

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

# Broadcasting Mar 21

The newsweekly of broadcasting and allied arts

Our 46th Year 1977

**NEWSPAPER**

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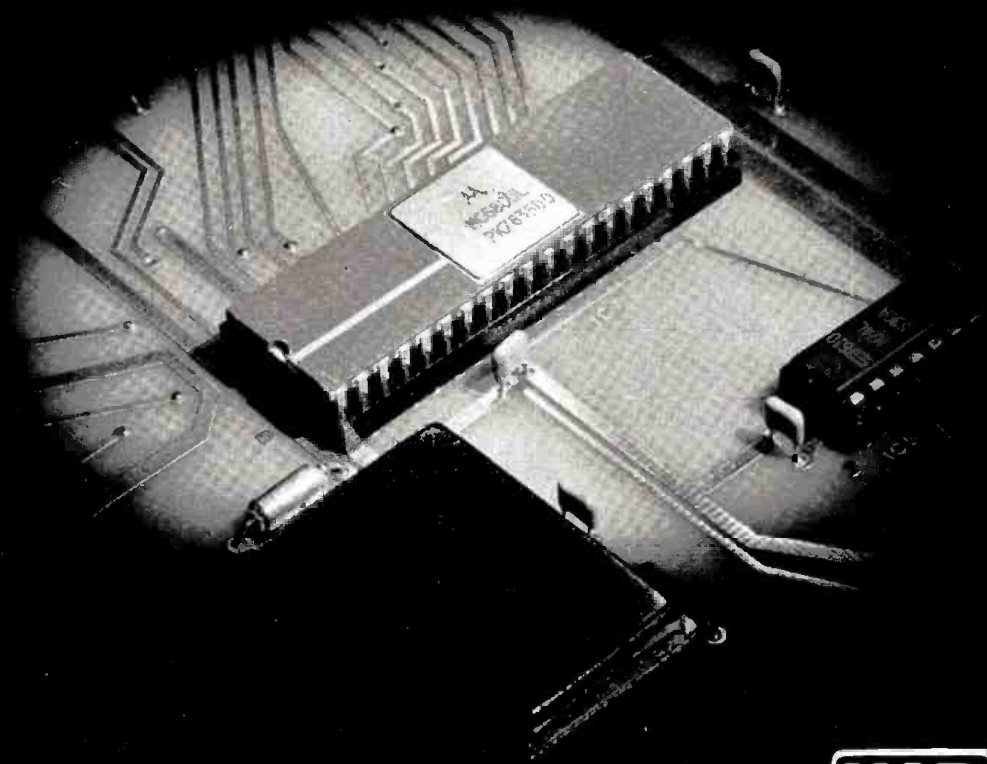
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# The Week in Brief

**FCC PUT DOWN AGAIN** □ Washington appeals court, in overturning WBAI ruling, says commission efforts against indecency on the air are contrary to Communications Act. **PAGE 27.**

**AFTERMATH FOR THE MEDIA** □ President Carter puts distance between himself and his UN ambassador's feelings on coverage of terrorist acts. CBS's *Who's Who* examines the professional problems involved in reporting stories such as the Hanafi sieges in Washington,



specifically WTOP-TV newsman Max Robinson's intimate role in that story. **PAGE 28.**

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

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

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

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

**CABLE CHATTER** □ Several groups interested in cable

regulation meet with the FCC to decide what to do about the issue, but nothing much seems to have been accomplished. **PAGE 44.**

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

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

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

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

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

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

**CAPSTONE FOR DAN SMITH** □ A fitting climax to the long career of the just-retired vice president of Capital Cities Communications will come March 29 when he receives the NAB's 1977 Engineering Achievement Award. **PAGE 121.**

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## A place of their own.

Nearly five years ago, concerned citizens and governmental agencies in the area called Siouxland (where Iowa, Nebraska and South Dakota meet) created a badly needed recreation facility for the aged, the Siouxland Senior Center. By early 1974, however, the Center had become bogged down by inactivity, lack of money and inadequate facilities. KMEG-TV's community service committee worked closely with the Center staff and officers to line up donations of labor and materials to remodel the Center. And then the station helped stage an entertainment benefit featuring actor Will Geer of "The Waltons."

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

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



### *The Fetzer Stations*

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

# Closed Circuit<sup>®</sup>

Insider report: behind the scene, before the fact

## Wiley way

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

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

## Piece by piece

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

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

## Tit for tat

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

## Hot line

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

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

## Allbritton courted

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

Mr. Allbritton's image hasn't been entirely benign, what with departure earlier this year of Richard S. Stakes, who was largely responsible for building

broadcast properties, and who quit as president of *Star* presumably because of disagreements with front office. There's reported talk of swap of Combined Communications Corp.'s KOCO-TV Oklahoma City plus "bundle" for WMAL-TV. In today's market, brokers regard WMAL-TV in \$50-million class. CCC bought KOCO-TV for \$6.5 million in 1970. Among others, LIN Broadcasting, group owner, has had conversations with Allbritton representatives.

## Deceleration

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

## Into space

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

## Not so special

Special-events coverage by Public Broadcasting Service is likely to take on new look with upcoming season. WETA-TV Washington, major producing station, has been forced to withdraw \$1-million plan from Station Program Cooperative (auction process whereby licensees pick national programs) after 68 (at most) of 155 licensees offered to share in cost. Licensees want more coverage outside Washington and more advance warning for rescheduling (live coverage of cabinet confirmation hearings was bumped by many PBS members that had instructional programming commitments).

PBS staff, WETA-TV, representative licensees and Corporation for Public Broadcasting will revamp plan, hope to re-enter it in next June's "minimarket." Public relations effort also will get under way to convince licensees that it's impossible to plan special-events coverage far enough in advance to avoid scheduling conflicts, and furthermore that it's worth aggravation to have programs.



# Business Briefly

**Hilton Hotels** □ Hotel chain is mapping one-to-two week spot-radio flight beginning in May. Robert Towers Advertising, New York, will place spots in about eight markets to reach adults, 25-64.

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

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

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

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

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

**Quaker** □ Captain Crunch cereal is preparing 12-week spot-TV campaign

starting later this month. AdCom, Chicago, will place TV spots during children's viewing. Demographic target is children, 6-11.

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

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

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

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

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

**Kroger** □ Supermarket chain has 12-week spot-TV promotion slated for late March. Campbell-Mithun, Chicago, will

place spots in daytime access, prime, early and late fringe viewing periods, targeted to women, 18-49.

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

**Michigan Bell** □ Telephone company is planning 16-week spot-radio drive featuring its long distance phone calls beginning in mid-April. Ross Roy, Detroit, will place spots in about 43 markets, looking for adults, 18 and over.

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

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

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

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

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

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

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

**Rust-Oleum** □ Rust preventive gets

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

ABC \$184,949,900 (33.8%) □ CBS \$178,908,600 (32.6%) □ NBC \$184,155,600 (33.6%)

Day parts	Total minutes week ended Feb. 27	Total dollars week ended Feb. 27	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	148	\$ 889,200	1,145	\$ 6,602,900	\$ 5,898,200	+11.9
Monday-Friday 10 a.m.-6 p.m.	985	15,093,200	7,913	116,313,600	100,288,700	16.0
Saturday-Sunday Sign-on-6 p.m.	332	7,764,100	2,897	74,243,000	60,302,000	+23.1
Monday-Saturday 6 p.m.-7:30 p.m.	100	3,786,500	831	31,397,200	25,219,000	+24.5
Sunday 6 p.m.-7:30 p.m.	17	844,400	196	10,636,400	9,549,400	11.4
Monday-Sunday 7:30 p.m.-11 p.m.	418	35,690,900	3,450	274,935,500	226,238,400	+21.5
Monday-Sunday 11 p.m.-Sign-off	202	3,921,000	1,638	33,885,500	29,615,900	+14.4
<b>Total</b>	<b>2,202</b>	<b>\$67,989,300</b>	<b>18,070</b>	<b>\$548,014,100</b>	<b>\$457,111,600</b>	<b>19.9</b>

Source: Broadcast Advertisers Reports





## WNEW-TV watches New Yorkers

We watch them all the time.

And one thing we've learned is that they like to be given a choice.

So, instead of putting on a half hour of news at 11 o'clock like all the network stations, we give them a full hour of news at 10 o'clock. An hour ahead of every other major late-news show. While the stories are still fresh.

Our speciality is local stories. No-body does them better than we do.

While many of the network-station reporters are relative newcomers, our reporters have an average of ten years of covering the New York area.

So, okay, we watch the people of New York. And New Jersey. And Connecticut.

But does that mean they watch us?

Fact: More homes watch WNEW-TV than two out of the three network stations.

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

**The Choice**  
**5**  
WNEW-TV  
Metromedia  
New York

WNEW-TV is represented by Metro TV Sales.

### Rep appointment

□ WYNY(FM) New York: Selcom, New York.

seven-week spot-radio push beginning in mid-April. D'Arcy-MacManus & Masius, Chicago, will place radio spot in 44 markets to reach men, 25-49.

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

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

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

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

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

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

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

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

**Mr. Steak** □ Restaurant chain is mapping five-week spot-TV buy beginning in late

March. Stimpson Associates, Seattle, will place spots in five markets during daytime, prime, access, news, weekend and early fringe periods, seeking women, 35 and over.

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

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

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

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

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

**Spin Trim** □ Garden tool gets six-to-seven-week spot-radio push starting in early May. Kelly Scott & Madison, Chicago, will place spots in about 49 markets to reach men, 25-49.

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

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

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

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

**Lehn & Fink** □ Lysol toilet bowl cleaner arranges 13-week spot-TV drive starting early next month. SSC&B, New York, will clear spots in 16 markets at daytime and fringe periods to reach women, 18-49.

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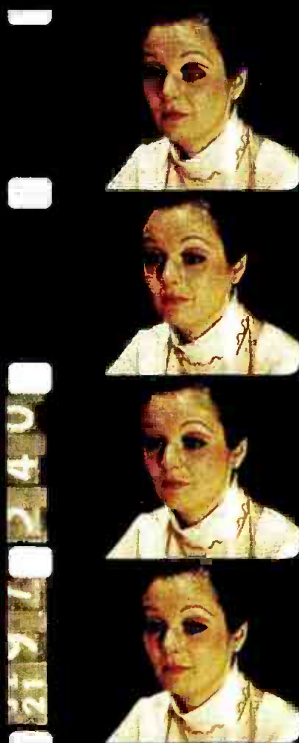
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# The reality of 5 footcandles.

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



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



ASA 500  
6 footcandles,  $f/1.4$   
Forced 2 stops



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

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

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

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

ASA 1000  
2 candles  
(not footcandles)  
 $f/1.4$   
Forced 3 stops



Film is good news.



# THE FIRST FAMILY OF RADIO GATHERS AT THE NAB

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

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

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

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

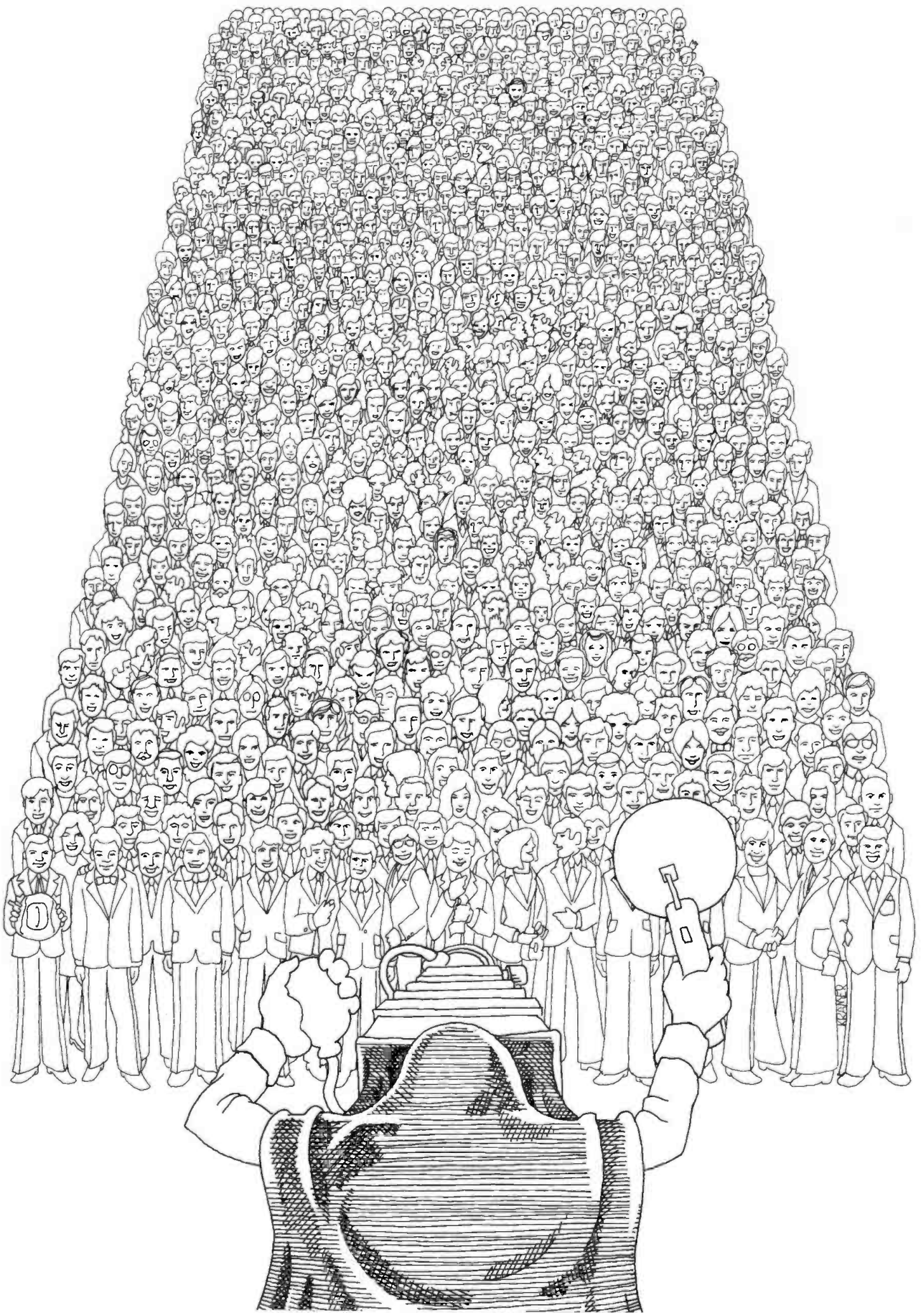
**The Four Demographic Radio Networks.**



Divisions of ABC Radio Network

**RADIO** abc











# ROOTS

A David L. Wolper Production  
Based on Alex Haley's No.1 Best Selling Book

---

ROOTS **200 years to unfold**

---

ROOTS **12 years of research to discover**

---

ROOTS **2 years to create**

---

ROOTS **8 nights to make television history**

---

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

**WARNER BROS. TELEVISION DISTRIBUTION**



# THE "TOP 20" TELEVISION AUDIENCES OF ALL TIME

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

Source:  
Nielsen Television Index (NTI), 2nd January 1977 and 1st February 1977 Reports.



A WARNER COMMUNICATIONS COMPANY

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Marvin Honig executive VP and Creative Director Doyle Dane Bernbach Inc., New York

## Is there a middle ground for 30- and 60-second television commercials?

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

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

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

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

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

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

So from 8 p.m. to 11 p.m. the American public watches our advertising in a comfortable, melodic rhythm. Thirty-second commercial after 30-second commercial. The viewer not only watches in this rhythm, he thinks in this rhythm and probably goes to the bathroom in this rhythm. Reason enough to question the 30-second rut all television advertising is in today.

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

I've heard it said that a 30-second commercial is 80% as effective as a 60. That seems to make it extremely efficient, but I don't understand 80%. If a Broadway show is 80% a hit, it's not a hit. If a movie is 80% enjoyable it probably won't make money. And if a salesman is only 80% convincing in trying to get you to buy something, you probably won't buy it.

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



Marvin Honig, 39, became creative director of Doyle Dane Bernbach in 1974, 10 years after joining the agency as a copywriter. It took him just two years to become creative director of one of DDB's major operations—DDB-Los Angeles. Mr. Honig went to the West Coast in that capacity in 1966. But he preferred New York and returned at the end of 1967. He soon became a senior vice president-creative management supervisor. Last September he was elevated to creative director. He is also an executive vice president and member of the board of directors. Among the accounts he has worked on are American Airlines, Procter & Gamble, Volkswagen and Sony. Perhaps his most famous single commercial was Alka-Seltzer's "Poached Oysters."

religious dedication to 30 seconds has to be just as wrong.

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

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

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

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

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

For instance, the main problem is that

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

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

And who commits first? The network or the advertiser?

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

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

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

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

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

The 45-second commercial. Why not?

If for no other reason, wouldn't it just be kind of nice never again to see a 60-second commercial that's too long, or a 30-second commercial that's too short?



THE SURE HIT  
FOR THIS FALL!

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
The New TRUTH or  
CONSEQUENCES

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

NEW MASTER OF CEREMONIES  
**BOB HILTON**

PRODUCED IN ASSOCIATION WITH  
**RALPH EDWARDS**  
The Creator of Broadcasting's  
Most Successful  
Game and Audience  
Participation Shows

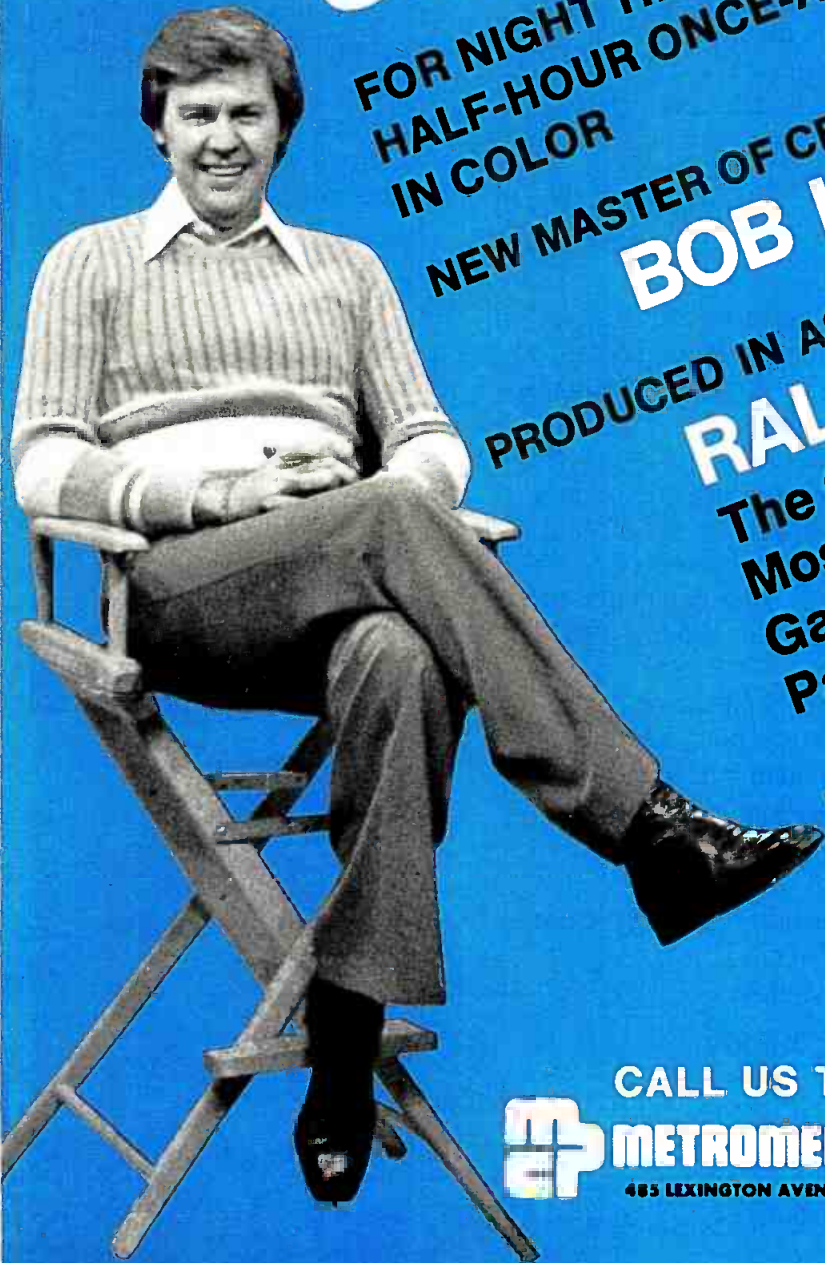
UPROARIOUS STUNTS  
ELABORATE HOAXES  
REMOTES  
FAMOUS GUEST STARS

CALL US TODAY!



**METROMEDIA PRODUCERS CORPORATION**

485 LEXINGTON AVENUE, NEW YORK, N.Y. 10017 • (212) 682-9100 • CABLE METPROEAST





# TK-760: the new color camera with

## Big value, small package.

The new TK-760 is a fine studio camera in a compact configuration. It produces the picture quality and colorimetry for interface with other cameras, resulting in outstanding production flexibility.

This 45-pound field camera is at home outside the studio, too. It is easily transported, flexible and self-contained—ready to produce remote pictures without sacrificing any of its automatic features or compromising its picture quality. AC power input through a power cord yields video output through a coaxial cable, without a CCU.

The TK-760 CCU features automatic cable equalization (ACE). It adjusts for cable lengths from 0 to 1000 feet. Cable testing and mechanical compensation are eliminated. Time and money are saved, and consistent picture quality is assured. With ACE, multi-CCU positioning in busy locations becomes a reality. Just plug in the TK-760 camera to the pre-located CCU, and you're on-air immediately.

Long-term camera stability assures fast setup time. The compact CCU size (8½" x 10½" x 3¾") lets you run more than one camera from the CCU module, with multiple CCUs mounted side-by-side.



## Impressive, proved features.

These quality camera features, and the TK-760 format, are based on the technology of the performance-proved RCA TK-76 electronic journalism camera:

- Prism optics
- Bias light; minimizes lag at low light levels
- Built-in sync generator; genlocks to black burst or composite signal
- Vertical and horizontal contour enhancement with comb filter and coring
- Chroma keyer option; installed as an integral part of the camera
- T-frame construction; maintains optical alignment
- Shock-mounted optical system; maintains registration, reduces microphonics
- Automatic iris control
- Automatic white balance control
- Automatic flare control (black level)
- Video level indicator in viewfinder; senses peak white
- +9 dB video gain switch for extremely low light levels
- Accommodates a variety of lenses
- Fast warmup—useable picture in 5 to 7 sec.
- Built-in filter wheel

## Big view, handy controls.

The new TK-760 boasts a 5" diagonal view finder for effective picture composition. And well-placed pushbutton controls afford

maximum camera operator convenience.

## "must-see" value.

You pay much less than you'd expect for all the quality and the many convenience features you get in the TK-760.

If ever there was a "must-see" camera value, it's the new TK-760.

So get your hands on one soon. Your RCA Representative will arrange that.

**Get your hands on the new TK-760 at NAB. It's one more of The Dependables.**

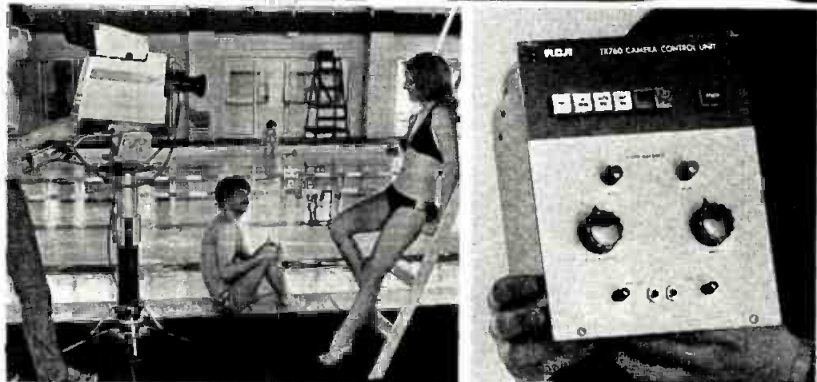
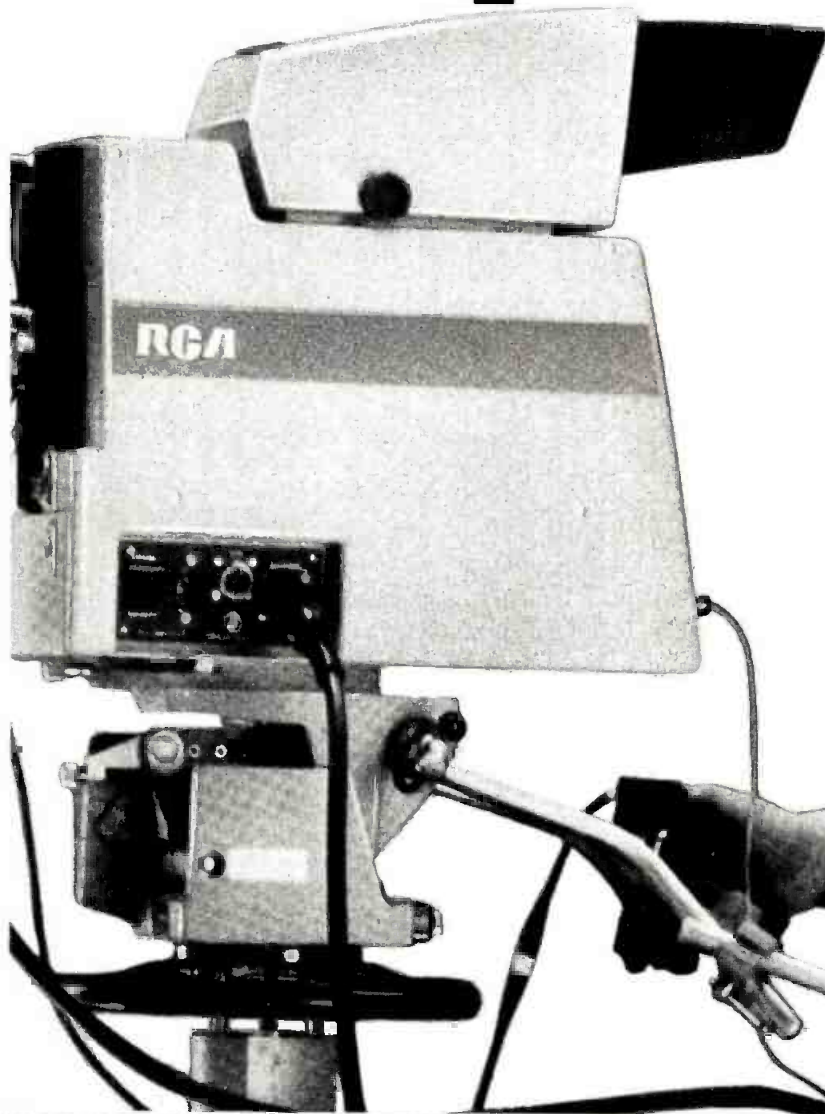


# RCA





# use-it-anywhere the surprising price



■ indicates new or revised listing

## This week

**March 20-23**—1977 BIAS (Broadcast Industry Automation System) seminar, sponsored by *Data Communications Corp.*, Memphis. Hilton hotel, Memphis.

**March 21**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling is Mutual" Hilton of Philadelphia, Philadelphia.

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

**March 21-23**—First of series of hearings before *Senate Communications Subcommittee* on telecommunications policy issues, subject of this being common carriers. Room 235, Russell Senate Office building, Washington.

**March 21-23**—*California Community Television Association's* third annual congressional-FCC conference. Mayflower hotel, Washington.

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

■ **March 22**—Fifteenth annual advertising research conference of *New York chapter of American Marketing Association*. Among topics, will be TV clutter and violence. Hotel Billmore, New York.

**March 23**—*New Jersey CATV Association* winter general membership meeting. William J. Hamilton Jr., speaker of the New Jersey General Assembly, will be guest speaker. Robert L. Schmidt, president of the National Cable Television Association, will participate in roundtable discussion on lobbying. The Trenton Inn,

Trenton.

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

**March 24-25**—*American Forces Broadcasting* conference. Twin Bridges Marriott hotel, Arlington, Va.

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

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

**March 27-30**—*National Association of Broadcasters* annual convention. Shoreham Americana, Sheraton Park and Washington Hilton hotels, Washington.

**March 27-30**—Ninth annual international conference of *The International Industrial Television Association*. Staller-Hilton hotel, Washington.

## Also in March

**March 28**—Colorado Broadcasters Association legislator reception. Shoreham hotel, Washington.

**March 28**—*Louisiana Association of Broadcasters* legislative reception. Hotel Washington, Washington.

**March 29**—*Ohio Association of Broadcasters'* "Salute to Congress" dinner. Hyatt Regency, Washington.

## Major meetings

**March 27-30**—*National Association of Broadcasters* annual convention. Washington.

**April 17-20**—*National Cable Television Association* annual convention. Conrad Hilton, Chicago.

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

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

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

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

**May 18-21**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

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

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

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

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

**June 27-30**—Meeting of the *National Association of Broadcasters* joint, radio and TV boards.

Williamsburg Lodge and Williamsburg Inn, Williamsburg, Va.

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

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

**Oct. 9-12**—*The National Radio Broadcasters Association* convention. New Orleans Hilton, New Orleans.

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

**Nov. 13-16**—*National Association of Educational Broadcasters* convention. Sheraton Park hotel, Washington.

**Nov. 14-16**—*Television Bureau of Advertising* annual meeting. Hyatt Regency hotel, San Francisco.

**Nov. 16-20**—National convention of *The Society of Professional Journalists, Sigma Delta Chi*. Renaissance Center, Detroit. Birmingham, Ala., will be site of 1978 convention.

**March 4-8, 1978**—*National Association of Television Program Executives* conference. Bonaventure hotel, Los Angeles. Future conferences: March 10-14, 1979, MGM Grand hotel, Las Vegas; March 8-12, 1980, Nob Hill complex, San Francisco.

**March 20**—*Tennessee Association of Broadcasters* legislative breakfast. Rayburn building, Washington.

**March 29**—*New York State Broadcasters Association* congressional reception. The Gold Room, Capitol, Washington.

■ **March 29**—*Daytime Broadcasters Association* meeting. Dover Room, Sheraton Park hotel, Washington.

**March 31**—FCC's new deadline for replies to amendment to noncommercial FM broadcast rules (Docket 20735). FCC, Washington.

**March 31-April 2**—Region 12 conference of *The Society of Professional Journalists, Sigma Delta Chi* for Arkansas, Louisiana, Mississippi and Western Tennessee. Memphis State University, Memphis.

## April

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

**April 1-2**—Region four conference of *Society of Professional Journalists, Sigma Delta Chi*, for Michigan, Ohio, Western Pennsylvania and West Virginia. Huntington, W. Va.

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

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

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

**April 1-3**—National convention of the *Intercollegiate Broadcasting System*. Hyatt Regency hotel, Washington. Information: Rick Askoff, IBS, Vails Gate, N.Y.; (914) 565-6710.

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

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

**April 5**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling is Mutual." Capital Hilton, Washington.

**April 7**—Washington telecommunications roundtable on "Satellite Communications: Current and Near-Future issues," sponsored by *Public-Cable Inc.* National Education Association headquarters, 1201 16th Street, N.W., Washington.

**April 11-12**—*Television Bureau of Advertising* communications seminar for sales and management personnel. TVB headquarters, New York.

**April 12-14**—Kliegl "Lighting for Television" seminar. Site to be determined, Little Rock, Ark. Contact: Wheeler Baird, Kliegl Brothers, New York; (212) 786-7474.

**April 13**—*New England Cable Television Association* spring meeting. The Country Kitchen, Route 9, West Brattleboro, Vt.

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

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



sity, Milwaukee.

**April 15-16**—*Women in Communications Inc.* region seven meeting. Sheraton-Century hotel, Oklahoma City.

**April 15-16**—*Nebraska Associated Press Broadcasters* convention. Ramada Inn, Kearney.

**April 15-17**—*Women in Communications Inc.* region six meeting. Speakers will be Tom Brokaw, NBC, and Leslie Stahl, CBS. Twin Bridges Marriott, Washington.

**April 16**—*California Associated Press Television-Radio Association* 30th annual meeting. Hotel del Coronado, Coronado.

**April 16-17**—*Women in Communications Inc.* region one meeting. First day at Washington State University, Pullman. Second day at University of Idaho, Moscow.

**April 17-19**—*Canadian Association of Broadcasters* annual meeting. Winnipeg Inn, Winnipeg, Man.

**April 17-20**—*National Cable Television Association* annual convention. Conrad Hilton hotel, Chicago.

**April 18-19**—*Television Bureau of Advertising* communications seminar for sales and management personnel. TVB headquarters, New York.

**April 18-21**—Ninth annual conference of *Southern Educational Communications Association*. Host 1 will be the Alabama ETV Network. Gulf State Park Resort and Convention Center, Pleasure Island, Ala.

**April 19-21**—Electro77 electronics convention and exposition, sponsored by regional elements of the *Institute of Electrical & Electronics Engineers* and the *Electronic Representatives Association*. New York Coliseum, New York.

**April 20-21**—Spring convention of *Kentucky Broadcasters Association*. Stouffer's Inn, Louisville.

**April 20-21**—*Television Bureau of Advertising* retail workshop. Biltmore hotel, New York.

**April 20-22**—Spring meeting of *Indiana Broadcasters Association*. Brown County Inn, Nashville, Ind.

**April 21-23**—*Louisiana Association of Broadcasters* spring convention. Sheraton hotel, Baton Rouge.

**April 22-23**—Region one conference of *Society of Professional Journalists, Sigma Delta Chi*, for New York, central and eastern Pennsylvania, New Jersey, Delaware and New England states. Boston.

**April 22-23**—Region eight conference of *Society of Professional Journalists, Sigma Delta Chi*, for Oklahoma and Texas. Dallas.

**April 22-23**—Region 10 conference of *Society of Professional Journalists, Sigma Delta Chi*, for Washington, Oregon, Idaho, Montana and Alaska. Otter Crest, Ore.

**April 22-24**—*National Association of Farm Broadcasters* South Central regional meeting. Hilton Inn, Amarillo, Tex.

**April 22-27**—*MIP-TV '77*, 13th annual international marketplace for producers and distributors of television programming. Palais des Festivals, Cannes, France. U.S. contact: John Nathan, suite 4535, 30 Rockefeller Plaza, New York 10020; (212) 489-1350.

**April 24-29**—*San Francisco State University's* 27th annual Broadcast Industry Conference. San Francisco State University, San Francisco.

**April 25**—*FCC's* new deadline for replies in clear channel broadcasting inquiry (Docket 20642). FCC, Washington.

**April 27-May 1**—*American Women in Radio and Television* 26th annual convention. Speakers will include FCC Commissioner Margita White, ABC Inc. President Elton Rule and Belo Broadcasting Corp. President Mike Shapiro. Radisson Downtown hotel, Minneapolis.

**April 28-29**—*Minnesota Broadcasters Association* spring meeting. Registry hotel, Bloomington.

**April 29-30**—*Sigma Delta Chi Distinguished Service in Journalism Awards* ceremonies. To be held in conjunction with region 11 conference of *Society of Professional Journalists, SDJ*, for California, Nevada, Arizona and Hawaii. San Diego.

**April 29-30**—*Women in Communications Inc.* region five meeting. Press Club, San Francisco.

**April 30**—*Pennsylvania Associated Press Broad-*

*casters Association* annual meeting and awards presentation. Host Town Inn, Lancaster.

**April 30**—*White House Correspondents Association* 63rd annual dinner and reception to honor the President. Washington Hilton hotel, Washington.

## May

**May 1**—Deadline for entries in Howard W. Blakeslee Awards in recognition of reporting on heart and blood vessel diseases. Winners will be chosen in radio and television as well as in other media and will deal with material presented in the year prior to Feb. 28, 1977. Entry information and blanks: *American Heart Association*, 7320 Greenville Avenue, Dallas 76231.

**May 1-3**—*Chamber of Commerce of the U.S.* 65th national annual meeting. Washington.

**May 2**—*FCC's* deadline for comments on inquiry into network programming practices and policies (Docket 21049). Replies are due June 1. FCC, Washington.

**May 3-7**—Seventh annual Public Radio Conference and Equipment Exhibit, sponsored by the *Association of Public Radio Stations, Corporation for Public Broadcasting and National Public Radio*. Hyatt Regency hotel, New Orleans.

**May 4-6**—*Washington State Association of Broadcasters* spring meeting. Rosario Resort hotel, Orcas Island.

**May 5-9**—*Pennsylvania Association of Broadcasters* annual convention. Castle Harbor, Bermuda.

**May 7**—*Iowa Broadcast News Association* 1977 seminar. Adventureland Inn, near Des Moines.

**May 7-8**—*Illinois News Broadcasters Association* spring convention. Forum 30 hotel, Springfield.

**May 7-8**—*Kansas Associated Press Broadcasters, Association of News Broadcasters of Kansas and UPI* joint meeting. Royal Inn, Hutchinson, Kan.

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

**May 12-15**—Annual meeting of *Western States Advertising Agencies Association*. Canyon hotel, Palm Springs, Calif.

**May 15**—Emmy awards presentation of *National Academy of Television Arts and Sciences*. Santa Monica Civic Auditorium, Hollywood. On NBC-TV, 9:30 p.m. NYT to conclusion.

**May 15-18**—*National Retail Merchants Association* annual sales promotion conference. Hilton hotel, Atlanta.

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

**May 18-21**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**May 19-21**—*Kansas Association of Broadcasters* annual convention. Ramada Inn, Topeka.

**May 20-22**—Northeast regional meeting of *National Association of Farm Broadcasters*. Site to be announced. Cincinnati. Contact: Davonna Oskarsen, WLW(AM) Cincinnati.

**May 23-24**—*Virginia State Cable Television Association* convention. Harrisonburg Sheraton, Harrisonburg. Contact: Staunton Video Corp. Staunton, Va.; (703) 667-2224.

**May 23-25**—*Central Educational Network* instructional television utilization/awareness workshop. Faucett Center for Tomorrow, Columbus, Ohio. Contact: Ted Lucas, CEN, Chicago 60625; (312) 463-3040.

**May 23-25**—*National Association of Broadcasters* annual meeting for state association presidents and executive directors. Hyatt Regency Washington, Washington.

**May 23-26**—*Canadian Cable Television Association* annual convention and trade show. Four Seasons hotel, Calgary, Alberta.

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

**May 25-27**—*Ohio Association of Broadcasters* spring workshops. Kings Island Inn, Ohio.

**May 30**—Revised starting date for *Canadian Radio-Television and Telecommunication Commission* hear-

ing on pay television. Ottawa.

## June

**June 2-4**—*Associated Press Broadcasters* annual meeting. Edwin Newman, NBC News correspondent will be keynote speaker. FCC Chairman Richard E. Wiley will be featured speaker. Chase-Park Plaza, St. Louis.

**June 2-5**—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge, Table Rock Lake.

**June 2-5**—*Mississippi Broadcasters Association* annual convention. Sheraton Biloxi, Biloxi.

**June 3-10**—*International Television Symposium and Technical Exhibit*. Montreux, Switzerland. Information: Directorate, 10th annual Television Symposium, P.O. Box 97, CH-1820 Montreux.

**June 7-11**—*Texas Association of Broadcasters* summer convention. Hilton Paladio del Rio, San Antonio.

**June 8-9**—*Advertising Research Foundation* midyear conference. Featured luncheon speaker June 9 will be Gerald Rafshoon, Rafshoon Advertising Inc., Atlanta. Keynote speech will be by James Button, senior vice president, Sears, Roebuck & Co. Hyatt-Regency O'Hare, Chicago.

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

**June 13-15**—*Broadcast Promotion Association* 22nd annual seminar. Beverly Hilton hotel, Los Angeles.

**June 14-16**—*Iowa Broadcasters Association* convention. The New Inn, Lake Okoboji.

**June 15-17**—*Kanman Science's Corp./BCS* user's conference for BCS customer stations. Antlers Plaza hotel, Colorado Springs.

**June 17-18**—*North Dakota Broadcasters Association* summer meeting. Kirkwood motor inn, Bismarck.

**June 17-18**—Western regional meeting of *Na-*

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tional Association of Farm Broadcasters. Howard Johnson motor lodge, Salt Lake City.

■ **June 19-21**—National Association of Broadcasters communications seminar for broadcast managers. Airlie House, Airlie, Va.

■ **June 19-22**—The Business/Professional Advertising Association 55th annual conference. Holiday Inn, Rochester, N.Y.

■ **June 22-24**—Florida Association of Broadcasters annual convention. Ponte Vedra Club.

■ **June 22-24**—Maryland-District of Columbia-Delaware Broadcasters Association annual convention. Sheraton Fountainebleau Inn and Spa, Ocean City, Md.

■ **June 27-30**—Meeting of the National Association of Broadcasters joint, radio and TV boards, Williamsburg Lodge and Williamsburg Inn, Williamsburg, Va.

## July

■ **July 10-13**—National Association of Farm Broadcasters summer meeting. L'Enfant Plaza hotel, Washington.

■ **July 10-13**—New York State Broadcasters Association executive conference. Gideon Putnam, Saratoga Springs.

■ **July 13-16**—Coloradio Broadcasters Association summer convention. Steamboat Springs.

■ **July 17-19**—California Broadcasters Association general membership meeting. Speakers will include FCC Commissioner Margit White and ABC Inc. President Elton Rule. Del Monte Hyatt House, Monterey.

■ **July 21-22**—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meeting. Fairmont hotel, Dallas.

## August

■ **Aug. 4-7**—Rocky Mountain Broadcasters Association convention. Sun Valley, Idaho.

■ **Aug. 18-19**—Arkansas Broadcasters Association summer convention. Indian Rock Resort, Fairfield Bay.

■ **Aug. 26-Sept. 4**—International Radio and TV Exhibition 1977 Berlin. Berlin Exhibition Grounds, Berlin. Contact: Bodo H. Kettelhack, P.O. Box 19 17 40, D-1000, Berlin 19.

## September

■ **Sept. 14-15**—Ohio Association of Broadcasters fall convention. Columbus Sheraton, Columbus.

■ **Sept. 11-13**—Illinois Broadcasters Association fall convention. Marriott Lincolnshire Resort, Chicago.

■ **Sept. 15-17**—Radio Television News Directors Association international conference. Hyatt Regency hotel, San Francisco.

■ **Sept. 18-20**—Nebraska Broadcasters Association convention. Scottsbluff.

■ **Sept. 18-21**—Institute of Broadcasting Financial Management 17th annual conference. Hyatt Regency, Chicago.

■ **Sept. 19-21**—Western Electronic Show and Convention, organized and managed by nonprofit Electrical and Electronics Exhibitions Inc. Brooks Hall and San Francisco Civic Auditorium.

■ **Sept. 26-Oct. 1**—"Electronica '77" telecom-

munications, radio and television equipment exhibition. Participation will be limited to 45 U.S. companies. Caracas, Venezuela. Information: Hans J. Amrhein, Room 4036, Office of International Marketing, Department of Commerce, Washington 20230; (202) 377-2332.

## October

■ **Oct. 2-5**—Missouri Broadcasters Association fall meeting. Holiday Inn, Hannibal.

■ **Oct. 9-12**—National Radio Broadcasters Association convention. New Orleans Hilton, New Orleans.

■ **Oct. 13-14**—National Association of Broadcasters fall regional meetings for radio, TV and engineering executives. Hyatt Regency hotel, Chicago.

■ **Oct. 14-16**—Fall convention of Illinois News Broadcasters Association. Champaign-Urbana. Program coordinator: Ron Williams, WDWS(AM) Champaign 61820.

■ **Oct. 17-18**—National Association of Broadcasters fall regional meetings for radio, TV and engineering executives. Hyatt Regency Cambridge, Cambridge, Mass.

■ **Oct. 19-21**—Tennessee Association of Broadcasters annual convention and business meeting. Read House, Chattanooga.

■ **Oct. 20-21**—National Association of Broadcasters fall regional meetings for radio, TV and engineering executives. Peachtree Plaza hotel, Atlanta.

■ **Oct. 23-24**—North Dakota Broadcasters Association fall meeting. Holiday Inn, Fargo.

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

# Open Mike®

## Thanks to us, thanks to him

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

## Whose side?

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

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

Within the past 10 years, we all have seen how FM has literally doubled or in

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

## Pro-am

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

On Feb. 26, TVS was scheduled to feed a television basketball game to an NBC regional network. The game was between Southern Illinois University in Carbondale and Drake University in the SIU-C arena.

Although the equipment and the TVS director arrived on time, the crew was weathered in in Indianapolis, leaving no one to set up and operate the cameras and other equipment. TVS Director Bob Kyle got in touch with wsiu-TV Program Manager Virginia Mampre, and she lined up a volunteer crew for TVS/NBC consisting of some professional staffers from the university station and six students of the SIU

department of radio-television. The students operated the three cameras, the audio gear, video-tape equipment and assisted in the technical direction. The origination of the game went off without a hitch, and after the game the students took down and packed the gear.

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

## Not at KGW-TV

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

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# **WHAT WE LEARNED ABOUT CHILDREN'S TELEVISION WOULD FILL A BOOK**



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## Top of the Week

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

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

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

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

The effect of the opinion was to place the commission in a quandary—or, as Chairman Richard E. Wiley put it, "a never-never land." He said the commis-

sion's ruling was a "good-faith effort" to implement the federal statute prohibiting the airing of obscene or indecent material. "I guess we did not do it right," he said. But he also said the commission was left without guidance as to how it might proceed properly.

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

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

But the Carlin monologue came to the commission's attention in a complaint from a man who said he had heard it on the car radio while driving with his young son. And the commission—under pressure from Congress and the public to police the airwaves for allegedly offensive material—seized on it as a means of

prohibits it from doing: interfere with licensee discretion in programing. Despite the effort to "channel" the allegedly offensive material into late-evening hours, he said, the commission is still engaging in censorship.

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

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

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

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

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

To Judge Tamm, the statement does exactly what the Communication Act's Section 326—the no-censorship provision—

or educational they may be)" and "vague" ("it fails to define children").

Judge Tamm's solution to the problem is to trust broadcasters to exercise good taste and judgment. "To whatever extent we err, or the commission errs in balancing its duties," he said, "it must be in favor of preserving the values of free expression and freedom from governmental interference in matters of taste."

Judge Bazelon held that regulation of indecency must be subjected to the same restraints as those applied to the regulation of obscenity; he said the Supreme Court has always treated indecency in terms of obscenity. And, like Judge Tamm, he found the commission's definition of the term "massively overbroad." Furthermore, he said, the commission had failed to demonstrate radio and television are

different—why offensive speech that would be protected in other media may be regulated when broadcast over radio or television. Judge Bazelon rejected each of the commission's arguments for that proposition, including the principal one—that the ban is designed to prevent the exposure of children to words their parents would not want them to hear. The commission, he said, "incorrectly assumes that material regulatable for children can be banned from broadcast." If the commission had such power, Judge Bazelon said, it could ban the airing of political or

religious programs from which parents might want to shield their children. The Constitution, he added, "limits the government's power to select programs for children."

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

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

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

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

## Carter takes noninterventionist stance in debate over coverage of terrorists

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

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

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

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

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

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

White House News Secretary Jody Powell was asked about the Young remarks during a news briefing on Monday, and said he understood that the am-

bassador was urging self-restraint.

Later, however, he issued a written statement indicating that the President had no interest in requiring any change in the way the media cover terrorist acts: "After talking with the President, I can give you a more direct response to the question of coverage of hostage situations. . . .

"He recognizes the complexity of the problem and frankly has no easy solution in mind. He sees this as a problem that should be addressed by the news media as a powerful and responsible institution in our society. He has no desire to seek legislation or to otherwise impose a solution, and hopes those who make news decisions will themselves determine the definable boundaries of legitimate coverage."

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

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

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

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

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

Mr. Robinson, it had been noted, was threatened with kidnaping and put under

police protection. But the threat, Mr. Rather said, "didn't change his approach to the story—he went back to his anchor position without visibly missing a beat."

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

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

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

"No," Mr. Cronkite replied. "It couldn't at all. In no way. The First Amendment says: 'There shall be no law which infringes on the freedom of speech and press.'"

But what can newsmen say, Mr. Rather asked, when people tell them: "Listen, we cannot allow this to happen and keep happening and escalate each time. Those of you in the media have to do something."

"I don't know how the society got so media-oriented in blaming the messenger for everything that transpires in our society and for all of its ills," Mr. Cronkite said. "We are only the messenger."

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

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

He was adamant against blackouts:

"That's not serving the public's best interest at all. All that does is lead to rumor, speculation, to doubt that the press is telling the whole story under any circumstances. And that's the most important consideration of all. If we cover up stories under any circumstance, the public has every right to believe that we cover them up under any circumstance. And if we cover up at all, then the whole belief, reliance upon the press is gone."

# NAB talking up its efforts to talk down TV violence

**It met last week with producers, PTA; plans to huddle with NCCB and AMA at convention; meanwhile ACT wants more in children's code**

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

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

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

head the PTA delegation at the meeting.

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

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

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

NAB representatives have also scheduled a "dialogue" on March 29, during

the NAB convention in Washington, with representatives of the National Citizens Committee for Broadcasting and of the AMA.

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

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

John Summers, NAB executive vice president and general manager, said Mrs. Charren's letter will be considered by the NAB TV code review board at its meeting April 18-20.



Robert Rich, Katleman, Shane



Price, Tinker, Conley



Lee Rich, Komack, Kievman



Kievman, Gerber, Swafford



Lear, Swafford, Robert Rich



Salkowitz, Arnold, Conley

**Getting to know you.** Attending the National Association of Broadcasters' dinner-to-midnight meeting last week were: NAB TV code review board members Tom Swafford, NAB senior vice president for public affairs; Robert Rich of KBJR-TV Duluth, Minn., code board chairman; James Conley, Meredith Broadcasting, and Michael Kievman, Cox Broadcasting, Atlanta. Producers John Mitchell, Columbia Pictures TV;

James Komack, independent; Lee Rich, Lorimar Productions; Norman Lear, Tandem Productions; Grant Tinker, MTM Enterprises; Danny Arnold, independent; Sy Salkowitz, 20th Century-Fox Television; Harris Katleman, MGM Television; David Gerber, independent; Allan Shane, Warner Bros. Television, and Frank Price, Universal Television met with the broadcasters at Chasens restaurant.



## In Brief

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

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

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

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

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

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

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

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

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

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

**Anne Cox Chambers**, chairman of *Atlanta Constitution* and member of family that controls Cox broadcasting and cable interests, who earlier had been reported under consideration as ambassador to Court of St. James (Great Britain), is now reported to be President Carter's choice as ambassador to Belgium. ■ **William D. Shaw**, 62, senior VP-general manager of Golden West Broadcasters' **KSFQ(AM)** San Francisco, retires after 39 years in broadcasting, last 20 with **GWB**. **Jack Bankson**, VP-general manager of group's **KVI(AM)** Seattle, will succeed Mr. Shaw at **KSFQ**. ■ **Paul Rittenhouse**, regional manager for station relations, NBC, New York, retires after 43 years with network. ■ **Lou Cioffi**, ABC News Paris bureau chief, named United Nations correspondent, succeeding **John MacVane**, retiring after 24 years in that assignment. ■ **John W. Hill**, 86, founder of Hill and Knowlton public relations firm, died Thursday (March 17) in New York. ■ In restructuring of CBS law department under VP James Scott Hill, **John D. Appel**, deputy general counsel, was made responsible for all Washington- and government affairs-related legal matters for corporation. Associate general counsel appointments include **Ralph E. Goldberg** for CBS/Broadcast Group and **Jack B. Purcell** for West Coast.

