edwin G. Richter Jr., Frank Kalil
POB 4008, 85717, phone (602) 795-1050

Convention Headquarters: MGM Grand Hotel

Color-pricing bind cited by Sarnoff

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

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

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

Technical Briefs

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

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

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

Quick connection. Goldmark Communications Corp., Stamford, Conn., reports it has developed simple device that can be manufactured for less than \$10 and can be used to connect and disconnect

TV receivers for cable-TV service. Goldmark says device is activated by special key and will reduce costs because each connection and disconnection now amounts to about \$25 in labor.

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

Rewinder. Electro Sound Inc., Sunnyvale, Calif., announces availability of ES 100-811 Gemini dual, eight-track cartridge winder, operating at high speed 240 ips. Gemini provides two cartridge positions per unit, includes digital footage counter, and offers two-button operation. Price is \$1,850 with counter.

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

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

Switcher. Shintron Co. has made available model 367 chromatic post-production switcher for editing, identifying and assembling tape libraries. Switcher has helical genlock sync generator and edit code generator and reader. Unit sells for

\$3,780. 144 Rogers Street, Cambridge, Mass. 02142.

Riding on Westar. Mutual Broadcasting System and Mutual Black Network on March 7 began transmitting regular programming on daily basis between Washington and Los Angeles via Westar, Western Union's domestic satellite.

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

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

EIA plans Chicago session

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

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

A SMART MOVE!



STATION MANAGEMENT & ACCOUNTING FOR RADIO & TELEVISION
VISIT US AT THE NAB IN LAS VEGAS—BOOTH NO. 1217
IN THE EAST CONCOURSE

GET SMART! . . . FROM UNIDYNE CORPORATION

981 SCOTT ST., NORFOLK, VIRGINIA 23502

804/855-8037

Breaking In

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

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

Rainy Day People—*Gordon Lightfoot (Warner Brothers)* ■ Gordon Lightfoot

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

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

Music Briefs

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

Emphasis on records. Viewlex Inc., Great Neck, N.Y. records and recording concern, reports it is completing divest-

ture of all non-music business subsidiaries, and concentrating on building up record interests, principally Buddah Records. Viewlex had reported \$4 million loss over last three months. One focus of expansion of Buddah and custom labels will be increased television advertising of special LP packages, and addition of such advertising for regular album product.

Extras. The following new releases, listed alphabetically by title, are making a mark in BROADCASTING'S "Playlist" reporting below the first 75:

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

Tracking the 'Playlist.' A new wave of singles begins to fill the "Playlist" top 20 this week, as 15 of the 20 either move up or remain unchanged from last week. Olivia Newton-John continues her enormous pop success with *Have You Never Been Mellow*, now in its fourth week at number one, while Minnie Riperton's debut smash, *Lovin' You*, rises from four to two. Credit producer Allen Toussaint with some of the success of Labelle's biggest hit, *Lady Marmalade*, still a disco favorite and climbing at three on the chart. Hot Chocolate seems to be making its *Emma* as big a hit as its *Brother Louie* was for Stories two years ago. Phoebe Snow's *Poetry Man*, which some felt was slighted when the Grammy for best new artist went to Marvin Hamlisch, still climbs at 11. Tony Orlando & Dawn continue to make their Elektra debut an impressive one, with *He Don't Love You* bolted at 15. Sugarloaf's comeback effort is a recounting of its difficulties in finding a record label—*Don't Call Us, We'll Call You* is at 18. Sammy Johns is bringing Atlanta-based GRC Records its biggest pop hit, as his *Chevy Van* moves to 20. Several progressive-oriented singles, Leo Sayer's *Long Tall Glasses*, the Ozark Mountain Daredevils' *Jackie Blue*, and Queen's *Killer Queen*, are moving through the middle range of the chart, as are two pop releases, Paul Anka's *I Don't Like to Sleep Alone* and John Denver's *Thank God I'm a Country Boy*, the latter bolted at 44. John Lennon's remake of *Stand by Me* is also rising quickly, bolted at 43. The first "hard country" effort to achieve pop success in some months is Freddie Fender's *Before the Next Teardrop Falls*, bolted at 53. Leading the new additions to the chart is Kraftwerk's *Autobahn*, bolted at 41, one of the most offbeat pop successes of the year. The Carpenters are following *Please Mr. Postman*'s success with a return to original material—*Only Yesterday* enters bolted at 58. Neil Sedaka's tribute to John Lennon's efforts to avoid deportation, *Immigrant*, enters bolted at 64. Also making first "Playlist" appearances are Gordon Lightfoot's *Rainy Day People*, Bobby Vinton's *Bear Barrel Polka*, Eddie Kendricks's *Shoeshine Boy*, and Michael Murphey's *Wildfire*.



Studio Lighting Problems?

CONTACT THE PROBLEM SOLVERS!

1. Design Staff
2. System Layout
3. Itemized Equipment Listing
4. System Review
5. Equipment Procurement - Installation - Checkout
6. "Hands On" Workshop

REFERENCES AVAILABLE

Walter S. Brewer & Associates
 LIGHTING CONSULTANTS and SALES
 6809 East 40th Street
 Tulsa, Oklahoma 74145
 (918) 663-9262
 PRODUCT CATALOGUE ON REQUEST

The Broadcasting Playlist Mar 31

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

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	Have You Never Been Mellow (3:28) Olivia Newton-John—MCA	1	1	1	1
4	2	Lovin' You (3:20) Minnie Riperton—Epic	2	3	2	3
5	3	Lady Marmalade (3:57) Labelle—Epic	3	2	5	2
2	4	My Eyes Adored You (3:28) Frankie Valli—Private Stock	4	4	4	4
3	5	Black Water (3:53) Doobie Brothers—Warner Brothers	5	5	3	5
9	6	Philadelphia Freedom (5:38) Elton John Band—MCA	6	6	6	6
11	7	The No-No Song (2:30) Ringo Starr—Apple	8	7	10	7
15	8	You Are So Beautiful (2:39) Joe Cocker—A&M	7	9	7	11
13	9	Emma (3:30) Hot Chocolate—Big Tree	11	8	9	9
14	10	Express (3:25) B. T. Express—Roadshow	9	10	11	8
18	11	Poetry Man (3:15) Phoebe Snow—Shelter	13	12	8	10
12	12	Lady (2:58) Styx—Wooden Nickel	12	15	13	14
6	13	Pick Up the Pieces (3:00) Average White Band—Atlantic	10	11	17	12
16	14	Shame, Shame, Shame (4:10) Shirley (and Company)—Vibration	14	16	14	15
26	▲15	He Don't Love You (Like I Love You) (3:26) Tony Orlando & Dawn—Elektra	16	13	12	16
10	16	Best of My Love (3:25) Eagles—Asylum	15	14	19	13
7	17	Fire (3:12) Ohio Players—Mercury	23	17	18	17
25	18	Don't Call Us, We'll Call You (3:41) Sugarloaf—Claridge	22	23	15	20
23	19	Once You Get Started (3:28) Rufus—ABC/Dunhill	24	26	16	19
24	20	Chevy Van (2:54) Sammy Johns—GRC	19	18	21	22
20	21	Supernatural Thing (3:20) Ben E. King—Atlantic	20	20	22	18
22	22	What Am I Gonna Do with You (3:24) Barry White—20th Century	18	21	23	21
19	23	Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23) B. J. Thomas—ABC/Dunhill	17	22	20	24
8	24	You're No Good (3:35) Linda Ronstadt—Capitol	21	19	24	25
29	25	Long Tall Glasses (3:05) Leo Sayer—Warner Bros.	27	25	25	23
31	26	Jackie Blue (3:16) Ozark Mtn. Daredevils—A&M	25	24	26	26
33	27	Sad Sweet Dreamer (3:10) Sweet Sensation—Pye	26	27	27	27
17	28	Lonely People (2:27) America—Warner Brothers	28	28	28	29
21	29	Mandy (3:15) Barry Manilow—Arista	31	29	30	30
34	30	Can't Get It Out of My Head (3:06) Electric Light Orchestra—United Artists	30	32	29	32
30	31	Harry Truman (3:00) Chicago—Columbia	29	31	31	31
36	32	L-O-V-E Love (3:22) Al Green—Hi	35	30	35	28
28	33	Roll on Down the Highway (3:56) Bachman-Turner Overdrive—Mercury	33	33	33	35
37	34	I Am Love (5:30) Jackson Five—Motown	32	34	32	36
41	35	It's a Miracle (3:16) Barry Manilow—Arista	34	35	34	33
40	36	How Long (3:09) Ace—Anchor	37	36	37	37
42	37	Killer Queen (3:00) Queen—Elektra	40	41	38	39
27	38	Up in a Puff of Smoke (3:20) Polly Brown—GTO	38	37	43	41
45	39	I Don't Like to Sleep Alone (3:14) Paul Anka—United Artists	45	38	41	42
32	40	Please Mr. Postman (2:48) Carpenters—A&M	36	58	36	57

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
—	▲41	Autobahn (3:27) Kraftwerk—Verligo	44	49	40	40
49	42	Bertha Butt Boogie (3:13) Jimmy Castor—Atlantic	50	46	39	38
54	▲43	Stand By Me (3:25) John Lennon—Apple	42	44	44	44
67	▲44	Thank God I'm a Country Boy (2:47) John Denver—RCA	41	40	47	48
46	45	The South's Gonna Do It (3:04) Charlie Daniels—Kama Sutra	43	43	46	43
53	46	Amie (2:37) Pure Prairie League—RCA	49	42	45	47
44	47	Butter Boy (3:20) Fanny—Casablanca	47	50	49	45
48	48	Shaving Cream (2:44) Benny Bell—Vanguard	60	45	55	34
51	49	Emotion (2:52) Helen Reddy—Capitol	46	48	50	50
35	50	Some Kind of Wonderful (3:16) Grand Funk—Capitol	51	52	48	51
55	51	Never Can Say Goodbye (2:55) Gloria Gaynor—MGM	39	69	42	68
47	52	Doctor's Orders (2:56) Carol Douglas—Midland Intl.	61	39	59	46
68	▲53	Before the Next Teardrop Falls (2:32) Freddie Fender—ABC/Dunhill	48	53	52	62
57	54	Walking in Rhythm (2:54) Blackbyrds—Fantasy	54	56	54	54
43	55	Satin Soul (3:25) Love Unlimited Orchestra—20th Century	59	54	53	53
39	56	My Boy (3:25) Elvis Presley—RCA	53	51	62	59
63	57	Shining Star (2:50) Earth, Wind & Fire—Columbia	65	57	51	49
—	▲58	Only Yesterday (3:45) Carpenters—A&M	56	55	58	58
38	59	Part of the Plan (3:18) Don Fogelberg—Epic	57	60	56	55
50	60	To the Door of the Sun (3:20) Al Martino—Capitol	52	47	64	72
66	61	Young Americans (3:11) David Bowie—RCA	55	61	57	56
62	62	I Want to Learn a Love Song (3:39) Harry Chapin—Elektra	58	59	60	60
56	63	Movin' On (3:21) Bad Company—Swan Song	66	62	61	52
—	▲64	Immigrant (3:43) Neil Sedaka—Rocket	63	71	67	70
70	65	Sweet Surrender (2:50) John Denver—RCA	69	74	63	63
—	66	Rainy Day People (2:43) Gordon Lightfoot—Reprise	67	63	70	74
74	67	Tangled Up in Blue (5:31) Bob Dylan—Columbia	74	64	69	66
69	68	I'm Her Fool (2:57) Billy Swan—Monument	73	67	68	65
58	69	Laughter in the Rain (2:50) Neil Sedaka—Rocket	76	66	66	67
73	70	Everybody Wants to Find a Bluebird (3:15) Randy Edelman—20th Century	71	72	71	71
—	71	Beer Barrel Polka (2:20) Bobby Vinton—ABC/Dunhill	64	68	*	*
—	72	I Get Lifted (2:50) George McCrae—TK Records	72	*	65	68
—	73	Shoeshine Boy (3:15) Eddie Kendricks—Tamlia	68	75	72	*
—	74	Wildfire (4:47) Michael Murphy—Epic	*	65	*	64
75	75	Who's Sorry Now (2:08) Marie Osmond—MGM	70	73	*	*

Alphabetical list (with this week's over-all rank): Amie (46), Autobahn (41), Beer Barrel Polka (71), Before the Next Teardrop Falls (53), Bertha Butt Boogie (42), Best of My Love (16), Black Water (5), Butter Boy (47), Can't Get It Out of My Head (30), Chevy Van (20), Doctor's Orders (52), Don't Call Us, We'll Call You (18), Emma (9), Emotion (49), Everybody Wants to Find a Bluebird (70), Express (10), Fire (17), Harry Truman (31), Have You Never Been Mellow (1), He Don't Love You (Like I Love You) (15), Hey Won't You Play Another Somebody Done Somebody Wrong Song (23), How Long (36), I Am Love (34), I Don't Like to Sleep Alone (39), I Get Lifted (72), I Want to Learn a Love Song (62), I'm Her Fool (68), Immigrant (64), It's a Miracle (35), Jackie Blue (26), Killer Queen (37), Lady (12), Lady Marmalade (3), Laughter in the Rain (69), L-O-V-E Love (32), Lonely People (28), Long Tall Glasses (25), Lovin' You (2), Mandy (29), Movin' On (63), My Boy (56), Never Can Say Goodbye (51), The No-No Song (7), Once You Get Started (19), Only Yesterday (58), Part of the Plan (59), Philadelphia Freedom (6), Pick Up the Pieces (13), Please Mr. Postman (40), Poetry Man (11), Rainy Day People (66), Roll on Down the Highway (33), My Eyes Adored You (4), Sad Sweet Dreamer (27), Satin Soul (55), Shame, Shame, Shame (14), Shaving Cream (48), Shining Star (57), Shoeshine Boy (73), Some Kind of Wonderful (50), The South's Gonna Do It (45), Stand By Me (43), Supernatural Thing (21), Sweet Surrender (65), Tangled Up in Blue (67), Thank God I'm a Country Boy (44), To the Door of the Sun (60), Up in a Puff of Smoke (38), Walking in Rhythm (54), What Am I Gonna Do with You (22), Who's Sorry Now (75), Wildfire (74), You Are So Beautiful (8), You're No Good (24), Young Americans (61).

RTNDA worries about effect of WBAI ruling

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

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

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

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

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

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

(It could be a long wait for the Nixon tapes, however. They would not be made public until at least 1977, according to a General Services Administration report to Congress. Processing of the Nixon tapes and papers would be done over a three-year period at a cost of \$7 million,

according to GSA Administrator Arthur F. Sampson. First to be released would be the Watergate tapes, he said, although the work cannot start until final settlement of Mr. Nixon's suits that challenge the government's claim to ownership of the materials. The suits are expected to be appealed to the Supreme Court, with a final ruling expected to be some 18 months off.)

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

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

APB finalizes San Antonio line-up

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

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

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

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

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

AP's annual news cooperation awards will be presented to KVWO-AM-FM Cheyenne, Wyo. (over-all cooperation); WASH(FM) Washington (spot news); KMOX-AM-FM St. Louis (weekend coverage),

WTAX-AM-FM Springfield, Ill. and KFHM-AM-FM Wichita, Kan. (enterprise).

AIM chairman draws fire from Anderson

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

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

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

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

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

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

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

CBS reports what its top echelon was paid in 1974

Increases of \$50,000 put Paley at \$450,000, Taylor at \$400,000; Schneider, Lieberman next highest

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

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

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

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

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

The new CBS proxy statement indicates a change in Chairman Paley's contract since the 1974 proxy was issued. The contract still provides for his employment until, in the proxy's words, "such date as Mr. Paley shall cease to be a senior elected officer of CBS" and for his employment thereafter as a consultant through 1987, at which time he would be 86 years old. But where the old contract puts his consultant's pay at \$100,000 a year adjusted for cost-of-living increases since 1970, the new one pegs it at 50% of his basic pay in the last year of employment, with the same cost-of-living adjustments. If based on 1974 salary, Mr. Paley's consultant's pay would be \$112,500 a year plus living-cost increases.

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

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

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

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

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

While all the highest-paid officers re-

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

TV revenues in Time's life

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

This announcement appears as a matter of record only.

