

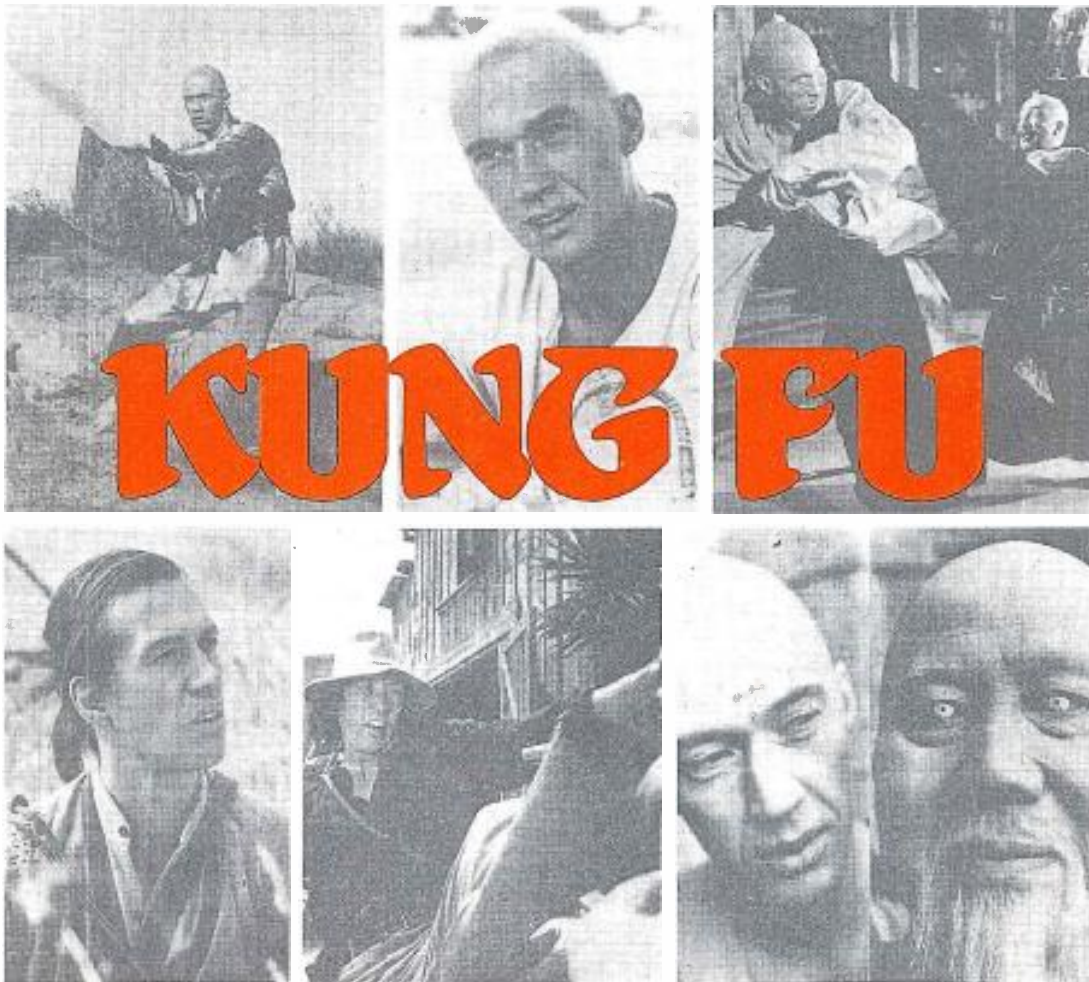
The Senate gets into the Communications Act act
NATPE in review; NAB in preview

Broadcasting Mar 19

The newswEEKly of broadcasting and allied arts

Our 48th Year 1979

NEWSPAPER



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Warner Bros. Television Distribution

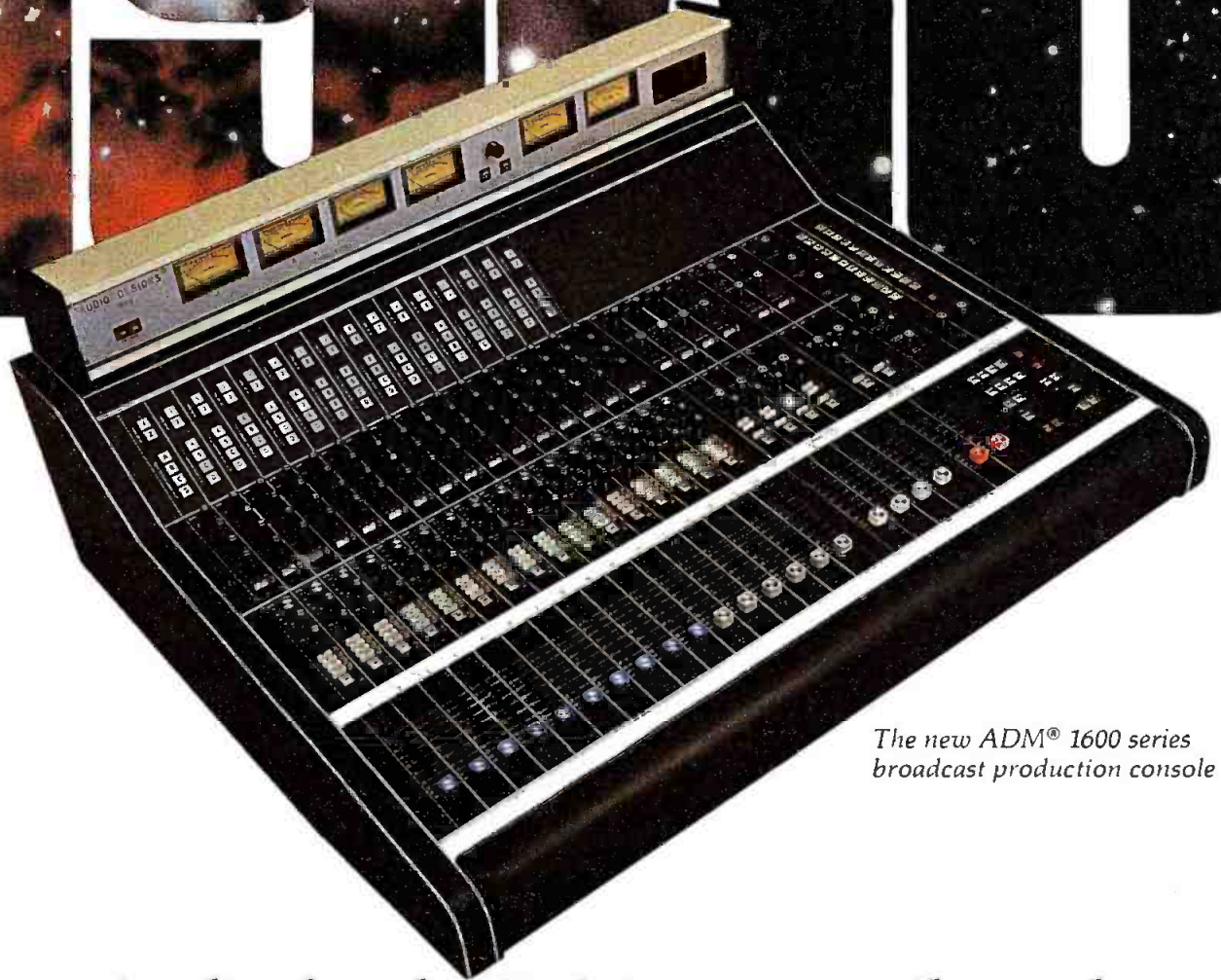


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1980



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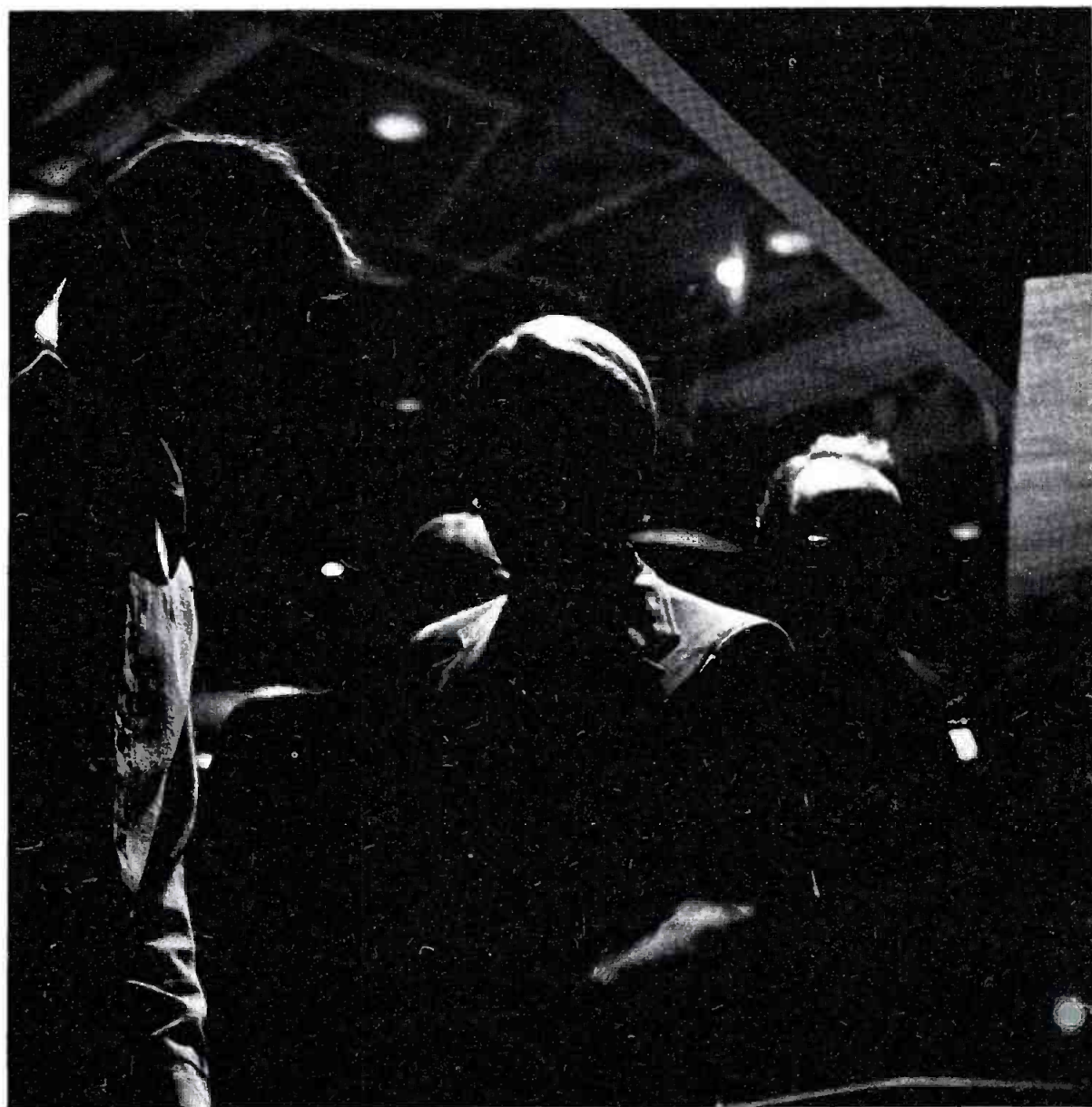


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*Source. NSI Nov. '78. Est. Qualifications on request.

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NAB '79 Booth 308

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The Week in Brief

VAN DEERLIN UPSTAGED □ From the Senate comes a Communications Act "renovation" by Hollings and a rewrite by Goldwater. It sends House counterparts back into a huddle. **PAGE 35.**

USED? □ Journalists, given a downbeat briefing by White House's Powell one day on Mideast negotiations, then wake up to find a settlement reached. Some feel manipulated. **PAGE 40.**

THE PAGLIN PAPERS □ The former FCC general counsel suggests a design to unlog the commission's prehearing process. **PAGE 40.**

NATPE '79 □ Last week's conference in Las Vegas, drawing record numbers, proves to be a watershed in the way things are going in television. **PAGE 32.** Keynote Chaseman tells how the old order of TV, dominated by the networks, is in for quantum change. **PAGE 44.** There are prods from the FCC's Ferris, who lectures broadcasters on the need to get their house in better order and accept new methods of program delivery. **PAGE 47.** Much of the program selling involves across-the-board offerings. **PAGE 48.** Some distributors are unhappy about the physical arrangements, complain of location favoritism. **PAGE 54.** Superstation pros and cons are debated. **PAGE 58.** The concept of ad hoc networks picks up momentum. **PAGE 64.** NAPTE time also provides an opportunity for the networks to reconnoiter with their affiliates. **PAGES 72, 78.** Van Deerlin offers NATPE delegates a peek at the new version of his rewrite bill. **PAGE 90.**

SWEET TALK □ The FTC hearing on children's advertising goes into its second week with Surgeon General Richmond, FDA Commissioner Kennedy and others testifying on a link between sugar and tooth decay. **PAGE 80.** The House appropriations subcommittee isn't too happy about that FTC hearing. **PAGE 84.**

THROUGH THE SKIES □ Syndication by satellite is proposed by RCA, Viacom and Post-Newsweek in a test that they say would cost less than bicycling shows. **PAGE 86.**

NOT QUITE FIRST CLASS □ The NAB asks the FCC for an inquiry to ease the requirement for employment of chief engineers at some AM stations, saying that full-time need for such workers should be eliminated. **PAGE 88.**

VOUCHER CHECKS □ NBC's investigation of expense-account practices by unit managers is said to be turning up an increasing number of apparent improprieties. **PAGE 92.**

ATTITUDES TOWARDS TV □ Roper comes out with another study for TIO in which the medium gets high marks from the public as a source of news. Respondents also favor less government control. **PAGE 95.**

NEAL LEAVING ABC □ Radio president resigns after 35 years with the company. Hoberman succeeds him. **PAGE 96.**

NEXT STOP: DALLAS □ A Texas-sized NAB convention gets under way this coming weekend. **PAGE 98.** Here's the day-by-day agenda. **PAGE 100.** And a complete rundown on the companies, the people, the products or services, and where to find all of them, begins on **PAGE 109.**

HONORED HOOSIER □ Robert W. Flanders will accept the NAB's Engineering Achievement Award next week in Dallas. Some say the vice president and director of engineering for McGraw-Hill Broadcasting earned the recognition for his technical magic. Mr. Flanders reminds that all magic in broadcast engineering is useless without hard work. **PAGE 157.**

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Missouri/Illinois
Regional Red Cross Blood Services

January 5, 1979

Gary Whiteaker
KTVI-TV
5915 Berthold
St. Louis, Mo.

Thanks for your most generous help in publicizing our emergency appeal for donors. I realize that a blood shortage is a newsworthy item and thus deserves attention; however, the thoughtful support you provided went beyond cut-and-dried reporting of events. For

means a lot to me in 1979.

Sincerely,

Karen J. Isbell
Karen J. Isbell
Public Relations

KJI/sjm
enclosure

1090 Lindbergh Blvd.
St. Louis, Missouri 63104
Phone: 314 988-4000

135 W. Bodley
Kirkwood, Missouri 63122

Mr. Cecil Tuck
News Director
KTVI
5915 Berthold
St. Louis, Mo. 63110

Dear Mr. Tuck:

I am writing to praise your Action 2 news crew, especially Jim Klaber and Dennis Wilcox. Our neighborhood had a problem with the Kirkwood City Council over the rezoning of 473 N. Kirkwood Road for a Lawyer's building. Mr. Klaber took time and showed patience in interviewing the residents of our neighborhood. The television coverage was excellent and presented the story in a very fair manner. Had this coverage come closer to election time, I am certain we would have won.

Our neighborhood had a problem with the Kirkwood City Council over the rezoning of 473 N. Kirkwood Road for a Lawyer's building. Mr. Klaber took time and showed patience in interviewing the residents of our neighborhood. The television coverage was excellent and presented the story in a very fair manner. Had this coverage come

- These are just a few letters to KTVI that speak for themselves.
- People like what we're doing.

Service to the community...

NEWHOUSE BROADCASTING CORP.

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WAPI-AM-FM-TV
Birmingham

WSYE-TV
Elmira

WSYR-AM-FM-TV
Syracuse

WTPA-TV-FM
Harrisburg

BARNES HOSPITAL
BARNES HOSPITAL, 6666 S. BARNES BLVD., ST. LOUIS, MISSOURI 63104
February 8, 1979

Mr. Ralph Haege
Director
id 63110

Enclosed you and KTVI-TV for the "extra" segment on sexual...
ty which was broadcast earlier this week.
at Barnes Hospital. I have talked
and I who agreed that the report was
about sensationalism.
are you understand
I've in the segment
Patient to

I am expressing my own satisfaction with the segment as well as that of many people here at Barnes Hospital. I have talked to several doctors and operating room personnel who agreed that the report was successful in reporting a difficult topic without sensationalism.

JHcb
cc: Federal Comm



1465 South Grand Boulevard
St. Louis, Missouri 63104
Leo R. Blankenship, Jr., Executive Director (314) 865-4000

We are happy to tell you that Glennon has received many compliments for the fine job Gary Rebstock and the Channel 2 team has done on the documentary, and we would like to make it a part of our orientation on poisons and in-service training.

hospital in-house for teaching purposes.

to tell you that Glennon has received many compliments for the fine job Gary Rebstock and the channel 2 team has done on the documentary, and we would like to make it a part of our orientation on poisons and in-service training.

Sincerely,
Leo R. Blankenship, Jr.
Leo R. Blankenship, Jr.
Executive Director



KTVI abc
ST. LOUIS, MO.

What to say?

President Jimmy Carter late last week was considering options speech writers had suggested as subject for address he will deliver to National Association of Broadcasters convention in Dallas next Sunday. One possibility, in view of recent history, is foreign affairs, with particular attention to Middle East. But White House aide said President may choose instead to use NAB appearance to refocus country's attention on domestic matters. If that proves to be case, aide acknowledged that deregulation, which has been major theme of Carter administration, could provide subject matter. Given personal interest of audience, speech on that subject would be certain to command attention.

Here, kitty

Donald Thurston, chairman of National Association of Broadcasters joint board, hopes to announce in time for annual convention creation of trust fund to aid minorities in acquiring broadcast stations. Aim is to raise \$15 million over five years from broadcasters, but hang-up has developed among networks over how their contribution of \$7.5 million—half the total—is to be made.

ABC reportedly has offered to pay its \$2.5 million with no strings. NBC has proposed matching fund, networks jointly to put in dollar for every dollar put in by other broadcasters. CBS also is said to want some assurance that other half of \$15 million will indeed be found. Mr. Thurston hopes to reconcile matters at meetings in New York this week.

Stretched sweeps

Despite increasing talk about "52-week" TV sweep measurements (or at least something considerably longer than present four-week sweeps), network insiders say they don't expect anything more concrete than talk for some months. Arbitron and Nielsen have both developed proposals, encompassing several options, and submitted them to all three networks, and back-and-forth talks between rating companies and individual networks have already started. Still to come are decisions on such questions as how long measurements should be, what size samples are needed, whether all markets need be covered—and what cost would be for each configuration.

Some authorities say present costs, estimated at about \$25 million, could be doubled if all markets were measured 52 weeks per year. But, thinking back to

expense of networks' blockbuster programming in February sweeps, some network officials feel networks could save money even if they had to pick up all additional costs ("Closed Circuit," Feb. 26).

Saved by bill?