## FCC steams down the Mississippi before sunshine bursts through

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

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

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

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

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

The commission found no reason to hold hearings on the applications (it said, for instance, that although KOA is a clear-channel station, it is not required to ascertain and meet the needs of agriculture communities more than 75 miles from Denver), and renewed the licenses for the remainder of the regular license term, to April 1, 1977. But the AM and FM renewals were granted subject to equal

employment opportunity reporting requirements and to commission review of the outcome of EEO and discrimination actions pending before the Equal Employment Opportunity Commission, the U.S. district court in Colorado and other governmental agencies.

Five of the other stations involved in the commission's actions are Memphis outlets—WREG-TV, WHBQ-AM-TV and WREC(AM)-WZXR(FM)—whose renewals were opposed by the Memphis chapter of People United to Save Humanity. PUSH charged all five stations with discriminatory employment practices, said the programing of WREG-TV and WHBQ-TV was not adequate to meet the needs and interests of local blacks, and accused those stations, as well, of fairness doctrine violations.

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

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

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

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

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

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

## California fairness ruling against stations destined to languish in file

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

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

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

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

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

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

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

The stations that had filed for reconsideration are KFRE(AM) Fresno, KFYV(AM) Arroyo Grande, KROY(AM) Sacramento, KSMA(AM) Santa Maria and KRED(AM) Eureka. The others the commission found in violation of the fairness doctrine are KFOG(AM) San Francisco, KMBY(AM) Monterey, and KSRO(AM) Santa Rosa. The commission was unable to reach a conclu-

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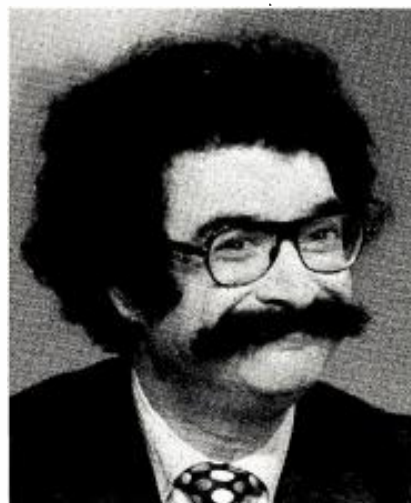
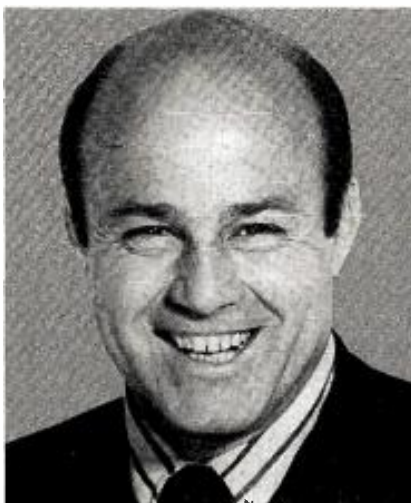
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# What's your network done for you lately?

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

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

And of course they hear news programming that's produced by the world's

largest broadcast news organization, 24 hours a day, 7 days a week.

If your network doesn't deliver the best program service in the business, during NAB come talk to the best affiliate relations staff in the business. We're in Suite B-720 of the Sheraton Park Hotel.



sion regarding KUZZ(AM) Bakersfield in the absence of additional information from the station.

The commission rejected the groups' complaint against the remaining four stations—KATY(AM) San Luis Obispo, KJOY(AM) Stockton, KPAY(AM) Chico and KVON(AM) Napa. But that part of the proceeding is not concluded. The groups appealed the commission's action in connection with those stations to the U.S. Court of Appeals in Washington.

## Networks take aim and fire at Westinghouse

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

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

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

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

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

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

**\$30 worth.** President Carter—who has pledged his support to public television (BROADCASTING, Feb. 14)—put his money where his mouth is earlier this month, with a contribution to WETV(TV) Atlanta during its annual fundraising drive. Mr. Carter took the station up on its "\$30 for channel 30" request after receiving a behind-the-scenes call from his son Jack, a guest host for the drive. The younger Carter appeared on WETV with his mother-in-law and son Jason and raised \$2,500 during 40 minutes of fundraising breaks in special Public Broadcasting Service programming. The over-all "Festival '77," conducted by 70% of PBS member stations, had brought in close to \$6 million by last Tuesday (March 6), itself a record-breaking million-dollar night when *La Boheme* was presented. On-air fund-raising began March 6, concluded last night (March 20). PBS set a \$13.5 million goal—\$10 million from call-ins, the remainder from direct mailings and the like.

sion making by local licensees."

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

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

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

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

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

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

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

intimidation."

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

## FCC issues new radio policy statement

**Rules call for licensee's obligation to serve community, define the term of network**

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

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

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

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



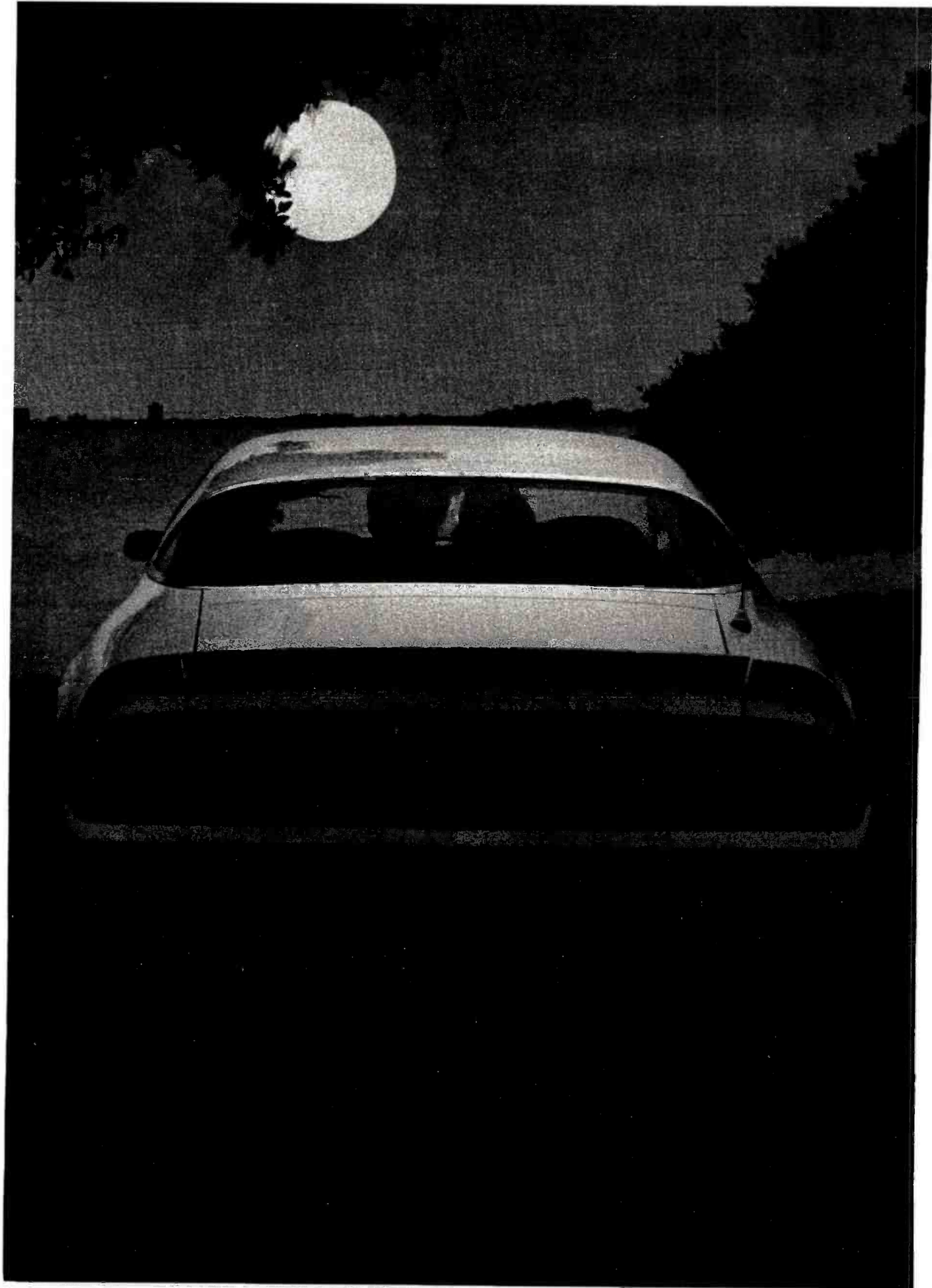
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# MILLIONS OF YOUNG AMERICANS ARE FINDING THAT LOVE IS CONTAGIOUS.

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

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

Gonorrhea, in fact, is now classified as a national epidemic.

While a million cases were reported in 1975, health authorities estimate the actual count nearer 2½ to 3 million.

On top of it, a frightening new strain of gonorrhea has appeared that resists penicillin.

Syphilis, while lower in the number of cases, is more deadly. Untreated, it can cause blindness, brain damage, heart or bone disease. Even death.

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

Storer Stations are appalled at the way VD is ravaging the

health of young Americans. That's why stations coast to coast are devoting important programming and editorial time to alerting their communities to the dangers.

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

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

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

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

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

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ates, using minimal amounts of network programming, stop other stations from gaining access to it.

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

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

### Media Briefs

**Empire shaken, but stands.** FCC renewed license of KXXL(AM) Bozeman, Mont., through Dec. 1, but fined licensee, Em-

pire Broadcasting Corp., \$9,000 for nine violations of fraudulent billing rule. Commission granted short-term renewal, but refused to act on pending transfer of control to Gary Peterson until final "examination of Empire's performance."

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

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

**OK but...** President Carter has exempted former Democratic National Chairman

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

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

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

### Changing Hands

#### Announced

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

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

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



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Morgantown, W.Va. Greer Stations recently sold WJER-AM-FM Dover-New Philadelphia, Ohio, for \$475,000. Buyer is Fairfax, Va.-based group owner of WEZB(FM) New Orleans; WEZC(FM) Charlotte, N.C.; and WEZR(FM) Manassas and WEZS(FM) Richmond, both Virginia. Principals in buyer are Arthur C. Kellar (50%) and James L. Draper Jr. (15%). WJER is on 93.7 kw with 41 kw and antenna 550 feet above average terrain. Broker: Cecil L. Richards Inc.

■ **KWYT-AM-FM Salinas, Calif.:** Sold separately by Mount Toro Broadcasting Corp. to Salinas Radio Inc. and Kilibro Broadcasting Corp. for \$160,000 and \$400,000, respectively. Seller is wholly owned by David A. Rodgers, who also owns KKZZ(AM)-KOTE(FM) Lancaster, Calif., and has bought, subject to FCC approval, WBIS(AM) Bristol, Conn. Buyer of AM is principally owned by Ron Smith, Los Angeles real-estate man with no other broadcast interests; its president is Jack Koonce, owner of KXEM(AM) McFarland and KWIP(AM) Merced, both California. Buyer of FM, Kilibro, principally owned by Robert Fenton, also owns KFIV(AM) Modesto and KTOM(AM) Salinas, both California. Mr. Fenton also has interests in KITA(FM) Modesto and KCMX(AM) Ashland, Ore., and is applicant for FM in Ashland. KWYT is 250 w daytimer on 1570 khz. KWYT(FM) operates on 100.7 mhz with 910 watts and antenna 2,420 feet above average terrain. Brokers: Hogan-Feldmann, for buyers; William A. Exline, for seller.

■ **WNEB(AM) Worcester, Mass.:** Sold by Harold D. Glidden to Harold H. Segal for \$410,000. Seller, has no other broadcast holdings. Mr. Segal, former media broker, also owns WKBK(AM) Keene, N.H. WNEB operates on 1230 khz with 1 kw day and 250 watts night.

■ **KOFO-AM-FM Ottawa, Kan.:** Sold by Ottawa Broadcasting Co. to Mar-Wa-Ka Broadcasting Co. for \$302,000 plus \$70,000 agreement not to compete. Sellers are Mr. and Mrs. Roderick B. Cupp, who are retiring from broadcasting. Buyer is owned by Fred I. Shaffer Jr. and his family. Mr. Shaffer owns mineral exploration and production firms. KOFO is 250 w daytimer on 1220 khz. KOFO-FM is on 95.7 mhz with 6.7 kw and antenna 340 feet above average terrain.

■ **WJGA-AM-FM Jackson, Ga.:** Sold by Better Radio Inc. to Tarkenton Broadcasting Co. for \$225,000. Seller is principally owned by B.L. Williamson and Cecil Bray. Mr. Williamson also owns WLOV-AM-FM Washington and WBLW(AM) Royston, both Georgia. Mr. Bray has no other broadcast interests. Buyer is Dallas M. Tarkenton, who is regional agent for jewelry firm. He has no other broadcast interests. WJGA is 1 kw daytimer on 1540 khz. WJGA-FM is on 92.1 mhz with 3 kw and antenna 275 feet horizontal and 270 feet vertical above average terrain. Broker: Chapman Assoc.

■ **WBG(AM) Chipley, Fla.:** Sold by Sunny Hills of Chipley Corp. to R-4 Radio Corp. for \$200,000. Seller is owned by William

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

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

■ Other station sales announced by FCC last week include: noncommercial

WXXW(TV) Chicago; WGSY(FM) Peru, Ill., and KTGA(FM) Fort Dodge, Iowa (see page 104).

#### Approved

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

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

Doubleday Media Offers:

## MAKE THIS NAB CONVENTION WORTHWHILE

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

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

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

Mr. David Goodrich, Manager - Taxes

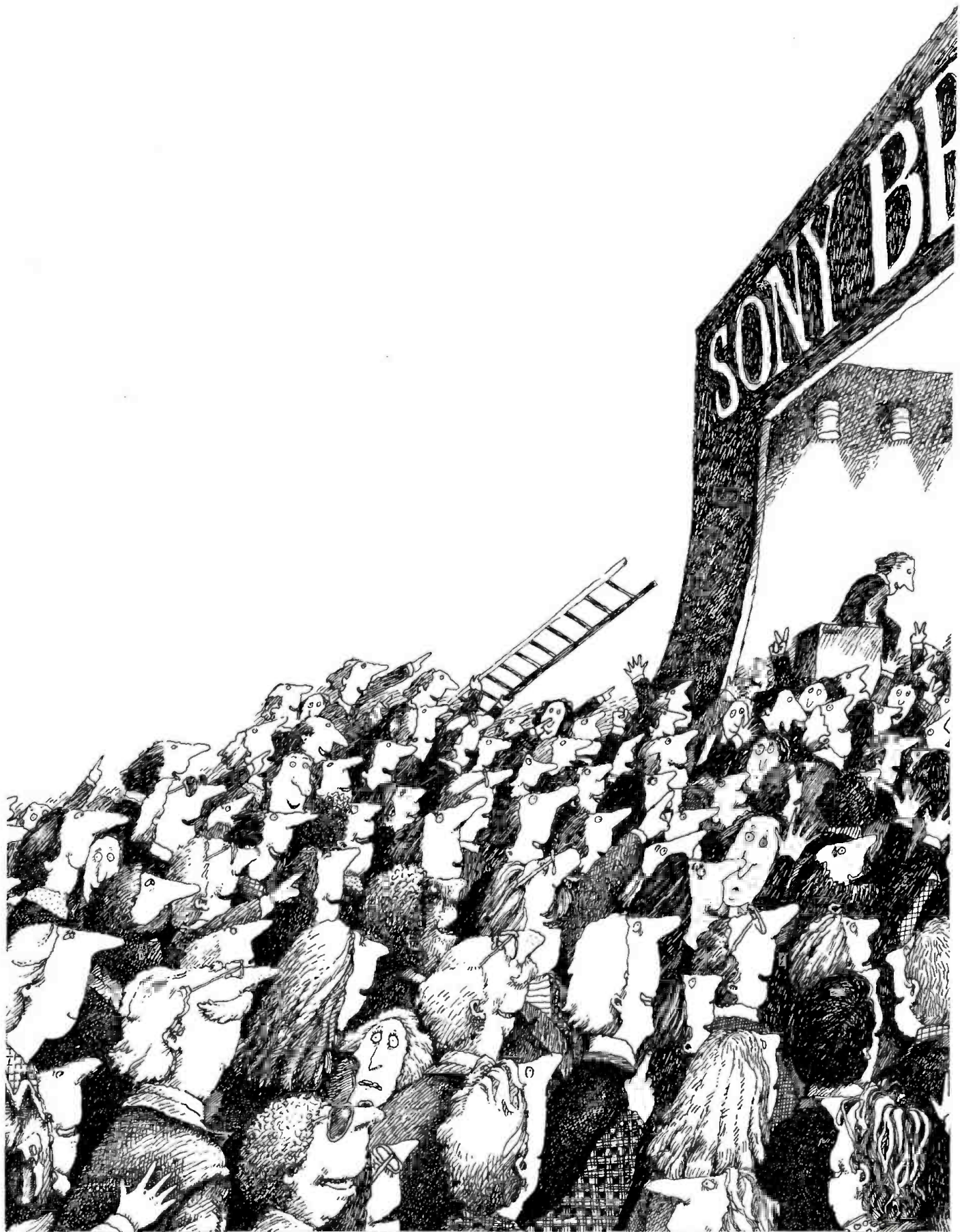
They are well-versed in all phases of broadcast transactions.

This program will be presented at 9:30 a.m. and 2:00 p.m. on Monday and Tuesday of the convention in Hospitality Suite D-200, Sheraton Park, Washington, D.C. Plan to spend worthwhile time with your Doubleday Media brokers: Dick Anderson, Dan Hayslett, Bob Magruder and their financial specialists.



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Brokers of Radio, TV, CATV and Newspaper Properties



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You remember.

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

This year, things are going to be different.

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

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

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

2. You might also be interested in

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

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

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

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

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

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## Sony Broadcast

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

■ WRMF-AM-FM Titusville, Fla.: Sold by Fairbanks Broadcasting Co. to Advance Communications for \$575,000. Seller is station group, principally owned by Richard M. Fairbanks, that includes WIBC(AM)-WVBF(FM) Indianapolis; WKOX(AM)-WVBF(FM) Framingham, Mass.; KVIL-AM-FM Highland Park, Tex., and WIBG(AM) Philadelphia. Buyer principals are Pat Nugent, E. Franklin, J. Jenkins and A. Rector. Mr. Nugent was vice president of broadcast division of Peoria (Ill.) Journal Star Inc. Other buyers are principals of International Tapetronics Corp., Bloomington, Ill., manufacturer of audio cartridge and tape machines. Buyers, as ITC Communications of Arizona, recently purchased KJII(AM) Phoenix for \$1,550,000 subject to FCC approval (BROADCASTING, March 7). WRMF is on 1060 khz with 10 kw day and 5 kw night. WRMF-FM is on 98.3 mhz with 3 kw and antenna 243 feet above average terrain.

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

average terrain.

■ Other station sales approved last week by FCC include: WYZE(AM) Atlanta and WXTA(FM) Greencastle, Ind. (see page 104).

## Another complaint on format change slows station's control transfer

### Connecticut group protests the possible loss of classical music from WTIC-FM Hartford

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

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

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

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

The station subsequently issued a news release announcing plans to drop the six hours of classical music it carries in the evening. But officials said plans generally were known in the city earlier. Classical music buffs in the area were already

unhappy about the cutback from 17 hours of classical music in June. Ten Eighty intends to program 24 hours of popular music.

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

## Finance Briefs

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

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

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

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

**NH&S banner year.** Needham, Harper & Steers Inc., New York, reports increases in annual billings, revenues and net income for 1976: gross billings grew 18.9% to \$231,756,000; revenues climbed 18.7% to \$35,605,000 and net income increased 94.7% to \$1,388,000 (equal to \$1.67 per share, as against 85 cents in 1975).

**Record sales for Oak.** Oak Industries, Crystal Lake, Ill., had record sales for 1976 of \$144,138,398, 27.5% increase over 1975 total sales of \$113,013,625.

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No consensus found at FCC on how to divide cable regulation

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

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

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

Ralph Baruch, of Viacom International,

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

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

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

Robert Kelly, chairman of the New York State Commission on Cable Television, was more politic. The problem of conflicting or overlapping jurisdictions among the tiers of government would be substantially



Baruch



Kays



Hauser



Forbes



Hostetter



Rogers



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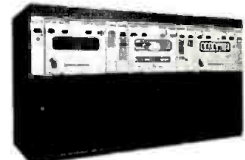
Mr. James Hampton, WLW Vice President Engineering, sums it up this way:

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## Continental Electronics



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reduced if the commission adopts "minimal standards" and permits "the locals" to negotiate with cable systems, he said.

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

But Jeffrey Forbes, executive director of the Massachusetts Cable Television Commission, strayed from what is regarded as the party line of state regulators. He not only said cable is overregulated, he said rate regulation is unwarranted, at least in Massachusetts, where "some 70 to 80%" of the systems are unprofitable. To deal with that situation, he said, the state com-

mission will issue a notice of inquiry and rulemaking looking to the deregulation of unprofitable systems.

Apart from the political question as to whether the commission should step in to oversee state and local regulation, there is also the legal one. Shelia Mahony, executive director of the Cable Television Information Center, which provides advice and counsel to local governments in regulating cable systems, said the commission's authority over cable is limited, according to the Supreme Court, to that which is "ancillary" to the regulation of broadcasting. And assuring "franchise stability" or setting standards for franchise fees, she said, is not consistent with such authority.

Although cable operators generally

seemed to be seeking shelter from state and local regulation under the arm of the FCC, Russell Karp, president of Teleprompter Corp., complained about the commission's leased access-channel rule. The rule, which requires operators to offer the channel on a first-come, first served, nondiscriminatory basis, is designed to assure diversity of programming.

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

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

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

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

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

For all of the clashing of opinion, which was to be expected, there was one note of agreement among previously antagonistic forces. Amos (Bud) Hostetter, of Conti-



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mental Cablevision, and Paul Rodgers, counsel for the National Association of Regulatory Utility Commissioners, reported that NCTA and NARUC had agreed on draft legislation that would provide for government regulation—either by the federal government or by the state—of the agreements cable operators and telephone and utility companies reach for the use of their poles (see below).

## Time Inc. may merge American Television

Time Inc., New York, and American Television and Communications Corp., Denver, cable TV group owner, said last week they have started exploratory talks on a merger.

Time now owns about 10% of American Television's 3.4 million shares outstanding. Based on the cable company's recent over-the-counter bid of \$26.25 per share, the transaction has an indicated value of about \$80 million, covering shares not now held by Time.

Time owns Manhattan Cable in New York City which has 87,000 subscribers and Home Box Office, New York, a supplier of pay cable TV programming. American Television owns systems serving almost 600,000 subscribers in 31 states.

## Another round for pole attachments

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

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

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

State regulation would be permitted by the bill without review by the FCC.

Representative Van Deerlin, who has said the subcommittee isn't interested in separate bills while it's working on the Communications Act rewrite, nevertheless indicated that he might be willing to make an exception in this case.

## Programing

### It's more than just hair they want from Farrah Fawcett-Majors

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

Spelling-Goldberg Productions slapped a law suit on Farrah Fawcett-Majors last week, charging that she has breached a five-year contract calling on her to perform as one of the three female stars of ABC-TV's hit series *Charlie's Angels*.

A spokesman for Miss Fawcett-Majors said she never signed a formal contract with Spelling-Goldberg for *Charlie's Angels*. She's thus free, this spokesman continued, to leave the series to start work on what he claims is a flood of movie offers that have come her way since the series turned her into a major Hollywood celebrity.

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

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

### Eight for the young due in fall on NBC

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

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

The eight new ones: *I Am the Greatest* (tentative title), an animated half-hour, with live appearances by Muhammad Ali, produced by Fred Calvert/Farmhouse Productions; *C.B. Bears*, a 60-minute cartoon produced by the Hanna-Barbera Studios; *The New Archies/Sabrina Show*, another 60 minute cartoon, this one from the Filmation Studios; *The Young Sentinels*, an animated series, also from Filmation, focusing on three teen-agers who fight

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

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

The eight canceled shows: *Woody Woodpecker*, *The Pink Panther*, *Speed Buggy*, *Monster Squad*, *Space Ghosts!*, *Frankenstein Jr.*, *Big John Little John*, *Land of the Lost* and *Muggsy*.

In the season-to-date national Nielsens, CBS's Saturday-morning schedule leads with an average rating of 7.3 (for the period of 8 a.m. to 1 p.m.). ABC is second, with a 6.9 average rating, and NBC has a 5.8 rating.

### Critics award show will go on, without some leading critics

**Susskind special on CBS-TV is called corruption of press**

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

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

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

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

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





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main anonymous acknowledged that CBS and Talent Associates paid his travel and hotel and entertainment bills for a three-day session in New York late last January to choose the nominees but added that the sessions were hard and exhausting work and that the only direct benefit the critics will derive from the telecast is a scholarship in their name at a leading university specializing in communications.

### NBC and FCC sued over show blamed for crime idea

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

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

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

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

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

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

### ASCAP draws down wrath

A class action suit on behalf of more than 200 religious broadcasters has been filed against the American Society of Com-



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

## Setting up house

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

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

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

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

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

## Programing Briefs

**Energized.** Capital Cities Communications will present one-hour prime-time TV special on energy crisis on nationwide interconnected network April 12. It has already cleared markets representing 70% of U.S. TV homes, expects to get over 85%. Bob King, Capcities' executive vice president for television, said *We Will Freeze in*

*the Dark* is offered to stations at no charge and gives them three 60-second positions, 30-second midbreak and 70-second end-break for local sale while Capcities retains three 60's for national sale. It will be fed at 8, 9 and 10 p.m. NYT to give stations latitude in scheduling. Documentary was produced for Capcities by Av Westin, former ABC News executive, and will be anchored by former NBC and CBS correspondent Nancy Dickerson. Mr. King said it has already been cleared in 28 of top 30 markets, about 40 of top 50.

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

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

## Equipment & Engineering

### Future for fiber optics is now

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

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

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

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

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

# New in AM from Harris

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## AM Audio Processor

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

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

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# Some of the best programs on earth are now coming from outer space.

That's why you should be looking to Scientific-Atlanta. We make the dependable earth stations you can count on to pull in the satellite programming already pulling in the audiences.

Already, we've installed over 50 satellite earth stations here in the United States. It makes us by far the industry leader. In addition, the Scientific-Atlanta earth stations in operation around the world means we're the people who have a proven track record of dependability stretching from the icy reaches of Alaska to the hot, baking desert of Saudi Arabia.

What's more, only Scientific-Atlanta makes a complete earth station. So if a malfunction is in an

electronics module and we get a call for help, we won't have to call anyone else for help. We make it all. We fix it all.

And our network of 8 Scientific-Atlanta service centers across the country makes sure it's fixed quickly. Emergency service by an experienced earth station engineer is available on a 24-hours-a-day basis.

All of which means if you want to take full advantage of the abundance of satellite programming, the first thing on your schedule should be to call Ken Leddick at (404) 449-2000. Or please write us. Nobody on earth knows more about earth stations.

## Scientific Atlanta



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

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

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

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

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

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

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

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

## ITS recommends higher tariffs on TV imports

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

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

## Broadcast Advertising®

# Advertiser says TV commercials capture attention print can miss

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

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

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

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

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

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

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

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

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

"According to this hypothesis, print

# New in FM from Harris

## DSM Digitally Synthesized Modulation®

Harris introduces a new line of 10 watt to 40 kilowatt FM transmitters, featuring the exclusive MS-15 solid-state exciter employing Digitally Synthesized Modulation (DSM). DSM, with overshoot compensation, allows a 2 to 6 dB increase in loudness with no signal deterioration. These new transmitters also provide 40 dB minimum stereo separation, offering the finest audio quality in the industry.

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

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

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

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

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

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

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

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

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

## GM pulls out of film on Jesus

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

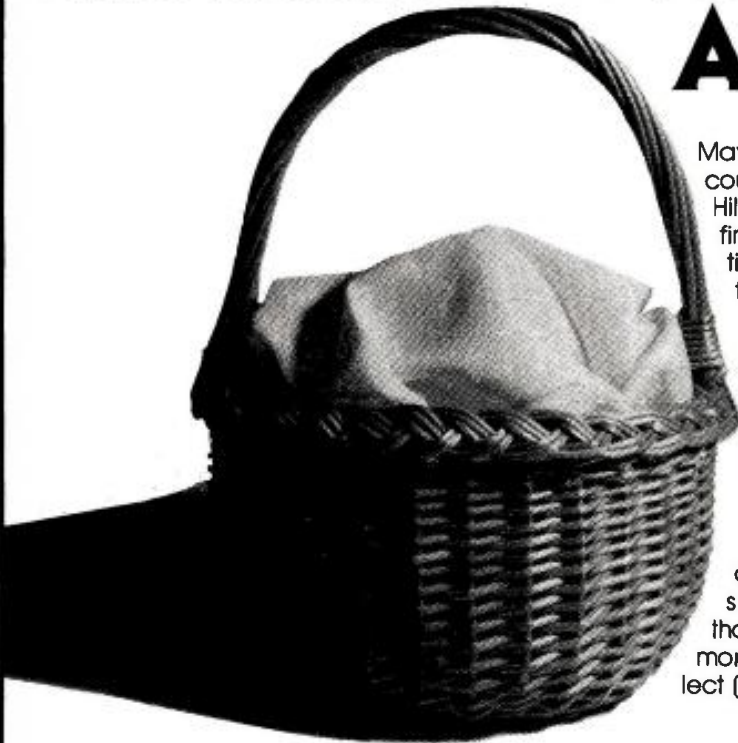
General Motors, which invested close to \$5 million in a three-years-in-the-making miniseries on the life of Jesus, last week pulled out of the actual telecast, to run next month on NBC, after religious pressure groups had launched a campaign against the program.

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

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

Dr. Bob Jones, a Southern Baptist and the president of Bob Jones University,

# Thousands In Beverly Hills Are Starving!



Maybe you thought that money and technology could take care of anything. It doesn't. In Beverly Hills, New Cannan and even Hillsborough, you will find thousands of starving people. In fact, sometimes those who appear to have everything are the very ones who are most "alone" and starving for friendship.

Starvation for friendship — real love — is often worse than physical hunger. With money, you can buy food. But you can never buy the kind of love that accepts you as you are and stays by you whatever happens.

Westbrook Hospital, a TV series by Faith For Today, dramatically portrays solutions to the searching that takes place in the lives of thousands of people. For an audition cassette or more information on Westbrook Hospital, call collect (805) 498-6661. Ask for Syndication.



picked up the charge by putting out a widely publicized statement calling on believers in Christ's divinity to "make their protest known" to GM "both verbally and by spending their automobile dollars elsewhere."

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

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

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

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

## FTC says premium offers directed to children will not be banned

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

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

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

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

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

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

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

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

## OTC debate continues

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

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

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

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

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

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

# New in TV from Harris

## TSB

### Transversal SideBand Filter

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

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

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## AP continues shuffles at top in broadcasting

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

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

## Boyd starts news service

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

Offering what Mr. Boyd calls "the rest of

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

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

## Journalism Briefs

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

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

## Advance sales betoken biggest NAB convention

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

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

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

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

Let's face it:

# Sooner or Later we'll be in your office.

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

PSI is the world leader in sales of computer systems for broadcasting. We know this business. Our BAT Systems are now in over 180 stations, from small market radio to large TV. They are the lowest in cost, with the best support in the industry. And a PSI Mini-computer System is yours, in-house. No rentals forever. No phone lines. It does it all: Billing, Accounting, Traffic and Payrolls. Even the P&L

Get us in your office, soon, at no cost. Let us do a complete "Station System Analysis", analyzing and reporting to you on your procedures, with a full appraisal of how our BAT Systems might help them. No obligation. Call or write: Jim Lang, Director of Marketing, PAPERWORK SYSTEMS, INC., P.O. Box 36, 1609 Broadway, Bellingham, Washington 98225.

Toll free 800-426-8872. Call collect (206) 733-8510 for states of Washington, Alaska, Hawaii, or outside the U.S. At the NAB, Shoreham Booth 542.

**PSI**  
PAPERWORK SYSTEMS, INC.

NAB executives hope to see as many as 6,500 by next week. The previous record, set four years ago in Washington, was about 6,200.

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

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

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

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

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

There is a possibility that the broadcasters will make personal contact with President Jimmy Carter. At midweek last week, however, the association still had no

**Bussing.** Shuttle bus service will be provided during the NAB convention, operating daily among, hotels during convention hours. Buses will operate Saturday (March 26) 9 a.m.-6 p.m., Sunday, 8 a.m.-7 p.m. and Monday through Wednesday 8 a.m.-6 p.m. There are three routes: Route A serves the Washington Hilton, Sheraton Park, Shoreham Americana; route B runs to the Hyatt Regency, Quality Inn Capitol Hill, International Inn, Mayflower, Capital Hilton, Washington Hilton, Sheraton Park, Shoreham Americana, and route C will operate among the Executive House, Gramercy Inn, Dupont Plaza, Embassy Row, Washington Hilton, Sheraton Park, Shoreham Americana.

response to its invitation to the President to address the opening session.

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

Some other highlights of the Washington convention program:

- For TV, a panel of former FCC chairmen telling what they would do "if I were the chairman..." of the FCC.

- For TV, a panel of leading programers talking about "TV's golden age—yesterday, today or tomorrow?"

- For radio, a preview of radio month (May) with the theme this year, "Radio—free as the air."

- For radio, question and answer session with key FCC staff members.

- For radio, the presentation of the first 14 Radio Hall of Fame awards (BROADCASTING, Jan. 31).

- For radio, a look at the Frazier Gross and Clay study of radio's future. (BROADCASTING, Jan. 24).

- For radio and TV, the presentation of the NAB distinguished service award to Harold Krelstein, chairman of Plough Broadcasting, Memphis, and former chairman of the NAB radio board.

- For radio and TV, a panel session with all seven FCC commissioners.

- For radio and TV, the usual array of nuts-and-bolts workshops on sales, affirmative action, employe motivation, advertising, other subjects. NAB will subsidize the participation of Radio Advertising Bureau and TV Advertising Bureau in some of the sessions.

- For engineers and radio, a demonstration of AM stereo, preceded by a discussion with experts on transmitting and receiving equipment, monitors, audio processing methods and stereo systems.

- For engineers, a technical panel with key FCC staff members, the presentation of the annual engineering award to Daniel H. Smith, former senior vice president for engineering, Capital Cities Communications, and presentations of technical papers on radio-TV innovations.

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# Who, what, where and when in Washington

**Registration.** The registration desk will be located in the Continental room of the Sheraton Park hotel. The desk will be open from 9 a.m. to 5 p.m. on Saturday, March 26, from 8 a.m. to 5 p.m. on Sunday and Monday and from 9 a.m. to 5 p.m. on Tuesday and Wednesday.

**Equipment exhibit hours.** Displays of broadcast equipment and services will open at 9 a.m. Sunday, March 27, in the exhibit halls of the Sheraton Park hotel, the Washington Hilton hotel and in the exhibit hall, Ambassador room and Bird Cage Walk of the Shoreham Americana hotel. Show hours are from 9 a.m. to 6 p.m. on Sunday and from 9 a.m. to 5 p.m. Monday through Wednesday.

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

## Sunday, March 27

**Opening general assembly** (joint meeting of radio and television management and engineers). Sheraton Park, Sheraton hall. 3:30-5 p.m. Music: the Navy Band. Presiding: Kathryn Broman, president, Springfield TV Broadcasting and convention co-chairman. Welcome: Walter E. Washington, mayor of Washington. *Presentation of NAB Distinguished Service Award* to Harold R. Krelstein, chairman, Plough Broadcasting. Remarks: Mr. Krelstein. *I Hear America Singing*, a special musical presentation in honor of broadcasting from Opryland, U.S.A.

## Monday, March 28

### RADIO SESSIONS Sheraton Park

**Opening session.** Park room. 9 a.m. Presiding: Don Thurston, president, WMNB-AM-FM North Adams, Mass., and NAB radio board chairman. Keynote address: Vincent T. Wasilewski, president, NAB. *Preview of National Radio Month:* Charles T. Jones, NAB. *What's new at the exhibits:* George W. Bartlett, NAB. *What's up on the Hill:* Roy Elson, NAB. Remarks: Representative Lionel Van Deerlin (D-Mass.), House Communications Subcommittee chairman. *The NAB future of radio study:* John Dimling, NAB. *Specialists discuss the future of radio.* Interviewer: Ted Landphair, WMAL(AM) Washington. Specialists: Miles David, president, Radio Advertising Bureau; Al Chismark, Meredith Corp.; Joseph Fogarty, FCC commissioner; Harry M. Shooshan, counsel, House Communications Subcommittee.

**Six concurrent radio workshops.** 10:45 a.m.

**EEO reporting.** Richmond-Arlington room. Moderator: Richard Wyckoff, NAB. Panelists: Frank Mullin, Mullin, Connor & Rhyne; Glenn Wolfe, FCC.

**What good are radio ratings?** Dover room. Moderator: John Dimling, NAB. Panelists: Bill Engel, Arbitron; Doug Clemensen, Orion Broadcasting; Sam Paley, Custom Audience Consultants; Robert Williams, WURL(AM) Winston-Salem, N.C.

**A look at radiocommunity group negotiations.** Alexandria room. Moderator: Patricia Russell, FCC. Broadcasters: Ernest Fears, Washington Star Stations; Arthur Gilliam, WLOK(AM) Memphis. Community group representatives: Garnell Stamps, National Association for the Advancement of Colored People; Alvin Chambliss, North Mississippi Rural Legal Project; Nolan Bowie, Citizens Communications Center.

**Pricing and presenting your time-rate cards.** Moderator: James Arcara, WPAT-AM-FM Paterson, N.J. Panelists: Peter R. Dreyer, WNOX(AM) Knoxville, Tenn.; Robert H. Biernacki, WABC(AM) New York; Kurt Drowall, KSOO(AM) Sioux Falls, S.D.; Ronald L. Sack, KOB-AM-FM Albuquerque, N.M.

**Computers come in all sizes.** Wilmington room. Moderator: Jonathan Hall, NAB. Panelists: Sandy Alexander, WFLA-AM-FM Tampa, Fla.; Ted Boyd, WHBC-AM-FM Canton, Ohio; Walter Rubens, KOBE(AM)-KOPE(FM) Las Cruces, N.M.; Mike Crouch, WIBW-AM-FM Topeka, Kan.

**How to promote your station for practically nothing.** Cotillion South. Moderator: Lynn Grasz, Broadcast Promotion Association. Panelists: Carolyn Metheny, KAAV(AM) Little Rock, Ark.; William O'Shaughnessy, WVOX-AM-FM New Rochelle, N.Y.; Pat Powers, KTRK-FM Topeka, Kan.; Jon Beacher, Combined Communications.

### TELEVISION SESSIONS Washington Hilton

**Opening session.** East ballroom 9 a.m. Call to order: Kathryn Broman, president, Springfield TV Broadcasting, and convention co-chairman. *What's new at the exhibits:* Chris Payne, NAB. Introduction of speaker: Wilson Wearn, president, Multimedia Broadcasting, and chairman, NAB. Keynote address: Senator Ernest F. Hollings (D-S.C.), Communications Subcommittee chairman. *If I were the chairman now.* Moderator: Sol Taishoff, Broadcasting Publications. Former FCC chairmen: Dean Burch, Frederick W. Ford, E. William Henry, Rosel H. Hyde, Newton W. Minow. *What's up on the Hill:* Donald P. Zeifang, NAB. *Report to the industry:* Vincent T. Wasilewski, president, NAB. *In the box number one: violence on television.* Moderator: Kenneth Harwood, Temple University. Panelists: Roy Danish, Television Information Office; Ann Kahn, TV Violence Commission, National Parent Teacher Association. *1977 Roper survey:* Television Information Office.

**Five concurrent television workshops.** 11:35 a.m.

**How to fill key executive vacancies.** Georgetown East. Moderator: Nancy J. McCormick, Broadcast management, NAB. Panelists: Eleanor Brown, WMAL-TV Washington; Sherlee Barish, Broadcast Personnel Inc.; Carl Youngs, Ron Curtis & Co.; Joe Sullivan, Joe Sullivan & Associates; Tom Neff, Spencer Stuart & Associates.

**Successful operation in a 100-plus TV market.** Jefferson West. Moderators: Bill Bengston, chairman, 100-plus TV Market Committee, and George J. Gray, NAB. Panelists: Richard Wright, WHNT-TV Huntsville, Ala.; Robert J. Kizer, Avery-Knodel Television; Herbert A. Elion, Arthur D. Little Inc.; Jay E. Gardner, Pikes Peak Broadcasting.

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

**Station sales and business predictions—how to make them both.** Georgetown West. Moderator: Paul Ramon, WAGA-TV Atlanta. Panelists: Thomas M. Percer, WHNT-TV Huntsville, Ala.; William B. Faber, WFLA-TV Tampa, Fla.; James E. Rupp, WCCO-TV Minneapolis; Jerry Marcus, WTTG-TV Washington.

**The cable TV picture today and tomorrow.** Thoroughbred room. Moderator: Robert Resor, NAB. Panelists: Warren G. Bender, Telecommunications Sciences Section, Arthur D. Little Inc., Robert Arum, Top Rank Inc.; Irving Kahn, Broadband Communications; Thomas R. Dargan, KATU-TV Portland, Ore.; William J. Donnelly, Young & Rubicam, New York.

### JOINT SESSION Washington Hilton

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

**First Amendment confrontation.** East ballroom. 2:30 p.m. Keynote speaker: Eric Sevareid, CBS. The First Amendment and broadcast regulation, a debate: Lee Loevinger, Hogan & Hartson; Kenneth Cox, Haley, Bader & Potts. First Amendment panel: Abbott Washburn FCC commissioner, John O. Pastore, former chairman, Senate Communications Subcommittee.

## Tuesday, March 29

### RADIO SESSIONS

**AM stereo workshop** (joint session with engineering at the Palladian room, Shoreham Americana hotel). 8 a.m. Moderator: Chris Payne, NAB.

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# 44 REASONS WHY YOU SHOULD INSTALL A MARKETRON TRAFFIC & ACCOUNTING SYSTEM

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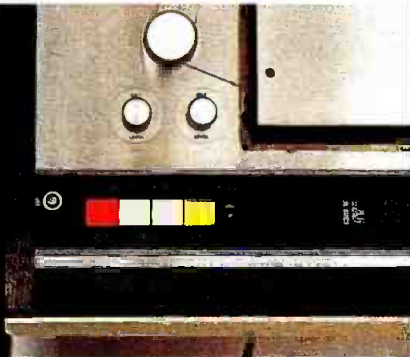
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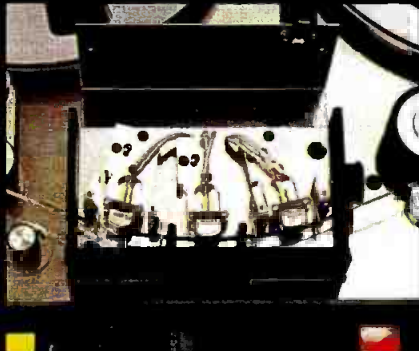
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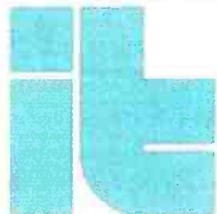


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**Radio workshops.** 8:30 a.m., 9 a.m.

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

*Sales promotion ideas.* Cotillion North. 9 a.m. Moderator: Robert C. LaBonte, Kaye-Smith Radio. Panelists: Harold Hinson, WNCI(AM) Columbus, Ohio; Erica Farber, WXLO-FM New York; Doug Auerbach, WBZ(AM) Boston; Peter M. Schulte, WRBQ-FM Tampa, Fla.

*What's your station worth?* Alexandria room. 9 a.m. Moderator: Ron Irion, NAB. Panelists: Don Jones, PSB Radio Group; Harold Poole, president, Institute of Broadcasting Financial Management; Paul H. Chapman, Chapman Associates.

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

*How to promote your station for practically nothing.* Wilmington room. Moderator: Lynn Grasz, Broadcast Promotion Association. Panelists: Carolyn Metheny, KAAY(AM) Little Rock, Ark.; William O'Shaughnessy, WVOX-AM-FM New Rochelle, N.Y.; Pat Powers, KTRK-FM Topeka, Kan. Jon Beacher, Combined Communications.

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

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

*All Industry Music License Committee report:* Donald Thurston, NAB radio board chairman. Remarks: Senator Ernest F. Hollings (D-S.C.), chairman, Communications Subcommittee. *Small market radio committee—FCC Q & A panel.* Introduction: William R. Rollins, WSVN(AM) Valdeese, N.C.; and SMRC chairman. Moderator: Richard E. Wiley, FCC chairman. Panelists: Wallace E. Johnson, chief, Broadcast Bureau; Paul W. Putney, deputy chief, Broadcast Bureau; Richard J. Shiben, chief, Renewal & Transfer Division; William B. Ray, chief, Complaints and Compliance Division; Martin I. Levy, chief, Broadcast Facilities Division. *Radio—the greatest salesman.* Introduction: Glodean Kent Gates, KKZZ(AM)-KOTE-FM Lancaster, Calif., and incoming SMRC chairman. Presentation: Miles David, president, RAB; Robert Alter, executive vice president, RAB.

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

## TELEVISION SESSIONS

Washington Hilton

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

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

*The cable TV picture today and tomorrow.* Moderator: Robert Resor, NAB. Panelists: Warren G. Bender, Arthur D. Little Inc.; Joseph M. Cohen, Madison Square Garden Cablevision; David D. Kinley, American Television & Communications; Robert Rice, WRAU-TV Peoria, Ill.; William J. Donnelly, Young & Rubicam.

*Understanding television ratings.* Georgetown West. Moderator: John Dimling, NAB. Panelists: Dave Traylor, A.C. Nielsen; Rip Ridgeway, Arbitron.

*A look at television community-group negotiations.* Moderator: Lionel Monagas, chief industry EEO unit, FCC. Broadcasters: James Lynagh, WTOP-TV Washington; Jack Harris, KPRC-TV Houston. Community-group

representatives: Kathy Bonk, National Organization for Women; Pluria Marshall, National Black Media Coalition; Nolan Bowie, Citizens Communications Resource Center.

*The new copyright law and your station.* Georgetown East. Moderator: Jim Popham, NAB. Panelist: Barbara Ringer, register of copyrights.

*Easing TV's compliance headaches.* Moderator: Erwin Krasnow, general counsel, NAB. Panelists: William Ray, chief, complaints and compliance division, FCC; Frank Fletcher, Fletcher, Heald, Kenehan & Hildreth, Washington; Joel Rosenbloom, Wilmer, Cutler & Pickering, Washington.

**General television session.** East ballroom. 9:35 a.m. Call to order: Robert Gordon, chairman, NAB TV board, and WCPO-TV Cincinnati. Introduction of speaker: Vincent T. Wasilewski, president, NAB. Keynote speaker: Representative Lionel Van Deerlin (D-Mass.), Communications Subcommittee chairman. *In the box number two: Pay cable is in the public interest—a debate.* Moderator: Don West, Broadcasting Publications. Affirmative: Gerald M. Levin, Home Box Office; Negative: Leo Beranek, Boston Broadcasters. *Televisions "golden age"—yesterday, today or tomorrow?* Part one: Now what's new in TV, if anything. Moderator: Allen Ludden, Allen Ludden Productions. Panelists: Fred Silverman, ABC Entertainment; Grant Tinker, MTM Enterprises; Nancy Dockry, William Morris Agency. Part two: syndication's age. Moderator: Phil Boyer, WLS-TV Chicago. Panelists: David B. Fein, 20th Century Fox; Norman Horowitz, Columbia Pictures Television; David E. Salzman, Group W Productions; Henry A. Gillespie, Viacom Enterprises. *Report on ASCAP negotiations in 1977.* Leslie G. Arries Jr, chairman, All Industry TV Stations Music Licensing Committee.

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

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

## Wednesday, March 30

### RADIO SESSIONS

Sheraton Park hotel

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

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

*Selling in the smaller markets.* Cotillion North. 9 a.m. Moderator: Philip J. Spencer, WCSS(AM) Amsterdam, N.Y. Panelists: Gary H. Voss, WNBC(AM) Binghamton, N.Y.; William C. Bland, WNCN(AM)-WFMM(FM) Barnesboro, Pa.; Robert Laird, KSUM(AM) Fairmont, Minn.; Jerry Fitch, KOGO(AM) Durango, Colo.

*Unions—your future partner?* Alexandria room. 9 a.m. Moderator: Ron Irion, NAB. Panelists: Marshall Berman, Dow, Lohnes & Albertson; James Wesley Jr., KF(AM) Los Angeles; Abiah Church, Storer Broadcasting.

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

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

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

### TELEVISION SESSIONS

Washington Hilton hotel

**General television session.** East ballroom. 8 a.m. Presiding: Kathryn

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**NEW**

**OIB-3 OPERATING IMPEDANCE BRIDGE** — The new OIB-3 features direct reading of 'R' to 1000 Ohms and 'X' to 900 Ohms. The OIB-3 also contains an integral rf amplifier.

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

**NEW**

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## Antenna Monitoring

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

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



## Transmitter/Antenna Remote Control

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



## Measurement/Test Instruments

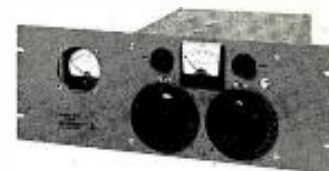
**OIB-1 OPERATING IMPEDANCE BRIDGE** — For antenna system measurements under transmitter power. May also be used as a conventional bridge.



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



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



## Other Products

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

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**DELTA ELECTRONICS**



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Broman, Springfield TV Broadcasting and convention co-chairperson. *How now, fourth network?* Moderator: Dawson B. Nail, *Television Digest*. Panelists: Don Durgin, Dun & Bradstreet; Howard Eaton, Ogilvy & Mather; Michael Lepiner, Benton & Bowles; Alfred M. Masini, Telerep. *In the box number three: Is television still underpriced in 1977?—a debate.* Moderator: Richard O'Leary, ABC-TV. Affirmative: Walter Schwartz, Blair Television. Negative: Walter Reichel, Ted Bates. *Television business right now.* Roger D. Rice, Television Bureau of Advertising. *Television business tomorrow.* William P. Suter, Merrill, Lynch, Pierce, Fenner & Smith. *Sales compensation survey results.* Roger D. Rice, TVB; and Walter E. Bartlett, Multimedia Inc. and TVB chairman. *Premier showing of new TVB presentation.*

### JOINT SESSION Sheraton Park hotel

**Closing general assembly.** Sheraton hall. 10:30. Presiding: Wilson Wearn, NAB board chairman. *FCC panel.* Moderator: Vincent Wasilewski, NAB president. Commissioner-panelists: Richard E. Wiley, Robert E. Lee, Benjamin L. Hooks, James H. Quello, Abbott M. Washburn, Joseph R. Fogarty, Margita White.

**Convention adjournment.** 12 noon.

## Related convention activities

### Thursday, March 24

Armed Forces Radio and Television Workshops. Marriott Twin Bridges hotel. 7:30 a.m.  
Broadcast Education Association board of directors meeting. Mayflower hotel. 6 p.m.

### Friday, March 25

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

### Saturday, March 26

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

### Sunday, March 27

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

### Monday, March 28

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

### Tuesday, March 29

Daytime Broadcasters Association meeting. Sheraton Park hotel, Dover room. 2 p.m.  
Association for Broadcast Engineering Standards meeting. Sheraton Park hotel, Vincent/Taft rooms. 2:30 p.m.  
Television All Music Licensing Committee meeting. Washington Hilton hotel, Georgetown East room. 3 p.m.