\$15,000,000

TAFT BROADCASTING COMPANY

Notes due April 1, 1991

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

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

LOEB RHOADES

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

March 25, 1975

Broadcasting's index of 134 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. March 26	Closing Wed. March 19	Net change in week	% change in week	High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	ABC	N	21 1/4	20 1/4	+ 1	+ 4.93	28 3/8	12 3/8	7	17,129	363,991
CAPITAL CITIES	CCB	N	36	37 3/8	- 1 3/8	- 3.67	39 1/4	19 1/2	13	7,164	257,904
CBS	CBS	N	45 1/8	43 3/8	+ 1 3/4	+ 4.03	45 1/8	25	12	28,092	1,267,651
CONCERT NETWORK***	O		1/8	1/8		.00	7/8	1/8		2,200	275
COX	COX	N	18	18 5/8	- 5/8	- 3.35	19 3/8	9 3/8	9	5,831	104,958
GROSS TELECASTING	GGG	A	9 3/8	9 1/8	+ 1/4	+ 2.73	13 5/8	6 3/8	6	800	7,500
LIN	LINB	O	5 1/4	6 1/8	- 7/8	- 14.28	6 3/4	2	5	2,297	12,059
MOONEY*	MOON	O	2 3/4	2 7/8	- 1/8	- 4.34	3 5/8	1	7	385	1,058
RAHALL	RAHL	O	3	2 3/4	+ 1/4	+ 9.09	6	1 3/4	6	1,297	3,891
SCRIPPS-HOWARD	SCRP	O	17 1/4	17	+ 1/4	+ 1.47	17 1/2	13 1/2	7	2,589	44,660
STARR	SBG	M	4	4 1/8	- 1/8	- 3.03	9	3 1/4	3	1,091	4,364
STORER	SBK	N	16 1/8	16 3/8	- 1/4	- 1.52	17 3/8	10 7/8	8	4,717	76,061
TAFT	TFB	N	21 1/4	22 1/2	- 1 1/4	- 5.55	23 3/8	10 3/4	7	4,011	85,233
WOODS COMM.*	O		1/2	1/2		.00	1	1/4	4	292	146
TOTAL										77,895	2,229,751
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	1 7/8	1 3/4	+ 1/8	+ 7.14	2 1/2	3/4	11	1,265	2,371
AVCO	AV	N	4 3/8	4 7/8	- 1/2	- 10.25	8 7/8	2 1/8	12	11,481	50,229
BARTELL MEDIA	BMC	A	1 1/2	1 1/2		.00	2 3/8	5/8	2	2,257	3,385
JOHN ALAIR	RJ	N	4 3/8	4 3/4	- 3/8	- 7.89	7 1/2	3 1/2	14	2,403	10,513
CAMPTOWN IND.***	O		1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	3 3/8	3 1/2	- 1/8	- 3.57	4 1/4	1 1/2	7	4,162	14,046
COMBINED COMM.	CCA	N	14 5/8	15 1/4	- 5/8	- 4.09	16 1/8	5 1/8	9	4,568	66,807
COWLES	CWL	N	6 7/8	7	- 1/8	- 1.78	7 1/8	3 7/8	6	3,969	27,286
DUN & BRADSTREET	DNB	N	26 3/4	26 7/8	- 1/8	- .46	36	14 5/8	18	26,509	709,115
FAIRCHILD IND.	FEN	N	6 5/8	6 1/2	+ 1/8	+ 1.92	6 3/4	3 3/4	5	4,550	30,143
FUQUA	FOA	N	6	6		.00	10 3/4	3 1/8	6	7,273	43,638
GANNETT CO.	GCI	N	32 1/2	32 1/4	+ 1/4	+ .77	38 1/4	20 1/2	21	21,080	685,100
GENERAL TIRE	GY	N	13 7/8	14 3/4	- 7/8	- 5.93	18 1/4	10 1/4	4	21,953	304,597
GLOBETROTTER	GLBTA	O	3 1/2	3 5/8	- 1/8	- 3.44	4 3/4	7/8	8	2,731	9,558
GRAY COMMUN.*	O		6	6		.00	8 1/2	5	4	475	2,850
HARTE-HANKS	HNN	N	12 5/8	12 3/4	- 1/8	- .98	14 1/4	6	8	4,340	54,792
JEFFERSON-PILOT	JP	N	32	33 5/8	- 1 5/8	- 4.83	38 1/4	20 1/2	13	24,188	774,016
KAISER INDUSTRIES*	KI	A	6 1/2	6 3/4	- 1/4	- 3.70	8 1/2	4 1/4	6	27,487	178,665
KANSAS STATE NET.*	KSN	O	3 5/8	3 5/8		.00	3 7/8	2 3/8	6	1,741	6,311
KINGSTIP	KTP	A	3 5/8	3 1/2	+ 1/8	+ 3.57	6 3/4	1 1/2	9	1,154	4,183
KNIGHT-RIDDER	RPI	N	10 1/2	10 1/2		.00	16 5/8	9 1/4	7	8,305	87,202
LAMB COMMUN.***	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	16 1/2	15 3/4	+ 3/4	+ 4.76	16 1/2	10 3/4	10	3,352	55,308
LIBERTY	LC	N	9 3/4	10 1/4	- 1/2	- 4.87	15 5/8	7 1/8	5	6,598	64,330
MCGRAW-HILL	MHP	N	9 7/8	9 5/8	+ 1/4	+ 2.59	10 1/2	5 1/2	8	23,291	229,998
MEDIA GENERAL	MEG	A	24 1/4	24 3/4	- 1/2	- 2.02	26 1/2	15 1/2	10	3,552	86,136
MEREDITH	MDP	N	10 1/4	11 3/8	- 1 1/8	- 9.89	11 1/2	8	4	2,984	30,586
METROMEDIA	MET	N	9 1/2	8 3/8	+ 1 1/8	+ 13.43	10 5/8	4 1/2	9	6,539	62,120
MULTIMEDIA	MMED	O	13	13 1/4	- 1/4	- 1.88	14 1/4	8 3/4	8	4,388	57,044
NEW YORK TIMES CO.	NYKA	A	11 3/4	12	- 1/4	- 2.08	13 3/4	6 7/8	7	10,231	120,214
OUTLET CO.	OTU	N	10 1/2	10 1/4	+ 1/4	+ 2.43	10 1/2	7	4	1,380	14,490
POST CORP.	POST	O	6 1/2	6 1/2		.00	16 1/2	4 3/4	5	882	5,733
PSA	PSA	N	5 1/8	5 1/4	- 1/8	- 2.38	10	3 3/4	10	3,181	16,302
REEVES TELECOM	RBT	A	1 1/4	1 3/8	- 1/8	- 9.09	1 3/4	5/8	21	2,376	2,970
ROLLINS	ROL	N	17 3/8	17 3/8		.00	19 3/4	6 1/2	13	13,341	231,799
RUST CRAFT	RUS	A	6 5/8	6 7/8	- 1/4	- 3.63	10 1/4	5 1/8	5	2,341	15,509
SAN JUAN RACING	SJR	N	7 5/8	7 5/8		.00	13 3/8	5 1/2	6	2,509	19,131
SCHERING-PLOUGH	SGP	N	62 3/4	64	- 1 1/4	- 1.95	74 3/8	44 3/4	27	53,823	3,377,393
SONDERLING	SDR	A	6 3/8	6 5/8	- 1/4	- 3.77	10	3 1/2	5	731	4,660
TECHNICAL OPERATIONS	TO	A	5 1/4	5 1/8	+ 1/8	+ 2.43	6 3/4	2 3/8	5	1,344	7,056
TIMES MIRROR CO.	TMC	N	17 1/4	17 1/8	+ 1/8	+ .72	17 5/8	9 1/4	10	31,385	541,391
WASHINGTON POST CO.	WPO	A	24 1/2	23 5/8	+ 7/8	+ 3.70	24 1/2	14 3/4	8	4,750	116,375
WOMETCO	WOM	N	9 3/4	10	- 1/4	- 2.50	10 1/4	6 1/4	6	5,947	57,983
TOTAL										368,429	8,182,070
Cablecasting											
AMECO**	ACO	O	1/4	1/4		.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	1 5/8	1 1/8	+ 1/2	+ 44.44	2 1/8	1/2	5	1,672	2,717
AMERICAN TV & COMM.	AMTV	O	10 1/4	11 3/4	- 1 1/2	- 12.76	19 1/4	5 1/2	20	3,295	33,773
ATHENA COMM.**	O		1/4	1/4		.00	1 1/4	1/8		2,374	593
BURNUP & SIMS	BSIM	O	4 1/4	4 3/4	- 1/2	- 10.52	24 1/8	2 1/2	8	7,933	33,715
CABLECOM-GENERAL	CCG	A	3 3/4	4 3/8	- 5/8	- 14.28	4 1/2	1 1/2	9	2,560	9,600
CABLE FUNDING*	CFUN	O	5 3/4	6	- 1/4	- 4.16	7 3/8	3 7/8	144	1,121	6,445
CABLE INFO.***	O		1/4	1/4		.00	1 1/4	1/8	1	663	165
CITIZENS FIN.**	CPN	A	1 1/8	1 3/8	- 1/4	- 18.18	4 1/4	7/8	1	2,697	3,034
COMCAST*	O		2 1/4	2 1/4		.00	3	3/4	9	1,705	3,836
COMMUNICATIONS PROP.	COMU	O	1 7/8	1 7/8		.00	3 3/8	1	23	4,761	8,926
COX CABLE	CXC	A	11 3/8	11 3/4	- 3/8	- 3.19	15 1/4	3 3/4	19	3,560	40,495
ENTRON*	ENT	O	3/4	7/8	- 1/8	- 14.28	1	3/8	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	10 1/4	9 3/8	+ 7/8	+ 9.33	17 1/8	5/8	5	7,060	72,365
GENERAL TV*	O		1/4	1/4		.00	1 1/2	1/4	13	1,000	250
SCIENTIFIC-ATLANTA	SFA	A	10 1/4	9 3/4	+ 1/2	+ 5.12	10 1/4	4	10	963	9,870

	Stock symbol	Exch.	Closing	Closing	Net change	% change	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
			Wed. March 26	Wed. March 19			High	Low				
TELE-COMMUNICATION	TCOM	O	2 5/8	2 3/4	- 1/8	- 4.54	5 3/4	7/8	2	5,181	13,600	
TELEPRDMPTR	TP	N	4 5/8	4 5/8		.00	8 1/4	1 3/8	2	16,013	74,060	
TIME INC.	TL	N	35	35 1/4	-	- .70	40 1/4	24 7/8	7	9,957	348,495	
TOCOM*	TOCM	D	1 7/8	2	-	- 6.25	4 7/8	1 3/4	4	634	1,188	
UA-COLUMBIA CABLE	UACC	O	7 3/4	8 5/8	-	- 10.14	8 5/8	3 3/4	12	1,787	13,849	
UNITED CABLE TV CDRP	UCTV	D	2 1/8	2 1/2	-	- 3/8	- 15.00	4 5/8	1/4	6	1,879	3,992
VIACOM	VIA	N	6	5 1/2	+ 1/2	+ 9.09	7 1/2	2 5/8	8	3,850	23,100	
VIKOA**	VIK	A	1 3/8	1 1/2	-	- 8.33	4	1/2	2	2,534	3,484	
TOTAL										85,757	708,870	

Programing

COLUMBIA PICTURES	CPS	N	6 7/8	5 3/4	+ 1 1/8	+ 19.56	6 7/8	1 5/8	26	6,748	46,392
DISNEY	DIS	N	45	43 1/8	+ 1 7/8	+ 4.34	54 1/2	18 3/4	27	29,755	1,338,975
FILMWAYS	FWY	A	5 1/8	5	+ 1/8	+ 2.50	6	2 1/8	7	1,812	9,286
FOUR STAR			3/8	1/4	+ 1/8	+ 50.00	1 3/8	1/8	1	666	249
GULF + WESTERN	GW	N	31	31 1/8	- 1/8	- .40	31 5/8	18 3/8	5	14,470	448,570
MCA	MCA	N	46 3/4	42 3/4	+ 4	+ 9.35	46 3/4	19 1/4	8	8,465	395,738
MGM	MGM	N	14 1/8	32 1/2	- 18 3/8	- 56.53	32 1/2	9 1/4	3	4,870	68,788
TELE-TAPE****	O		1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.*	O		3 1/2	2 7/8	+ 5/8	+ 21.73	4 1/8	1 1/4	7	943	3,300
TRANSAMERICA	TA	N	8 3/4	8 3/4		.00	10 3/8	5 1/2	14	65,006	568,802
20TH CENTURY-FOX	TF	N	9 5/8	9 1/2	+ 1/8	+ 1.31	9 5/8	4 1/2	10	7,532	72,495
WALTER READE**	WALT	O	1/4	1/4		.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	12 3/4	12 1/2	+ 1/4	+ 2.00	18 1/2	6 7/8	5	16,317	208,041
WRATHER	WCD	A	3 1/4	3 5/8	- 3/8	- 10.34	8 1/8	1 1/4	41	2,229	7,244
TOTAL										165,470	3,169,543

Service

B8DD INC.		D	15 1/4	15 1/4		.00	15 1/4	10	6	2,513	38,323
COMSAT	CO	N	36 3/4	37 3/8	- 5/8	- 1.67	40 3/8	23 3/4	8	10,000	367,500
DOYLE DANE BERNBACH	DOYL	O	8	8		.00	11 1/2	5 5/8	4	1,816	14,528
ELKINS INSTITUTE****	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	8 1/4	8 3/8	- 1/8	- 1.49	11 1/4	5 3/8	5	2,042	16,846
GREY ADVERTISING	GREY	O	6 3/8	6 3/8		.00	8 3/8	5 5/8	4	1,255	8,000
INTERPUBLIC GROUP	IPG	N	14 1/4	14 5/8	- 3/8	- 2.56	14 5/8	8 1/8	5	2,319	33,045
MARVIN JOSEPHSON*	MRVN	D	7 1/2	7 1/2		.00	8 1/2	3 1/4	5	802	6,015
MCI COMMUNICATIONS	MCIC	O	2 1/4	2 3/8	- 1/8	- 5.26	6 1/2	1		13,339	30,012
MOVIELAB	MOV	A	1 1/8	1 3/8	- 1/4	- 18.18	1 5/8	1/2	7	1,407	1,582
MPD VIDEOTRONICS	MPD	A	2 3/8	2 3/8		.00	2 5/8	1	3	539	1,280
NEEDHAM, HARPER	NDHMA	O	6 1/8	6 1/4	- 1/8	- 2.00	7 1/2	3 5/8	4	918	5,622
A. C. NIELSEN	NIEL8	O	18 1/8	17	+ 1 1/8	+ 6.61	28	7 3/8	18	10,598	192,088
OGILVY & MATHER	OGIL	O	20 1/4	18 1/4	+ 2	+ 10.95	20 1/4	10	7	1,807	36,591
J. WALTER THOMPSON	JWT	N	6 3/8	6	+ 3/8	+ 6.25	12	4 1/4	19	2,624	16,728
UNIVERSAL COMM.***	O		1/8	1/8		.00	3/4	1/8		715	89
TOTAL										54,591	768,486

Electronics/Manufacturing

AMPEX	APX	N	5 3/8	5 1/8	+ 1/4	+ 4.87	5 3/8	2 1/4	5	10,885	58,506
CCA ELECTRONICS***	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 1/2	1 3/8	+ 1/8	+ 9.09	2 1/8	1	7	2,324	3,486
COHU, INC.	COH	A	2 1/4	2 3/8	- 1/8	- 5.26	3 7/8	1 1/4	9	1,619	3,642
CONRAC	CAX	N	16 3/4	18	- 1 1/4	- 6.94	21	10	7	1,261	21,121
EASTMAN KODAK	EASKD	N	92 7/8	89 1/2	+ 3 3/8	+ 3.77	95 5/8	63	24	161,331	14,983,616
GENERAL ELECTRIC	GE	N	46 7/8	47	- 1/8	- .26	65	30	14	182,120	8,536,875
HARRIS CORP.	HRS	N	20 1/2	19 3/4	+ 3/4	+ 3.79	33 1/2	13 1/8		6,175	126,587
INTERNATIONAL VIDED	IVCP	O	2 1/4	2 1/4		.00	7 1/2	1 1/4	28	2,730	6,142
MAGNAVOX	MAG	N	6 7/8	6 3/4	+ 1/8	+ 1.85	9 7/8	3 3/4	8	17,799	122,368
3M	MMM	N	51 5/8	52 3/4	- 1 1/8	- 2.13	80 1/2	44 1/8	19	113,831	5,876,525
MOTOROLA	MOT	N	49 1/8	50 1/8	- 1	- 1.99	61 7/8	34 1/8	19	28,053	1,378,103
DAK INDUSTRIES	OEN	N	8 1/8	8 3/4	- 5/8	- 7.14	12 7/8	5 1/4	3	1,639	13,316
RCA	RCA	N	16 5/8	15 5/8	+ 1	+ 6.40	21 1/2	9 7/8	11	74,463	1,237,947
ROCKWELL INTL.	RDK	N	20	20 5/8	- 5/8	- 3.03	28 3/8	18 3/8	5	30,802	616,040
RSC INDUSTRIES	RSC	A	2	2		.00	2 1/8	1/2	7	3,458	6,916
SONY CORP.	SNE	N	9 1/2	9 3/4	- 1/4	- 2.56	29 7/8	4 3/4	19	172,500	1,638,750
TEKTRONIX	TEK	N	28	27 3/4	+ 1/4	+ .90	47 3/4	18 1/2	11	8,651	242,228
TELEMATION	TIMT	O	1	1		.00	2 3/4	1	6	1,050	1,050
TELEPRO IND.*	O		8	6	+ 2	+ 33.33	8	2 1/2	50	475	3,800
VARIAN ASSOCIATES	VAR	N	9 3/4	9 5/8	+ 1/8	+ 1.29	13 1/4	6	9	6,838	66,670
WESTINGHOUSE	WX	N	14 5/8	14 3/4	- 1/8	- .84	26	8 1/2	47	87,770	1,283,636
ZENITH	ZE	N	17 5/8	17 5/8		.00	31 5/8	10	14	18,797	331,297
TOTAL										935,452	36,558,731

GRAND TOTAL 1,687,594 51,617,451

Standard & Poor's Industrial Average 93.9 94.6 -0.7

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over the counter (bid price shown)
P-Pacific Coast Stock Exchange
††Stock did not trade on Wednesday;
closing price shown is last traded price.

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly highs and lows are drawn from
trading days reported by Broadcasting.
Actual figures may vary slightly.

P/E ratios are based on earnings-per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through Broadcasting's own research. Earn-
ing figures are exclusive of extraordinary
gains or losses.
†††Stock split.

* P/E ratio computed with
earnings figures for last 12
months published by company.
† No annual earnings figures
are available.
** No P/E ratio is computed;
company registered net losses.

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Eastman Kodak	year 12/29	4,583,629,000	+ 13.6%	629,519,000	- 3.6%	3.90	4,035,520,000	653,475,000	4.05
Gross Telecasting	year 12/31	6,657,343	+ 4.6%	1,171,311	- 5.4%	1.46	6,363,524	1,238,185	1.55
MCA Inc.	year 12/31	641,874,000	+ 53.6%	57,768,000	+125.4%	6.85	417,784,000	25,633,000	3.06
Motorola	year 12/31	1,367,171,000	+ 12.6%	72,912,000	- 14.7%	2.60	1,203,217,000	85,473,000	3.07
Time Inc.	year 12/31	825,569,000	+ 13.4%	50,224,000	+ 5.7%	5.01	728,266,000	47,520,000	4.58
Zenith Radio Corp.	year 12/31	911,000,000	- 9.5%	13,000,001	- 76.4%	.701	1,007,000,000	55,000,000	2.90

¹ Including income from cumulative effect of accounting change for investment tax credits of \$1.2 million or \$.07 per share.

Fates & Fortunes®

Media

Paul Kelley, sales manager, WBZ-TV Boston, named VP-general manager, WMEX-(AM) Boston.

William Dwyer, general sales manager, KNBR-AM-FM San Francisco, named general manager.

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

sales manager, WLYF, named station manager.

Vincent Cremona, sales manager, WNBC-(AM) New York, named general manager, WQIV-(FM) New York.