At least dozen senior staffers of FCC—half of them in Broadcast Bureau—may get breather if legislation to postpone effective date of new ethics law is enacted. Under law, which becomes effective July 1 unless put off by act of Congress, lawyers, engineers and other officials in Grade 16 and above (up to \$47,500 per year) would be precluded upon leaving FCC from representing any entity on matters handled while in government, and would extend from one to two years ban on appearances before their former government agencies. Resignations or early retirements before July 1 are being considered to avoid restrictions.

Representative George Danielson (D-Calif.) last week introduced bill to postpone effective date six months (to Jan. 1, 1980) and in meantime to hold hearings for new look at consequences. At FCC Broadcast Bureau, it's open secret that Chief Wallace Johnson, who began his engineering career 37 years ago at FCC, and most of his top deputies have been considering early retirement by June 30 or resignation to enable them to practice their engineering or legal professions after only one year lapse, as existing law permits.

Family feud

Daytime Broadcasters Association is laying groundwork for possible fairness doctrine complaint against clear channel stations that it thinks may have carried one-sided broadcasts about FCC's proposed breakdown of clears. DBA questions whether appeals for public support have been aired "without presenting any opposing views."

Ray Livesay (WLBH(AM) Mattoon, Ill.), DBA chairman, wrote E. W. Wendell, president of WSM Inc., Nashville, to request "copies of any and all comments you have broadcast in 1979 on radio or television." WSM(AM) has been active in clear channel campaign. Similar letters are en route to other clears.

Power play

Now that Charles D. Ferris has been in office 18 months and has placed his own choices in most key staff positions, not to mention influencing substitution of

female law school classmate for female commissioner he inherited, FCC watchers are awaiting new maneuvers from chairman's domain.

Mr. Ferris has exercised control over FCC actions by utilizing chairman's prerogative of managing agenda without regard to desires of other commissioners or status of staff reports. Secret is to have right combination of seven commissioners on hand. With Margita White, Republican adversary, off FCC, and Anne P. Jones, Republican, but still unknown quantity, about to take office, new moves may be made in critical areas.

Memory lane

Cigarette advertising on radio? Yes, it's coming, but Honeyrose cigarettes, imported from England, are made of herbs, not tobacco. East-West Marketing, East Orange, N.J., importer of Honeyrose, says it has reached agreement to start test campaign next month on several Los Angeles radio stations. Honeyrose has been in U.S. for about two years and is said to have had growth in sales strictly from public relations and promotional efforts.

Accepted universe

Don't look for questions on radio and television receiver ownership in 1970 census questionnaire. Census Bureau staffers say no interest in such questions was voiced in public hearings held around country in preparation for drafting questionnaire. They also say radio and television sets are so pervasive there is no compelling need to measure level of ownership.

Volunteer

National Association of Broadcasters may regard Secretary of Energy James Schlesinger as attraction for convention in Dallas next week (see page 98), but Department of Energy sees his appearance as opportunity for message on gravity of energy problem. Indeed, DOE officials approached NAB with suggestion that Mr. Schlesinger be invited to address convention.

With President Carter also addressing convention, DOE official said, NAB seemed particularly appropriate audience for anyone concerned with communicating sense of urgency to American people. Secretary Schlesinger is expected to express hope government gets broadcasters' help in communicating seriousness of energy crunch.

Business Briefly

TV only

Beale Brothers □ Nine-month TV campaign starts in late March for men's stores during fringe time. Agency: Corinthian Communications, New York. Target: men, 25-49.

Mercedes Benz □ Two-month TV campaign begins in early April for car manufacturer in 60 markets during news and sports time. Agency: Ogilvy & Mather, New York. Target: total men.

Kal Kan □ Seven-week TV campaign begins in early April for dog food in six markets during day, fringe and prime time. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: women, 25-54.

Tyson Foods □ Four-month TV campaign begins in mid-April for Cornish game hens in 12 markets during prime and news time. Agency: Brooks-Pollard, Little Rock, Ark. Target: women, 25-54.

Armour □ Fifteen-week TV campaign begins in late March for processed meats in 19 Southeast markets during fringe, day and prime time. Agency: Foote, Cone & Belding, Chicago. Target: women, 25-54.

Pabst □ Thirteen-week TV campaign begins in early April for Pabst Extra Light beer in 90 markets during fringe and prime time. Agency: Kenyon & Eckhardt, Chicago. Target: women and men, 18-54.

Wella □ Three-month TV campaign starts in late March for Wella Flex hairspray in 28 markets during fringe and daytime. Agency: Advantage Associates, New York. Target: women, 35 and over.

Bell of Pennsylvania □ Second-quarter TV campaign begins in April for telephone company in five markets during all day-parts. Agency: Lewis & Gilman, Philadelphia. Target: adults, 25-54.

Alpo □ Three-month TV campaign starts in early April for Alpo beef-flavored dog dinner in about 28 markets during early fringe and prime time. Agency: Weightman Advertising, Philadelphia. Target: total women.

Presto Food Products □ Second-quarter TV buy starts in April for Mocha-Mix whip in West Coast markets during fringe and daytime. Agency: Saideman & Moisselle, Sherman Oaks, Calif.: Target: women, 18-49.

Bacardi Imports □ Three-month TV campaign starts in early April for Girelli Lambrusco wine in 10 markets during prime and late news time. Agency: Ross Roy/Compton, New York.

Gulf Oil □ Nine-week TV campaign starts in late April for Gulf batteries in 85 markets during news time. Agency: Erwin Wasey, Los Angeles. Target: total men.

Rep appointments

- WVCG(AM)-WYOR(FM) Coral Gables, Fla.; WWBA-AM-FM Tampa-St. Petersburg, Fla.; KOMI(FM) San Jose, Calif.; WQVE(FM) Mechanicsburg, Pa.: Torbet Radio, New York.
- WBOC-AM-FM Salisbury, Md.: Katz Radio, New York.
- WFKN(AM) Franklin, Ky.: Regional Reps, Cincinnati.

Kahn's and Co. □ Seven-week TV campaign starts in late April for Consolidated Foods' Kahn meat products subsidiary in 14 markets during day, access, prime and late news time. Agency: Sive & Associates, Cincinnati. Target: women, 18-49.

Heublein □ Five-week TV campaign begins this week in nine markets for Colony light burgundy during late fringe and news time. Agency: SFM Media, New York. Target: men and women, 25-54.

Silver Dollar City □ Two-to-six-week TV campaign begins in May for Silver Dollar City amusement park in 15 markets during all dayparts. Agency: Cranford-Johnson-Hunt, Little Rock, Ark. Target: adult, 18-49.

Diners Club □ One-month TV campaign begins in early April for Diners Club double card in 14 markets during prime, late fringe, news and sports time. Agency: Wunderman, Ricotta, Kline, New York. Target: adults, 25-49.

Doric Foods □ One-month TV campaign begins in mid-April for Sunny Delight drink in six markets during all dayparts. Agency: Gumpertz/Bentley/Fried, Los Angeles. Target: women, 18-49.

Lederle Labs □ Three-week TV campaign begins in mid-April for pharmaceuticals group's multi-vitamin in eight test markets during day and late fringe time. Agency: Carrafiello-Diehl & Associates, Irvington-on-Hudson, N.Y. Target: women, 25-54.

Carquest □ Three-week TV campaign starts in early April for automotive parts group in 36 markets during prime access, news and sports time. Agency: Pitluck

BAR reports television-network sales as of Feb. 25

ABC \$237,889,900 (35.0% □ CBS \$221,719,200 (32.6%) NBC \$219,850,900 (32.4%)

Day parts	Total minutes week ended Feb. 25	Total dollars week ended Feb. 25	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	165	\$ 1,136,200	1,191	\$ 8,562,700	\$ 7,320,000	+17.0
Monday-Friday 10 a.m.-6 p.m.	968	17,130,600	7,835	138,342,500	133,684,900	+3.5
Saturday-Sunday Sign-on-6 p.m.	385	11,682,600	2,798	84,489,200	73,215,900	+15.4
Monday-Saturday 6 p.m.-7:30 p.m.	94	4,708,000	794	39,184,600	34,028,000	+15.2
Sunday 6 p.m.-7:30 p.m.	21	1,439,500	181	15,832,200	13,487,900	+17.4
Monday-Sunday 7:30 p.m.-11 p.m.	422	52,094,900	3,315	353,057,800	301,474,100	+17.1
Monday-Sunday 11 p.m.-Sign-off	223	4,703,000	1,818	39,991,000	33,466,500	+19.5
Total	2,278	\$92,894,800	17,932	\$679,460,000	\$596,677,300	+13.9

Source: Broadcast Advertisers Reports

HOW TO CHOOSE THE RIGHT SIZE ENGINE

BIGGER ISN'T NECESSARILY BETTER IN NEW, MORE EFFICIENT GM CARS.

The lighter the car, the less power it takes to move it. That's the most important thing to know when you're trying to decide what engine to order for your car.

The power-to-weight theory holds true no matter how you intend to use your car: city, highway or suburban driving; with two passengers or six; with a small trailer or pulling a heavy boat.

Since we redesigned almost all our cars to make them lighter and more efficient, the power-to-weight theory enables us to move them with smaller engines that use less gas. You can get good performance from a full-size GM car under most conditions with a six-cylinder or a small eight-cylinder engine instead of a larger optional V8. Mid-size cars, luxury cars, and redesigned compacts to be introduced this spring follow the same pattern.

To help you choose an engine, we designate one as standard for every model. It is an engine that provides

enough acceleration to merge safely with traffic when entering a freeway, enough pick-up to cross a street quickly after heeding a stop sign, and in most models, even enough power to haul a trailer weighing up to 1,000 pounds.

Standard engines cost less than bigger, optional engines and get better gas mileage, especially in city traffic. There is no difference in durability between standard and optional engines. However, to get the most out of any GM engine, follow the maintenance schedule in the GM Owner's Manual. And remember, please, that small engines are as durable as large engines only if you give them the same care.

There are some reasons for choosing larger, optional engines: if you intend to carry six passengers and luggage with any frequency, if you intend to haul a trailer over 1,000 pounds, and if you expect to drive often in hilly terrain. For people who drive mainly in altitudes over 4,000 feet we offer a special high-altitude package, including a larger engine, to ensure satisfactory performance.

Finally, your own sense of how a car should "feel" must be the deciding factor. GM dealers have cars that

you can take for a test drive. Take that test drive. Drive the same model with a standard and an optional engine, if the dealer has "demonstrators" with both configurations. You're the driver. Decide for yourself.

We charge more for optional engines. Even so, our honest advice is to buy the smallest engine that fits your taste and needs. You'll save money when you buy your car, and in most cases, you'll save money on gas for as long as you own it. That's the nice part of energy conservation.

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

General Motors

People building transportation
to serve people



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China goes commercial. The ways of the western world are coming to China: the first television commercial was carried in Shanghai a fortnight ago for a soft drink called "Happiness Cola" during a telecast of a basketball game, according to Radio Peking.

Advertising was resurrected recently in China after having been banned since the cultural revolution of the 1960's. Radio commercials began in January in Shanghai, as did print advertisements.

And foreign countries now may advertise too. Less than two weeks ago, a major Hong Kong Communist newspaper, *Wen Wei Po*, announced it had been chosen sole overseas advertising agent for the mainland newspaper, the *Shanghai Wen Wei Po*, and for other media in China.

A spokesman for *Wen Wei Po* said ads in the Shanghai paper would cost \$40 an inch, while a 15-second TV spot would be priced at \$640 and a one-minute radio commercial, \$127. Advertisements would be 20% higher on weekends.

Group, San Antonio, Texas. Target: men, 18-49.

Progress Paint □ Three-week TV campaign starts in late March for paint manufacturer's Grey Seal paint in 15 markets during all dayparts Agency: Dulaney Advertising, Louisville, Ky. Target: men and women, 25-54.

American Hardware □ Three-week TV campaign begins in early April for hardware supply group in 19 markets during fringe and prime time. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Target: adults, 25-54.

Valle's □ Three-week TV campaign starts in early April for restaurant chain in 15 markets during day, early and late fringe time. Agency: Allied Advertising, Boston. Target: women, 25-54.

Jack's Food Systems □ Two-to-three-week TV campaign begins in late March and April for Jack's hamburger chain during fringe, day and prime time. Agency: Cole Henderson Drake, Atlanta. Target: adults, 18-49 and children, 2-11.

King Seeley □ Two-week TV campaign begins in late April for vacuum cleaner in six markets during day, early and late fringe time. Agency: Advertising Agency Associates, Boston. Target: women and men, 35-49.

Colgate □ Two-week TV campaign begins in late March for toothpaste in 25 markets during day and fringe time. Agency: Ted Bates, New York. Target: women, 18-49.

Stouffers □ Two-week TV campaign starts in early April for frozen pizza in 40 markets during day and fringe time. Agency: Creamer, Pittsburgh. Target: women, 25-54.

Grandma's Foods □ Two-week TV campaign begins in late April for Grandma's Fruit 'n' Oatmeal bars in 11 markets during day, fringe and prime time. Agency: Gerber Advertising, Portland, Ore. Target: women, 25-49.

Herbst Shoes □ Two-week TV campaign begins in early May in eight markets during children's and prime access time. Agency: Cranford/Johnson/Hunt & Associates, Little Rock, Ark. Target: women, 18-34, and children, 2-11.

Rockwell □ One-week TV campaign starts in mid-April for power tools in 44 markets during fringe time. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Target: men, 25-54.

Radio only

Independent Life & Accident Insurance Co. □ Eighteen-week radio campaign begins in early April for insurance group in 110 markets including Charlotte, N.C., Memphis, Miami, Nashville and Oklahoma City. Agency: Cecil West & Associates, Jacksonville, Fla. Target: men, 25-49.

Century 21 □ Second-quarter radio campaign begins in April for real estate service in 100 markets including Detroit, Kansas City, Mo., and St. Louis and in 15-20 Canadian markets. Agency: Wells, Rich, Greene, New York. Target: adults, 25-49.

U.S. Navy □ Ten-week radio campaign begins in early April for recruitment promotion in 17 markets including Cleveland, Milwaukee, New Orleans and New York. Agency: Burrell Advertising, Chicago. Target: men, 18-24.

Stokely-Van Camp □ Four-week radio campaign starts in mid-April for Gatorade drink in 70 markets including Atlanta, Dallas and San Diego. Agency: Clinton E. Frank, Chicago. Target: adults, 18-34, and teen-agers.

Martin Senour Paints □ Two-week radio campaign starts in mid-April for paint manufacturer in 40 markets including Chicago, Honolulu, Minneapolis, Pittsburgh and San Francisco. Agency: Wyse Advertising, Cleveland. Target: adults, 25-54.

Now, **two** great new ways to profit with the most “**turned on**” broadcaster radio has ever known!

Every second he's on the air
Earl Nightingale
captures more new friends for
your station . . . more new customers
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Every day, more than 20 million people
listen and respond to his fascinating,
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such massive syndication, more than twice
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Irresistible, new, bright, sparkly Nightingale
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and in sound to let you take the most
effective salesman in radio right along
with you.

*Call for yours today — collect, please:
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rates and availabilities and ship your
sales kit(s) before we hang up the phone.*

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Datebook

■ indicates new or revised listing

This week

March 18-20—Ohio Cable Television Association annual convention. Sheraton Columbus, Columbus, Ohio.

March 19—International Radio and Television Society newsmaker luncheon. Gene F. Jankowski, president, CBS/Broadcast Group, will be speaker. Waldorf-Astoria, New York.

March 19—Colloquium of Annenberg School at University of Pennsylvania. Representative Lionel Van Deertlin (D-Calif.) will speak on Communications Act rewrite. 3620 Walnut St., Philadelphia.

March 21—Council of Churches of the City of New York's 15th annual awards buffet/reception, multimedia awards presentation for radio and TV stations. Americana hotel, New York.

March 21—Meeting of executive committee of American Women in Radio and Television. Fairmont hotel, Dallas.

March 21-22—Association of National Advertisers annual Television Workshop (March 21) with Dan Rather, CBS correspondent, as featured speaker, and Media Workshop (March 22) with Frederick Pierce, president, ABC Television, as featured speaker. Plaza hotel, New York.

March 21-23—1979 worldwide conference and workshop of American Forces Radio and Television Service. Dallas.

March 21-24—The National Honorary Broadcasting Society, Alpha Epsilon Rho, 37th annual convention. Sheraton hotel, Dallas.

March 22—Television Bureau of Advertising regional sales meeting. City Line Marriott, Philadelphia.

March 22—New deadline for comments to FCC on amendments to rules relative to protection of FCC monitoring stations from radio interference. Replies are due April 23. Previous deadline was Jan. 15.

March 22-23—Meeting of national board of American Women in Radio and Television. Sheraton hotel, Dallas.

March 22-25—Broadcast Education Association, annual convention. Loew's Anatole hotel, Dallas.

March 23—Colorado Broadcasters Association news seminar (8:30 a.m.), management update (2 p.m.) and annual awards banquet (6 p.m.). Writers Manor, Denver.

March 23—New deadline for comments on proposed changes to alcoholic beverage advertising rules by Bureau of Alcohol, Tobacco and Firearms (BROADCASTING, Jan. 29). ATF, Regulations and Procedures Division, P.O. Box 385, Washington 20044.

March 23—New deadline for FCC comments concerning regulation of domestic receive-only satellite earth stations (Docket CC 78-374). Previous deadline was Feb. 23. Replies are now due April 23.

March 23-26—Gospel Music Week and Dove Awards presentation of Gospel Music Association. Opryland hotel, Nashville. Information: (615) 383-2121.

March 24—Meeting of American Women in Radio and Television Educational Foundation board. Sheraton hotel, Dallas.

March 24—Greater Miami Beach chapter of Women in Communications Inc. brunch. Speaker will be Katharine Graham, publisher of Washington Post. Doral Beach hotel, Miami Beach, Fla.

March 24—Radio Television News Directors Association Region 13 seminar. Adult Education building, University of Maryland, College Park. Contact: Ted Landphair, WMAL(AM) Washington.

March 25—Annual membership meeting of Associ-

ation of Maximum Service Telecasters. Mezzanine meeting room, Dallas Convention Center.

March 25-April 7—Advanced Management Development Program for public broadcasting executives, sponsored by National Association of Educational Broadcasters. Conference for senior executives in public broadcasting will be conducted by faculty of Harvard University in Boston. Information: James Fellows, NAEB, Washington.

March 25-28—National Association of Broadcasters annual convention. Convention Center, Dallas.

Also in March

March 27—New deadline for comments in FCC inquiry to study the legal and policy issues posed by electronic computer originated mail (ECOM) as proposed by U.S. Postal Service (Docket 79-6). Previous deadline was Feb. 25. Replies are due April 17.

March 27—American Advertising Federation Hall of Fame luncheon. John Crichton, Barton Cummings, William Marsteller and J. Walter Thompson will be inducted. Arthur Godfrey will be special guest. Waldorf-Astoria hotel, New York.

March 30—New deadline for comments in FCC inquiry on AM stereophonic broadcasting (Docket 21313). Previous deadline for Feb. 27. Replies are now due April 30.

March 30-31—Society of Professional Journalists, Sigma Delta Chi Region 4 conference, Toledo, Ohio.

March 30-31—Society of Professional Journalists, Sigma Delta Chi Region 12 conference, Nashville.

March 30-April 1—Society of Professional Journalists, Sigma Delta Chi's Region 5 conference. Century Center, South Bend, Ind.

March 30-April 1—Women in Communications Inc. Pacific Northwest region meeting. Seattle.

March 30-April 1—Women in Communications Inc. Great Lakes region meeting. Sheraton West, Indianapolis.

March 31—Women in Communications Inc. Kansas City chapter dinner. Alameda Plaza hotel, Kansas City, Mo.