## Hospitality suites at a glance

### Networks

ABC Broadcast Operations and Engineering	International Inn/Mayflower TBA
American Broadcasting Companies, ABC-TV, ABC Owned TV Stations	Washington Hilton 0-174
ABC Radio Networks	Sheraton Park B220
CBS Inc., CBS/Broadcast Group, CBS-TV, CBS News	Washington Hilton 9101, 9102
CBS Radio	Sheraton Park B620
Mutual Broadcasting System	Sheraton Park D600
Mutual Radio Sports	Sheraton Park D600
Mutual Black Network	Sheraton Park D400
National Black Network	Sheraton Park A400
National Broadcasting Company, NBC-TV, NBC Radio	Washington Hilton, Conservatory

### Others

Acrodyne Industries	Sheraton Park K700
Adda Corp.	Shoreham G408
American Data Division, Airpax Electronics	Sheraton Park 907, 908, 909
American Electronic Laboratories	Sheraton Park C340
Ampex	
Audio Video Systems Division	Washington Hilton
International Division	Monroe & Lincoln, 4101, 4102, 4217
Magnetic Tape Division	Washington Hilton 3174, 3175, 3176
Angenieux Corp. of America	Washington Hilton 3164, 3165
Arbitron	Sheraton Park A100
Arvin/Echo Science	Shoreham E630, 631, 632
ASCAP	Capitol Hilton TBA
Associated Press	Sheraton Park F240-242
Assn. of Maximum Service Telecasters	Washington Hilton 4174
Atwood Richards Telescreen	Washington Hilton 3149, 3150
Audio Designs and Manufacturing	Washington Hilton 5171, 5172
Audio Sellers	Shoreham G400, 401, 403

Automation Electronics	Sheraton Park M390
Autotron Systems	Sheraton Park M390
Avery-Knodel	Washington Hilton 4188, 4189, 4190
Axiom Market Research	TBA
Blackburn & Co.	Sheraton Park K800
BMI	Mayflower TBA
John Blair & Co.	Washington Hilton Senate Room, 1174
Bolton/Burchill International	Sheraton Park TBA
Bonneville Broadcast Consultants	Shoreham E430, 431, 432
Rober Bosch	Washington Hilton 0149, 0150
Broadcast Electronics	Sheraton Park E420
Broadcast Programing International	Sheraton Park F740
Broadcasting Magazine	Shoreham C630
Buckley Radio Sales	Shoreham TBA
Burkhart/Abrams & Associates	Shoreham A600, 602
Camera Mart	Shoreham B720, 722, 724
Capitol Magnetic Products	Sheraton Park F540, 541
Cavox Stereo Productions	Sheraton Park C240
CBS Radio Spot Sales	Sheraton Park B620
CCA Electronics	Sheraton Park F640
Central Dynamics	Sheraton Park C251
Century 21 Productions	Sheraton Park F440
Cetec	Sheraton Park A700, 702
Chapman Associates	Hyatt Regency 1110
Christal Co.	Embassy Row TBA
Claster Television Productions/Romper Room Enterprises	Washington Hilton 1149,1150
Collins Radio Group, Rockwell International	Sheraton Park C740, 742
Comark Industries	Shoreham E237, 239
Commercial Electronics	Sheraton Park H320
Communications Technology, Compu/Net	Sheraton Park A111
Computer Image	Washington Hilton 4164, 4165
Concept Productions	Sheraton Park A711
Consolidated Video Systems	Sheraton Park K600
Continental Electronics Manufacturing	Sheraton Park A311



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March 27-30**

**On the spot.** BROADCASTING magazine will have editorial and sales headquarters during the NAB convention in suite C-630 at Shoreham Americana: Attending will be John Andre, Dave Berlyn, Ian Bowen, Barbara Chase, Rufe Crater, Bill Criger, David Crook, Fred Fitzgerald, Douglas Hill, Gary Huffman, Kwentin Keenan, Ed James, Win Levi, Ruth Lindstrom, Bill Merritt, Mark Miller, Randy Moskop, Peter O'Reilly, Jay Rubin, Dan Rudy, Larry Taishoff, Sol Taishoff, Don West, Dave Whitcombe and Len Zeidenberg.

Convergence	Shoreham G700, 701, 703	Meeker	Washington Hilton 1195, 1196, 1197
Neal P. Cortell Television	Washington Hilton TBA	Memorex	Washington Hilton Dupont Park Suite
Cox Data Services	Washington Hilton 5188, 5190	Micro Consultants	Sheraton Park H321, Shoreham E357, 359
R.C. Crisler & Co.	Hyatt Regency TBA	Microtime	Shoreham Park M758
Data Communications	Washington Hilton Grant Room	Microwave Associates	Shoreham M558
Ron Curtis & Co.	Shoreham TBA	3-M	Washington Hilton 4149, 4150
Data Communications	Washington Hilton Grant Room	George Moore & Associates	Washington Hilton TBA
DPS Corp.	Sheraton Park R901, 902	Nagra Magnetic Recorders	Shoreham C734, 736
Drake-Chenault Enterprises	Sheraton Park A200	Rupert Neve	Shoreham G100, 101, 103
Duca-Richardson	Shoreham A201	A.C. Nielsen	Washington Hilton 2195, 2196, 2197
E.I. DuPont de Nemours	Embassy Row 523, 524, 525	Nortronics	Shoreham G707, 709
Dynasciences	Washington Hilton Farragut Park Suite	Orrox	Sheraton Park H120
Eastman Kodak	Washington Hilton Chevy Chase Park Suite	Otari	Shoreham F657
Eastman Radio	Embassy Row TBA	Pacific Recorders & Engineering	Shoreham E230, 231, 232
Edutron	Mayflower 928	Panasonic	Washington Hilton 9163, 9164
Electronics, Missiles & Communications	Sheraton Park M490, 494	Peters, Griffin, Woodward	Washington Hilton 6101, 6102, 6217
ESE	Shoreham 557	Peters Productions	Sheraton Park H520, 521
William A. Exline	Mayflower TBA	Petry Television	Sheraton-Carlton TBA
Filmways Radio	Sheraton Park Hamilton Room	Philips Audio Video Systems	Sheraton Park M690, 694
Imerp Fiorentino Associates	Sheraton Park H221	Pro/Meeker Radio	Shoreham C434, 436
FM 100 Plan	Mayflower 668, 669	Pulse	Sheraton Park F551
Milton Q. Ford & Associates	Mayflower 852, 853	QEI Corp.	Shoreham F257
Fuji Photo Film U.S.A.	Shoreham B520, 522, 524	Radio Arts	Sheraton Park A600, 602
Fujinon Optical	Washington Hilton TBA	Radio Programing and Management	Sheraton Park B420
H.R. Gardner & Associates	Mayflower 852, 853	Rhodes Productions	Washington Hilton 8101, 8102, 8217
GBC-CCTV	Mayflower 368, 369	Cecil L. Richards Inc.	Shoreham TBA
General Broadcasting	Shoreham E337, 339	Romper Room Enterprises/Cluster	
Golden West Broadcasters/Market Space		Television Productions	Washington Hilton 1149, 1150
Buy Market	Shoreham G500, 501, 503	Savalli/Gates	Shoreham E437, 439
Grass Valley Group	Sheraton Park A500	Schulke Radio Productions	Hay Adams TBA
Wilt Gunzendorfer & Associates	Capital Hilton TBA	Scientific-Atlanta	Shoreham G208
Harrington, Richter & Parsons	Washington Hilton 5101, 5102, 5217	Scully/Division of Dictaphone	Embassy Row 623, 624, 625
Harris	Sheraton Park D500, 503, 504	Selcom	Sheraton Park C440
Ted Hepburn Co.	Shoreham G107	SESAC	Shoreham E330, 331, 332
Hitachi-Denshi	Sheraton Park A411	Richard A. Shaheen Inc.	Sheraton Park M789
Hope, Bennett, Blackburn	Shoreham F457	Shintron	Shoreham C334, 336
Keith W. Horton Co.	Guest Quarters 506, 508	Robert Slye Electronics	Sheraton Park E720
Bernard Howard	Washington Hilton TBA	Sony	Shoreham C330
H-R/Stone	Mayflower 452, 453	Spanish International Network	Mayflower TBA
H-R Television	Shoreham C530	Spectra Vision	Washington Hilton 4171, 4172
IGM	Shoreham C236, 234	Stainless	Sheraton Park C640
Ikegami Electronics	Shoreham B220, 221, 224	Howard Stark	Washington Hilton TBA
Image Transform	Shoreham B320, 322, 324	Starlight Communications	Hyatt Regency 1139, 1141
Innovative Television Equipment	Sheraton Park E520, 522	Strand Century	Washington Hilton 4149, 4150
International Video Corp.	Washington Hilton 2101, 2102, 2217	Susquehanna Productions	Sheraton Park M590, 594
Jefferson Data Systems	Washington Hilton 1164, 1165	System Concepts	Shoreham E701
JVC Industries	Shoreham A800, 802	Systems Marketing, Sono-Mag.	Shoreham E730
Kahn Communications	Shoreham G200, 201, 203	William B. Tanner Co.	Sheraton Park K500
KalaMusic	Shoreham A300, 302	Tektronix	Sheraton Park D700
Kamah Sciences	Washington Hilton 3185, 3186, 3187	Telcom Associates	Washington Hilton 2174, 2175, 2176
Katz Agency	Madison TBA	TeleMation	Washington Hilton 9138
Kline Iron and Steel	Shoreham G507, 509	Teletext	Washington Hilton Bancroft Room
Landy Associates	Shoreham A801	Telerep	Washington Hilton 2188, 2189, 2190
Larson Walker & Co.	Washington Hilton TBA	Television Research International	Sheraton Park H420
Hugh Ben LaRue	Washington Hilton TBA	Thomson-CSF Electron Tubes	Sheraton Park M589
Lenco Electronics	Sheraton Park D300	Thomson-CSF Laboratories	Sheraton Park C540
Listec Television Equipment	Sheraton Park M390	TM Productions	Sheraton Park B320
Frank N. Magid Associates	Madison TBA	Top Market Television	Shoreham A601
Major Market Radio	Shoreham C430	Torbet-Lasker	Loew's L'Enfant Plaza TBA
McGavern-Guild	Washington Hilton Mt. Vernon Suite	Edwin Tornberg & Co.	Capital Hilton TBA
McMartin Industries	Sheraton Park M790, 794	Tuesday Productions	Sheraton Park H721
Malrite Broadcasting	Mayflower 352, 353	UMC Electronics	Shoreham C130
Reggie Martin	Sheraton Park TBA	Unarco-Rohn Division of Unarco Industries	Shoreham G300, 301, 303
		United Press International	Shoreham B820, 822, 824
		United Telecom	Sheraton Park M757
		Utility Tower	Shoreham G600, 601, 603
		Viacom Enterprises	Washington Hilton 3188, 3189, 3190
		Videomagnetic	Washington Hilton 7151, 7152
		Vital Industries	Washington Hilton 9145
		Webster Group	Shoreham A202
		Western Union Telegraph	Sheraton Park E320, 322
		Wilkinson Electronics	Shoreham A701
		Worldvision Enterprises	Shoreham E830, 831, 832
		Adam Young	Washington Hilton 9157

## Meanwhile, at the engineers' conference

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

MONDAY, MARCH 28

**Broadcast program audio processing techniques workshop.** Diplomat room. 9-10 a.m. Moderator: Emil Torick, director, audio systems technology, CBS Technology Center, Stamford, Conn. Participants: Jack Williams, president, Pacific Recorders & Engineering Corp., San Diego; Eric Small, Eric Small & Associates, San Francisco; Dick Schumeyer, assistant director of engineering, Capital Cities Communications, Philadelphia; Jim Loupas, James Loupas Associates, Chesterton, Ind.; Hans Schmid, ABC, New York; John Bailie, WMAQ(AM) Chicago.

**Radio-television session.** Palladian room. 10:30-11:45 a.m. Presiding: Leonard A. Spragg, vice president of engineering, Storer Broadcasting, Miami Beach. Coordinator: R. LaVerne Pointer, vice president, broadcast engineering, ABC, New York.

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

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

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

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

**Engineering conference luncheon.** Regency ballroom 12:30 p.m. Presiding: Ellis Feinstein, director of engineering, KMED-AM-TV, Medford, Ore. Invocation: the Rev. W. Ronald Jameson, Archdiocese of Washington. Special Presentation to: Dana Pratt, RCA, Camden, N.J. Speaker: Tom Pettit, NBC News, Washington, "Television and Politics."

**Radio-television session.** Palladian room. 2:30-5 p.m. Presiding: William Wisniewski,



Daniel Smith  
Capcities



Dana Pratt  
RCA



Neal McNaughten  
FCC



LaVerne Pointer  
ABC



Arno Meyer  
Belar



Tom Pettit  
NBC News



Ellis Feinstein  
KMED-AM-TV



William Honeycutt  
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T.M. Gluyas  
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25-49

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#1

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Kansas City

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**WEZO**  
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**WQAL**  
Cleveland

#1

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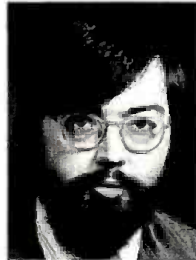
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John Reiser  
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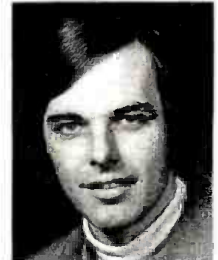
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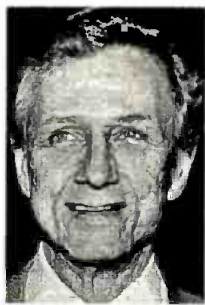
director of engineering, Mutual Broadcasting System, Washington. Coordinator: Joseph P. Gill Jr., director of engineering, Cosmos Broadcasting, New Orleans.

*The application of digital techniques for video measurements.* 2:30-2:55 p.m. Charles Rhodes, Tektronix Inc., Beaverton, Ore. Recent developments in high speed analog-to-digital converters, semiconductor memories and microprocessors have made it possible to measure video baseband signal parameters by using digital techniques. An automatic measuring system that is being developed can measure transmission distortions. It can also measure the timing of sync, blanking and burst, and SC-H timing. Limits can be programmed so that any out-of-limit parameter is logged and, if desired, an alarm can be acti-

vated. In the future, such automatic measuring and logging functions will be indispensable to the television industry because of the great amount of time that can be saved when making routine measurements and logging results.

*Digital studio transmission links.* 3-3:35 p.m. Elie Fadel, design engineer, Bayly Engineering Ltd., Ajax, Ont. Program Studio Transmitter Links (STL) have been traditionally assumed by either physical wire or through frequency division multiplex techniques or pulse code modulation (PCM). PCM program links use the same proven principle as the telephone PCM channel banks. At transmit end, the digitized audio signal from the studio is interfaced to a telephone line, which conveys this information to the transmission site or any other location. At the receive end, the digital signal is converted back to its original analog form. The





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Mike Davis  
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Hans Schmid  
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PCM STL parameter specifications meet the most stringent requirements of today's broadcast industry both for monaural or stereo systems. Other features include noise mitigation, ease of installation and maintenance, and audio drop facility.

*TV and FM rebroadcast translators after 20 years.* 3:30-3:55 p.m. Dr. B. W. St. Clair, president, Television Technology Corp., Arvada, Colo. The first translators, were authorized by the FCC 20 years ago; now their use has grown to over 3,100 licensed stations owned by both broadcaster and independent translator licensees in the U.S. Many are found in other countries. A number of unique installations have been made in the last two or three years. These include solar-powered installations, retransmission on adjacent channels, use of vertically polarized transmitting anten-

nas and translators fed by video tape and satellite relay. This paper will discuss major translator system design areas: (1) Receiving problems and how to solve them by the proper selection and location of receiving antennas; (2) translator equipment characteristics such as selectivity and spurious outputs; (3) transmitting antenna considerations and (4) multiple outputs.

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

# WOMEN

25-49

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#1

## KEYE-FM

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Joseph Gill  
Cosmos

## TUESDAY, MARCH 29

**AM stereo workshop.** Diplomat room. 8-9:15 a.m. Moderator: Christopher Payne, assistant to the vice president for engineering, NAB. Participants: Mike Davis, Thomson—CSF Laboratories, Stamford, Conn.; Leonard Kahn, Kahn Communications Inc., Freeport, N.Y.; Harold L. Kassens, A. D. Ring & Associates, Washington; Al Kelsch, Magnavox Corp., Ft. Wayne, Ind.; Arno Meyer, Belar Electronics, Devon, Pa.; Norm Parker, Motorola Inc., Schaumburg, Ill.

**Radio session.** Palladian room. 9:30 a.m.-12 noon. Presiding: Paul Willey, chief engineer, WMNB-AM-FM North Adams, Mass. Coordinator: William Wisniewski, director of engineering, Mutual Broadcasting System, Washington.

**New concepts in all-solid-state AM broadcast transmitters.** 9:30-9:55 a.m. Leonard L. Oursler and David A. Sauer, Broadcast Systems Division, RCA, Meadow Lands, Pa. This paper

describes the latest concepts in the design and application of completely solid-state AM broadcast transmitters with particular emphasis on the practical operation of such equipment. Advantages to the broadcaster of solid-state designs versus tube-type transmitters are discussed with emphasis on reliability, economy and high performance. The common questions regarding lightning protection, operator adjustments, efficiency and provisions for unattended (automatic) transmitter operation are covered in depth. A look at the state-of-the-art design is given, along with concepts of future designs.

**Review of automatic transmission systems rules.** 10-10:25 a.m. John Reiser, policy and rules division, FCC. For the past several years the NAB and other industry-related organizations have been diligently working toward the development and certification of automatic transmission systems (ATS) for the broadcast service. Within the past few months the commission has amended its rules to permit the

use of automatic transmission systems for nondirectional AM and all FM stations. This paper will discuss the far-reaching ramifications of ATS and what the future holds for such systems. It will also review in depth the commission's recent action in adopting the new rules and how the licensee can implement such systems.

**A new approach to modulation control.** 10:30-10:55 a.m. Charles S. Wright, vice president for engineering, Delta Electronics, Springfield, Va. In recent years great emphasis has been given to audio processing in an attempt to maintain a high modulation level in AM broadcasting. The present equipment successfully maintains the level of the audio feeding the transmitter. It can seriously change the characteristics of the program material and cannot compensate for variations in the transmitter modulator. The equipment described takes as a source of control the measured modulation characteristics obtained

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

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

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

**Television session.** Diplomat room. 9:45 a.m.-12 noon. Presiding: Joseph P. Gill Jr., director of engineering, wpsu-TV New Orleans. Coordinator: James D. Parker, staff consultant, telecommunications, CBS-TV, New York.

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

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

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

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

**A digital noise reducer for encoded NTSC signals.** 11:15-11:40 a.m. Renville H. McMann Jr., president, Thomson-CSF Laboratories, Stamford, Conn. The recent advent of practical digital TV techniques makes it possible to process a TV signal on an element-by-element basis with mathematical precision. It is, therefore, now possible to exploit the redundant nature of the TV signal in both the frequency and time domains in order to improve picture quality. The noise reducer described in this paper uses a digital frame store operating as an adaptive recursive filter under the control of an element-by-element motion detector employing comb filtering and signal modification. An outstanding characteristic of the algorithm employed is that it is equally effective at low frequencies so that the streaky characteristic of chroma noise often present in three-quarter-inch tape recorders is effectively removed.

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A new standard (in preparation) governing the performance of television broadcast demodulators. 11:40 a.m.-12 noon. T. M. Gluyas, chairman, Electronics Industries Association's Broadcast Transmission Systems Task Force, and staff engineer, Broadcast Systems, RCA, Camden, N.J. Perhaps nowhere in the television system are more subtle considerations involved than in the transmitter-receiver interface, and these affect the design and standardization of television broadcast demodulators. A task force of the EIA Broadcast Television Systems (BTS) Committee has been working on demodulator performance standards for the past two years. The results to date are described. The paper includes discussions of some of the more interesting electrical performance standards, how these evolved in the committee work, how conflicting technical requirements were resolved and some practical considerations for the use of each of the several modes of a television demodulator.

**Engineering conference luncheon**, Regency Ballroom. 12:30-2:30 p.m. Presiding: Doyle D. Thompson, director of engineering, Broadcast Division, Landmark Communications, and chairman, 1977 Broadcast Engineering Conference. Invocation: The Rt. Rev. John T. Walker, bishop, Diocese of Washington. Presentation of 1977 NAB Engineering Achievement Award: George W. Bartlett, vice president for engineering, NAB. Acceptance of award: Daniel H. Smith, former senior vice president for

engineering, Capital Cities Communications. Speaker: Dr. Carl Sagan, director, Laboratory for Planetary Studies and David Duncan, Professor of Astronomy and Space Sciences, Cornell University, Ithaca, N.Y. "Science and the Media."

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

## WEDNESDAY, MARCH 30

**Beyond electronic newsgathering (ENG) workshop**, Diplomat room. 8-9 a.m. Session chairman: Paul F. Whittig. Moderator: K. Blair Benson, Telectronics International Inc., New York. Participants: Joseph A. Flaherty, CBS-TV, New York; Frank L. Flemming, NBC-TV, New York; Richard Monroe, Westinghouse Broadcasting, New York; Isaac Hersley, ABC-TV, New York; Merle Thomas, Public Broadcasting Service, Washington.

**Television session**, Palladian room. 9-10:25 a.m. Presiding: James D. Parker, staff consultant, telecommunications, CBS-TV, New York. Coordinator: William B. Honeycutt, director of engineering, KDFW-TV Dallas.

**Portable computer-generator TV titling system**. 9-9:25 a.m. John T. Toth, ABC, New York. Fix-



**Wired for action**. In another new use of business automation, Broadcast Industry Automated Systems Co. (BIAS) will help broadcasters locate friends and business associates at this year's convention of the National Association of Broadcasters. Cathode ray tube computer terminals will be placed at various hotels to provide information on registrants as information is fed into the terminal.

ed-installation computer services for control of titling generators (Vidifonts, Chyrons) and frame store devices (such as Arvins) in the broadcasting plant are outlined with examples of services applicable to political conventions, elections and sports coverage. The off-premises use of these services in conjunction with various input/output devices is discussed along with a review of ABC's experience with a microcomputer system controlling various character generators via regular dial-up telephone circuits using standard Bell System equipment.

**The utilization and application of character generators—panel**. 9:25-10:25 a.m. Moderator: Robert J. Butler, director, Technical Division NBC-TV, New York. Participants: Frank D'Ascenzo, project manager, Video Products, 3 M Co., St. Paul; Thomas Hindle, Southeast sales manager, Thomson-CSF Laboratories, Stamford, Conn.; Eugene Leonard, president, Systems Resources Corp., Plainview, N.Y.; Thomas Meyer, product specialist, Telemation, Salt Lake City.

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## The hardware to be seen at NAB exhibits

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

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

Attention again this year seems to be concentrated on miniature cameras. Bosch/Fernseh will display its new handheld lightweight studio camera for



remote telecasting. Ikegami has a studio camera with minicomputer and triax for remote telecasting and taping. A self-contained lightweight ENG camera with three Plumbicon tubes will be shown by JVC. Philips will show a multiconductor studio and field camera and various ENG cameras with new features. RCA has a camera ready for either studio or field use. Two new ENG cameras will be shown by Sony. They are portable, battery-operated and will incorporate new technology. Thomson CSF will demonstrate its Microcam at low-light levels, showing test results from as low as two foot candles of light.

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

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

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

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

## Equipment exhibitors

The following companies will have exhibit booths at the National Association of Broadcasters' Convention at either the Sheraton Park (SP), Shoreham Americana (SH) and Washington Hilton (WH). New products are indicated by an asterisk (\*). Companies that will

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have hospitality suites are listed on page 68 with some hotel suites to be assigned (TBA).

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

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

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

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

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

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

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

*Product:* Fourth generation production systems\*, master control switcher, distribution switching systems. *Personnel:* W.G. Moore, Harold Bjorklund, W.C. Wiseman, Bob Munzner, Jerry Nordsiek, Dwight Wilcox, Bill Powers, Ed Miller, Joe Rosswog, Mel Wade.

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

*Product:* FM transmitters, AM transmitters, exciters, stereo generators. *Personnel:* R.M. Newhook, E. Sudol, A. Rosset, T.J. Keffer, B. Bernard, N. Goldich, Dr. L. Riebhahn, D.J. Fowler, L. Proctor.

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

*Product:* Video-tape recorders, audio recorders, cameras, associated equipment. *Personnel:* Richard Elkus, Arthur Hausman, C.P. Ginsburg, Victor Ragosine, Charles Steinberg, Vincent Titolo, Michael Ayers, George Boardman, Al Fisher, Bob Schwartz, Donald Kleffman, Richard Sirinsky, Paul Hansil, Arnold Taylor, Mark Sanders, Bob Bohunicky, Bill Carpenter, Charles Crum, Howard Lilley, Charles Anderson, Carlos Kennedy, Len Hase, Frank Nault, Tom Nielson, Jim Sims, Al Slater, Ron Alsin, Phil Campbell, Don Carlsen, Dick Coomes, Grant Easton, Bill Ebell, Russ Ide, Tom Johnston, Roger Miller, Keith Price, Frank Rush, Tony Seaton, Dick Smith, Jim Stephenson, Marv Wachter, Bart Williams, Russ Williams, Chuck Wright, John Porter, Ken Herring, Richard Antonio, George Armes, Paul Weber, Bill Park, Jack Becker, Charles Donahue, Arnold Schlinke, Max McCollough, Ed Stevenson, Russ Brown, Carlson Farha, William Hamaker, Pat Heenan, Holt Johnson, Fred Koehler, Stan Paris, Rod Stepan, Robert Thacker, Jim Travis,

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**Ampro** 300A SP  
850 Pennsylvania Boulevard, Feasterville, Pa. 19047.

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

**Andrew Corp.** 523 SH  
10500 West 153d Street, Orland Park, Ill. 60462.

**Product:** HELIAX coaxial cables, rigid line components, STL microwave antenna systems, earth station antennas. **Personnel:** W. Moore, J. Pryjma, E. Andr w, J.L. Gonzalez, T. Hewlett.

**Angenieux Corp. of America** 402 WH  
1500 Ocean Avenue, Bohemia, N.Y. 11716.  
**Product:** 15x9.5 total zoom lens system for



ENG color cameras, 15x12.5 total zoom lens system for portable color cameras, 42x wide angle continuous zoom lens for large broadcast color cameras, 42x field (telephoto) continuous zoom lens for large broadcast color cameras, 15x versatile zoom lens with range extender turret for large broadcast color cameras, 10 x 14.5 E31 extreme wide angle studio zoom lens for 1 1/4" tube large broadcast color cameras. **Personnel:** Bernard Angenieux, Andre Masson, Jean Moret, Serge

Dumartin, John Wallace, Dick Putnam, Bern Levy, Claus Zedler, Walt David, Jeff Giordano, Tang Sum, Pierre Chambon.

**Anixter-Mark** 569 SH  
4711 Golf Road, Skokie, Ill. 60076.

**Product:** Antennas, microwave, communications; grid parabolic 350-2700 mhz, solid parabolic 350-13,250 mhz. **Personnel:** M. Erhardt, E. Lamarre, J. Matz, G. Kowols, J. Annenberg, R. Geraci.

**Arvin/Echo Science** 536 SH  
485 East Middlefield Road, Mountain View, Calif. 94043.

**Product:** Discassette recorder/reproducer, special controllers of recorder/reproducer. **Personnel:** James Baker, Fred Meyer, J. Robert Burns, Robert Walker, Vince Kasprzak, C.R. Williams, Lee Stratton, William Nichols, Tony Grosboll, Marv Alley, Robert Christiansen.

**ASACA Corp. of America** 424 WH  
1289 Rand Road, Des Plaines, Ill. 60016.

**Product:** Portable TV camera for ENG, portable video one-inch recorder, noise meter, envelope delay measuring instrument, analog to digital converter, 20-inch color monitor. **Personnel:** C. Miller, T. Shigezaki, S. Takeda, K. Kashitani, K. Ezoe, J. Miller, K. Kimura.

**Audi-Cord** 565 SH  
P.O. Box 611, Normal, Ill. 61761.

**Product:** Modu-cart tape cartridge recorders and reproducers, 4-transport reproducer and formatting accessory.\* **Personnel:** Carl Martin, Richard Anderson.

**Audio Designs and Manufacturing** 430 WH

16005 Sturgeon, Roseville, Mich. 48066.  
**Product:** Audio Consoles and related components. **Personnel:** Robert Bloom, Sheridan Shook, Murray Shields, George De Santis, Larry Mandziuk, Larry Boocker and Jim Pashkot.

**Audio Sellers/Money Machine** 607A SH  
P.O. Box 23355, Nashville, Tenn. 37202.

**Product:** Money Machine sales/production library, Music Explo music production library\*, station ID's, sales promotion, radio cassette sales training program. **Personnel:** Jerry Williams, Jack Jackson, Pat Patrick, C.H. Quick.

**Auditronics** 435WH  
207 Summit Street, Memphis 38104.

**Product:** Broadcast consoles, audio; television & radio production consoles, audio. **Personnel:** Welton Jetton, Bill Brock, Phil Germano, Steve Sage, Clive Sloss, Ruebel Birchman.

**Automated Processes** 517 SH  
789 Park Avenue, Huntington, N.Y. 11743.

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

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

**Product:** Autotron broadcast control computer



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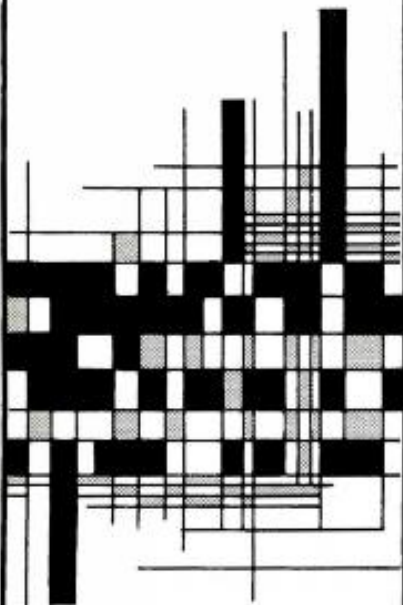
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**BJA Systems** 572 SH  
666 Davisville Road, Willow Grove, Pa. 19090.

**Bayly Engineering** 613 SH  
167 Hunt Street, Ajax, Ont

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

**Belar Electronics Laboratory** 317 SP  
Lancaster Avenue at Dorset, Devon, Pa. 19333.  
*Product:* FM stereo monitoring equipment featuring value modulation meter with peak catching circuit displaying complex modulation\*. *Personnel:* Arno Meyer, Joseph Novik, Manuel Krangel, John Quinn, Dr. Edward Chien, Joseph Rocci.

**Berkey Colortran** 507 SH  
1015 Chestnut Street, Burbank, Calif. 91502.  
*Product:* High efficiency HMI lighting equipment\*, Tungsten-Halogen lighting equipment for TV studio/field use, Fresnel family dimmer pack systems, FAR CYC light for unsurpassed illumination of Cycloramas\*, Berkey Beam ellipsoidal reflector framing shutter design, ellipsoids with field angles of 40 degrees to 5 degrees\*. *Personnel:* Peter Coe, Marion Rimmer, Jack Leonard, Robert Benson, Mel Rimmer, Jeff Sessler, Jay Bauer, Les Zellan, Tom Fay, Moe Tawil, Thomas Pincu, Joe Byron, Ken Vannice.

**Beston Electronics** 504 SH  
903 South Kansas Avenue, Olathe, Kan. 66061.  
*Product:* Automatic light control for large image film chains, character generator\*. *Personnel:* B.J. Lipari, D.R. MacClymont, R.D. Herring, D.L. Anderson, D.W. Cartner Jr.

**Bird Electronic** 311 SP  
30303 Aurora Road, Cleveland (Solon), Ohio 44139.  
*Product:* RF directional thru-line watt meters, RF absorption watt meters, 2 w to 50 kw air-cooled, water-cooled and self-contained-heat exchanger loads, line terminations, RF power and VSWR monitors, coaxial filters, couplers, filter-couplers, high-speed Wattcher monitor control for remote or on-site supervision of transmitters\*. *Personnel:* W. L. Yochum, R. Chakerian, R. Neitzel, R. Trefney, H.H. Heller, R.J. Tanczos, L. Wetzel.

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

*Product:* Automatic hands-off studio camera\*, handheld camera, portable camera, TCX two-thirds inch camera\*, one-inch tape recorder, one-inch portable tape recorder, color picture monitors. *Personnel:* Stephan Block, Fred Bundesmann, Richard Caine, Herbert Foerster,

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

*Product:* TV cable and connectors for color broadcast cameras. *Personnel:* Leo Gildea, John Hathaway, Al Garshick; Steve Adams, Ed McCusker, Richard Dufresne, Sam Mathews.

**Broadcast Electronics** 206 SP  
8810 Brookville Road, Silver Spring, Md. 20910.

*Product:* Tape cartridge machines, audio control consoles, AGC amplifiers, limiting amplifiers, turntables, package studio systems, multi-deck tape cartridge systems\*. *Personnel:* L. Cervon, T. Humphrey, J. Burtie, M. Black, R. Bousman, D. Durst, M. Sirkis, L. Blum, T. Kitaguchi, D. Bain.

**CCA Electronics** 201 SP

716 Jersey Avenue, Gloucester City, N.J. 08030.  
*Product:* AM transmitters: 2.5 kw, 10 kw, 50 kw, 10 w educational\*; FM transmitters: 4 kw, 12 kw, 25 kw, 55 kw\*; and 55 kw UHF TV transmitter; modular consoles\*, turntables, 10-channel stereo console, six-channel mono console, peramplifiers, FM optimod/FM limiter\*, FM circular polarized antenna\*, UHF TV antenna, FMC circularly polarized antenna. *Personnel:* Jason Fox, Arthur Silver, Robert Sidwell, Juan Chiabrando, Bruce Buck, Ed Elinewski, George Blackmon, Edward Schober, Don Powers, Leroy Wallace, Carl Hammett, Bill Costroff, Gordon DuVail, Richard Maitland, Mike G Moseman, Carlos Caballero, Robert Dunkin, Hugh Anderson, Van Pezirtzoglou, Mary Brumbach, Barbara DeMarino.

**CSI Electronics** 309 SP  
2607 River Road, Cinnaminson, N.J. 08077.

**Cablewave Systems** 518 SH

60 Dodge Avenue, North Haven, Conn. 06473.  
*Product:* Copper corrugated, wellflex coaxial antenna feed lines and associated accessories; pressurization equipment, microwave



parabolic antennas, elliptical waveguide and associated accessories. *Personnel:* William (Bill) Meola, Doug Proctor, Ken Robinson.

**California Switch & Signal 607 SH**  
13717 South Normandie Avenue, Gardena, Calif. 90249.

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

**Camera Mart 505 SH**  
456 West 55th Street, New York 10019.

*Personnel:* Shelly Brown, Ken Seelig, Harold Rainey, Leo Rosenberg, Herb Browning, Jeff Wohli, Samuel Hyman, Paul Meistrich.

**Canon 301 SP**  
10 Nevada Drive, Lake Success, N.Y. 11040.

*Product:* TV zoom lenses. *Personnel:* Y. Suguri, M. Momosawa, M. Miyazaki, T. Sakurai, J. Keyes, K. Morishima, H. Hirai.

**Capitol Magnetic Products 313 SP**  
1750 North Vine Street, Los Angeles 90028.

*Product:* A-2 audiopak broadcast cartridge; Q-19 backcoated studio mastering tape; Q-15 low-noise and 2 mil-low noise/low print recording tape. *Personnel:* Ed Khoury, Larry Hockemeyer, Harry Preston, Bill Clarke, Tony Sonchirico, Ed Grant, Dick Dunlavy, Gene Silvestri, Joe Kempler, Jack Sullivan.

**Ceco Communications 204 SP**  
2115 Avenue X, Brooklyn, N.Y. 11235.

*Product:* Electron tubes including transmitting, klystron, camera. *Personnel:* David Gildden, Lewis Levenson, Joel Levine.

**Central Dynamics 104 SP**  
147 Hymus Boulevard, Montreal.

*Product:* Video production switcher, compact production switchers, audio mixer/switcher, technical automation system Interfaced to BIAS business system, video-tape editor systems, downstream keyer, RGB and encoded chroma keyers, digital sync decoder, distribution amplifiers for pulse, video, equalized video and broadband digital/analog applications. *Personnel:* Earle Wallick, Howard Shephard, Robert Faulkner, Dick Deberadinis, Dave Spindle, Paul Welcome, Graham Pugh, Buddy Naeyaert, Ken Davies, Brian Tee, Peter Symes, Steve Lyman, Robert Mee, Tim McNeil.

**Cetec Broadcast Group 417 WH, 227 SP**  
75 Castilian Drive, Goleta, Calif. 93017.

*Product:* Jampro equipment, FM antennas, radomes, Schafer equipment, three-day memory automation system, Audiofile II multi-cart playback system\*, Sparta equipment, 1 kw AM solid-state transmitter\*, FM solid-state transmitter, FM transmitter, audio studio, remote equipment, Century II tape cart "C" size\*, three-stack record/playback equipment, circularly polarized TV antenna (at 417 WH only), Vega equipment, wireless microphone systems, Cetec audio equipment, audio consoles, AM stereo demonstration tapes from WKDC(AM) Elmhurst, Ill., in Franklin Room at Sheraton-Park. *Personnel:* Peter Onnigian, Jim Olver, Allan Wegner, Earl Bullock, Hugh Wilcox, Bob Slutske, Don King, Ken McKenzie, Hugh Moore, Bob Nelson, Bob M. Ward, Andy McClure, Ron Dagenasi, Jim Chabin, Dave McDonald, Mike Shafer, Dick Maynard, Tom

Copeland, Bud Thomas, Dwight Herbert, Bob J. Ward, George Pupala, Dick Lamoreaux, Dale Tucker, Jay Cooke, Paul Gregg, Dave Evans.

**Christie Electric 433 WH**  
3410 West 67th Street, Los Angeles 90043.

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

**Chyron Telesystems 303 SP**  
223 Newtown Road, Plainview, N.Y. 11803.

*Product:* Chyron 11 and Chyron 111B. *Personnel:* Joseph L. Scheuer, David H. Buckler, John D. Starosky, Eugene Leonard, Tim Nicholas, Larry Pink, Leon Weissman.

**Cine 60 433 WH**  
630 Ninth Avenue, New York 10036.

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

**Cinema Products Corp. 503 SH**  
2037 Granville Avenue, Los Angeles 90025.

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

(made of Lexan) with zoom lens control; camera accessories. *Personnel:* Ed DiGiulio, Peter Waldeck, Gary Gross, Bill Russell, Ed Clare.

**Collins Division, Rockwell International 217 SP**

P.O. Box 10463, Dallas 75207.

*Product:* 5 kw AM transmitter\*, 25 kw FM transmitter, audio console\*, two FM antennas\*, other AM and FM transmitters, consoles, audio equipment. *Personnel:* H.L. Kirby, D.A. Senter, J.M. Bixby, L.E. Winter, F.M. Cummings, J.S. Sellmeyer, K.R. Fox, D.H. Chenoweth, J.E. Bicocchi, C.A. Fosmark, J.H. Ring, K.A. Leach, T.T. Cauthers, R.C. Evans, R.G. Beattie, D.W. Hill, J.L. Littlejohn, J.C. Shideler, W.R. Sheffield, M. Courtright.

**Colorado Video 437 WH**  
P.O. Box 928, Boulder, Colo. 80302.

*Product:* Slow-scan TV, video color synthesizers. *Personnel:* Glen Southworth, Clarence Elliott, Richard Taylor.

**Comark Industries 614 SH**  
P.O. Box 196, Westfield, Mass. 01085.

*Product:* Broadcast demodulator, three and one-eighth inch coaxial switch DPDT, remote control duplexers\*. *Personnel:* Richard Fiore, Richard Fiore Jr., Paul Bahlin, William Yorns, Mark Aitkin.

**Commercial Electronics Inc. 222 SP**  
880 Maude Avenue, Mountain View, Calif. 94043.

*Product:* Color TV cameras that convert from

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various studio to various portable configurations with accessory equipment\*, color TV studio camera with seven-inch tiltable viewfinder, 17-inch color monitors\*. *Personnel:* Bill Butler, Don Smith, Bob Huseman, Bud Schneider, Raoul Proctor, Al Jensen, Paul Kendrick, Andrew Mellows, Don Kline.

**Communications Technology 559 SH**  
3070 Leeman Ferry Road, S.W., Huntsville, Ala. 35801.

*Product:* Routing switchers\*, assembly switchers\*, production switchers, audio routing switcher. *Personnel:* R. Swan, F. Zimmerman, R. Wunderlich, D. Perkins, J. Hodo, L. Lawson.

**Computer Image 415A WH**  
2475 West Second Avenue, Denver 80223.

*Product:* Video controllers for production, post production, editing, master control, routing requirements; video animation production via Scanimate and Caesar systems; live action video and post production services. *Personnel:* Lee Harrison, Dennis Reinhard- Ed Tajchman, Don Maly, Pete Freyschlag, Hal Abbott, Hal Wintheiser, Bill Altemus.

**Computer Magnetics 535 SH**  
125 West Providencia Avenue, Burbank, Calif. 91502.

*Product:* Refurbishing quad video heads, refurbishing audio heads, video disks and heads for slo-mo; auto equalizer, and velocity error corrector. *Personnel:* Ignatius Tsu, Willard Bell, Tim Palmer, Ted Emm, Tony Mlinaric, Bob Sexton, John Luiz, Dave Zimmerman, Victor Fortinski, Tom Pressley, John Ross.

**Comrex 570 SH**  
P.O. Box 269, Sudbury, Mass. 01776.

*Product:* Wireless microphone systems, cue systems, TV aural monitors, remote pickup transmitters and receivers, speech processing equipment. *Personnel:* John Cheney, Lynn Distler, Tim Brown, Erik Thoresen.

**Conrac 404 WH**  
600 North Rimsdale Avenue, Covina, Calif. 91722.

*Product:* TV monitors. *Personnel:* W.A. Ems, L. M. Ryan, K.R. Epple, W.A. Fink, R.T. Carson, C.D. Beintema, F.F. Heyer, D.A. Richmond, R.H. Miller, B. Turner, J. McClimont, J. Keenan, B. Mitchell, M. Warnick. \*

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**Consolidated Video Systems 224 SP**  
1255 East Arques Avenue, Sunnyvale, Calif. 94086.

*Product:* Digital time-base correctors, digital video synchronizer, digital video time-base corrector, digital video signal corrector\*, standards converter. *Personnel:* Nyle McMullin, Jim Summers, Joe Rodgers, Wayne Lee, Walter Werdmuller, Ron Frillman, Kong-Win Ho, Jerry Knight, Jerry Fox, Joe Hanf, Ron Harrison, Bill Miller, Mike Blang, DeWitt Smith, Duane Tuttle.

**Continental Electronics 220 SP**  
P.O. Box 270879, Dallas 75227.

*Product:* 5 kw, 10 kw and 50 kw AM transmitters, phasing and coupling equipment, duplexers, filters, combiners, RF equipment. *Personnel:* J.O. Weldon, M.W. Bullock, W.D. Mitchell, Vernon Collins, Dick Floyd, E.L. King, Ray Tucker.

**Convergence Corp. 509 SH**  
17935 Sky Circle No. D, Irvine, Calif. 92714.

*Product:* Joystick editing control system\*, program computer, digital LED tape time\*, Joystick search module. *Personnel:* John Campbell, Dennis Christensen, Richard Quaid, Richard Mulliner, Rush Hickman III, John Welland, George Bates, Gary Beeson, William Skinner.

**Cox Data Services 407 WH**  
Suite 100, Prado North, 5600 Roswell Road, Atlanta 30342.

*Product:* Turnkey business automation system for TV sales, traffic and accounting, including financial package. *Personnel:* Bill Henderson, Jim Landon, Lou Kaib, Frank Crane, Mike Nemeth, Jack Keating, Glenn Sirkis.

**Data Communications 422 WH**  
3000 Directors Row, Executive Plaza, Memphis 38131.

*Product:* Automatic switching system interface. *Personnel:* Jim McKee, Skip Sawyer, Patrick Choate, Bill Boyce, Richard Harper, Sherri Roberson, James Craig Ziegler, Dewey Hemphill, Ronnie Wilkes, Carol McInnis.

**Datatek 553 SH**  
1166 West Chestnut Street, Union, N.J. 07083

*Product:* TV transmitter color phase equalizers, video sweep generators\*, video/audio switching equipment\*, video, audio and pulse distribution amplifiers. *Personnel:* Mervyn Davies, Bob Rainey, John Baumann, Marty Jackson, Jim Landy, Herb Didier, Gene Sudduth.

**Datatron 531 SH**  
1562 Reynolds Avenue, Santa Ana, Calif. 92711.

*Product:* Video editing systems. *Personnel:* Herbert Perkins, H. Primosch, D. Lake, R.J. Ricci.

**Delta Electronics 300 SP**  
5534 Port Royal Road, Springfield, Va. 22151.

*Product:* Operating impedance bridge, common point impedance bridge, R.F. ammeter systems, analog antenna monitor, hardwire remote unit, digital antenna monitor, hardwire remote unit, remote control unit, transmitter monitor control system, base current adapter, toroidal current transformers, compensated rectifier unit, meter and jack, receiver generator\*, R.F. ammeter systems for remote applications\*, automatic modulation controllers\*, operating impedance bridge\*. *Personnel:* S.W. Kershner, C.S. Wright, R.E. Geiger, J. Wright, J. Novak.

**DI-Tech 109 SP**  
315 Wyandanch Avenue, North Babylon, N.Y. 11704.

*Product:* Video D.A., pulse D.A., touch-tone systems, audio follow video routing switchers, video presence detectors, audio/monitor amplifier. *Personnel:* George Petrilak, Anthony Bolletino.

**Dielectric Communications 544 SH**  
Route 121, Raymond, Me. 04071.

*Product:* RF loads and wattmeters; waveguide and accessories; RF switches; strobe guidance systems. *Personnel:* Howard Acker, Stan Thomas, Spencer Smith, Weldon Brackett, Francis Smith, Paul York, Larry Sawyer.

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

**Dolby Laboratories 602A SH**  
731 Sansome Street, San Francisco 94111.

*Product:* Broadcast encoder. *Personnel:* Ray Dolby, David Robinson, Ioan Allen, John Gibb, Christopher Parker, George Schowerer.

**Duca-Richardson 529 SH**  
11465 West 48th Avenue, Wheat Ridge, Colo. 80033.

*Product:* Production switching system\*. *Personnel:* Robert Richardson, James Duca, Carl Hedberg, John Labin Jr., Thomas Bonomo, Thomas Goldberg, Kenneth Stacy, Bruce Harvey.

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**Dynair Electronics 403 WH**  
5275 Market Street, San Diego 92114.

**Product:** Audio/video distribution switching equipment with various remote control options, audio distribution amplifiers\*. **Personnel:** D. Brown, D. Buterbaugh, E.G. Gramman, J. Hansen, R. Jacobs, P. Lynch, H. Maynard, A. Sibbald, R. Vendeland.

**Dynasciences Video Products 426 WH**  
Township Line Road, Blue Bell, Pa. 19422.

**Product:** Image enhancers, video processing system, downstream chroma keyer, switcher/SEG, Dynalens image stabilization system. **Personnel:** Erwin Bernstein, Joe Waltrich, Jim Law.

**ESE 557 SH**  
505 1/2 Centinela Avenue, Inglewood, Calif. 90302.

**Product:** Master timing system, remote time display and impulse clock, 32-to-96 event ram time programmer, combination digital clock and thermometer, ATS clock\*, digital clock/timer for correct time when used in timer mode\*, SMPTE time code reader\*, hand-held time calculator\*, hand-held digital timer\*, assorted digital clocks and timers. **Personnel:** Jerry Johnson, Bob Mayers.

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

**Product:** Ektachrome video news film high-speed (tungsten)\*, Ektachrome VN print film\*, Ektachrome video news film (tungsten), Ektachrome video news film (daylight), 16mm TV projector. **Personnel:** A.D. Bruno, W.A. Koch, W.H. Low Jr., K.M. Mason, J.F. Schroth, R.A. Steelhack, C.R. Troutner.

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

**Product:** Color slow-motion disk recorder with 20-second or 10-second capacity. **Personnel:** George Foster, James Hebb, D.V. Hebb.

**Electro Impulse 568 SH**  
P.O. Box 870, Red Bank, N.J. 07701.

**Product:** High power RF dummy loads; baluns; attenuators; power meters. **Personnel:** Mark Rubin, Judy Rubin.

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

**Product:** Dynamic and condenser microphones for all professional applications. Speakers and speakers systems for monitoring, playback, and sound reinforcement. **Per-**

**sonnel:** William Raventos, Larry Driskill, Tom Lininger.

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

**Product:** Speaker-amplifier pod, pulse cross kit, ceiling mounts, wall mount, mobile stand. **Personnel:** Bill Ellis, Gord Riggs, Jim Washburn, Laird Weagant.

**Electronics Missiles & Communications 110 SP**

P.O. Box 116, White Haven, Pa. 18661.

**Product:** 10-watt MDS transmitter\*, portable backpack TV transmitter\*, TV translator with SAW filtering\*, UHF/VHF transmitters, UHF/VHF translators, MDS high-power amplifier, UHF transmitting antennas, ITFS transmitter, ITFS receiving converter, high-performance TV translator\*. **Personnel:** Steve Koppelman, Jim DeStafano, John Saul, Bob Unetich.

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

**Product:** Portable and mini-portable microwave equipment for ENG video/audio signal transmission, fixed microwave systems for STL, intercity relay. **Personnel:** Joe Baker, Raul Cortes, Cliff Fields, Dave Gay, Jim Hurd, Jim Murray, Ken O'Neil, Warren Popham, Tom Boyd.

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

**Product:** Cartridges\*, meter\*, studio on-air light

alignment tools and tapes, other accessories. **Personnel:** Arthur Constantine, Frank DiLeo, Daniel McCloskey, Robert Gosciak, Roger Cappello, Justin Herman, Stephen Blumenthal, Pat Juckett, Jean Wahl, Jacques Kellner, Gau Persad.

**Flash Technology Corp. of America 554 SH**

111 Lock Street, Nashua, N.H. 03060.

**Product:** ElectroFlash beacon system. **Personnel:** FT. Gronberg, W.A. Kearsley, D.J. Rowe.

**Fuji Photo Film USA 225 SP**

350 Fifth Avenue, New York 10001.

**Product:** Video tape, two-inch quadruplex, video cassettes, flame retardant shippers\*, mini-cassettes\*. **Personnel:** John Dale, Al Bedross, White Henderson, John Walsh, Jerry Lester, Bob Knowles, Jeanne DiGangi, Alan Ferguson, T. Ushijima, A. Yoneda, J. Chung.

**Fujinon Optical 428 WH**

672 White Plains Road, Scarsdale, N.Y. 10583.

**Product:** Optical splitting systems and prisms, wide-angle ENG lens, studio/remote lens. **Personnel:** H. Ito, F. Nakajima, R. Hess, J. Komaki, M. Sekiya, K. Nakano, M. Sato, T. Sumiya, D. Bastello, P. Stuart, K. Rice.

**GTE Sylvania 302 SP**

100 Endicott Street, Danvers, Mass. 01923.

**Product:** Incandescent and tungsten halogen lamps for studio lighting. **Personnel:** Mel Brickett, Ed Kowalski, Jim O'Keefe, Garry Altom.