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

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

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

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

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

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

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

Kitty Broady, public relations director, wWIN-(AM) Baltimore, named director of public relations, WCBM-(AM) Baltimore.

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

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

South Carolina Broadcasters Association newly elected officers and directors: **A. P. Skinner**, WOLS-(AM) Florence, president-elect; **Betty Roper**, WYMB-(AM) Manning, VP-radio; **Virgil Evans**, WCSC-TV Charleston, VP-television; **Steve Currie**, WCBD-TV Charleston, **Tom Chandler**, WCAV-(AM) Cayce, and **Bob Heinlein**, WGCD-(AM) Chester, directors.

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

William J. Lamb, director business affairs, noncommercial KCET-(TV) Los Angeles, elected VP-business affairs.

Broadcast Advertising

Frank S. Mangan, with Katz Radio, Chicago, named manager, Buckley Radio Sales, Chicago office.

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

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

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

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

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

Art Wallis, announcer-production director, KIMN-(AM) Denver, named creative director, WGAR-(AM) Cleveland.

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

Gary Gusick, account executive, Carlson/Liebowitz, Los Angeles, named copy-

WHY HIRE A GEORGE RODMAN WHEN YOU CAN RENT ONE.



George Rodman is the communications expert you've always wanted but could never afford to hire.

He was advertising/promotion director at three major television stations, the ABC owned television stations when their "Eyewitness News" became famous, and the CBS owned television stations.

And now he's available as an advertising/promotion consultant. He'll work in total consultation or on a special project basis.

George T. Rodman, Inc. Now you can get big league thinking without paying a big league salary.

GEORGE T. RODMAN, INC.
685 Fifth Avenue, New York City 10022
(212) Plaza 5-2735

writer, Cunningham & Walsh, San Francisco.

Programing

Arthur N. Ryan, VP-business affairs, Paramount Pictures Corp., elected senior VP, responsible for business affairs and administration of motion picture and TV divisions. **Harold M. (Bud) Austin**, executive TV-production for TV, and **Robert Evans**, executive VP-worldwide production, continue in those posts.

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

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

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

Broadcast Journalism

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

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

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

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

William J. Miller, special projects manager, KOOL-TV Phoenix, named manager of news division.

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

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

Frank P. Gottlieb, news producer, WTAE-TV Pittsburgh, named news producer, WLWC(TV) Columbus, Ohio.

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

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

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

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

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

Cable

Arthur A. Dornbusch II, assistant general counsel, Boise Cascade Corp., New York, named to same post, Teleprompter Corp., New York.

Wayne R. Hauser, general manager,



Dr. Jansky in a 1970 photo

the change in administration. He also pioneered in the geophysical exploration for oil by use of radio signals through the earth's crust.

Cyril Moreau Jansky Jr. was born in Denton, Mich., June 28, 1895, the son of a professor of electrical engineering. His first job was as an instructor in engineering at the University of Wisconsin, where he graduated in 1917. He had become interested in radio in 1916 and probed the development of the vacuum tube, then experimental, as a ham radio operator. He joined the University of Minnesota faculty in 1920 as an instructor in electrical engineering, and participated in the establishment of that school's WLB, a noncommercial radio outlet.

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

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

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

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

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

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

Equipment & Engineering

Donald F. Smith, marketing director, Scully/Metrotech divisions, Dictaphone Corp., named national broadcast marketing manager, Telemation, Salt Lake City. **Eugene A. Reich**, manager of video products section, Visual Educom Inc., named manager, Telemation's product management group. **Collin C. Chamberlain**, corporate trade shows and exhibits

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

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

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

manager, Ampex Corp., named advertising/public relations manager, Telemation.

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

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

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

Allied Fields

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

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

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

and Publishers, New York, named distribution manager.

James T. Magee, director of civil systems marketing, Federal Systems Division, IBM, elected VP, Electronic Industries Foundations, nonprofit educational and scientific research organization, Washington.

Rosemary R. Berry, assistant director of information services, Viacom International, named manager of information services, March Five Inc., New York, new public relations firm formed by Bob Bernstein (BROADCASTING, March 24).

Deaths

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

John A. DeMott, 63, one of original

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

E. Murray Hahn, 57, general manager, WINE-AM-FM Brookfield, Conn., died Feb. 12 in Danbury, Conn., after brief illness. He is survived by his wife, Marie, two sons and one daughter.

For the Record®

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

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. 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. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV actions

■ Fort Smith, Ark.—MCM Broadcasting Co. Broadcast Bureau granted UHF ch. 24 (530-536 mhz); ERP 513 kw vis., 102 kw aur. HAAT 920.6 ft.; ant. height above ground 541.3 ft. P.O. address: c/o Melvin B. Cadwell, 2201 Mississippi Ave., Joplin, Mo. 64801. Estimated construction cost \$587,890; first-year operating cost \$364,485; revenue \$250,000. Legal counsel Wilner, Schiener, and Greeley, Washington; consulting engineer Melvin B. Caldwell. Principals: David C. McClinton (26%), Clark C. McClinton (25%), Melvin B. Caldwell (20%), et al. Messrs. McClinton have interest in construction companies in Fayetteville, Ark. Mr. Caldwell is broadcast consultant in Joplin, Mo. and president of KUHT-TV Joplin (BPCT-4763). Action March 14.

■ Albuquerque, N.M.—Spanish Television of New Mexico. Broadcast Bureau granted ch. 23 (524-530 mhz); ERP 11.7 kw vis., 2.2 kw aur., HAAT minus 25 ft.; ant. height above ground 291 ft. P.O. address:

7221 N. Hills Blvd., NE, Albuquerque 87109. Estimated construction cost \$42,950; first-year operating cost \$82,175; revenue \$108,500. Legal counsel Daly, Joyce, Borsari & George, Washington; consulting engineer Howard E. Griffith. Principals: Odis L. Echols Jr. (44.2%), Clarence L. Holgerson (13.4%), Herbert J. Taylor (13.4%), et al. Mr. Echols has interest in New Mexico shopping center, Mr. Holgerson is CATV program salesman for Spanish International Network and Mr. Taylor is owner of gas distributorship and drugstore in Gallup, N.M. (BPCT-4775). Action March 12.

AM application

■ Mt. Holly, N.J.—Mt. Holly Radio Co. seeks 1460 khz, 5 kw DA-D, P.O. address: 321 Summer Ave., Newark, N.J. 07104. Estimated construction cost \$114,200; first-year operating cost \$82,000; revenue \$120,000. Format: MOR. Principals: John H. Vivian (50%) is owner of film processing firm in New York. John J. Farina (50%) owns 90% of WMV1(AM) Mechanicville and 33% of WWLE(AM) Cornwall, both New York. Ann. March 20.

AM actions

■ *Dillingham, Alaska—Dillingham City School District. Broadcast Bureau granted 670 khz, 1 kw, 5 kw-LS. unlimited. P.O. address: Box 202, Dillingham 99576. Estimated construction cost \$100,000; first-year operating cost \$97,000. Principal: Leo Lutchan-sky Jr., manager (BP-19801). Action March 19.

■ Marshall, Ark.—Marshall Broadcasting Co. Broadcast Bureau granted 1600 khz, 1 kw-D, P.O. address: Box 178, Marshall 72650. Estimated construction cost \$33,800; first-year operating cost \$42,000; revenue \$50,000. Format: C&W/Gosp. Principals: Rex and Fern Elliott, and Coy L. and Sue Horton (25% each). Mr. and Mrs. Elliott are respectively owner of trucking company and owner of beauty shop. Mr. and Mrs. Horton are respectively general manager and office manager of flooring company (BP-19776). Action March 13.

■ Calhoun, Ga.—Request for interim operating authority by Citizens Broadcasting dismissed (BPI-

32). Ann. March 19.

AM licenses

Broadcast Bureau granted following licenses covering new stations:

■ KVOK Kodiak, Alaska—Loren E. Bridges (BL-13825). Action March 19.

■ KLFJ Springfield, Mo., Queen City Broadcasting Co. (BL-13820). Action March 14.

FM applications

■ Brawley, Calif.—Campesinos Unidos seeks 96.1 mhz, 50 kw., HAAT 145 ft. P.O. address: 620 N. 10th St., Brawley, Calif. 92227. Estimated construction cost \$77,026; first-year operating cost \$127,203; revenue \$359,067. Format: Spanish. Principal: Adalberto Ramirez, executive director of non-profit corporation. Ann. March 13.

■ *Rochester, Minn.—Rochester Community College seeks 90.7 mhz, 10 w., HAAT 311 ft. P.O. address: Highway 14 East, Rochester, Minn. 55901. Estimated construction cost \$3,070; first-year operating cost \$3,100. Principal: James Kehoe, broadcasting director. Ann. March 18.

■ *Cape Girardeau, Mo.—Board of Regents of Southeast Missouri State University seeks 90.9 mhz, 10 w., HAAT 100 ft. P.O. address: 900 Normal, Cape Girardeau, Mo. 63701. Estimated construction cost \$14,135; first-year operating cost not given. Principal: Dr. Mark F. Scully, president. Ann. March 20.

■ Honea Path, S.C.—FM 103 Inc. seeks 103.1 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 479, Anderson, S.C. 29621. Estimated construction cost \$44,030; first-year operating cost \$24,411; revenue \$35,000. Format: Popular, C&W. Principals: Robert E. Liverance (25%) and N. Mathew Phillips (40%) have interest in WCCP(AM) Clemson, S.C. Sara V. Liverance (25%) is reporter for *Greenville News*, Greenville, S.C. Jeanette Phillips (10%) is Sears Roebuck & Co. employe. Ann. March 21.

■ *Orangeburg, S.C.—Word of Faith seeks 91.9 mhz, 10 w. P.O. address: Box 960M, Orangeburg, S.C. 29115. Estimated construction cost \$465; first-year operating cost \$6,170. Principal: Donald W. Cubbison, president of non-profit corporation. Ann. March 21.

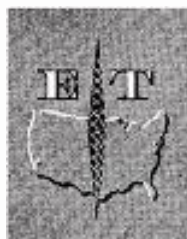
■ Jefferson City, Tenn.—Mossy Creek Broadcasting Corp. seeks 99.3 mhz, 3 kw., HAAT 300 ft. P.O. address: 213 East Andrew Johnson Hwy., Jefferson City, Tenn. 37760. Estimated construction cost \$6,700; first-year operating cost \$62,121; revenue \$50,000. Format: Easy lsg, standard/pop, C&W. Principals: Hugh E. and Clara S. Cate (47% each) and William B. Petty Jr. (5%) own Mossy Creek Broadcasting. Mr. Cate also owns insurance agency and Mr. Petty is attorney. Ann. March 21.

■ Warrenton, Va.—Fletcher Broadcasting Corp. seeks 94.3 mhz, 300 w., HAAT 814 ft. P.O. address: 7115 Leesburg Pike, Falls Church, Va. 22043. Estimated construction cost \$35,015; first-year operating cost \$65,412; revenue \$86,000. Format: C&W and standard popular. Principals: Johnnie W. Fletcher (30%) owns Virginia trucking business; Vincent Mocarshi (30%) is Falls Church attorney; Jeanine C. Hanson (30%) is accountant and George N. Swallow (10%) owns real estate management firm. Ann. March 18.

■ *St. Thomas, V.I.—Radio Workshop, St. Thomas District, Virgin Islands Council, Boy Scouts of America seeks 88.9 mhz, 10 w., HAAT 30 ft. P.O. address: Box 2175, Vet. Drive, St. Thomas, V.I. 00801. Estimated construction cost \$3,679; first-year operating cost \$1,495. Principal: Henry Richardson, exploring director. Ann. March 18.

**N A B
1975**

**EDWIN TORNERG
& COMPANY, INC.**



**Hospitality Suite
RIVIERA HOTEL**

ED TORNERG

DOUG KAHLE

FM actions

- *Durango, Colo.—Fort Lewis College. Broadcast Bureau granted 91.9 mhz, 10 w., HAAT minus 100 ft. P.O. address: College Heights, Durango 81301. Estimated construction cost \$4,800; first-year operating cost \$1,500. Principal: Betty Shoulders, supervisor of student activities (BPED-1932). Action March 14.
- *Oak Lawn, Ill.—Application by Reavis High School, District #220 for new FM on 88.9 dismissed at request of applicant (BPED-1,766). Ann. March 17.
- Sauk Rapids, Minn.—Tri-County Broadcasting Co. Broadcast Bureau granted 101.7 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 255, Sauk Rapids 56379. Estimated construction cost \$31,000; first-year operating cost \$13,120; revenue \$24,000. Format: C & W. Principal: Herbert M. Hoppe (100%), owner of WVAL(AM) Sauk Rapids (BPH-9108). Action March 17.
- *Lawrence township, N.J.—Application for CP for station on 90.3, 10 w. by Rider College Board of Trustees, dismissed at request of applicant (BPED-1,979). Ann. March 19.
- Kilmarnock, Va. — Kilmarnock Broadcasters. Broadcast Bureau granted 101.7 mhz, 1.9 kw., HAAT 234.6 ft. P.O. address: Islington Rd., Warsaw, Va. 22572. Estimated construction cost \$71,499; first-year operating cost \$34,490; revenue \$50,000. Format: MOR. Principals: Northern Neck and Tidewater Broadcasting Co., licensee of WNNT-AM-FM Warsaw, Va. (80%) (Northern Neck is owned by Patricia P. Williams); William D. Loudy, vice president and general manager at WNNT (20%) (BPH-9268). Action March 18.

FM starts

- WKKM Harrison, Mich.—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 300 ft. Action March 7.
- KBHL Lincoln, Neb.—Authorized program operation on 95.3 mhz, ERP 3 kw, HAAT 115 ft. Action March 6.
- KKXL-FM Grand Forks, N.D.—Authorized program operation on 92.9 mhz, ERP 100 kw, HAAT 210 ft. Action March 7.

Ownership changes

Applications

- WLIS(AM) Old Saybrook, Conn. (1420 khz, 500 w-D)—Seeks transfer of control of Radio Connecticut from John M. and Ann Powers and Betsy Brown (100% before; 26% after) to Nutmeg Broadcasting Co. (none before; 74% after). Consideration: \$40,285. Principals: John M. Powers, general manager, Ann Powers and Betsy Brown wish to infuse new capital into Radio Connecticut. Nutmeg Broadcasting (Herbert and Ethel Rice) is licensee of WILI(AM) Willimantic, WINY(AM) Putnam and WNTY(AM) Southington, all Connecticut. Ann. March 19.
- KFBD-AM-FM Waynesville, Mo. (AM: 1270 khz, 500 w-D; FM: 97.7 mhz, 3 kw)—Seeks assignment of license from James P. DeAngio to Pulasko Media for \$10,000. Seller: James P. DeAngio (100% before, 25% after) will remain general manager of KFBD-AM-FM, which has been silent since August 1974. Donald R. Tritten, Ralph O. DeWitt and Floyd M. Mooney (none before, each 25% after) are Waynesville banker, doctor and auto dealer, respectively. Ann. March 20.
- WZID(FM) Manchester, N.H. (95.7 mhz, 10 kw)—Seeks assignment of license from Media Concepts to Radioactive Group for \$190,000. Seller: Ralph Gottlieb, controlling shareholder, wishes to assign WZID to Radioactive Group which is controlled by his daughter, Salli Jo Lyons. Ann. March 19.

Actions

- KMBY(AM) Monterey, Calif. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from West Coast Broadcasters Inc. to Century Broadcasting Co. for \$500,000. Seller: James L. Saphier family have interest in WBMJ(AM) San Juan, Puerto Rico. Buyers: Charles D. Powers (50%), et al. own KEXO(AM) Grand Junction, Colo. Mr. Powers also has 45% interest in WJPF(AM) Herrin, Ill., and KTFI(AM) Twin Falls, Idaho. Century is also buying KVEC(AM) San Luis Obispo, Calif., from West Coast (see below) (BAL-8334). Action March 13.
- KVEC(AM) San Luis Obispo, Calif. (920 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from West Coast Broadcasters Inc. to Century Broadcasting Co. for \$475,000. Principals: (see above) (BAL-8333). Action March 13.
- KSEE(AM) Santa Maria, Calif. (1480 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from James L. Norman to Cal-Coast Broadcasters for \$170,000. Seller: Mr. Norman wishes to devote more time to his building business. He has interest in KERN(AM) in process of sale. Buyer: Buddy Black (100%), consultant and former general manager of WLTD(AM) Evanston, Ill. (BAL-8275). Action March 13.

- KBBQ(AM)-KBBY(FM) Ventura, Calif. (AM: 1540 khz, 5 kw, DA-2; FM: 95.1 mhz, 28 kw horiz., 6.9 kw vert.)—Broadcast Bureau granted transfer of control of Tri-Counties Public Service Inc. from Russell L. Furse (50% before, none after). Jean Grettenberg (15% before, none after) and Robert Grettenberg (15% before, none after) to Annabelle Rea (none before, 50% after), Marjorie Rea (none before, 15% after) and Michael R. Thomas (none before, 15% after). Consideration: \$13,250. Principals: Marjorie and Annabelle Rea are wife and daughter of William Rea Jr., 20% stockholder in Tri-Counties. Mr. Thomas is general manager of KBBQ-KBBY (BTC-7643-4). Action March 13.

- KEXO(AM) Grand Junction, Colo.—Broadcast Bureau granted relinquishment of negative control of Century Broadcasting Co. by Charles D. Powers thru recapitalization and issuance of new stock by licensee corporation to additional stockholders (BTC-7657). Action March 13.

- WWFL(AM) Clermont, Fla. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Lake County Broadcasting Corp. from J. Olin Tice Sr. and Jr. (100% before; none after) to Leisure Time Communications Inc. (none before; 100% after) for \$145,000. Sellers: Messrs. Tice Sr. and Jr. own WCAY(AM) Cayce, S.C. Buyers: Joseph F. McClerney, Henry A. Berliner Jr. and Richard M. Messina (1/3 each) also own WDMV(AM) Pocomoke City, Md., and WV1-FM St. Croix, Virgin Islands (BTC-7604). Action March 19.

- KJAM-AM-FM Madison, S.D. (AM: 1390 khz, 500 w-D; FM: 103.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Madison Broadcasting Co. from J. A. Muggly, individually and as executor of estate of wife, Catherine Muggly (98% before; none after), and Shirleen A. Adler (2% before; none after) to John A. and JoLynn Goeman (none before; 100% after) for \$245,000. Principals: Dr. Muggly is physician in Madison. Mr. Goeman has been with station 16 years and is general manager (BTC-7666). Action March 17.