March 31—California Associated Press Television-Radio Association's 32nd annual convention. Marriott hotel, Newport Beach, Calif.

April

April 1—Deadline for comments in FCC inquiry on measurement techniques of television receiver noise figures. Replies are due May 1.

April 1—Deadline for registration for June 18-20 Prix Jeunesse seminar at Bayerischer Rundfunk, Munich, Germany. Entitled "Emotions As a Means of Dramatury", seminar will feature international experts in analyses and discussions of children's TV programming. Contact: Dr. Ernst Emrich, Organisationsbüro Jeunesse im Bayerischer Rundfunk, Rundfunkplatz 1, D 8000, Munchen 2, West Germany.

April 1-3—American Association of Advertising Agencies South-Southwest joint annual meeting. Key Biscayne hotel, Key Biscayne, Fla.

April 1-7—Second International Public Television Screening Conference (INPUT). Milan Trade Fair, Milan, Italy. Information in U.S.: Corporation for Public Broadcasting, Washington (202) 293-6160.

April 2—Deadline for comments on FCC proposal establishing table of assignments for FM-ED stations and new classes of stations (Docket 20735). Replies are due May 15.

April 2-5—Electronic Industries Association spring

COST-EFFECTIVE BROADCAST EQUIPMENT. LONG BEFORE OTHERS WERE TALKING ABOUT IT, WE WERE SUPPLYING IT.

At RCA, we've had the basis for cost-effective products for decades: the RCA reputation for quality. And RCA quality starts with equipment design.

Today, we offer that high quality in a complete broadcasting line, with many cost-effective benefits for you.

**Whether it's an RCA camera,
or a complete system,
it'll save.**

We offer you cameras, VTR's, transmitters, antennas, film chains, and equipment for automated station breaks, special effects, and more.

Our TK-47 camera, the world's first fully-automatic studio camera, saves studio and personnel time. And our TK-76 is a multi-purpose portable

that's never idle; over 1400 are in use.

The TR-600A quad VTR is modular: it expands as your station does—so you can plan for growth, and save. And our TH-Series 1" helical-scan VTR gives you similar expansion capability in portable and studio equipment.

Innovation, compatibility, flexibility—all are part of the RCA approach.

**We help protect your
equipment investment—
with upgrading. TechAlert.
And parts support.**

As new developments in technology emerge, we design them into our line of equipment. And we can upgrade our customers' equipment, as well.

So your equipment offers the highest in technical performance, retains the highest market value.

And since long-range cost-effectiveness depends partly on quality service, it's good to know RCA TechAlert Service and parts support are at the ready.

**Find out about RCA
cost-effectiveness, now.**

We can show you how you can better utilize technical personnel, help cut back on lost air time, aid in reducing advertiser rebates, and more.

Contact your RCA representative, or write RCA Broadcast Systems, Building 2-2, Front & Cooper Streets, Camden, NJ 08102.



RCA

The Professional

Tom Martin's Repertoire Includes the Peabody.

Tom Martin's first love was music. He started playing the piano when he was five.

But Tom's Peabody isn't the 20's dance; it's the prestigious broadcasting award. He won it for co-producing "The Garden Plot: Food as a Weapon."

In addition to being AP Radio's morning anchor, Tom produces the daily vignette series "Project: Consumer," documentary specials like his Peabody winner, and he still finds time for music. We like that. We're like Tom Martin.

Professional.

AP Radio

Associated Press
Radio Network



Major Meetings

March 25-28—*National Association of Broadcasters* annual convention. Dallas. Future conventions: New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

April 20-26—*MIP-TV's* 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

May 7-11—*ABC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 13-15—*NBC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 16-19—*American Association of Advertising Agencies* annual meeting. Greenbriar, White Sulphur Springs, W. Va.

May 20-23—*CBS-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 20-23—*National Cable Television Association* annual convention. Las Vegas. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, May 25-28, 1982.

May 27-June 1—*Montreux International Television Symposium and Technical Exhibit*. Montreux, Switzerland.

June 5-9—*American Women in Radio and Television* 28th annual convention. Atlanta Hilton.

June 6-9—*Broadcast Promotion Association* 24th annual seminar. Nashville. Future seminars: June 1980, Montreal; June 1981, New York; June 1982, San Francisco; June 1983, New Orleans.

June 7-9—*Associated Press Broadcasters* convention. New Orleans Hilton, New Orleans.

June 9-13—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

June 24-27—*Public Broadcasting Service's* annual membership meetings. Century Plaza hotel, Los Angeles.

June 25-29—*National Association of Broadcasters* joint board meeting. NAB headquarters, Washington.

Sept. 6-8—*Radio Television News Directors Association* international conference. Caesar's Palace, Las Vegas. 1980 conference will be Dec. 3-5 at Diplomat hotel, Hollywood-by-the-Sea, Fla.; 1981 conference will be Sept 10-12 at Marriott, New Orleans.

Sept. 9-12—*National Association of Broadcasters* radio programming conference. Stouffer's Riverfront Tower, St. Louis.

Sept. 16-19—*Broadcasting Financial Management Association* 19th annual conference. Waldorf-Astoria, New York. 1980 convention will be Sept. 14-17 at Town and Country hotel, San Diego.

Sept. 24—Start of World Administrative Radio Conference for U.S. and 152 other member nations of *International Telecommunication Union*. Geneva.

Oct. 7-10—*National Radio Broadcasters Association* annual convention. Washington Hilton hotel, Washington. Future conventions: Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

Nov. 11-15—*National Association of Educational Broadcasters* 55th annual convention. Conrad Hilton, Chicago.

Nov. 12-14—*Television Bureau of Advertising* annual meeting. Omni hotel, Atlanta. Future meetings: Nov. 10-12, 1980, Hilton hotel, Las Vegas; Nov. 16-18, 1981, Hyatt Regency, New Orleans.

Nov. 14-17—*Society of Professional Journalists, Sigma Delta Chi* national convention. Waldorf-Astoria, New York.

Feb. 15-20, 1980—*National Association of Television Program Executives* conference. Hilton, San Francisco. Future conference: Feb. 13-18, 1981, New Orleans.

conference. Shoreham Americana hotel, Washington.

April 2-5—*Canadian Cable Television Association* annual convention. Sheraton Centre, Toronto.

April 3—*New York State Broadcasters Association* 25th annual meeting. Essex House, New York.

April 3—*Television Bureau of Advertising* regional sales meeting. Beverly Hilton, Los Angeles.

April 5—*Advertising Research Foundation/Advertising Club of Metropolitan Washington* public affairs conference. International Inn, Washington.

April 5—*Television Bureau of Advertising* regional sales meeting. Benson hotel, Portland, Ore.

April 6—Mass communications career day conference of *Eastern Kentucky University*. Richmond, Ky.

April 6-7—*Women in Communications Inc.* Midwest region meeting. Hilton Inn, Denver.

April 6-7—*Society of Professional Journalists, Sigma Delta Chi Region 6* conference. St. Cloud, Minn.

April 6-8—*Women in Communications Inc.* South region meeting. Montgomery, Ala.

April 6-8—*Women in Communications Inc.* Far West region meeting. Mansion Inn, Sacramento, Calif.

April 7—Great Lakes Radio Conference of *Central Michigan University* chapter of *Alpha Epsilon Rho* for high school and college students interested in radio careers. Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3851.

April 7—*Women in Communications Inc.* Fort Worth chapter celebrity breakfast. Green Oak Inn, Fort Worth.

April 7—Meeting of *Region 8, Radio Television News Directors Association*, Campus of Wright State University, Dayton, Ohio. Contacts: Lou Prato, WDTN-TV,

Dayton; Steve Baker, WPPW, Piqua, Ohio; Bob Pruett, Wright State University.

April 8—*Iowa Associated Press Broadcasters Association* annual convention. Keynote speaker will be Charles Osgood, CBS News. Four Seasons Center, Cedar Rapids, Iowa.

April 8-10—Annual convention of *Illinois-Indiana Cable TV Association*. Hilton Downtown, Indianapolis.

April 8-10—*West Virginia Broadcasters Association* spring meeting. Lakeview Inn and Country Club, Morgantown, W. Va.

April 9-11—Meeting of *Alaska Broadcasters Association*. Anchorage Hilton, Anchorage.

April 10—*Women in Communications Inc.* Cleveland chapter luncheon. Speaker will be Marlene Sanders, CBS correspondent. Cleveland Plaza hotel, Cleveland.

April 10—Symposium on "Doing Business With NATO", sponsored by *Armed Forces Communications & Electronics Association*. Commerce auditorium, Washington. Information: (703) 820-5028.

April 10-11—*Ohio Association of Broadcasters*. Washington dinner. Hyatt Regency, Washington.

April 11—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

April 11—*New England Cable Television Association* spring meeting. Sheraton Inn and Conference Center, West Lebanon, N.H. Contact: Bill Kenny, NECTA, (603) 286-4473.

April 11-13—*Washington State Association of Broadcasters* spring meeting. Representative Al Swift (D-Wash.), member of House Subcommittee on Communications, will be keynote speaker. Thunderbird Motor Inn, Wenatchee, Wash.

April 11-13—*Kentucky Broadcasters Association*

The Philadelphia Story is Merv!

PROGRAM	RATING	SHARE	in thousands		
			TOTAL ADULTS	WOMEN 18-49	WOMEN 25-54
"The Merv Griffin Show"	12	30	390	98	100
"The Dinah Shore Show"	6	16	195	46	45
"The Mike Douglas Show"	6	16	193	43	39
"Hollywood Squares"	4	12	130	35	32

Source: NSI, January 1979. 4:00-5:30 p.m. Estimated audience subject to limitations of the rating service.

It's Philadelphia's most electrifying phenomenon since Ben Franklin's kite.

In early fringe Merv Griffin's ratings in that city are twice as high as "The Mike Douglas Show," "The Dinah Shore Show" or "Hollywood Squares."



Indeed, he delivers twice as many total adults as his closest competitor.

And he reaches twice as many women 18-49 and 25-54 as any of the opposition.

No need for Philadelphia to offer Merv the key to the city.

With a 30% share, he's already captured its heart.

"The Merv Griffin Show"

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BCC-10

Television is a picture business, and the Ampex BCC-10 color camera is the source of the best video performance you can buy.

Measure video performance in terms of luminance signal-to-noise, and no other camera measures up to the BCC-10's 54 dB figure. Or measure performance in terms of modulation depth; BCC-10 wins again with 60% to 70% depth. The performance comes from a new generation of circuitry that employs the industry's most advanced video processing techniques.

Everything from color balance and centering to instant correction of critical picture adjustments is under automatic control. This is the camera (and CCU) that actually thinks ahead to minimize operator errors.

If you're using ACT tubes, the BCC-10 offers on-demand switching for longer tube life. And if you go to the newly developed diode gun tubes, the BCC-10 accepts them without modification. With either these or standard tubes, this is the camera that delivers the picture.

It all boils down to a single fact: BCC-10 is the only camera that'll let you capture the look you want. Ampex took the latest video recording technology and designed it into a studio camera that's a joy to operate.

Production begins right here. With the source. With the finest studio camera performance you can buy. The new BCC-10 from Ampex.

AMPEX MAKES IT EXCITING.

Ampex Corporation, 401 Broadway, Redwood City, California 94063 415/367-2011

spring convention. Hyatt Regency, Louisville, Ky.

April 12-13—Third annual *Alpha Epsilon Rho* Southwest regional broadcast conference and clinic. Texas Tech University, Lubbock, Tex. Information: (806) 742-3382.

April 13-14—Meeting of *Texas Association of Broadcasters*. Sheraton, Abilene, Tex.

April 13-14—*Society of Professional Journalists, Sigma Delta Chi Region 7* conference. Lincoln, Neb.

April 13-14—*Alabama UPI Broadcasters Association* annual meeting. Governor Fob James will be speaker at Saturday night awards banquet. Downtowner Motor Inn, Montgomery, Ala.

April 13-14—Seventh annual broadcast journalism seminar of *William Allen White School of Journalism* in conjunction with *Radio Television News Directors Association Region 6* meeting. University of Kansas, Lawrence. Contact Professor David Dary, (913) 864-3903.

April 17-18—*Alabama Cable Television Association* annual "Citizen of the Year" presentation. Recipient will be Representative Ronnie G. Flippo (D-Ala.). Hyatt House, Birmingham, Ala.

April 18—New deadline for responses to FCC on National Telecommunications and Information Administration petition for reducing AM channel spacing from 10 khz to 9 khz. Previous deadline was Feb. 28.

April 18—*Miami University Telecommunications Center* "Free Press vs. Fair Trial" seminar. Scheidler Hall, MU, Oxford, Ohio. Information: (513) 529-3521.

■ **April 18**—*Federal Communications Bar Association* luncheon. Robert Schmidt, president, National Cable Television Association, will speak. Capitol Hilton hotel, Washington.

■ **April 18**—Seminar on "Effective" TV Public Service Advertising," sponsored by *The Institute for Government Public Information Research and American University Public Relations Graduate Program*, with funding assistance from *Broadcast Advertisers Reports*. Mayflower hotel, Washington.

Errata

CBS Publishing contributed \$38.5 million of operating profits to CBS Inc. in 1978 and not \$26.2 million as reported in March 5 issue. \$26.2 million figure was for 1977.

□ **KTVZ(TV)** Bend, Ore., is on-air station (since November 1977), not CP as indicated in Feb. 26 special report on UHF.

□ **KGEN(AM)** Tulare, Calif., is owned by Mike Pappas, not Robert T. McVay as reported in "For the Record" Feb. 26 under Coalinga, Calif., item.

April 18-20—*Indiana Broadcasters Association* spring meeting. Sheraton Inn, Evansville, Ind.

April 18-20—*Minnesota Broadcasters Association* spring conference. Friday luncheon speaker will be Representative Lionel Van Deerlin (D-Calif.). Marquette Inn, Minneapolis.

April 19—*Missouri Broadcasters Association* awards dinner. Ramada Inn, Columbia, Mo.

April 20-21—*National Translator Association* annual convention. Regency hotel, Denver. Information: Paul H. Evans, (801) 237-2623.

April 20-21—*Texas Associated Press Broadcasters Association* annual convention. Sheraton, Abilene, Tex.

April 20-21—*Society of Professional Journalists, Sigma Delta Chi Region 1* conference. Hartford, Conn.

April 20-22—*UPI Carolina Broadcasters Associ-*

ation spring meeting and workshop on coverage of disasters. Holiday Downtown, Myrtle Beach, S.C.

April 20-22—*Society of Professional Journalists, Sigma Delta Chi Region 8* conference. Huntsville, Tex.

April 20-22—*Society of Professional Journalists, Sigma Delta Chi Region 11* conference. San Francisco.

April 20-26—*MIP-TV's* 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

April 22-23—Broadcasting Day of *University of Florida* and *Florida Association of Broadcasters*. Gainesville.

April 22-24—*Louisiana Association of Broadcasters* annual convention. Hilton hotel, Baton Rouge.

■ **April 22-26**—*Affiliated Advertising Agencies International* annual meeting. St. Petersburg Beach, Fla.

April 23-24—*Society of Cable Television Engineers* regional technical meeting. Portland Hilton Inn, Portland, Ore.

April 23-24—*New York State Cable Television Association* spring meeting. Albany, N.Y.

■ **April 23-24**—*Virginia Cable Television Association* annual convention. Marriott hotel, Arlington, Va.

April 23-29—*Pennsylvania Association of Broadcasters* annual convention-cruise. Miami, Nassau, Bahamas.

April 24-27—*National Press Photographers Association* workshop on TV newsfilm-tape. University of Oklahoma, Norman. Contact: Professor Ned Hockman, School of Journalism.

April 27-28—*Society of Professional Journalists, Sigma Delta Chi Region 9* conference in conjunction with SDX Distinguished Service Awards ceremonies. Denver.

April 27-28—*Oklahoma Associated Press Broadcasters Association* annual convention. Holidome,

Your 1979 Taxes Can Be Reduced Through a CIG Computer Lease Program

Successful broadcasters are often caught in the squeeze between higher tax bills resulting from increasing earnings and the cash needs generated by an expanding business.

Our program of sale-leasebacks of new IBM computers can result in substantial tax deferrals, which will significantly contribute to your short-term cash availability.

As a company which has been in business for more than 13 years (10 as an AMEX listed company) we have the experience and resources to tailor a program to fit your needs.

Please call or write,
Mr. Seymour Israel, Executive Vice President

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IF THE JERSEY SHORELINE DIES, WE'RE MAKING SURE IT WON'T BE OF NEGLECT.

To get a closer look at the winter coast damage, Nine on New Jersey took their cameras for a walking tour along the disappearing beachfronts of the Jersey shoreline and spoke with the people who are trying to save it.

WOR's Nine on New Jersey is the only regularly scheduled weekly series done completely on location in New Jersey.

Whether it's an exclusive interview with Gov. Brendan Byrne, or the closing of a brewery, Nine on New Jersey is there, getting the story for the 7 million residents of the Garden State.

Nine on New Jersey is a Gold Medal winner because Producer Frank Anthony and his staff believe New Jersey has a lot of problems, and a lot to be proud of too.

A recent special edition featured the dedicated reservists of the McGuire Air Force Base. Nine on New Jersey's cameras were with them for 33 hours, including a flight to Spain, where crowds of Americans were on route home from troubled Iran.

Nine on New Jersey covers everything from the Klu Klux Klan, to a special performance by the New Jersey Ballet Company. No area of interest—social, cultural or economic has been overlooked.

New Jersey is no longer a state without a voice. As Producer Anthony put it: "There's more to New Jersey than bad news. We have the finest research centers in the world, big time sports, beaches, casinos, you name it.

Why we're the only ones out there covering them is beyond me."

WOR-TV

WE DO MORE THAN REACH PEOPLE. WE TOUCH PEOPLE.

RIK
TELEVISION



**Buying time direct is
neither time well spent,
nor money
spent well.**



It may sound like a money-saving idea. But it's not.

It may even capture the imagination of some people. But not for long.

The fatal flaw in the argument in favor of buying national radio and TV time directly from the stations is simple: There's no real advantage to be gained by advertiser, agency, or station.

It's not cheaper.

It all looks so good in theory: By avoiding the station representative, and going directly to the station, the advertiser expects to get a better deal.

So much for theory. In practice,

most stations state that buying time directly will not result in a lower rate for the advertiser. It's when, not where, a buy is made that counts.

That's because broadcast rates are negotiated, with supply and demand determining rates. According to an editorial in the January 15th issue of Broadcasting, "The rate card merely marks the point at which the negotiating starts. The final price depends on what's available, how much and at what audience levels—and what the competition is offering."

It's not wholesale.

The reason is elementary. The station representative is not a middleman. He's the national sales arm of the station—under the direction of the station's general sales manager.

As such, a rep provides a sales force no station could possibly afford to maintain without raising its advertising rates. What's more, only a station rep possesses the national perspective, multi-market knowledge and resources needed to service national agencies buying broadcast media.

Hence, it is the station rep who is best equipped to conduct

the national sales and service function of the station most effectively, rapidly and economically.

And it certainly isn't efficient.

There are over 7,000 radio stations and over 700 TV stations in the United States.

It would be impractical, if not sheer lunacy, for each agency to deal directly with each station.

The mountain of paperwork, not to mention the duplication of effort, would create a logistical nightmare for national advertisers and their agencies. The cost? Incalculable.

The Rep System: it works.

The Station Rep System was created to make it possible for advertisers and agencies to buy spot TV and radio on a national scale.

The result is an orderly marketplace conducted by reps where thousands of advertisers, agencies and stations buy and sell millions of spots worth billions of dollars annually—with complete confidence. Today, for example, it is possible for an agency to buy hundreds of TV stations and thousands of radio stations by contacting a handful of reps.