# Traditional M.O.R.



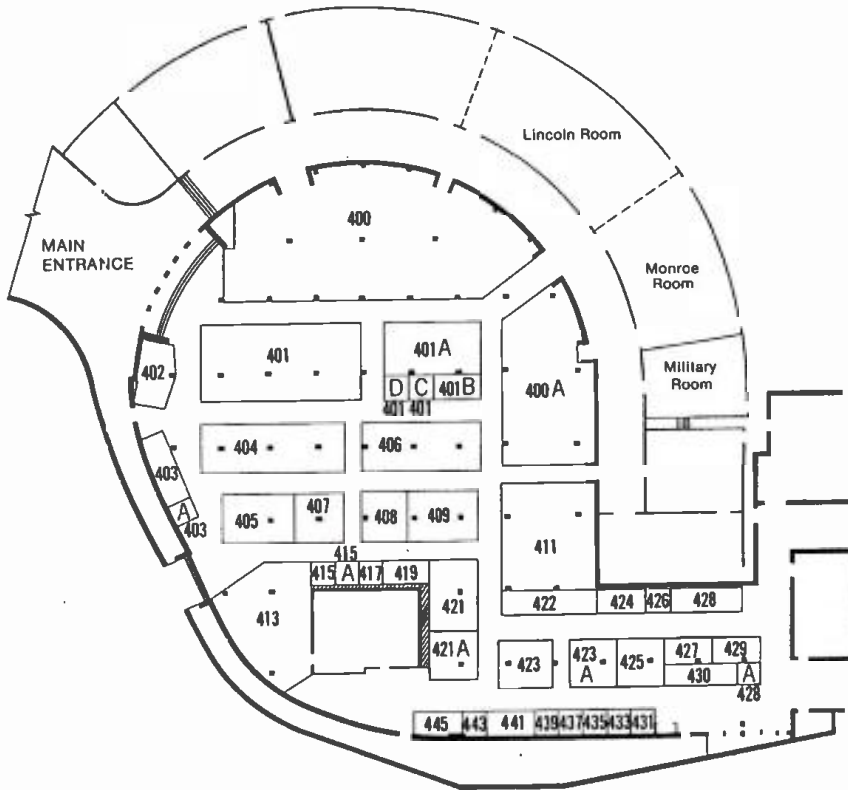
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**Garner Industries 616 SH**  
 4200 North 48th Street, Lincoln, Neb. 68504.  
 Product: Bulk tape eraser; high-speed reel-to-reel tape duplicator. Personnel: Philip S. Mullin, Jerry Williams.

**Alan Gordon Enterprises 615 SH**  
 1430 North Cahuenga Boulevard, Hollywood 90028.

**Gotham Audio 527 SH**  
 741 Washington Street, New York 10014.  
 Product: SEG Telefunken Telcom c4 noise reduction system\*, AEG Telefunken tape recorders, Neumann condenser microphones, NTP

video monitor projected peak program meter\*, Beyer input transformers, EMT shielded audio cables, EMT turntable systems, Woelke flutter meters, Woelke tape recorder alignment meter\*, K+H monitor speaker systems, Lyrec tape timer. Personnel: Eli Passin, Hugh Allen, Stephen Temmer, Russ Hamm.

**Grass Valley Group 209 SP**  
 P.O. Box 1114, Grass Valley, Calif. 95945.  
 Product: Production switcher with digital video effects\*, TV automation system\*, frame synchronizer\*, sync generators, distribution amplifiers, processing systems. Personnel: Robert Cobler, Robert Lynch, Robert Webb, Don Schlichting, John Spiker, Louis Swift, Dan-

ny Antonellis, Don Bowdish, Tom Sleeman, Bill Buford.

**Hammond Industries 221 SP**  
 155 Michael Drive, Syosset, N.Y. 11791.  
 Product: Revox production tape recorders, Revox monitor power amp\*, Beyer microphones and stands, infra-red stereo transmitter\*, infra-red stereo receiver\*, Klark-Teknik graphic equalizers\*, Meteor light and sound mixers\*. Personnel: Michael Noakes, Jack Kelly, Tony Edwards, Duane Fitzpatrick, Benny Finnigan, Norm Wiland.

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**Harris 205 SP**  
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Product: AM radio equipment: 1 kw solid-state AM transmitter with progressive series modulation\*, 5 and 50 kw AM transmitters with pulse duration modulation\*, AM monitoring equipment. FM radio equipment: 20 kw FM transmitters with solid-state exciter\*, FM high-power antenna scale model\*, FM monitoring equipment. TV equipment: 25 kw high-band VHF color TV transmitter with solid-state exciter with transversal side-band filter\*, TC-80 live color camera with Triax, TC-50A live color camera, automatic color film camera in film chain configuration, scale models of Harris circularly polarized, batwing, helical and zig-zag antennas. Audio equipment: Audio processor\*, System 90 program automation; Gateway 80, Stereo 80, Mono 5 and Stereo 5 audio consoles; Criterion-III multicart tape system; 12-inch transcription turntable; automatic transmission system\*. Personnel: Gene Whicker, Eugene Edwards, John Delissio, John Boatman, Daniel Roberts, Walter Rice, Thomas Schoonover, E.S. Gagnon, Kenneth Schwenk, Jose Acosta, Neil Arveschough, James Barry, Gene Bidun, Will Bone, E.L. Corujo, Ernest Credgington, Walt Deen, Keith Dundord, Bill Emery, London England, Dave Evans, Robert Gauthier, Leo Gilbeau, Robert Gorjance, Robert Hallenbeck, Galen Hassinger, Vic Hosquet, Garry Hourie, Kin Jones, Vern Killion, Harold Kneller, E.R. Lowder, Curtis Lutz, Donald Meier, Thomas O'Hara, David Orienti, Lew Page, Charlie Patterson, Fernando Perez, Ivey Raulerson, Vern Russell, Dick Sawicki, Jim Stanley.

**Hitachi Denshi America** 228 SP  
58-25 Brooklyn-Queens Expressway, Woodside,  
N.Y. 11377.

**Product:** Portable three-tube color camera, single-tube ENG portable camera, studio/portable digital ENG camera. three-tube Saticon and Plumbicon ENG camera. **Personnel:** Bernie Munzelle, Mike D'Amore, Nick Pisciotta, Marvin Bussey, Mike Monk.

**IGM** 538 SH  
4041 Home Road, Bellingham, Wash. 98225.

**Product:** Cartridge playback units, computer controlled automation system, random access programer, live-radio manual assist remote control. **Personnel:** Nick Solberg, Carl Peterson, E.C. Burkhart, Gordon Lund, Darryl Wichers.

**Ikegami Electronics** 508 SH  
29-19 39th Street, Long Island City, N.Y.  
11101.

**Product:** studio camera with minicomputer and triax for remote telecasting and taping, ENG color camera with triax, portable color studio camera full scan with one-inch plumbicons with triax, one-inch plumbicon studio color camera with triax, announcer booth camera, telecine multiplexer for film and slides, multiactor rapid set-up color monitor. **Personnel:** K. Sakamoto, K. Inoue, N.H. Nishi, M. Russin, Y. Sato, S. Yanagisawa, J. Stead, Y. Kawamura, A. Jones.

**Industrial Sciences** 552 SH  
3521 S.W. 42nd Avenue P.O. Box 1495,  
Gainesville, Fla. 32602.

**Product:** Production switchers, routing switchers, master control switchers, TV audio consoles, chroma keyers, processing amplifiers, pulse and distribution amplifiers, sync generators, VIRS generators, special effects generators, colorizers, automatic telecine light control, signal equalization. **Personnel:** Doug Akers, Chuck Moore, Bill Coomes, Jimmy Rodgers, Norm Farr, Gil Jaeger, Homer Masingil, Bob Bachus, Lew Parson, Lloyd Walton, Mike Rustici.

**Innovative Television Equipment** 310 SP  
P.O. Box 681, Woodland Hills, Calif. 91364.

**Product:** TV camera support dollies, tripods, pedestals, pan/tilt head, accessories and microwave products for studio and remote application. **Personnel:** Bert Rosenberg, Stanton Hollingsworth, Richard Crosby, Robert Gallagher, John Fitsimones, Keven Rynne, Skip Dunn.

**Interand** 560 SH  
450 East Ohio Street, Chicago 60611.

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

**International Microwave** 704 SH  
33 River Road, Cos Cob, Conn. 06807.

**Product:** Major product EJ-1013 portable microwave link designed for electronic journalism; AM and FM intra-city links. **Personnel:** Raymond Mahoney, Gus Szvetits, Arthur N. Terwilliger, Nora King, Derek Henry, Dennis Sullivan.

**International Tapetronics** 229 SP  
2425 South Main Street, Bloomington, Ill.  
61701.

**Product:** Benchmark cartridge recorders/reproducers, reel-to-reel recorder/reproducer, eraser/splice locator, Benchmark record/reproduce/delay, multi-deck machines. **Personnel:** Elmo Franklin, Jack Jenkins, John Abdnour, Andy Rector, Bob Tria.

**International Video Corp.** 401 WH  
990 Almanor Avenue, Sunnyvale, Calif. 94086.

**Product:** Video-tape recorder, one-inch portable VTR (BNC format and IVC format), studio and portable cameras. **Personnel:** Ronald Fried, Frederick Ramback, Robert Marmioli, Paul Fletcher, Andy Vanags, Bob Kuhl, Bob Riddle, Bob Henson, Dave Dever, Chuck Martin, Dick Rex, Marty McGreevy, Roger Lewis, Perry Vartanian, Carter Elliott, Gene Warren, Al Paz, Roger Bailey, Don Diesner, Don Morgan, Chuck Snider, Dave Edmonds, John Jefferies, Dennis Sheehy, Jim Kubit, Al VanDyke, Vic Sampson.

**JVC Industries** 530 SH  
58-75 Queens Midtown Expressway, Maspeth,  
N.Y. 11378.

**Product:** Three-quarter inch portable ENG, three-quarter inch electronic editing machines. **Personnel:** S. Hori, H. Hermes, R. O'Brion, H. Schloss, E. Pessara, R. Quinlan.

**Jefferson Data Systems** 429 WH  
Executive Plaza, 501 Archdale Drive,  
Charlotte, N.C. 28210.

**Product:** Data processing system for TV and

radio utilizing micro-processing equipment for sales, accounts, financial statements. **Personnel:** Mike Jones, Bill Jennings, John McDonald, Rana Adamson, Joe Abernathy, John Hutchinson.

**Kaman Sciences/BCS** 425 WH  
P.O. Box 7463, Colorado Springs, Colo. 80933.

**Product:** Business automation systems for radio and TV, traffic/accounting system for TV, automatic switchers. **Personnel:** Jack Finlayson, George Beattie, R.E.W. Smith, Larry Jones, Dick Trapp, Jim Wilson, Lorraine Albin, Debbie Patton.

**Kay Industries** 610 SH  
604 North Hill Street, South Bend, Ind. 46617.

**Product:** Phasemaster® rotary converter; alternate 3 phase power source. **Personnel:** Aaron Katz, Jim Buffington.

**Kings Electronics** 555 SH  
40 Marbeldale Road, Tuckahoe, N.Y. 10707.

**Product:** Connectors. **Personnel:** Fred Pack, Fred Della Iacono.

**Kilegl Bros.** 107 SP, 401D WH  
32-32 48th Avenue, Long Island City, N.Y.  
11101.

**Product:** Performance 1 memory lighting control system\*; Performance 2 memory lighting control system\*; Q-level 2000 lighting control system; Kliegpac 9 portable dimming system with interchangeable 2 kw dimmerpac, 6 kw dimmerpac\*, 9-channel two-scene preset con-

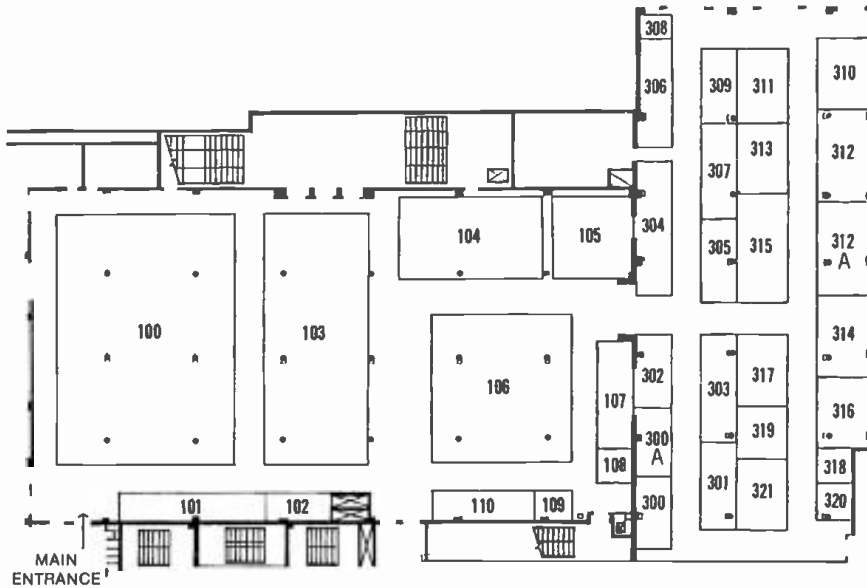
# CONTEMPORARY MOR!



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sole and 18-channel two scene preset control console; 5Q portable TV lighting kit, 2 kw softlite, 4 kw softlite, TV lighting fixtures. **Personnel:** John H. Kliegl II, Joel Rubin, Mike Connell, Deborah Butt, Wheeler Baird, Tom Hays, Jeff Miller, Jack Nettleton, Emily Johnson, Jose Sanchez, Horst Emmert, Gordon Pearlman, Steve Carlson.

**Knox 703 SH**  
16021 Industrial Drive, Gaithersburg, Md. 20760.

**Product:** Graphic arts character generators and titler. **Personnel:** Philip Edwards, Stan Michalski.

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

**Product:** Audio consoles, preamplifiers, compressor/limiters, distribution amplifiers, turntables, studio systems. **Personnel:** Richard Crompton, Harry Larkin, Theodore Davey, Edward Corse, James Malone, Richard Burden.

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

**Product:** Athena 4000 TSM, Athena 5000\*,

television film-chain projectors. **Personnel:** Bob Lawrence, Myra Thomas Lawrence.

**Laird Telemedia 551 SH**  
2125 S.W. Temple, Salt Lake City, 84115.

**Product:** Optical multiplexers, projectors, character generators, titlers, time/date generators. **Personnel:** Bill Laird, Ron Carling, Ron Jones, Dave Golding, Sam Kichas, Bob Bacon, Mike Crosby, Gerald Gregory, Kurt Heaton, Vernon Peterson.

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

**Product:** Broadcast equipment. **Personnel:** Jim Leitch, Bob Lehtonen, Garry Newhook, Paul Milazzo, Nancy Leitch, Wendy Leitch, Ursela Newhook, Bill Jaynes.

**Lenco Inc., Electronics Divison 312A SP**  
319 West Main Street, Jackson, Mo. 63755.

**Product:** Video terminal equipment including sync generation and distribution, video test signal generators, monochrome video monitors. **Personnel:** Paul Leonard, Howard McClure, Dick Lawrence, Bruce Blair, Larry Brown, Bill

Colman, Gary Stevens, Ken Tiffany.

**Lightning Elimination Associates 526 SH**  
12412 Benedict Avenue, Downey, Calif. 90242.

**Product:** Dissipation arrays\*, transient eliminators to protect low-level lines\*, surge eliminators for power mains or lines\*, lightning warning systems. **Personnel:** Roy Carpenter, Hal Proppe, Myron Whitney, Ed Hayden.

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

**Product:** Scully recorder/reproducer, International Audio in-cassette duplicator, Inovonics processor and replacement electronics for 350/351 Ampex electronics, cartridges, cassettes, software packaging, heads, recording, audio and high speed duplicating, Electro Sound automatic splicer, quality control reproducer. **Personnel:** David Lint, Igor Kozlov, John Kozin.

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

**Product:** CF-2 ultrasonic film cleaning machine; OMEGA film inspection machine with viewer; RETEC film handling supplies. **Personnel:** Thomas A. Tisch, Coyle Dillon, Ray L. Short Jr., Eli Smith, Jerry Lipsner, Thomas W. Boyle.

**Listec 305 SP**  
35 Cain Drive, Plainview, N.Y. 11803.

**Product:** Camera mounting equipment, Vinten PortaPed\*, Fluid Head\*, PortaSkid\*. **Personnel:** Jack Littler, Bruce Ballantyne, Mike Stechle, Gordon Ballantyne, Alastair MacMath, Mike Martin, Joanne Camarda.

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

**Product:** Magnetic Audio/Video Products Division: Scotch High Audio quadruplex video tape\*, quadruplex and helical scan video tapes, video cartridges, video cassettes, video accessory products, Scotch Studio Mastering recording tape, audio recording tapes and accessories. Mincom Division: video character generators\*, random access memory storage\*, image enhancers\*, encoders\*, bridging switchers\*, color bar and sync generators\*, distribution amplifiers\*, processing amplifiers\*, dropout compensators\*, outliners\*, color insert keys\*, data and time/temperature generators\*. **Personnel:** Marsh Hatfield, Bob Brown, Paul Dotray, Frank D'Ascenzo, Fred Hodge, Lynn Wilson, Bob Landingham, Jim Mazzoni, Tony Mattia, Bill Hahn, Walt Clarke, John Howard, Pat Ellestad, Joe Stone, Dick Johnson, Dick Dubbe, Herb Didier, Dave Dolney, Mike Smith, Bill Weston, Jerry Kerr, John Handley, Bill Speck, Clark Duffey, Joe Culligan, Jim Krogseng, Gary Barnum, Charles Germon, Steve Landsman, Dick Sudkamp, Ellen Packard, Larry Choate, Brendon Lusby, Bill Jones, George Charvez, Jim Hager, Gordon Menard, Dan Denham, John Povolny, Bill Madden, Joe Leon, Jack Hanks, Gordon Schutte, Jack Gondus, Jim Hollon, Chuck Kendall, Pete Gavin, Jerry Bauman, Pete Van Deventer, Steve Taylor, Andy Person, F.J. Bager, Lloyd Troeltzsch, Jack Watson, Frank Gallagher, Kevin Fitzgerald, Norm Ritter, Dick Elliott, Dave Bestman, Mike Kelley, Lee Marks, Bob Herman,



Dave Larson, John Fltzpatrick, Bob Devitt, Vicki Hanson, John Tomsyck, Mike Beetem, Vic Mohrlant, Joe Williams, Pat Cafferty, Jim Notoris, Ron Jarman.

**MCI** 562A SH  
4007 N.E. 6th Avenue, Fort Lauderdale, Fla. 33334.

*Product:* Tape recorder/reproducer\*. *Personnel:* Lutz Meyer, Thomas Hay, Steven Armfield.

**Marconi Electronics** 106 SP  
100 Stonehurst Court, Northvale, N.J. 07647.  
*Product:* Mark VIII B color camera, automatic color camera, Mark VIII film chain, Mark VIII portable color camera, transmitters, digital standards converter, automatic VIT's, analyzer, measuring equipment. *Personnel:* T. Mayer C.F.H. Teed, R.V. Lunniss, FL. Bones, S.J. Leeson, N.N. Parker-Smith; K. Elkins, A. Ramsden, B. Pickstock.

# MARTI

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# ENG Power

For complete details, phone, write, or see us at the **1977 NAB SHOW**, March 27-30, Booth 207, Sheraton Park Hotel, Washington, D.C.

**MARTI Electronics, Inc.**  
Box 661 • 1501 N. Main • Cleburne, TX 76031 • 817/645-9163

**Marti Electronics** 207 SP  
P.O. Box 661, Cleburne, Tex. 76031.  
*Product:* Automatic repeater for ENG\*, mobile repeater for ENG\*, transmitters for ENG, ATS compatible digital status unit\*, studio-transmitter link, digital remote control\*. *Personnel:* George Marti, Roger Bast, Mac McClanahan, Ken Horton.

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

**McCurdy Radio Industries** 315 SP  
1711 Carmen Drive, Elk Grove Village, Ill. 60007.  
*Product:* Audio consoles, switchers, intercoms, turntables, audio D.A.'s. *Personnel:* George McCurdy, Ron Mitchell, Peter Buzzard, Cliff Rogers, Stan Maruno.

**McMartin Industries** 200A SP  
4500 South 76th Street, Omaha 68127.  
*Product:* AM and FM transmitters, exciter, exciter/SCA demonstration unit, eight-channel rack mount console, five-channel rack mount console, four-channel remote mixer,

phonograph preamplifier, five-channel mixer/preamplifier, five-channel mixer/amplifier, RPU equipment\*. *Personnel:* Ray McMartin, Joseph Engle, Leonard Hedlund, Charles Goodrich, Bob Anderman, John Grey, Tom Butler, Bob Switzer, Ed Huber, Dave Kelly, Jerrell Henry, Don Jones, John Tollefson, John Schneider, Ken Blake, Joe Krier, Juan Gregorio, Howard West.

**Memorex** 401A WH  
1200 Memorex Drive, Santa Clara, Calif. 95052.

*Product:* Chroma 90 broadcast video tape; helical scan broadcast video tape for IVC 9000 recorder\*; Quantum helical scan video tape (500 Oersted) in half inch EIAJ format and one-inch in Ampex, Sony, IVC and BCN formats; three-quarter inch video cassette\*; helical scan video tape (300 Oersted); audio training cassettes; audio training reels\*. *Personnel:* Art Anderson, George Ansier, Alex Argendeli, Tom Beal, Dave Berry, Dick Bigotti, Mike Carney, Les Hunt, Hal Jones, Dewaine Miller, Bob Reetz, Bob Scheper, Mike Skelton, John Varnell, Steve Walsh, Pete Wodraska.

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

*Product:* Custom quadruplex video-tape recorders. *Personnel:* John Streets, Michael Paull, Morris Evans, Wally Heusser.

**Micmix Audio Products** 547 SH  
9990 Monroe Drive, Dallas 75220.  
*Product:* Demonstrating the master audio

meter replacement for VU meters, the time warp audio delay line and effects generator, and the Supe 'C' series master-room reverberation units for on line or production applications. *Personnel:* John Saul, William Hall.

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

*Product:* Digital time-base corrector\*, digital framestore synchronizer, ADC and DAC converters. *Personnel:* Gilbert Kesser, George Grasso, Brian Matley, Herb Quilitzsch, Peter Michael, Richard Taylor, Bob Graves.

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

*Product:* Automation system. *Personnel:* David Collins.

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

*Product:* Audio consoles, packaged production systems, newsdesk news production system, audio control centers, turntables, tone arms, audio preamplifiers, studio furniture, tape cartridge racks, automatic antenna heater control systems, portable remote consoles. *Personnel:* William Stacy, Mal Stacy.

**Microtime** 314 SP  
1280 Blue Hills Avenue, Bloomfield, Conn. 06002.

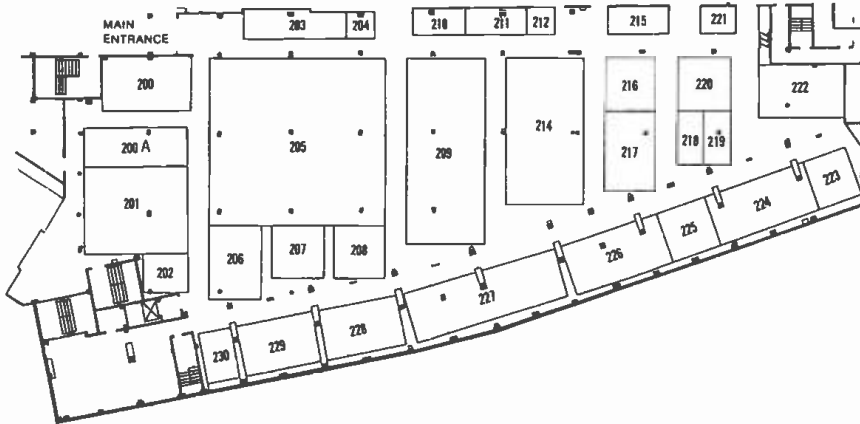
*Product:* Signal corrector for video signal not



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treated by time-base corrector. *Personnel:* John Larkworthy, Dave Acker, Gene Sarra, Neal Ownes, Dick McLean, Richard Cosma, Dan Sofie, Phil Dubs, Bill Baird, Ralph Davis, Gary Johnston, George Mathias.

## Microwave Associates 200 SP

63 Third Avenue, Burlington, Mass. 01803.  
*Product:* ENG microwave systems. *Personnel:* Curt Kring, Erik Stromsted, Lou Pascarella, D. DeLancey, Phil Cass, Dan McCarthy, Mert Knoid, Carl Guastaferrro, John Fielek, Clyde McCauley, Rod Gibson, John Van, Dave Erikson, Peter Coyle, Peter Burnage, Telmo Alves, Don Acher, George Hardy.

## Minneapolis Magnetics 516 SH

8125 Pleasant Avenue South, Minneapolis 55420.

## Mole-Richardson 102 SP

937 North Sycamore Avenue, Hollywood 90038.  
*Product:* 575-watt, 1200-watt and 2500-watt HMI Mole Solar-Arcs. 1800 watt Molequartz Teenie-Weenie Molekit; 3300-watt Molequartz Molekit; Mole focal spot for Mini-Mole Solarspot; 200-watt Molequartz Molelipso pattern light; 1000-watt Molequartz Molelipso pattern light; focusing Quartz family: 650 watt Teenie Mole, 1000-watt Mickey Mole, 2000-watt Mighty Mole, 4000-watt Molequartz Baby 4K Solflite, 200-watt Molequartz Baby 2K Softlight, 750-watt Molequartz Baby Softlight. Quartz Solar Spot family: 100-watt Baby-Baby, 2000-watt Baby Junior, 5000-watt Baby Senior; solarspots, molefays, molepars, broads, scoops, nooklites, grip equipment adapters, hangers and mounting fixtures. *Personnel:* Howard Bell.

## Moseley Associates 203 SP

111 Castilian Drive, Goleta, Calif. 93017.  
*Product:* Telecontrol systems\*, audio limiter\*, digital control system with computer option\*, digital remote system and status subsystem, remote pickup links, aural STLs, remote control system, stereo generator, automatic transmission system for AM and FM with local and remotely located transmitters. *Personnel:* John Moseley, John Leonard Jr., Howard Ham Jr., K.F. Zimmerman, William Kleinhofer, Vincent Mercadante.

## Motorola Communications Division 611 SH

1301 East Algonquin Road, Schaumburg, Ill. 60172.

## Nagra Magnetic Recorders 606 SH

19 West 44th Street, New York 10036.

## NEC America 533 SH

1948B Lehigh Road, Glenview, Ill. 60025.  
*Product:* Frame synchronizers; one-inch broadcast video tape recorders; digital video effects system; digital broadcast time-base connector. *Personnel:* K. Kano, R. Dennis Fraser, K. Mio, K. Kashigi, S. Arikai, M. Imai, M. Mitsui, H. Ono, A. Sugiyama.

## Nortronics 522 SH

8101 10th Avenue, Minneapolis 55427.  
*Product:* Replacement tape heads, tape recorder accessories. *Personnel:* Mike Nystrom, Craig Larson, Mervin Kronfeld, Joe Dundovic.

## NTI 550A SH

10105 South Spaulding, Evergreen Park, Ill. 60642.

## Nurad 230 SP

2165 Druid Park Dr., Baltimore 21211.  
*Product:* Superquad ENG/EJ antenna system\*, Goldenrod, Dualrod, Golden-mini rod\*, Dual-mini rod\*, Handi-rod dual circularly polarized antenna\*, 45 CR3 2/7 ghz dual-band circularly polarized quad antenna\*, 45 CR2 2/7 ghz dual-band dual-polarized antenna\*, ENG/EJ antenna systems, omnidirectional microwave antennas, helicopter antenna systems. *Personnel:* Gordon Neuberth, Leslie Lear, Harry Rutsstein, Charles Mann, George Fike, Glenn Helme, Fred Hock, David Rider.

## O'Connor Engineering Laboratories 573 SH

100 Kalmus Drive, Costa Mesa, Calif. 92626.  
*Product:* TV camera support equipment including tripods, fluid heads, Hydroped hydraulic camera pedestal. *Personnel:* Chadwell O'Connor, Regina O'Connor, Joel Johnson, Cary Clayton.

## Olesen 423B WH

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

## Optek 603 SH

5526 East LaPalma Avenue, Anaheim, Calif. 92807.  
*Product:* Automatic bulk tape degausser for video and audio tape, visual transmitter demodulator. *Personnel:* John Baumann, Martin Jackson, Tom Barnes, Steve Irwin, Bill Seidel, Dardee Seidel, Gary Metz.

## Orban Broadcast 539 SH

459 Bryant Street, San Francisco 94107.  
*Product:* Optimod-FM. *Personnel:* Eric Small, Jesse Maxenichs, John Kean, John Delantoni, Robert Orban.

## Orox 226 SP

3303 Scott Boulevard, Santa Clara, Calif. 95050.  
*Product:* CMX Systems: computer assisted video-tape editing system, portable SMPTE time code generator, generator, time code reader display. Videomax: refurbished video tape, recording heads. *Personnel:* William Orr, Sid McCollum, Murray Bevit, Darrel Vincent, Dan Rody, Tom Phillips, Gary Youngs, Bob Meserve, Rosemary Huza, Mary Campbell, Cassie Connell, Robert Peters, Allen Behr, Bill Fitts, Jerry Cudlipp, Frank Benson, Rick Murphy, Bill Laumeister.

## Otari 617 SH

981 Industrial Road, San Carlos, Calif. 94070.  
*Product:* Playback-only audio tape\*, quarter-inch two-channel tape\*, half-inch four-channel tape\*, quarter-inch mono tape, quarter-inch half-track tape, quarter-inch four-channel tape, half-inch eight-channel tape, one-inch eight-channel tape. *Personnel:* M. Takekawa, Brian Trankle, Jack Soma, Lew Barrett, Ken Ikezawa, Greg Wintrup, M. Hara, S. Higashino, Dave McClurg.

## Pacific Recorders 549, 550 SH

11100 Roselle Street, San Diego 92121.  
*Product:* Multilimiter broadcast limiter for AM,

FM and TV audio; Multimax automated gain control unit for AM audio\*; Cuerack random cart accessor\*; Audiometrics production system featuring four-channel console\*; PR&E on-air console\*. *Personnel:* Jack Williams, Cindy Guzzo, Dave Pollard, Bob Harvey.

**Panasonic Video Systems Division**  
**Military Room WH**

*One Panasonic Way, Secaucus, N.J. 07094.*  
*Product:* Broadcast camera, special effects switchers, and video recorders. *Personnel:* Alvin Barshop, Milton Landau, Morris Washington, James Fairbank, Leroy Wright.

**Paperwork Systems** 542 SH  
*P.O. Box 38, Bellingham, Wash. 98225.*

*Product:* Computer business systems to radio and TV, system for cable TV\*, Datapoint computer packages\*, Centronics 104-200 line per minute printer\*, *Personnel:* Joe Coons, Lee Facto, Jim Lang, Warren Middleton, Greg Yazell, Chris Young, Klover Iverson, Kevin Beaney, Belane Bell, Gordon English.

**Helps Dodge Communications** 439 WH  
*Route 79, Marlboro, N.J. 07746.*

*Product:* FM antennas, rigid line components. *Personnel:* Saul Esocoff, E.F. Boehm, W.B. Bryson.

**Philips Broadcast Equipment** 100 SP  
*91 McKee Drive, Mahwah, N.J. 07430.*

*Product:* Multi-conductor studio and field camera, triaxial-cable studio and field camera, portable production color camera, portable ENG/field production color camera, high-sensitivity color camera and production system, telecine camera chain, broadcast transmitters. *Personnel:* W. Anderson, N. LaBate, J. Giove, A. Keil, D. Herring, P. Demming, R. Weisel, L. Staskiewicz, F. Lydon, J. Safar, P. Gloeggler, W. Amos, G. Nappo, M. Hartt, J. Nigro, J. Clarine, H. Gladwin, C. Buzzard, D. Beck, K. Gustafson, J. Kraus, R. Johns, J. Wilson, G. Brill, H. Schkolnick, F. vanRoessel, P. Bergquist, H. Hartong, R. King, P. Lance, A. Drury, F. Klosterman, A. Keizer, L. Germany, I. Waters, R. Clegg, D. Lewis, S. Moore, R. Symmes, T. McGann, D. Burnett, J. Laros, W. Renes, L. Buren, E. Rosulek, J. Valetton, J. Geensen, H. Breimer, A. vanDoorn, A. Kuipers, K. Van Duuren, P. vanZanten, C. deKlerk, G. Dengel, L. Arpino, G. Masullo, N. Neumann, D. Mittedorf, K. van der Keyl, R. Utterback, P. Birnstein, R. Raboin, R. Johnson, R. Manahan, M. Arnold, N.V. Rao, H. Kruger, H. Stevens, E. Prevost, L. Davie, D. Hunter, A. Hindorff, A. Till, C. Collins, L. Alting, J. Oosting, R. Carlin, F. Lovitz, B. Greene, D. Morris, H. Pilmeyer, A.A. Opsteiten, K. Reinsma, C.M. De Zeeuw, R. Ellis, M. Mackin, A. Laury, A. Hill, R. Martin, N. Tuxen, Dr. Mooney.

**Philips Test & Measuring Instruments** 605 SH

*400 Crossways Park Drive, Woodbury, N.Y. 11797.*

**Potomac Instruments** 524 SH  
*932 Philadelphia Avenue, Silver Spring, Md. 20910.*

*Product:* Antenna monitoring equipment, AM field strength meters, VHF field strength meters, frequency synthesizers and coherent detectors, automatic audio test system\*. *Personnel:* W.H. Casson, R.H. Ellenberger, C.C. Hall, D.G. Harry.

**Power-Optics** 304 SP  
*1055 West Germantown Pike, Fairview Village, Pa. 19409.*

*Product:* Remote camera control systems, Grafikon optical color comparator, Scene-Sync pan and tilt system. *Personnel:* Thomas Streeter, Richard Fordham, Richard M. Wardrop, Alan Price.

**Projection Marketing Systems** 558 SH  
*341 North Foothill Road, Beverly Hills, Calif. 90210.*

**QEI** 548 SH  
*Route 73, Kresson, N.J. 08053.*

*Product:* FM exciter, stereo generator, SCA generator, ATS control system\*, composite STL system, AM modulation monitor, FM modulation monitor, TV modulation monitor, stereo modulation monitor, AM RF amplifier, FM RF amplifier, mono average maximizer, mono peak maximizer, stereo average maximizer, stereo peak maximizer, AM peak maximizer. *Personnel:* Charles Haubrich, John Pilman, William Hoelzel, Edwin Etschman.

**Q-TV/Telesync** 419 WH  
*33 West 60th Street, New York 10023.*

*Product:* VideoPrompter equipment, console transport, conveyor transport. *Personnel:* George Andros, Hy Sheft, John Maffe.

**Quick-Set** 421A WH  
*3650 Woodhead Drive, Northbrook, Ill. 60062.*

*Product:* Support equipment for studio broadcast, ENG/Cine, remote, microwave including tripods, pedestals, cam heads, friction heads, fluid heads, dollies. *Personnel:* M. Stolman, B. Thomas, J. Andre.

**RCA American Communications** 401C WH

*201 Centennial Avenue, Piscataway, N.J. 08354.*

*Product:* Domestic satellite communications. *Personnel:* D. Quinn, L. Donato, A. Parinello, P.W. Gaillard, W. Wormington.

**RCA Commercial Communications Systems Division** 400 WH

*Camden, N.J. 08102.*

*Product:* Color TV equipment, cameras, film systems, video-tape recorders, film and tape cartridge machines, control switching and effects equipment, UHF and VHF TV transmitters, transmission line and antennas, audio equipment, color compact TV\*, ENG package\*, solid-state radio transmitter\*, radio transmitters, station automation equipment, TV mobile equipment, microwave relay equipment, two-way mobile radio equipment. *Personnel:* I.K. Kessler, N. Vander Dussen, J.E. Hill, A.J. Barrett, J.H. Cassidy, F.X. Carroll, E.J. Dudley, H.R. Henken, A.C. Luther, A.M. Miller, M.G. Moon, P.J. Murrin, L. Slutzky, J.E. Bannister, D.B. Freeman, J.L. Nickels, J.A. Gimbil, G.M. Lewis, R.E. Harding, W.H. Holroyd, E.N. Luddy, H.T. Magno, T.E. Newman, C. Gaydos, C.P. Perez, A.W. Power, J.E. Smith, R.D. Walsh, P. Higginbotham, D. Forbes, B. Fincher, P.G. Walters, J. Morse, N. Hudak, R. Tyrrell, B. Laughlin, R. Abbenante, F.A. Timberlake, C. Raasch, C. Fitxh, E.H. Hoff, R. Edenson, J. Butts, J.L. Preston, O. Bjerke, H. Dover, J.R. Ayers, E. Ray, C. Koriwachak, W.G. Eberhar, R. Varda, W. Martin, L. Pinski, D.G. Smith, R. Newman, J.P. Shipley, R. Emch, C.

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- ★ Mobile Repeaters
- ★ Encoders and Decoders
- ★ Broadcast-Quality Hand-Carried Portable Transmitters
- ★ Broadcast-Quality Portable/Mobile Transmitters 25, 30, and 40 Watts
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- ★ Complete Antenna Packages

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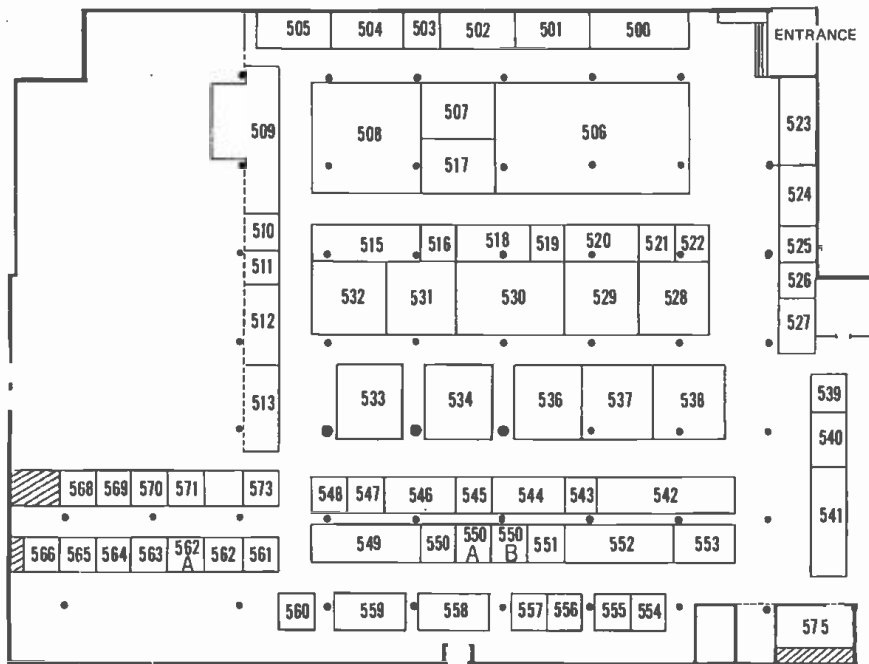
## FLEXIBLE AURAL STL

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

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

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

**Rank Precision Industries 409 WH**  
411 East Jarvis Avenue, Des Plaines, Ill. 60018.  
*Product:* Varotal broadcast lenses, accessories, color separation optics for TV cameras, flying spot Telecine film chain, Varotal MRL for standard broadcast cameras\*, Rank Cintel 16/35 mm, flying spot color telecine with remote control systems, Ausix sound mixing system, automatic color corrector slide scanning accessories, Varotal MRL for mounted portable cameras\*. *Personnel:* Kish Sadhvani, J.M. Campbell, Neil Kempt.

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- Bright LED display
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(408) 735-8821

**Recortec 423 WH**  
777 Palomar Avenue, Sunnyvale, Calif. 94086.  
*Product:* Reel-servo modification kit for quad VTR's, auto-edit for editing VTR's, video-tape addressor\*, tape cleaner, time code enhancer\*.

**Richmond Hill Laboratories Ltd. 208 SP**  
1240 Ellesmere Road, Scarborough, Ont.  
*Product:* Video Production switchers, auxiliary transition unit, video clamping amplifiers, video distribution amplifiers, RGB chroma keyer, quad. split generators. *Personnel:* F.W. Huffman, G.J. Thursby, R. Watson, B. Scott, W. Swing, F. Da Costa, N. Ashworth.

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

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(408) 735-8821

nel: S.C. Jones, Steven Friedman, Herman D. Post.

### Rohde & Schwarz Sales 321 SP

14 Gloria Lane, Fairfield, N.J. 07006.

**Product:** Broadcast demodulators, color TV monitors, modulators, VIT analyzer test system, off-air monitors, RF sweep test system, FM analyzer test system. **Personnel:** U.L. Rohde, C.E. Barlow, A. Freeland, R. Goebel, T. Mair, C. Kooyman.

### Roscoe Laboratories 556 SH

36 Bush Avenue, Port Chester, N.Y. 10573.

**Product:** Roscolux color media, Cinégel problem solving materials for TV and movie production, Roscoscreen front and rear screen projection materials\*, lighting equipment. **Personnel:** Stan Miller, Glyn Pritchard, Roger Zobel, Ned Bowman, Mike Niehenke.

### Rupert Neve 541 SH

Berkshire Industrial Park, Bethel, Conn. 06801.

**Product:** Audio console, related products. **Personnel:** Peter Sidey, Derek Tilsley, Toré Nordahl, Barry Roche, Tony Langley, Clary MacDonald.

### Sansul Electronics 602 SH

333 West Alondra Boulevard, Gardena, Calif. 90247.

**Product:** Four-channel equipment, QS decoder, power amps, turntables, tuners. **Personnel:** Jerry LeBow, Y. Takeda

### Scientific-Atlanta 532 SH

3845 Pleasantdale Road, Atlanta 30340.

**Product:** Earth station video terminal, 10 and five-meter diameter antenna earth stations\*, video receivers\*, video exciter, demodulator\*. **Personnel:** Howard Crispin, Sidney Topol, Don Crumm, Harry Banks, Ken Leedick, Alex Best, Peter Pifer, Bob Placek.

### Scully Recording Instruments 318 SP

475 Ellis Street, Mountain View, Calif. 94040.

**Product:** Audio recorder/reproducers; reproducers; logging recorders. **Personnel:** H. Hull, B. Shute, B. Hamilton, G. Nelson, P. Flad.

### Sescom 620 SH(A)

P.O. Box 590, Gardena, Calif. 90247.

**Product:** Audio transformers, audio modules\*, direct boxes\*, mic-splitting boxes\*, snakes\*, microphones\*, news bridge\*, mic-line driver\*. **Personnel:** Franklin Miller.

### Shintron 601 SH

144 Rogers Street, Cambridge, Mass. 02142.

**Product:** Broadcast switcher\*, switcher/SEG, video typewriter. **Personnel:** Shintaro Asano, Richard Ellis, Eckhard Konkel, Peter Choi.

### Shure Brothers 211 SP

222 Hartrey Avenue, Evanston, Ill. 60204.

**Product:** Telephone acoustic coupler\*, permanent sound reinforcement speaker\*, portable sound reinforcement speaker\*, equalization analyzer systems\*, audio equalizer\*, unidirectional dynamic microphone\*, unidirectional head-worn microphone, unidirectional head-worn microphone with monitor, dynamic element lavalier microphone, low-noise hand-held omnidirectional dynamic microphone, line level unidirectional condenser microphone with built-in limiter, professional studio phono cartridge, high fidelity cartridge. **Personnel:** Roger Ponto, Ken Reichel, Bob Carr, Lottie Morgan, John Phelan, Shelley Brown, John Owens, Bob Ott, Mike Petersen.

### Sintronic 537 SH

705 Haverford Road, Bryn Mawr, Pa. 19010.

**Product:** AM and FM transmitters. **Personnel:** Arthur Singer, Peter A. Tyrrell, Jr., Elliott Bard, Richard Singer, John Hayes, Claude Hill, Fred Chassey, Jamie Rojas, John Hillman.

### Eric Small & Associates 540 SH

Suite 315, 680 Beach Street San Francisco, 94109.

**Product:** ATS\*, tower light monitor\*. **Personnel:** Eric Small, John Kean, Jesse Maxenchs.

### Society of Motion Picture and Television Engineers 403A WH

862 Scarsdale Avenue, Scarsdale, N.Y. 10583.

**Product:** Books on digital video\*, ENG, color television; test materials, films, slides. **Personnel:** Alex Aiden, Thomas King, Jeffrey Friedman, Pablo Weinschenk-Tabernerero, Peggy Caggiano.

### Soll 320 SP

401 East 74th Street, New York 10021.

**Product:** Design, installation and construction of broadcast facilities; design, fabrication and installation of RF switching systems; slide presentation of projects. **Personnel:** J.M. Soll, R. Soll, E. Haupt, L. Herman, G.A. Olsen.

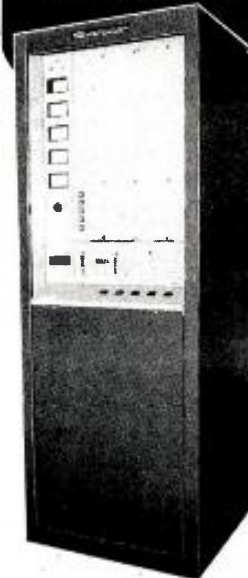
### Sony 506 SH

9 West 57th Street, New York 10019.

**Product:** High-band one-inch recorders\*, portable one-inch VTR\*, ENG products\*, portable cameras\*. **Personnel:** H. Schein, R. Steiner, M. Fink, D. MacDonald, E. Sherry, G. Finlay, H. McAdams, G. Yamagishi, D. Folsom, T. Califano, I. Segawa, L. Nanaszy, C. Severo, T. Scott, I. Barton, L. Benson, G. McGinty, L. Silverman, P. Mindadeo, T. Wada, R. Mueller, J. Crane, P. Hart, W. Reeves, J. McDonnell, L. Manning, K. Ohi, R. Daines, G. Currie, C. Felder, P. Warner, M. Tonaka, J. Pillarella, N. Morris, T. Kitada, S. Peters, A. Papazian, K. Yamadawa, F. Bonvolliour, F. Lam, M. Hebert, J. Tiltman, P. Hess, N. Nakanishi, M. Tsurumi, A. Demasson, H. Kybett.

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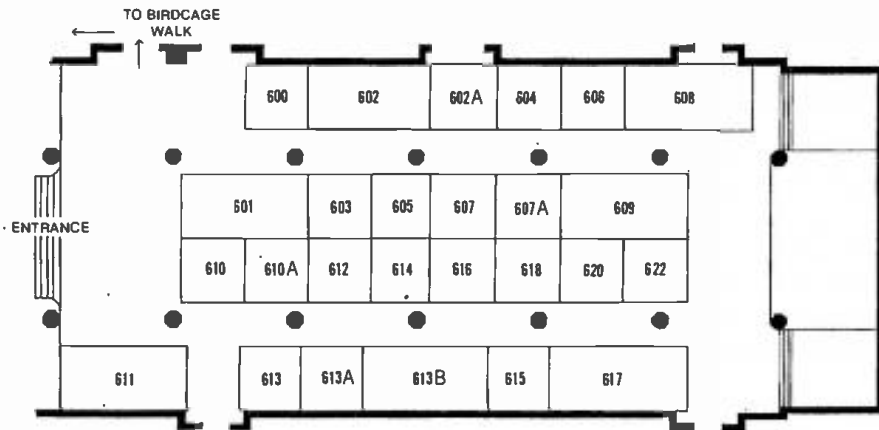
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Administrative & Export Offices:  
One World Trade Center Suite 2365, N.Y., N.Y. 10048  
(212) 432-1400

# Shoreham Americana exhibits 600



Audio Sellers..... 607A  
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accessories for lenses and cameras. *Personnel:* Donald Collins, Craig Marcin, Susan Miller, Kathy Guaracini, Joe Agovino, Hans Waeglein, Gunter Hess, Axel Fromel, Dr. Martin Leder.

**Telecommunications Industries 510 SH**  
 Suite 204, 6335 Homewood Avenue, Los Angeles 90028.

*Product:* Porta-Pattern line of TV test charts, chart systems, slides, films, transparencies, transparency illuminators, ENG/EFP test chart system\*, BBC flesh tone reference chart\*, Sine test chart\*, electronic cinematography chart system. *Personnel:* Ed Ries, Jenny Squire, C.R. Webster, Jeremy Royle, Bob Toohey.

**TeleMation 421 WH**  
 P.O. Box 15068, Salt Lake City 84115.

*Product:* Multifont graphics system with TED election display option, video/audio distribution switcher, color film camera, audio-video-pulse-subcarrier distribution amplifiers, sync generators and encoders, Black Burst generators, audio monitor amplifiers, Bar Dot generators. *Personnel:* Lyle Keys, Paul Warnock, George Elsaesser, Don Rhodes, Don Dunbar, Larry Ehnstrom, Tom Meyer, Dave Clayton, Dennis Shelton.

**Telemet 415 WH**  
 185 Dixon Avenue, Amityville, N.Y. 11701.

**Telescrip 445 WH**  
 20 Insley Street, Demarest, N.J. 07627.

*Product:* Telescrip monitor prompting system. *Personnel:* Bob Swanson, John Lennan, George Parodi, Blair Julich, Jerry Swanson.

**Television Equipment Associates 528 SH**  
 Box 260, Boway Road, South Salem, N.Y. 10590.

*Product:* Video delays, pulse delays, filters, automatic video equalizer, chroma corrector, TV line selector, intercom headsets, sportscaster headsets, TV/intercom/talkback systems, tape cleaner/evaluator for three-quarter inch cassettes, wireless microphone system, quadrophonic wireless microphone system. *Personnel:* Bill Pegler, Marilyn Pegler, Vince Emmerston, Dave Williams, Barry Reid, George Stowe, Dave Townsend, Don Dudley, Mike Cree, Gene Sudduth, Herb Didier, Lyle Bailey, Ken Kaylor, John Nutting, Dwight Wilcox, Larry White.

**Television Research International 307 SP**  
 1003 Elwell Court, Palo Alto, Calif. 94303.

*Product:* Helical/quad editing system, video signal processing system; time code systems; portable video production console. *Personnel:* Robert Wooten, Robert Cezar, Robert Burrows, Douglas Hurrell, Jerry James, Karol Bialy, David Harbert, Lee Marvin, Donald Price, Robert Ferdinand, Tom Wise.

**Telex Communications 319 SP**  
 9600 Aldrich Avenue South, Minneapolis 55420.

*Product:* Headsets, headphones, open reel audio recorders/reproducers, tape cartridge machine\*. *Personnel:* Don Mereen, Ed Fitzgerald.

**Tentel 804 SH**  
 50 Curtner Avenue, Campbell, Calif. 95008.

*Product:* Tape tension gauges for maintenance

**Sound Technology 561 SH**

1400 Dell Avenue, Campbell, Calif. 95008.

*Product:* FM alignment generator, ultra-low distortion oscillator, distortion measurement systems\*. *Personnel:* Larry Maguire, Mark Pitkow, Tom Shea, Rosemary Maguire, Mark Lieberman.

**Spindler & Sauppe 600 SH**

13034 Saticoy Street, North Hollywood, Calif. 91605.

*Product:* Producer 32 color filmchain slide projector\*. *Personnel:* Vern Schultz, Dick Jacobsen, Jim Hulfish.

**Stanton Magnetics 521 SH**

Terminal Drive, Plainview, N.Y. 11803.

*Product:* Magnetic cartridges, headphones\*, Gyropoise turntable, preamplifier, stylus wear gauge\*. *Personnel:* Pete Bidwell, Jim Fox, Paul Torraca, George Alexandrovich, J.N. Trivers.

**Storeel 441 WH**

P.O. Box 80523, Atlanta 30341.

*Product:* Mobile and space-saving storage systems, room stretcher and railrider system. *Personnel:* Ruth Schaeffer, Carolyn Galvin, Kellett Goodwin.

**Strand-Century 408 WH**

20 Bushes Lane, Elmwood Park, N.J. 07407.

**Willi Studer America 543 SH**

1819 Broadway, Nashville 37203.

*Product:* Studer professional broadcast tape recorders/reproducers, mixing consoles, microphones. *Personnel:* Ray Updike, Fred Layn, Ovie Sparks, Brian Tucker, Doug Beard.

**Systems Concepts 701 SH**

395 Ironwood Drive, Salt Lake City 84115.

*Product:* Character generators, production titling systems. *Personnel:* Ray Unrath, Roy Romi-

jn, Jeff Peterson, Bruce Robertson, Len Zaller.

**Systems Marketing, Sono-Mag 215 SP**

1005 West Washington Street, Bloomington, Ill. 61701.

*Product:* Radio automation equipment, cartridge equipment, ATS equipment. *Personnel:* William Earman, Pete Charlton, Joe Toher, Bob Popke, William Moulic, Pete Kwitkowski.