- KSEL-AM-FM Lubbock, Tex. (AM: 950 khz, 5 kw-D, 500 w-N; FM: 93.7 mhz, 100 kw)—Broadcast Bureau granted assignment of license from McAlister Broadcasting Corp. to KSEL Inc. Consideration: \$342,500. Sellers: R. B. McAlister, board chairman, Bill McAlister, president, et al. own KSEL-TV Lubbock. Buyer: Harris Enterprises Inc., comprised of families of late John P. and Sidney Harris. Harris Enterprises controls eight newspapers in Kansas, Iowa and California and KBUR-AM-FM Burlington, Iowa; KFKA(AM) Greeley, Colo.; WJOL-AM-FM Joliet, Ill., and KIUL(AM) Garden City and KTOP-AM-FM Topeka, both Kansas. Robert Wells, former commissioner, is vice president and manager of Harris broadcast properties (BAL-8307).

Facilities changes

TV actions

- KPCB-TV Pittsburgh—Broadcast Bureau granted mod. of CP to change ERP to 1100 kw (visual); 110 kw (aural); and change trans. location; condition (BMPCT-7571). Action March 17.
- WNJU-TV Linden, N.J.—Broadcast Bureau granted CP to change type of trans. (BPCT-4836). Action March 14.

AM Applications

- WGRN Natick, Mass.—Seeks CP to increase daytime to 50 kw, add nighttime operation 5 kw, install DA-2 and change ant.-trans. location to Megunko Rd., Ashland, Mass. Ann. March 20.
- WJLJ Tupelo, Miss.—Seeks CP to change frequency to 1280 khz; increase power to 500 w DA-2; change hours of operation to unlimited and install new trans. Ann. March 21.
- WOUB Athens, Ohio—Seeks CP to increase day-

time power to 500 w, change trans. Ann. March 21.

AM actions

- KTIM San Rafael, Calif.—Broadcast Bureau granted CP to make changes in ant. system due to destroyed tower (BP-19887). Action March 13.
- KDB Santa Barbara, Calif.—Broadcast Bureau granted CP to change ant.-trans. location; conditions (BP-19892). Action March 13.
- WSRF Fort Lauderdale, Fla.—Broadcast Bureau granted mod. of CP to make changes in directional ant. system (BMP-13937). Action March 13.
- WMEX Boston—Broadcast Bureau granted CP to change daytime pattern MEOV's (BP-19885). Action March 13.
- WLKM Three Rivers, Mich.—Broadcast Bureau granted CP to replace expired permit for changes (BP-19891). Action March 13.
- WRFD Columbus, Ohio—Broadcast Bureau granted CP to install a new aux. trans. with 1 kw day and operate trans. by remote control from main studio location (BP-19880). Action March 17.
- WKLX Portsmouth, Va.—Broadcast Bureau granted CP to make changes in the directional ant. system (BP-19849). Action March 17.
- WTTN Watertown, Wis.—Broadcast Bureau granted CP to replace expired permit for changes (BP-19890). Action March 13.

FM actions

- WKLS Atlanta—Broadcast Bureau granted CP to install new ant.; make changes in transmission line; ERP 100 kw; ant. height 930 ft.; remote control permitted (BPH-9263). Action March 17.
- WSMI-FM, Litchfield, Ill.—Broadcast Bureau granted CP for changes; ERP 39 kw; ant. height 175 feet (BPH-9264). Action March 17.
- WOLI Ottawa, Ill.—Broadcast Bureau accepted data filed Jan. 21 in accordance with commission's first report and order in Doc. 19550; change frequency to 95.3 mhz; change ant.; ERP 3 kw; ant. height 190 ft. Action March 17.
- *WSPH Baltimore—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system (BMPED-1172). Action March 17.
- WLIF Baltimore—Broadcast Bureau granted mod. of CP to change alt. main trans. (BMPH-14370). Action March 17.
- WUFN Albion, Mich.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 1.2 kw; ant. height 460 ft (BEH-9315). Action March 17.
- KIOS-FM Omaha—Application to change trans. location to Benson High School, Maple and 52nd St., Omaha; operate by remote control from studio site; install new ant.; make change in ant. system and change HAAT to 326 ft., dismissed.
- WHLI-FM Hempstead, N.Y.—Broadcast Bureau granted CP to change trans. location; change trans. and ant. system; ant. height 300 ft (BPH-9273). Action March 17.
- *WKCR-FM New York—Broadcast Bureau granted CP to change trans. location to Number 1 World Trade Center, New York, N.Y.; install new trans. and ant.; make changes in ant. system; ERP 700 watts; ant. height 1370 ft.; remote control permitted (BPED-1954). Action March 17.
- WMYK Elizabeth City, N.C.—Broadcast Bureau granted CP to make changes in ant. system; ERP 80 kw; ant. height 940 ft.; remote control permitted (BPH-9324). Action March 17.
- *WQFS Greensboro, N.C.—Broadcast Bureau granted mod. of CP to change ant. (BMPED-1225). Action March 17.
- WWWW Cleveland—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 27 kw; ant. height 880 ft.; remote control per-

Please send

Broadcasting

The newswkly of broadcasting and allied arts

Name	Position	
Company		
<input type="checkbox"/> Business Address		
<input type="checkbox"/> Home Address		
City	State	Zip

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

SUBSCRIBER SERVICE

- 3 years \$60
- 2 years \$45
- 1 year \$25
- Canada Add \$4 Per Year
- Foreign Add \$6 Per Year
- 1975 Cable Sourcebook \$10.00 (if payment with order: \$8.50)
- 1975 Yearbook \$17.50 (if payment with order: \$15.00)
- Payment enclosed
- Bill me

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.

Summary of broadcasting

FCC tabulations as of Feb. 28, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,408	3	25	4,436	45	4,481
Commercial FM	2,605	0	52	2,657	157	2,814
Educational FM	695	0	40	735	94	829
Total radio	7,708	3	117	7,828	296	8,124
Commercial TV	700	1	8	709	32	757
VHF	508	1	3	512	5	520
UHF	192	0	5	197	27	237
Educational TV	220	9	13	242	9	253
VHF	89	3	3	95	4	99
UHF	131	6	10	147	5	154
Total TV	920	10	21	951	41	1,010

* Special temporary authorization

** Includes off-air licenses

mitted (BPH-9326). Action March 17.

- WBEU-FM Beaufort, S.C.—Broadcast Bureau granted CP to change ERP to 36 kw (BPH-9279). Action March 14.
- *KCHU Dallas—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in transmission line and transmitting equipment; remote control permitted (BMPEd-1218). Action March 17.
- KBAT Midland, Tex.—Broadcast Bureau granted CP to make changes; ERP 100 kw; ant. height 440 feet; remote control permitted (BPH-9317). Action March 17.
- KPXI Mt. Pleasant, Tex.—Broadcast Bureau granted CP to make changes in transmission line; condition (BPH-9275). Action March 17.

FM starts

- Following stations were authorized program operating authority for changed facilities on date shown: WEOB Harrisburg, Ill. (BPH-8851) March 7 and WPAD-FM Paducah, Ky. (BPH-8835) March 6.

In contest

Designated for hearing

- WJAM(AM) Marion, Ala., renewal proceeding: Radio Marion (Doc. 20383)—FCC designated application for hearing. Issues to be determined include whether composition of Marion and Perry county, Ala., is reflected to reasonable degree in licensee's community leader and general public surveys, whether ascertainment survey was conducted by appropriate personnel of licensee and whether survey reasonably could have been expected to disclose needs, interests and problems of WJAM's service area. Action March 11.

Procedural rulings

- Stamford, Conn., AM proceeding: Western Connecticut Broadcasting Co. (WSTC[AM] Stamford) and Radio Stamford Inc., competing for 1400 khz (Docs. 19872-3)—ALJ Lenore G. Ehrig postponed hearing now scheduled for March 18 until March 20. Action March 12.
- Fort Wayne, Ind., FM proceeding: Templar Broadcasting Co., Tecumseh Broadcasting Corp. and Weber Broadcasting, competing for 103.9 mhz (Docs. 20329-31)—ALJ Joseph Stirmer scheduled hearing for May 15 and further hearing for May 27 and canceled hearing now scheduled for April 21. Action March 11.

Dismissed

- KCTY(FM) Salinas and KTRB(FM) Modesto, both California, facility changes proceeding: JECO Inc. and Big Valley Broadcasting (Docs. 20275-6)—ALJ Walter C. Miller granted petition by Big Valley and dismissed its application with prejudice; granted motion by Jeco to modify procedures and canceled hearing now scheduled for March 25. Action March 12.

Joint agreements

- Decatur, Ill., FM proceeding: PrairieLand Broadcasters, WBIZ Inc., Superior Media and Decatur Broadcasting, competing for 95.1 mhz at Decatur (Docs. 20055-7, 20059)—ALJ Thomas B. Fitzpatrick approved joint request for approval of agreement by Superior Media, PrairieLand Broadcasters and Soy Communications Co., authorized payment by PrairieLand and Soy to Superior of \$8,400, ordered reimbursement held in abeyance pending favorable resolution of trafficking issue, denied petition for dismissal of application by Superior and retained application in hearing status for sole purpose of resolution of trafficking issue. Action March 13.
- Avalon, N.J., FM proceeding: WAVV Communications and Avalon Broadcasting Co., competing for 94.3 mhz at Avalon (Docs. 20030-1)—ALJ Jay

A. Kyle granted joint request for approval of agreement by Avalon and WAVV, granted application of Avalon as amended, dismissed with prejudice application of WAVV and terminated proceeding. Action March 13.

- Puerto Rico, AM proceeding: Cavallaro Broadcasting Corp., competing for 1030 khz, at San Juan; Figueroa and Associates, at Rio Grande; Boricua Broadcasting Corp., at San Juan; Vieques Radio Corp., at Isabel Segunda (Docs. 19897-8, 19900-1)—ALJ Chester F. Naumowicz Jr. granted motion by Figueroa and Associates and dismissed application; by separate action granted joint petition for approval of agreement by Cavallaro and Boricua Broadcasting Corp. which contemplates dismissal of Boricua application upon reimbursement of \$74,762.85 and dismissed Boricua application; by another separate action granted petition by Cavallaro for leave to amend financial portion of application in response to pending issue and ordered conference for March 20. Action March 13.

- Rapid City and Lead, S.D., TV proceeding: Western Television Co. and Dakota Broadcasting Co., competing for ch. 7 at Rapid City and satellite on ch. 5 at Lead (Docs. 20093-6)—ALJ John H. Conlin granted joint request for approval of settlement agreement and dismissed applications of Western. Action March 13.

- Beeville, Tex., FM proceeding: Big Country Radio Co. and Bee Broadcasting, competing for 104.9 mhz (Docs. 20216-7)—ALJ Jay A. Kyle approved joint request for approval of agreement for reimbursement of Big Country's expenses of \$5,698; dismissed with prejudice application of Big Country and granted application of Bee Broadcasting, and terminated proceeding. Action March 16.

FCC decision

- KTLK(AM) Denver, renewal proceeding: Action Radio (Doc. 19274)—FCC granted application by Action Radio for renewal of license for one year. Renewal application was designated for hearing to determine whether broadcast of information on contests and other promotions violated federal law or FCC rules or policy, whether licensee exercised adequate supervision over station operations, whether licensee made misrepresentations to commission or was lacking in candor and whether renewal would serve public interest. FCC said it would grant one-year renewal of license to allow Action to bring operation into compliance with Communications Act and FCC rules and policies. Action March 11.

Fines

- KTKT(AM) Tucson, Ariz.—Broadcast Bureau ordered Arizona Lotus Corp. to forfeit \$300 for repeated violation of rules by failing to make required equipment performance measurements. Action March 19.
- WMVG(AM), Milledgeville, Ga.—Broadcast Bureau notified M. T. Landy Inc. that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of operator requirements of rules. Action March 17.
- WTLC(FM), Indianapolis — Broadcast Bureau notified Community Media Corp. that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules in that transmitting system was operated by unlicensed operator. Action March 17.
- KAVA(AM) Hermiston, Ore.—Broadcast Bureau notified Hermiston Broadcasting Co. that it incurred apparent liability for forfeiture of \$600 for willful or repeated violation of rules by failing to make equipment performance measurements data available, failing to maintain operating power as required, operating full time at night time power level and operator and logging violations. Action March 19.
- KTIL(AM) Tillamook, Ore.—Broadcast Bureau

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

- KVNU(AM) Logan, Utah—Broadcast Bureau ordered Cache Valley Broadcasting Co. to forfeit \$300 for repeated violations of rules by failing to make required equipment performance measurements. Action March 17.

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

Other actions

- FCC denied request by Howard L. Gifford to review Broadcast Bureau ruling that further action on his complaint against KPBS-TV San Diego was not warranted. Gifford, one of three Democratic Senatorial candidates in June 1974 California primary, had originally alleged that KCRB-TV Sacramento, KQVR, Stockton-Sacramento, KPBS-TV San Diego and KXTV Sacramento had either violated equal opportunities provision of Communications Act or had engaged in unfair and discriminatory practices in their political broadcasting. Broadcast Bureau said Gifford's complaint contained no request for equal opportunities as required by rules and that KPBS-TV had not acted unreasonably or in bad faith. Action March 12.

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

- KFYE(FM) Fresno, Calif.—FCC denied application for review by KFYE Broadcasting, licensee of KFYE(AM) Fresno and affirmed staff action denying its request to change call sign of KFYE(FM) Fresno, licensed to Stereo Broadcasting Corp. Broadcast Bureau denied KFYE's petition, stating that alleged examples of public confusion resulted primarily from similarities in promotional material that would not be taken into account in resolving call letter disputes. Action March 12.

- WRC-TV Washington, D.C.—FCC denied conditionally petition filed by National Organization for Women challenging grant of license renewal application. NOW charged that WRC-TV failed to meet needs of its community in that it had inadequately ascertained needs of women and had not provided programing designed to meet those needs. NOW also contended WRC-TV had violated fairness doctrine and had discriminated against women in employment practices. Denial of petition was conditioned on whatever action FCC might deem appropriate as result of final determination by U.S. Equal Employment Opportunity Commission on charges against WRC-TV that NOW filed in March, 1971. Action March 19.

- KOLT(AM) Scotsbluff, Neb. — Application to identify as Scotsbluff-Gering denied. Ann. March 18.

- WABC-TV New York—FCC denied petition by National Organization for Women to deny renewal application. NOW charged WABC with improper ascertainment and programing concerning problems, needs and interests of women, particularly those involved with the women's movement; violation of the fairness doctrine and discrimination in employment. FCC denied all charges. Action March 19.

- WPMH(AM) Portsmouth, Va.—Broadcast Bureau granted petition for waiver of rules to identify as Portsmouth-Norfolk, Va. Action March 4.

Allocation

FCC took following actions on FM allocations:

- Canton-Waynesville, N.C.—Broadcast Bureau proposed assigning first channel to Canton-Waynesville. Action was in response to petition by Jefferson Lowe Watts. Broadcast Bureau said since Waynesville was largest of two communities, it was proposing assignment of ch. 285A to that community. Since Canton is within 10 miles of Waynesville, ch. 285A may be used at Canton through application of 10-mile rule. Action March 12.

Translators

Applications

- Julietta T.V. Association, Julietta, Idaho—Seeks ch. 7, rebroadcasting KXLY-TV Spokane, Wash. (BPTTV-5237). Ann. March 18.
- Hubbard Broadcasting, Gallup, N.M. — Seeks ch. 6, rebroadcasting KOB-TV Albuquerque, N.M. (BPTTV-5259). Ann. March 19.
- KOAT Television, Ruidoso, Capitan and Roswell, N.M.—Seeks ch. 58 for Ruidoso and Capitan and ch. 62 for Roswell, rebroadcasting KOAT-TV Albuquerque, N.M. (BPTT-2805-6). Ann. March 18.