The Rep System works because it offers the best deal for advertisers, agencies and stations.

Buying direct doesn't add up.

If buying time direct is neither cheaper nor more efficient, what is it?

It may be a great new business ploy for one or two agencies, or a tantalizing theory for an advertiser.

But those who have carefully investigated direct buying know it isn't worth the time of day.



Station Representatives Association, Inc.

230 Park Avenue, New York, N.Y. 10017
(212) 687-2484

Oklahoma City.

April 27-29—*Illinois News Broadcasters Association* spring convention. Ramada Inn, Rockford, Ill.

April 27-29—*Women in Communications Inc.* North Central region meeting. Hamline University, St. Paul.

April 27-29—*Women in Communications Inc.* North-east region meeting. American hotel, Rochester, N.Y.

April 29-May 1—*Chamber of Commerce of the United States* 67th annual meeting. Washington.

May

May 1—Deadline for comments on *FCC* inquiry to study problem of radio frequency interference and need for regulation to lessen such interference (General docket 78-369). Replies are due July 1.

May 1—Deadline for comments to *FCC* on radio frequency interference to electronic equipment (Docket

78-369). Replies are due July 1.

May 2—Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

May 2—*National Radio Broadcasters Association* radio sales day. Hyatt House (airport), Los Angeles.

May 3—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **May 4**—*Radio-Television News Directors Association of Canada* French-language regional conference. Hotel La Seigneurie de Ste. Marie, Ste. Marie de Beauce, Quebec.

May 4-5—*Radio Television News Directors Association Region 2* meeting in cooperation with *UPI*. Cal-Neva Lodge, North Lake Tahoe, Calif. Contact: *UPI*, P.O. Box 4329, San Francisco 94101.

■ **May 4-5**—*Radio-Television News Directors Association Region 6* workshop. Lincoln, Neb. Contact:

Steve Murphy, *WOWT(TV)* Omaha, Neb., or Larry Walkin, University of Nebraska.

May 4-6—*Society of Professional Journalists, Sigma Delta Chi Region 3* conference. Fort Lauderdale, Fla.

May 5-6—*Society of Professional Journalists, Sigma Delta Chi Region 10* conference. Portland, Ore.

May 6-12—Twenty-ninth annual Broadcast Industry Conference of *San Francisco State University*. Broadcast Preceptor and Broadcast Media Awards will be conferred May 12. Theme of conference will be "Ethics in Broadcasting." *San Francisco State University*. Information: Janet Lee Miller or Darryl Compton, *SFSU*.

May 7-10—*Southern Educational Communications Association* conference. Lexington, Ky.

May 7-11—*ABC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 8—*National Radio Broadcasters Association* radio sales day. Hyatt House (airport), Seattle.

May 10—*National Radio Broadcasters Association* radio sales day. Sheraton Airport Inn, Atlanta.

■ **May 11**—*Radio-Television News Directors Association of Canada* British Columbia regional conference. Harrison Hot Springs, B.C.

■ **May 11-13**—*UCLA Extension's* symposium and demonstrations on "The Revolution in Home Entertainment: New Technology's Impact on the Arts." Hilton hotel, Los Angeles.

May 12—Meeting of *Region 1 of Radio Television News Directors Association*. Portland, Ore. Contact: Charles Biechlin, *KATU(TV)* Portland, or Dean Mell, *KHQ(AM)* Spokane, Wash.

May 12—*Women in Communications Inc.* Dayton chapter luncheon. Speaker will be Phil Donahue, *TV* personality. Dayton, Ohio.

May 13-15—*NBC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 16—*National Radio Broadcasters Association* radio sales day. Americana, New York.

■ **May 16**—*Federal Communications Bar Association* luncheon. Shelia Mahony, executive director, Carnegie Commission on the Future of Public Broadcasting, will speak. Capitol Hilton hotel, Washington.

May 16-19—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 17—*Television Bureau of Advertising* regional sales meeting. Marriott, Kansas City.

May 17-19—*New Mexico Broadcasters Association* annual convention. Holiday Inn, Farmington, N.M.

May 18-19—Meeting of *Radio Television News Directors Association Region 12* in conjunction with *Pennsylvania AP Broadcasters*. Treadway Resort Inn, Lancaster, Pa.

■ **May 18**—*Radio-Television News Directors Association* Prairie regional conference. Sheraton Centre, Regina, Sask.

May 20-22—Tentative date for *National Association of Broadcasters* meeting of broadcast general managers and public affairs directors to explore public affairs programming on *TV*. Site to be announced.

May 20-23—*National Cable Television Association* annual convention. Las Vegas.

May 20-23—*CBS-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 22-24—*Electronic Industrial Association* annual seminar, "Telecommunications: Trends and Directions," designed to brief members of the finance community on the status of the telecommunication industry. Dunfey's Hyannis Resort, Hyannis, Mass.

May 24—*National Radio Broadcasters Association* radio sales day. Hyatt Regency O'Hare, Chicago.

■ **May 24**—*New York Market Radio Broadcasters Association's* third annual Radio Day Festival, Americana hotel, New York.

■ **May 25**—*Radio-Television News Directors Association* Central Canada regional conference. Sheraton Connaught hotel, Hamilton, Ont.

May 27-June 1—1979 *Montreux International Television Symposium and Technical Exhibit*. Montreux, Switzerland. Information: P.O. Box 970—CH-1820, Montreux.

■ **May 30**—*International Radio and Television*



The "UNIVERSAL" Two Cue Tone Direct Drive SPOTMASTER 2100 CART MACHINE

PLAYBACK - Mono \$ 800.00 Stereo \$ 900.00
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Sunday-Tuesday 4 P.M.- 8 P.M.

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TER • MARCH 25 - 28, 1979



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American Airlines	267-1151
Amtrak	653-1101
Avis Rent-A-Car	574-4100
Continental Airlines	642-2910
Continental Trailways Bus	655-7000
Delta Air Lines	630-3200
Eastern Airlines	453-0231
Frontier Airlines	453-0123
Greyhound Bus	741-1481
Hertz Rent-A-Car	574-2000
National Car Rental	574-3400
Rio Airways	574-2855
Santa Fe RR	747-6301
TWA	741-6741
United Air Lines	691-2300
Western Airlines	823-2002

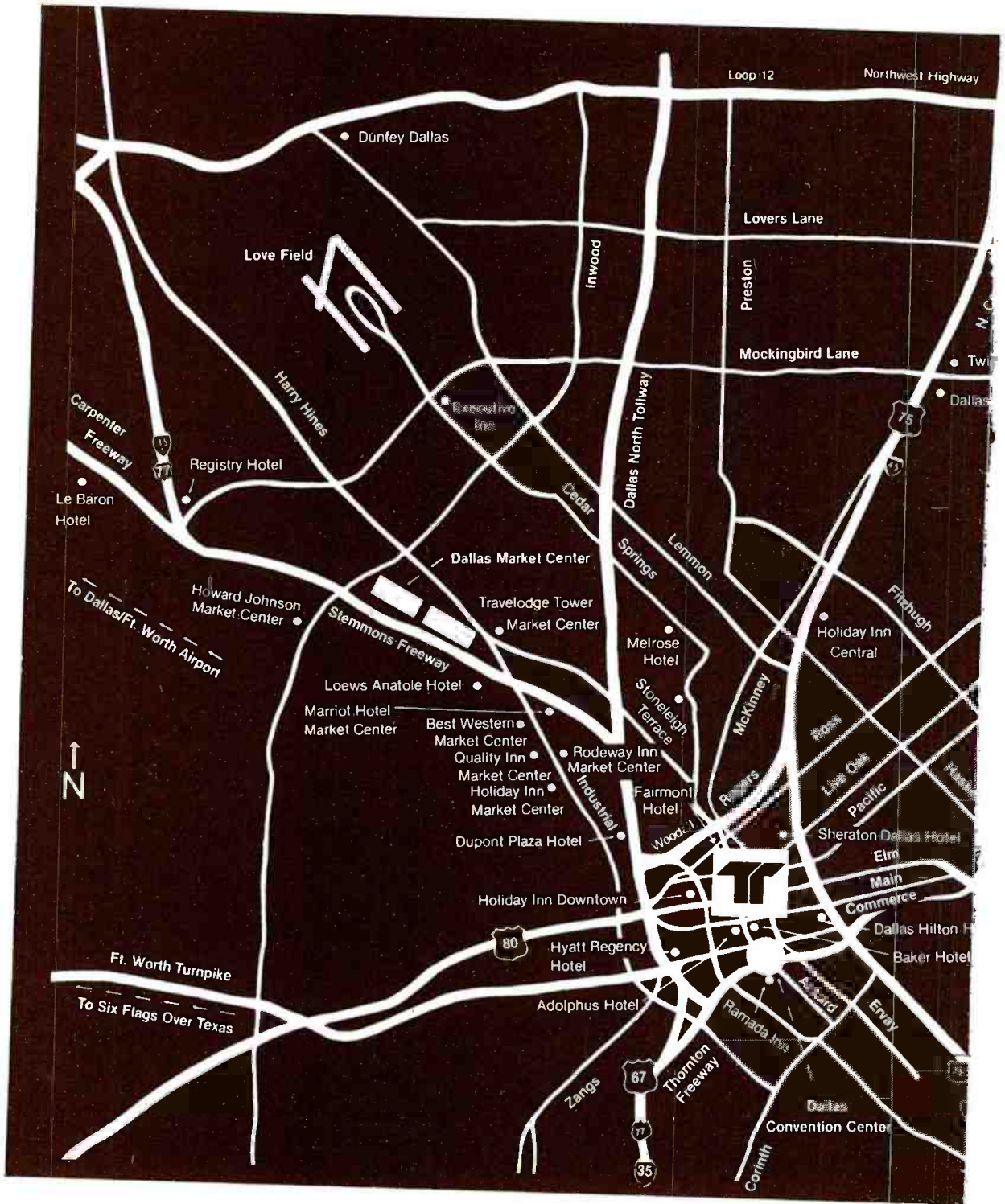
HOTELS

Adolphus, 1321 Commerce St. at Akard St.	747-6411
Baker, 1400 Commerce St.	748-1471
Executive Inn, 3232 W. Mockingbird Lane	357-5601
Fairmont Hotel, Ross & Akard	738-5454
Hilton Inn, 5600 N. Central Expwy.	827-4100
Holiday Inn-Market Center, 1955 N. Industrial Blvd.	747-9551
Howard Johnson's Motor Lodge, 3111 Stemmons Freeway	637-0060
Howard Johnson's Motor Lodge, 10333 N. Central Expwy	363-0221
Hyatt Regency Dallas, Reunion	651-1234
Northpark Inn, 9300 N. Central Expwy	363-2431
Royal Coach Motor Hotel, 3800 W. Northwest Hwy.	357-9561
Sands Motel, 3722 N. Buckner Blvd.	328-4121
Sheraton Dallas, Southland Center	748-6211
Dallas Hilton, 1914 Commerce St.	747-2011

RESTAURANTS

Arthur's, 8350 N. Central Expwy.	361-8833
Cattlemen's Steak House 2007 Live Oak	747-9131
Chateaubriand, 2515 McKinney Ave.	741-1223
Jamie's, 3817 Lemmon	522-3580
Marcel's, 5721 W. Lovers Lane	358-2103
Mr. Peppe, 5617 W. Lovers Lane	352-5976
Old Warsaw, 2610 Maple	528-0032
Ports O'Call, Southland Center	742-2334
Sakura Japanese, 5206 Maple Ave.	522-0200
Southern Kitchen, 2536 W. Northwest Hwy	352-5220

NATIONAL ASSOCIATION OF BROADCASTERS DALLAS CONVENTION CENTER



SUNDAY
MARCH 25th

Bkfst _____
9 _____
10 _____
11 _____
Lunch _____
2 _____
3 _____
4 _____
5 _____
6 _____
Dinner _____

NOTES

*Visit Torbet Radio
Board on Sabbath Floor*

MONDAY
MARCH 26th

Bkfst _____
9 _____
10 _____
11 _____
Lunch _____
2 _____
3 _____
4 _____
5 _____
6 _____
Dinner _____

NOTES

TUESDAY
MARCH 27th

Bkfst _____
9 _____
10 _____
11 _____
Lunch _____
2 _____
3 _____
4 _____
5 _____
6 _____
Dinner _____

NOTES

WEDNESDAY
MARCH 28th

Bkfst _____
9 _____
10 _____
11 _____
Lunch _____
2 _____
3 _____
4 _____
5 _____
6 _____
Dinner _____

NOTES

Society annual meeting. Waldorf-Astoria, New York.

■ **May 30-June 2**—*Iowa Broadcasters Association* convention. Julien Motor Inn, Dubuque, Iowa.

■ **May 31**—*American Research Foundation* fifth annual midyear conference. Detroit Plaza hotel, Detroit.

June

■ **June 1-2**—*Radio Television News Directors Association of Canada* national conference. Chateau Halifax, Halifax, N.S.

June 3-6—*Electronics Industries Association/Consumer Electronics Group* 1979 international summer Consumer Electronics Show. Chicago.

June 5-7—*Ohio Association of Broadcasters* spring convention. Stouffer's, Dayton, Ohio.

👉 **June 5-9**—*American Women in Radio and Television* 28th annual convention. Atlanta Hilton.

June 6-9—*Broadcast Promotion Association* 24th annual seminar. Nashville.

■ **June 7**—*Television Bureau of Advertising* regional sales meeting. Hyatt O'Hare, Chicago.

June 7-9—*Alabama Broadcasters Association* spring convention. The Casion, Pensacola Beach, Fla.

■ **June 7-9**—*Kansas Association of Broadcasters* convention. Hilton Inn, Wichita, Kan. Convention chairman: Frank Gunn, KAKE(AM) Wichita.

June 7-9—*Associated Press Broadcasters* convention. New Orleans Hilton. New Orleans.

June 7-9—*Arizona Broadcasters Association* spring convention. Westward Look, Tucson, Ariz.

June 7-10—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge, Branson, Mo.

June 8-10—*Investigative Reporters and Editors Inc.* national conference. Park Plaza hotel, Boston. Information: Norita Lee, conference chairman, (617) 523-6611.

June 9-13—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

June 10-11—*Montana Broadcasters Association* annual convention. Fairmont Hot Springs, Anaconda, Mont.

■ **June 10-12**—*National Association of Broadcasters* public affairs programming conference. Mayflower hotel, Washington.

■ **June 10-13**—*Western States Advertising Agencies Association* 29th annual conference. Doubletree Inn in Fisherman's Wharf, Monterey, Calif.

June 14-15—*Oregon Association of Broadcasters* spring meeting. Bowman's Resort, Wemme, Ore.

June 14-15—*Broadcast Financial Management Association/BCA* board of directors meeting. Sir Francis Drake hotel, San Francisco.

■ **June 14-17**—*Mississippi Broadcasters Association* annual convention. Sheraton-Biloxi Motor Inn, Biloxi, Miss.

■ **June 15-16**—*Radio-Television News Directors Association* board meeting. New York.

■ **June 17-19**—*New Jersey Broadcasters Association* 33d annual convention. Playboy Resort and Country Club, Great Gorge, N.J.

■ **June 17-23**—Eighth sales manager seminar of *National Association of Broadcasters*. Harvard Business School, Boston.

👉 **June 18-19**—*Society of Cable Television Engineers* regional technical meeting. Radisson South, Minneapolis.

June 20-22—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

■ **June 21**—*Federal Communications Bar Association* luncheon. Robert Bruce, FCC general counsel, will speak. Capitol Hilton hotel, Washington.

June 21-23—*Wyoming Association of Broadcasters* convention. Hilton hotel, Casper, Wyo.

June 24-27—*Public Broadcasting Service's* annual membership meeting. Century Plaza hotel, Los Angeles.

June 25-29—*National Association of Broadcasters*

David beats Goliath

(and one of his buddies)

In West Palm Beach, KalaMusic's 3kw WGMW topped both an established 100kw beautiful music power house and an excellent new 100kw beautiful music station. Both are programmed by outstanding syndicators of national reputation. If David can beat Goliath in West Palm Beach, KalaMusic can help you, too.

	MEN 18-49 6-10 AM	MEN 18-49 3-7 PM	WOMEN 18-49 10 AM - 3 PM
KalaMusic	5.4	10.1	14.9
Syndicator S	2.5	9.6	14.4
Syndicator B	---	5	5.2

Source: West Palm Beach, ARBitron, Oct./Nov., 1978, Metro Shares, Men 18-49, Women 18-49. Subject to qualifications issued by rating service.

Visit us at NAB.
The KalaMusic motor home will be parked adjacent to the Hyatt Regency Dallas.



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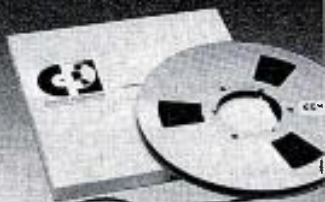
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Beautiful music tapes from Churchill Productions can help your station increase its audience and its advertising revenues.

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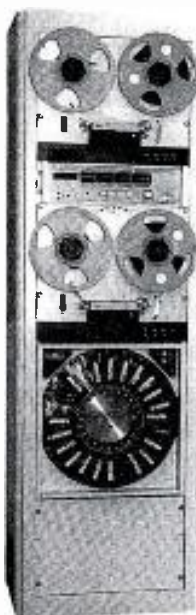


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**NAB/Dallas
Booth 445**

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CHICAGO, ILLINOIS 60611

Dave Collins, (312) 440-3111

joint board meeting. NAB headquarters, Washington.

June 27-30—Florida Association of Broadcasters 44th annual convention. Boca Raton hotel and club.

■ **June 28-July 1**—Second annual convention of National Federation of Local Cable Programmers. Austin, Tex. Information: Austin Community Television (host), Box 1076, Austin 78767.

July

■ **July 6-10**—Television Programers Conference. Hyatt Regency, Lexington, Ky. Information: Bill Logan, Cosmos Broadcasting, Columbia, S.C. (803) 799-8446.

July 8-11—Summer convention of National Association of Farm Broadcasters. Billings, Mont.

■ **July 8-11**—New England Cable Television Association annual convention. Wentworth by the Sea, Portsmouth, N.H. Contact: Bill Kenny, NECTA, (863) 286-4473.

July 11-15—Colorado Association of Broadcasters summer convention. Tamarron, Colo.

July 15-18—The New York State Broadcasters Association 18th executive conference. The Otesaga hotel, Cooperstown, N.Y.

■ **July 25-29**—Rocky Mountain Broadcasters Association convention. Hyatt Lake Tahoe hotel, Incline Village, Nev.

August

■ **Aug. 20-21**—Society of Cable Television

Engineers regional technical meeting. Logan Airport Hilton, Boston.

■ **Aug. 23-26**—West Virginia Broadcasters Association meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 24-Sept. 2—International Radio and TV Exhibition 1979 Berlin, promoted by the Society for the Promotion of Entertainment Electronics of Frankfurt-on-Main with executive handling by the AMK Company for Exhibitions, Fairs and Congresses Ltd. Berlin Exhibition grounds.

Aug. 26-28—Illinois Broadcasters Association annual convention. Ramada Inn, Champaign, Ill.

■ **Aug. 26-28**—Maine Association of Broadcasters meeting. Sebasco Estates, Me.

September

■ **Sept. 5-7**—Second International Fiber Optics and Communications Exposition. Hyatt Regency O'Hare, Chicago. Information: (617) 739-2022.

Sept. 6-8—Radio Television News Directors Association international conference. Caesar's Palace, Las Vegas.