**Taber 525 SH**

2081 Edison Avenue, San Leandro, Calif. 94577.

*Product:* Audio head, new and reconditioning service; VTR audio head, new and reconditioning service, tape eraser, audio test tapes. *Personnel:* William Taber, Robert Kearns, Al Taddeo, Polly Taber, Greg Orton.

**Technics by Panasonic 223 SP**

One Panasonic Way, Secaucus, N.J. 07094.

**Technology Service 618 SH**

2920 Olympic Boulevard, Santa Monica, Calif. 90404.

*Product:* Weather radar equipment. *Personnel:* Walter Miles, Gerald Ustach, James Sciacero.

**Tektronix 214 SP**

P.O. Box 500, Beaverton, Ore. 97077.

*Product:* Television demodulator\*, color Picture monitor\*, *Personnel:* Steve Kerman, Tom Long, Charles Rhodes, Charles Banow, Ron Marquez, Austin Basso, Ted Anderson, Len Garrett, George Anderson, Forrest Rees.

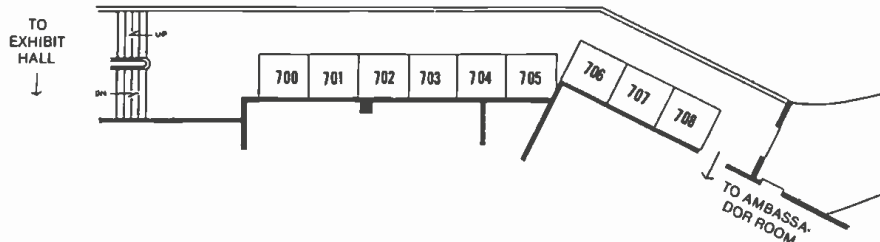
**Tele-Cine 423A WH**

5434 Merrick Road, Massapequa, N.Y. 11758.

*Product:* Schneider TV zoom lenses including field\*, wide angle\*, standard, ENG\*, remote pan and tilt equipment, lens drive systems, optical



# Shoreham Americana exhibits 700



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

and repair of magnetic tape recording equipment, video recorders\*. *Personnel:* Erwin Graham, Joan Kaye, Wayne Graham, John Chavers Jr.

**Terra Com 608 SH**  
 902 Balboa Avenue, San Diego 92123.  
*Product:* Standard-setting portable microwave system, miniwave ENG microwave system\*, mobile (airborne) microwave system, satellite earth station receivers\*. *Personnel:* R.M. Moyes, Bruce Jennings, Bob Boulio.

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

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

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

System Concepts ..... 701  
 Uni-Set, Division of Kniff Woodcraft ..... 700  
 Thomas J. Valentino ..... 702

**Trace Inc. 609 SH**  
 133 North Fourth Street, Lafayette, Ind. 47901.  
*Product:* In-house billing, scheduling, book-keeping computer system for radio. *Personnel:* Geraldine Zimmerman, Herb Tucker, Paul D. Woidke.

**UMC Electronics 562 SH**  
 460 Sackett Point Road, North Haven, Conn. 06473.  
*Product:* Tape cartridge machines, audio heads, splice finders, motors. *Personnel:* Allen Shaffel, Charles Collett, Charles Rockhill, Preston Weaver, Larry Corey, Edward McHugh, Rocco Mariano.

**Uni-Set Division of Kniff Woodcraft 700 SH**  
 449 Avenue A, Rochester, N.Y. 14621.  
*Product:* Modular set system. *Personnel:* Ronald Kniffin, Beverly Geer, James Carey, James Freeman.

**United Research Laboratory 318 SP**  
 681 Fifth Avenue, New York 11022.  
*Product:* Auto-tec recorders. *Personnel:* George Adams, Anita Adams, Juan Marquez, Ralph Deliz, Sandy Frazier, Frank Rodriguez.

**Utility Tower 210 SP**  
 P.O. Box 12027, Oklahoma City 73112.  
*Product:* AM-FM-CATV towers, tower sections\*, A/3 lighting kit for towers. *Personnel:* C.E. Nelson, R.G. Nelson, V.G. Duvall, M.N. Sholar.

**Thomas J. Valentino 702 SH**  
 151 West 46th Street, New York, 10036.  
*Product:* Sound effects and production music records. *Personnel:* Thomas J. Valentino, Francis Valentino, Chris Carrino.

**Varian Associates 105 SP**  
 611 Hansen Way, Palo Alto, Calif. 94030.  
*Production:* UHF klystrons, Eimac power grid tubes, megawatt super tetrode\*, zero bias triodes for radio, TV and ham radio. *Personnel:* George Caryotakis, Colin Erridge, Larry Moore, Bob Schmidt, Paul Thesing, George Badger, John Quackenbush, Jack Quinn, Hal Runyon, Bob Sutherland, Tom Yingst.

**Video Aids Corp. of Colorado 511 SH**  
 325 East Seventh Street, Loveland, Colo. 80537.  
*Product:* Color sync generators, cross-pulse generators, editor-controllers, H-phase meter, ENG/EFP color sync generator (battery)\*, NTSC multi-function generator and downstream VITS inserter\*, Black Burst generators, Party Lines intercom systems, Burst-phase meter, video switch to turn monitors on and off\*. *Personnel:* Walter Skowron, Bill Barton, Jim French, Dick Turchen, Mike Krieter, Cliff Hand.

**Video Tape Co. 428A WH**  
 4212 Lankershim Boulevard, North Hollywood, Calif. 91602.  
*Product:* Quadruplex video tape, Umatic video cassettes, tape cleaning and evaluation services, video tape duplication and distribution services\*. *Personnel:* Keith Austin, Frances Van Paemel, Don Johnson.

**Visual Electronics/Edco Products 306 SP**  
 680 Bizzell Drive, Lexington, Ky. 40504.  
*Product:* Audio tape cartridge equipment, audio cassette equipment\*, video switching\*. *Personnel:* Ron Eigenmann, Ron DeBry, James Hisle, James Floyd, Paul Shaw, Don Atwood, John Feedback, James Tharpe.

**Vital Industries 406 WH**  
 3700 N.E. 53rd Avenue, Gainesville, Fla. 32601.  
*Product:* Frames synchronizer with four-input capability\*, double key per M/E VIX-114 switching system\*, production automation system\*, on-air total TV automation system, sync generator system. *Personnel:* Nubar Donoyan, Dale Buzan, Eric King, Gordon

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**Ward-Beck System 515 SH**  
290 Larkin Street, Buffalo, N.Y. 14210.  
Production: Audio mixing consoles for radio, television and recording; television intercoms, monitor and distribution amplifiers. *Personnel:*

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

Product: Television and radio transmission services via Western Union's Westar domestic satellite system. *Personnel:* R.B. Smith, J. Tagliaferro.

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

Product: 2.5 kw AM transmitter, 5 kw AM transmitter, 1.5 kw FM transmitter\*, 20 kw FM transmitter, FM exciter and stereo generator, silicon rectifier stacks, AC line surge protector, AGC amplifier, limiting amplifier, AM modulation monitor, audio consoles, turntables preamplifier, FM rebroadcast receiver. *Personnel:* G.P. Wilkinson, C. Wilkinson, W. Johnson, W. Shaw, W. Voelker, J. Fitzgerald, J. Forrest, W. Black, W. McKibben, A. MacIntyre.

**Winsted 612 SH**  
8127 Pleasant Avenue South, Minneapolis  
554 20.

Production: Editing consoles\*, space saving video-tape and film storage systems, mobile cabinets, video-tape trucks. *Personnel:* C.E. Johnson, G. R. Hoska, B. Arntson, B. Hutton.

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

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

Product: Five-inch portable AC/DC color monitor of ENG, 17-inch rack mount color monitor for studio, 12-inch color monitors\*, other monitors. *Personnel:* Jack Taylor, Ted Dames, Herb Didier, Steve Cisler, Carroll Cunningham, Oliver Berliner, Dwight Wilcox.

## Networks

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

*Personnel:* Jim Abernathy, Jim MacGregor, Susan Lack, Tom Tanno, Len Maskin, Marvin Mord, George Keramidas, Paul Sonkin, Stan Simon, Jim Donaghy, Arnold Marfoggia, Bob Kaufman, Julie Hoover, Steve Nenno, Mack Perryman, Jim Duffy, Mary-Jane Raphael, Dick Beesemyer, Bert Fainberg, Dick Savage, Joe Giaquinto, Bob Fountain, Dick Kozak, Joe Niedzwiecki, Mario Cucinotta, Al Ittleson, Bob Hingel, Warren Denker, Peter Zobel, Tom Day, Tim Kearney, Dorothy Botts, Eve Krzyzanowski, Joe DeGennaro, Tony Vella, Ted Gabbamonte, Bruce Haggerty, Suzanne Surbeck, Bill Sythes, Joe Weinflash, Mark Wagenheim, Buzz Mathesius, Barbara Bree, Carl Dietz, Chris Budinger, Janice Lederman, Gail Malinoski, Bob Reich, Stu Ullman, Paul Coss, Ken MacQueen, John McCreadie, Dick Lorden, Richard Mennella, Charles Bellomo.

**ABC Radio, ABC Radio News,  
ABC Owned AM and FM Stations,  
ABC Spot Sales**

Sheraton Park B220  
*Personnel:* Harold Neal Jr., Michael Hauptman,

Joseph Sherikjian, Rick Sklar, Edward McLaughlin, Robert Mahlman, Richard McCauley, Leo Collins, Sam Patterson, Charles King, Calvin Roach, Walter Sabo, Linda Stern, Frank Atkinson, Madeleine DeCunzo, John Axten, Thomas O'Brien, Joseph Keating, Peter Flannery, Richard Dressel, Jeffrey Sprung, George Phillips, Kent Coughlin, Charles DeBare, Jeff Woodruff, Alfred Racco, Martin Greenberg, Charles Fritz, Michael Luckoff, Ben Hoberman, Nick Trigony, Allen Shaw, Jim Trohatos, Willard Lockridge, Roger Turnbeaugh, Jack Minkow, Don Platt, Mike Hankins, Martin Percival, James Smith.

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

*Personnel:* John Schneider, Robert Wussler, Carl Ward, Bruce Bryant, Ted O'Connell, Donald Clancy, John Cosgrove, Leonard DeNooyer, Al Miranda, Robert Pike, Len Schammel, Tom White, Robert Wood, George Zurich, Frank M. Smith Jr., Robert Jamieson, Barrie Richardson, Harry Feeney, Monica Lahey, Van Gordon Sauter, George Shannon, David White, Joseph Flaherty, Charles Cadley, Robert Norvet, Joe DeFranco, Ralph Goldberg, Eleanor Applewhaite, William Leonard, Peter Herford, Casey Davidson, Sandy Socolow, D. Thomas Miller, Tom Battista, Peter Barker, Dave Nelson, Tom Leahy, Neil Derrough, Bob Hosking, John McKay.

**CBS Radio Sheraton Park B620**

*Personnel:* Sam Cook Digges, George Arkedis, J. William Grimes, J. Robert Cole, Sherril Taylor, W. Thomas Dawson, Eric Salline, Cornelius Knox Jr., Robert Leeder, Harfield Weedon, David West, Frank Miller, Jack Stuppler, Ralph Green, Norman Ginsburg, Bernard Krause.

**Mutual Broadcasting System**  
Sheraton Park D600

*Personnel:* C. Edward Little, Gary J. Worth, Jack Sabella, Craig Whetstine, Milt Komito, Barry Turner, Glenn Jackson.

**Mutual Radio Sports**  
Sheraton Park D 600

*Personnel:* Jack Clements, Tom Harmon, Jack Gregson, Al Wester, Tony Roberts.

**Mutual Black Network**  
Sheraton Park D400

*Personnel:* Tom McKinney, Ron Davenport, Paul Yates, John Askew.

**National Black Network**  
Sheraton Park D400

*Personnel:* Eugene D. Jackson, Sydney L. Small, Del Raycee, Vince Sanders, Eddie Hogan-Bassey, Joan Logue Henry, Adrian Gaines, Florence Dunbar.

**National Broadcasting Company,  
NBC-TV, NBC-Radio**

Washington Hilton,  
The Conservatory

*Personnel:* Herbert Schlosser, Julian Goodman, David Adams, Robert Howard, Donald Mercer, Jack Thayer, Theodore Walworth, Raymond O'Connell, Anthony Cervini, Ray Diaz, Mort Dillon, Barry Hillebrandt, William Kelley, Malcolm Laing, Paul Rittenhouse, Diane Healey, Jack Kennedy, Frank Flemming, Robert

Galvin, Richard Welsch, Edward Bertero, Richard Butler, Maurice Corwin, Robert Daniels, John Dragan, Richard Edmondson, Ken Erhardt, William Flood, John Frishette, John Gillen, Ron Gnidziejko, Fred Himelfarb, Wilfred Howard, Robert Mauser, Martin Meaney, Miguel Negri, Steven Orland, Oden Paganuzzi, Wilfred Prather, Garfield Ricketts, Charles Savaia, Reginald Thomas, John Weir, Oscar Wick, Curt Block, Rick Kelly, Nancy Herbert, James Kitchell, Arthur Watson, George Lenfest, Neil Van Ells, Robert Walsh, Marion Stephenson, Robert Mouny, Peter Flynn, Stephen Lindberg, George Davies, Steve White, Bob Wogan, Martin Enghauser, Frank Scott, Godon Peil, John Bailie, Charles Warner, Robert Pittman, Allan Hotlen, William Dwyer, Perry Bascom, Lou Bruno.

Henry Gillespie, William Andrews, James Kellner, Arthur Kane, Mort Slakoff, William Stynes, George Casteil.

**Worldvision Enterprises**

**Shoreham E830, 831, 832**

*Product:* Doris Day Show, Let's Make a Deal, Dark Shadows, Prime V features\*, Prime IV, Prime III, Prime II, Prime I, Casper the Friendly Ghost, Mod Squad, Come Along, Wonders of the Wild, FDR, Great Adventure, Wonderful Stories of Professor Kitzel, Jackson Five, Discovery, Specially for Kids, And Now the Bay City Rollers, Is It Christ? Roberta Flack, Billy Paul and Staple Singers, World of Hugh Hefner, World of Liberace, Musical Ambassadors—Kenny Rogers and First Edition. *Personnel:* Jerry Smith, Scott Towle.

**Cavox Stereo Productions**

**Sheraton Park C240**

*Product:* Eight different syndicated-music radio formats. *Personnel:* Lee Tate, Bob Mayfield, Wally Rubin, Paula Tate.

**Century 21 Productions**

**Sheraton Park F440**

*Product:* Two automated radio formats, jingles, syndicated radio specials, production library. *Personnel:* Jim Kerr, Tom McIntyre, Dave Scott, Carole Starr, Dick Starr, Roy Nilson.

**Concept Productions**

**Sheraton Park A711**

*P.O. Box 41406, Sacramento, Calif. 95841.*  
*Product:* Automation programming for contemporary M.O.R., soft top 40 and album 40. *Personnel:* Dick Wagner, Mary Wagner.

**Television programers**

**Atwood Richards Telescreen**

**Washington Hilton 3149, 3150**

*Personnel:* Don Quinn, Jack Kaplan, Don Colapinto

**Claster Television Productions/  
Romper Room Enterprises**

**Washington Hilton 1149**

*Product:* Romper Room, and from Claster: Bowling for Dollars, Fred Flintstone and Friends. *Personnel:* John Claster, Ken Gelbard, Jim Reid.

**Neal P. Cortell Television**

**Washington Hilton TBA**

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

**Rhodes Productions**

**Washington Hilton, Solar Suite**

*Product:* Hollywood Squares, Second City Review, The David Steinberg Show, Whatever Became of ..., Celebrity Concerts' Series III. *Personnel:* Jack Rhodes, Bill Rhodes, Chris Remington.

**Viacom Enterprises**

**Washington Hilton 3188, 3189, 3190**

*Product:* All Star Almost Anything Goes, Ara Parseghian's Sports, Incredible Crimes, Family Feud, Little Vic, Music Hall America, \$128,000 Question, Price Is Right, \$25,000 Pyramid, Wildlife in Crisis, Winning Is Everything, Viacom Features I-II-III-IV, Viacom Movie Greats, Andy Griffith Show, Beverly Hillbillies, Bob Newhart Show, Dick Van Dyke Show, Family Affair, Gentle Ben, Gunsmoke, Gomer Pyle, Hawaii Five-O, Hogan's Heroes, Honey-mooners, I Love Lucy, Mary Tyler Moore Show, Millionaire, My Three Sons, Navy Log, Our Miss Brooks, Ozzie's Girls, Perry Mason, Petticoat Junction, Phil Silvers, Rawhide, Rookies, Trackdown, True, Twentieth Century, Twilight Zone, U.S. Border Patrol, Whirlybirds, Wild Wild West, You Are There, Alvin and Chipmunks, Terrytoons, Most Important Person. *Personnel:*

**Radio programers**

**Bonneville**

**Shoreham E430, 431, 432**

*Product:* Four syndicated formats: beautiful music, middle of the road, contemporary and soft rock. *Personnel:* Marlin Taylor, Loring Fisher, Frank Murphy, Dick Drury, Bob Henabery.

**Kent Burkhardt/Abrams and Associates**

**Shoreham A600, 602**

*Personnel:* Kent Burkhardt, Lee Abrams.

**Drake-Chenault**

**Sheraton Park A200**

*Personnel:* Gene Chenault, Art Astor, Jim Kefford, Buddy Scott, Denny Adkins, Burt Kleinmen, Lee Bayley.

**Filmways Radio**

**Sheraton Park Hamilton Room**

*Product:* Adult-contemporary syndicated-radio format. *Personnel:* Gary Standard, Steve Epstein, John Price, Rodger Layng.

**FM 100**

**Mayflower 668, 669**

*Product:* Two syndicated formats: today's

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**Kalamusic Shoreham A300, 302**  
*Product:* Beautiful music package. *Personnel:* Stephen Trivers, William Wertz, Howard Karlin, Jim Duncan Jr.

**Peters Productions Sheraton Park H520, 521**  
*Product:* Beautiful music, rock, MOR and country automated formats. Radio jingles, TV music and image logos for TV and radio stations. *Personnel:* Edward J. Peters, Redd Gardner, James T. Butler, Mike Larsen, Jack Merker, Geoff Williams.

**RPM Radio Programming Management Sheraton Park B420**  
*Product:* Automated radio formats. *Personnel:* Tom Krikorian, Jeff Goldman.

**Radio Arts Sheraton Park A600, 602**  
*Personnel:* Larry Vanderveen, Philip Koner, Tony Rufe, Doug Thompson.

**Schulke Radio Productions Hay Adams TBA**  
*Product:* Beautiful music. *Personnel:* Jim

Schulke, Bill McClenaghan.

**Susquehanna Productions Sheraton Park M590**  
*Product:* Various syndicated radio features of one-minute duration. *Personnel:* Art Carlson, Jack Herr, George Hyde, Carl Loucks, Carl Crawford, Charles Morgan, Fred Greaves.

**William B. Tanner Sheraton Park K500**  
*Product:* Tanner total sound library, creative sales service, CAT stereo audio package, various "custom client concepts." *Personnel:* William B. Tanner, Henry Tanner, Herbert Tanner, William Laffey, Zack Hernandez, Keith Lee, John McFarlane, Kurt Alexander, Johnny Eagle, Scott Blake, David Tyler, Bruce Miller, Robert Franklin, Bob Stack, Wilson Northcross, Peter Pederson, Al Garretz, Jerry Bassett, Bob Costello, Dick Denham, Ron Mourning, Charles Haite.

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

**Webster Group Shoreham A202**  
*Product:* Eastern rep for all of Harry O'Connor's radio features and commentaries by Ronald Reagan, William Simon, Eliot Janeway, Jack Webb and Virginia Knauer; plus customized sales presentations for radio station. *Personnel:* Maurie Webster, Jack Ackerman, Susan Rebentisch.

## Station representatives

**Avery-Knodel Washington Hilton 4166, 4169, 4190**  
*Personnel:* Robert J. Kizer, J.W. Knodel, F.R. Kalthoff, Rich Bompene.

**John Blair Washington Hilton Senate Room & 1174**  
*Personnel:* Wally Schwartz, Harry Smart, Jim

Kelly, Art Stringer, Bill Breda, Bob Carney, Briggs Palmer, Jim Bloom, Jack Bray, Pat Devlin, Bill Morris, Joe Rosenberg, Steve Murphy, Pier Mapes, Steve Lemberg, Gordon Sulcer, Don Gorman, Dave Herman, Dave Hoxeng, Steve Losee, John Hubbel, Tom Byrnes, Ken Castelli, Jack Satterfield, Dick Coveny, Tom Harrison, John Boden, Bob Lobdell, Jerry Gibson, Bob Galen, David Klemm, Jack Welford, Dan Follis, Bob Pates, George Wolfson.

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

**Buckley Radio Sales Shoreham TBA**  
*Personnel:* Richard D. Buckley, Robert V. Copinger, Bob Lurito, Brian Dunbar, Mal Trauner, Joe Bilotta, Bob Syers, Brooke Taylor.

**Christal Embassy Row TBA**  
*Personnel:* Robert Duffy, Philbin S. Flanagan, John M. Foutes, William Frolich, Bella Werner.

**Eastman Radio Embassy Row TBA**  
*Personnel:* Gary Andon, Mike Armstrong, Mike Bellantoni, Steve Block, Frank Boyle, Bill Burton, Carl Butrum, Steve Clayback, Charlie Colombo, Bill Cunningham, Marty Damin, Michele Donohue, Jerry Donovan, Mary Downey, Bob Eastman, Tom Gatti, Dave Gneiser, John Hoffmann, Dan Hudson, Jay Keay, Ellen Derness, Lee Lahey, Sue Love, Dave MacAllister, Tony Miraglia, Mike Nicassio, Dan Prodanovich, Dave Recher, Howie Rothenberg, Jim Schneider, Maddy Schreiber, Jerry Schubert, Kevin Smith, Steve Sorich, Mark Sutter, Thom Sutton, Alan Tobkes, Craig Vickers, Dick Walker, Tim Wilson.

**Bernard Howard & Co. Washington Hilton TBA**  
*Personnel:* Bernard Howard, Bob Weiss, Rich Greener, Bob Lazar.

**H-R/Stone Mayflower 453, 452**  
*Personnel:* Jim Atspaugh, Saul Frischling, Carol Larkin, Inge Jacobson, Sy Thomas, Marty Stedman.

**H-R Television Shoreham C530**  
*Personnel:* Philip Corber, Gene Mitchell, Jay B. Weed, Roy Edwards, Jr., Edgar White, M.J. Rozell, Harry Wise, Jr., Al Ritter, Taylor Elden, Bob Speilmann, Leon West, Ken Kagan, John McCorkle, Bill Coldwell, Joan Fitzpatrick, Dwight Reed, Ed Shurick.

**The Katz Agency Madison TBA**  
*Personnel:* James L. Greenwald, Oliver T. Blackwell, David S. Allen, Frank J. McCann, Sal J. Agovino, Richard A. Goldstein, Edward Papazian, Ken J. Swetz, David S. Abbey, Victor R. Ferrante, Larry G. Shrum, Gordon H. Hastings, Barry Lewis, Peter R. Goulazian, Kenneth A. Mills, Donald F. McCarty, Robert J. Peyton, William Schrank, Geoffrey G. Hall.

**Major Market Radio Shoreham C430**  
*Personnel:* George E. Lindman, J. Warner Rush.

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Washington Hilton, Mt. Vernon**

*Personnel:* Ralph Guild, Monte Lang, Lew Goldberg, Tony Durpetti, Tony Maisano, John Bitting, Marc Gross, Gary Ahrens, Bob Longwell, Ed Carrell, Jeff Dasher, Dick Sharpe and Bob Williams, Vincent J. Bellino, Ellen Holleberg, Robert Dwyer, Broadcast Marketing.

**Meeker Washington Hilton 1195, 1196,  
1197**

*Personnel:* Robert Dudley, Jack Hardingham, William Bee, Audrey Tanzer, Fred Bauman, Dick Hughes.

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

*Personnel:* William G. Walter, Theodore Van Erk, Dennis K. Gillespie, Charles R. Kinney, Albert Strada, Roy M. Terzi, Thomas R. Will, James R. Seefort.

**Petry Television  
Sheraton-Carlton TBA**

*Personnel:* Martin Connelly, Bob Muth, Ed Karlik, Al Rothstein, Art Scott, George Blinn, Dick Nagle, John Serrao, Ed May, Rod Sterling, Denny Van Valkenburgh.

**Pro/Meeker Radio  
Shoreham C434, 435, 436**

*Personnel:* Sam Brownstein, Tom Hayes.

**Savalli/Gates Shoreham E437-439**

*Personnel:* Joseph Savalli, Carmine Patti, Thomas Corano, Thomas Griffin, Michael Maulano, K.L. Miller, Neil Robbins, Thomas Saxton, Paula Livingston, Paula Mittelman, Gladys Swanson.

**Selcom Sheraton Park C440**

*Personnel:* Lou Faust, Herb Hahn, Bill Smither, Ross McCreath.

**Telerep Inc.  
Washington Hilton 2188, 2189, 2190**

*Personnel:* Al Masini, Steve Herson, Dick Brown, Tom Belviso, Jim Jordan, Pat Prie.

**Top Market Television  
Shoreham A601**

*Personnel:* Jim McCann, Thomas Shannon.

**Torbet-Lasker  
Loew's L'Enfant Plaza TBA**

*Personnel:* Alan Torbet, Ralph Conner, Peter Moore, Brock Petersen, Jerry Glynn, Lou Mahacek, Lynn Sable, Steve Marriott.

**Adam Young Washington Hilton 9157**

*Personnel:* Adam Young, Michael Membrado, Tom Hagner, Andy Coscia, Vincent Young, Jerry Britt.

**Brokers**


**Blackburn & Co.  
Sheraton Park K800**

*Personnel:* James W. Blackburn, Joseph Sitrick, Jack V. Harvey, James W. Blackburn Jr.,

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**R.C. Crisler & Co.  
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*Personnel:* Richard C. Crisler, Edwin G. Richter Jr., Frank Kalil and Clyde G. Haehnle.

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Sheraton Park D200, 205, 206**

*Personnel:* Dick Anderson, Dan Hayslett, Bob Magruder.

**William A. Exline Inc.  
Mayflower TBA**

*Personnel:* William A. Exline.

**Milton Q. Ford & Associates  
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*Personnel:* Milton Q. Ford.

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*Personnel:* Wilt Gunzendorfer.

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*Personnel:* Ted Hepburn.

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*Personnel:* Hugh Ben LaRue, Joy Thomas.

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*Personnel:* G. Bennett Larson and Chris Larson.

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**Reggie Martin Sheraton Park TBA**  
*Personnel:* Reggie Martin, Kurt Martin.

**George Moore & Associates**  
**Washington Hilton TBA**  
*Personnel:* George W. Moore, W. James Moore.

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

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

## Others

**ASCAP Capital Hilton TBA**  
*Personnel:* Louis Weber, Larry Sklover, Jack Zwaska, Paul Fagan (Mayflower).

**Associated Press, AP Radio**  
**Sheraton Park F240, 242**  
*Personnel:* Roy Steinfort, Bob Benson, Jerry Trapp, Jay Bowles, Ed DeFontaine, George Mayo, George Otwell, Tony Rizzo, Jim Smith, Mark Thayer, Tony Catello, Ben Avery, Jim Hood, Randy Collier.

**Arbitron Sheraton Park A100**  
*Personnel:* Theodore F. Shaker, A.J. Aurichio, Sherm Brodey, Brian Byrne, William Engel, John Fawcett, Gerald Flesher, Richard Glaspell, David Grigsby, Norman Hecht, Richard Lamb, Ronald Laufer, Michael Levine, Pierre Megroz, James Mocarski, Bryce Rathbone, Kathy Seipp, William Shafer, James Shaughnessy, Kathleen Skelley, Woodruff Sloan, Richard Weinstein, A.J. Aurichio, John Cook, Bruce Massey, Meridee Muell.

**Axiom Market Research Bureau TBA**  
*Personnel:* Alan Tessier, Avery Gibson, Dwight Cosner.

**BMI Mayflower TBA**  
*Personnel:* Edward Kramer, Edward Molinelli, Alan Smith, Robert Higgins, Lawrence Sweeney, Russ Sanjek.

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**Frank N. Magid Madison TBA**  
*Product:* Research and consulting. *Personnel:* Frank Magid, Leigh Stowell, Dallas Miller, Don O'Connor.

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

**Pulse Sheraton Park F551**  
*Personnel:* Richard Roslow, George Sternberg, Peter Roslow.

**SESAC Shoreham E330, 331, 332**  
*Personnel:* A.H. Prager, S.B. Candilora, Norman Odum, Sidney Gruber, Albert F. Ciancimino, Charles Scully, Vincent Candilora, Bob Heck, Hal Fitzgerald, Bob McGarvey, George Cherrault, Glenn Ramsey, Ken Ovendun.

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

**Telcom Associates**  
**Washington Hilton 2174, 2175, 2176**  
*Personnel:* Herb Jacobs, Grace Jacobs, Dean McCarthy, Howard Glassroth and Jim Ritter.

**United Press International**  
**Shoreham B820, 822, 824**

## Public service

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

**American Women in Radio and Television 457 WH**  
*1321 Connecticut Avenue, N.W., Washington 20036.*

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

**Employers Support of the Guard & Reserve 458 WH**  
*1117 North 19th Street, Arlington, Va. 22209.*

**Federal Energy Administration 454 WH**  
*Washington 20461.*

**NAB Engineering Handbook 461 WH**  
*1771 N Street, N.W., Washington 20036.*

**National Guard Advertising Support Center 451 WH**  
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**U.S. Army Reserve 452 WH**  
*DAAR-PA, Room 1E458, Pentagon, Washington 20310.*

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

**U.S. Coast Guard 453 WH**  
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**U.S. Department of Commerce, Bureau of Census 460 WH**  
*Washington 20233.*


**U.S. Department of Commerce, NOOA 459 WH**  
*6010 Executive Avenue, Rockville, Md. 20852.*



# The Broadcasting Playlist Mar 21

## Contemporary

Over-all-rank	Last This week	Title (length)	Artist-label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	<b>Love Theme from "A Star Is Born" (Evergreen)</b> (3:03)	Barbra Streisand—Columbia	1	1	1	1
11	 2	<b>Things We Do for Love</b> (3:32)	10cc—Mercury	3	2	4	2
4	3	<b>Dancing Queen</b> (3:50)	Abba—Atlantic	4	3	2	5
12	 4	<b>Don't Leave Me This Way</b> (3:35)	Thelma Houston—Tamla/Motown	6	6	3	4
5	5	<b>Rich Girl</b> (2:23)	Hall & Oates—RCA	5	4	5	3
2	6	<b>Torn Between Two Lovers</b> (3:40)	Mary MacGregor—Ariola America/Capitol	2	5	6	8
6	7	<b>Night Moves</b> (3:20)	Bob Seger—Capitol	12	8	7	6
9	8	<b>Fly Like an Eagle</b> (3:00)	Steve Miller Band—Capitol	10	7	9	7
3	9	<b>Year of the Cat</b> (4:32)	Al Stewart—Janus	8	9	10	10
7	10	<b>I Like Dreamin'</b> (3:29)	Kenny Nolan—20th Century	11	11	8	9
17	 11	<b>Don't Give Up on Us</b> (3:30)	David Soul—Private Stock	9	13	12	13
8	12	<b>Blinded by the Light</b> (3:48)	Manfred Mann—Warner Bros.	7	14	11	15
13	13	<b>Carry on, Wayward Son</b> (3:26)	Kansas—Kirshner/Epic	13	10	13	12
15	14	<b>Go Your Own Way</b> (3:34)	Fleetwood Mac—Warner Bros.	17	12	14	11
10	15	<b>New Kid in Town</b> (5:02)	Eagles—Asylum	14	15	16	16
27	 16	<b>I've Got Love on My Mind</b> (4:20)	Natalie Cole—Capitol	15	16	17	17
16	17	<b>Maybe I'm Amazed</b> (3:13)	Wings—Capitol	16	17	15	14
14	18	<b>Weekend in New England</b> (3:38)	Barry Manilow—Arista	18	18	19	20
18	19	<b>Hotel California</b> (6:09)	Eagles—Asylum	19	19	18	18
24	20	<b>So Into You</b> (3:19)	Atlanta Rhythm Section—Polydor	22	21	20	19
19	21	<b>Long Time</b> (3:03)	Boston—Epic	20	20	21	21
32	 22	<b>Southern Nights</b> (2:58)	Glen Campbell—Capitol	21	23	23	25
26	23	<b>Lido Shuffle</b> (3:40)	Boz Scaggs—Columbia	23	22	24	23
20	24	<b>Enjoy Yourself</b> (3:24)	Jacksons—Epic	24	24	22	24
—	 25	<b>When I Need You</b> (4:11)	Leo Sayer—Warner Bros.	25	28	25	27
23	26	<b>Hot Line</b> (2:59)	Sylvers—Capitol	35	26	26	22
28	27	<b>Trying to Love Two</b> (3:05)	William Bell—Mercury	26	29	27	30
25	28	<b>Isn't She Lovely</b> (6:33)	Stevie Wonder—Tamla/Motown	27	25	32	28
21	29	<b>Car Wash</b> (3:18)	Rose Royce—MCA	34	27	34	29
22	30	<b>Crackerbox Palace</b> (3:52)	George Harrison—Dark Horse/Warner Bros.	32	36	28	26
33	31	<b>The First Cut is the Deepest</b> (3:19)	Rod Stewart—Warner Bros.	30	30	29	31
30	32	<b>Do Ya</b> (3:45)	Electric Light Orchestra—United Artists	33	31	30	32
34	33	<b>Say You'll Stay Until Tomorrow</b> (3:30)	Tom Jones—Epic	29	33	33	34
—	 34	<b>Your Love</b> (3:30)	Marilyn McCoo & Billy Davis Jr.—ABC	28	32	35	36
31	35	<b>I Wish</b> (4:12)	Stevie Wonder—Tamla/Motown	31	38	31	37
29	36	<b>You Make Me Feel Like Dancing</b> (2:48)	Leo Sayer—Warner Bros.	37	34	36	33
—	37	<b>Whodunit</b> (3:35)	Tavares—Capitol	36	37	37	38
38	38	<b>Boogie Child</b> (3:30)	Bee Gees—RSO/Polydor	38	*	38	39
35	39	<b>Walk This Way</b> (3:31)	Aerosmith—Columbia	*	35	*	35
—	40	<b>Free</b> (3:25)	Deniece Williams—Columbia	40	*	39	*

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

## Playback<sup>®</sup>

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

## Country

Over-all-rank	Last This week	Title (length)	Artist-label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
2	1	<b>Southern Nights</b> (2:58)	Glen Campbell—Capitol	1	1	1	1
1	2	<b>Torn Between Two Lovers</b> (3:40)	Mary MacGregor—Ariola America/Capitol	2	2	2	2
17	 3	<b>Lucille</b> (3:39)	Kenny Rogers—United Artists	3	8	3	3
3	4	<b>Heart Healer</b> (2:31)	Mel Tillis—MCA	4	6	4	4
4	5	<b>She's Just an Old Love ...</b> (2:33)	Charley Pride—RCA	5	3	5	5
6	6	<b>Don't Throw It All Away</b> (3:09)	Dave & Sugar—RCA	6	5	6	7
14	 7	<b>It Couldn't Have Been Any Better</b> (3:00)	Johnny Duncan—Columbia	7	7	8	6
—	 8	<b>Paper Rosie</b> (3:56)	Gene Watson—Capitol	8	4	7	8
13	9	<b>Adios Amigo</b> (3:35)	Marty Robbins—Columbia	10	9	9	10
23	 10	<b>She's Got You</b> (3:04)	Loretta Lynn—MCA	9	10	10	9
5	11	<b>Desperado</b> (3:16)	Johnny Rodriguez—Mercury	11	11	11	11
9	12	<b>Near You</b> (2:21)	George Jones & Tammy Wynette—Epic	17	13	12	13
8	13	<b>Moody Blue</b> (2:48)	Elvis Presley—RCA	13	12	15	17
10	14	<b>If Love Was a Bottle of Wine</b> (3:14)	Tommy Overstreet—ABC/Dot	12	16	13	15
—	 15	<b>Play Guitar Play</b> (3:20)	Conway Twitty—MCA	15	14	16	14
11	16	<b>There She Goes Again</b> (3:01)	Joe Stampley—Epic	14	18	14	16
12	17	<b>After the Lovin'</b> (3:50)	Engelbert Humperdinck—Epic	18	19	17	12
15	18	<b>You're Free to Go</b> (2:40)	Sonny James—Columbia	16	23	18	21
7	19	<b>Say You'll Stay Until Tomorrow</b> (3:30)	Tom Jones—Epic	20	17	23	20
—	 20	<b>I'm Not Easy</b> (3:03)	Billio Jo Spears—United Artists	21	15	*	22
—	 21	<b>Mockingbird Hill</b> (2:58)	Donna Fargo—Warner Bros.	23	21	20	18
21	22	<b>Easy Look</b> (2:46)	Charlie Rich—Epic	19	*	19	23
—	23	<b>Wrap Your Love All Around Your Man</b> (2:39)	Lynn Anderson—Columbia	22	24	22	24
25	24	<b>Don't Be Angry</b> (3:02)	Donna Fargo—ABC/Dot	*	25	24	19
18	25	<b>The Movies</b> (2:59)	Staller Bros.—Mercury	*	20	25	*

# Fates & Fortunes

## Media



Cooper

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

**Warren Maus**, manager, NBC Radio News and Information Service, West Coast, appointed manager, NBC Radio Network, West Coast.

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

**Art Schrieber**, general manager, Group W's KFWB(AM) Los Angeles, named to same post at co-owned WINS(AM) New York, succeeded by **Frank Oxarart**, general manager, co-owned KYW(AM) Philadelphia. **Warren Maurer**, general



Schrieber



Oxarart

manager of Group W's WOWO(AM) Fort Wayne, Ind., becomes KYW general manager, and **Daniel Friel Jr.**, WOWO general sales manager, named general manager.



Maurer



Friel

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

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

**Jack Baker**, general manager, CBS/FM Sales, New York, joins CBS-owned WEEI-FM Boston as general manager.

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

**John L. Marver**, station manager/national sales director, WENZ(AM) Hyland Springs, Va., joins WYLD-AM-FM New Orleans as general manager.

**Stan C. Smart**, general manager, WCER-AM-FM Charlotte, Mich., named to same post, WALM(AM) Albany and co-owned WELL-FM Marshall, both Michigan.

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

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

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

**Nancy J. McCormick**, assistant to director of broadcast management, National Association of Broadcasters, Washington, named coordinator

of NAB's Employment Clearinghouse, Office of Community Affairs.

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

**James W. Corcoran**, sales manager, KHIT(AM) Walla Walla, Wash., appointed manager, KWWW(AM) Wenatchee, Wash.

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

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

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

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

**Mark DeWitt Young**, creative director/writer/weathercaster, WAVY-TV Portsmouth, Va., joins WMAR-TV Baltimore as on-air promotion producer.

**William F. Ahlstrom**, vice president, corporate relations, National Public Radio, Washington, resigns to return to private consulting work.

**Sherlee Barish.**  
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## Broadcast Advertising

**W. R. Wirth Jr.**, executive VP and general manager, Foote, Cone & Belding, New York, and director of parent company, Foote, Cone & Belding Communications, transferred to FC&B, Chicago, as executive VP, corporate operations. **Julian Morrison**, senior VP and international management supervisor, J. Walter Thompson, Chicago, joins FC&B International, there. **Len Daykin**, grocery merchandising director, Foote, Cone & Belding, New York, named director of merchandising.

**Arthur Meranus**, VP/group creative director, Cunningham & Walsh, New York, elected senior VP.

**Jim Carroll**, manager of broadcast budget and cost control, Kenyon & Eckhardt, New York, named VP/broadcast production manager.

**James A. Cannon**, controller; **Melvin J. Ciociola**, copy supervisor; **Michael J. Drake**, media planning group head; **Norman R. Goldstein**, senior associate research director; **Richard A. Guilmenot**, account supervisor; **Mary Lou Pritchett**, account supervisor and **Edward Stein**, copy supervisor, named VP's BBDO, New York.

**Gloria Gardner**, producer, Grey Advertising, New York, joins D'Arcy-MacManus & Masius there as TV producer. **Sharon Lalik**, DM&M media planner, promoted to associate media director. **Theodore G. Mack**, senior art director, Foote, Cone & Belding, Chicago, joins DM&M St. Louis in same capacity. **William H.**



**Long**, graduate assistant, Southern Illinois University-Edwardsville, joins DM&M, St. Louis, as supervisor of media information and research services department.

**Marci Weiner**, VP/creative services business manager, Norman, Craig & Kummel, New York, and president of Prix Productions subsidiary, named senior VP.

**Robert G. McCready**, director of account management, Hoefler, Dieterich & Brown, San Francisco, named senior VP and director of agency.

**Mike Komives**, account group supervisor, Clinton E. Frank, Chicago, joins J. Walter Thompson there as management supervisor.

**Kenneth M. Konecnik**, VP/associate creative director, Arthur & Wheeler, Chicago, joins Tatham-Laird & Kudner there as associate creative director. **Gail A. Davis**, from Arthur Meterhoff & Associates there, joins TLK as copy supervisor. **Robert Graham**, creative group manager, Marsteller there, named TLK copywriter.

**John M. Sullivan**, chief financial officer, Cox & Co. advertising, New York, joins McDonald & Little, Atlanta, as controller.

**Joe Callaway**, producer/director, WHBQ-TV Memphis, joins Jan Gardner & Associates advertising/public relations there, as account executive.

**George Carlino**, account executive, Storer Television Sales, Chicago, appointed manager, Detroit office.

**Bill Fallon** and **Charles Ferguson**, salesmen, HR Television, Chicago, promoted to sales

managers of Television One and Television Two there, respectively.

**Mary Meahan**, manager, Media Bureau International, Minneapolis, joins Harrington, Righter & Parsons, there as sales manager.

**Christopher J. Rohrs**, national sales manager, WTEN(TV) Albany, N.Y., rejoins Top Market Television as manager of its new Miami office, scheduled to open April 4.

Newly elected officers, Atlanta Radio Representatives Association: **Mary O'Shields**, Southern Spot Sales, president; **Lou Mahacek**, Torbet-Lasker, VP; **Bob Jones**, Radio Advertising Representatives, secretary, and **Dick Walker**, Eastman Radio, treasurer.

**Michael J. Rourke**, partner in Davies & Rourke Advertising, Boise, Idaho, named advertising VP, Great Atlantic & Pacific Tea Co., Montvale, N.J.

**Carl V. Carey**, account executive, NBC Spot Sales, named manager of Sales, WNBC-TV there.

**James Zafiros**, national sales manager, WNBC-TV New York; named director of sales, WMAQ-TV Chicago. Both are NBC O&O's.

**Keith Swinehart**, sales manager, WCBS-TV New York, named director of Eastern sales, CBS Television Stations National Sales there.

**Michael J. Digennare**, WCBS-TV general sales manager, named director of sales.

**Ben Okulski**, owner/operator, Telefilm Sales, rep firm for film syndication and program distribution companies, joins KPIX-TV San Francisco as general sales manager.

**Sheila Martin**, traffic supervisor, WTVH(TV) Syracuse, N.Y., appointed sales supervisor.

**Frederick D. Eppinger**, account executive, KPIX(TV) San Francisco, named local sales manager. **Robert S. Bushyhead**, head account executive, Blair Television there, joins KPIX in same post.

**Gil R. Rozzo**, general manager, WRCP-AM-FM Philadelphia, named general sales manager, WWSW(AM) Pittsburgh.

**Stuart Swartz**, local/regional sales manager, KMSP-TV Minneapolis, appointed general sales manager. **Paul (Ted) Pearse**, sales VP, Blair Television, Detroit, joins KMSP-TV as sales manager.

**Zim Barstein**, sales promotion manager, WLIR(FM) Garden City, N.Y., named sales manager.

## Programing



Crutchfield

**Jack R. Crutchfield**, director of development for Public Broadcasting Service, New York, named director of sales and programs for newly formed Trident Anglia, New York, owned primarily by Trident Television and Anglia Television, British producers, with J. Walter Thompson as minority stockholder.

**Louis Rudolph**, director, motion pictures for television, ABC Entertainment, Los Angeles,

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appointed VP, motion pictures and novels for television there. **Ken Gross**, program executive, named executive producer, motion pictures for television. **Leonard Hill**, director, television movies, NBC, Los Angeles, appointed executive producer, motion pictures for television, ABC Entertainment. **Dottie Gagliano**, secretary, merchandising, motion pictures for television, ABC Entertainment, appointed manager, creative services, motion pictures and novels for television. **Eddie Foy III**, independent casting director/casting consultant, joins ABC Entertainment, Los Angeles, as director of casting.

**Robert F. Lewine**, president and chief executive officer, National Academy of Arts and Sciences, Los Angeles and VP of programming at various times for all three TV networks, appointed executive producer, NBC-TV, West Coast.

**Jack Swindell**, Southwest division manager, Group W Productions, Dallas, takes on added responsibilities for national film sales. **Joseph Goldfarb**, central division manager, Chicago, given added assignments in new business and in administrative area. **Peter Yaman**, New York, director of sales development and in charge of Eastern division of Group W Productions, assumes responsibility in sales of commercials within certain programs and in related agency-client contracts. **Carl Menk**, account executive, Atlanta, named Southeast division manager there. **Jack Foley**, Western division manager, based in Santa Barbara, Calif., has been assigned additional territory. **Robert Schleimer**, supervisor, general accounting, Group W, New York, named business manager of Group W Productions's *Mike Douglas Show*, Philadelphia.

**David V.B. Britt**, development VP, Children's Television Workshop, New York, named VP for planning and development.

**Steve Michelson**, producer of *A Current Affair* in Australia, joins One Pass Productions, minicam production firm, San Francisco, as head of production.

**Roy E. Disney**, VP/producer, Walt Disney Productions, Burbank, Calif., has retired to produce motion pictures independently. He remains director of company.

**Jim Phillips**, president of Image Makers production house, Fort Lauderdale, Fla., and **Harry Sanger**, general manager, CHAM(AM) Hamilton, Ont., join M.A. Kempner, film producer-distributor, Fort Lauderdale, as account executives.

**Morton Silverstein**, executive news producer, WCBS-TV New York, named public affairs director. **Clifford (Batch) Reeves**, continuity acceptance supervisor for syndicated and exchange programming, WCBS-TV New York, promoted to manager of film and tape.

**Dick Norris**, director, WGN-TV Chicago, joins KPHO-TV Phoenix, as executive producer.

**Jullan H. (Peter) Booker**, from WMGK(AM) Philadelphia, joins co-owned WHND(AM)-WMJC(AM) Monroe-Birmingham, Mich., as program director, succeeding **Thomas J. Milewski**, named administrative assistant for parent, Greater Media Inc., New Brunswick, N.J.

**Mark Driscoll**, from WNOE(AM) New Orleans, joins WAPE(AM) Jacksonville, Fla., as program director.

**John Dennis**, sports reporter, WDAF-TV Kansas City, Mo., joins WNAO-TV Boston in same capacity. **Roy Reiss**, WNAO-TV weekend sports reporter on freelance basis, named full-time sports producer.

**Jack Doniger**, reporter, NBC, New York, joins NBC's WRC(AM) Washington as sports anchor.

**Dave Saline**, in programming, WKPM(AM)-WQPM(AM) Princeton, Minn., joins KWWW(AM) Wenatchee, Wash., as program director.

**Frances M. Reyes**, management consultant, human resources development, Wells Fargo Bank, San Francisco, joins KJEO-TV Fresno, Calif., as public affairs director.

**Doris C. Sherry**, personnel consultant, Xavier Associates, Providence, R.I., joins WJAR-TV there as community affairs director.

**Loren Owens**, air personality, WPEN(AM) Philadelphia, named program director, KIMN(AM) Denver.

**Barbara Brozdowski**, secretary to VP/general manager, WCBS-FM New York, named music director.

**Malcolm B. Wall**, director of division of programming, Mississippi ETV Network, Jackson, joins Southern Educational Communications Association, Columbia, S.C., as director of network programming.

**Martha S. Carrell**, director of training and development, Corporation for Public Broadcasting, Washington, named director of program administration, noncommercial KCET(TV) Los Angeles.

**Joan Everett Sassone**, production assistant, noncommercial WXXI(TV) Rochester, N.Y., named videographer, responsible for video-tape production and equipment.

## Broadcast Journalism



Sherlock

**Michael J. Sherlock**, VP, administration, RCA's Hertz Corp., New York, named VP, business affairs and administration, co-owned NBC News, there.

**S. William Scott**, VP of radio news operations for Group W and general manager of company's WINS(AM) New York, relinquishes duties in latter post and continues in radio news capacity.

**Richard Kuhne**, head of his own TV programming and commercial production companies, named assistant news director, TV/newsfilm, ABC News, New York, replacing Gideon Fiat who was promoted to director of electronic news gathering (BROADCASTING, March 14). **Michael J. Connor**, broadcasting/advertising reporter, *Wall Street Journal*, New York, and **Richard Rogin**, freelance writer, join ABC News as investigative reporters.

**Mike Hutton**, operations manager, Oklahoma News Network, Oklahoma City, named program director.

**Bill Lowell**, program/news director, WEZE(AM) Boston, joins WROR(FM) there as news director.

**Keith Radford**, assistant news director, CKLW-AM-FM Windsor, Ont.-Detroit, named news/

public affairs director.

**Jerry Cannady**, assistant news director, WALB-TV Albany, Ga., promoted to news director.

**Chris Marrou**, anchorman, KENS-TV San Antonio, Tex., named assistant news director.

**Norm Peters**, anchorman, WFSB-TV Hartford, Conn., joins WWLP(TV) Springfield, Mass., in same capacity.

**John Henning**, anchorman, WCVB-TV Boston, joins WNAO-TV there as co-anchor. **Paul Reece**, co-anchor, WNAO-TV named investigative reporter. **Steve Fentress**, executive for McHugh & Hoffman communications consultants, McLean, Va., joins WNAO-TV as executive news producer, succeeding **Don Ringe**, named director of special projects. **Marcie Diehl**, news producer, WPLG(TV) Miami, rejoins WNAO-TV as news editor/producer.

**Rick Taylor**, reporter/weekend anchor, WNGE(TV) Nashville, joins WPEC(TV) West Palm Beach, Fla., as anchor.

**Julie Wells**, reporter, KUDL(AM) Fairway, Kan., named anchor, KMBR(AM) Kansas City, Mo.

**Dennis Holly**, reporter/anchor, KDKA-TV Pittsburgh, joins WMAR-TV Baltimore as co-anchor.

**Norm Stangland**, news editor, WXKE(FM) Fort Wayne, Ind., named news director.

**John S. Callaghan**, from WERE(AM) Cleveland, rejoins WGAR(AM) there as reporter.

**Cynthia Perry**, consumer reporter, KTVU(TV) Oakland, Calif., joins KGO(AM) San Francisco in same capacity.

**Gregg Jarrett**, news director, WZYQ(AM) Frederick, Md., joins KIMN(AM) Denver as newscaster/reporter.

**Cecilia Walters**, from Canadian Broadcasting Corp., Ottawa, joins CTV Television Network, Toronto, as Edmonton correspondent. **Del Archer**, from CFCF-TV Montreal, joins CTV as Winnipeg correspondent. **Michael Benedict**, Ottawa reporter, *Toronto Star*, named correspondent, CTV's Ottawa bureau.

## Cable

**C. Ronald Dorchester**, regional manager, American Television Corp., Orlando, Fla., joins Communications Properties Inc., Plantsville, Conn., in same capacity.

**Jeri Baker**, assistant to president of Motion Picture Association of America, Washington, joins Home Box Office, New York, as director, public relations. Ms. Baker succeeds **John R. Barrington**, who has resigned to form his own public relations company.