Professional Cards

<p>ATLANTIC RESEARCH CORP. Jansky & Bailey Telecommunications Consulting Member AFCCE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p>—Established 1926— PAUL GODLEY CO. CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 <i>Member AFOEB</i></p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 <i>Member AFCCE</i></p>	<p>COHEN and DIPPPELL, P.C. CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 <i>Member AFCCE</i></p>
<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 <i>Member AFOEB</i></p>	<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 2922 Telestar Ct. (703) 560-6900 Falls Church, Va. 22042 <i>Member AFOEB</i></p>	<p>LOHNES & CULVER Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 <i>Member AFCCE</i></p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 <i>Member AFCCE</i></p>
<p>SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 <i>Member AFOEB</i></p>	<p>STEEL, ANDRUS & ADAIR 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 770-7470 (202) 223-4664 <i>Member AFCCE</i></p>	<p>HAMMETT & EDISON, INC. CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 <i>Member AFOEB</i></p>	<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Miland 4-7010 KANSAS CITY, MISSOURI 64114</p>
<p>JULES COHEN & ASSOCIATES Suite 400 1730 M St., N.W., 659-3707 Washington, D. C. 20036 <i>Member AFCCE</i></p>	<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 <i>Member AFOEB</i></p>	<p>VIR JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 DENVER, COLORADO <i>Member AFCCE</i></p>	<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>
<p>ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>	<p>JOHN H. MULLANEY CONSULTING RADIO ENGINEERS 9616 Pinkney Court Potomac, Maryland 20854 301 - 299-3900 <i>Member AFCCE</i></p>	<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 632-2821</p>	<p>Oscar Leon Cuellar Consulting Engineer 1563 South Hudson (303) 756-8456 DENVER, Colorado 80222 <i>Member AFCCE</i></p>
<p>HATFIELD & DAWSON Consulting Engineers Broadcast and Communications 906 - 36th Ave. Seattle, Washington 98122 (206) 324-7860</p>	<p>Midwest Engineering Associates Consulting Engineers F. W. Hannel, P.E. BSEE; MSEE 7304 N. Oxford, Peoria, Ill. 61614 (309) 691-3426</p>	<p>DAWKINS ESPY Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</p>	<p>John H. Battison Assocs. Consulting Broadcast Engineers AM-FM-TV-CATV-Microwave 10073 Echo Hill Drive Cleveland, Ohio 44141 216-526-3906</p>

Service Directory

<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>CABLEDATA Accounts Receivable. Data Processing for Cable Television. P.O. Box 13040 / Sacramento, Ca. 95813 (916) 441-4760</p>	<p>SPOT YOUR FIRM'S NAME HERE To Be Seen by 120,000* Readers— among them, the decision making sta- tion owners and managers, chief engi- neers and technicians—applicants for am fm tv and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.</p>
--	---	--	--

Actions

- K061H Ponderosa Basin, Calif.—Broadcast Bureau granted mod. of CP to change frequency translator from ch. 6 to ch. 5 and make changes in ant. system; change call sign to K05FP (BMPTTV-824). Action March 14.
- W73AN Owensboro, Ky.—Broadcast authorization canceled and call letters deleted at request of licensee. Ann. March 18.
- K04HZ Palisade, Neb.—Broadcast Bureau granted CP for translator on ch. 4, rebroadcasting KLOE-TV Goodland, Kan. (BPTTV-5192). Action March 11.
- K69AS Crystal Bay, Nev. and Meeks Bay and Rubicon Bay, Calif.—Broadcast Bureau granted CP for translator on ch. 60, rebroadcasting KTVN, Reno, Nev. (BPTT-2626). Action March 12.
- K64AL Edgemont, S.D. — Broadcast Bureau granted CP for translator on ch. 64, rebroadcasting KBHE-TV Rapid City, S.D. (BPTT-2542). Action March 11.
- K55AV Pringle, S.D.—Broadcast Bureau granted CP for translator on ch. 55, rebroadcasting KBHE-TV Rapid City, S.D. (BPTT-2540). Action March 11.
- W41AB Ruckersville, Madison and Culpeper, Va.—Broadcast Bureau granted CP for translator on ch. 41, rebroadcasting programs of WVPT Staunton, Va. (BPTT-2748). Action March 17.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

- Evergreen Cablevision Ltd., One Henderson St., Brewton, Ala. 36426, for Evergreen, Ala. (CAC-4849); WDIQ Dozier, Ala.; WEAR-TV Pensacola, Fla.; WTVY Dothan, Ala.; WKRG-TV, WALA-TV Mobile, Ala.; WCOV-TV, WKAB-TV, WSFA-TV Montgomery, Ala.
- Cable Video, Box 272, Waterford, Conn. 06385, for Sprague (CAC-4844); Lisbon (CAC-4845); Franklin (CAC-4846); Bozrah (CAC-4847) and Norwich (CAC-4848), all Connecticut; Delete WNEW-TV New York and add WLVI-TV Cambridge, Mass.; WGBH-TV Boston.
- Sawtooth Cablevision, Box 340, Hailey, Idaho 83333, for Bellevue, Idaho (CAC-4869); KBCI-TV, KTVB Boise; KID-TV, KIFI-TV Idaho Falls; KBGL-TV, KPVI Pocatello and KMVT Twin Falls, all Idaho.
- DeKalb Cable Co., 108 E. Washington St., Indianapolis 46204, for DeKalb county (CAC-4872); Waterloo (CAC-4873) and Garrett (CAC-4874), all Indiana; WANE-TV, WPTA, WKJG-TV Ft. Wayne, Ind.; WMSH-TV South Bend, Ind.; WKBD-TV Detroit; WGTE-TV Toledo, Ohio; WBGU-TV Lima, Ohio; WIPB Muncie, Ind.
- Bootheel Video, Box 1119, Caruthersville, Mo. 63830, for Caruthersville (CAC-4866) and Hayti (CAC-4867), both Missouri; Add WDXR-TV Paducah, Ky.
- C. A. Cablevision, Box 10727, University Park Station, Denver 80201, for Carlsbad (CAC-4858) and Artesia (CAC-4859), both New Mexico: Requests certification of existing CATV operations.
- KWR Systems, 19 Court Knolle, New Hartford, N.Y. 13413, for Canastota (CAC-4854); Wampsville (CAC-4855); Lenox (CAC-4856) and Vernon (CAC-4857), all New York; WSYR-TV, WHEN-TV, WNY5-TV WCNY-TV Syracuse; WKTV, WUTR Utica; WPIX-TV, WOR-TV New York and WUTV Buffalo, all New York.
- Ceracche Television Corp., 519 W. State St., Ithaca, N.Y. 14850, for Grotton, N.Y. (CAC-3802); Add WOR-TV New York; WENY-TV Elmira, N.Y.; WNEP-TV, WVIA-TV Scranton, Pa.; WSKG Binghamton, WXXI Rochester, both New York.
- Lowville Cable T.V., 7612 N. State St., Lowville, N.Y. 13367, for Lowville, N.Y. (CAC-4853); Add WOR-TV New York.
- Claremore Cable Television, Box 1248, Claremore, Okla. 74017, for Claremore, Okla. (CAC-4870); Add KXTX-TV Dallas and delete KBMA-TV Kansas City, Mo.
- Cablevision of Guymon, 215 W. 5th St., Guymon, Okla. 73942, for Guymon, Okla. (CAC-4871); Add KTVC Ensign; KGLD Garden City, both Kansas.
- Athens/Etawah T.V. Cable Co., Box 421, Athens, Tenn. 37303, for Athens (CAC-4850); Harriman TV Cable Co., Box 634, Harriman, Tenn. 37748, for Harriman (CAC-4851) and Rockwood TV Cable Co., Box 634, Harriman, Tenn. 37748, for Rockwood (CAC-4852) all Tennessee; Add WTCC Atlanta and WRIP Chattanooga.
- Athena Cablevision of Corpus Christi, Drawer E, Corpus Christi, Tex. 78401, for Corpus Christi, Tex. (CAC-4707); Delete XHAB-TV Matamoros, Mexico and add XERV Reynosa; XET-TV Monterey, both Mexico.

- Tele-Vue Systems, c/o Viacom International, 345 Park Ave., 15th Floor, New York 10022, for Mountlake Terrace, Wash. (CAC-4868); KOMO-TV, KING-TV, KIRO-TV, KCTS-TV Seattle; KSTW, KTVW, KTPS Tacoma, Wash.; KPTV Portland, Ore.; CBUT Vancouver, B.C., Canada.
- Newcastle Cable TV Co., Box 415, Lovell, Wyo. 82431, for Newcastle, Wyo. (CAC-4860); KHSD-TV Lead S.D.; KDUH-TV Hay Springs, Neb.; KTWV-TV Casper, Wyo.; KWGN-TV KOA-TV, KMGH-TV, KRMA-TV Denver.
- Riverton Cable TV, Box 10727, University Park Station, Denver 80210, for Riverton (CAC-4861) and Community Tele-Communications, for Thermopolis (CAC-4862); Worland (CAC-4863); Powell (CAC-4864) and Fremont county (CAC-4865), all Wyoming; Add KWGN-TV Denver.

Certification actions

- Rialto, Calif.—FCC granted certificate of compliance to International Cable TV Corp., to add seven signals to existing operations in Rialto, located in Los Angeles-San Bernardino-Corona-Fontana major TV market. International Cable requested permission to add *KVST Los Angeles; KLXA Fontana; KHOF San Bernardino; *KPBS San Diego; KTVU Oakland; and XEWT and XETV both Tijuana, Mexico. KMXE Los Angeles opposed carriage of XEWT on system. FCC said rules permitted retransmission of distant foreign language stations unless local station could show imported station would have adverse effect on its ability to serve public. It further pointed out that local station would have priority over any cable system. Commission found that KMXE's arguments were not "compelling demonstration" to deny carriage of Tijuana station (CAC-3795). Action March 11.
- Milford, Del.—Application by General Television for certificate of compliance dismissed at request of applicant (CAC-2870) Action March 18.
- Indiana—FCC denied applications of Cable TV for certificates of compliance to add WGN-TV Chicago, to its systems in Linton, Dugger and Bloomfield and WILL-TV Terre Haute, to its system in Bloomfield. Commission also directed Cable TV to show cause why it should not be ordered to cease and desist from operating its Dugger system for failure to comply with rules. However, FCC granted applicant certification to continue existing operations at Linton and Bloomfield, until March 31, 1977. Action March 11.
- Orleans, Ind.—FCC granted application by Hoosier Hills Cable Co. for certificate of compliance for new system at Orleans, located in Indianapolis-Bloomington, Ind., major TV market. Action was in response to petition by Hoosier Hills for reconsideration of FCC action denying certification for proposed Orleans system and waivers of rules. The denial was without prejudice to its reconsideration on submission of financial and factual supporting data (CAC-3135). Action March 11.
- New Mexico—FCC granted applications of Las Cruces TV Cable for certificates of compliance to continue current operations at Mesilla and unincorporated portions of Dona Ana county, N.M. Cablevision had purchased systems from Cruces Cable Co. Subsequently, Cablevision learned that Cruces Cable had extended service from Las Cruces to Mesilla and to Dona Ana county without first having received certificates of compliance from commission. Cruces Cable also violated rules by adding carriage of KOB-TV, KGGM-TV, and KOAT-TV Albuquerque to systems without obtaining certification. Cablevision sought certification to continue carriage of KELP-TV, KDBC-TV, KTSM-TV El Paso; KTLA, KTTV, KCOP, KHJ-TV Los Angeles; *KNME-TV, KOB-TV, KGGM-TV, KOAT-TV, Albuquerque; *KRWG-TV Las Cruces; and XEJ-TV and XEPM-TV Juarez, Mexico. FCC said that since operator had voluntarily come forward and sought to remedy predecessor's violations, and current signal carriage was consistent with rules, it would not roll back service delivered to communities (CAC-4207-8). Action March 12.
- Plymouth, N.C.—FCC granted request of Windsor Cablevision for partial reconsideration of a 1974 decision that granted Windsor's application for certificate of compliance but denied operator's request for partial waiver of signal carriage rules. Windsor operates system in Plymouth, located in Greenville-Washington-New Bern, N.C., major TV market. Windsor had sought waiver of rules to substitute nonnetwork programming of WAVY-TV and WTAR-TV Norfolk, Va., for programming of second independent station that was allegedly unavailable because of prohibitive cost of importing signal via microwave. FCC said since Windsor had demonstrated that it has no alternative means of obtaining signals of independent stations for carriage on its Plymouth system, it would permit system to carry nonnetwork programming from WAVY-TV and WTAR-TV (CAC-2799). Action March 12.
- Delta and Swanton, Ohio—FCC granted applications of Tiffin Valley Cable for certificates of compliance to begin operation at Delta and to add signals to system at Swanton, Ohio. Swanton and Delta are in Fulton county and are in Toledo, Ohio major market. Cable Television Bureau had granted Tiffin authority to carry WTVL-TV, WSPD-TV, WDHQ-TV, *WGTE-TV Toledo, WKBD-TV Detroit, *WBGU-TV Lima and CKLW-TV Wind-

sor, Ontario on its Swanton system. Tiffin now sought certification to offer same signals to subscribers in Delta and waiver of rules to carry WXYZ-TV and WJBK-TV Detroit on both systems. FCC noted that proposed cable systems were small, that no objections had been filed against proposed carriage, and that providing different signals to three communities would be technically and financially difficult. Action March 12.

■ Orrville and Ashland, Ohio—FCC granted Armstrong Utilities certificates of compliance to add signals to existing systems. Commission directed Armstrong to provide WAKR-TV Akron, Ohio with network program exclusivity due to complaints by WAKR-TV. Armstrong was authorized to add WKBD-TV Detroit and CKLW-TV Windsor, Ontario to its Orrville system, located in Cleveland-Lorain-Akron major TV market. It also was authorized to add WPIX and WOR-TV New York and CKLW-TV to its Ashland system, located outside all markets (CAC-1906, 2140). Action March 12.

■ Pennsylvania—FCC granted application by Service Electric Cable TV for certificates of compliance to add signals to its twenty existing systems in Pennsylvania. Service Electric requested authorization to add WHP-TV, WTPA Harrisburg, Pa.; WGAL-TV, WLYH-TV Lancaster, Pa.; WJNU-TV Linden and WXTV Paterson, N.J. Twenty systems are located outside of all TV markets in communities of Allentown, Bethlehem, Bethlehem township, Catasauqua, East Allen township, Fountain Hill, Hanover township, Hellertown, Lower Macungie, Lower Saucon township, Moore township, Salisbury township, South Whitehall township, Upper Macungie township, Upper Saucon township, Whitehall township, Alburts, Coopersburg, Lower Milford township and Springfield. WDAU-TV Scranton opposed application, arguing that certificates of compliance should not be issued to any Service Electric owned cable systems until it was established in hearing that systems were operating in compliance with rules. FCC pointed out that if it did as Scranton requested, operator would be penalized before any determination of non-compliance could be made, and communities would be deprived of service during time required for proceeding. Action March 11.

■ Bear Creek township, Pa.—FCC denied Service Electric Cable TV certification for system at Bear Creek township. Service Electric requested declaratory ruling that system was "grandfathered" and that certificate was unnecessary. FCC said that due to lack of significant number of subscribers it could not find that system was grandfathered and it could not therefore authorize carriage of seven inconsistent signals. FCC also denied Service Electric waiver of franchise requirements since franchise fell short of meeting compliance. Denial of certification was without prejudice to reconsideration of application with submission of material remedying defects (CAC-2666). Action March 11.

Other action

■ Springfield, Vt.—FCC denied request of Young's Community Television Corp., for waiver of commission's former exclusivity rules. Petition was filed in response to request by WRLP Greenfield, Mass. for exclusivity protection. FCC said disruption of established viewing habits has never been persuasive rationale to waive rules. Alleged technical deficiencies of WRLP were more than two years old and Young's had not submitted engineering data to rebut assumption that station is being operated in manner consistent with FCC rules. Action March 12.

Rulemaking

■ FCC revised rules governing use of feature film, sports and series type programs by subscription cable TV operations for which per-program or per-channel charge is made and subscription over-the-air broadcast TV operations. In related action, commission invited additional comments on questions of whether rules governing use of series type programs by subscription operations should be further revised. In second related action, commission initiated new inquiry concerning exclusive program contracts entered into by subscription and conventional TV interests and effects which such contracts may have upon respective services. Action March 20.

■ FCC issued declaratory ruling defining its "grandfather" rule which authorizes those signals carried by cable systems prior to adoption of new cable rules to continued exclusivity protection for non-network programming under new rules. It determined that rule will afford simultaneous syndicated exclusivity protection to all signals—as opposed to programs—that were receiving nonnetwork exclusivity protection, regardless of location. Action was in response to requests by Teleprompter Cable Systems and Central California Communications Corp. Action March 12.

■ FCC amended rules by delegating authority to Cable Television Bureau to dismiss special relief petitions. It also adopted new rule establishing procedures to be followed by bureau in dismissing such requests. Bureau now will be authorized to dismiss petitions on request of petitioner, for failure to prosecute petition, and when petitioner fails to respond to official commission correspondence or requests for additional information. Action March 11.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Small market Arizona station needs assistant manager. Must be strong on sales. Send resume including salary requirements to Box C-278, BROADCASTING.

Station manager wanted for commercial religious station. Previous experience a must. Chance for investment. Northern California. Box C-294, BROADCASTING.

Experienced account executive for single station market in north central Ohio. Excellent opportunity. Equal opportunity employer. Radio Station WLEC, P.O. Box 417, Sandusky, OH 44870.

1st Phone strong in sales. Management position with stock options possible. Cash could buy 49% of station with good potential. 314-546-7473.

Need strong, sales oriented manager for radio station in small, three station market. Must be willing to start for small compensation which will increase as your efforts improve the station's position in the market. Send details, including references, to Jack Walkmeyer, P.O. Box 472, Traverse City, MI 49684.

Southwestern group has opening for AM-FM Manager. Sales background essential; experience in small markets necessary, must have FCC knowledge and ability to work with staff. Super opportunity in mid-California. Earn over \$15,000 at start. Call Ray Kandel, 2588 Newport Corp., Suite 2102, 2222 Ave. of the Stars, Los Angeles, 213-277-4980. Interviews also at NAB.

Manager Wanted. Sales or station manager will probably be promoted to general manager within 12 months. Two prior sales managers are now GMs at our other stations. Earn \$15,000+ first year with more money and responsibility in the future. Send resume to Community Service Broadcasting, 811 Broadway, Mt. Vernon, IL 62864.

Sales Manager wanted for fulltime AM and Class B FM combination stations in New Hampshire. Write to Harold H. Segal, Broadcast Management Consultants, 495 Walnut St., Newtonville, MA 02160.

Key Manager for medium market Upstate New York AM-FM operation. Strong sales and personnel background essential. Send resume to M. Panosian, Box 4128, Elmira, NY 14904.

Help Wanted Sales

California station seeking sales manager, community participating, who can lead, direct sales staff, and develop own billing. Salary, incentives, bonuses. Box C-104, BROADCASTING.

California station seeking salesperson, energetic, hard driving, preferably RAB trained. Salary, fringe benefits. Box C-105, BROADCASTING.

Wanted: Salesperson for eastern North Carolina's leading AM/FM fulltime. We offer salary plus commission. Send resume to manager, Box C-211, BROADCASTING.

Florida multi-station group wants seasoned pro first ticket to help produce beautiful MOR sound for discriminating adults, and sales leading to management. Medium market, fulltime resort facility. Box C-230, BROADCASTING.

If you are energetic, enthusiastic, goal oriented and can sell, we have a first rate position available. Call Jack Chapman or Ray Stephens, KGAK, Gallup, NM. 505-863-4444.

A great future can be yours on Cape Cod with a 50,000 watt stereo station. Contact Ken Patch at 617-548-3102.

Help Wanted Announcers

Florida multi-station group wants seasoned pro first ticket to help produce beautiful MOR sound for discriminating adults, and sales leading to management. Medium market fulltime resort facility. Box C-230, BROADCASTING.

Northern New England, top-flight Beautiful Music station with exceptional ratings looking for exceptional voice and production person interested in creative broadcasting to large area and large population from rural setting. Box C-274, BROADCASTING.

Help Wanted Announcers Continued

Wanted—Experienced disc jockey for top 40 and soul music show. Must have third class license with broadcast endorsement. Minorities encouraged. Box C-276, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Fully professional classical music announcer/producer. Must be and sound personable and musically literate. Foreign language pronunciation ability important. On-air announcing, board work, program production, in-field concert recording. Centrally located music program service feeds 6-station FM network. NPR affiliate. Immediate opening. FCC Third. Full benefits. Send tape, resume, salary requirements to: Michael Barone, music director; Minnesota Public Radio (KSJR); Collegeville, MN 56321. 612-363-7702.