■ **Sept. 8-11**—Southern Show of Southern Cable Television Association. Atlanta Hilton, Atlanta.

Sept. 9-12—National Association of Broadcasters radio programing conference. Stauffer's Riverfront Tower, St. Louis.

Sept. 12—Ohio Association of Broadcasters state legislative salute. Sheraton-Columbus, Columbus, Ohio.

Open Mike®

Textbook case

EDITOR: I compliment you on your brief but clear and useful summation of the noncommercial broadcasting-federal funding paradox, which constantly seems to escape the notice of people who have never heard the old saw that he who pays the fiddler calls the tune, even if he pays with someone else's money.

I am assigning "No isolation ward" [an editorial, March 5] for all my introductory broadcasting students to read when we discuss the topic of noncommercial broadcasting.—Frank W. Oglesbee, professor, Department of Communications, Loyola University, New Orleans.

WNYC champions

EDITOR: Will Robert E. Richer's Jan. 29 reply to Linc Diamant's Jan. 15 letter turn out to be the first straw in broadcasting's wind of reaction to the Carnegie Commission's proposal to raise new funding for public broadcasting by taxing commercial airwave users?

Mr. Richer writes: "To allow [noncommercial WNYC(AM)] to survive via the largesse (mandatory) of the New York taxpayer is a travesty. To allow it to compete with commercial stations for what is obviously a limited audience is the heart of what is wrong with public broadcasting." When will Mr. Richer suggest we turn

our national parks over to Disneyland?—Sandra J. Albert, New York.

EDITOR: As another WNYC "alumnus" of mid-1950's vintage, let me add my voice to that of Lincoln Diamant. Yes, WNYC's long ordeal for full-time status is over—in spite of sniping like that of Robert Richer.

Although I have been gone from the New York area for over two decades, it is refreshing to me to tune in WNYC when I am back in the area on visits and to realize that the very high standards of operating practice, programing and public interest are still being upheld. WNYC is and always will be a good example of how taxpayers' money should be spent to serve the interests of public.—Ploni Almoni, Daly City, Calif.

The wrong time

EDITOR: It seems to me that we don't need to take the clear channels away from the big boys just yet. I like to listen to KMOX and WBAP as most folks do at night when my station is off the air at 10 p.m.

I wonder how the FCC will handle the additional workload of processing the mass of applications it will receive. We talk about cutting down our use of energy—more stations will mean more energy.—William K. Hoisington, vice president, WKYD(AM)-WQHQ(FM), Andalusia, Ala.



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We told WWBA Radio
#1 in Tampa - St. Petersburg
that we could outsell
any Rep.

They asked us to prove it.

Effective March 5, 1979

Torbet Radio became the national voice of
WWBA (AM) and WWBA (FM)

Source: Arbitron, Oct-Nov 1978, Mon-Sun 6 AM-Mid, Metro AQE, 12+, AM-FM combined ratings.

Audience data noted herein are estimates and subject to the same limitations as published by the research company.

New York Philadelphia Chicago St. Louis Detroit Atlanta Memphis Dallas Denver Los Angeles San Francisco Portland Seattle

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The Contents of the Talent Bank

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700 Anchors 250 Weathercasters
300 Feature Reporters 250 Sportscasters

Located in 75 Major Markets/Over 90, one hour, 3/4" cassettes.

Some Uses of the Talent Bank

A Syndicated Service:

- To simplify and systemitize news managements' search for new talent.
- To expose news management to promising talent from smaller markets.
- To serve as a resource for Video Based Viewer Research (VBVR).

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- News Personalities are classified and listed on the basis of numerous personal and professional characteristics.

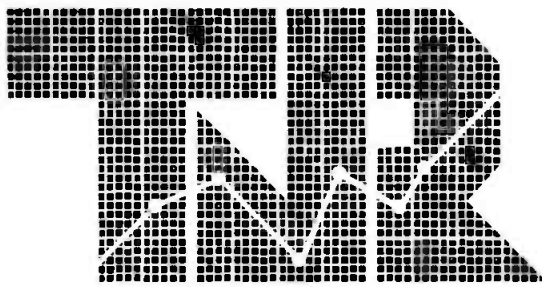
Availability of the Talent Bank

- Cassettes immediately available.
- Different Purchase Options for stations in large and small markets.
- Special Options available to station groups.

Current Clients to the Talent Bank

- Current Clients range from networks and large station groups to stations in markets below the rank of 90.

For More Information Contact: Dr. Robert T. Riley, President



Television News Research, Inc.
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Leonard Zeidenberg, *senior correspondent*.
J. Daniel Rudy, *assistant to the managing editor*.
Frederick M. Fitzgerald, *senior editor*.
Randall Moskop, *associate editor*.
Mark K. Miller, J. David Crook, *assistant editors*.
Kira Greene, *staff writer*.
Ellen Liel-Wellins, Harry A. Jessell,
editorial assistants.
Pat Vance, *secretary to the editor*.

YEARBOOK □ SOURCEBOOK

John Mercurio, *manager*.
Joseph A. Esser, *assistant editor*.

ADVERTISING

David Whitcombe, *director of sales and marketing*.
Winfield R. Levi, *general sales manager* (New York).
John Andre, *sales manager—equipment and engineering* (Washington).
David Berlyn, *Eastern sales manager* (New York).
Bill Merritt, *Western sales manager* (Hollywood).
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Doris Kelly, *secretary*.

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Kevin Thomson, *subscription manager*.
Cynthia Carver, Sheila Johnson, Patricia Waldron.

PRODUCTION

Harry Stevens, *production manager*.

ADMINISTRATION

Irving C. Miller, *business manager*.
Phillippe E. Boucher.
Alexandra Walsh, *secretary to the publisher*.

BUREAUS

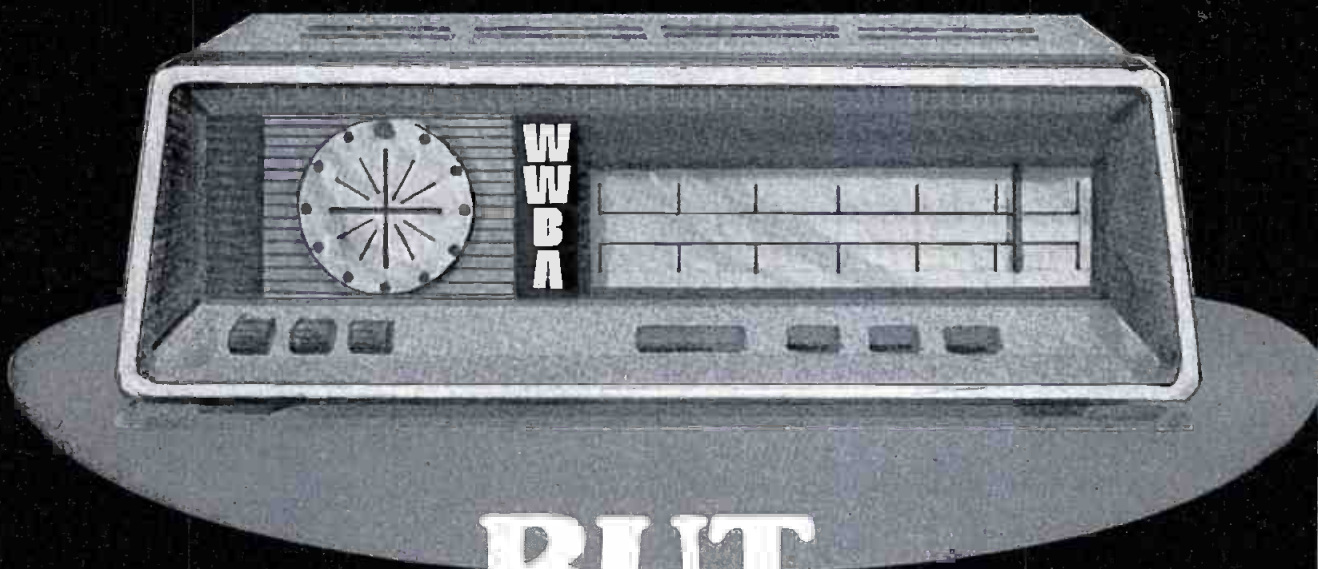
New York: 75 Rockefeller Plaza, 10019.
Phone: 212-757-3260.
Rufus Crater, *chief correspondent*.
Rocco Famighetti, *senior editor*.
Jay Rubin, *assistant editor*.
Diane Burstein, *editorial assistant*.

Winfield R. Levi, *general sales manager*.
David Berlyn, *Eastern sales manager*.
Harriette Weinberg, *advertising assistant*.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *editorial-advertising assistant*.



Founded in 1931 as *Broadcasting**—The News Magazine of the Fifth Estate. □ *Broadcast Advertising** was acquired in 1932, *Broadcast Reporter** in 1933, *Telecast** in 1953 and *Television** in 1961. *Broadcasting—Teletesting* was introduced in 1946. □ Microfilms of *Broadcasting* are available under University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office. □ Copyright 1979 by Broadcasting Publications Inc.



BUT CONGRATULATIONS MIKE

From the Radio Station that has more audience than
"The Bunkers", "Donahue", "The Sheriff of Mayberry"
and "The Hillbillies of Beverly Hills."

It's true! Compare the audience estimates* of any Tampa / St. Petersburg television station between 7:00 AM and 12:00 Noon to WWBA Radio and you'll find that WWBA's incredible reach of 55,100, 58,500 and 60,400 listeners each quarter-hour is larger than "All In The Family's" 25,300 viewers! "Donahue's" 50,400 viewers; "Father Knows Best" 8,800 viewers; "Family Feud's" 49,200 viewers and "Andy Griffith's" 25,300 viewers. As a matter of fact the only TV show to out pull WWBA between 9:00 AM and 11:00 AM is Mike Douglas when

**W
W
B
A**

Radio

Mike reaches 66,900 people to WWBA's 60,400 people at the same time.

Congratulations Mike!

Find out how you can get television numbers at radio prices! Have your media expert call the experts at Torbet Radio, WWBA's NEW National Rep or call WWBA direct at 813-576-6868 and ask for Ed Winton.

*T.V. audience estimates based upon November 1978 Arbitron Tampa / St. Petersburg A.D.I. Radio audience estimates based upon Oct / Nov 1978 Arbitron St. Petersburg Metropolitan Area. Audience estimates subject to limitations and qualifications of the Rating Service.

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Monday Memo[®]

A broadcast advertising commentary from Alfred H. Edelson, chairman, Henry J. Kaufman & Associates, Washington

The grabbers that get more than you bargained for

We were grabbing a quick bite between client meetings, and almost spilled the soup into our second martini. A full-page ad from NBC Radio in *Newsweek* magazine caught our eye. The headline: "Things your ad agency might have never told you about radio."

If the copywriter's intention was to grab the attention of ad agency people as well as advertisers, he or she succeeded admirably. But, damn it, don't we have enough trouble convincing the public of the credibility and responsibility of advertisers and their agencies, without NBC Radio dumping on ad-agency ethics or knowledgeability?

I assume that TV—to say nothing of print—will survive this gaffe by an overzealous copywriter.

The fact is that most ad agencies push radio when it's appropriate. It's a mighty effective, very flexible, low-cost medium for many advertisers, large and small, national, regional and local. Moreover, even if agencies are acting in their own best interests rather than the client's, it happens to be one of the most profitable areas for an ad agency to handle. Resistance, if any, comes from the client who loves the glamour of television or the chance to anguish over a print ad.

As a brief historical note, young copywriters, you should be aware that the advertising business as we know it today really started to flower with the early days of radio. With the advent of TV there was a momentary pause; myopic people began to write off radio. Subsequently it developed that radio was not only alive and well; it could do some things even the super-medium of TV cannot. We patiently explained this to one retail chain that was



Al Edelson has played almost every position in the agency business, from messenger to chief executive officer. Coincident with Henry J. Kaufman & Associates' 50th anniversary last month, Mr. Edelson, who was president of the firm, became its chairman. Mr. Edelson is also a member of the American Association of Advertising Agencies government relations committee.

peddling teen-age fashions and records to an audience that doesn't read newspapers or do much TV viewing. A shift to radio produced a phenomenal upsurge in sales.

What worries me about the NBC Radio ad is not that it will really hurt agencies or other media. But it seems representative of

a smart-alec school of copywriting that damages all advertising.

It concerns itself with bold declarations or insinuations that other advertisers are not telling you the truth. Only "we" are. A typical headline goes something like this: "Other fertilizer companies promise you the moon, we deliver the earth." Pure manure.

This type of copy is not, I promise you, very difficult to write. And it often produces awards from copywriter peers who love to smack the client, the public and the competition in the eye.

There is nothing wrong with well thought out, well documented, competitive advertising. But this particular school of antiadvertising also produces something else: a slow but sure undermining of confidence in all advertising. It finds echoes in the politician's promise that only he will tell the truth, and you cannot believe anything his opponent says.

Now credibility in itself, or the confession of human limitation, happen to be important ingredients for persuasion.

Confidence is fading in other institutions. Government, professions such as law and medicine, business, even the church, are all subject to the same processes of ever-growing skepticism. There are good historical reasons why this is so. It didn't start with the Vietnam war or Watergate, even though those events gave it a powerful shove. Margaret Mead wrote in the sixties that this was possibly the first generation in history that did not automatically accept the basic values of its elders.

I don't care particularly who approved that NBC ad, which bites the hand that feeds. But I do care that our business is committing the same sin hundreds of times a day. In the interest of getting attention—the short-run gain—we are sacrificing some of the credibility of the whole process of advertising and marketing. We feed the flames of well-meaning bureaucrats who would like to reduce the whole subject to facts, figures and documentary proof, "untainted" by emotional appeals.

If some people had their way, the writer who committed the ad in question would be limited to a creative effort in which the headline would be: "A statistical comparison of the relative merits of radio and television."

Or some such. In which case, my copywriter friend, who would need you? All we would need in the creative department would be an assembly of lawyers, statisticians and computer typewriters.

So the next time you are tempted to write an advertisement casting aspersions on advertising or agencies or even your competition, please think twice. The job you save may be your own.

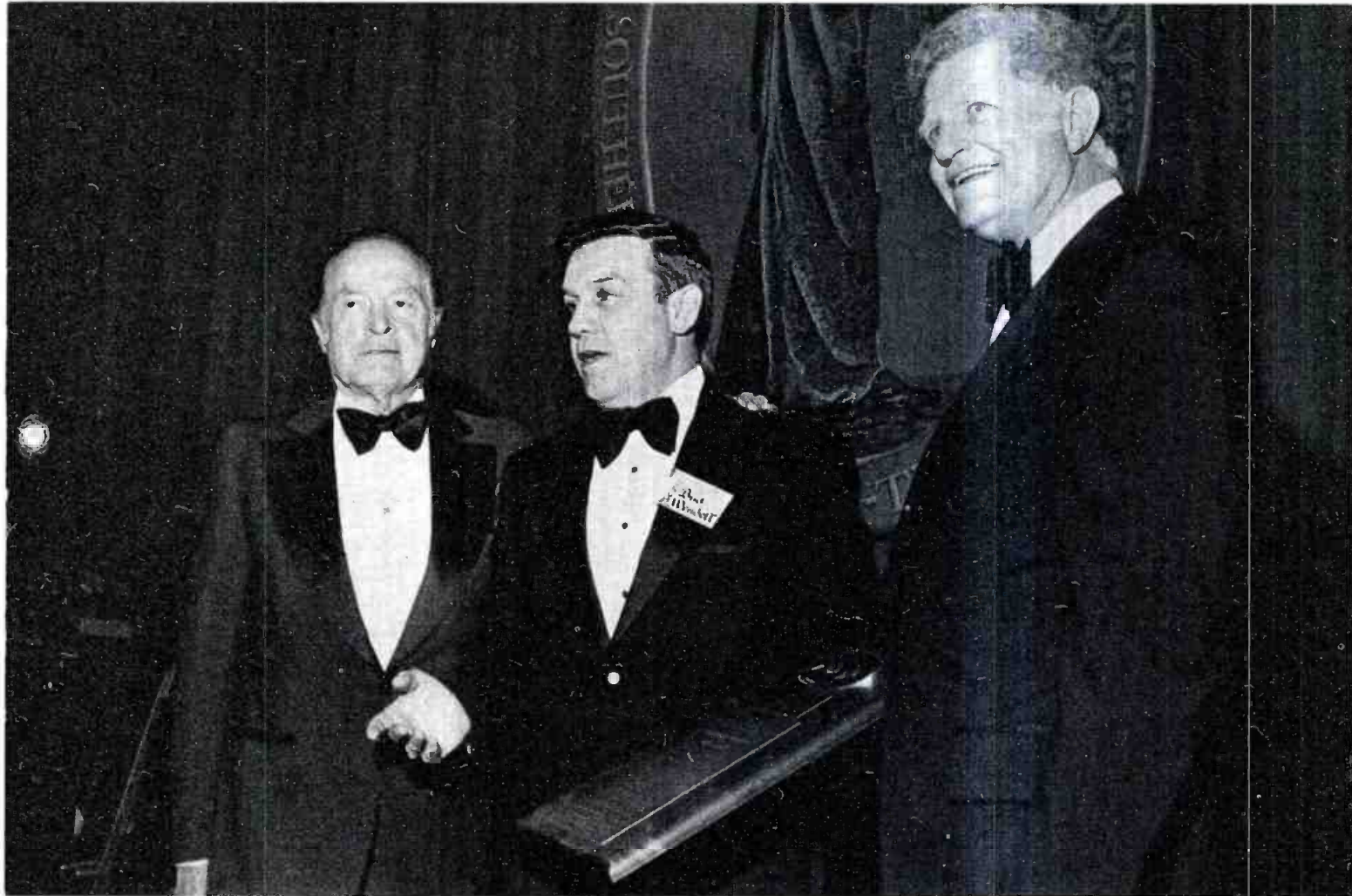
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Special guest Bob Hope looks on as E.W. "Bud" Wendell (center) accepts the award from Dr. Paul M. Stevens (right), president of the Radio and Television Commission.

The Grand Ole Opry and clear channel WSM win Abe Lincoln Distinguished Communications Recognition Award.

"This is the first time in the history of the Abe Lincoln Awards that the Southern Baptist Radio and Television Commission has given a Distinguished Communications Recognition Award to an organization rather than an individual," said Paul M. Stevens, Commission President.

"We are pleased to honor the Opry and WSM," he continued. "The show is an institution in our nation. It is the oldest continuous radio show in America and has changed the character and image of country music and the

Opry's home city, Nashville.

"It's doubtful Nashville would have become the country music capital had it not been for the Opry and WSM. There's no way to evaluate the tremendous impact the show has had on both rural and urban life in its more than fifty years of uninterrupted live weekly broadcasts."

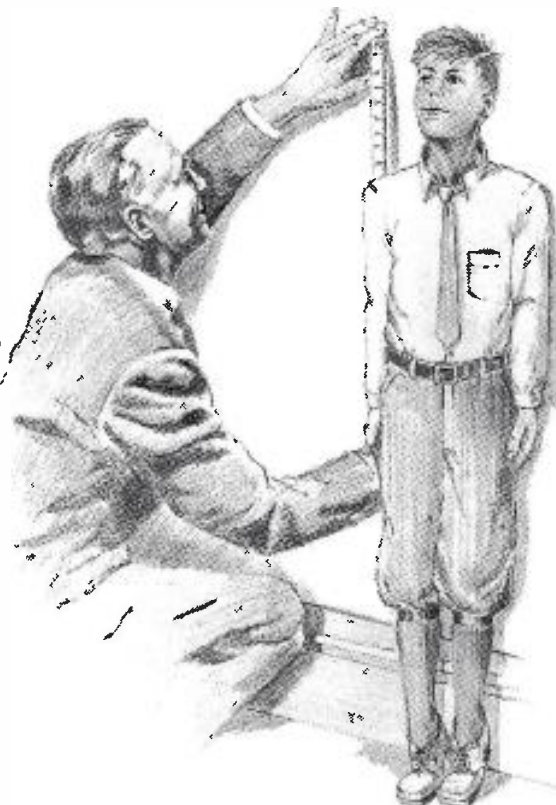
Former winners, include: Vincent Wasilewski, president, NAB; Lee Rich, producer, "The Waltons"; Sol Taishoff, BROADCASTING Publications; Arthur R. Taylor, president, CBS Inc.