**Glen L. LeComte**, supervisor of accounting and customer billing, Magnavox CATV, Manlius, N.Y., named manager of accounting operations.

## Equipment & Engineering

**David J. Gardam**, VP, industrial relations, RCA electronics and diversified businesses, New York, appointed executive VP, personnel, labor relations organization planning. **Charles J. Gaydos**, RCA sales representative, appointed manager, teleproduction systems sales, Camden, N.J., succeeding **Jesse L. Nickels**, named manager, Midwestern broadcast sales.

**Ronald R. Ferguson**, senior technician, technical service department, Telemation, Salt Lake City, appointed customer service manager. **Ernie Freestone** and **Richard Lyon**, technical services technicians, transferred to customer services there. **Ken Weinreich** and **Tom Bushman**, technical services technicians in Glenview, Ill., and Kensington, Md., respectively, also transferred to customer service department of their respective areas.

**Richard W. Edyvean**, technical representative, Trace Inc., Lafayette, Ind., joins Automation Electronics there as engineering VP.

**Charles F. Rockhill**, Western sales manager, McMartin Industries, Monterey, Calif., named sales manager, Beucart division of UMC Electronics, North Haven, Conn.

**Richard F. Priske**, sales engineer, Ampex Corp., Redwood City, Calif., named Midwestern regional manager, video products, Dynasciences, Blue Bell, Pa.

**Herb Van Driel**, Midwest regional sales manager, International Video Corp., Chicago, joins Angenieux Corp., Bohemia, N.Y., as broadcast optics manager.

**Thomas B. Jones Jr.**, sales engineer, Multronics Inc., Columbia, Md., promoted to sales manager.

**Vincent J. Larinto**, manager of credit and finance, Hughes Helicopters, Hollywood, joins Deluxe Laboratories there as credit manager.

**Joseph Kaspar**, maintenance supervisor, WOR-

TV New York, named manager of technical operations.

**Ed Buterbaugh**, director of engineering, CKLW-AM-FM Windsor, Ont.-Detroit, appointed engineering VP.

**Michael R. Wilson**, sales administrator, Pelco Sales, Gardena, Calif., joins AMVID Communications Services, Manhattan Beach, Calif., as account executive.

**Glenn H. Lahman**, engineering manager for KDKA-AM-FM-TV Pittsburgh, who is becoming chief engineer of co-owned WJZ-TV Baltimore, and **John M. Lyons**, facilities planning engineer for Riverside Broadcasting (WWRL (AM)) New York, named fellows of Society of Broadcast Engineers.

## Allied Fields

**Barbara Adago**, assistant to executive VP, media division, Trendex, New York, named director of client services.

**Michael Nemeth**, senior programmer, Cox Data Services, Atlanta, promoted to product support manager-TV. **Patrice Bourgeois**, conversion leader, named customer support manager.

**John B. Tupper**, consultant to cable television companies, joins communications brokerage firm of William Kepper Associates, Evanston, Ill., as principal of firm, manager of New York office and head of financial services.

**John F. Ackerman**, VP, station relations, Radio Advertising Bureau, New York, appointed ex-

ecutive VP, Webster Group, broadcast consultancy there. **Susan Rebentisch**, manager, Lindblad Travel, New York, joins Webster Group as VP, administration.

**Ray Anderson**, president of his own national promotion consultant firm, rejoins RCA Records, New York, as division VP, promotion.

## Deaths

**George Cooke Stevens**, 64, president, Greenwich (Conn.) Broadcasting Corp., and general manager of its WGCH(AM) there, died after heart attack March 12 at Yale New Haven hospital. He had been president of GBC since 1968 and assumed active management of station in 1972. He began broadcast career in 1945 with NBC, where he eventually held executive positions before moving to Transcontinent Television Corp., group station owner that was later sold. Survivors include his wife, Lydia, and six children.

**Merlin H. Smith**, 62, retired chief of FCC Broadcast Bureau's compliance branch, died of cancer March 13 at Chevy Chase nursing home, Silver Spring, Md. He joined FCC in 1964 as general investigator, complaints and compliance division, subsequently becoming compliance specialist until Oct. 1973 when he became chief of that branch. He is survived by his wife, Angelina, one son, one daughter and brother, George Smith, one-time chief of FCC Broadcast Bureau and Washington lawyer, now retired.

# For the Record

As compiled by BROADCASTING for the period March 7 through March 11 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. 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.

### AM start

■ WJAL Conway, S.C.—Authorized program operation on 1050 khz, 5 kw-D. Action Feb. 22.

### FM Actions

■ Eureka, Calif., Pauldon Inc.—Broadcast Bureau granted 92.3 mhz, 100 kw, HAAT 355 ft. P.O. address: 5640 S. Broadway, Eureka 95501. Estimated construction cost \$24,600; first-year operating cost, \$30,000; revenue \$60,000. Format: MOR. Principal: N.P. Hoff (100%) is licensee of KRED(AM) Eureka (BPH-10,050). Action Feb. 28.

■ \*West Carrollton, Ohio, Broadcast Workshop—Broadcast Bureau granted 88.1 mhz, 10 w, HAAT 35 ft.

P.O. address: c/o Harold F. Parshall, 2920 S. Dixie Dr., Kettering, Ohio 45409. Estimated construction cost none, donated; first-year operating cost \$1,000. Format: Variety. Principal: Applicant is non-profit, educational organization (BPED-2159). Action Feb. 23.

■ Broadcast Bureau granted following CP modifications to extend completion times to dates shown: \*WCCB Holyoke, Mass. (BMPED-1457), June 23; \*WKKL West Barnstable, Mass. (BMPED-1458), July 6; WVLA Evelith, Minn. (BMPH-15,031), Sept. 8; \*WSWC Cottage Grove, Minn. (BMPED-1462), Aug. 15; KMRS-FM Morris, Minn. (BMPH-15,042), Aug. 25; KBMS Billings, Mont. (BMPH-15,036), Aug. 28; WKKJ Green Cove Springs, Fla. (BMPH-14,954), May 28.

## New stations

### TV application

■ Salinas, Calif.—Leejon Broadcasting Co. seeks ch. 35 (596-602 mhz); ERP 1525 kw vis., 152.5 kw aur., HAAT 2648 ft.; ant. height above ground 237 ft. P.O. address: Box 1810, Los Gatos, Calif. 95030. Estimated construction cost \$5,000 (applicant intends to use facilities already built); first-year operating cost \$86,400; revenue \$180,000. Legal counsel Eaton, Stein & Efromson, Washington; consulting engineer Hatfield & Dawson. Principals: Leonard N. Kesselman, John R. Dempster (47.5% each) and Benjamin F. Dawson III (5%). Mr. Kesselman owns KZON(AM) Santa Maria, Calif., and has interests in KUSP(AM) Santa Cruz, Calif., KVAN(AM) Vancouver, Wash., and applicant for new FM at Beaverton, Ore. He has recently sold, subject to FCC approval, KZEN(AM) Seaside, and KXFM(FM) Santa Maria, both California. Mr. Dempster is attorney. Mr. Dawson is consulting engineer. Ann. March 10.

**NAB  
1977**



**EDWIN TORNBERG  
& COMPANY, INC.**

*Hospitality Suite*

**CAPITAL HILTON HOTEL**

## Ownership changes

### Applications

■ **KBSA(TV)** Guasti, Calif. (ch. 46)—Seeks assignment of license from Broadcasting Service of America to Buena Vista Broadcasting Corp. for \$1,800,000. Seller is owned by Berean Bible Ministries (non-profit, non-stock), religious organization, W.K. Connelly, president. Buyers are Leon A. Crosby (72%), Lee Moseng and Rene DeLaRosa (10% each) and Lauren A. Colby (3%). Mr. Crosby owns KEMO(TV) San Francisco, where Messrs. Moseng and DeLaRosa are employed. Mr. Colby, with his wife, owns 44.5% of WTHU(AM) Thurmont, Md. Ann. March 10.

■ **\*WXXW(TV)** Chicago (ch. 20)—Seeks assignment of license from Chicago Educational Television Association to Chicago Metropolitan Higher Education Council for \$65,000. Seller is nonprofit, public broadcaster, which also operates **\*WTTW(TV)** and owns stock of **WFMT(FM)**, both Chicago. Buyer is nonprofit corporation operated by public colleges and universities in Chicago area, David Ainsworth, executive director. Ann. March 8.

■ **WGSY(FM)** Peru, Ill. (100.9 mhz, 3 kw)—Seeks assignment of license from George W. Yazell to Radio Illinois Ltd. for \$85,000. Seller is businessman with no other broadcast holdings. Buyer is owned by R. Dana MacVay, stockbroker, and Keith Gensheimer, real-estate broker, who also owns **WBUK(AM)** Portage, Mich. Buyers have also bought, subject to FCC approval, **WKTN-FM** Kenton, Ohio (BROADCASTING, Jan. 10). Ann. March 11.

■ **KTGA(FM)** Fort Dodge, Iowa (92.1 mhz, 2.75 kw)—Seeks assignment of license from Gospel Radio Inc. to Rainbow Broadcasting Co. for \$110,000 including \$20,000 covenant not to compete. Seller is nonprofit corporation, Reverend N.S. Beminio, president. Reverend Beminio is leaving broadcasting for health reasons. Buyer is James E. Boardman, freelance writer and photographer with no other broadcast holdings. Ann. March 11.

■ **KOFO-AM-FM** Ottawa, Kan. (AM: 1220 khz, 250 w-D; FM: 95.7 mhz, 6.7 kw)—Seeks assignment of license from Ottawa Broadcasting Co. to Mar-Wa-Ka Broadcasting Co. for \$302,500 plus \$70,000 agreement not to compete. Sellers are Roderick B. and Edwina W. Cupp. Mr. Cupp is retiring, and they have no other broadcast interests. Buyer is owned by family of Fred I. Shaffer Jr., who, with his wife, own 75%. Remainder is divided among four children. Mr. Shaffer owns mineral exploration and production firms. Ann. March 11.

### Actions

■ **WDTB-TV** Panama City, Fla. (ch. 13)—Broadcast Bureau granted assignment of license from Panhandle Broadcasting Co. to Octagon Broadcasting Co. for \$2.1 million. Principals of seller are Mrs. Eugenia S. Brannen, Luther Thomas, Dick Arnold and Julian Bennett. Mrs. Brannen also has interest in **KJIN(AM)-KCIL(FM)** Houma, La. Buyer is owned by Anthony C. Kupris, owner of Atlanta fertilizer firm, with no other broadcast interests (BALCT-620, BAPTS-6).

Action Feb. 28.

■ **WYZE(AM)** Atlanta (1480 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from WYZE Communications Inc. to George H. Buck Jr. for \$400,000. Seller is owned equally by George Johnston III, George Barber Jr. and Lathrop W. Smith Jr. Mr. Johnston also owns 40% of **WJLD(AM)-WZZK(FM)** Birmingham, Ala. Buyer owns **WHVN(AM)** Charlotte, N.C.; **WCOS-AM-FM** Columbia, S.C.; **WMGY(AM)** Montgomery, Ala., and has sold, subject to FCC approval, **WQAK(AM)** Decatur, Ala. He also owns Columbia, S.C.-based **Jazzology Documentary Record Co.** (BAL-8860). Action Feb. 28.

■ **WSAV(AM)** Savannah, Ga., (630 khz, 5 kw)—Broadcast Bureau granted assignment of license from WSAV Inc. to Beasley Broadcast Group of Savannah Inc. for \$575,000. Seller also has sold **WSAV-TV** for \$5,250,000 (BROADCASTING, Oct. 4, 1976). Its principals are Harben Daniel, W.K. Jenkins estate and Arthur Lucas estate. Buyer is owned by George C. Beasley, who also owns **WFMC(AM)-WOKN(FM)** Goldsboro, N.C.; **WMOO(AM)-WBLX(FM)** Mobile, Ala.; **WFAI(AM)** Fayetteville, N.C.; **WGAC(AM)** Augusta, Ga.; **WDMT(FM)** Cleveland; **WJNC(AM)-WRCM(FM)** Jacksonville, N.C.; **WHNC(AM)-WXNC(FM)** Henderson, N.C., and **WKGX(AM)** Lenoir, N.C., which Mr. Beasley has sold (see below) (BAL-8873). Action Feb. 24.

■ **WXTA(FM)** Greencastle, Ind. (94.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Radio Greencastle Inc. from Leon Buck to Virginia S. Bingham for \$220,920.24. Mr. Buck is principal in **WVTL(FM)** Monticello, Ind.; **WSTL(AM)** Eminence, Ky.; **WFDT(AM)** Columbia City, Ind.; **WVLJ(FM)** Monticello, Ill., and, with Miss Bingham, has recently purchased **KBIB(AM)** Monette, Ark., subject to FCC approval, for \$68,000. Miss Bingham also owns 10% of **WVLJ(FM)** (BTC-8239). Action Feb. 24.

■ **WIIL-TV** Terre Haute, Ind. (ch. 38)—Broadcast Bureau granted assignment of license from Alpha Broadcasting Corp. to Bahakel Broadcasting Co. for \$649,000. Seller, which has no other broadcast interests, is owned by more than 50 stockholders with John M. House (23.35%) as president. Buyer is owned by Cy N. Bahakel (100%), who also owns **KXEL-AM-FM** Waterloo, Iowa; **WLBJ-AM-FM** Bowling Green, Ky.; **WWOD-AM-FM** Lynchburg, Va.; **WABG-AM-TV** Greenwood, Miss.; **WCCB(TV)** Charlotte, N.C.; **WKAB-TV** Montgomery, Ala.; **WOLO-TV** Columbia, S.C.; **WDOD-AM-FM** Chattanooga; and **WKIN(AM)** Kingsport and **WBBJ-TV** Jackson, both Tennessee (BALCT-619, BALTI-180, BALTS-429, BALST-334, BALTP-489). Action Feb. 28.

■ **KTRI(FM)** Las Vegas (92.3 mhz, 27 kw)—Broadcast Bureau granted assignment of license from Bernstein/Rein & Boasberg Advertising Inc. to Lotus Communications Corp. for \$400,000 plus \$148,800 consultant's agreement. Principals in seller are Robert A. Bernstein (who will act as consultant to KTRI), Howard T. Boasberg and Irwin D. Rein, owners of Kansas City, Mo.-based advertising firm. Sellers also own **KVEG(AM)** Las Vegas. Buyer is principally owned by Howard A. Kalmenson. Lotus also owns **KENO(AM)** Las Vegas; **KWKW(AM)** Pasadena (Los Angeles); **KFSD-FM** San Diego and **KOXR(AM)** Oxnard, all

Calif.; **KONE(AM)** Reno; **KRUX(AM)** Glendale (Phoenix) and **KTKT(AM)** Tucson, both Arizona, and has application pending for new FM in Pasadena (BALH-2400). Action March 3.

■ **WKGX(AM)** Lenoir, N.C. (1080 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Furniture City Broadcasters Inc. from George C. Beasley to R.L. Bush Jr. (27.565%) and Bush Inc. (72.463%) for \$136,000. Mr. Beasley purchased **WSAV(AM)** Savannah, Ga., and disposed of his interests in **WKGX** to conform with FCC ownership rules. Mr. Bush owns 10% of **WFAI(AM)** Fayetteville, N.C., and **WMOO(AM)-WLBX(FM)** Mobile, Ala. Other principals of Bush Inc. are Jeanne N. and Thomas E. Bush, buyer's wife and brother (BTC-8208). Action Feb. 24.

■ **WKTQ(AM)-WSHH(FM)** Pittsburgh (AM: 1320 khz, 5 kw-U; FM: 99.7 mhz, 10.5 kw)—Broadcast Bureau granted assignments of licenses from WKTQ Inc. and Hefstel-Broadcasting-Pittsburgh Inc. to Nationwide Communications for \$1,240,000 (AM) and \$2,000,000 (FM). Sellers are owned by Representative Cecil Hefstel (D-Hawaii), who is disposing of some of his broadcast holdings. He recently sold **KGMB-TV** Honolulu to Lee Enterprises Inc. for \$11,799,000. Representative Hefstel also owns two other Hawaii TV's and three radio stations there and on mainland. Buyer is subsidiary of Nationwide Insurance Co. (BAL-8892, BALRE-3150, BALH-2412, BALST-336). Action Feb. 28.

■ **KDSX-AM-FM** Denison-Sherman, Tex. (AM: 950 khz, 500 w; FM: 101.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control from B.V. Hammond and Lofton L. Hendrick to Grayson County Broadcasters Inc. for \$525,000. Messrs. Hammond and Hendrick, who are retiring from broadcasting, have no other broadcast interests. Buyer, owned by John B. Mahaffey, with his wife, Fredina B., also owns **KCIJ(AM)** Shreveport, La., **KGRT(AM)-KGRD(FM)** Las Cruces, N.M., and **KICA(AM)** Clovis, N.M. (BTC-8229). Action Feb. 24.

## Facilities changes

### TV action

■ **WHNB-TV** New Britain, Conn.—Broadcast Bureau granted mod. of CP to change ERP to 138 kw; max. ERP 4470 kw; ant. height 940 ft.; condition (BMPCT-7665). Action Feb. 24.

### FM actions

■ **KMAG Ft. Smith, Ark.**—Broadcast Bureau granted CP to redescribe studio location and remote control location as 421-23 Garrison, Ft. Smith; install new trans.; install new ant.; add circular polarization to ERP 100 kw (H&V); ant. height 2000 ft. (H&V); remote control permitted (BPH-10,357). Action Feb. 23.

■ **WLEQ** Bonita Springs, Fla.—Broadcast Bureau granted CP to change trans. location/studio location to U.S. Rte. 41 opposite Trailside Drive, Bonita Springs; install new ant.; make change in ant. system; increase height; ERP 1.1 kw (H&V); ant. height 490 ft. (H&V); (BPH-10,324). Action Feb. 23.

■ **\*WBST** Muncie, Ind.—Broadcast Bureau granted CP to change frequency to 92.1 mhz; change trans. location to Delaware County Rd. 400 W; 1/2 mile N. of Jackson St. (88N) Muncie; operate trans. by remote control from studio location; N. E. corner English-Music Bldg. (Communications Center) campus, Muncie; install new trans.; install new ant.; ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted; condition (BPED-2394). Action Feb. 22.

■ **WWCK** Flint, Mich.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 2.35 kw (H&V); ant. height 330 ft. (H&V); conditions (BPH-10353). Action Feb. 22.

■ **KJSK-FM** Columbus, Neb.—Broadcast Bureau granted CP to install new ant.; ERP 100 kw (H&V); ant. height 195 ft. (H&V); conditions (BPH-10,354). Action Feb. 23.

## In contest

### Case assignment

■ **Glouster, Mass., FM proceeding:** Simon Geller (WVCA-FM) and Grandbanke Corp. (Docs. 21,-

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## Call letters

### Applications

Call	Sought by
<b>New FM's</b>	
KYLO	Dorf and Horrigan, Davis, Calif.
KAVO	Max L. Burdick Jr., Fallbrook, Calif.
WGEC	Effingham Enterprises Inc., Springfield, Ga.
*WCHC	College of Holy Cross, Worcester, Mass.
*WORB	Oakland Community College, Farmington, Mich.
WBLE-FM	Panola Broadcasting Co., Batesville, Miss.
*WORP	Broadcast Workshop Inc., West Carrollton, Ohio
KARB	Eastern Utah Broadcasting Co., Price, Utah
KSXT	STI Inc., Walla Walla, Wash.
<b>Existing AM's</b>	
WCIS	WKY Moss Point, Miss.
KUFF	KNWZ Albuquerque, N.M.
WBOZ	WRSG San German, PR.
KBGG	KWFA Merkel, Tex.
<b>Existing FM's</b>	
WCSJ-FM	WRMI-FM Morris, Ill.
WXYV	WCAO-FM Baltimore
WKKY	WCIS-FM Moss Point, Miss.
WLWS	WOMS Hamilton, Ohio
WIVQ	WKTN-FM Kenton, Ohio
KZKG	KAFG Oklahoma City
WGIT	WBOZ-FM Hormigueros, PR.
KITE-FM	KEXL San Antonio, Tex.
WOAW	WKYG-FM Parkersburg, W.Va.

### Grants

Call	Assigned to
<b>New TV</b>	
KCIK	Missionary Radio Evangelism Inc., El Paso
<b>New AM's</b>	
WRED	Monroe Broadcasting Inc., Monroe, Ga.
WFJT	Martin County Broadcasting Co., Inez, Ky.
WBIN	Stonewood Communications Corp., Benton, Tenn.
<b>New FM's</b>	
KRBU	KSEI Broadcasters Inc., Pocatello, Idaho
WKXX	Pana Broadcasting Corp., Pana, Ill.
*KVCO	Cloud Community Junior College, Concordia, Kan.
*WTBR-FM	Pittsfield Public Schools, Pittsfield, Mass.
KSAB	S&M Investments Inc., Liberty Mo.
*WDBK	Camden County College, Blackwood, N.J.
<b>Existing TV's</b>	
KRON-TV	KRON San Francisco
WPTD	WOET-TV Kettering, Ohio
WPTO	WMUB-TV Oxford, Ohio
<b>Existing AM's</b>	
KMJC	KDEO El Cajon, Calif.
WDDO	WCRY Macon, Ga.
WWIL	WHSL Wilmington, N.C.
KNOI	KPUL Pullman, Wash.
<b>Existing FM's</b>	
KEZC	KSML Truckee, Calif.
KOSM	KKOY-FM Chanute, Kan.
WAMZ	WNNS Louisville, Ky.
WXXZ	WTAE-FM Baltimore
WRNN-FM	WCRM-FM Clare, Mich.
WMLW	WYON Grand Rapids, Mich.
WHSL	WWIL Wilmington, N.C.
WLVO	WTVN-FM Columbus, Ohio
KZIP-FM	KFRN Amarillo, Tex.

104-5)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ John H. Conlin to serve as presiding judge and scheduled hearing for June 7. Action March 9.

### Procedural ruling

■ San Jose, Calif., **FM proceeding:** United Broadcasting Co. (KBAY San Jose) and Public Communica-

tion Inc., competing for 100.3 mhz (Docs. 20,611-2)—ALJ James K. Cullen set certain procedural dates and scheduled hearing for June 7 in San Jose vicinity. Action March 3.

### Joint agreements

■ Dodge City, Kan., **FM proceeding:** Seward County Broadcasting Co. Inc. and Cattle Country Broadcasting, competing for 93.9 mhz (Docs. 20,979-80)—Chief ALJ Chester F. Naumowicz Jr. granted joint request by applicants and approved agreement; dismissed Seward application; granted application of Cattle Country, and terminated proceeding. Action March 9.

■ Dickinson, N.D., **AM proceeding:** Badlands Broadcasting Co. and Roughrider Broadcasting Co., competing for 1460 khz (Docs. 20,691-2)—ALJ James F. Tierney granted application of Roughrider and approved agreement between applicants. Ann. March 11.

■ Chillicothe, Ohio, **FM proceeding:** Court House Broadcasting Co. and Frederick F. and Sally S. Stannard, competing for 94.3 mhz (Docs. 21,013-4)—ALJ Lenore G. Ehrig granted joint request by applicants; approved dismissal agreement; authorized payment to Court House of \$2,000; dismissed with prejudice Court House application, and retained Stannard application in hearing status to resolve issue of financial qualifications. Action March 7.

### Initial decision

■ WTVV(TV) Tupelo, Miss., **renewal proceeding:** WTVV Inc. (Doc. 21,021)—ALJ Walter C. Miller granted application for renewal of license unless summary decision is appealed or commission reviews it on its own motion. Action March 3.

## Fine

■ KXXL(AM) Bozeman, Mont.—Commission fined licensee, Empire Broadcasting Corp., \$9,000 for violations of fraudulent billing rule. In other action, Commission granted short-term renewal of KXXL and dismissed application for assignment of license of KAFF-AM-FM Flagstaff, Ariz., at request of Empire. Action March 10.

## Other actions

■ KVST(TV) Los Angeles—Broadcast Bureau dismissed special temporary authority request of June 5, 1976 as moot; canceled outstanding CP; deleted call letters KVST, and, returned pending license application covering CP for noncommercial educational television broadcast station. Action Feb. 17.

■ WFAB(AM) Miami—Broadcast Bureau canceled license for standard broadcast station WFAB, Miami-South Miami, dismissed BRC-3764 application and deleted call letters. Action Feb. 23.

■ Commission acted on 19 requests for waiver of AM-FM nonduplication rule, granting at least partial waiver in 18 cases. Commission also deferred for one month dates for compliance with recently revised nonduplication rule. Action was in response to request by Ameri-

can Research Bureau. Commission granted following requests for periods indicated: Wilton E. Hall, WAIM(AM)-WCAC(FM) Anderson, S.C., Feb. 1, 1978; Tri-State Broadcasting Company Inc., KUPD-AM-FM Tempe, Ariz., June 1, 1978; Regional Broadcasters of Michigan Inc. WGRD-AM-FM Grand Rapids, Mich. Oct. 1, 1979; Malrite of Wisconsin Inc., WZUU-AM-FM Milwaukee, Dec. 1, 1979; KIXI Inc., KIXI-AM-FM Seattle, Feb. 1, 1978; Doubleday Broadcasting Company Inc., KDWB-AM-FM Richfield, St. Paul, Minn., May 1, 1978 (100%), May 1, 1979 (50%); Hudson-Westchester Radio Inc., WVOX-AM-FM New Rochelle, N.Y., Nov. 1, or when program test authority granted; KLUC Broadcasting Co., KLUC-AM-FM Las Vegas, Nev., 30 days after program test authority or 90 days after denial of application becomes final; James M. Hagerman, KSMA-AM-FM Santa Maria, Calif., May 1, 1979; Leighton Enterprises Inc., KCLD-AM-FM St. Cloud, Minn., Nov. 1; WBRE Radio Inc., WBRE-AM-FM Wilkes Barre, Pa., Aug. 1; Stereo Broadcasting Inc., WAKX-AM-FM Duluth, Minn., Superior, Wis. June 1, 1979; Communications Properties Inc., KHAK-AM-FM Cedar Rapids, Iowa, May 1, 1978; Bellevue/Eastside Radio Ltd., KZAM-AM-FM Bellevue, Wash., Feb. 1, 1978; Peterson Broadcasting Corp., WYLD-AM-FM New Orleans, June 1, 1979; Swanco Broadcasting Co., KFJZ-AM-FM Ft. Worth, 60 day extension of current waiver; Big Chief Broadcasting Co., KTCS-AM-FM Fort Smith, Ark., Sept. 1; Stauffer Publications Inc., KGNC-AM-FM Amarillo, Tex., Aug. 1; Commission also denied request filed by Fairbanks Broadcasting Co. of Texas, licensee of KVIL(AM), Highland Park, Tex., and KVIL-FM, Highland Park-Dallas.

## Allocations

### Petitions

■ Cairo, Ga.—James E. Palen, Cairo, requests assignment of FM ch. 272A (RM-2840). Ann. March 8.

■ Pineville, W. Va.—Wyoming Broadcasting Co., licensee of WWYO(AM) Pineville, requests assignment of FM ch. 224A (RM-2842). Ann. March 8.

### Actions

■ Cody, Wyo.—Broadcast Bureau assigned Class C FM ch. 250 and deleted unoccupied and unapplied for ch. 232A. Action was response to request by Shoshone Communications Corp., licensee of KODI(AM) Cody. Effective April 21. Action March 8.

■ Commission proposed four VHF television assignments: ch. 11, Charleston, W.Va.; ch. 8, Johnstown, Pa. (or ch. 12, Altoona, Pa.); ch. 8 Knoxville, Tenn., and ch. 13 Salt Lake City. Proposal was result of analysis of 96 VHF "drop-ins" initiated by inquiry notice adopted April 1, 1975. Comments are due May 20; replies June 20 (Doc. 20,418). Action March 7.

## Translators

### Actions

■ K09NM Nulato, Alaska—Broadcast Bureau granted

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## Summary of Broadcasting

### FCC tabulations as of Dec. 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,464	7	26	4,497	39	4,536
Commercial FM	2,798	1	74	2,873	153	3,026
Educational FM	844	0	26	870	73	943
<b>Total Radio</b>	<b>8,106</b>	<b>8</b>	<b>126</b>	<b>8,240</b>	<b>265</b>	<b>8,505</b>
Commercial TV	720	1	7	728	37	765
VHF	513	1	3	517	6	523
UHF	207	0	4	211	31	242
Educational TV	241	3	12	256	8	264
VHF	92	1	4	101	2	103
UHF	149	2	8	155	6	161
<b>Total TV</b>	<b>961</b>	<b>4</b>	<b>19</b>	<b>984</b>	<b>45</b>	<b>1,029</b>

\*Special temporary authorization

\*\*Includes off-air licenses

CP for new VHF translator station rebroadcasting programs of KTVA, KENI-TV, KIMO, KAKM Anchorage; conditions (BPTTV-5716). Action Jan. 25.

■ K09NO Pilot Point, Alaska—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KTVA, KENI-TV, KIMO, KAKM Anchorage; conditions (BPTTV-5725). Action Feb. 4.

■ K08IZ BP Alaska Camp, Prudhoe Bay, Alaska—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KTVA, Anchorage; conditions (BPTTV-5687). Action Jan. 26.

■ K09NL Savoonga, Alaska—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KTVA, KENI-TV, KIMO, KAKM Anchorage; conditions (BPTTV-5715). Action Jan. 25.

■ K021M Whittier, Alaska—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KAKM, Anchorage; KYUK-TV, Bethel, Alaska, KUAC-TV, Fairbanks; condition (BPTTV-5708). Action Jan. 4.

■ K021O Redstone and Crystal River Rural Area, Col.—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KOA-TV, Denver; conditions (BPTTV-5580). Action Jan. 28.

■ K10KK Somerset, Colo.—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KBTV Denver (BPTTV-5705). Action Feb. 8.

■ K56AU Columbia, Mo.—Broadcast Bureau granted CP for new UHF translator station rebroadcasting programs of KCPT Kansas City, Mo. (BPTTV-3038). Action Jan. 25.

■ K11NV Guadalupita, N.M.—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KGGM-TV Albuquerque, N.M. (BPTTV-5696). Action Feb. 11.

■ K021P Hillsboro, N.M.—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KVIA-TV El Paso (BPTTV-5692). Action Feb. 9.

■ K08IX Mescalero Apache Reservation, N.M.—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KOAT-TV Albuquerque, N.M. (BPTTV-5630). Action Jan. 3.

■ K021N Philip, S.D.—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KEVN-TV Rapid City, S.D. (BPTTV-5713). Action Jan. 25.

■ K041W East Price, Utah—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KTVX(TV) Salt Lake City (BPTTV-5634). Action Feb. 3.

■ K041W East Price, Utah—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KTVX Salt Lake City (BPTTV-5634). Action Feb. 16.

■ K070Q East Price, Utah—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KUED Salt Lake City; condition (BPTTV-5635). Action Feb. 16.

■ W03AJ Wytheville, Va.—Broadcast Bureau granted CP to change primary VHF translator station to WKPT-TV Kingsport, Tenn.; condition (BPTTV-5709A). Action Feb. 8.

■ K11NT Long Lake-Suncrest, Wash.—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KXLY-TV Spokane, Wash. (BPTTV-5651). Action Jan. 19.

■ K11NU Pasadena Park, Spokane county and East Valley, all Washington—Broadcast Bureau granted CP for new VHF translator station rebroadcasting programs of KXLY-TV Spokane, Wash. (BPTTV-5727). Action Feb. 9.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced March 8 (stations listed are TV signals proposed for carriage):

■ Citizens Cable Co., for South Williamsport, Hepburn, Woodward, Fairfield, Lycoming, Susquehanna, Armstrong, Old Lycoming, Duboisstown, Montoursville, Loyalsock, all Pennsylvania (CAC-

08127-37): Requests interim authorization for existing operations.

■ Fannon Cable TV Co., Box 165, New Tazell, Tenn. 37825, for Claiborne, Tenn. (CAC-08138): WATE-TV, WTVK, WBIR-TV Knoxville, WSJK-TV Sneedville, WJHL-TV Johnson City, all Tennessee, WLEX-TV Lexington, Ky., WCYB-TV Bristol, Va., WLOS-TV Asheville, N.C.

■ Cable Com Walton Corp., for Walton (village and town), both New York (CAC-08139-40): Requests certification of existing operations.

■ Sullivan Cable TV, for Jefferson, Ill. (CAC-08141): WGN-TV, WSN Chicago, WTCG Atlanta, WTTV Bloomington, Ill.

■ Clearview Cable Inc., Highway 17 and 18th Ave., S., Surfside Beach, S.C. 29577, for Socastee, S.C. (CAC-08142): WCIV, WITV, WCBF-TV, WCSC-TV Charleston, S.C., WWAY, WECT, WUNJ-TV Wilmington, N.C., WVAN-TV, WTOG-TV Savannah, Ga., WBTW, WJPM-TV Florence, S.C., WRET-TV Charlotte, N.C., WIS-TV Columbia, S.C., WRJA-TV Sumter, S.C., WGGG-TV Greenville, S.C., WTTG Washington.

■ Clearview Cable Inc., for Horry, S.C. (CAC-08143): Requests interim authorization for existing operations.

■ Grand Island Multivue TV System Inc., for Grand Island, Neb. (CAC-08144): WYAH-TV Portsmouth, Va.

■ Hastings Multi-Vue-TV System Inc., for Hastings, Neb. (CAC-08145): WYAH-TV Portsmouth-Va.

■ Kearney Multi-Vue-TV System Inc., for Kearney, Neb. (CAC-08146): WYAH-TV Portsmouth, Va.

■ Teleservice Co. of Wyoming, for Wright, Fairview, both Pennsylvania (CAC-08147-8): WNJU-TV Linden, N.J.

■ Teleservice Corp. of America, for Winnfield, La. (CAC-08149): WTCG Atlanta.

■ Kirchner TV Co., for Meyersdale, Pa. (CAC-08150): WPGH-TV Pittsburgh, WJNL-TV Johnstown, WTAJ-TV Altoona, WPSX-TV Clearfield, all Pennsylvania, WTRF-TV Wheeling, W. Va., WSTV-TV Steubenville, Ohio.

■ Interstate Cable TV Co., for Fort Campbell, Ky. (CAC-08151): WTCG Atlanta.

■ Atoka Cablevision Co., for Coalgate, Okla. (CAC-08152): KOCO-TV Oklahoma City, KTEW, KOTV, KTUL-TV Tulsa, Okla., WTCG Atlanta.

■ Theta Cable of California, for Los Angeles (CAC-08153): Requests certification of existing operations.

■ Clear Vue TV Inc., for Madill, Okla. (CAC-08154): Requests interim authorization for existing operations.

■ Delaware County Cable TV Co., for Upper Darby, Pa. (CAC-08155): Requests interim authorization for existing operations.

■ Lincoln Television Systems Inc., for Lincoln City, Neskowin, Pacific City, Woods, Cloverdale, Hebo, Beaver, all Oregon (CAC-08156-62): Requests interim authorization for existing operations.

■ Lynch TV Inc., for Lynch, Ky. (CAC-08163): Requests interim authorization for existing operations.

■ Palm Beach Cable Television Co., for North Palm Beach, Palm Beach Gardens, Lake Park, Palm Beach Shores, Juno Beach, Lost Tree Village, all Florida

(CAC-08164-69): WHFT Miami.

■ Guttenberg TV Cable System, for Guttenberg, Iowa (CAC-08170): Requests certification of existing operations.

■ Cape Cable TV Inc., Cove Rd., Orleans, Mass. 02653, for Brewster, Mass. (CAC-08171): WGBH-TV, WCVB-TV, WGBX-TV, WBZ-TV, WSBK-TV Boston, WLVI-TV Cambridge, Mass.; WTEV New Bedford, Mass., WPRI-TV, WJAR-TV Providence, R.I.

■ Cable TV Puget Sound, Box 2015, Tacoma, Wash. 98401, for Fort Lewis, Wash. (CAC-08172): KOMO-TV, KIRO-TV, KING-TV, KCTS-TV Seattle, KTPS, KCPQ, KSTW Tacoma, KPTV Portland, Ore., CBUT Vancouver, B.C.

■ Valley Vision Inc., for Placerville, El Dorado, Jackson, Sutter Creek, Amador, all California (CAC-08174-78): KGSC-TV San Jose, Calif.

■ Gonzales Cable TV Services Inc., for Gonzales, Tex. (CAC-08179): KXIX Victoria, Tex.

■ Norman Cable TV Inc., for Norman, Okla. (CAC-08180): KERA-TV Dallas.

■ Range Television Cable Co., for Hibbing, Minn. (CAC-08181): Requests interim authorization for existing operations.

■ Cable TV, for Fountain City, Wis. (CAC-08182): Requests certification of existing operations.

■ Telesystems Corp., for Philadelphia (CAC-08183): Requests interim authorization for existing operations.

■ Dale's Electronic Service, for Big Creek, Little Grave Creek, both W. Va. (CAC-08184-5): Requests interim authorization for existing operations.

■ Bannock TV Co., for Bannock, Inkorn, Chubbuck, all Idaho (CAC-08186-9): WTCG Atlanta, and to delete KWGN-TV Denver.

### Certification actions

■ Commission granted Teleprompter Cable Systems Inc., for Johnstown, Pa., certificate of compliance. Action March 8.

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: General Electric Cablevision Corp., for Brownville, Glen Park, both N.Y. (CAC-06563-4); Evansville Cable TV Inc., for Evansville, Ind. (CAC-06662); Carbondale Cable Television Co., for Carbondale, Colo. (CAC-07312); Leadership Cable Systems of Palm Beach Inc., for Boca Del Mar, Delray Beach, portions of Palm Beach county, Gulfstream, all Florida (CAC-07449-52); Lake Charlevoix Cable TV Inc., for Gaylord, Mich. (CAC-07453); Johnstown Cable TV, for Geistown borough, Westmont borough, Upper Yoder township, all Pennsylvania (CAC-07810-2); Iroquois Cable Company Inc., for Watseka, Ill. (CAC-07820); Full V.U. Television, for Vincennes, Washington, both Indiana (CAC-07588-9); South Dakota Cable Inc., for Hot Springs, S.D. (CAC-07673); Sammons Communications Inc., for Homer, Homer Village, both New York (CAC-07674-5); Community Antenna Inc., for Laurinburg, N.C. (CAC-07818).

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■ Commission directed Texas Community Antenna Inc., operator of cable system at Nacogdoches, Tex., to provide nonduplication protection for station KTRF-TV (NBC/ABC) Texarkana, Tex., within 30 days. Action Feb. 23.

# Professional Cards

<p><b>ATLANTIC RESEARCH CORP.</b>  <b>Jansky &amp; Bailey</b>  <b>Telecommunications Consulting</b>            Member AFCCCE            5390 Cherokee Avenue            Alexandria, Virginia 22314            (703) 354-3400</p>	<p><b>EDWARD F. LORENTZ &amp; ASSOCIATES</b>  <b>Consulting Engineers</b>            (Formerly Commercial Radio)            1334 G St., N.W., Suite 500            347-1319            Washington, D. C. 20005            Member AFCCCE</p>	<p><b>A. D. Ring &amp; Associates</b>  <b>CONSULTING RADIO ENGINEERS</b>            1771 N St., N.W. 296-2315            WASHINGTON, D. C. 20036            Member AFCCCE</p>	<p><b>COHEN and DIPPPELL, P.C.</b>  <b>CONSULTING ENGINEERS</b>            527 Munsey Bldg.            (202) 783-0111            Washington, D.C. 20004            Member AFCCCE</p>
<p><b>CARL T. JONES ASSOCS.</b>            (Formerly Gautney &amp; Jones)  <b>CONSULTING ENGINEERS</b>            2990 Telestar Ct., Suite 405            (703) 560-6800            Falls Church, Va 22042            Member AFCCCE</p>	<p><b>LOHNES &amp; CULVER</b>  <b>Consulting Engineers</b>            1156 15th St., N.W., Suite 606            Washington, D.C. 20005            (202) 296-2722            Member AFCCCE</p>	<p><b>A. EARL CULLUM, JR.</b>  <b>CONSULTING ENGINEERS</b>  <b>INWOOD POST OFFICE</b>  <b>BOX 7004</b>  <b>DALLAS, TEXAS 75209</b>            (214) 631-8360            Member AFCCCE</p>	<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b>            711 14th St., N.W.            Republic 7-6646            Washington, D. C. 20005            Member AFCCCE</p>
<p><b>STEEL, ANDRUS &amp; ADAIR</b>            2029 K Street, N.W.            Washington, D.C. 20006            (301) 827-8725            (301) 384-5374            (202) 223-4884            Member AFCCCE</p>	<p><b>HAMMETT &amp; EDISON, INC.</b>  <b>CONSULTING ENGINEERS</b>            Radio &amp; Television            Box 68, International Airport            San Francisco, California 94128            (415) 342-5208            Member AFCCCE</p>	<p><b>JOHN B. HEFFELFINGER</b>            9208 Wyoming Pl. Hilland 4-7010            KANSAS CITY, MISSOURI 64114</p>	<p><b>JULES COHEN &amp; ASSOCIATES</b>            Suite 400            1730 M St., N.W., 659-3707            Washington, D. C. 20036            Member AFCCCE</p>
<p><b>CARL E. SMITH</b>  <b>CONSULTING RADIO ENGINEERS</b>            8200 Snowville Road            Cleveland, Ohio 44141            Phone: 216-526-4386            Member AFCCCE</p>	<p><b>VIR JAMES</b>  <b>CONSULTING RADIO ENGINEERS</b>            Applications and Field Engineering            Computerized Frequency Surveys            345 Colorado Blvd.—80206            (303) 333-5562  <b>DENVER, COLORADO</b>            Member AFCCCE</p>	<p><b>E. Harold Munn, Jr., &amp; Associates, Inc.</b>            Broadcast Engineering Consultants            Box 220            Coldwater, Michigan 49036            Phone: 517-278-7339</p>	<p><b>ROSNER TELEVISION SYSTEMS</b>  <b>CONSULTING &amp; ENGINEERING</b>            250 West 57th Street            New York, New York 10019            (212) 246-3967</p>
<p><b>JOHN H. MULLANEY</b>  <b>CONSULTING RADIO ENGINEERS</b>            9616 Pinkney Court            Potomac, Maryland 20854            301 - 299-3900            Member AFCCCE</p>	<p><b>TERRELL W. KIRKSEY</b>  <b>Consulting Engineer</b>            5210 Avenue F.            Austin, Texas 78751            (512) 454-7014</p>	<p><b>HATFIELD &amp; DAWSON</b>  <b>Consulting Engineers</b>            Broadcast and Communications            906 - 36th Ave.            Seattle, Washington 98122            (206) 324-7860</p>	<p><b>MIDWEST ENGINEERING ASSOCIATES</b>  <b>Consulting Engineers</b>            9924 N UNIVERSITY PEORIA ILLINOIS 61614            (309) 692-4233            Member AFCCCE</p>
<p><b>DAWKINS ESPY</b>  <b>Consulting Radio Engineers</b>            Applications/Field Engineering            P.O. Box 3127—Olympic Station 90212  <b>BEVERLY HILLS, CALIF.</b>            (213) 272-3344</p>	<p><b>MATTHEW J. VLISSIDES, P.E.</b>  <b>STRUCTURAL CONSULTANT</b>            TOWERS, ANTENNAS, STRUCTURES            Studies, Analysis, Design Modifications,            Inspections, Supervision of Erection            7801 BURFORD DRIVE McLEAN, VA 22101            Tel (703) 358-9504            Member AFCCCE</p>	<p><b>C. P. CROSSNO &amp; ASSOCIATES</b>  <b>CONSULTING ENGINEERS</b>            P. O. BOX 18312 (214) 321-8140            DALLAS, TEXAS 75216</p>	<p><b>JOHN F.X. BROWNE &amp; ASSOCIATES, INC.</b>  <b>CONSULTING ENGINEERS</b>            1901 Pennsylvania Ave., NW            Washington, D.C. 20006            25 West Long Lake Road            Bloomfield Hills, MI 48013            Tel: (313) 642-6226 (202) 293-2020            Member AFCCCE</p>

# Service Directory

<p><b>COMMERCIAL RADIO MONITORING CO.</b>  <b>PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV</b>            Monitors Repaired &amp; Certified            103 S. Market St.            Lee's Summit, Mo. 64063            Phone (816) 524-3777</p>	<p><b>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE</b>  <b>SPECIALISTS FOR AM-FM-TV</b>            445 Concord Ave.            Cambridge, Mass. 02138            Phone (617) 876-2810</p>	<p><b>SWAGER TOWER CORPORATION</b>  <b>TALL TOWER SPECIALISTS</b>            Box 656, Fremont, Indiana 46737            219-495-5165</p>	<p><b>BROADCAST TECHNICAL SERVICE, INC.</b>  <ul style="list-style-type: none"> <li>• AM-FM Station Construction</li> <li>• Audio/Skeleton ... Partial Proofs</li> <li>• Signal Sound Improvement</li> <li>• FREE Counsel by Phone</li> </ul>           Phone 817-772-3371            Box 7343 • Waco, Texas 76710</p>
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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Sales Manager** for established radio station in major Midwestern market. Seeking mature executive to train, administer and motivate sales staff. Good working conditions, fringe benefits, EOE employer. Send resume, references to Box C-5, BROADCASTING.

**Station Manager for long** established AM-FM Great Lakes area. Must be aggressive sales motivator. Community involvement a must. Will hire right person at once or up to 60 days. Possible opportunity husband-wife team. Send resume Box C-85, BROADCASTING.

**General Manager for major** California black-oriented station. Sales, programming, FCC, plus heavy community involvement a necessity. All replies confidential. Equal Opportunity Employers. Resume and salary to Box C-124, BROADCASTING.

**Growing Young Corporation** looking for a general manager with strong sales experience to manage contemporary 100 KW FM. Only experienced pro need reply. If you're the right man, part ownership possible. Send resume and salary requirements with first letter to Box C-133, BROADCASTING.

**General Manager needed.** Community-minded sales-builder. Country format. Dynamic Central Florida market. Box C-144, BROADCASTING.

**I own an all new FM** station that's beyond description in healthy radio market. Have growing pains. Willing to sell stock to a working partner. Perfect time to stop dreaming and start owning. Box C-149, BROADCASTING.

**Group broadcaster seeks** General Manager for ethnic radio station in major southeast market. EOE. Send resume to Box C-156, BROADCASTING.

**General Manager—Small** market in Calif. Must be willing to become involved with community projects. Full responsibility, all replies confidential and will be answered. Send resume to Box C-162, BROADCASTING.

**General Manager, Public Radio/Television Stations.** KWSU-AM and KWSU-TV, members NPR and PBS. Master's Degree plus management experience in a public broadcasting station required. College level teaching experience desirable. Start June 1, 1977. Salary competitive. Send resume and names of three references to: Dr. Wallis Beasley, Executive Vice President, Washington State University, Pullman, WA 99164. Application deadline: April 15, 1977. Equal Opportunity/affirmative action employer.

**WIQT-WQIX** needs aggressive-selling General Manager to head up a currently successful operation. Rush resume and income requirements to Box 288, Horseheads, NY 14845.

**Attn Management Personnel.** Expand small mid-Florida market. Looking for right experience in management, SALES, and programming. Send resume to Gables Secretarial, Suite D, 110 Giralda Ave., Coral Gables, FL 33134.

### HELP WANTED SALES

**Major market midwest daytimer** needs sales manager. Excellent opportunity for top income. Box C-32, BROADCASTING.

**Looking Person With Record** of Sales Management. Combination AM-FM in Eastern North Carolina. Management team member. EOE. Resume to Box C-115, BROADCASTING.

**Radio Time Salesperson**—Growing tri-state group needs additional salesperson for its central Pennsylvania outlet. Great earning potential—1st year. You will be representing area's No. 1 and No. 2 stations. AM-rock; FM-good music. Resume and salary requirements. Opportunities to grow within group. Guaranteed future for right person. An equal opportunity employer. Box C-129, BROADCASTING.

### HELP WANTED SALES CONTINUED

**Upstate New York.** announcer sales. Need sales ability. Good opportunity for beginner. Salary plus commission. Box C-137, BROADCASTING.

**Successful medium market AM** fulltimer looking for aggressive, imaginative salesperson who can move up to management position in the future. We offer a good salary, plus the best place in New England to call home. Box C-150, BROADCASTING.

**Regional Colorado Station** needs a salesperson who can do it all—sell, write for selected accounts that require special attention, do production when necessary, competent air worker and potential manager. We don't want to kill you with work; we're looking for an Instant Key Person. Equal Opportunity Employer. Send resume. We're part of a group, so opportunity is part of the deal. Answer Box C-166, BROADCASTING.

**Sunny, warm and exciting south Texas.** 5000 watt AM and soon FM looking for two aggressive self starters who want to work and make money. Half million pop market, top biller, rated No. 1 seventeen years. 20% commission, draw arranged, health and life ins., gas allowance, live where oranges and grapefruit grow. KRIO Radio, Box 3097 Mc Allen, TX, 78501. 512-686-5454.

**Executive sales position** available with KXTV effective immediately. Experienced individual required. Job requires a thorough background at national level either as station national sales manager or national representative sales manager or sales rep. Applicant without this experience but with extensive local TV sales experience would be considered. Working knowledge of BIAS computer is desired but not a requirement. Equal Opportunity Employer. Contact: Jack Clifford, KXTV-Channel 10, P.O. Box 10, Sacramento, CA 95801 916-441-2345.

**Looking for Top Biller** for local sales department. Let's talk money. WBNR, Beacon-Newburgh, NY 12508. 914-831-1260.

**Experienced Salesperson** For No. 1 contemporary station in Gainesville, Florida. Must be an aggressive, self-starter. Contact Elsie Mercer, WGGG, 904-376-1234.

**Experienced account representative** FM adult rock station, established account list, fantastic potential! Send resume to Ray Reich, WIBZ, 703 Market St. Parkersburg, WV 26101.

**If you are ready** for that first sales job, let's talk. Growing aggressive young group seeks motivated individual as an addition to our staff. Call Tom Manley at WKCY 703-434-1777. EOE.

**Sales Manager** for WKWK-FM, Wheeling, West Virginia. Beautiful music format already tremendous audience success. Sales management experience essential. Salary commensurate with ability. Good growth opportunity for future station manager. Send resume to Jim Glassman, Vice President, Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864. Please do not call.

**Salesperson for number 1 station** in 12 station Appleton-Oshkosh, Wisconsin market. Schulke "Beautiful Music" format. Must be able to show strong past sales record. Contact Jim Bethke, WROE-FM, PO Box 1024, Neenah, WI 54956 or call 414-725-5331.

**Aggressive, self starter types** needed to join group-owned AM/FM Buffalo, New York sales team. Experience helpful but not essential—contact Mike Plunstead, General Manager, or Ken Dodd, General Sales Manager, WWOL, 716-854-1120. WWOL, an equal opportunity employer.

**Afraid?, of competitive** selling, then don't waste our time. Looking for two professional time sales persons. Age or sex no consideration; production is! Good company benefits—room to grow. E.O.E. Send resume to Robert Boutin, Drawer FF, Edna TX 77957. 512-782-3515.

### HELP WANTED SALES CONTINUED

**Expanding Weekly Newspaper** seeks energetic salesperson. Radio and/or newspaper experience, will train right person. 609-447-4311 or write Box 349, Newport, WA 99156.

**Sales Manager** for new Country Music FM at beautiful Lake Tahoe. Must be self-starter, well organized, and not afraid of cold calls. Chance for advancement with growing company. Excellent opportunity for ambitious young person or a nice place to settle down for a hard working old pro. Guarantee: \$700 per month, paid health insurance. E.O.E. Send resume to Eric Hauenstein, c/o P.O. Box 4227, Mesa, AZ 85201.

**Midwest, FM Soul** is looking for experienced Salesperson to join area's top sales team. Golden opportunity for a self-starting professional to grow with growing station in Nation's 11th largest city. At least one year's experience in middle-large market a must. If you're willing to give 120% you may be the one for us. Contact GM at 317-923-1456.