Programming position open in Missouri. Format—news and information with some MOR. Prestige operation. Opportunity for advancement. KWIX Radio, Moberly, MO 65270. EOE.

Leader in NYC suburban market need strong dependable morning person for MOR format. Seek maturity developed by experience. Production ability and third endorsed a must. Send tape, resume, and salary requirement to Jeff Topps, WGNV, Box 591, Newburgh, NY 12550. Subsequent live audition and interview for qualified applicants. EOE.

Four station midwest operation needs experienced MOR announcer with 3rd endorsed for morning slot on WWCA, Gary, Indiana. Many fringe benefits. Send tape and resume to J. A. Haas, General Manager, Radio Station WWCA, 545 Broadway, Gary, IN 46402.

Small Market adult top 40 has immediate dj/production opening. Call Russ Barrett, 919-537-4184. Equal opportunity employer.

Wanted, Experienced Announcer-Music Director-Production Director. Immediate opening, \$125.00 to \$130.00 start. 314-586-8577 for Mgr.

Engineer-Announcer wanted, Maryland AM/FM, 301-876-1515.

Help Wanted Technical

Experienced Broadcast Automation Specialist, strong on digital, computer circuits. Some travel. Box C-235, BROADCASTING.

We are currently taking applications for a chief engineer's position. We are a 500-watt, 2-stick daytimer. Must have complete knowledge of FCC regulations and be a top maintenance person. Salary \$12,000 to start plus fringe benefits. Box C-295, BROADCASTING.

Challenging position open for sharp Broadcast Engineer with solid 50KW AM background. Some travel. Box C-297, BROADCASTING.

Seeking qualified engineer for personality MOR board shift, production, light maintenance to back up our chief. If you can talk and fix, you'll enjoy our staff and area. Upper midwest AM/automated FM. \$160-\$170 week. Send resume. We'll ask for tape. Box C-304, BROADCASTING.

Chief Engineer, AM 1kw directional, 50,000 watt FM stereo. Proof of performances. Good salary. Send resume and photo to: WBNR, P.O. Box 511, Beacon, NY 12508. E.O.E.

Field Engineer, Broadcast Automation Control Design Corporation is seeking an outstanding engineering candidate with state-of-the-art MOS digital logic and audio experience. Must be free to travel throughout the United States and overseas. You will be responsible for installation, training and continued support of our growing customer base. Broadcast background in engineering or programming helpful but not essential. Must be totally professional and customer oriented. Only candidates who believe "the customer is always right" need apply. Very attractive salary, expenses and profit sharing. Contact us c/o the NAB Show or send resume with salary history to: Dave Hill, Control Design Corporation, 106 S. Pickett Street, Alexandria, VA 22304.

Midwest 5k/1k seeks qualified chief engineer. Must know rules, handle full responsibility as chief and have directional experience. Good pay, benefits. Call the manager, 812-425-2221. EOE.

Engineer-Announcer wanted, Maryland AM/FM, 301-876-1515.

Help Wanted News

Southeastern radio station in top 40 market has immediate opening for morning anchor newscaster to double as aggressive digger. Excellent working conditions. Box C-305, BROADCASTING.

Tired of the major market shuffle? Job security is alive and well in Fargo, North Dakota, a growing market unscathed by the recession. Prefer Midwest oriented Pro. No students. Experience necessary. Jay Joiner, ND, KFGO, 701-237-5245.

News Director. Experienced in news gathering, writing, broadcasting. Equal opportunity employer. Send tape to WLEC, Sandusky, OH 44870.

Stereo 93 WLH needs newscaster. Send tape and resume. Box 935, New London, WI.

Help Wanted Programming, Production, Others

P.D. personality needed for midwest solid gold 5KW daytimer. You gotta believe in gold! Mature, intelligent, and patient. Salary, fringes, opportunities. Box C-237, BROADCASTING.

Creative production person—PD with good copy for automated rock FM. Salary to \$600. Send tape of production and resume to KQIX, Box 340, Grand Junction, CO 81501.

An equal opportunity employer is looking for heavy production/newscaster. Work for the number 1 radio chain in the United States, in Southern Florida. Tapes and resume only, no phone calls, to Program Director, WAXY Radio, 419 S. Andrews Ave., Ft. Lauderdale, FL 33301.

Broadcasting instructor. Radio/TV production, news writing and editing. Strong professional background and some teaching experience. Ph.D. preferred; M.A. required. An affirmative action, equal opportunity employer. Send resumes to Dean of Liberal Arts, University of Texas at El Paso, El Paso, TX 79968.

Situations Wanted Management

Attention absentee owners. Let cost conscious, seasoned broadcaster manage your small market station. Program, news, management and sales experience. Box B-160, BROADCASTING.

GM, Medium, large market. Experienced AM, FM, top 40, EZ, educated, stable. Go anywhere for right opportunity. Box C-215, BROADCASTING.

Hardworking experienced manager. Honest and sober. Will relocate for right offer. Box C-229, BROADCASTING.

My experience can work for you. Take charge, 20 year professional, looking for management position in medium market station. Award winning N.D., nationally known P.D., 1st phone. Know FCC. Can do it all. Box C-265, BROADCASTING.

Public stations: Highly experienced manager wants to come home. Past manager, PD, ND, college instructor. Excellent credentials, references. Now stagnating in top 10 commercial station. Much prefer organization where concern, intelligence, exploration and excellence are guiding forces. Prefer love to money. Radio or TV. Box C-286, BROADCASTING.

GM, heavily sales oriented. Set high standards of performance. Bottom line professional! Box C-313, BROADCASTING.

Successful current GM seeking similar position. (Station being sold.) Strong on administration, sales, FCC, motivation. Professional, community-active. References. Box C-314, BROADCASTING.

Successful GM/Sales Manager, 30 years radio, seeking medium market or suburban position. Profit oriented, professional broadcaster, knowledgeable FCC. Community-involved family man. 18K minimum, small capital investment considered. Box C-318, BROADCASTING.

Situations Wanted Sales

Sales results guaranteed, provided I produce spots for clients. Prefer midwest. Fred Rosenthal. 312-584-7255.

Situations Wanted Announcers

Upper Midwest: Jock with 10 years experience (including PD/MD) seeking rocker or contempt MOR in competitive market. Heavy production and ratings. Box C-227, BROADCASTING.

Situations Wanted Announcers Continued

Attention Midwest, recently left, want back. Many years professional experience, with solid references. Finest background. Strong production, and wide news experience. Veteran. Third ticket endorsed. Box C-262, BROADCASTING.

Personality Morning Man wants top 100 market AM or FM rocker, 3rd. Box C-264, BROADCASTING.

Major Market air personality, top 40/contemporary MOR. Currently employed top 3 market. Creative, humorous, strong numbers, strong track record. Box C-283, BROADCASTING.

First-Phone Announcer. Nine years experience, includes production, music directing, automation, studio engineering. Seeks staff position—all formats. Box C-293, BROADCASTING.

Experienced Pro, first phone, creative, intelligent. Currently P.D./jock/production/ass't. chief engr. at AM-FM station. Real worker. Former production director. Looking for jock/production or jock shift. Varied market experience. 1V-R college degree in '71. All offers considered. Box C-312, BROADCASTING.

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

You: medium midwest rocker. Me: stable, college grad. 2 yrs. experience at rock, can cook, but prefer personality. Creative production! 3rd endorsed. Scott, 317-493-3761.

Contemporary Personality Communicator. Five years radio, TV experience. Degree. Third. References. Immediate. 914-947-3652.

In need of a Together D.J.? Contact me, Billy Bland, The Soul Man. Preferably Rhythm and Blues Format. 213-733-5164, 779-5265. 2205 1/2 Catalina Street, Los Angeles, CA 90007.

New England: MOR announcer. Good background. Strong dj, news, production. Steve May, 401-568-2782.

Started in radio when I was 14! Now 25 years, single. Have worked all formats including music dir. and news. Looking for contemp. MOR or top 40. 919-346-8228.

Need a twenty-one-year-old with first phone, BA, and two years experience? Bruce Wade. Kipling Drive, Salisbury, MD 21801. 301-742-0418.

Dependable four year rocker seeks position in East. Excellent production and news. Available immediately. Contact James Jones, 521 Lower Lane, Berlin, CT 06037. 203-828-9442.

Black Top-40 Announcer, experience, with knowledge in rock, jazz, soul. Solid non-regional, non-ethnic sounding voice. Tight board, 3rd endorsed. Sid King, 445 Willis, Youngstown, OH.

Need a smooth, quick, creative and mature personality? Waiting for your call or letter. Black, 25, 1st phone, 2 yrs. experience major and secondary markets, and college radio. FM, soul, jazz or contemporary stations. Prefer warm climate like the South or West Coast but will travel anywhere. For tape and resume, Julian Davis, 7955 S. Essex, Chicago, IL 60617. 312-731-9406.

Young, stable announcer wanting 1st radio position. 3rd class license, can relocate. Doug Scott, 303-346-7172.

Sportscaster, 4 years basketball PBP for Metro N.Y. ED FM. Can do others. Third endorsed. Will grad. college May with BBA. Seek small market. 914-698-4826 nights. Bill Sova, 329 Palmer Terrace, Mamaroneck, NY 10543.

Sports director medium market, 3 years experience; play-by-play preferred. Jeff Kennedy 815-727-5176.

Young well-trained beginner seeks first full-time job; will go anywhere for good opportunity. Third phone endorsed, pleasing personality and able to take direction. Chris Parks, Second Floor, 726 Chestnut Street, Philadelphia, PA 19106.

Experienced P.D., M.D. and S.D., hardworking, dedicated. Tight board. Heavy production. Looking for Top 40 and/or play-by-play. Call John Higgins at 912-226-7075 or 912-226-1240.

Hard working and dedicated looking for Top 40 gig in medium southeast market. PD & MD experience. Call Tony Priuitera 912-226-1240 or 912-226-3611.

DJ, 3rd phone, tight board, good news and commercials, willing to relocate. Looking for a future. Blaine J. Reader, 403 Airport Road, Blackfoot, ID 83221. 208-785-1452.

Available now for radio announcer. Experienced, can write and produce commercials. Tapes available. 402-843-5662.

Situations Wanted Technical

Major Market FM or Group Chief Engineer. Experience in all phases of FM engineering including proof, filings, and type acceptance with superb troubleshooting and preventive maintenance capabilities. Experience as chief in major and minor markets as well as transmitter field engineer for manufacturer. Prefer northeast or west coast, interview at NAB. Box C-255, BROADCASTING.

Recent graduate in Electrical Eng. with first phone seeks experience in broadcasting. 22 years of age, single. Box C-287, BROADCASTING.

Experienced chief can make any station the very best sounding in its market. I have plenty of experience as chief of high power AM and FM, but I pride myself in fine audio. My current AM is the loudest and cleanest and my FM the best quality by far in our very competitive top 10 market. I am not a "sliderule man" and I believe in "creative engineering." Heavy experience with lots of enthusiasm, a winning combination! Box C-303, BROADCASTING.

Western Montana, Colorado, small to medium market only. AM-FM engineer, experienced all phases: Installation, service, transmitter and audio maintenance. Some announcing if necessary. Eastern family man, non-drinker, seeks move west. Box C-306, BROADCASTING.

Chief, ham, automation, directional, mechanically inclined. Reliable anywhere. Pete, 14120 #6 Morse Street, Cedar Lake, IN 46303.

I want back my isolation! Experienced 1st phone engineer to watch and maintain your equipment if it is remote. References. K.C., 2900 Hamilton Rd., Columbus, GA 31902.

Experienced, dedicated Chief Engineer, presently employed in top New York market, desires permanent, respectable position. Dependable management a must. Call 716-889-9399. Good investment.

Situations Wanted News

See how they run. Vivid PBP man seeks major sports. Will captain your team, or be your DH, with veteran two-way or board work. College graduate, six years in the field. Box C-241, BROADCASTING.

Colorado news or announcer position sought by medium market ND. 14 years broadcast experience, including major market. Awards. Box C-252, BROADCASTING.

Up Your News Image. Highly experienced, hard working, take charge News Director. 1st phone, Mc-Lendon trained. Telephone talkshow, sports, programming, television in major-medium market considered. Box C-275, BROADCASTING.

Skilled Broadcast Newswoman, gather, write and report. Major market experience. Box C-282, BROADCASTING.

Former Peace Corps radio broadcaster, Far East, seeks reader-writer slot, Northeast. Wrote news, major market; will air same, medium-small market. Box C-288, BROADCASTING.

Newsman, seeking position in East. Strong local, experienced, tape, resume, references, 3rd endorsed. Box C-289, BROADCASTING.

Add experienced energetic youth to your operation. Married, 24, BJ degree with full broadcast background geared to strong news and sports. Box C-309, BROADCASTING.

I'll have your audience sitting up and listening! Experienced news/sports reporter available. Write or call now. Rod Morrison, 23 Harriet Avenue, Belmont, MA 617-484-2069.

Sports-news director for #1 small market station looking for move up. Strong on play-by-play. Contact Steve, 314-432-2742.

Newsman-Announcer, not afraid to be one-man news staff, or learn all facets of radio. Paul Hennessy, North Collins, NY.

Sports Director with music and news, looking for right move anywhere. PBP, commentary. Medium-large please. 717-733-0531.

Top 20 Market sportscaster, 3 years major college schedule, desires smaller market news/sports. John Minko, 146 Fourth, Bergenfield, NJ.

College grad looking for first break. 3rd endorsed. 4 years college radio; writing, reporting, casting. Tapes furnished. Willing and able to relocate. Interested? Contact: Gary Abel, 68-42 136 St., Flushing, NY 11367 or 212-LI 4-4960.

Situations Wanted Programing, Production, Others

Your sponsors deserve the best. I am the best. Copywriter extraordinaire. Box C-214, BROADCASTING.

Major market production director with progressive FM seeks similar position with large market progressive, rocker or contemporary personality format, possibly as music director or assistant PD combination. Broad background. My work entertains while it informs and sells. Box C-242, BROADCASTING.

TELEVISION

Help Wanted Management

Controller, Anchorage, Alaska AM-FM-TV. Require strong manager with good accounting skills, also supervise general office and traffic. Salary, benefits open. Reply Box B-178, BROADCASTING.

Group owned, CBS-TV affiliate, major midwest market needs bright, energetic, creative promotion manager. Emphasis on audience promotion. Contact Box C-174, BROADCASTING.

Business Manager-Controller. Operator of Radio-TV CATV in Pacific NW. An Equal Opportunity Employer. Send resume to Box C-235, BROADCASTING.

Help Wanted Announcers

Sports announcer for medium market station in midwest. Knowledge of sports and enthusiasm most important. Please send resume, and indication of salary requirements to Box C-170, BROADCASTING.

Top 25 Market indie in Midwest needs experienced staff announcer. On-camera and booth duties. Send resume, photo to Box C-298, BROADCASTING.

Help Wanted Technical

July 1, 1975 opening. TV Engineer. Salary \$15,000+. Eastern university desires person to assume operation, maintenance, and supervision responsibilities for TV facilities which include studio and CCTV operation. First-class license and experience in commercial and university TV work desirable. Send all applications by May 15 to William J. Judd, Director, Educational Communications, SUNY, Binghamton, NY 13901.

Assistant Chief Engineer for Albany, New York VHF. Must have experience in both studio and transmitter operations. An equal opportunity employer. Write: T. Arthur Bone, Poole Broadcasting Company, 25 Catamore Blvd., East Providence, RI 02914.

Consulting Engineer. Midwest firm seeks graduate engineer BSEE with broadcast experience, familiarity with FCC APPS (FM/TV). Salary commensurate with experience and education. Send resume with complete history and/or contact at Sands Hotel during NAB. John FX Brown & Associates, Inc., 25 West Long Lake Rd., Bloomfield Hills, MI 48013.

Help Wanted News

Medium size midwest market looking for take-charge, knowledgeable News Director. On-air not a prerequisite, a complete dedication to news is! Box C-161, BROADCASTING.

Weather person. Got a great weather act ready for a top 25 market? Meteorologist or otherwise. M/F EEO. Write General Manager, Box C-206, BROADCASTING.

Chief cameraperson/editor top 50 to improve air quality and establish needed procedures. Equal opportunity employer. Box C-272, BROADCASTING.

Looking for a number two person to assist in directing top news dept. in South Texas. Also will anchor the 10:00 p.m. news. Station is a CBS affiliate in medium market with industry-wide reputation as professional broadcasters. Salary open. Please send resume to: Box C-299, BROADCASTING.

Aggressive news reporter with television production know-how for South Florida TV station. Journalism or comparable degree. Minimum two years TV experience. Send detailed resume and picture first letter. Equal opportunity employer. Box C-316, BROADCASTING.

Palm Beach. We're looking for the right person to anchor and produce our 11:00 p.m. newscast. Must be above average in all phases of newsroom operations with a desire to meet the competition head on. Our person must be experienced and professional with the ability to survive the sunny South Florida climate. Rush tape and resume to: Personnel Department, WPEC Television, Fairfield Drive, West Palm Beach, FL 33407. (No phone calls please.)

Help Wanted Programing, Production, Others

Producer/Director, Southeastern PTV station seeks creative director who shoots and edits film, to initiate, produce, and direct studio and remote programs for community and schools. Minimum three years directing experience, BA, and sampler required. Send resume, date available, and salary requirement. Box C-179, BROADCASTING.

Director/Producer, Midwest market, minimum 3 years commercial or news experience as producer/director. Heavy emphasis in news production. Take-charge personality a must. An Equal Opportunity Employer. Contact Box C-217, BROADCASTING.

Creative copy writer. Must know all phases of television production. Handle commercials from conception to final product. An Equal Opportunity Employer. Contact Box C-218, BROADCASTING.

You're a strong documentarian and a good PR person. You've had at least two years' experience as a documentary researcher, writer and producer. And, you're also strong on community relations, but you've been sitting in the shadow of others and haven't had a chance to prove your leadership and skill. Our top 50 "V" is prepared to give you that chance. Send resume, references and salary requirements. We'll ask for tape later. An Equal Opportunity Employer. Contact Box C-219, BROADCASTING.