WSM RADIO 65 IN NASHVILLE.

The clear channel station
that gets to the people.

**Remember
how important
growing bigger
used to be?**

Well it still is



WVCG and WYOR, Insilco's most recent acquisitions in Coral Gables, help prove the point. The Insilco Broadcast Group has grown right into Florida's key market . . . Miami - Fort Lauderdale.

WYOR with its unique beautiful music format, and more-than-beautiful WVCG's emphasis on music and news, have been strong voices in the area.

Members of the Insilco Broadcast Group have a way of dominating their markets.

In Oklahoma City, KTOK does it with adult music, news and information; KZUE attracts

the younger demos, and the Oklahoma News Network covers the state.

In Louisiana, a similar mix and match of audience targeting is accomplished by New Orleans stations WGSO and WQUE plus the Insilco Sports Network.

Connecticut dials WELI in New Haven for contemporary MOR, news and information; while WKSS caters to the beautiful market of Hartford.

The Insilco Broadcast Group . . . measuring up to the highest standards . . . and growing bigger all the time.



a wholly-owned subsidiary of Broad Street Communications Corporation

Connecticut: WELI, New Haven, WKSS, Hartford; **Florida:** WVCG, WYOR, Miami/Coral Gables/Fort Lauderdale; **Louisiana:** WGSO, WQUE, Insilco Sports Network, New Orleans; **Oklahoma:** KTOK, KZUE, Oklahoma News Network, Oklahoma City.

National Representatives:

Connecticut: Blair Radio, Florida: Torbet Radio, Louisiana/Oklahoma: Eastman Radio

Top of the Week

Senate beats Van Deerlin to the draw on 1934 law

Communications Act 'renovation' is introduced by Hollings, and a rewrite is offered by Goldwater; the latter is more favorable to broadcasters; House counterparts go back into the huddle

The author and most outspoken advocate of a rewrite of the Communications Act was suddenly upstaged last week. Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, was beaten to the 96th Congress with his legislative overhaul when Ernest F. Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, introduced a "renovation" of the Communications Act and another and more sweeping revision was introduced by Barry Goldwater (R-Ariz.), ranking Republican on the subcommittee, and Harrison Schmitt (R-N.M.), a subcommittee member.

Mr. Van Deerlin, caught with his impending rewrite of the rewrite down, called his staff into overtime sessions to analyze the Senate bills and, perhaps, make adjustments in his own. Before the Senate measures were introduced, Mr. Van Deerlin had said he would release his new rewrite next Thursday, March 22 (see page 90). Afterward he said the release might be postponed until immediately before or soon after next week's convention of the National Association of Broadcasters.

In its broadcasting provisions, the Hollings bill (S. 611), co-sponsored by Senators Howard Cannon (D-Nev.), chairman of the parent Commerce Committee, and Ted Stevens (R-Alaska), a subcommittee member, provides much less deregulation than was in the original Van Deerlin rewrite and is expected in the new one.

In broadcasting's favor, S. 611 would lengthen television station license terms from the present three years to five and would license radio stations indefinitely. In radio, however, the FCC would review a random sample of 5% of all stations

annually. The bill would answer concerns raised by an appeals court decision in the WESH-TV case by prohibiting the FCC from considering any other media interests of a renewal applicant in a comparative hearing, as long as the incumbent was in compliance with FCC rules, and would also bar consideration of management and ownership integration at renewal time.

Beyond those provisions, however, the Hollings bill leaves intact the entire system of existing broadcast regulation, including such procedures as comparative hearings and ascertainment, the fairness doctrine and equal time, FCC EEO regulation and the requirement that broadcasters serve the "public interest, convenience and necessity." All of those were eliminated, or in the case of fairness and equal time, modified, in the original Van Deerlin rewrite that was before the House last year.

Aside from lengthening license terms, the Hollings bill is silent on the chronic broadcaster complaint of excessive governmental paperwork, but the senator is sympathetic on that score, his staff says. One aide said last week that when hearings begin, "you will probably see us lean on the commission in the area of reduced filing requirements."

The Hollings bill proposes to charge users of the spectrum a "public resource fee" that in total would generate \$80 million a year, by his staff's calculations. Nearly all, \$79 million, would come from broadcasters and most of that, \$77 million, from television. The annual fee for radio would be 20 times the station's

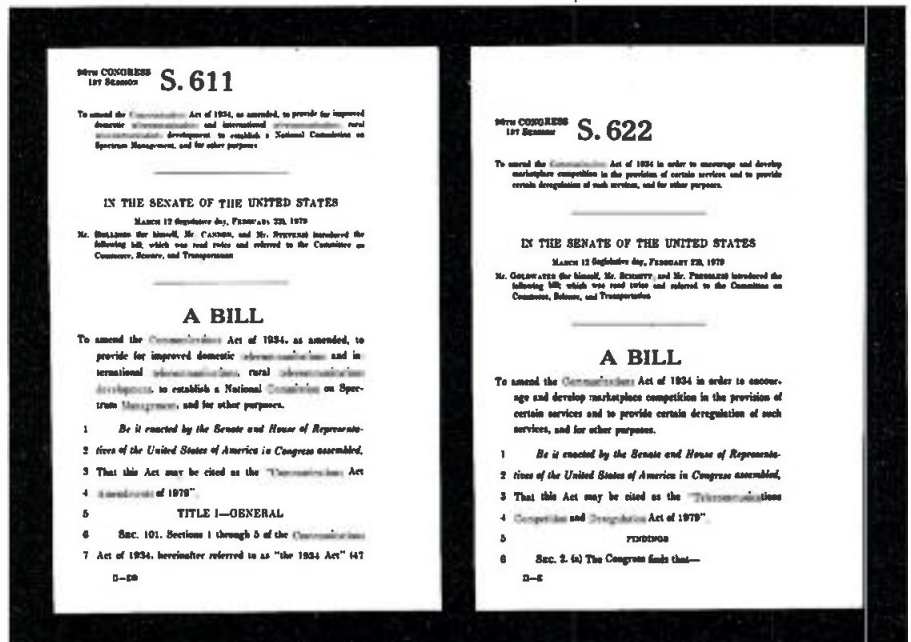
highest minute rate (10 times for daytimers). The television fee would be derived from a complicated formula. If a fee exceeded a sum equal to more than 10% of the station's profit before taxes, the station could pay by the latter standard upon request to the FCC.

In cable television's favor (and against broadcasters' interests, they have claimed), the Hollings bill would eliminate all restrictions on cable's use of broadcast signals. Broadcasters could obtain protection against cable practices only upon proof that they were being hurt.

A provision in the Hollings measure that is new to discussions of Communications Act repair is the proposed establishment of a National Commission on Spectrum Management to do an 18-month study and recommend action—administrative and legislative—to improve allocations and management of the electromagnetic spectrum.

A Hollings side said the commission's mandate looks beyond the resolution of disputes such as those involving daytime broadcasters or UHF versus land mobile radio to such issues as enhancing competition through spectrum allocation and examination of the government's use of the spectrum. The commission membership would include the secretary of defense, the FCC chairman, the head of the National Telecommunications and Information Administration, five private users of the spectrum and seven individuals with expertise in spectrum management.

The Goldwater-Schmitt bill will be



found more congenial by broadcasters. S. 622, which is co-sponsored by Senators Larry Pressler (R-S.D.) and Stevens (the latter on both bills), virtually eliminates radio regulation, extending license terms indefinitely. It forbids the FCC to require ascertainment and the broadcast of news, public affairs and local programming or to impose restrictions on the advertising of products that are legal to sell. It also eliminates the fairness doctrine but retains the personal-attack rule. And it would prevent the FCC from breaking down the existing clear-channel AM stations, as the commission now seem disposed to do.

For television, S. 622 retains license terms of three years in the biggest markets but extends them to four years in markets 26 to 100 and to five years in markets smaller than 100. The FCC is directed to do away with television regulations as it is determined that diversity in video programming has reached a stage where the marketplace can rule. The FCC would establish an Office of Deregulation to monitor the process and report to Congress.

In both radio and television the Goldwater-Schmitt bill would eliminate comparative hearings. Contests for vacant facilities would be decided by "random selection."

The Goldwater-Schmitt bill also provides for the collection of fees from those regulated by the FCC according to a schedule to be devised by the FCC. The intention is to recover no more than the cost of regulation.

The bill leaves intact the FCC's present authority to impose restriction on cable use of television signals, but provides that the FCC may waive any of its standards upon proof by the waiver applicant that no harm to the public interest will ensue. It also provides that broadcast licensees, "including a television network or a publishing entity," may not be prohibited from owning cable systems or leasing cable channels.

Almost until the moment the Hollings and Goldwater bills were introduced both senators were talking about joining forces behind a single measure. Their negotiations broke down, however, over the spectrum fee. Explained Senator Goldwater in his introductory statement on the Senate floor last week: "I found it impossible to support a bill which included license fees based on the scarcity value of the radio frequency spectrum." In an earlier remark to BROADCASTING, the senator referred to the spectrum as broadcasters' "property"—and "what a man does with his property, even extending into the skies, is his own business," he said.

The senator indicated he isn't wedded to the type of license fee that is proposed in the Goldwater-Schmitt bill. "If testimony at the hearings produces other legitimate bases for imposing fees, short of a spectrum scarcity fee," he said, "I will give serious consideration to these alternatives."

(A Hollings spokesman last week con-



Hollings

tested Senator Goldwater's characterization of Mr. Hollings's fee as based on scarcity. Scarcity is just one of several considerations entering into the formula, the aide said, others including market size, number of stations in a market, number of vacant channels in a market, and relative number of VHF's to UHF's.)

The hearings to which Senator Goldwater referred are to begin soon and apparently to progress quickly. April 24 is the date set to begin hearings, continuing to May 11, perhaps beyond, before a short break. Most of that time will be spent on the common carrier provisions, which compose by far the greatest portion of the Hollings measure. Broadcasting hearings are set to begin in late May or early June. When asked about the timetable for his measure, Senator Hollings indicated he

doesn't intend to drag his feet. "I want to pass it, not marry it," he was quoted as saying.

That comment was welcome news to Representative Van Deerlin, who has set a goal of two years to get a new Communications Act through Congress. Asked last week if he thought he and Mr. Hollings could come together in that time on a single measure, he replied: "Good heavens, yes." He said, "If you consider where we were a year ago [when Mr. Hollings publicly opposed omnibus reform] and where we are today, you have to think it's highly significant."

The congressman said he and Mr. Hollings "are practically together" on the common carrier provisions of their bills. And "we'll try to get closer together on broadcasting."

His major criticism of the Hollings measure was that it anticipates too little in broadcast fees. He has indicated in the past that the \$267 million broadcasters would pay under the original proposal, as calculated by his staff, was too high, but last week declined to offer a new figure. "I would hope that we could get a little bit more back for the people than is envisioned in the Hollings formula," he said, adding, "perhaps quite a bit."

Mr. Van Deerlin was vague in his comments about a new date for introduction of his bill. Although he began last week nearly certain of bipartisan sponsorship of the bill and intending to release it Thursday, that plan gave way after two events. First was the introduction of the

The fire back home. While most reaction to the new Senate Communications Act revisions last week was cautious and muted, word came swiftly and bluntly from renovation author Ernest Hollings's home state of South Carolina. The South Carolina Broadcasters Association sent him a telegram Wednesday expressing its "total opposition" of the proposed public resource fee. Said the telegram of the fee, it "is confusing, unreasonable in terms of cost and unfair to individual broadcasters." And the fee concept was apparently drawn up without any input from broadcasters, a situation to which members of the association "vehemently object," the telegram said. The association's board is to meet with Senator Hollings in Spartanburg on March 29, at which time the broadcasters will detail their opposition, it said. And then repeated, "SCBA's opposition to any spectrum use fee is strong, unanimous and uncompromising."

Observers point out that the position of the South Carolina broadcasters is of some importance to Senator Hollings, who is expected to begin campaigning soon for a 1980 reelection. Dr. Richard Uray, executive director of the SCBA, said in the past the senator has enjoyed "a lot of support" from broadcasters in the state and that he in turn has been supportive of them. But "he's got a lot of broadcasters mad at him now," Dr. Uray said. Asked if Mr. Hollings's stand might have political ramifications, Dr. Uray said broadcasters will "wait and see" until they hear back from the senator. But "that is a very, very strong possibility."

Reaction from others also centered on the fee. National Association of Broadcasters President Vincent Wasilewski said NAB won't take a stand on any of the revision bills, including the forthcoming House rewrite, until the joint board meets in June. But, he commented, "NAB is on the record opposing a tax for the use of the spectrum and notes that two of the three bills contain such a tax." NAB officials begged off from further comment, saying at week's end that they were still studying the bills. It was known, however, that Mr. Wasilewski and NAB's senior vice president for government relations, Donald Zeifang, met with Mr. Hollings shortly after he introduced S. 611 to express their concerns about the bill. The networks also declined comment last week.

The cable industry had more reason to approve of the Hollings measure than broadcasters. National Cable Television Association Executive Vice President Thomas Wheeler said last week that cablecasters consider the bill "a positive step forward." He praised the authors for adopting a "position of cable-broadcaster competition" and for showing "sensitivity to the [threat] of the industry being swallowed up by the telephone companies."

two Senate bills. Second, he lost the support of Representative James Collins (R-Tex.), the ranking Republican on the subcommittee. Mr. Collins, who wants much less government involvement in communications than the rewrite affords, now plans to draft his own bill in the form of amendments to the present Communications Act.

As a result, it is reported, the Communications Subcommittee staff is hastily making some last-minute changes in the Van Deerlin rewrite, primarily to gain Republican support in the House. Mr. Van Deerlin was to confer with Representative James Broyhill (R-N.C.), the next likely candidate to co-sponsor the rewrite.

With that going on in the background, broadcasters were studying the new menu offered by the Senate. This is what they saw:

Although the common carrier provisions are the heart of the Hollings bill, the most controversial provision for broadcasters will probably be the "public resource fee." The fee is premised on the bill's finding that "licenses granted by the commission for the exclusive or shared use of the electromagnetic frequency spectrum convey benefits to licensees above and beyond those accruing to the public at large, and that the United States shall receive payment from licensees for such benefits."

The fee would apply only to commercial users of the spectrum, including broadcasters, common carrier microwave operators, and land mobile radio users—not to public broadcasters, ham radio or citizens band radio operators.

Although fees for others are left to the commission to determine, for broadcasting they are set in the bill, different formulas for radio and TV.

Unlike the initial House bill last year, where the proceeds of the fee were to be allotted for commission costs, support of public broadcasting, minority broadcast ownership and rural telecommunications expansion, the money raised under the Hollings measure would go into the treasury with no earmarks.

On the premise that cable television and common carrier functions are increasingly going to converge, the Hollings bill places cable regulation in both the common carrier and broadcast titles of the bill (titles II and III). Information and telephone services are regulated in title II; broadcast retransmission services are in title III.

It is in title III that the FCC is authorized to implement cable signal carriage rules on showing of harm from broadcasters. Pay TV would be regulated at the federal level, but probably as an information service under title II.

The bill would create a semi-separations policy for cable—permitting the same owner to own both the cable facilities and the programming, but only if each is operated by subsidiaries that are at "arm's length," according to the writers.

The crossownership rules now in force



Goldwater



Schmitt

affecting telephone-cable and broadcast-cable combinations would not be changed by the bill, except that common carriers could own cable systems operated by others. The measure also draws a line between federal and state regulation of cable, leaving such things as local access requirements to local government authorities.

The bill creates a rural telecommunications development program lasting four years to make grants totalling \$10 million a year to state and local authorities for planning rural telecommunications construction. The Rural Electrification Administration (REA) and National Telecommunications and Information Administration would jointly implement the program. To receive the federal funds, states would have to match the federal funding at at least a one-to-three ratio.

The REA Act would also be amended to permit REA assistance in the construction of telecommunications facilities that include voice, video and data (broadband service). Loans to broadcast stations would still be prohibited, however.

Here is how the Hollings and Goldwater-Schmitt bills treat matters of primary interest to broadcasters and cable operators:

Fees

S. 611 (Hollings): Would raise some \$80 million a year through its "public resource fee," nearly all (\$77 million) from television. For radio, the fee would be 20 times the station's highest commercial minute rate (10 times for daytimers). VHF's fee is calculated in the bill in this fashion: "The product of \$7 (adjusted annually to reflect inflation or deflation) multiplied by the difference between the number of television households in the market and 60,000 households, divided by the product of the number of television signals in the market multiplied by the number of VHF signals in the market. There are two exceptions: (1) Where there is any vacant VHF channel in the market such fee for a VHF television licensee shall be \$2,000 (adjusted annually to reflect inflation or deflation), and (2) where there is any vacant UHF channel in the market such fee for a VHF television licensee shall be reduced by 25%.

The number of signals in a market is

further defined as "the sum of the number of VHF television signals; one-half of the number of UHF television signals, and the product of the fraction of the television households in the market which are served by cable television multiplied by the number of signals available over cable systems located in such market which are originated by broadcast licensees not licensed to operate in a community in the market."

For a UHF station, the fee is one-quarter the VHF fee (to do the calculation for markets where there are no VHF signals, the formula would assume that there is one VHF).

If the result exceeds 10% of a station's pre-tax net income, the station would pay the 10% of income after petitioning the FCC.

S. 622 (Goldwater-Schmitt): Would charge a fee based only on the cost of regulation, not on the basis that spectrum users are making profits from a public resource, as does S. 611. The FCC, the ultimate recipient of the funds, would determine the size.

License terms

S. 611: Would make radio license terms indefinite, but have the FCC "audit" 5% of all licenses every year. The audit is described by the writers as a simulated full license renewal review. TV licenses would be lengthened to five years.

S. 622: Would make radio license terms indefinite. For TV, the terms would remain at three years for stations in the top 25 markets, would be extended to four years for stations in markets 26-100 and to five years for stations in markets smaller than 100.

License renewals

S. 611: Would not change the current procedures, including the comparative renewal process. But the FCC would be prohibited from considering a renewal applicant's other media interests or the management-ownership integration of the station in comparative proceedings. The FCC would also be permitted to continue applying different procedures to different renewal cases, without guidance of a statutory standard.

S. 622: Would require renewal if the licensee "substantially met" community problems, needs and interests during the

preceding term. In comparative situations, it would require a two-step process where the FCC first determines if the renewal applicant has met the renewal criteria. If it has, the proceeding could be terminated at that point.

Comparative proceedings would be dispensed with in distributing vacant licenses. For those a system of "random selection" would be used.

Radio deregulation

S. 611: Would not change current radio regulation except for license terms.

S. 622: Would do away with: guidelines for presentation of news, public affairs and local programming; community ascertainment; regulation of program formats; the fairness doctrine (but equal time and the personal-attack rule would be retained); the requirement to keep program logs, and restrictions on the advertising of products that are legally sold.