**Custom Jingle House** seeks station connections for mutual sales assistance. Fast ammo for your next pitch. No clubs. No strings. PMW Box 947 Bryn Mawr, PA. 19010 215-525-9873.

**Sales Manager Wanted** for Southern New England radio station. Must be agency experienced. Excellent opportunity. Liberal benefits ... salary negotiable. Send resume to P.O. Box 309, Windsor, CT 06095.

**Top rated, Country Music** combo, AM & FM facility—seeking aggressive sales person. Excellent account list available. Send resume to Bill Mize, (Sales Manager), P.O. Box 6978, Jacksonville, FL 32205.

**Immediate Opening.** Organized Self-Starter with management potential. AM-FM combo, strong 25 plus, progressive MOR AM, Beautiful FM. 20% good rates, good list, challenging ground floor opportunity for salesperson who can produce. Growing metro economy. Skip Broussard, Bay Broadcasting, Box 16425, Mobile, AL 36616.

### HELP WANTED ANNOUNCERS

**4 or more years experience?** Handle both country and rock? Ability to move up to Program Director? We need you. Box B-194, BROADCASTING.

**Classical Music Announcer**—Producer for Midwest University-based public FM. Responsibilities include weekday air shifts, program production and some supervision of students. Requirements: Degree, FCC third endorsed, two or more years' experience, good on-air delivery. Available: April, 1977. Salary: Open. Send references with resume. Box C-104, BROADCASTING.

**Country Radio Personalities.** People-to-People Radio. Mid-South. Male or Female Welcomed. Strong production helpful. Box C-120, BROADCASTING.

**Man or woman,** local news gathering experience preferred. For AM-FM 90 miles from New York. Box C-161, BROADCASTING.

**4 or more years experience?** Handle both country and rock? Ability to move up to program director? We need you. Box C-163, BROADCASTING.

**Suburban New York City** adult MOR station looking for air personality to handle nightly telephone talk/music show. EOE. Send resume to Box C-170, BROADCASTING.

**North Alabama Station** seeks announcer. Modern Country Format. Good pay. Pleasant working conditions. Equal Opportunity Employer. Box C-174, BROADCASTING.

**KIRO (Seattle) Newsradio** host. Three years on-air experience required. Operate audio board; prefer production/news gathering abilities. Bill Wippel, News Director 206-624-7077. EOE.

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**HELP WANTED ANNOUNCERS  
CONTINUED**

**Wanted a full time** radio announcer to host night time Rock Show for KNPT AM & FM located at Newport in the center of the Beautiful Oregon Coast. One of Oregon's finest Salmon Fishing and Tourist Recreational Areas. Salary commensurate with experience. Send resume Attn: Bob Spangler, P.O. Box 1028, Zip Code 97365.

**Good, morning air personality** needed for fast expanding Midwest radio chain. Pay negotiable. Send resume and tape to J.J. Justin, KCLD Radio, Box 1458, St. Cloud, MN 56301.

**MOR Station has opening** for morning personality who knows music and can entertain. Send tape and resume to KIJV, Box 1407, Huron, SD. 57350. EOE.

**KPOW-AM Powell** is now taking applications. First Tickets only. Write Program Director, KPOW, Box 966, Powell, WY 82435.

**WHUT Anderson** needs a creative communicator. We're a contemporary Top 40 station in Indiana's 7th largest city. EOE. Tape & resume to Mike Kase, WHUT Box 151, Anderson, IN 46015.

**WIRL** needs a strong 7-midnight rock personality. Superior working conditions. If you're creative, bright, dedicated, and talented, with decent pipes, send tape, resume, salary: Bill McClugage, WIRL, Box 3335, Peoria, IL 61614. No Calls! Equal Opportunity Employer.

**Air personality needed** for evenings on 1000 watt rock stations on Florida's East Coast. Send air check, resume and salary expectation to Dave Brewer, WOVV Radio, PO Box 3192, Ft. Pierce, FL 33450. EOE.

**MOR Personality Station** has two immediate openings for experienced communicators, good production is a must. Be a big fish in our pleasant little pond. We offer you an excellent future with our chain and good money. Rush your tape and resume to Paul Wagner, WRMT, PO Box 283 Rocky Mount, NC 27801.

**Wanted ... Announcer** for afternoon shift. Strong on production. Send tape and resume to WYTI Radio, PO Box 430, Rocky Mount, VA 24151.

**Illinois top rated C & W** station looking for female or male DJ for air shift. Experience preferred. Excellent opportunity with good Co. benefits. Send tape and resume to General Manager, 820 Myers Bldg. Springfield, IL 62701. EOE.

**Smooth CW announcer**—Virginia small market. Some production; sales if desired. Ideal rural community to settle, raise family away from big-city hustle. Excellent benefits and stability with top-rated station. Call John Fox, weekdays, 10:30-5, 804-292-4146.

**Leading New England AM/FM Country Combo** needs a couple of pros. Tight board, Good pipes—Salary open. Call 401-438-6110.

**Spanish Bilingual** part-time instructors needed for Columbia School of Broadcasting. Resume to Hank O'Neill, 6290 Sunset, Hollywood, CA 90028 213-469-8321.

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**HELP WANTED TECHNICAL**

**Chief engineer. Excellent** working conditions, automation. Stereo, audio. Creative and willing to handle the total plant. Midwest. Box Z-161, BROADCASTING.

**Chief engineer** for Florida station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas essential. Good pay and benefits. Send resume to Box A-185, BROADCASTING.

**Asst. Chief Engineer** for midwest network affiliate. Prestigious group broadcaster. Position requires FCC 1st. Experienced with transmitter and studio maintenance. RCA equipment. Capable of administering technical staff. An Equal Opportunity Employer. Send resume to Box A-254, BROADCASTING.

**Experienced Chief Engineer** for three small market radio stations located in Northwestern Ohio. Position requires FCC 1st. Some air work or sales helpful. Send resume to Box B-170, BROADCASTING.

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**HELP WANTED TECHNICAL  
CONTINUED**

**TV Engineering Supervisor**—Immediate opening in major Northeast market for individual to supervise technicians assigned to TV production and maintenance. Solid technical background, an FCC First Class License, and a minimum of 5 years of TV broadcast experience is required. Previous supervisory experience is desirable. An Affirmative Action/Equal Opportunity Employer M/F. Please send resume to Box C-16, BROADCASTING.

**San Juan, Puerto Rico.** Chief Engineer. Must know and have work experience in automation and digital technology, directional antennas. \$18,000 plus full benefit package. Immediate opening. EOE. Box C-157, BROADCASTING.

**Chief Engineer**, experienced, California. 3 power, 2 pattern AM, remote FM stereo, automation, 2 STL-S, SCA. Perfect climate in the beautiful wine country, 40 miles from San Francisco. T. Young KVON-KVYN, 707-252-1440.

**Chief Engineer-experienced** and qualified AM/FM Stereo. Contact Walt Roberts, WNCO, Ashland, OH. 419-289-2605. EOE.

**Kentucky-AM/FM** looking for engineer. Some announcing. Will help train the right person. Call Jim Ballard. 606-248-5842.

**Chief Engineer** for a large, small-market operation in Oregon's Cascade Mountains. Must be responsible and dedicated to quality sound, and motivated to learn and grow with an expanding operation who expect to construct directional antennas. EOE. For interview, call Mr. Smith, 503-882-8833, or Mr. Reese, 916-926-2124.

**Good competent chief engineer** needed for Georgia AM-FM with excellent living conditions. Good money and permanency. Call Tom Joyner at 919-734-1466. EOE.

**Chief Engineer for AM-FM** Iowa station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas and automation system's essential. Box 886, Carroll, IA 51401. EOE

**Christian Radio Format** oriented broadcast operator. Must have First class license. Experienced—resume needed. Contact David Johnson, Christian Broadcasting Association, Inc., 619 Peoples Merchants Trust Building, Canton, OH 44702. EOE

**Immediate**—Chief Engineer, WEIR, Weirton, West Virginia. 1 KWDA-2. Station part of a small but growing group operation. Must be maintenance minded. \$175.00 per week, plus fringe benefits. Phone or write immediately. Joe Jarrett, Div. CE 814-943-1136, PO Box 2005, Altoona, PA. An Equal Opportunity Employer.

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**HELP WANTED NEWS**

**News person wanted** for Midwest AM-FM local news dept. Box Z-130, BROADCASTING.

**Our News Department is No. 1**, and we intend to remain there. An upcoming opening will require a person who won't accept mediocrity, and has a track record to prove it. Our friendly Midwest city needs another ace. Can you handle it? Box B-130, BROADCASTING.

**News person wanted. Small** central California market. Deluxe AM & FM installation. Must have some experience in radio news reporting with good air personality. News director position open if qualified. Salary negotiable depending on qualifications. Write Box C-146, BROADCASTING.

**News person for award-winning** New Mexico 50 kw. Experience and ability to gather and deliver local regional news. Send tape to Dyan King, KBCQ, Box 670, Roswell, NM 88201.

**PBP/News position** open for experienced person at leading AM/FM/TV operation in New Mexico. Send tape to KBIM, Box 910, Roswell, NM 88201. EOE.

**Looking for qualified newperson**, preferably with radio experience for small market station in Southwest. Address replies with full information to Russ Beckman, KTAN Box 1566, Sierra Vista, AZ 85635. Equal Opportunity Employer.

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**HELP WANTED NEWS  
CONTINUED**

**News Director** All News station in top 30 market needs aggressive News Director with strong radio news background. All News experience a plus. Full credentials and references in first letter. Equal Opportunity Employer. Mr. William Devine, III, Station Manager, WEBR, 23 North Street, Buffalo, NY 14202.

**Ambitious, Hard-hitting** reporter, unending curiosity, dedication to excel. Not afraid to work or step on toes. Can tell Joe Lunchbucket what he wants and needs to know clearly. Advancement opportunity. RTNDA award-winning news dept. Doug Breisch, WIZM Z-93, La Crosse, WI. 608-782-0650. A Midwest Family Station.

**Entry level opening** all-night news and transmitter watch at 50 kw FM, 1 kw AM. 3rd phone and car required. Leading station in Syracuse market. EOE. WKFM/WOSO, Radio Park, Fulton, NY 13069. 315-695-2165.

**WOAI Radio** has openings for 2 conversational drive-time news anchors. All-news experience preferred. WOAI is a 50,000-watt clear-channel news-talk-sports station. Tapes to John Wheeler Barger, WOAI Radio, 1031 Navarro, San Antonio TX 78205. EOE.

**Newsperson—WOAI Radio** has opening for reporter-editor. Sports background preferred. Tapes to: John Barger, GM, WOAI Radio, 1031 Navarro, San Antonio, TX. 78205. E.O.E.

**Newsperson needed** for 3-member AM-FM department. Resumes, non-returnable tapes to News Director, WTRC, Box 699, Elkhart, IN 46514. EOE.

**Director of News**, public affairs wanted for central Virginia AM. Send resume, tape, requirements, Box 5085, Charlottesville, VA 22903.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Bus Mgr/Bkpr.** Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box A-60, BROADCASTING.

**New England prep school** seeks teacher of psychology, psychology-Spanish, or mathematics with college or commercial radio experience. Begin Fall 1977. Teach regular course load and advise student FM station. Room, board included. Salary competitive. Equal opportunity/affirmative action employer. Resume to Box B-173, BROADCASTING.

**Mass Media Department** seeks Instructor, Assistant Professor to teach Broadcast Journalism, Radio-Television Production. Should have Ph. D. or near with professional or teaching experience. Send resume to Dr. Bernard Russi, Mass Media, Marietta College, Marietta, OH 45750. An equal opportunity employer.

**Senior Professor** to develop undergraduate and graduate programs in mass media management and teaching in allied academic areas, including communications law. Extensive experience in top management positions with prestige media required. Begin fall, 1977. USC is Equal Opportunity/Affirmative Action Employer. Salary and rank open. Send resume, references, exhibits to Dean, College of Journalism, University of SC, Columbia, SC 29208.

**Graduate Student** teaching assistant—Radio-Television. Half-time position for M.A. candidate offers \$3195 for 9 months. Production experience necessary. Write: Head, Journalism Dept., Kansas State University, Manhattan, KS 66506.

**Producer**—our team has won over 200 awards for radio, TV, photography, AV shows and ad campaigns. Our clients range from local retailers in 46 states to Hardee's, Gulf Oil and AT&T. Most of us live 15 minutes from the studios in Virginia Beach, but it's often long after dark when we finally get home. We're one of the largest in the East, but still growing. And we're looking for a totally experienced pro who will soon take over the audio production department. He'll be a whiz at directing talent and perform magic with the equipment. He'll be highly creative and probably work harder than ever in his life. If this sounds like the company and challenging career opportunity you've been looking for, send a tape with ten of your best radio spots, resume to Warren Miller Studio Center Corp. 200 West 22nd St., Norfolk, VA 23517. We'll be in touch. EOE.

**SITUATIONS WANTED MANAGEMENT****See display ad for winning Exec. VP & GM.**

**You've invested in automation.** It takes a different point-of-view to program, engineer, and sell than does a DJ operation. Automation specialists are rare. Need help? Box C-139, BROADCASTING.

**Success demands Stability.**... Reliability ... Dependability! These, and more from 18 year pro, experienced all phases radio, 15 with top chain. Seek management small/medium market. Box C-164, BROADCASTING.

**Opportunity knocks.** Law student with first phone and major market experience has ideas for hire. Let's talk ratings and profits. One week from today at the NAB or reply Box-171, BROADCASTING.

**Twelve years management** experience is yours for GM or GSM post, top 100 markets, solid situation and opportunity very important. A selling manager, thirties, a team builder with many success stories. Write for them Box C-179, BROADCASTING.

**Selling GM** I am a hardworking competitor who is goal oriented with a demonstrated record of leading a staff to success. Prefer PA, KY, Ind., Ohio. Box C-180, BROADCASTING.

**SITUATIONS WANTED SALES**

**Jock, PBP, Sales,** sales manager, station manager, general manager. Understanding. Experience. A proven leader. 20 years know-how. Looking for permanent top spot. Let's talk. Box A-238, BROADCASTING.

**Need A Seasoned Pro?** Could be I'm your man ... 20 years in broadcasting, 15 years owner-manager in competitive market. Experienced in all phases ... first phone ... call 606-549-5093 or write Box C-34, BROADCASTING.

**Combo Chief Engineer,** program director and salesman looking for small market operations or station manager position. Box C-44, BROADCASTING.

**Young woman looking** to translate 8 yrs. Sales experience with numerous TV guest appearances to being an 'on air' personality. Expertise: Woman's market. Anxious for opportunity to work hard and be successful. Box C-177, BROADCASTING.

**Seeking stations** wanting to run spots on percentage of mail-order sales basis, 40%. Hours Co. Box 633A Detroit, MI 48232.

**Solid pro, experience** all phases radio. Good announcer. BS degree Broadcasting. 3rd endorsed, ready to move up to management. (OM or better) creative, thorough, hard working. Box 34254, Memphis, TN 38134.

**Sales Manager desires** a better major market opportunity. 26, 5 years major market experience. Call nights, 717-675-4016.

**Award Winning Major** market and network program director wants to consult for your station. Reasonable fee. Paul Mitchell. 215-638-9425.

**Small Market GM** experienced in all phases of radio, available immediately. Write Bill Sutton, Rt. 1, Box 26, Carlisle, MS 39049.

**Manager or salesman,** announcer, MD, PD, ND, CE (1st Phone), Talkmaster (15 years progressive experience). Writing awards, PR/community service & U.S. Senatorial campaign management experience. 39 Kensington, Newark, DE 19713. 302-738-3270.

**SITUATIONS WANTED ANNOUNCERS**

**DJ, 3rd phone,** tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**Intelligent midwest announcer** looking for new experience in interview-talk radio. Friendly but not gabby. Entertaining. D.J.-Announcer experience. 3rd endorsed. Box A-274, BROADCASTING.

**Country announcer/music director.** Looking. Experienced. Third. Box B-101, BROADCASTING.

**Dependable announcer** with experience. Looking for station to grow with in medium market. Personality oriented but will work any format. Box C-27, BROADCASTING.

**SITUATIONS WANTED ANNOUNCERS CONTINUED**

**DJ, 24, single,** FCC 3rd endorsed, assoc. member AMS, willing to work and help your station. Will go anywhere but prefer East. Box C-101, BROADCASTING.

**Audition Tape Available** D.J. Newscaster. Extensively trained by pro's, some experience. Relocate immediately. Contact: Box C-125, BROADCASTING.

**An aggressive announcer** wants you! 3rd endorsed, 4 years experience and versatility. Also sports play by play. Robert Wolf. 806-353-0298. Box C-142, BROADCASTING.

**DJ 4 Years Experience** wants to move up. California, Arizona, Texas, Florida. Others considered. 904-255-6950 or Box C-153, BROADCASTING.

**Well Trained Broadcast** school grad looking for first job. 3rd endorsed. Box C-173, BROADCASTING.

**DJ, 25, 3rd endorsed,** some commercial experience, college, seeks adult contemporary, T40 AOR, etc. Will relocate. Resume, tape, Frank Cavaliere, 31-38 74th. St. Jackson Heights, NY 11370. 212-446-8694.

**Northeast Adult Top/40** Personality, 1 year Small Market, 3rd Endorsed. Norman, 212-629-1169.

**Good pipes, looking** for placement in small market. 3rd endorsed. College degree. Hard working. Send for tape and resume. Bob Hamilton, 4826 High Meadows Terrace, Racine, WI 53406.

**Fully skilled jock,** 3rd endorsed, 3 years experience, seeks free-form, jazz, progressive, or classical in major/medium markets. Resume, tape. Cary. 516-791-9349, evenings only.

**Looking for employment** in S.E. USA. Prefer small or med. market, MOR progressive rock, Top 40, or out-law country. J. W. Harvey, 32117 Annapolis, Wayne, MI 48184. Phone: 313-729-1279.

**1st phone—Broadcast Grad—Some** experience. Can write—talk—sell. Greater Chicago area. 312-736-2306. Tom Clark, 4716 W. Byron, Chicago, IL 60641.

**DJ Announcer—newscaster-writer.** BS in Communications. 2 years experience. Aggressive, bright, innovative. Will relocate. Rick, 716-227-1095.

**Experience, first phone, DJ.** News, production. Michael B. Ryan, 4731 Muir St. San Diego Ca 92107. 714-224-2336.

**Versatile announcer,** strong voice, bright personality looking for large or medium market. Experienced PD, MD, country, rock, MOR, production, news, college PBP. 3rd endorsed. Willing to relocate. 312-741-4081.

**South Florida:** PD/MD/B.A./Law. AM-FM-TV, 7 years 3rd endorsed, announcing, news, production, now learning 24-track audio engineering at Criteria Studios. Call: Bob Pama, 305-595-6848.

**3rd Class Endorsed,** wants radio position in Ohio, or western Penn. Resume and tape upon request. Call anytime. 216-395-8581. Ask for Allen.

**Seek small market** adult MOR/oldie shift in Ohio, Indiana, Kentucky. 3rd endorsed experience. Call 513-631-4657 after 7 p.m.

**Five years experience.** Polished, mature, bright, communicative D.J. ready to move. Seeking contemporary, MOR, or AOR station in medium or larger market. Excellent production. Third endorsed. Chuck Tanner. 212-799-9190, 9 a.m.-5 p.m.

**Northern/Central California.** Announcer with experience in news and sales. Relaxed, personal delivery. Good copy and production, references. Medium market. Leave message at 415-566-4597.

**Sportscaster—Experienced** play-by-play man & interviewer, also music announcing & production experience. College grad with 3rd ticket looking for break in small or medium market, willing to relocate. For tape & resume write: S.K. Jackson 2515 Vista Laguna Terrace, Pasadena, CA 91103 or call 213-681-4165.

**SITUATIONS WANTED ANNOUNCERS CONTINUED**

**Experienced professional,** knows music inside-out, especially rock. Good production, news. Good voice, no screamer. Steve Scheiber, 427 Morris Street, Ogdensburg, NY 13669.

**We have the right person** for your job vacancy; all have training in on air work, copy, FCC rules, etc. and have obtained their 3rd endorsed tickets. Call us at 716-834-4457. No Fee.

**Wanted: Position** with Southern market station. Quality, dependability and experienced in all phases of radio. Dave Tucker, 724 Greymont, Nashville, TN 37217.

**Production man—announcer—musicologist,** with third endorsed, six years experience, worked for major radio network, looking for top forty, contemporary or country station to base a career—not a one night stand. Will relocate. Write: Karl Zuk 224-04 Stronghurst Avenue, Queens Village, NY 11427.

**Announcer 12 Year** pro seeking position in SF Bay Area. Ernie Birch 408-248-9619. 2143 Aza Dr. Nr. 5 Santa Calra, CA 95050.

**Experienced announcer.** Top communicator, mature voice, third phone—three years CW, Rock, MOR. Strong production. Seeking announcer/production or sales—Tape, resume, excellent references available; B.S. Mass Communications. M. Moffett, 2608 Beltrami, Bemidji, MN. 56601. 218-751-7516.

**D.J., Music director,** 3rd endorsed. BA Degree, college & commercial exp. PD & copy potential. Ken, 712-325-0777, after 6. Prefer MO.

**Personality Entertainer** with No. 1 ratings and no close 2nd looking for move up to fame and fortune, but mostly fortune! Comedy, bits, Top 40, AC. 814-948-9288 afternoons EST. Med/Major markets.

**SITUATIONS WANTED TECHNICAL**

**Eight years in** broadcasting. Past four years as chief in medium and major markets. Experienced in directional FM stereo. Studio maintenance. Automation. Ed Jurich, 11177 N. Kendall, Apt. H206, Miami, FL 33176. 305-271-4687.

**18 years C.E.** thoroughly experienced in AM, directional all powers, FM stereo, automation, proofs, construction. Prefer Southwest. 637 N. Waverly Place, Escondido, CA 92025.

**SITUATIONS WANTED NEWS**

**Female sports director,** MA, 3 yrs. major college PBP, talk-show host, good production. 3rd endorsed. Single. Ready to join your sports staff now. Anywhere. Box A-230, BROADCASTING.

**News Director-Digger** strong interviews. Cramped in small market. Need growth opportunity in larger market. Box A-270, BROADCASTING.

**Wonder Woman.** One year NYC O&O newscaster-writer; some AP Audio; two years reporting New Jersey station; two years print; one year cable TV. Seek media/PR/Advtg spot. Northeast. Box A-275, BROADCASTING.

**News Director** of top small to medium market seeks job as reporter in top 100 market. Prefers the West, but willing to go anywhere. Looking for a station where I can progress upwards. Created a news department in a city which previously had no electronic journalism. Will graduate in May Magna Cum Laude with a degree in Telecommunications. Reply Box B-196, BROADCASTING.

**Young NIS Journalist.** Willing to relocate for good news job. Big buck not necessary. Box C-12, BROADCASTING.

**I'm ready to move.** Currently audio wire service reporter in Los Angeles, 3 years News Director background. BA Political Science, reported Capitol Hill and State Capitol. Box C-135, BROADCASTING.

**PBP Baseball, Hockey** and basketball, will also do news. Available immediately. 4 years experience as announcer, BA, 3rd endorsed. Will relocate anywhere. Box C-155, BROADCASTING.



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**SITUATIONS WANTED NEWS  
CONTINUED**

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**Professional anchor/investigative** reporter with ability and credentials seeks position with established station. Box C-169, BROADCASTING.

**Qualified, experienced, industrious** degreed journalist seeking position in medium market. Long term. Let's talk: 408-243-7075.

**News writer with 3 years** experience, including public affairs and production. Open to established and growing markets. 3rd endorsed. Call Stan Froelich. 212-526-1831, day/night.

**Hard-nosed, serious,** experienced, literate news director, commentator, journalism B.A. seeks post. 216-454-4150.

**Ten years in radio** has helped develop my approach and widened my musical knowledge. Mature, good references, will re-locate. Bob Young; 3021 Newark St., N.W.; Washington, DC 20008. 202-362-3325.

**Husband and Wife,** 1976 college graduates seeking immediate employment. Experience in news, reporting, and DJ. Interested in both or either? Call Doug or Nancy 513-951-1103.

**Detroit, Philadelphia** or Northeast: Seeking relief from sunshine and no pay; 13 years experience, radio-TV news, seeks reporter-anchor spot, call 305-667-8108.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Aggressive, first phone** production person desires new challenge. Creative producer; commercials, promos and specials. Added extra-tight on-air engineer. Excellent references. Prefer Northeast, but will relocate. Box A-269, BROADCASTING.

**Medium market caliber** top 40 jock ready to program. Have learned from the best. Box A-280, BROADCASTING.

**BA Broadcasting Purdue,** 1st Phone, 29, six years radio, wants to teach radio. Box C-43, BROADCASTING.

**Attention Mr. Contemporary** GM. Are your ratings down but you know your sound is good? Maybe your packaging needs work. Together we can plan and implement a polished format keyed to your desired audience, complete with promotions and production. If you're shopping for a PD, I'd like to talk to you. Box C-92, BROADCASTING.

**Professional Program Director** for contemporary station seeking similar in a competitive market. First phone, BS Broadcasting, management. We can communicate at Box C-131, BROADCASTING.

**Top 100 Markets.** Top flight production artist. Campaign development, copy/production, promotion. Solid air. Contemp/Top 40, MOR. Growth opportunity. Box C-151, BROADCASTING.

**Opportunity Knocks.** Law student with first phone and major market experience has ideas for hire. Let's talk ratings and profits. One week from today at the NAB or reply Box C-171, BROADCASTING.

**WANTED. Rewarding Challenge.** Creative, dedicated professional. Former ABC, major market and award winning program director. Paul Mitchell. 215-638-9425.

**Promotion Person.** Young, bright, ready! Exp. in all aspects of radio. Good ideas. If you want a hard worker, let's talk. Major mkt. preferred. Don Cohen 704-526-2102 mornings or 4947-12 Central, Charlotte, NC 28205.

**Promotion person.** Young, bright, ready! Exp. in all aspects of radio. Good ideas. If you want a hard worker, let's talk. Major mkt. preferred. Don Cohen 704-536-2102, mornings, or 4947-12 Central, Charlotte, NC 28205.

**University or NPR** position preferred. Have MA Communicative Arts, experienced broadcaster: news, writing, production, announcing. Jim Ritchie, Box 682, Fernald Bldg, Duluth, MN 55801.

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

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**ENGINEER III—Public Television Network.** Ability to perform difficult duties in maintaining, repairing and operating electric equipment such as: operating and making major repairs on video tape recorders, color cameras, intercom and audio systems and other equipment associated with the production, distribution and presentation of Public Television Broadcasts. Assume responsibility for the proper repair and maintenance of equipment and observation of Federal rules and regulations. Schedule and supervise less experienced engineers in the repair of the more complex equipment. Evaluating audio and video signals and filing daily quality reports; perform video and audio sweep measurements and performance measurements on studio systems.

Merit Requirements: Certificate in electronics or related course; 2nd Class License as issued by the FCC for studio work and 2 years of full time paid employment in operating, maintaining and/or repairing complex electronic equipment. Strong background in solid state and digital electronics. CONTRACT—RENEWABLE. Contact: Personnel Office, Iowa Public Broadcasting Network, PO Box 1758, 515-281-4566, Des Moines, IA 50306. An Equal Opportunity Employer.

**TV Production Manager** West Coast. 5 years experience producer director required/previous manager preferred. Experience directing live sports programming, studio scheduling, personnel supervision, budgeting. Know FCC/NAB requirements. EOE. Resume Box C-127, BROADCASTING.

**General Manager,** Public Radio/Television Stations, KWSU-AM and KWSU-TV, members NPR and PBS. Master's Degree plus management experience in a public broadcasting station required. College level teaching experience desirable. Start June 1, 1977. Salary competitive. Send resume and names of three references to: Dr. Wallis Beasley, Executive Vice President, Washington State University, Pullman, WA 99164. Application deadline: April 15, 1977. Equal Opportunity Affirmative Action Employer.

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**HELP WANTED SALES**

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**Seeking Mature,** experienced, television advertising and marketing executive who would like to associate with a totally unique business venture in San Diego market. This business will combine the untapped commercial potential of cable television with the best business aspects of broadcasting. This person must not be afraid of new concepts or insurmountable tasks. Must be a tireless, organized self-starter who is willing to roll up his sleeves and start from scratch. Income commensurate with background and productivity: Salary+. Send resumes and photos to: Box C-46, BROADCASTING.

**Group broadcaster seeks** National Sales Coordinator to be based in NYC and work with rep. agencies and stations to build sales. Agency or research experience desirable. Experience and salary requirements to Box C-61, BROADCASTING.

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**HELP WANTED ANNOUNCERS**

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**Talk show host or hostess** for top-rated 50 kilowatt middle market MOR. Must be a knowledgeable, articulate conversationalist. This person should also have a good voice and a patient personality. College education desirable, experience and broad-based background helpful. Applicant must be able to communicate well and handle controversial issues fairly. Several hours will be spent on the air daily. Send tape and resume to: Talk Show, Eastman Radio, One Rockefeller Plaza, New York, NY 10020. EOE.

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**HELP WANTED TECHNICAL**

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**Transmitter Supervisor** for a new VHF satellite TV station operating at full power in Michigan's Upper Peninsula. Transmitter experience required. Equal Opportunity Employer. Write Box A-281, BROADCASTING.

**Director—Experienced directing** fast paced Newscasts. Also board work, audio and video. Major southeast market. We are an equal opportunity employer. Send resume and salary requirement to Box B-93 BROADCASTING.

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**HELP WANTED TECHNICAL  
CONTINUED**

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**Maintenance engineer with** first class license for aggressive TV station in major midwest market for heavy maintenance on TCR-100 and/or Sony recorders in large ENG operation with computerized editors. Also, TV Transmitter Supervisor ready for complete responsibility for outstanding operation of remote controlled TT30FL. Equal Opportunity Employer. Salary excellent. Send resume Box C-18, BROADCASTING.

**Maintenance Engineer** for Florida Network affiliate. First class license and actual maintenance experience on state of the art equipment required. Equal Opportunity Employer. Send resume and salary requirements to Box C-49, BROADCASTING.

**Broadcast Engineer—Southeast** UHF. License and minimum 2 years experience in operation and maintenance of quad VTRs, color cameras, and UHF transmitters. Competitive salary and benefits. Box C-117, BROADCASTING.

**Chief Engineer major** market UHF station. All aspects studio and transmitter operations. EOE. Reply to Box C-123, BROADCASTING.

**Must be 18 years** of age or older, hold a First Class Radiotelephone License and have six months of Television Master Control operations. Equal Opportunity Employer. Send resume to Box C-147, BROADCASTING.

**Camera Maintenance and** tape maintenance engineers with a minimum of 5 years broadcast experience, and FCC First Class. Salary 18-25K. EOE. M/F. Box C-152, BROADCASTING.

**Chief engineer** for major group operated network affiliated TV in top 50 market eastern US. Supervisory experience and good educational background necessary. Box C-168, BROADCASTING.

**Maintenance engineer** for Texas network affiliated VHF. Experience on TK44B's, Ampex VR1200, 2000, and other broadcast equipment helpful. Contact Robert Hardie, C. E., KAMR-TV, 806-383-3321.

**Experienced TV operations &** maintenance engineers. FCC 1st License required. Resume KIRO, Third & Broad, Seattle, WA 98121 EOE.

**Sunshine, Gulf Breezes and Opportunity** for combination operations/maintenance engineer. Experience and 1st a must. New studio-CR. Aged UHF Xmtr. Resume to Chief Engineer, KORO-TV, 600 Leopard Suite 102, Corpus Christi, TX 78401.

**Television Technical Engineer** with first class FCC license and minimum 3 years experience. ABC affiliate, RCA equipment. Send complete resume to: Wayne Semple, WAND-TV, PO Box 631, Decatur, IL 62525. EOE.

**Maintenance/Installation Eng.** Join leading public broadcast VHF/FM operation. Latest ENG, time code editing. Quad, helical VTR's plus new studio to install. Min. 5 years state of the art video electronics. Good salary. Call Dir. of Eng., 904-354-2806, or write WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer. M/F.

**Studio maintenance supervisor** needed at once to maintain studio equipment. PC 70 VR 1200. CDL 1260 switcher, etc. Must be experienced. EOE. For information call collect Russ Summerville, WNDU-TV, 219-233-7111.

**Broadcast (TV) Engineers** for employment in the Middle East. Five to seven years of heavy maintenance and A.S.C. B.S.C. or equivalent required. Experience with IVC 7000 cameras and Thomson equipment preferred. Please send copies of resume and certificates to: Beta Service Intl., Shelard Tower, Suite 1340, Minneapolis, MN 55426.

**Studio maintenance engineer.** Full-time installation, maintenance and modification of top line studio and film cameras, videotape machines, switchers, editors, ENG equipment, microwave and transmitter equipment. First class license and actual maintenance experience required. Contact CE at 517-755-8191.

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**HELP WANTED TECHNICAL  
CONTINUED**

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**Chief all phases.** Immediate opening, expanding in New Jersey. Min 5 years experience required. Salary 18-25K. Call station management 201-325-2925. E.O.E.

**Maintenance engineer** with first class FCC license for equipment maintenance at a Western New York television station. Experience with RCA television broadcast equipment required. Call Chief Engineer at 716-773-7531. Equal Opportunity Employer.

**Video City Inc.** needs video engineer to handle location shooting in warm South Florida. Single and multiple camera systems. Phillips experience desirable. Resume to Larry Krupa, 12100 N.E. 16th Ave., North Miami, FL 33161.

**Broadcast TV Maintenance Engineers** for the Middle East. 25K plus housing. 5 years equipment maintenance experience. Tech. School diploma or degree. Submit resume to: Beta Service International, Suite 1340, 600 South County Rd. 18, Minneapolis, MN 55426.

**Assistant Chief Engineer** for Oklahoma Educational TV Network. Excellent opportunity for the right person. Must have strong transmitter, VTR and Camera maintenance background and demonstrated engineering management capabilities. Duties will include supervision of transmitter and production engineering staff, scheduling of engineering department operations and maintenance of equipment. Will personally perform major maintenance duties and other duties as assigned by the Chief Engineer. Send complete resume to: Bill Key, Chief Engineer, OETA, 7403 N. Kelley Ave., P.O. Box 14190, Oklahoma City, OK 73114; or contact Mr. Key at NAB by checking the RCA bulletin board for his room number.

**Assistant Professor** with major responsibilities in teaching television and radio production. Nine month contract, beginning August, 1977. Career-oriented program. Close contact with regional broadcast professionals. Professional television production experience mandatory. Master's required; Ph.D. preferred. Experience in announcing; management; and/or sales helpful. Salary dependent on qualifications and experience. Application deadline: April 15, 1977. Send letter of application and vita to: James S. Harris, Chairman, Department of Mass Communications, Eastern Kentucky University, Richmond, KY 40475. EOE

**Broadcast Specialist** for top Sunbelt University PR outfit. Must have audio, film and VTR experience. BA preferable. Resume to L. C. Falk, P.O. Box 1408, University, AL 35486.

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**HELP WANTED NEWS**

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**E.O.E. number one** station in top 50 southeast wants experienced enterprising reporter who can shoot SOF and edit; and experienced SOF cameraperson/editor who can report. Both must be fast moving and turn out two to three professional stories a day. If you need training, do not apply. Resume and references required. Salary \$175.00. Box A-256, BROADCASTING.

**News Director.** For Medium Market, network affiliated radio-television operation. Must have previous television news director experience. This is a progressive news organization which has enjoyed continued ratings growth. Film, tape and live field equipment. An equal opportunity employer. Box C-35, BROADCASTING.

**Top rated Southeast** 100- market looking for a weekday anchor—6 & 11. Progressive operation. Salary open. EOE. Reply. Box C-110, BROADCASTING.

**Have opening for Meteorologist.** Must have clear and personable delivery of weather. TV experience required. 100+ Southeast market. Salary open. EOE. Reply Box C-111, BROADCASTING.

**WFTV is looking** for a solid, experienced journalist to anchor on weekends and report during the week. If you can cut it in a competitive market, send a resume along with samples of your street and anchor work on 3/4 inch cassette to: Bob Jordan, WFTV, Box 999, Orlando, FL, 32801. Only experienced applicants will be considered.

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**HELP WANTED NEWS  
CONTINUED**

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**If you're bright,** talented, and full of energy and have at least one year TV News experience, there's a place for you as a General Assignment Reporter at WKRG-TV. ENG experience preferred, but not mandatory. Send a sample of your work, along with a resume to: Bob Grip, News Director, WKRG-TV, P.O. Box 2367, Mobile, AL 36601. EOE.

**We're tired of losing** our News Anchors to larger markets! Somewhere, there's an experienced anchor/producer who has it all—and has had it with their present situation! If that ideal small market is your dream, you could be the person we're looking for. We can offer 118th market diversified growth economy (oil-gas, banking, medical, diverse ag., university), VHF ABC affil with only CBS competition, a Joie de Vivre lifestyle in the heart of the Cajun Country in Southwest Louisiana, ENG, dedicated staff (including owners and management), and a future that may astound you. We're KATC(TV) in Lafayette, LA. Who are you and what can you o-fer? Why don't you send resume, cassette, and salary requirements to ND Joe Holstead, P.O. Box 3347, Lafayette, LA 70502. He'll even talk to major market types! EOE.

**Person with radio and TV** experience to gather, write, edit news stories pertaining to agriculture and its impact on consumers. Radio news, film shooting and editing, and ENG experience. Prefer someone from Southwest. Audio tape, small snapshot photo, and resume to Bill Hoover, Information Director, Texas Farm Bureau, Box 489, Waco, TX 76703. Telephone 817-772-3030.

**Meteorologist** with certification and warm on-air delivery for medium market station. Will prepare and deliver weather for early and late newscasts, some booth audio, some community involvement. Resume and tape to Ian Pearson, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Promotion Director** for medium market Mid-West Network Affiliate. This will be a one-person operation. Ideal position for current assistant Promotion Director. Capable of creating on-the-air promotion, radio and newspaper campaigns. Station currently expanding coverage. Promotion minded group ownership. An Equal Opportunity Employer. Send resume with salary requirements to Box C-83, BROADCASTING.

**Program Director, Film Buyer.** Major cable and Pay cable firm seeking experienced film buyer. Should have station program buying background. NYC location. Replies confidential. Box C-108, BROADCASTING.

**Experienced Highly Creative TV** Production Director/Production Manager for large NW market. Must be experienced in all phases of commercial production plus ability to work closely with agencies. Emphasis on creativity. EOE. Resume and salary requirements. Box C-114, BROADCASTING.

**Producer-Director** with minimum 2 years experience in all phases of production. Seeking mature person with growing ability. Send resume and references to: T.J. Vaughan, Vice President, Programming and Operations, WAND-TV, P.O. Box 631, Decatur, IL 62525. An Equal Opportunity Employer.

**Outstanding Promotion Position.** Television Corporation needs a dynamite Promotion Manager. Experience in print, on-air and management. Send resume and tape to Jack Everette, Midwest Television, 509 So. Neil St., Peoria, IL 61820.

**Writer-producer needed** for VHF public TV station in Midwest university town. College degree plus two years experience required. \$9,360 to start with excellent fringe benefits, Affirmative Action, Equal Opportunity Employer. Job description and further information available. Write: Don Swift, 52 E. Gregory Drive, Champaign, IL 61820.

**Producer/Director** with heavy commercial production and news experience. Do your own switching and must know and do lighting. No. 1 production station in market. Send complete resume, salary history and sample reel to: Dennis Czechanski, KAKE-TV, PO Box 10, Wichita, KS 67201. An EOE. No phone calls.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS CONTINUED**

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**Producer, Junior.** We are looking for a creative and innovative individual as junior producer in our advertising department. Job entails producing television promo's in support of our programming. A background of three years in television production experience would be a prime requisite. This individual must also possess a broad background in copywriting and must be able to work well without constant supervision, and often under great pressure. Please send your reel, resume and salary requirement to: Martin S. Schultz, Supervisor, On-Air Promotion KRON-TV, P.O. Box 3412 San Francisco, CA. 94119.

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**SITUATIONS WANTED MANAGEMENT**

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**I want to anchor!** Top Ten market talk-show host and anchorman desires solid anchor position. Young, Exciting, Intelligent Box B-29 BROADCASTING.

**General, national, regional,** local Sales Mgr available in thirty to ninety days. Excellent, reliable, sincere record. Box B-186, BROADCASTING.

**See display ad for quality GM or GSM.**

**Christian TV Station/General Manager** seeks same. Superior references from current employer. Box C-145, BROADCASTING.

**Sales/Ratings/Supervision,** Inquires confidential. Box C-160, BROADCASTING.

**General Manager. Practicing** broadcaster 30 years—television 22 years. Thoroughly experienced all aspects: acquisitions, ownership, administration, sales, programming, production, promotion, etc. Converted 4 long-term losers into winners. Achieved development in sales, PROFITS and prestige years ahead of most optimistic projections. Accustomed to formidable challenges, full responsibility and phenomenal SUCCESS. Box C-172, BROADCASTING.

**Young Broadcaster. I want** to make your station profitable and exciting. Degree and seven years commercial experience in production, operations, programming, and promotion; recently as Promotion Manager in top 50 market. 919-782-7699 after 3 pm EST. Box C-175, BROADCASTING.

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**SITUATIONS WANTED SALES**

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**Experienced TV Network Executive** seeks sales position, PR placement or station representation work—willing to relocate. Excellent references Radio-TV. Box C-52, BROADCASTING.

**See display ad for achievement oriented GSM & GM.**

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**SITUATIONS WANTED ANNOUNCERS**

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**15 years top 10 markets.** Jock, PD, Manager, TV Anchor. First phone. Box C-158, BROADCASTING.

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**SITUATIONS WANTED TECHNICAL**

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**General Sales Manager** in medium market seeking relocation. Creative, young and an effective quality competitor. Strong major market experience in sales and management. Self-starter with proven record of success in achieving revenue objectives. Box B-50 BROADCASTING.

**1st Phone Major Market** experience—Family man—Ambitious Self Starter. Experience: Master Control to Vt Editing, Box B-68, BROADCASTING.

**Dir. of Eng.** seeks growth opportunities with group or large facility. 18 years TV/AM/FM, college, Ch. Eng., Group Executive exp. Southeast preferred, any location considered. Available for interview NAB. Box C-86, BROADCASTING.

**Radio Engineer/DJ** 1st phone wants work in TV. Try me—I'll learn. Box 63 Wadena, MN 56537.

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**SITUATIONS WANTED NEWS**

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**TV News Director** immediately available for medium market in the East or number two slot in major market. Mature, dependable, results oriented and sensitive to community issues. Box A-244, BROADCASTING.

**Experienced Reporter,** Dynamic, creative, strong journalism background including Masters Degree cand. Seeks position as TV reporter, will consider anchor. Top references, VTR & resume. Box C-79, BROADCASTING.

## SITUATIONS WANTED NEWS CONTINUED

**TV Sports Director** in top 40 market with extensive film production background and major college play by play experience. Desires move up. Tape and resume on request Box C-84, BROADCASTING.

**Field Reporter/Photographer.** Solid professional with 7 years experience in medium market. Visually oriented self-starter with news savvy and production skills. Box C-148, BROADCASTING.

**Reporter-Anchor.** Strong journalist with excellent camera appearance and presence. 6 years experience, last 4 in very well-paid position for market size, now seeking significant advancement, happiest doing street work and morning or midday anchor. Knows how to combine responsible reporting with reports that look good. 27 degree. Present and previous employers for references. Box C-154, BROADCASTING.

**Anchor, Sports, Weather.** No. 1 in top five markets Box C-159, BROADCASTING.

**News photographer: Aggressive** and experienced in filming, editing 16mm. Seek to learn ENG. Strong electronics interest. Film and VTR available. Call 616-538-7744. J.L. Keener, 642 SW 36th, Wyoming, MI 49509.

**Wanted: Entry into TV news!** I'm 23, 7 years radio and CATV, 3 years ND, BA Economics. I'll trade years for right position. Will relocate—prefer Eastern U.S.—Gary Scott, 7 Bennington Rd., Havertown, PA 19083; 215-446-8823.

**I'm not just a plain Jayne!** Enthusiastic young woman seeking broadcast opportunity. BA, radio and TV; major market AM/FM/TV experience. VTR available. Dependable, talented, willing to relocate. Excellent references. Jayne Jeffery, 535 E. Laverne Drive, Oak Creek, WI 53154. 414-762-8836.

**News Director:** Nightly Anchor/Street Reporter, young attractive, polished. Looking for growing or established quality news operation. Preferable California or Florida. Very impressive resume. Call: 915-333-4004 mornings.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Producer/Director:** BA Radio/TV/Film. Over 3 years cable experience, studio and remote, switching, audio, lighting, etc. Assist in department management. Also broadcast camera experience. Seeks entry into broadcasting, willing to work up from production assistant or similar position. Will relocate for right opportunity. Box C-87, BROADCASTING.

**Gates FM-10H** transmitter, stereo generator not needed. Frank C. Carman, KLUJ, Box 389, Salt Lake City, UT 84110.

**Versatile producer-director** with 7 years extensive professional production experience looking to expand my creative talents at your station. Graham Brinton, 215-664-3346.

## WANTED TO BUY EQUIPMENT

**Wanted RCA 44-BX** ribbon microphones, any condition. Polaroid/details to Ken Mitchell, 1023 Hancock, Los Angeles, CA, 90069.

**Gates Executive Console** wanted. Will consider any condition or price. WNOE, New Orleans. 504-523-4753.

## FOR SALE EQUIPMENT

**TV tower and line** for sale: stainless G-4, 400 foot tower now supporting 7,000 pound RCA antenna. Guy cables and saddles included. Fully galvanized and painted and less than seven (7) years old. Also, 25 sections of RCA 6-inch transmission line, bullets and hangars. \$22,500. Contact M.D. Smith, IV, Manager, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801 or phone 205-539-1783.

**Build your own TV** and radio production equipment. Easy, inexpensive plans covering audio consoles to chroma key and time base correctors. \$1.00 brings our catalog listing over 100 projects. Don Britton Enterprises, PO Box G, Waikiki, HI 96815.

## FOR SALE EQUIPMENT CONTINUED

**2-Akai VTS-150B** complete ENG systems, excellent condition \$4500 each. 1-Akai spare camera for VTS-150B system also excellent \$2200. We can supply the TBC and put you on the street with ENG for less than \$25,000. Call us now. GRV Systems Inc., 2370 Vinton St., Huntington, WV 25701. 304-525-2633.

**Eastman Model 285** no. 1766, only 52 hours since new. \$5900.00 will take part trade. International 13843 NW 19th Avenue Miami, FL 33054. 1-305-681-3733.

**PCP-90 Camera,** base station and Ampex 3000 recorder. In daily operation for major station, being replaced. Call 202-686-5895.

**Jameson Compac 16/8 Processor,** MacBeth TD-504 Densitometer, Oscar Fisher 30 Gallon Jet Mixer, other equipment. Production Supervisor, WXXI-TV, Box 21, Rochester, NY 14601. 716-325-7500.

**Gates "President" 8** channel console, good condition, \$2,300. Maze Corporation. 205-956-5800.

**Collins 5KW transmitter.** 830-E. Stereo. Perfect. Tuned and tested your frequency. \$8,900. 601-362-2790 after 5. J. Boyd Ingran, PO Box 2154, Jackson, MS 39205.

**UHF TV Transmitter—12 KW** by GE. Call 815-964-4191 or 815-965-9600.

**Switcher—American Data ADC 556** with Chroma Key. Call 815-965-9600 or 815-964-4191.

**Spare Color Tubes** for TK-26 film chain camera (no optics) and TK-26 CCU. Best offer. Call 815-964-4191 or 815-965-9600.

**RCA Switchers—two Custom RCA PMS 10** Switchers for both production and operations use, incl. rack equipment and cable. call 815-964-4191 or 815-965-9600.

**Audio—Ampex 601** 2-track with two amp/speakers. Four SHURE 565 dual-impedance mics, mic stands, 500' mic cable, RCA studio monitor-speaker. Call 815-965-9600.

**IVC 1 VTR Machines—**one 879C, one 760, with TRI Editor. Low hours. Call 815-964-4191 or 815-965-9600.

**UHF Transmitter—30 KW** GE television transmitter call 815-964-4191 or 815-965-9600.

**(2) RCA TR-22** Quads, high band Color VTR machines, with Monitors, rack equipment, manuals. Call 815-964-4191 or 815-965-9600

**(22) Motorola MV30 Transmitters;** (33) Motorola MV30 Receivers; (10) Motorola MV20 Transmitters; (19) Motorola MV20 Receivers. These units are in excellent condition and can be purchased as complete system or as individual components. American Microwave & Communications, Inc., 105 Kent Street, Iron Mountain, MI 49801

**(3) RCA TK-42** Color Cameras, with cam heads, ccu's, remotes, racks, approx. 600' camera cable. Two have RCA/Houston Fearless TD-9B-C motorized pedestals, one with RCA/Fearless tripod and dolly. With RCA color monitor, manuals. Call 815-964-4191 or 815-965-9600.

**CBS dynamic presence equalizer,** Model 4500 New. Improve your sound \$495 312-956-1548.

**Two Schafer 1200,** Schafer 800, Two IGM 500, CDC Sequential. All reconditioned, new reels, new carousels, and more. Contact Broadcast Specialties, 206-577-1681. Longview, WA.

**Schafer Automation Systems.** 800 Stereo. 3 Ampex AG-445B2, stereo carousel, mono single play cart, racks \$8,000. 902 w/96 position, interface cards, cables for 5 Ampexes, 7 cart/carousel. Price new \$13,000. Yours for \$6,500. Schafer International 5801 Soledad Mtn. Rd. La Jolla, CA 92037. Tel: 714-454-1154.

**TR-4,** Hi-banded, 2 heads. TR-22, 3 heads. 2 new. Bernie Sasek, KMEG-TV, 712-277-3554.

## FOR SALE EQUIPMENT CONTINUED

**An Oldie** but a Goodie. Collins 21B transmitter 5/1 KW. Complete. Recently removed from service. Call 503-882-2551.

**O'Conner Hydro-ped,** model 102-B with case and wheels. Good condition. KCET, 4400 Sunset Drive, Los Angeles, CA 90027 213-666-6500.

**1 kw FM Transmitter,** 3 kw FM Transmitter. Electro-sound 2 track stereo (never used-half price). MCI 2 Track Stereo. CBS Audimax (like new). McMartin 4500A. Marti Compressor/Limiters. Call: 404-876-7123.

**Color Remote Van-2-IVC500A** cameras, RHL switcher, Conrac & Tek monitoring. Self contained power. Ready to roll or install equipment in studio. Phone Bob Schmitt, 918-663-8330. Ext. 43.

**Bankrupt Radio Station** equipment for sale by bid. Most near new. Call 503-232-2999 for details. Bids close on April 10, 1977.

**5-10 kw 193A** Federal FM transmitter, new final tubes. \$1,200.00 best offer. Chris 916-885-9500, 916-885-0166. F.O.B. Corvallis, OR.

**Late model Grass Valley** Switcher. Dual Mix-Effects Amps w/Pgm-Pvw mixer w/auto fade. Dual Chroma Key. Downstream Keyer with Border/Shadow/Outline and colorizers. Quad Split. Twenty inputs with four aux. buses timed for full reentry. Model 1400-9 loaded with extras. For details call 213-655-8134 or write Pacific Video Industries, 8721 Sunset Blvd., Los Angeles, CA 90069.

**Gates SP-10** with logging, new decks and more priced below \$10,000.00. Contact Broadcast Specialties, 206-577-1681, Longview, WA.

**Eastman Model 275** 16mm Chain Projector Perfect \$3995.00. Eastman 350 Chain Projector \$1500.00, GPL-Teleprompter Large Screen TV Projector \$595.00 RCA TRT Quad VTR Updated & Operational \$1950.00 Ampex VR1000 C AS IS \$995.00. Other Video Equipment. International, 13843 NW 19th Avenue, Miami FL 33054. 305-681-3733.