TV/Film Producer/Director/Writer for audio-visual department of New York based Fortune 500 Company. Minimum 2 years experience. Salary, low teens. Send resume with salary history to Box C-269, BROADCASTING.

Executive Producer/Producer for all non-news-type programing on PTV station. Send resume and letter detailing your approach to such programing to Box C-310, BROADCASTING.

Situations Wanted Management

Programing Manager. On-air talent in medium market ready for move to major market as Promotion Manager or Assistant. Box C-266, BROADCASTING.

Business Manager, degreed accountant. 5 years experience in general accounting and supervision. Experience with major market independent (UHF) and small market affiliates (VHF). EDP background. Seeking opportunity with station, group, film supplier or agency. Reply Box C-296, BROADCASTING.

Situations Wanted Announcers

Female First-Phone Announcer, radio or TV. News broadcast experience. Strong sports network station Florida or East Coast. Call 305-391-0323, 212-673-0567. Box C-270, BROADCASTING.

Situations Wanted Technical

Employed Chief twenty one years, desires change for better. Box C-151, BROADCASTING.

First Phone, 28 years, strong on maintenance. Box C-267, BROADCASTING.

Technical Supervisor ready to grow as Chief of medium market station. Presently in responsible position. Fifteen years TV experience. Will consider Asst. Chief or supervisory position with potential. Box C-315, BROADCASTING.

TV or Radio Chief, experienced all phases. Consider supervisory position. C. L. Sweet, Box 87, Ensign, KS 67841. 316-865-4868.

D.E. 2 Station Group, 25 yrs. exp., stations and network. Sahara Hotel-NAB. Ray Swenson, 3020 San Ramon Dr., Meridian, ID 83642. 208-376-1702.

Situations Wanted News

Very talented sports director in Top 50 market now available. Box C-232, BROADCASTING.

Mini-cam experience and much more: 20 years in broadcast journalism. Management differences forcing move. Now news director, 20 man staff, Top 50 market. Have been anchor, reporter, public affairs producer-host. Seek news director, assistant, producer, assignment editor, mini-cam operations manager, etc. Southeastern area preferred. Box C-250, BROADCASTING.

Top 50 Anchorman, ready to move up. 30, family, degree, award winner. Box C-284, BROADCASTING.

Experienced female reporter; heavy feature, consumer experience, seeking hard news/anchor. Licensed pilot. Box C-307, BROADCASTING.

Anchor/Producer/Writer looking for growth with medium market aggressive department. Employed, degree. Box C-308, BROADCASTING.

Situations Wanted News Continued

Do you need a young, articulate, well educated, versatile news reporter with solid radio and TV experience on your news staff. Inquire for resume. Box C-311, BROADCASTING.

Young (22) ex-newspaper reporter seeks position with TV news staff as newswriter or broadcaster. Have job? Will travel. Andrew Armstrong, 34 Susquehanna Avenue, Cooperstown, NY 13326.

Producer-Film Editor, 20 years network experience, news, documentaries, sports. Seeks position with good growth potential. Stan Simon, 36 Koster Blvd., Edison, NJ 08817.

Situations Wanted Programing, Production, Others

Rugged individualist seeks opportunity to develop videocassette/disc programing for educational, corporate, or governmental groups in U.S. or overseas. Youthful, 24, M.A. Northwestern, single, 9 years of practical experience in top 40 midwest market. Specialization, videocassette/CCTV/TV/broadcast. Desire a rewarding application for my skills. Box B-143, BROADCASTING.

Promotion Director and First Phone Switcher/director. Dependable experienced professional. Let's promote your station! Box C-8, BROADCASTING.

Promotion assistant. Seek assistant position in Promotion Dept. of station or similar in business. Have ad agency experience in media and production plus several years experience in TV Sales Dept. Wash., D.C. area or 150 miles radius of. Box C-257, BROADCASTING.

Freelance Producer-Writer available for long or short term television assignments. Credits include talk/variety, specials and news. Network and local station credits. Call 212-794-8816. Box C-263, BROADCASTING.

Graphic Artist experienced in TV illustration, layout and set design. Hard worker, college degree, Black. Will relocate. Box C-271, BROADCASTING.

Young Cameraman from Europe, with background in the U.S.A., looking for a job. 5 yrs. experience in all phases TV and films. Box C-292, BROADCASTING.

TV Production Trainee. Remember the person who gave you your first break? I need that foot-in-the-door break. BA Communications. Will work my tail off. 201-944-6361.

Experienced Director/Production Manager available to relocate anywhere. Top references and solid background. 1-414-354-0789 or 1-414-251-5382, early mornings.

Production, copywriting—Experience more important than salary. Masters radio-TV, public TV-FM experience. Dave LaRonde, 111 Knowland, Liverpool, NY 13088.

CABLE

Help Wanted Management

Account Executive. Our CATV clients have continuing needs for outstanding sales executives in various sized markets. We want college graduates who have completed school within the last three years. Send confidential resume to Fred Harms, Ron Curtis and Company, 5725 East River Road, O'Hare Plaza, Chicago, IL 60631.

BUY—SELL—TRADE

16 and 35mm Motion Picture equipment. 16mm OPT/MAG sound Projector \$495.00. Moviolas, Splicers, rewinds, reels, lamps, spare parts, also a good selection of Cameras, Auricon, C.P. 16, Mitchell, B&H etc. New and Used. Free Catalog. I.C.E.C.O. 404-262-3020. 2991 N. Fulton Dr., NE, Atlanta, GA 30305.

WANTED TO BUY EQUIPMENT

Wanted: Manufacturer or supplier of portable, battery operated VHF audio monitor system for channel's 2 thru 13. Similar to portable radio. Lost brochure sent station. Write C-216, BROADCASTING.

ASAP need two 250 watt AM transmitters, working condition. Write model, age, condition, price. NBE, Inc., Westport, NY 12993.

FOR SALE EQUIPMENT

Best offer. New Cyc strip lights. Six Kliegl Bros. #3495 10 light strips complete with 2-50 amp pig-tails, hanging brackets with C-clamps. Two strips still in unopened original boxes. Contact: Harvey Zvensky, KMIR-TV, P.O. Box 1506, Palm Springs, CA 92292. 714-325-7121.

FM transmitter: 10KW Collins 830F-1A with stereo and SCA. Increasing power. Contact: Tom Jones, KNXR, Rochester, MN. 507-288-7700.

TV transmitters, VHF Ch. 4, both including VSBF filter and diplexer; (1) RCA 25 kw TT25AL with air cooled TT-5A driver, excellent characteristics; (2) RCA TT-2AL, 2 kw. Test loads and spare parts available. Call WCCO-TV Transmitter Supervisor; 612-484-5539, or write WCCO-TV, Engineering, 50 South 9th Street, Minneapolis, MN 55402.

Jamieson 'Compac' 16mm film processor with accessories for complete system. Contact Chief Engineer, WICZ-TV, 70 Henry St., Binghamton, NY 13902. 607-723-8251.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

PC-70 Color Camera, excellent for studio or remotes. New tubes. \$30,000. Chief Engineer, B13-334-1131.

Two Complete Stereo Automation Systems. For details contact Richard A. Schuh, 216-861-0100.

Must sell 2 IVC 90 Color Cameras with Cohu Encoders, Head and Pedestals. 2 Sony 1" EV320 Video Tape Color Recorders with Color Pack. Telephone 213-275-7665.

VTRS—One RCA High-Band TR5 with new H.B. Air Head. Portable unit on wheels, like new. One RCA TR22C Low-Band, Dual Standard. 3 Heads on wheels. Very good. Jack Taylor, Box 117, Boyertown, PA 19512. 215-367-6057.

Ampex VR1000B Video Tape Recorder. Also new Mark V heads available. Contact J. Devine, 315-853-6825 afternoons.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Thunderbunzz, comedy for personalities, sample one dollar, one month five dollars. Thunderbunzz, Box 222, Belgrade, MT 59714.

MISCELLANEOUS

Tremendous savings on 3M-400 tape, evaluated, free of damage or excessive dropouts, guaranteed. Write for free sample and details. Box C-118, BROADCASTING.

Prizes Prizes! Prizes! National brands for promotions, contests, programing. 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.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy and more. Write: Command, Box 26348, San Francisco, CA 94126.

Biographies and Record Information on hundreds of recording stars. Daily almanac plus other programing aids. Free issue: Rock bio's unlimited. Box 978, Beloit, WI 53511.

Sell time on your station to religious accounts. Over 300 religious broadcasters are listed in our directory. Complete directory, \$19.95. Religion Broadcast Clearing House, 1115 North Curtis, Room 201, Boise, ID 83705.

As little as 84¢ per 24 page issue. Accurate MOR and rock artist information. Free sample. The Sullivan Letter, 888 Seventh Avenue, New York City 10019.

Bumper Stickers, "Country Music is for the Birds." What are Your Station's needs? EZ Enterprises, 11804 Pittson Road, Wheaton, MD 20906.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.i.—1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd Floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent Memorize, study—Command's "Testi-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

1st Class FCC, 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l Inst. Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: April 28, June 9, July 14, REI, 61 N. Pineapple, Sarasota, FL 33577, Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

For 38 Years, Industry Leader, Don Martin School of Communications trains for 1st phone license, in just five weeks! Call collect for details, 213-462-3281, or write, Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

FCC license the right way, through understanding. Home study. Free catalog. Glenn Tech., 5540 Hollywood Blvd., Hollywood, CA 90028.

San Francisco. FCC license, 6 weeks, 4/28/75. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell Street 94102. 415-392-0194.

Philadelphia area—Your FCC first phone in five weeks. Veterans benefits. American Academy of Broadcasting, 726 Chestnut Street, Philadelphia, PA 19106. 215-WA2-0605.

RADIO

Help Wanted Sales

VICE-PRESIDENT-SALES—TEXAS

AA1 Rated, 27 years in business, largest Radio Sales Promotional Firm in U.S. & Canada seeking individual with radio sales background, promotional & supervising experience. Acquaintance with Radio Station operators important. Your territory will be exclusive. Weekly draw against commissions. An experienced Company Executive will train you in your territory in our company policies & successful sales methods. Send resume with references & recent photo to Marvin Nudelman, Executive V. P., Universal Publicizers, Inc., 16th Floor, 919 N. Michigan Ave., Chicago, 60611.

Help Wanted News

A STEP TOWARD RETIREMENT. Major Market Commentator Journalist now in unfavorable environment to express opinion with news oriented ownership. No. 1 station Country's most beautiful western city. Major market salary + talent + profit sharing + seventy degrees. Confidential resume to: Box C-317, BROADCASTING.

KFRC

KFRC-RKO General, San Francisco. Now searching nationwide for a professional News Anchorperson-Reporter who knows how to creatively communicate news to an 18-49 demographic. KFRC is an Equal Opportunity Employer (M/F). Tapes and resumes immediately to Dave Cooke, News Director, 415 Bush St., San Francisco 94108.

Help Wanted News Continued

MORNING NEWS

Must be strong on air, must be capable of writing under pressure, must have reporting experience. Play-by-play of Big Ten Football also possible. Stable environment and good salary. If you qualify, send tape and resume to Jerry Reid, KSTT, P.O. Box 3788, Davenport, IA 52808.

Situations Wanted Management

Dynamic, innovative New York broadcaster, 25, seeks management position with established/growing radio organization in programming, production, or operations. Extensive broadcast background in both television and radio, including network writing & audio, audio and video production, announcing (radio & tv), copy, promotion, directing, producing, programming, and TV-Radio engineering. FCC First Class ticket, with broad technical foundation. Education includes B.A. and M.S. Currently employed in management position in Radio-TV combination. Accustomed to long hours and 100%+ effort consistently. Seeking Northeast MOR or contemporary outlet. \$11,000/year starting. Creative, stable, and wanting to grow with your staff. Box C-301, BROADCASTING.

Why Would an Experienced Large and Medium market G.M. Put an Ad in This Magazine?

- He's out of a job.
- He's a habitual job jumper.
- He's a "no-talent."
- None of the above.

If you're an owner looking for someone with an unblemished record at making a marginal facility healthy, answer this ad.

Find out why the reason is "D."

Box C-302, BROADCASTING

HAVE A MINUTE?

If you have a minute to hear about one of the most exciting 'turnarounds' in radio, let's talk at the NAB. If you want to win, we're meant for each other.

John E. Patton
816-931-7271
4333 Oak, Kansas City, Mo. 64111

Situations Wanted Announcers

Major Market Air Personality

Top 40/Contemporary MOR currently employed top 3 market. Creative, humorous, strong numbers, strong track record.

Box C-283, BROADCASTING

If your small-medium market top 40 station could use a 3d phone jock with dry humor, quick wit, good voice and winning personality, who can win and hold a more than fair share of a market, and has an intuitive feel for what sounds good on the air, call (212-757-5902) or write for my audition tape. Frank Smith, 44 W62d #7E, NYC, NY 10023.

RADIO PERSONALITY

Major Market P.M. Drive Man wants a Creative Slot with a Contemp/MOR Stable Pro Organization. I Can Produce. EDD 816-756-2463

Situations Wanted Announcers Continued

Do You Really Care?

Maybe you do. Strange circumstances lead to this ad. Like needing work. I'm mature, clever and funny and belong on the air, somewhere. You gotta' believe me, my tapes, my references, 5 y.s. exp., some P.D. Now tell me, do you really care. Well then, call 302-856-3207 and oh yes, Thank you.

LOOKING FOR CHALLENGE

Solid #1 12-34 in my time slot, top 5 mkt. Seeking personality position in major mkt., drive time preferred. For info. & tape, leave message at 314-991-1080.

Situations Wanted News

Radio Sports Director

New York City area station. 3½ years solid experience. Wants new challenge. Writing, announcing, producing, interviews, Major League and college le-el. Studio and field work. Good communicator. Dedication and enthusiasm. Top 20 market radio. 28 years old. Resume, Tapes.
Box C-281, BROADCASTING

Situations Wanted Programing Production and Others

18-34 SPECIALIST

If you want number one hits of 1955 til now and just enough news to inform—Not bore, I'm your man. Promotions, contests, ideas and morning man with first phone. My 3000 oldies come along too. Box C-291, BROADCASTING.

TRAFFIC DIRECTOR—will work only in New York City. Objective: to operate your Traffic Department more efficiently with fewer people. Am fast, well-organized, responsive to sales persons and clients. Reply to Box C-300, BROADCASTING.

Television Help Wanted Technical

Circuit Development Engineers

Applicants should be familiar with latest solid state devices and techniques. BSEE and at least 5 years of recent design experience required.

Television Systems Engineers

Applicants should be thoroughly familiar with television systems. Minimum of 5 years of experience required.

Send resume and salary requirements to The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, Calif. 95945.

Situations Wanted News

Young, Major market experience—former radio/TV play-by-play Oakland A's, California Seals, TV Sports Director—seeks to relocate in Major East Coast market. Major league references on request. Will consider every offer, radio and TV. Call Jon Miller (415) 537-2799.

First Cabin News & Sportscaster

Hardworking, investigative newsman, dedicated and cooperative. Powerful bass voice with good delivery, exciting PBP, references. Jeff Strong, 337 Buto Street, #4, Norfolk, VA 23510. Phone 804-627-2030 or 486-7357.

Employment Service

JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!! Subscribe to:



Box 61, Lincolndale, N.Y. 10540
Number "One" in Weekly, Nationwide
Employment Listings for Radio, TV, DJ's,
PD's, Announcers, News,
Sales and Engineers

- \$12.00 3 months (12 issues)
 - \$25.00 12 months (50 issues)
- (Check Appropriate Box)

NAME

ADDRESS

Remit Cash With Order, Please!

WILLIAM J. ELLIOTT, JR. & COMPANY, INC.

Job placement and personnel recruitment for executives and all radio and television positions. Contact Bill Elliott at the N.A.B. convention, Las Vegas Hilton, April 6-9th. Write or call today.

50 S.W. 3rd Avenue
Suite 110F
Boca Raton, Florida 33432
305—392-4210

For Sale Equipment

FOR SALE Used TV Equipment

Many pieces of used TV equipment too numerous to list. Includes such items as TK41 color cameras, various sizes and lengths camera cable, etc.

Write: **WESTERN COMPANY**
2668 Territorial Road
St. Paul, Minnesota 55114

OR CALL

612—644-4087

COLOR PROCESSOR

Houston Ektachrome 16mm, purchased 1970, Model E-16-8-25, ME-4 or VNF-1 process for new EK 7240. Running daily at KSBW-TV. Salinas, CA Dwight Wheeler 408-422-6422.

Business Opportunity

WILLIAM J. ELLIOTT, JR. & COMPANY, INC. Programing in the "Spirit of '76"

Contact Bill Elliott at the N.A.B. Convention. Las Vegas Hilton, April 6-9th or call 305-392-4210

Miscellaneous

Need expert sales representation for studio equipment? Are you unhappy with results of your present method of marketing in Texas, Oklahoma, Louisiana and Arkansas? Talk about your products and problems with manufacturer's representative in Dallas. 17 years experience in broadcast equipment marketing.

Benson Marketing Agency
1915 Sandy Lake Road
Carrollton, Texas 75006
(214) 242-1112

Comedy

"being funny
is a funny business"
...Yutz

So if you send \$5.00 for samples of The Yutzman Letter and don't like it, return it to us in 30 days and we'll refund your money.

The Yutzman Letter...contemporary original comedy written for radio personalities. Subscribers in major stations in top 10 markets.

Payable and mail to:

THE YUTZMAN LETTER
The Yutzman Bldg., 7603 Petty Jay Ct.,
Louisville, Kentucky 40220

For Sale Stations

TOP MARKET OFFERING

AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2½ million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

Wanted to Buy Stations

We have \$250,000 in immediate assets and another \$750,000 for borrowing available to radio stations needing cash for expansion. We are looking towards taking in return minority ownership with option to buy for those stations which have real profit potential. Although we are still new to broadcasting, we have solid connections in the financial world, and can advise you on business turn-arounds. Serious offers only, please! Box C-268, BROADCASTING.

Experienced and financially strong group looking to buy Class "C" FM properties in top 100 markets, write:

Box C-290, BROADCASTING

Unique investment group interested in acquiring small-market VHF network-affiliated TV stations. Brokers welcomed.