Television deregulation

S. 611: Would not change current television regulation.

S. 622: Would encourage experimental deregulation and require the commission to look for ways to cut back on TV rules. The FCC would be required to report its progress every year to Congress, and after six years to report on the extent to which there is diversity in video programming, from TV and other electronic sources. Would also give Congress veto-power over any new FCC rule that would add to TV regulation.

Deregulation office

S. 611: No provision.

S. 622: Would create an Office of Deregulation at the FCC to monitor all radio, TV and common carrier deregulatory activities.

Spectrum management

S. 611: Would create a National Commission on Spectrum Management to do an 18-month study and make recommendations for improving use of the spectrum.

S. 622: Would protect the current status of clear channel stations.

Cable television

S. 611: Would create a statutory mandate for federal regulation of cable television and pay television. Would shift the burden of proof for restricting cable distant signals to broadcasting, permitting limits only in individual cases where local broadcasters can show that their own programming is endangered by importation. Would provide for state regulation of local access channels, franchise fees, subscriber fees and other requirements not affecting broadcast transmission. Would authorize the FCC to continue its restrictions governing broadcast-cable and telephone-cable combinations, but also would allow common carriers to own cable systems operated by others. Would permit combined ownership of cable facilities and program production, but under subsidiaries operating at arms length.

S. 622: Would create a statutory mandate for federal regulation of cable, permitting the FCC to restrict distant signals and to adopt antisiphoning rules protecting broadcast sports events. The burden of proof for justifying waivers of the signal rules would be on cable. Would authorize federal regulation of cable EEO, access channels, access to cable for political candidates, equal time and the fairness doctrine. Would leave areas not covered in the bill to state regulation. Would permit broadcast ownership and operation of cable systems. And would permit telephone companies to provide cable facilities, but not to control entertainment and news programming. For others, it would permit combined ownership of cable facilities and programming services.

Rural telecommunications

S. 611: Would create a four-year rural telecommunications development program to make grants under a matching funds system to state and local authorities for planning rural telecommunications development. The program would be allocated \$10 million a year. Would amend the Rural Electrification Act to permit loans for the construction of broadband communications systems in rural areas.

S. 622: Has no provision, except to permit waivers of the telephone-cable crossownership restriction to allow telephone companies to supply video programming in rural areas.

InBrief

CBS Inc. expects its net income for first quarter of 1979 to be between **40% and 50% lower** than year earlier's \$1.22 per share. CBS President John D. Backe said that in spite of this sharp decline, company continues to expect that 1979 will be "good year." He noted he had said earlier that first-quarter earnings would be down and that key unknowns were factors affecting CBS Records in first quarter (BROADCASTING, Feb. 19). He added that since then there has been "marked deterioration in that situation due to sluggish conditions throughout the industry." He said he expected improved conditions in second quarter as both CBS and industry will be releasing "substantial number" of new albums by major artists. Another factor contributing to CBS's earnings drop, Mr. Backe said, was heavier investment in first quarter in network TV programming to meet competitive challenges in prime time.

Cowles Communications has petitioned Supreme Court to review decision of U.S. Court of Appeals in Washington that overturned FCC order renewing Cowles' license for **WESH-TV** Daytona Beach, Fla., and denying competing application of Central Florida Enterprises Inc. Cowles argues that lower court's opinion is inconsistent with Supreme Court's holding in media crossownership case that licensee that has "meritorious service has 'a legitimate renewal expectancy' that is 'implicit' in Communications Act "and should not be destroyed absent good cause."

U. S. Judicial Conference, which makes policy for federal courts, **has relaxed ban on radio and television coverage of investiture, ceremonial and naturalization proceedings.** Conference left decisions on coverage up to discretion of individual judges. In related development, **New Jersey** will open state appellate and supreme courts to radio, television and still photographers for **one-year experiment** beginning May 1. State supreme court will designate

counties where trial court tests can be made. Pooling is required.

ABC-TV won prime-time ratings for week ended March 11 with 20.2 and 32.4 share. CBS posted 18.8/30.4 and NBC 16.1/25.8. ABC's regular series took Tuesday, Wednesday, Thursday and Saturday. **CBS won Friday** with *Dallas* and *Dukes of Hazzard's* 37 shares and *The Hulk's* 34 as well as **Sunday** with 40's shares for its regular series and improvements in *Just Friends* (38) and *Mary Tyler Moore Show* (31). **NBC claimed Monday** with 39-share performance of *Little House on the Prairie*.

Without word of discussion, FCC on Thursday conditionally **granted Warner Cable Corp. waiver** of distant-signal rule in **first case to come before it under Artec decision** (BROADCASTING, Nov. 6, 1978). Warner, which sought waiver to enable its system in Massachusetts communities of Chelsea and Melrose to import four signals, made showing that grant would not have adverse impact on stations in market. Three Boston stations that had opposed waiver—WBZ-TV, WSBK-TV and WCVB-TV—now have 20 days in which to rebut showing of no impact, and that normally would require that they disclose financial data on their operations.

Win Baker, president of Group W Television Station Group, New York, appointed executive VP and general manager of New England Television Corp., which is awaiting FCC approval to operate **WNAC-TV Boston** (BROADCASTING, April 24, 1978). **William F. Baker**, president and chief executive officer of Group W Productions, New York, named to new post of president of Group W Television Group, with responsibility for Group W Productions and Television Station Group.

Robert N. Cochran, 46, director of broadcasting and promotions for National Football League from 1969 to 1978, died of heart attack March 14 in Beverly Hills, Calif. Earlier, he had served CBS for 11 years, and was one-time general sales manager of its **wbbm-TV Chicago**.



Our competitors would like to have us for dinner.

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There are always other stations tempting our audiences. Other public services on the air vying for the hearts and loyalties of our communities. Other sales professionals anxious to woo away our advertiser support.

Every broadcaster must operate in the public interest, convenience, and necessity. Our basic responsibilities are spelled out in the broadcasting regulations.

But no rule ever made a community accept a station it didn't like.

Or kept it from applauding a station it *did*.

The community makes its own decisions. It chooses what it wants and needs most.

For a broadcaster, winning big means serving best.

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The Leadership Stations

WHK/WMMS/Cleveland
KEEY/KEEY-FM/Minneapolis, St. Paul
WZUU/WZUU-FM/Milwaukee
WNYR/WEZO/Rochester, N.Y.
WBRB/Mt. Clemens, Mich.
WCTI-TV/New Bern, N.C.
WUHF-TV (on air 1979)/Rochester, N.Y.
Corporate Headquarters/Cleveland

Newspeople feel like used people in Mideast reports

Downbeat Powell briefing on Monday is followed by dramatic breakthrough on Tuesday, and some suspect they might have been Rafshooned

The sweet smell of success surrounding the Middle East peace mission of President Jimmy Carter was a bit sour around the journalistic edges, the result of criticisms by some reporters of White House briefings provided on last week's negotiations. There were suggestions that the press had been deliberately misled, and manipulated—suggestions that presidential news secretary Jody Powell rejects. He insists he stated the facts as he knew them, and as he still believes they were at the time.

Most of the controversy centers on a deep-background briefing Mr. Powell gave broadcast and print reporters in separate sessions on Monday night in Jerusalem. It was, some reporters felt in retrospect, unnecessarily grim. Although Mr. Powell had said the door to agreement with the Israelis was not closed, that, with meetings continuing, anything was possible, "cover your ass," he advised. But reporters were left with the feeling that hope was fast running out. CBS's Walter Cronkite reported Monday that the President's Mideast peace gamble had "failed."

If the stunning breakthrough on Tuesday morning was not enough to cause some reporters to wonder about the Monday night session—AP's Frank Cormier complained he had been "left out on a limb"—Israelis provided additional grounds for suspicion. Israeli spokesman Dan Pattir had been providing upbeat assessments of developments, and Prime Minister Menachem Begin, in an interview with NBC's John Chancellor that was broadcast on the *Today Show* on Wednesday, said there never was cause for the kind of pessimistic statements the White House had been dispensing.

Earlier in the piece, correspondent Rick Davis reported that the Israelis saw the Powell briefings as part of American negotiating tactics. They say, reported Mr. Davis, that Mr. Powell was "a prophet of gloom" and that his briefings "were an attempt to manipulate the American people through the news media to put pressure on the Israelis."

The previous night, CBS's Leslie Stahl was reporting on the network's evening news that the Israelis had seen the fine hand of Jerry Rafshoon, White House special assistant for communications, who was on the trip, behind the pessimistic reports. The Israelis, she said, say the reports were part of a Rafshoon effort to make the eventual Carter success look like a miracle.

"Anyone who says that the negotiations

could be stage-managed is either a liar or a fool, or perhaps both," Mr. Powell said on Thursday.

In interviews and in a regular news briefing on Thursday, he said he had conveyed information of developments as he knew them and, he said at the briefing, he was "authorized" to say, as they were perceived by "the entire American delegation, including the President." He said he still believes the situation was as he reported it at the time.

As for the sharply contrasting tone emanating from Mr. Pattir, Mr. Powell said flatly, "The Israeli briefings were wrong. The statements were quite upbeat. But if we had gone home that night [Monday] we wouldn't have had an agreement; we wouldn't have achieved success."

Indeed, he said he had briefed the press on Monday only because Mr. Pattir had, and in part at least to counter what he had said. "It would be very difficult to deny a briefing after the Israelis did one," Mr. Powell said.

Reporters who followed his guidance, he said, "came out all right." Those who ignored the advice about possible change, he said, did not. But he said he had suggested caution not because he expected a change in what he considered a bleak situation; he did not. But he noted the history of the Mideast peace talks is filled with sudden shifts in mood and direction.

Considering the significance of what happened in Jerusalem and Cairo, he was not consumed by such an incident, but it clearly troubled him. "It's a matter of small moment," he said, "but it was irresponsibly handled."

The Paglin papers: a design for unclogging the FCC pre-hearing process

Former FCC general counsel reports that adjudicatory procedures are enshrined in early stages and he offers suggestions for untangling the mess; commission likes ideas, wants to move quickly on them

The FCC's efforts three years ago to streamline its adjudicatory procedures have accomplished, if anything, a contrary result. If the new procedures are not replaced with others that would actually accomplish the desired goal, the system may suffer a serious breakdown.

That is the assessment offered the commission last week by a former FCC general counsel, Max Paglin. For the past 12 months he has been studying the effect of the pre-hearing designation procedures that were adopted in 1976 for processing mutually exclusive and contested broadcast applications.

And he's offered recommendations for

improving those procedures—recommendations the commission seems ready to act on in about six weeks. In some respects, the recommendations call for junking the procedures adopted in 1976. For instance, predesignation pleadings by applicants seeking to add issues against their competitors now clog the Broadcast Bureau, which was given the job of processing them. Mr. Paglin would eliminate those filings and require pleadings concerning issues to be filed, after a hearing is designated, with the administrative law judges who, he feels, can handle them more expeditiously.

Mr. Paglin's report also calls for steps to simplify and shorten the cut-off lists, eliminate the sending of "deficiency letters" except where the staff needs further information (Mr. Paglin would simply add an issue to the hearing), restrict the voluntary amendments of applications before a designation order is issued and encourage the issuance of brief memoranda opinions and orders of designation for hearing.

Mr. Paglin has a novel suggestion for dealing with questions involving ascertainment surveys and financial qualifications. Once an applicant makes a satisfactory threshold showing on those matters, that would be it—they would no longer be subject to the adversary hearing or pleading process. There could be exceptions only in the event other parties made a strong showing of misrepresentation or gross omission.

Mr. Paglin, who based his report on interviews with private lawyers who have had to contend with the system as well as with members of the commission staff and on analyses of how the procedures are functioning, received the support of affected members of the staff. He also received the compliments of the commissioners. Chairman Charles D. Ferris said Mr. Paglin, who spent 28 years with the commission, three as general counsel and who is now working there as an outside contractor, had done "a remarkable job," and produced a "significant achievement."

The commission, at the urging of Mr. Paglin for expedited action, plans to complete work on adopting the procedures in short order. The commissioners set May 1 as a target date.

However, although it does not believe the Administrative Procedure Act requires it to initiate a formal rulemaking in order to adopt the procedures, the commission wants the views of interested parties. To get them, it will follow this procedure:

Copies of the report will be submitted for comment to various organizations, citizen groups, government agencies and congressional staffs. Deadline for those comments is April 6. Then, on April 17, the commission will hold a public symposium to obtain an exchange of views among its members, the staff and outside groups on the issues involved. The final report would be ready for action in two weeks.

MEMPHIS GETS ITS BEST INFORMATION BY TUNING INTO A PRESS CONFERENCE, LISTENING TO SOME DIALOGUE, HEARING THE OTHER SIDE, CATCHING A LITTLE STRAIGHT TALK, ETCETERA.

WHBQ Public Affairs Broadcasting. Entertainment, Discussion and Information from the people and for the people of Memphis.

PRESS CONFERENCE Local, state and political leaders get in the hot seat weekly and are pressed for answers from newsmen and press representatives. Moderators, Marge Thrasher and Don Stevens.

DIALOGUE Get the perspectives of special guests and advice from professionals, on controversial issues like family violence. Moderated by Sonia Walker and Don Stevens.

THE OTHER SIDE Important issues such as unemployment and substandard housing are discussed openly with members of the Memphis black community. Co-hosts, Janice Gordon and Gene Pace.

STRAIGHT TALK This program, a blend of entertainment and information, covers everything from gourmet cooking on a budget, to homosexuality. The best thing about Straight Talk, is listening to the response from the people of Memphis in the latter portion of the show, when viewers can call in and talk back. Host, Marge Thrasher.

ETCETERA The cameras move out of the studio to explore the streets of Memphis. Go behind the scenes and get a close look at Memphis and its people. Host, John Bennett.

13

WHBQ brings the many sides of Memphis together and WHBQ-TV gives its best information daily, weekly and monthly. Memphis

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NATPE '79: a watershed in the way things are in television

It's clear, in any number of hardware and software ways, that the old order in TV, dominated by the networks, is in for quantum change

The television programing explosion of the 1980's arrived one year early last week. In no one session, nor in any single suite, but in bits and pieces everywhere at the 16th annual conference of the National Association of Television Program Executives in Las Vegas, it was clear that television, as it's been known, would never be the same again.

Although all the evidence isn't yet in, NATPE '79 may have marked the beginning of the end of a system dominated by the leadership and programing of three major over-the-air commercial networks.

Joel Chaseman, the president of Post-Newsweek Stations, whose keynote address to the delegates was the conference's highest moment (story page 44), put it most succinctly: "We'll still need the networks," he said, "but we'll need them less."

Privately, a top executive of a leading network told BROADCASTING the same thing. "The real question," he said after the affiliate meetings on Sunday morning, "is not what we're going to have on the schedule next fall. The question is what kind of business we're going to be in." His message: that what had begun as incremental fractionalization of network audiences—by ad hoc networks, by cable, by pay TV and, soon, by video disks—was threatening to escalate into quantum change.

The handwriting was everywhere: In RCA American Communications' announcement, with Viacom and the Post-Newsweek Stations, of a plan that might put an earth station at every TV station in the country (page 86). In Operation Prime Time's announcement of six new projects for both access and prime-time play, on both independents and network affiliates (page 64). In FCC Chairman Charles Ferris's encouragement of alternative programing sources (page 47). In Representative Lionel Van Deerlin's optimism about a new Communication Act that, although not antinetwork in character, could realign the basic competitive forces within the broadcast industry and in the cable and common carrier universes as well (page 90). Even the presence of public television, both on the official NATPE program and, con-

spicuously, shopping in the suites where commercial stations are accustomed to doing business alone, enforced the certainty that times are changing (page 78). The dilemma—or the opportunity—of superstations was a subject for alarm (page 58). "Invasion of the HUT Snatchers," a NATPE panel that focused on the inroads cable and pay TV may make on homes-using-television levels in the 1980's, was a subject far more serious to NATPE delegates than its title suggested (page 56).

Not that last week's NATPE was all future-oriented. For the most part, it did business in the same old ways, and—in a surprising number of cases—with the same old product (among Time-Life's introductions: *The Real McCoys*). What NATPE wasn't this year was a marketplace mainly for prime-time access. That category of programing, increasingly dominated by game show strips, was becoming a cause for dismay; few were happy to be dealing in those formats, and fewer still knew how to get away from them. But whatever business was being done, it was being done in record amounts (page 48), and neither buyers nor sellers went home grumbling.

The annual conference itself continued to experience the happy penalties of success. Having grown so large that it has found itself limited to the largest hotels in a short list of cities, NATPE is looking for

a way out. The most-mentioned possibility: adopting a "modified MIP" style, a reference to the international TV show in Cannes, France, which brings all exhibitors together in an exhibition hall, rather than having them distributed among various hotel suites (story page 54). Such a plan might open up another 25 cities as NATPE conference possibilities, and the association may experiment with that format in 1981.

NATPE's conference future, for 1980, is reasonably assured: The 17th annual meeting is firm for the Hilton hotel in San Francisco from Feb. 16 through 21 (a six-day conference, as was this year's, but from Saturday through Thursday rather than Friday through Wednesday). The site for 1981 became in doubt last week when New Orleans's Marriott hotel presented demands the association found unreasonable (including a one-day-extra charge for every delegate). The leading candidate as a replacement is New York, at the Hilton (with facilities that could accommodate the modified-MIP plan). From then on the field is open, although Las Vegas is a possibility for 1982.

Among the other measures of this year's NATPE success was its body count: Total attendance was up 20% to 3,390 (over last year's 2,819 in Los Angeles) and total registration was up 22% to 2,202 (over last year's 1,804). The number of exhibitors was up 27% (from 175 to 222).



NATPE's newest. This slate of officers, elected at the final business meeting in Las Vegas Wednesday, will take office April 1. Seated: Chuck Gingold of KATU(TV) Portland, Ore., the incoming president. Standing (l-r): John Goldhammer of KABC-TV Los Angeles, second vice president; Lucille Salhany of WLVI-TV Boston, first vice president; Patricia Evans, the organization's permanent secretary-treasurer, from Lancaster, Pa., and A.R. Van Cantfort of KATV-TV Atlanta, this year's NATPE president. Elected to the board: Phil Corvo of KSTV(TV) San Diego, Ron Gold of WTAF-TV Philadelphia, Al Taylor of WKYT-TV Lexington, Ky., Sandra Pastoor of WXIX-TV Cincinnati and Stan Marinoff of WYTV(TV) Youngstown, Ohio. Ron Klayman of WOAB-TV Moline, Ill., and George Walsh of WYNT(TV) Syracuse, N.Y., were reconfirmed for board seats they had filled by appointment. Joining the board as the second director representing associate members will be Joe Goldfarb of Group W Productions (the senior associate member director now will be Don Dahlman of Multimedia Productions).

"MAKE ME LAUGH"

Los Angeles – KTLA M-F 11-11:30 PM

"Make Me Laugh" in this highly competitive 7 station market averaged a 5 rating in both January and February. Its Adults 18-49 and 18-34 totals outdelivered 14 of the 16 possible late night competitors, including the CBS O&O Late News, the "Tonight Show," "ABC Late Night," "CBS Late Movie" and all three independent competitors.

Cincinnati – WCPO Tuesday 7:30-8 PM

In its premiere performance on CBS affiliate WCPO, "Make Me Laugh" delivered an impressive 15 rating, increasing its previous time period by 49% (Households), 81% (Adults 18-49) and 232% (Adults 18-34)

Chicago – WFLD M-F 10:30-11 PM

In January, 1979 WFLD's 5 rating for "Make Me Laugh" improved its previous year's time period by 150%, outdelivering perennial "WGN Presents" in Women 18-49, Women 18-34 and Teen totals.