**2 IGM 500** one dual-MOS 3 voice, 3 music, new reels, fully guaranteed. Great buy! Contact Broadcast Specialties, 206-577-1681.

**1500 Fidelipac** Nr. 300 Carts. Various Lengths. Call 713-795-4820.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

**Original comedy** for radio entertainers. Free sample! OBITS, 366-C West Bullard, Fresno, CA 93704.

**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.

**Knockers!** A great set of funny recorded bits for your show. Sample. Fuller, 44304 Olinia Kaneohe, HI 96744.

**Amateur singers** wanted for new record company. Call 212-247-8500. Demo fee required.

**Joey Adams recommends—**Latest Gags \$2. Back Issues \$1 each. Gagwriting Lesson \$3. Robert Makinson, 417 State, Brooklyn NY 11217.

## INSTRUCTION

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin Feb 14. Student

**Our 40th year!** Complete radio production and announcing training. Don Martin School of Communications! Six fully equipped, modern radio studios. Full time resident studio & classroom instruction by media experienced professionals. Classes monthly. V.A. approved. 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. 213-462-3281. Not a "workshop" or "seminar", but fully qualified and approved school.



## INSTRUCTION CONTINUED

**First Class FCC license** in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

**Omega State Institute**, FCC first class license and studio training. 90% placement success! 237 East Grand, Chicago. 312-321-9400.

**No: tuition, rent!** Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Self Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco, CA 94126. (Since 1967).

**1st class FCC**, 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**A.T.S. 152 W. 42 St.**, NYC. 212-221-3700. Vets benefits. A 16-year track record of success.

**Bumper Stickers**, \$86.00 per 1000. Fluorescent. Save on larger quantities. Write for samples. RouteAForm, Box 355, Sea Girt, NJ 08750.

## RADIO

### Help Wanted Management

—JOB OPENING—

#### GENERAL MANAGER PACIFICA RADIO STATION KPFK-FM LOS ANGELES, CA

Resumes should be sent to L.P. Skotnes, KPFK-FM, P.O. Box 8639, Universal City, Ca. 91608.

Deadline for filing application is April 15, 1977, with hiring decision by May 15, 1977. Third World and Women Candidates are encouraged to apply.

#### SALES MANAGER

WQIQ-AM, fulltimer, 20 miles south of Philadelphia, needs a local sales manager. Applicant must have a good billing history and brain full of local promotions. Area has over 600,000 people and retail sales over \$1 Billion. 2 station market. Good benefits, percentage override, top pay for right person. Resumes with billing history to Mr. John Haggard, P.O. Box 2070, Aston, Pa., 19014. EOE. M/F.

#### DISTRICT MANAGER RADIO EQUIPMENT/SYSTEMS SALES

The Cetec Broadcast Group, one of the industry's largest producers of equipment/systems for radio is interested in appointing a District Manager to sell products directly to radio broadcasters in Kentucky, Tennessee, Mississippi and Alabama.

The person we are looking for should have a strong background in radio station management, sales, and equipment operation.

Expenses, compensation, and benefit plans will be discussed with qualified candidates.

Send your resume to Andy McClure, National Sales Manager  
Cetec Schafer Automation  
Cetec Jampro Antenna  
Cetec Sparta Audio/Transmitters

**Cetec Broadcast Group**

The Broadcast Divisions of Cetec Corporation

75 Castilian Drive Goleta, California 93017 Telephone: (805) 968-1561



## Help Wanted Management Continued

#### FM MANAGER

Southwest market station of group owner needs direction from an aggressive, experienced radio professional. Successful candidate will have the ability and desire to make this FM station a leader in the community. Compensation plan will include a percentage of the profit. Please send resume to Box C-143, BROADCASTING.

## Help Wanted News

**WOAI Radio** has openings for 2 conversational drive-time news anchors. All-news experience preferred. WOAI is a 50,000-watt clear-channel news-talk-sports station. Tapes to John Wheeler Barger, WOAI Radio, 1031 Navarro, San Antonio, TX 78205. EOE.

**Metropolitan-New York Radio Station** seeks experienced newscaster/writer for part-time and vacation relief employment. Please send tape with resume including a 5 minute newscast and two live commercials. Tapes will not be returned. All inquiries held confidential. Respond to P.O. Box 2727, Grand Central Station, New York, New York. An equal opportunity employer.

## Help Wanted Sales

#### SALESMAN WANTED

Illinois only. Strong self-starter for medium-market, top-rated 50kw FM. Send all information first letter. Box C-63, BROADCASTING.

**Small market chain** in West/Southwest needs two salespersons with management potential. Can be men or women at these Equal Opportunity Employment stations. Hurry resume, photo and tape with first reply to 5865 Camino Escalante, Tucson, AZ 85718.

## Help Wanted Announcers

#### WE'RE LOOKING FOR THE WORLD'S GREATEST MORNING

#### DISC JOCKEY PERSON

Bright, exciting, warm, friendly, involved, adult contemporary, smart, creative, quick, humorous, clever, professional, witty, topical, believable, wonderful morning entertainer.

Send your aircheck and resume to:

Peter Mokover

WPEN Radio

2212 Walnut Street

Philadelphia, PA 19103

EOE—M/F

## Help Wanted Technical

We need YOU...if you're a

#### FIELD SERVICE TECHNICIAN or ELECTRICAL ENGINEER!

—Happily, we've got growing pains—

IGM, at the forefront in manufacture of automation components and systems for radio and other fields, can offer you a challenging and interesting opportunity, with a good future.

Submit resumes at our booth, NAB Show, Washington, Shoreham 538.

Or mail to:

**IGM**

a division of NTI, Inc.

4041 Home Road

Bellingham, WA 98225

## Situations Wanted Management

#### For Extraordinary Yield Transplant To Larger Pot

10 years experience—all size markets & formats. Bachelor's degree, Radio-TV. Now owner/manager, community leader. Looking for opportunity with outstanding organization in top markets. All inquires answered in strict confidence. Meet at NAB? Box C-165, BROADCASTING.

#### Humorous Personality DJ Entertainer MOR or Rock

Never less than number one in different time slots for the last 17 years! Major medium market now. Would like to move up. If you're interested in a veteran who is willing to work hard to make you number one, would appreciate a reply. Box C-141, BROADCASTING.

## Situations Wanted Management Continued

### Exec. VP & GM

Top 40 Market Contemporary currently employed. Heavy sales & program background. Positive "people guy" who wins in Arbitron & bottom line. Last 10 years with major group. Under 40, Family, BBA.

Available at NAB

Call 1-800-824-5120, Oper. 34  
(Calif. call 1-800-852-7711, Oper. 34)

Box C-132, BROADCASTING  
Confidential

### REWARD!

to the Professional Broadcasters who locate the four outstanding Graduate Students from the University of Cincinnati Division of Broadcasting. They will be attending the NAB Convention.

## Situations Wanted Technical

**Director of Engineering**—Chief Engineer, major facility-Technical/Sales position with major equipment manufacturer. 15 years experience. All phases AM-FM engineering, design, installation, antennas, proofs, studio, transmitters to 50 kw, AM, FM, Stereo, SCA. Excellent troubleshooter, meticulous workman, stable family man. SBE senior engineer certification, currently earning 20K. Excellent references. Available at NAB for interview. Box C-80, BROADCASTING.

## TELEVISION

### Help Wanted Announcers

### HOST/ ASSISTANT HOST

WCVB-TV seeks mature articulate Host and Assistant Host for the Massachusetts lottery daily games.

Preliminary selection will be made on the basis of experience and an audition using a simulated game show format. Final selection will be made by the Massachusetts lottery as stated in their contract terms with WCVB-TV. Individuals working for this program will be subject to the Massachusetts State Morals Clause.

Qualified applicants should send resume (no telephone calls please) to Executive Producer, Programming Department, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192.

an equal opportunity employer M/F

## Help Wanted Management

### VICE PRESIDENT OF BROADCASTING

Our multi-media corporation has need for a top flight executive for full responsibility of our broadcasting group. Reports to President-CEO. Requires ability to continue highly successful operations and build broadcasting organization not only within present scope of activities but in other areas. We believe this requires a conceptual thinker with strong imagination, high level of intelligence, articulate and a person with strong managerial skills. Must be able to relate well to a strong peer group of officers.

Successes in planning, group administration, acquisitions and management development seem to us to be essential. In order to be considered, please send us your career record to the attention of the President, Box C-176, BROADCASTING.

An Equal Opportunity Employer

## Help Wanted News

### NEWS DIRECTOR

VHF CBS-TV affiliate in major Southeast growth market is seeking a seasoned professional to lead our news operation. Number 1 rated news in the market with heavy commitment to ENG on the way. Resumes to:

Gus Bailley, Jr.

VP, GM

WCSC-TV

Box 186

Charleston, S.C. 29402

An equal opportunity employer M/F

### Sportscaster

Major Group Station in Top 30 market looking for aggressive, energetic personality to write & anchor early & late evening sports.

Box C-130, BROADCASTING  
An EOE M/F

**Up to \$18,000** for professional TV sports director at midwest medium market affiliate located in major university city. Anchor daily TV sportscast plus radio sportscasts and PBP. Minimum five years experience. Extensive knowledge of pro, college and high school sports required. Equal opportunity employer, M/F. Send job history to Box C-128, BROADCASTING.

**News Director.** For Medium Market, network affiliated radio-television operation. Must have previous television news director experience. This is a progressive news organization which has enjoyed continued ratings growth. Film, tape and live field equipment. An equal opportunity employer. Box C-35, BROADCASTING.

## Help Wanted Sales

### DIRECTOR OF RESEARCH, SALES PROMOTION, AND SALES RESEARCH

WCVB-TV BOSTON is looking for an experienced research and sales professional to work with its sales department in all areas of direct account development.

To qualify for this unusual position, you'll need a complete understanding of all research functions, including analysis and trend of rating reports, use of the bar, and sales presentation work in the creation and development of successful sales materials.

In addition to direct contact sales experience and at least a working knowledge of production, the successful applicant will have superior organizational skills as they relate to sales functions and one-on-one meetings with agencies, as well as the ability to generate new ideas and materials in the sales and research areas.

A thorough knowledge of computer terminology and its use in sales submissions/availls, input of sales research data, and the setting up of trends and materials for program and sales use is, of course, essential.

If you're a self-motivated professional with at least four years of proven experience in this or a related field, send a resume (no telephone calls please) to the Personnel Department, Boston Broadcasters Inc., 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer, M/F

## Help Wanted Sales Continued

### MANAGER SALES DEVELOPMENT

Medium size California Market network affiliate TV station is expanding sales efforts to include Sales Development Manager. To qualify must have television sales experience. Will work directly with Management, and assignments will have top priority. Presentations will be to clients and agencies direct. Should be familiar with TvB and related research material from rating books as well as market studies. Successful completion of initial assignments could lead to further promotion within two TV station owned company. Starting salary-draw \$15,000 per year plus expenses and multiple fringe benefit plan. If qualified and interested, send complete resume to Box C-116, BROADCASTING.

AN EQUAL OPPORTUNITY EMPLOYER M/F

### SALES TV Shows

We are an independent producer and distributor of TV specials and variety shows with outstanding production equipment and expertise. Our shows are aired throughout the country. We have immediate openings in Atlanta and Philadelphia/Pittsburgh plus a Sales Manager's position in Chicago.

The successful candidate will have had several years experience involving direct contact with network affiliates, independent stations, and ad agencies. This is truly an excellent opportunity for aggressive, hardworking sales people who thrive on results.

We offer a fine salary and commission program. Send a confidential letter or resume to:

Box G-178, BROADCASTING  
An Equal Opportunity Employer

## Help Wanted Technical

### VIDEO TAPE ENGINEERS—(PART-TIME)

National CCTV programmer has immediate availabilities, NATION-WIDE, ALL MARKETS, for Part-Time VIDEO TAPE ENGINEERS. Hours flexible to your schedule. Good pay & fringe benefits. Must have hands-on experience with ENG type VCR equipment, possess, or have access to, test gear and desire Part-Time work in an exciting medium. For further details send resume to:

Bob Skidmore, Technical Board  
First Cine-Tel Communications Corp.  
919 Third Avenue Dept.  
New York, New York, 10022

All replies kept strictly confidential

### SAN DIEGO NEEDS STUDIO MAINTENANCE SUPERVISOR

KCST-TV, San Diego, a Storer Station, is looking for an aggressive Studio Maintenance Supervisor with 3-5 years recent "hands on" experience. We will consider a heavy maintenance type that's ready to "move up". Qualified applicant must have ability to organize day-to-day activities of a staff of dedicated people and maintenance of our equipment, which includes: GE cameras, Ampex Tape, Grass Valley and Cohu Switching. This is a "Golden" opportunity to grow with a top broadcast group and to live and work in the dream spot of Southern California.

Send complete resume and salary requirements to: Bill Yordy, Chief Engineer, KCST-TV, PO Box 11039, San Diego, CA 92111.

We are an equal opportunity employer.

## Help Wanted Technical Continued

# Engineers

Exceptionally good opportunities for TV systems design and development professionals are now available in one of our expanding out-of-state divisions.

### SENIOR APPLICATIONS ENGINEER

Must have BSEE or equivalent, plus 5 years experience in TV systems design including thorough knowledge of TV systems equipment and good understanding of the cameras, camera systems and circuitry involved. Knowledge of infrared systems and associates components would be highly desirable. Must be willing to travel.

### DEVELOPMENT ENGINEER

Degree in Engineering, Physics or Physical Chemistry required, plus good mechanical engineering background and minimum of 5 years experience in development of camera tubes—emphasizing electron gun and construction.

We offer excellent salaries and complete benefits. For confidential consideration, send resume with salary history and requirement, to:

**H. C. ANDERSON**

NORTH AMERICAN PHILIPS CORPORATION

100 East 42nd Street, New York,  
N.Y. 10017

An equal opportunity employer M/F

### VIDEO ENGINEER SUPERVISOR

Engineer for closed circuit color television, video tape and film facility in major Chicago Advertising Agency. Will be responsible for electronic equipment functioning properly. Will also supervise daily operation and staff. Salary commensurate with background. Excellent benefits.

Send resume to Box C-140, BROADCASTING

## Help Wanted Programing, Production, Others

### PROGRAM DIRECTOR/ FILM BUYER

Major cable and Pay cable firm seeking experienced film buyer. Should have station program buying background. N.Y.C. location. Replies confidential.

Box C-108, BROADCASTING



**Situations Wanted Management**

**GM & GSM**

Heavy sales background, currently Exec. VP & GM. 10 years of achievement with major group. Thrives on sales management. Motivates winners. 35-ish, Family, BBA. Longsuits: Sales, Profits, Community & Commission.

Available at NAB

Call 1-800-824-5120, Oper. 34 (Calif. call 1-800-852-7711, Oper. 34)

Box C-132, BROADCASTING Confidential

**Situations Wanted News**

**Street reporter-anchor** spot sought by well qualified reporter with 13 years radio and TV news; seeking solid good potential opportunity; call 305-667-8108.

**Situations Wanted Technical**

Television Technician position wanted. Has First Class License and five yrs. experience as an Engineer. Seek tech. position as switcher, camera, audio, and VTR operations. Also possess Associate Degree in Electronics. Interested in working in Washington D.C. Will relocate. Box C-136, BROADCASTING.

**News Service**

**E-N-G**

Planning Finance  
Equipment Plant/Design  
Labor Systems

**NEWSCOM**

102 Charles St. Boston, MA. 02114 617-266-1388

**Miscellaneous**

**RESULTS GUARANTEED TO INCREASE YOUR SALES**

We have 26 years of proven radio sales experience. Your station can benefit from this experience as have numerous other stations throughout the United States. If you are interested in using our professional services to review your station's sales write to PBC, Suite 8L, 3440 Olenlangy River Rd., Columbus, Ohio 43202 or call 614-261-8404 for consultation.

**Buy-Sell-Trade**

**CHARGE-A-TRADE**

Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. **FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)**

3081 E Commercial Blvd Ft. Lauderdale, FL 33308 (305) 491-7700, FT. LAUDERDALE • MEMPHIS • ORLANDO • N.Y. • ATLANTA • GREENVILLE S.C. • COCOA BEACH

**Public Notice**

**HELP!**

Help us find anyone and everyone who ever worked at WEAW, WEAW-FM, WOJO, Evanston. We are celebrating our 30th Anniversary and would like to know what happened to everybody. If you will write to us briefly and bring us up-to-date on your career, we in return will send you a small gift as part of our birthday celebration. May we hear from you?

Please Write:  
Ed Wheeler  
Broadcast Communications, Inc.  
2008 State Bank Plaza  
Evanston, Illinois 60204

We had some good times. We had some tough times. Help us recall them.

Thank you!

**Wanted To Buy Stations**

**Principal** looking for Midwest or Sunbelt station priced at \$850,000 or less. Contact Bayard M. Grant, 127 W. 10th St., Kansas City, Mo. 64105.

**For Sale Stations**

MW	Small	Fulltime	\$217K	\$17K
SE	Metro	Power	\$500K	\$240K
NE	Maj	Fulltime	\$650K	\$189K
Fla.	Metro	Daytime	\$750K	\$205K
W	Sub	Profitable	\$475K	\$138K

Atlanta - Boston - Chicago - Dallas  
New York - San Francisco



1835 Savoy Drive, Atlanta, Georgia 30341

**For Sale Stations Continued**

- AM/FM within 25 miles of Meridian, Miss. \$225,000 Small down payment.
- Class "C" stereo in Miss. 1,182,000 population in .05 MV/M coverage area. Terms.
- AM/FM in Miss. Small town. Sales about \$120,000. \$168,000 cash.
- Fulltime AM within 60 miles of Washington, D.C. Small town. \$400,000. 29% down. Billing about \$200,000.
- 3,000 Watt FM in small West Tenn. town. The only station in county. \$55,000. \$5,000 down to qualified buyer.
- AM/FM in central Tenn. \$280,000. Terms.
- Great daytimer within 40 miles of Charlotte, N.C. Good real estate. \$300,000. Terms.
- Black programmed daytimer in small town. Northern North Carolina.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
24 HOURS  
615-894-7511

**Smith Cooper Associates**  
**CABLE TELEVISION • PAY TV**  
Management • Marketing • Engineering  
Financial Studies • System Analysis  
Division of Associated Utility Services, Inc.  
510 Kings Highway North, P.O. Box 3220  
Cherry Hill, NJ 08034 • (609) 482-0057

**AM-FM.** West Michigan location gross over \$315,000. Priced under 2 1/2 times gross with terms and balance on 8 1/2%. Call Don Jones, 616-723-6534 or 723-6484 evenings

**WASHINGTON, DC**

is close to this growing suburban market. FM stereo station—class A—well equipped. A steal because signal can be up-graded to cover more of the Metropolitan Area. \$295,000 includes Real Estate. Additional information only to those providing financial qualifications initially.

Box C-1, BROADCASTING

**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers  
Los Angeles Washington

Contact:  
William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
Washington, D.C. 20036  
202-223-1553

For Sales Stations  
Continued

**1,200 FOOT TOWER FOR SALE**  
Stainless G-10 with aluminum guys, many 25kv and 50kv insulators, base insulator, lights, phones, elevator, never erected. E. D. Baydush (804) 857-7421.

**NAB HEADQUARTERS**  
**SHERATON PARK HOTEL**  
Suite M789

**MEDIA BROKERS**  
**APPRAISERS**

RICHARD A.  
**SHANEEN** INC.  
435 NORTH MICHIGAN • CHICAGO 60611  
**312-467-0040**



**Profitable class IV** in Florida. Outstanding growth record ... bright future. Owners moving to larger market. \$250,000.00 firm. Box C-180, BROADCASTING.

**RALPH E. MEADOR**  
Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36

Lexington, Mo. 64067  
Phone 816-259-2544

**NAB WASHINGTON HILTON**

Have you ever wanted to own one of Americas top small market radio stations? Yes, eventually you can be the one to stand up at the R.A.B. and tell how you bill over \$500,000.00 annually in a small market. Midwest, AM and FM. \$525,000.00 cash. No calls. John Mitchell and Associates, Box 21108, Shreveport, Louisiana 71120.

**Our N.A.B. Convention**  
**Number in Washington**  
**785-2000**

**Guest Quarters**

**801 New Hampshire (at H)**

**Rooms 506-508**



**Brokers & Consultants**  
**to the**  
**Communications Industry**

**THE KEITH W. HORTON COMPANY, INC.**

1705 Lake Street • Elmira, New York 14902  
P.O. Box 948 • (607) 733-7138

## Books for Broadcasters

- 403. AM-FM BROADCAST STATION PLANNING GUIDE** by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2" x 11", illustrated. **\$12.95**
- 404. THE ANATOMY OF LOCAL RADIO-TV COPY** by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 146 pages. **\$5.95**
- 405. BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. **\$12.95**
- 406. THE BUSINESS OF RADIO BROADCASTING** by Edd Routt. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated. **\$12.95**
- 411. COMMERCIAL FCC LICENSE HANDBOOK** by Harvey F. Sweater. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each

element (with answers in the back of the book). Also for practical reference in your profession. 444 pages. 150 illustrations. **\$9.95**

- 417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING** Robert C. Siller. A practical, self study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. **\$9.95**

- 418. HANDBOOK OF RADIO PUBLICITY & PROMOTION** by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable source-book. 372 pages, 8 1/2" x 11" bound in long-life 3-ring binder. **\$29.95**

**BROADCASTING Book Division**  
1735 DeSales St., NW  
Washington, D.C. 20036

Please send me book(s) numbered \_\_\_\_\_ Payment for the full amount is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired, Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy—All copy must be clearly typed or printed.

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

No telephone copy accepted. Audio tapes, transcriptions, films or VTR's are not forwardable, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

Rates, classified listings ads:  
—Help Wanted 70c per word—\$10.00 weekly minimum.  
(Billing charge to stations and firms: \$1.00).

— Situations Wanted, 40c per word—5.00 weekly minimum.

— All other classifications, 80c per word—\$10.00 weekly minimum.

— Add \$2.00 for Box Number per issue.

Rates, classified display ads:

— Situations Wanted (Personal ads) \$30.00 per inch.  
— All other \$60.00 per inch.

— Stations for Sale, Wanted to Buy Stations, Employment Agencies, Business Opportunities, and Public Notice advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of City (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name (Print) \_\_\_\_\_ Signature \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_

# Stock Index

Stock symbol	Exch.	Closing Wed. March 16	Closing Wed. March 9	Net change in week	% change in week	1976-77		PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
<b>Broadcasting</b>											
ABC	N	42 1/8	39 1/2	+ 2 5/8	+ 6.64	42 1/8	19 7/8	17	17,625	742,453	
CAPITAL CITIES	CCB	N	50 1/4	49 3/8	+ 7/8	+ 1.77	55 3/4	42 1/4	12	7,739	388,884
CBS	N	58 7/8	56 3/4	+ 2 1/8	+ 3.74	60 1/2	46 3/4	11	28,313	1,666,927	
COX	N	29 3/8	28	+ 1 3/8	+ 4.91	37 3/4	28	9	5,872	172,490	
GROSS TELECASTING	GGG	A	15 7/8	14 3/4	+ 1 1/8	+ 7.62	15 7/8	10	9	800	12,700
KINGSTIP COMMUN.	KTVV	D	4	4		.00	4 7/8	2 1/4	7	461	1,844
LN	LNH	O	20	18 3/4	+ 1 1/4	+ 6.66	20	9 5/8	9	2,615	52,300
MOONEY	MOON	O	2	2 1/8	- 1/8	- 5.88	3 7/8	1 3/4	3	425	850
RAHALL	RAHL	O	14 1/2	14 3/4	- 1/4	- 1.69	17	4 1/2	22	1,281	18,574
SCRIPPS-HOWARD	SCRIP	O	34 1/2	33	+ 1 1/2	+ 4.54	34 1/2	20 1/2	8	2,589	80,320
STARR	SRG	H	4 5/8	4 1/2	+ 1/8	+ 2.77	5	2 1/4	7	1,202	5,559
STORER	SRK	N	25 1/2	24 1/2	+ 1	+ 4.08	26 3/8	12 3/4	7	4,876	124,338
TAFT	TFB	N	30	29	+ 1	+ 3.44	33 3/8	23 1/4	8	4,070	122,100
TOTAL									77,868	3,398,339	

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5	4 1/2	+ 1/2	+ 11.11	5	2	9	1,265	6,325
AVCO	AV	N	14 5/8	14 7/8	- 1/4	- 1.68	16 1/2	4 1/2	2	23,792	347,958
JOHN BLAIR	BJ	N	16 1/4	15 7/8	+ 3/8	+ 2.36	16 1/4	5	8	2,407	39,113
CHRIS-CRAFT	CCN	N	5	5 1/4	- 1/4	- 4.76	7	4 1/2	6	4,395	21,975
COMBINED COMM.	CCA	N	22 7/8	22 1/4	+ 5/8	+ 2.80	22 7/8	12 5/8	9	6,644	151,981
COWLES	CWL	N	13	13		.00	13 1/4	6 1/8	16	3,969	51,597
DUN & BROADSTREET	DNB	N	29 3/8	27 1/8	+ 2 1/4	+ 8.29	33 3/4	24 5/8	16	26,544	779,730
FAIRCHILD IND.	FEN	N	9 7/8	9 7/8		.00	11 1/2	6 1/8	10	5,708	56,366
FUQUA	FQA	N	10	10 3/8	- 3/8	- 3.61	12 3/8	4 1/2	7	8,844	88,440
GANNETT CO.	GCI	N	35 1/2	35	+ 1/2	+ 1.42	41	32 7/8	17	21,629	767,829
GENERAL TIRE	GY	N	27 3/8	26 3/8	+ 1	+ 3.79	28 3/8	17 5/8	6	22,258	609,312
GLOBE BROADCASTING**	GLBTA	D	3 3/4	3 5/8	+ 1/8	+ 3.44	3 7/8	1 1/2	2	2,783	10,436
GRAY COMMUN.	O	10 1/2	9 3/4	+ 3/4	+ 7.69	10 1/2	6	5	5	475	4,987
HARTE-HANKS	HHN	N	28 1/4	28	+ 1/4	+ .89	28 7/8	17 1/8	13	4,383	123,819
JEFFERSON-PILOT	JP	N	29 1/4	30	- 3/4	- 2.50	32 1/8	25 5/8	11	24,079	704,310
KAISER INDUSTRIES	KI	A	16 3/4	16 1/4	+ 1/2	+ 3.07	18 3/4	8	11	28,119	470,993
KANSAS STATE NET.	KSN	O	5 1/2	5 5/8	- 1/8	- 2.22	6	3	11	1,716	9,438
KNIGHT-RIDDER	KRN	N	34 7/8	34 1/4	+ 5/8	+ 1.82	39	28 7/8	11	8,305	289,636
LEE ENTERPRISES	LNT	A	24 1/2	24 3/4	- 1/4	- 1.01	26 7/8	13	12	5,010	122,745
LIBERTY	LC	N	19	18 7/8	+ 1/8	+ .66	19	9 1/2	7	6,762	128,478
MCGRAW-HILL	MHP	N	17 5/8	17 1/2	+ 1/8	+ .71	17 5/8	12 3/4	11	24,626	434,033
MEDIA GENERAL	MEG	A	18 3/8	18 3/4	- 3/8	- 2.00	19 7/8	14 1/4	8	7,292	133,990
MEREDITH	MDP	N	18 5/8	18 3/8	+ 1/4	+ 1.36	19 7/8	10 1/4	5	3,067	57,122
METROMEDIA	MET	N	29 3/4	29 1/8	+ 5/8	+ 2.14	29 7/8	15	8	6,745	200,663
MULTIMEDIA	MMED	O	23 3/4	24 1/2	- 3/4	- 3.06	24 1/2	14 1/4	12	4,390	104,262
NEW YORK TIMES CO.	NYKA	A	16 3/8	16 1/8	+ 1/4	+ 1.55	18 1/2	11 1/2	13	11,206	183,498
OUTLET CO.	OTU	N	23 1/8	23	+ 1/8	+ .54	23 1/8	12 7/8	8	1,440	33,300
POST CORP.	POST	O	18 1/2	18 1/2		.00	19 1/4	8	7	878	16,243
REEVES TELECOM**	RBT	A	2 1/2	2 1/2		.00	2 7/8	1 1/8	1	2,376	5,940
ROLLINS	ROL	N	19 1/4	18 7/8	+ 3/8	+ 1.98	27 3/8	18 7/8	11	13,404	258,027
RUST CRAFT	RUS	A	12 3/8	12 1/8	+ 1/4	+ 2.06	12 3/8	5 5/8	9	2,291	28,351
SAN JUAN RACING	SJR	N	8 3/4	8 3/4		.00	10 1/4	7 1/4	6	2,509	21,953
SCHERING-PLOUGH	SGP	N	40 1/4	39 1/8	+ 1 1/8	+ 2.87	59 3/4	38 5/8	14	54,047	2,175,391
SDOERLING	SDR	A	10 1/4	10	+ 1/4	+ 2.50	10 7/8	9 7/8	5	1,096	11,234
TECH OPERATIONS**	TO	A	2 3/4	2 3/4		.00	4 3/4	2 1/8	1	1,344	3,696
TIMES MIRROR CO.	TMC	N	20 1/2	20 1/8	+ 3/8	+ 1.86	23 3/4	18 1/4	11	33,911	695,175
WASHINGTON POST CO.	WPO	A	22 3/8	22	+ 3/8	+ 1.70	44 1/4	21 3/4	11	9,019	201,800
WOMETCO	WOM	N	11 1/2	11 3/8	+ 1/8	+ 1.09	13 1/4	8 7/8	7	8,623	90,164
TOTAL									397,351	9,449,310	

## Cablecasting

ACTON CORP.	ATN	A	4 1/8	3 7/8	+ 1/4	+ 6.45	4 1/2	1 1/8	13	2,676	11,038
AEL INDUSTRIES**	AELBA	O	3 3/4	3 5/8	+ 1/8	+ 3.44	4	3/4	1	1,672	6,270
AMECO**	ACO	O	1/2	1/2		.00	1 3/4	3/8	1	1,200	600
AMERICAN TV & COMM.	AMTV	O	26 1/4	22 1/2	+ 3 3/4	+ 16.66	26 1/4	13 1/2	19	3,369	88,436
ATHENA COMM.** *	O	1/8	1/8		.00	1/2	1/8		2	1,125	265
BURNUP & SIMS	BSIM	O	3 1/2	3 5/8	- 1/8	- 3.44	5 1/2	3 1/4	32	8,319	29,116
CABLECOM-GENERAL	CCG	A	9 3/4	9 3/4		.00	9 7/8	4 1/8	9	2,562	24,979
CABLE INFO.	O	1/2	3/4	- 1/4	- 33.33	1 1/4	1/4	3	3	663	331
COMCAST	O	4	4		.00	4 1/8	1 7/8	11	1,708	6,832	
COMMUN. PROPERTIES	COMU	O	4 1/8	4 1/8		.00	4 1/2	1 7/8	13	4,761	19,639
COX CABLE	CXC	A	22 5/8	20 7/8	+ 1 3/4	+ 8.38	22 5/8	13	22	3,563	80,612
ENTRON	ENT	O	1 3/4	1 3/4		.00	2	1 1/2	2	979	1,713
GENERAL INSTRUMENT	GRL	N	21 3/4	19 3/4	+ 2	+ 10.12	21 3/4	8 1/4	24	7,178	156,121
GENEVE CORP.	GENV	O	8	8		.00	10	6 1/2	53	1,121	8,968
TELE-COMMUNICATION**	TCOM	O	3 3/4	3 1/4	+ 1/2	+ 15.38	5 1/4	2 7/8	54	5,281	19,803
TELEPROMPTER**	TP	N	8 1/4	7 3/4	+ 1/2	+ 6.45	9 3/8	5 3/4	16	16,646	137,329
TIME INC.	TL	N	37 1/2	35	+ 2 1/2	+ 7.14	38 3/4	32	13	20,192	757,200
TOCOM	TOCM	O	3	3		.00	3 1/4	1 5/8	11	617	1,851
UA-COLUMBIA CABLE	UACC	O	17 1/2	16	+ 1 1/2	+ 9.37	17 1/2	9	14	1,700	29,750
UNITED CABLE TV**	UCTV	O	4 1/4	4 3/8	- 1/8	- 2.85	4 5/8	1 5/8	7	1,879	7,985
VIACOM	VIA	N	14 1/4	14 1/2	- 1/4	- 1.72	14 1/2	7 7/8	15	3,707	52,824
TOTAL									91,918	1,441,662	



Stock symbol	Exch.	Closing		Net change in week	% change in week	1976-77		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
		Wed. March 16	Wed. March 9			High	Low				
<b>Programming</b>											
COLUMBIA PICTURES	CPS	N	10 5/8	9 1/2	+ 1 1/8	+ 11.84	11 1/4	4 1/2	8	6,748	71,697
DISNEY	DIS	N	38 7/8	38 1/8	+ 3/4	+ 1.96	63	38 1/8	16	31,917	1,240,773
FILMWAYS	FWY	A	10 1/2	10	+ 1/2	+ 5.00	10 1/2	5 1/4	9	2,397	25,168
FOUR STAR			7/8	7/8		.00	1	1/4	9	667	583
GULF + WESTERN	GW	N	15	14 3/4	+ 1/4	+ 1.69	26 7/8	14 5/8	3	45,162	677,430
MCA	MCA	N	38	36 3/4	+ 1 1/4	+ 3.40	41 1/2	25	7	17,974	683,012
MGM	MGM	N	18 1/2	17 1/2	+ 1	+ 5.71	18 5/8	12 7/8	8	13,102	242,387
TELETRONICS INTL.	O		5 1/2	6 1/4	- 3/4	- 12.00	9 5/8	3 3/4	8	837	4,603
TRANSAMERICA	TA	N	14 1/4	13 7/8	+ 3/8	+ 2.70	15 1/8	8 1/4	8	65,148	928,359
20TH CENTURY-FOX	TF	N	10 5/8	10	+ 5/8	+ 6.25	15	8 3/4	8	7,583	80,569
WARNER	WCI	N	29	28 1/2	+ 1/2	+ 1.75	29 1/4	17 1/2	27	16,752	485,808
WRATHER	WCO	A	6 3/8	5	+ 1 3/8	+ 27.50	6 3/8	3 1/8	16	2,244	14,305
TOTAL										210,531	4,454,694

### Service

8800 INC.	BRDO	O	25	26	- 1	- 3.84	26	16 3/4	8	2,513	62,825
COMSAT	CO	N	35 1/4	34 3/4	+ 1/2	+ 1.43	35 1/4	23 7/8	9	10,000	352,500
DOYLE DANE BERNBACH	DOYL	O	19 1/2	18 1/4	+ 1 1/4	+ 6.84	19 1/2	8 7/8	8	1,816	35,412
FOOTE CONE & BELDING	FCB	N	16 1/2	14 7/8	+ 1 5/8	+ 10.92	16 1/2	10 1/4	8	2,304	38,016
GREY ADVERTISING	GREY	O	18 1/4	18	+ 1/4	+ 1.38	19 1/2	6 7/8	7	729	13,304
INTERPUBLIC GROUP	IPG	N	34 3/8	33	+ 1 3/8	+ 4.16	34 3/8	16 3/8	8	2,387	82,053
MARVIN JOSEPHSON	MRVN	O	12 3/4	13	- 1/4	- 1.92	14	6 3/4	6	1,871	23,855
MCI COMMUNICATIONS	MCIC	O	2 1/8	1 7/8	+ 1/4	+ 13.33	3 3/8	1 1/4	43	19,985	42,468
MOVIELAR	MOV	A	1 5/8	1 3/4	- 1/8	- 7.14	2 5/8	1	7	1,409	2,289
MPD VIDEOTRONICS	MPO	A	7 3/4	7 1/8	+ 5/8	+ 8.77	8 3/4	2 3/8	4	520	4,030
NEEDHAM, HARPER	NOHMA	O	11 5/8	11 5/8		.00	11 5/8	5 5/8	6	823	9,567
A. C. NIELSEN	NIELB	O	21 3/4	20 3/4	+ 1	+ 4.81	24 5/8	16 3/4	13	10,762	234,073
DGILVY & MATHER	DGIL	O	33 1/4	31 1/4	+ 2	+ 6.40	33 1/4	17	8	1,805	60,016
J. WALTER THOMPSON	JWT	N	17	16	+ 1	+ 6.25	17 7/8	7 7/8	8	2,649	45,033
TOTAL										59,573	1,005,441

### Electronics/Manufacturing

AMPEX	APX	N	8 3/4	7 7/8	+ 7/8	+ 11.11	9 1/4	4 3/4	14	10,885	95,243
ARVIN INDUSTRIES	ARV	N	17 1/4	16 3/4	+ 1/2	+ 2.98	18 3/8	9 5/8	5	5,959	102,792
CCA ELECTRONICS*	CCA	O	5/8	5/8		.00	5/8	1/8	3	897	560
CETEC	CEC	A	2 1/4	2 1/8	+ 1/8	+ 5.88	2 3/4	1 1/4	12	2,244	5,049
CDHU, INC.	CDH	A	3 1/8	3 1/8		.00	3 5/8	2	28	1,617	5,053
CONRAC	CAX	N	24 7/8	24 3/8	+ 1/2	+ 2.05	29 1/8	20	7	1,428	35,521
EASTMAN KODAK	EASKD	N	73 7/8	73 1/2	+ 3/8	+ .51	116 3/4	72 3/8	19	161,347	11,919,509
FARINDN ELECTRIC	FARN	O	8 1/2	8 1/2		.00	11 1/2	7	10	4,267	36,269
GENERAL ELECTRIC	GE	N	51 1/2	50 3/4	+ 3/4	+ 1.47	58 3/4	46	13	184,581	9,505,921
HARRIS CORP.	HRS	N	34 1/8	32 3/8	+ 1 3/4	+ 5.40	37 7/8	26 5/8	13	12,216	416,871
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8		.00	6 1/2	2 3/4	8	480	1,500
INTL. VIDEO CORP.**	IVCP	O	2 1/4	1 5/8	+ 5/8	+ 38.46	3 1/8	3/4		2,701	6,077
MICROWAVE ASSOC. INC	MAI	N	23 7/8	23 1/2	+ 3/8	+ 1.59	23 7/8	13 3/4	11	1,320	31,515
3M	MMM	N	53 7/8	51	+ 2 7/8	+ 5.63	66 1/2	49 3/8	18	115,265	6,209,901
MOTOROLA	MOT	N	48 1/2	46 1/8	+ 2 3/8	+ 5.14	57 3/4	41 1/4	19	28,353	1,375,120
N. AMERICAN PHILIPS	NPH	N	34	32 5/8	+ 1 3/8	+ 4.21	35 7/8	19 7/8	8	12,033	409,122
OAK INDUSTRIES	OEN	N	16 3/4	14	+ 2 3/4	+ 19.64	16 3/4	7 1/4	15	1,639	27,453
RCA	RCA	N	29 3/8	28	+ 1 3/8	+ 4.91	30	18 7/8	13	74,753	2,195,869
ROCKWELL INTL.	RDK	N	34 1/8	33 3/8	+ 3/4	+ 2.24	34 3/8	23 3/8	9	32,300	1,102,237
RSC INDUSTRIES	RSC	A	1 3/4	1 3/4		.00	2 1/2	1 3/8	9	2,690	4,707
SCIENTIFIC-ATLANTA	SFA	A	16 7/8	17	- 1/8	- .73	21	10 1/4	11	1,668	28,147
SONY CORP.	SNE	N	10 1/4	9 3/8	+ 7/8	+ 9.33	10 1/4	7 1/4	21	172,500	1,768,125
TEKTRONIX	TEK	N	59 3/4	57 5/8	+ 2 1/8	+ 3.68	67	44 1/4	15	8,671	518,092
TELEMATION	TIHT	O	5/8	5/8		.00	1	1/4	1	1,050	656
VARIAN ASSOCIATES	VAR	N	17 7/8	17	+ 7/8	+ 5.14	18 7/8	12	13	6,838	122,229
WESTINGHOUSE	WX	N	18 1/4	17 5/8	+ 5/8	+ 3.54	19 1/8	13	7	87,508	1,597,021
ZENITH	ZE	N	26 7/8	24 3/4	+ 2 1/8	+ 8.58	38 1/4	23 5/8	13	18,818	505,733
TOTAL										954,028	38,026,292
GRAND TOTAL										1,791,269	57,775,738

Standard & Poor's Industrial Average 113.7 111.4 +2.3

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.  
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

\*Stock did not trade on Wednesday, closing price shown is last traded price.  
\*\*No P/E ratio is computed, company registered net loss.  
\*\*\*Stock split.

P/E ratios are based on earnings per share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.

## Capstone for Dan Smith's long career in engineering

Dedicated, knowledgeable and friendly are words used by friends and professional acquaintances of Dan Smith, who serves as a consultant to Capital Cities Communications Inc. since he retired three months ago as the company's senior vice president, engineering. These three traits may have played a part in his selection by his peers as the recipient of the National Association of Broadcasters' 1977 Engineering Achievement Award, but of course his accomplishments, hard work and ingenuity in the areas of radio technology, radar operations, radar-guided missiles and television equipment systems cannot be overlooked. Mr. Smith will be presented the award at the Tuesday, March 29, luncheon at the NAB Engineering Conference.

Mention any phase of broadcasting and you can be assured that Mr. Smith has had a hand in it, from amateur radio to teaching broadcast engineering to managing a television station. Ever since he was 11 years old, he knew radio was for him. Like many youngsters of his time fascinated by the new invention of radio, Mr. Smith constructed a home-made crystal set. The year was 1921 and the only signals he could receive on his set were from the nearby Navy station in his hometown of Norfolk, Va. The Navy communication system only transmitted in International Morse Code, so Mr. Smith learned the code.

Many young people abandoned their hobbies in radio operations, but not Mr. Smith. "There never was any doubt in my mind that radio was the career for me; I knew there was a future in it, so I decided to pursue it in full force," Mr. Smith recalls. This he did by getting a BS in electrical engineering at Virginia Polytechnic Institute, where in his senior year, he took graduate courses in radio communications. Most people would have considered these extra studies taxing, but not Mr. Smith; he was only devoting time to his main interest and hobby.

After school, he spent four years in the engineering department at the Virginia Electric Power Co., but these were four years of nonradio work, and Mr. Smith was anxious to devote his energies to his main interest. So in 1937, he joined WTAR(AM) Norfolk, Va., as a radio engineer. At WTAR, he had the opportunity to work with Dr. Joyce Brown of RCA in Dr. Brown's project to develop a directional antenna for the station. During his stint at WTAR, Mr. Smith also taught radio communications at Norfolk College.

He says he enjoyed teaching young minds about radio. And as Daniel Burke, president of Capital Cities Communica-



Daniel Holt Smith—retired senior vice president, engineering, Capital Cities Communications, 1959-76; b. Charlotte, N.C., March 8, 1910; BS, electrical engineering, Virginia Polytechnic Institute, 1932; distribution engineer, 1932-34, and power sales engineer, 1934-36, Virginia Electric Power; radio engineer, WTAR(AM) Norfolk, Va., 1936-37; radio engineer, U.S. Navy, Norfolk, 1937-44; field engineering staff, Western Electric, New York, 1944-45; sales engineering staff, Western Electric/Graybar Electric, 1945-48; technical director, Maine Broadcasting System, Portland, 1948-54; technical director, 1954-57, and assistant manager, 1957-59, WTVT(TV) Tampa, Fla.; m. Edith Southworth Bartholomew, Dec. 10, 1960; children—Patricia, 42, Roberta, 36, Daniel Holt III, 32 (by previous marriage), Holt Hagood 14; stepchildren: King, 31; Robert, 30; Bruce, 28; Scott, 23.

tions, says, "Dan Smith has a great willingness to teach because he is so knowledgeable in his field and has the patience to explain difficult technical aspects in laymen's terms."

In 1937, friends of his who worked at the FCC field office in Norfolk told him of a job opening for assistant radio inspector in their office, and they thought he would be a likely candidate for the job. So they talked him into taking the government's civil service exam since there were many jobs opening up in the area of radio and communications. He took the examination and scored the highest grade in the nation for that testing period, but even with the high score, he lost the job he wanted to a veteran that earned points for his military stint, edging him above Mr. Smith. Nevertheless, many job offers came to him as a result of his high score, and he accepted a civilian job with the Navy in Norfolk as assistant radio inspector.

But during this time, he didn't abandon his favorite pastime of amateur radio, and

in 1939 he was the winner in the American Radio Relay League's international DX competition. In this endurance test, an amateur radio operator had to contact as many foreign stations as he could in nine days. Mr. Smith lost a lot of sleep but he managed to log in 377 stations that he had contacted.

As the U.S. war efforts mounted, Mr. Smith was involved in various military projects for the Navy. One of them was setting up a radio shop of radar search equipment to scan the waters for enemy submarines. But he wanted to do more for his country during the war, so he went to the recruiting office to see if he could offer his services as a radio engineer. They told him, "sure, but you have to get permission from your commandant and superiors at the Navy yard where you now work." He asked his commandant, who refused to release him, saying it would set a bad precedent. Angered, Mr. Smith went home, wrote a letter of resignation, packed his bags and took the train to New York, where he went to the Western Electric offices. He didn't know anyone personally at Western Electric, and didn't have any job leads, but once the company officials saw his credits and experience, they hired him immediately and set him to work to head their secret military project on radar-guided missiles. After the project was completed, he was tired of working with military projects, so he went to Graybar Electric, a sales agency of Western's broadcast equipment. When Western divested itself of broadcast equipment, Mr. Smith went to the Maine Broadcasting System as technical director, giving engineering supervision to its stations. While there, he planned, designed and constructed facilities for WSSH-TV Portland.

Between 1954 and 1959 he was successively, technical director of WTVT(TV) Tampa, Fla.—where he planned and designed its facilities and studios, getting the station on the air in about three months' time—operations manager of WFLA-TV Tampa and general manager of noncommercial WEDU(TV) Tampa.

In 1959, he joined Capcities, where he directed numerous engineering projects. One he is particularly proud of is the relocation of WTEN(TV) Albany, N.Y., transmitting facilities to a site 22 miles "short-spaced" to a co-channel station. This was the first use in the U.S. of a directional antenna on a VHF station, and Mr. Smith has written articles on the project.

Mr. Smith feels that he has been lucky in his professional career, not that he hasn't possessed outstanding technical knowledge, but that he has "been in the right places at the right time." And if radio and TV had not been his career, it would have been his hobby.

## How the FCC spells relief

Assuming it stands up in court, the FCC's new policy on license-renewal hearings could go a long way toward satisfying the objectives of license-renewal legislation that broadcasters have been unsuccessfully seeking. As explained in this publication last week, the commission would give an advantage to the incumbent in a contest with competing applicants if the incumbent could show a record of "substantial" performance.

This falls short of the protection offered by the FCC's 1970 policy statement that immunized the licensee against comparative challenge on a showing of substantial service. But that policy was overturned by the appellate court on the grounds that challengers could not legally be denied a hearing. The new one looks more likely to survive appeals.

Broadcasters would take more comfort in a law, especially one including the extension of license terms beyond the present three-year limit. There is slight hope, however, for legislation on renewal conditions while the House Communications Subcommittee is engaged in revision of the whole Communications Act. Until the air clears on Capitol Hill, broadcasters must be grateful for what the FCC has given them.

## Keeping things straight

Whatever else may be said of his first two months in office, President Carter has set the White House record for innovation in media exposure. Who would have cast any earlier President as host of a two-hour talk show on radio?

Things have come a long way since John F. Kennedy admitted live cameras and microphones to presidential news conferences and was denounced by James Reston, the distinguished columnist of the *New York Times*, for hatching the "goofiest idea since the hula hoop." Mr. Reston too has moved along with the passage of the years. Last Wednesday he wrote a piece about Mr. Carter's "open mouth policy" but included no criticism of the President's choice of vehicles of expression.

There is a hint of media manipulation in the Carter approach, although the Carter staff keeps insisting that ideas come from the media themselves—as the talk show came from Richard S. Salant, CBS News president. All very well as long as radio and television maintain their journalistic roles in covering the President. Walter Cronkite's appearance on the call-in show troubled us a little. If he had been there as journalist, instead of kindly presence, he could have sharpened some questions.

An idea that did not originate with media was the exclusion of journalists from Mr. Carter's UN reception last week. The President can turn things off when caught in embarrassing company.

## Test case

As was to be expected, the extensive journalistic coverage of terrorist acts, especially the recent seizure of 134 hostages by Hanafi Muslims in Washington, has precipitated criticism. Coverage of terrorism breeds more terrorism, the argument goes. Andrew Young, who has reserved opinion on few subjects since his appointment as ambassador to the UN, has even suggested that there ought to be a law restraining media.

Well, of course, there cannot be a law unless it is preceded by repeal of the First Amendment. Still, serious journalists themselves are concerned about disquieting problems that arise whenever hostages are taken for the purpose of attracting atten-

tion. Journalists realize that the media—especially television—are being used as instruments in the terrorists' design. As more than a few have noted publicly, journalists are especially troubled by the feeling that they too can be held in a form of hostage by clever terrorists.

Maybe too much is being made of all these concerns. What if the media had ignored the Hanafi Muslims and left the public to draw its own conclusions and fears from word-of-mouth reports about barricaded streets, diverted traffic and gunfire in the city hall? Obviously the media cannot go blind and silent when terrorists strike, if they are to perform the function the public expects of them.

In the Hanafi episode, large numbers of hostages were held in three widely dispersed locations by fanatics who demonstrated their inclination toward violence by killing one person and wounding others at the very outset of the siege. With a less experienced corps of journalists on hand, the story could have easily developed into hysteria. It turned out to be the textbook example of journalistic treatment of terrorism, comprehensive details presented with professional restraint through 39 hours of tension.

And at the end, as critics of the coverage ought to be reminded, the terrorists surrendered without having realized as much as one of their original demands. Hardly an incentive to others.

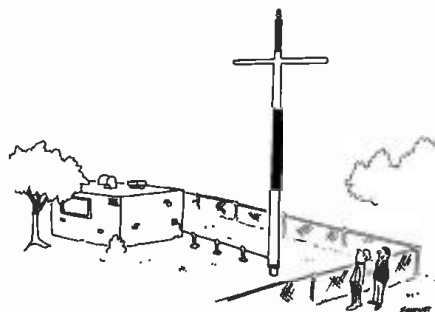
## Quello's qualms

Is the public interest served with a broadcaster on the FCC? That question was raised three years ago when James H. Quello was given an incredibly tough time in winning Senate confirmation, all because he had been the manager of WJR(AM) Detroit.

Now, 30 months later, Commissioner Quello, certainly to the satisfaction of most of his colleagues and of observers, has proved he is no automatic vote for just any broadcaster and that he votes his conscience and not the expedient course. Because he knows what it is to meet a payroll and has dealt with the public and the politicians at first hand, he spots the dedicated citizens and the phonies with equal facility.

Lately, Mr. Quello has taken off on questionable citizen groups who, though insignificant in numbers, are potent by filing or threatening to file petitions to deny renewals of broadcast licenses. Some got jobs or other windfalls in what Mr. Quello sees as abuse of the license-challenge process through unfounded petitions to deny.

We applaud Mr. Quello's refusal to knuckle under to pressures that have encouraged this sort of mischief-making.



Drawn for BROADCASTING by Jack Schmidt

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41%\* have made the switch to KTVI,  
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63%\* have made the switch to KTVI,  
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made this switch? Because they  
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KTVI has the top 4 prime-time  
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They like the way we  
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On the occasion of our 25th Anniversary, we wish to take this opportunity to commend the National Association of Broadcasters for the outstanding efforts they have made to promote the recognition of our industry.

All of us realize that "Responsibility in Broadcasting" is a highly achievable goal, and we pledge to continue to do our part to ensure its accomplishment.

Ralph Guild,

*President*