Reply to Box C-280,
Broadcasting

For Sale Stations Continued

Florida Station
5 kw daytime; growth market
Billed \$180,000 in 74
Cash or Terms; Reply

Box C-169, BROADCASTING

VHF-TV STATION

Leading station in growing major market. Network affiliated.

Principals only write:

P.O. Box 22065

Northeast Station

Washington, D.C. 20002

**For Sale Stations Continued
Continued**

MIDWEST

49% ownership available in top rated AM/FM combination in million plus market. 1974 gross approximately \$900,000. \$625,000 cash with option to purchase remaining 51% over ten years. Reply to Box C-222, BROADCASTING.

**Fulltime AM — \$350,000
Class "C" FM — \$250,000**

Reno area. Qualified cash buyers only. Write:
Box C-238, BROADCASTING

South Carolina

Daytime AM—6 AM Sign On. Located in fastest growing area of S.C. \$250,000 includes real estate. 20% Down—Balance 10 years. Reply to Box C-273, BROADCASTING.

Northeast Arizona: full time AM, Class IV, own building & equipment on two acres of choice patented land. Good potential \$160,000.

Reply Box C-277, BROADCASTING

5000 AM DA 1700 watts FM night. Good Business. Low operating cost.

Box C-279, BROADCASTING

La Rue Media Brokers
Hospitality Suite at the NAB
The Desert Inn
April 6-9

La Rue Media Brokers, Inc.
RADIO TV CATV
116 CENTRAL PARK SOUTH
NEW YORK, N.Y. 10019
212-265-3430

If we can assist you at the N.A.B. Convention please contact Bill Elliott, Las Vegas Hilton, April 6-9th.

**WILLIAM J. ELLIOTT, JR.
& COMPANY, INC.**
Brokers & Consultants
Serving all 50 states
50 S.W. 3rd Avenue
Suite 110F
Boca Raton, Florida 33432
305-392-4210

NE	Metro	Fulltime	555M	Terms
S	Metro	AM/FM	1.64MM	29%
Upper				
S	Med	FM	115M	60M
S	Sub	Profitable	600M	Cash

CHAPMAN ASSOCIATES
business brokerage service

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

For Sale Stations Continued

**BILL EXLINE & DICK SHAHEEN
NAB CONVENTION HEADQUARTERS
MGM GRAND HOTEL
SUITE 1508-1510-1510A**

William A. Exline, Inc.
31 CARROLL COURT
SAN RAFAEL, CALIFORNIA 94903
(415) 479-0717
MEDIA BROKERS - CONSULTANTS

AT YOUR SERVICE WITH
20 YEARS EXPERIENCE.
**RICHARD A.
SHAHEEN, INC.**
Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312/467-0040



RALPH E. MEADOR

Media Broker
P.O. Box 36
Lexington, Missouri 64067
816-259-2544
NAB Convention Sands Hotel

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

Larson/Walker & Company

Brokers, Consultants, and Appraisers
Los Angeles, Calif. Washington, D.C.

SUITE 831-833-833A
MGM GRAND HOTEL

April 4-9

Ben Larson Bill Walker

Since January 1, 1974, BROADCASTING no longer forwards audiotapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or VTR's to be sent to a Box number.

**BROADCASTING'S CLASSIFIED
RATES**

Payable in advance. check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio or Cable, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

Copy Deadline is MONDAY for the following Monday's issue. No telephone copy accepted. Copy must be submitted in writing.

Replies to ads with a box number should be addressed to Box _____, c/o BROADCASTING, 1735 DeSales St. NW, Washington, O'C' 20036

Rates: classified listings ads:
---Help Wanted, 50cents per word--
\$10.00 weekly minimum.
---Situations Wanted, 40cents per word--\$5.00 weekly minimum.
---All other classifications, 60cents per word--\$10.00 minimum.
---Add \$2.00 for Box Number each issue.

Rates: classified display ads:
---Situations Wanted--\$25.00perinch
---All other \$45.00 per inch.
---More than 4" billed at run-of-book rate.

---Stations for Sales, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on Display space.

Profile

Putting television to flight: John Silva, NAB's engineer for 1974

John Silva remembers when he first began working in television and it would take him and his crew nearly three days to set up a remote broadcast. It was a monumental task then. The equipment was bulky and sensitive; all the cabling had to be done at the location.

Today, of course, setting up a remote takes perhaps three hours. Old clumsy equipment has been replaced by lightweight, solid-state hardware. Or it can be done even faster, and this is the reason Mr. Silva will be honored next week at the engineering conference of the National Association of Broadcasters convention with the annual engineering award. For it was Mr. Silva who developed and designed television's first—and possibly only—Telecopter, in effect a remote studio mounted in and on a helicopter.

Mr. Silva dreamed up and built his contraption not in the recent years of portable electronic cameras, but back in the late 1950's.

"The idea of using a helicopter came to me one day in 1956 when driving on the freeway from home to the station," Mr. Silva recalls. I was trying to think of some way of overcoming the ground problem. Many times our mobile units were arriving at a news event when the ambulances were driving away, or the fire trucks were pulling out. It was frustrating. Suddenly, it dawned on me that the best way to circumvent the traffic situation entirely was to build a mobile unit in a helicopter."

After getting approval from his management, he set to work. The principal problems that had to be overcome, he says, were weight, temperature, vibration and noise. "Remember," he says, "in those days all equipment used tubes, and tubes were terribly affected by all those factors."

What Mr. Silva did in the case of the camera, for example, was to reduce weight by simplifying the GE Vidicon cameras he was using. First, he removed all circuitry not absolutely essential to make the camera work, and then he modified other elements. He went to 400-cycle power, for instance, instead of regular 60-cycle. This permitted him to reduce radically the size of transformers. For other equipment, he modified power inputs to permit use of direct current rather than alternating current, again permitting reductions in weights and sizes.

Mr. Silva gives GE credit for developing at that particular time the center-fed helical antenna that was of significant help in achieving the right kind of transmission.



John Daniel Silva—director, research and development, Golden West Broadcasters Inc. b. Feb. 20, 1920, San Diego; BS, electrical engineering, Stanford University, 1942; U.S. Navy, discharged as lieutenant senior grade, 1942-46; engineer, experimental TV station W6XYZ Los Angeles (which became KTLA in 1947); remote supervisor, KTLA, 1948; chief engineer, 1955; present post, September, 1974; m. Brooksie Butler, April 17, 1946; three daughters—Patricia, 26, Karen, 24, and Kathleen, 22.

Later, a three-plane, stabilized parabolic reflector antenna was used that had the ability to track itself to the Mount Wilson receiving point. When finally developed fully the camera was housed in a plastic bubble on one side of a Bell G-2 helicopter, controlled from a minicontrol room inside. The antenna was housed on a pod that hung outside the chopper on the other side.

The Telecopter's maiden flight was on July 14, 1958. "It met with total failure," Mr. Silva says dryly. Next day, during the second trial run, Mr. Silva found he had to climb out onto the skids to adjust the equipment while the craft was 2,000 feet up. "That was kind of exciting," Mr. Silva says almost fondly. But before the fortnight was out, regular two-hour daily Telecopter service over channel 5 began.

The Telecopter was in almost constant use from then on, covering major events such as the 1961 Malibu Hills fire, the 1963 Baldwin Hills dam break, the 1965 Watts riots and the 1971 earthquake.

That's what he is being honored for by his fellow engineers; although it must be noted quickly that this is not the first honor to Mr. Silva for the Telecopter. He received an Emmy last year from the National Academy of Television Arts and Sciences; and in 1971, an Emmy from the TV academy's Hollywood chapter.

Mr. Silva's baby, however, is no longer KTLA's. The Telecopter was sold last year to NBC-owned KNBC Los Angeles. Apparently, KTLA could no longer justify the expense in the face of heavy news competition from the three network-owned TV stations in Los Angeles.

At present, the grey-haired, stocky, amiable Mr. Silva is directing the research-and-development work of Golden West Broadcasters, laboring principally on airborne TV for the Garrett Corp., a subsidiary of Signal Cos., 49.9% owner of Golden West Broadcasters.

John Silva was born and raised in San Diego, where his fisherman father owned several tuna boats. He himself went to sea with the Navy in 1942, after the outbreak of Pearl Harbor and after he got his electrical engineering degree from Stanford University (he spent the first two years of college at Massachusetts Institute of Technology). He served in the Pacific during World War II as a radar officer and received a Purple Heart for wounds received when a Japanese Baku Bomb pilot crashed into his ship.

It was later, during a tour of duty as radar and CIC officer in the office of the chief of naval operations in Washington, that he met his wife-to-be.

Mr. Silva entered commercial TV broadcasting in 1946. He had virtually agreed to join NBC in New York, where he had been offered the job by O.B. Hanson, then NBC's chief engineer. But after honeymooning back home in southern California, he and his wife decided that was where they belonged. So he allied himself as an engineer with the experimental Paramount Pictures-owned W6XYZ, which became KTLA in 1946.

In the early days of KTLA, after Mr. Silva was named chief for remote broadcasts, he was the technical man on hand for such stories as the Kathy Fiscus tragedy in 1947 (a 5-year-old child was trapped and died in an abandoned well; the story was given national media attention), the 1952 A-bomb test in Nevada; troop embarkations during the Korean war, and 19 consecutive Tournaments of Roses, several of which he produced and directed himself for KTLA.

Now, at 55, Mr. Silva looks much the middle-aged man. But he was once quite an athlete: four years of high-school football (halfback) and track (half-mile and the 220); and college track (the 100 and 220). But now it's mostly golf for recreational diversion. Mr. Silva had at one time a respectable handicap of eight strokes; it has now crept up to 14.

But then, that's not the reason he's receiving the highest honor in his profession.

Editorials

Where to start de-regulation

The television board of the National Association of Broadcasters, in a special meeting during the association's annual convention in Las Vegas next week, is programmed to pass the "family viewing" amendment to the television code. Unless the board misreads the cue cards, subscribers to the code will be required to surrender yet another increment of independence to a steadily enlarging mechanism of centralized control.

The board would display a higher order of concern for the future of the television business if, instead of adopting the amendment, it ordered a review of the whole function and effect of the television code. An objective review could lead only to the conclusion that the code is carrying broadcasters in a direction exactly opposite to the one they say they want to take. As they have been warned before, they are heading toward a trap, not a sanctuary.

The NAB originally adopted the code and has continued to expand its restrictions in the illusion that self regulation is a certain preventive of government regulation. It has never seeped through to the broadcasters that the more they formalize and codify their own rules, the easier they make it for others to use the rules for purposes the broadcasters never intended. Yet the process of outside manipulation of the code has been going on for years.

It began most conspicuously when the radio code was amended to include precise standards for the commercial loads that subscribers could carry, and the FCC, without the formality of rulemaking, adopted those standards as its own in radio license renewals. A more sophisticated version—with the FCC as instigating agent—came last year when the NAB tightened its commercial limitations in children's television programming. The standards were first urged by FCC Chairman Richard E. Wiley in the hallowed name of self regulation and within no time were formally incorporated into the FCC's television license renewal form. Now, in the "family viewing" situation, the technique of government nudge and industry response is applied straight to television programming. It was Mr. Wiley, under pressure from the Congress, who wanted sex and violence excluded from "family viewing" time, though knowing the government could not do it without grossly violating the First Amendment. It is the NAB that will execute the order.

The anticipated action in Las Vegas next week will, of course, be only the beginning. Once the principle of exclusionary programming is established, the practice of judging what may or may not be seen in family time must then begin. Broadcasters will be subjected to endless buffeting from pressure groups of every kind, interpreting the code to mean what they want it to.

It makes little difference whether the FCC this time stops short of formally adopting the NAB code amendment on family viewing in its renewal process, as Mr. Wiley has said it would. There are other ways to get at licensees. Peggy Charren, the president of Action for Children's Television, has recently reminded everyone that the petition to deny license renewal can be used as a "sword of Damocles" by citizen groups if broadcasters fall short of their own or FCC standards. Television broadcasters must expect to be carefully monitored in family viewing time and to face complaints before the NAB's Code Authority and the FCC if someone out there thinks a neckline has dropped too low or has heard a shot fired in anger.

Las Vegas may not be the place or next week the time to rethink the whole concept of the code. But rethinking is necessary if broadcasters wish to retain any semblance of individuality. As the code now stands and as it is proposed to be amended, it

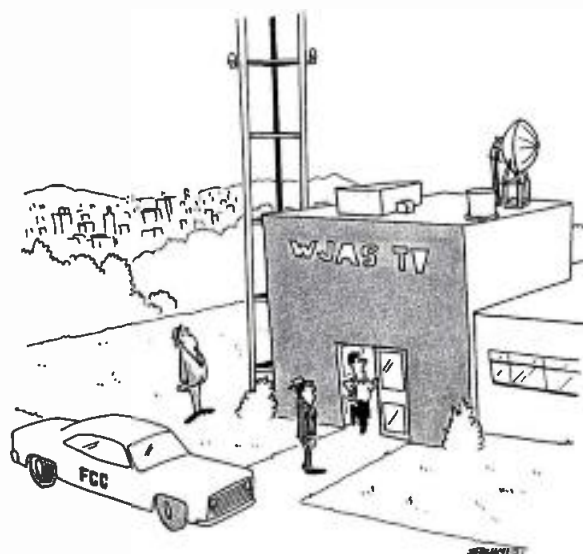
suppresses competition by penalizing any broadcaster that deviates from what the establishment has decreed to be the norm. Maybe that is what the broadcasters really want, but if so, they have foreclosed their rights to ask for First Amendment freedoms.

No less an authority than Chief Judge David Bazelon of the U.S. Court of Appeals in Washington has raised a constitutional question about the process of code manipulation by the government. In a blistering dissent in the Sonderling sex-talk case (BROADCASTING, March 24), Judge Bazelon pointed out that two years ago Dean Burch, then FCC chairman, severely criticized sex-talk shows in a speech to an NAB convention, that the NAB radio code board immediately voted to monitor such shows and that, in response to such pressures, the program form was swept from the air. It was, said Judge Bazelon, a precise and successful application of the "lifted eyebrow" technique that the FCC uses to control programming. What Judge Bazelon was saying was that broadcasters are acting as a party to the violation of the First Amendment when they cooperate in governmental repression.

They are also acting more like a cartel than like a group of independent businesses when they codify the time to be devoted to commercial messages at specific periods of the day and the nature of programs to be excluded from the first two hours of evening schedules. It is not a posture from which to argue convincingly for freedom from federal control.

The kind of code that broadcasters ought to have, if they insist on having any, could be taken from the American Society of Newspapers Editors, which has had a "Code of Ethics or Canons of Journalism" for 52 years. The code simply outlines basic standards of responsibility, independence, sincerity, truthfulness, impartiality, decency and fair play. It sets no standards for inches of space to be devoted to advertising or to the nature of editorial content to be placed on page one. It assumes newspaper people have the individual competence to make decisions of that kind. And the ASNE, it is pertinent to note, is now revising its code to make it simpler and shorter. The draft of the new version contains 340 words, including articles and subheads.

Not a bad model for broadcasters.



Drawn for BROADCASTING by Jack Schmidt

"Hey, All! Couple'a fellas want to know if we got some kind of license."

New Sony U-matic news team... from action to broadcast in 30 minutes.



Or even less time. With less equipment. And at less total cost than you're probably paying now for news-gathering and teleproduction.

The major networks, ABC, CBS, and NBC, and many stations nationally are using the new Sony U-matic VO-3800/2850 Videocassette System.

All your work is done on economical, reusable videocassettes. After location taping, either microwave the signals or send the cassette to the studio for quick and accurate editing. Or go right on the air with the use of a time base corrector.

You eliminate film cost and processing time, especially when important events break close to air-time deadlines.

You start with the Sony VO-3800 portable VideoRanger™ recorder and a color camera, such as the Sony hand-held DXC-1600. The VO-3800 can record three 20-minute cassettes on a single battery charge. It has NTSC color and EIA monochrome standard signals, remote control, two separate audio tracks, automatic power shut-off, and on-the-scene playback capability.

Accurate electronic editing is achieved with two Sony VO-2850 mastering recorder/editors and the Sony RM-400 Remote Automatic Editing Controller. The RM-400 provides search, pause, and automatic back-spacing. The VO-2850 has a signal-to-noise ratio in excess of 45 dB for video and audio, also separate editing capability for video and two audio tracks.

Of course, the VO-3800 portable VideoRanger™ or the VO-2850 editor can be used independently of each other. In addition to electronic news gathering, these versatile new videocassette units can add new capability and economy in production of documentaries, on-site retail spots, and general studio use.

For complete information and/or a demonstration write us today. Sony Corporation of America
Video Products Dept. BRM-035-210
9 West 57th Street
New York, New York 10019

Sony. The proven one!

**Sony U-matic Color
Videocassette System**

TV reception simulated.

See us at the April NAB Show in Las Vegas



"EMERGENCY!"*

IS NO. 1!

According to 1975 TVQ-
it's the No. 1 action/adventure network
series among All Viewers!

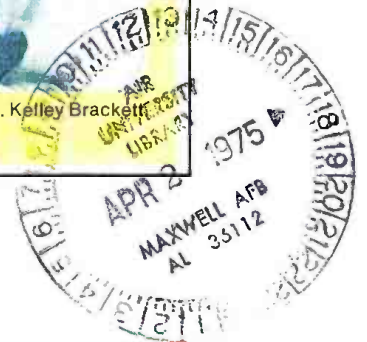
Approx. 100 color hours for Fall 1976 start.
A Jack Webb production. **MCA TV**

*or another appropriate title.



Randolph Mantooth as John Gage and Kevin Tighe as Roy DeSoto. Robert Fuller as Dr. Kelley Brackett. Julie London as head nurse Dixie McCall. Bobby Troup as Dr. Joe Early.

NAB Suite 2149, Las Vegas Hilton.



Broadcasting Mar 31

Bcstg. Advertising ..	82	Editorials	110	Monday Memo	14
Bcstg. Journalism ..	92	Equip. & Engineering ..	89	Music	90
Cablecasting	87	Fates & Fortunes	96	Playlist	91
Changing Hands	81	Finance	93	Profile	109
Closed Circuit	4	For the Record	98	Programing	85
Datebook	16	Media	77	Special Report	23