Detroit – WKBD M-F 11-11:30 PM

The February, 1979 Detroit Weekly documents a 5 rating for "Make Me Laugh" representing a 67% increase over its January performance... which in turn, increased its previous year's time period delivery for Adults 18-49 by an astonishing 138%.

San Francisco – KBHK M-F 11-11:30 PM

With "Make Me Laugh" KBHK, in January, became the number one young adult independent in this all-important late night time period... outdelivering traditional time period winner KTVU in Adults 18-49 by 84% and Adults 18-34 by 168%.

Cleveland – WUAB M-F 11-11:30 PM

This past January, "Make Me Laugh" made WUAB a late night young adult magnet, increasing its previous time period by 269% in Adults 18-49 and an astounding 471% in Adults 18-34.

THEY'RE ALL SAYING "MAKE ME LAUGH" FOR 26 MORE WEEKS!

America's newest, liveliest, comedy-game show hit, sold in over 47% of the country (30 markets) is going into its next cycle... 39 weeks of great laughs – available now.



Contact your Paramount Television Domestic Syndication Salesperson.

Chaseman calls for a new order in television and programing

Post-Newsweek Stations head sees lessening reliance on networks, more emphasis on local production; he urges curbs on superstations, stop to cable's free rides, support for First Amendment fight and an open-arms attitude toward new video technologies

In a speech interrupted repeatedly by applause, group broadcaster Joel Chaseman set out an agenda for television programers last week—not only for his keynote audience at the National Association of Television Program Executives conference in Las Vegas, but for the nation's television system at large. In broad strokes, it embraced:

- Decreased reliance on conventional television networks.
- Increased opportunity for local stations—and group broadcasters—in program development.
- Elimination of superstations.
- A reordering of the copyright marketplace to make cable television pay for the product it now “pirates” from broadcasters.
- A nourishing of First Amendment concern, and a shoulder-to-shoulder stand with colleagues in broadcast journalism.
- An open-arms attitude toward all new “video arts” technologies, but a basic reliance on the local broadcasting station as the mainstay of the nation's communications system.

Mr. Chaseman, president of Post-Newsweek Stations, produced a litany of propositions—and phrases—that found their mark with the NATPE delegates.

“The era of network dominance began to end in the early 1970's,” he said. And although networks will continue as the “most powerful mass marketers and distributors of video programs” broadcasters “will need them less.”

“Of cable, he said: “It's time to end the fiction of competition between cable and television broadcasting. . . . Cable is a billion-dollar business with \$400 million in profits, yet it spends just \$25 million for all its programing. Let's end the subsidy.” To that end, Mr. Chaseman endorsed the proposal for retransmission consent advanced by Henry Geller, head of the National Telecommunications and Information Administration, as the subject of a rulemaking by the FCC (BROADCASTING, Feb. 19).

Mr. Chaseman's attack on superstations began by labeling them as devices to circumvent the FCC's multiple ownership and duopoly rules. “We know that no one commercial licensee can own two televi-

sion stations in one market or more than seven stations in all . . . and yet right now the regulators seem to be encouraging 700 cable systems in 500 communities over 45 states to pick up an independent station or two which carry a lot of movies and ball games.” His criticism of the superstation concept, like that of cable, was charged with indignation that neither was bringing new programing to the marketplace, but were simply “cloning” existing programing. Among his terms of derision for such superstations: “Homeless outfits on ego trips,” “stateless stations” and “bootleg backyard operators.”

Mr. Chaseman also had scorn for current congressional initiatives to rewrite the Communications Act. “We're not about to stand aside and watch our vital contribution regulated or rewritten to death,” he said. “Left alone, the rewriters and the regulators could well fix local television the same way they fixed Amtrak and the Postal Service.”

Nor would he subscribe to efforts to eliminate competition in the hope that it would make better programs. Speaking specifically of the Quaker Oats proposal for network cooperation on Saturday mornings, he said: “I don't believe that's any more likely or socially desirable than eliminating competition in the grain industry in order to produce a single non-competitive cereal that would be best for each of us. The broadcaster should continue to be individually accountable in the competitive system, even when the going is slow and tricky.”

Mr. Chaseman put in a particular plug for broadcast news departments, an element of the programing mix not often represented at NATPE. “Our conferences have never been comfortable with the subject of documentaries and news,” he said, but added that “we must stand together against abridgement of television's rights and freedom. Each of us should care about police searching newsrooms, the jailing of reporters who refuse to reveal a source, and punitive fines for news media which back their people.”

Mr. Chaseman had a number of remarks to make in defense of television's performance, and in criticism of “hand-wringers” and others who don't understand television's place in society and therefore are “hypnotized by the fear of it.” “The eighties will be run by the people who were raising hell in the sixties and families in the seventies,” he said—“people who were raised on television.” He credited that generation as being “the same people who are now showing more concern about the environment, being more athletic and participating in more

outdoor activity, demonstrating more literacy of all kinds, more membership in museums, more wide-awake participation in all the possibilities of life than anybody before them.” Mr. Chaseman said that although he “didn't credit television for the renaissance” neither did he “blame it for the problems” experienced by that generation.

He also jibed at those who would attack television's role as an advertising medium, remarking that, in Sweden, toys of war had been outlawed for sale when that nation decided they were bad for children. What he feared would happen in this country, Mr. Chaseman said, would be “to subsidize the manufacture of such toys but forbid their being advertised on television.”

Speaking of NATPE itself, Mr. Chaseman expressed hope that new methods of program screening might be tried in the future (an allusion to the MIP-TV concept being demonstrated in Las Vegas last week; story page 54), and that the organization consider “a few regional meetings” as well as “closed-circuit seminars or panels during the year to bring tough discussion of critical current issues closer to home.” “My hope of the eighties,” he said, “is that NATPE will challenge itself to be a year-round forum for the discussion of key matters relating to video programing in a society under transition.”

Of the television medium, Mr. Chaseman told his fellow programers to “welcome fiber optics, video tape cassettes, teletext, video disks, satellite technology and the competitive develop-



Chaseman

ment of cable.” Amplifying on the subject of satellites, he said—in reference to an experiment among RCA, Viacom and the Post-Newsweek stations for distribution of programs by satellite (see page 86)—that his company “expects it to be quicker and more efficient to send 60,000 miles to satellite and back than it has been to deliver several hundred miles by land and air express.” “The video communication system of the eighties,” he said, “will consist of strong and flexible local stations side by side with home playback systems and multiple choice by cable.”

Mr. Chaseman expounded on the localism theme by saying community stations “insure against centralized government or big company control,” that they

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MID-MORNING LA: This segmented Public Affairs News program is open to discussion, interviews and news features covering a variety of community problems, with guests from all walks of life. Host, Bob Hilton.

COMMUNITY FEEDBACK: This program series concentrates on the major problems facing L.A.'s minority groups. Local guests discuss subjects of mutual concern to the Black, Chicano and Asian communities. Host, Fernando Del Rio.

FRANKLY FEMALE: There's wisdom in women, and the ladies will have their say. This program concentrates on subjects and issues of special interest to women. Guest experts discuss a variety of problems like fem fatalities; alcoholism and prostitution, and the controversy surrounding Children's Television and the ERA. Co-hostesses, Conee-Hutchinson-Caruso and Betty Myles.

IT CAN BE DONE: This program is of special interest to a very special group of people. The handicapped. Featured guests talk openly about the obstacles they face in everyday life and how they've hurdled them, in spite of their handicaps. Co-hosts, Mildred Kritt and Tom Meyers.

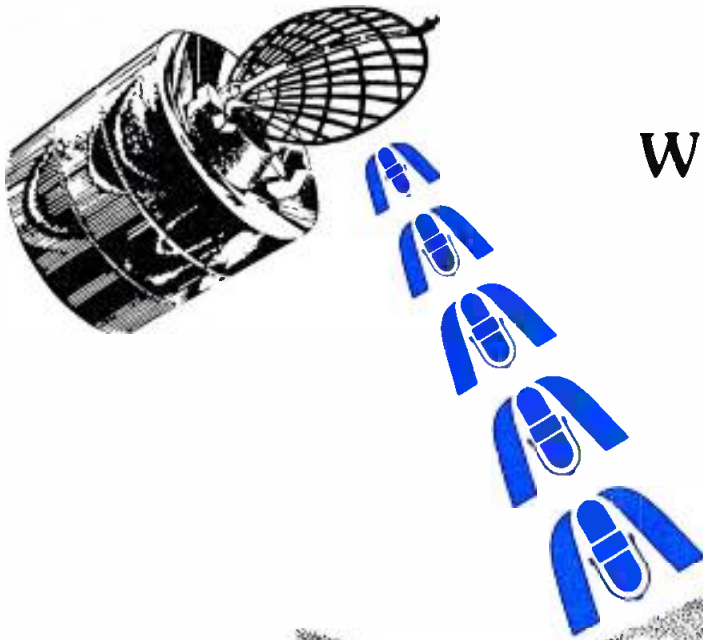
MEET THE MAYORS: Who's in charge? This program goes to the source, for information from Directors and Executives from various government agencies. Interviews focus on their organization's functions and problems. Host, Tom Frandsen.



KHJ-TV

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Mutual are
upon you...**

**Mutual, the Network of the 80's, invites you to join
us at the N.A.B. Convention in our Hometown.**

Yes, Mutual's eyes will be on the lookout for you at the NAB Convention in Dallas, home of the Mutual Southwest Radio Network. And wait 'til you feast your eyes and ears on Mutual's innovative transmission systems, news, features and sports programs.

All eyes and ears will be on Mutual's 10-foot satellite receiving antenna, providing live 15KHZ stereo broadcasts and network programming via satellite from our Washington, D.C. World Headquarters.

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HOSPITALITY SUITE -

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Mutual's all night, nationwide talk show broadcasting live from the lobby of the Hyatt Regency, 11:05PM-4:30AM, Monday and Tuesday. Larry will host numerous celebrities; come and see the show!

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mutual broadcasting system

"cannot easily be used for centralized propaganda" and that they serve "every possible household without exception and without charge—not just the selected communities that cable entrepreneurs decide to wire for profit." But he also said there was a "sizable gap" between the local stations and the national networks. The groups, he said, fill that area successfully—"big enough to commit independent resources, but not nearly big enough to dominate or control any market."

Mr. Chaseman described television programming as a series of partnerships, between producer and public, between technology and the people who make it work, with the business itself, talent and—increasingly—with a "better educated, better trained, probably smarter and certainly fitter" generation of programming people who "come in all colors and both genders," who have handled cameras and switchers since high school and "come to us impatient to create a whole new medium." He expressed the hope that those currently in command would make them welcome. "The good old days," he said, "can begin tomorrow."

Prods from Ferris: Forget self-pity, work for solutions, accept new delivery systems

FCC chairman tells broadcasters they must put their house in better order, with emphasis on reforms for children's TV

FCC Chairman Charles D. Ferris implored producers, broadcasters and advertisers "to find new ways to fill the unsatisfied needs of the American public" and to clean up their children's television acts last week. Speaking to a Monday NATPE luncheon in Las Vegas, Mr. Ferris said his remarks were not "another in an endless series of clarion calls by FCC chairmen and other private and government officials to do more for children out of noble and patriotic purpose.

"I recognize the incentives of your industry, and the legitimate power of the profit motive. With that base line, I still believe you can do very well by doing good."

It was a toughly worded speech the chairman delivered to the program executives, and one that a number in the audience felt may have been misdirected—intended more for the ears of the producing community than for broadcasters. But in an impromptu news conference held after the presentation, Mr. Ferris reminded questioning reporters that speeches delivered last year to the National Association of Broadcasters and the National Cable Television Association

conventions had been equally hard.

"I suppose one can come and tailor one's remarks to soothe those who are going to listen to it," he said. "But it doesn't seem to make much sense to come this far and tell people just what they want to hear. Hopefully, you can come and tell them what your assessment is in the over-all fabric of what's going on and hope the audience understands that's the reason you were invited."

And, according to Mr. Ferris, "what's going on" in children's television is "a collective hand-wringing" of responsibility for what is on the air. "You acknowledge the validity of much of the criticism leveled at you and then look accusingly at someone else in the broadcaster-supplier-advertiser chain as the source of the problem.

"Creative program producers complain of being given insufficient lead-time, skimpy budgets and superficial and repetitious themes dictated by executives who fear a lull in the ratings. Syndicators despair of obtaining advertiser support and reasonable time slots for new and different programing.

"Broadcasters feel unfairly castigated. You put on a program of excellence and get clobbered in the ratings. You remind us that broadcasting is a business, not a charity. And you warn us that if the going gets too rough, there may be different audiences to program for in the children's time slots."

Mr. Ferris said that given "new potential markets," delivery systems yet "to be explored" and an attitude that the groups "should no longer accept all the traditional ground rules of the three-network, over-the-air broadcasting system," innovative children's and family programing "can be good business."

"You now have the technical ability to distribute video programing in a variety of formats. You should have the commercial insight to anticipate new markets and make a profit by serving newly perceived needs," Mr. Ferris said.

The commission's children's television inquiry, he said, had brought to the FCC's attention many examples of excellent programing for children. He cited *Thirty Minutes*, *Razzmatazz*, *Kids are People Too* and *Marlo and the Magic Movie Machine* as newer examples joining old stalwarts such as *Kids World*, the *ABC Afterschool* and *Weekend Specials* and *Captain Kangaroo*. He said they were all preferable to the "animated escapism" that is so much a part of children's television.

In a schedule that is often "stale and repetitious," he continued, the public loses sight of "the few excellent efforts sprinkled about the week." What most irritates viewers, however, "is the lack of program choice for children at any given hour. When animated entertainment is on one network, it is often on the other two. When there is an evening prime-time special for children on one network, it is frequently scheduled against specials on the other networks. This situation produces no winners. Audiences are split, ratings are reduced and everyone, once

again, feels done in by the system."

Mr. Ferris said that plans set forth by CBS Inc. Chairman William Paley (for network cooperation for high-quality prime time shows) and Quaker Oats Co.'s Kenneth Mason (a similar plan for children's programing) deserve "full consideration"—despite the "minimal changes" each suggests in the basic three-network competition. "In the long run, I hope your vision is even stronger," he said.

"The public's complaints—and those of the professionals within the industry—are directed at the industry as it presently exists. I do not think it is naive or 'blue sky' to think about more radical future changes."

By that, he said he meant "more flexible forms of program distribution"—the happy marriage of satellites and cable," UA-Columbia Cablevision's new Calliope children's service offering packages including "ballet and mime performances," Warner Cable's Nickelodeon, Home Box Office's Take Two, "the booming video cassette and videodisk market" and, in some cases, "even the traditional broadcasting system."

Despite the success of *The Muppet*



Ferris

Show in prime-time access, he said, the networks "have not seen fit" to regain the early-evening time slot, as they could with children's shows, with new programing for the young.

(At this point, Mr. Ferris also pointed out that access need not be directed to children. He cited Norman Lear's new program, *The Baxters*, which "combines comedy, social issues and local audience reaction" in a unique format.)

Other sources of quality children's shows he cited included the U.S. Office of Education, which has funded \$40 million in children's television in the past four years, and public television.

"I challenge you to consider additional joint ventures," Mr. Ferris said, "between the many means of program distribution. You can put together program packages that cut across technologies and deliver the cumulative audience you need to justify your investment, through successive distribution by commercial and public broadcasting, cable and videodisk."

Toward the conclusion of his speech, Mr. Ferris touched briefly on some of the issues the commission is looking into in its

Grounded against future shock

"What is a network? You have to define a network. A network is a path from a producer to the viewer. A superstation is a network. It's a path," said FCC Chairman Charles Ferris last week immediately after delivering a speech that affirmed his own strong faith in technology as the best means of improving the quality of television programming and that attempted to demystify the three commercial networks and place them in a technological cubbyhole alongside cable, disks, cassettes and other delivery systems.

At a meeting of program executives, few of whom would consider themselves technicians, Mr. Ferris spoke continually of the financial and creative opportunities afforded them by the new, emerging video technologies. To an organization that owes much of its success to an FCC rule limiting the three networks' hold on local airwaves, Mr. Ferris said of the prime-time access rule: "From the structural standpoint and what it does for the program producing industry, I think one can come to the conclusion that it's been successful. It's at least an independent path to reach the licensees and the affiliates. And that's a desirable first step, I think."

In his speech before the NATPE convention and during a brief press conference after it, Mr. Ferris made little attempt to hide his disdain for the three-network commercial system. The FCC chairman's remarks were not so much antibroadcasting, however,

as they were anti-ABC, CBS and NBC.

"I think the future of networks is great," he said. "I just hope there's going to be more of them."

Nor did the chairman say that it would be the FCC that, in itself, would see the three-network system weakened or altered. In his speech he spoke of "radical future changes" in store for the "industry as it presently exists." Those changes have come and will continue to come, he said, from the nation's "inventiveness and creativity to develop new communications technologies." He was telling the local broadcasters, the producers and the syndicators who made up the Monday luncheon audience that "you should have the commercial insight to anticipate new markets and make a profit by serving newly perceived needs." The future of the three networks, he was saying, lies with them.

When asked by a reporter about those future changes in the industry he envisioned, Mr. Ferris included in his answer a different definition of the television business. "You're defining 'the industry' as the over-the-air broadcasting industry as it exists today," he said. "I'm talking about the whole process by which one brings [video entertainment and informational services] from a producer to a viewer. That's much wider than the present broadcasting structure."

"Anyone who is content with the status quo," he continued at the press conference, "is always going to feel unsettled by change. The existing entities certainly can meet any challenge if they're willing to accept the environment as a dynamic one. I don't think one can retard science and technology. It's there."

children's television inquiry. Although he made it clear later that it was no exhaustive list, in his remarks he said the FCC was looking at "a range of regulatory options," including fixed amounts of age-targeted and informational programming for children and proposals to cluster commercials on the hour or half-hour.

"In conclusion," Mr. Ferris said, "it is clear to me that America's honeymoon with the one-eyed beauty is coming to an end. Now is the time for you and the viewing public to establish a more mature, meaningful and lasting relationship."

The other strip shows in Las Vegas

Once-a-week programs were few and far between at NATPE; much of the selling activity involved across-the-weekly-board efforts, especially for access and late night

Despite the wealth of shows being screened in the suites or discussed behind closed doors, long-time participants were characterizing this year's National Association of Television Program Executives marketplace as dry compared to the past couple of years.

Absent such exceptions as TAT Communications/BBI Productions' *The Baxters*, last year's boom in new prime-time access forms wasn't being repeated. The key network owned-and-operated station group deals on new fare were available only to two new access shows going into the convention: *Three's A Crowd*, a Chuck

Barris production distributed by Firestone Program Syndication, and *The Guinness Game*, a barter vehicle for General Foods through Ogilvy & Mather and 20th Century-Fox Television.

If NATPE was no longer being characterized as a showplace for once-a-week access shows, it was a place to talk strips, particularly for access and late-night. And if what's on the development table comes through, those conversations seem likely to increase (see box page 54). And not all the discussions about strips were based on games and panels. Group W Productions' *PM Magazine* was spurring much talk about public affairs.

Sales attitudes varied with the size and reach of the distributor. Some shows, albeit a minority, were in enough demand not to be in the NATPE marketplace. Worldvision's Kevin O'Sullivan introduced *Little House on the Prairie*, made some deals, but claimed no rush. Paramount's Rich Frank saw no reason to negotiate about *Laverne & Shirley*. "It's too easy to make a mistake here," he said, on a property of that value.

Those, however, were the exceptions, as cassette machines played and distributors waited for customers in the 225-odd suites and rooms in the MGM Grand hotel.

For some, like the much-discussed Osmond Television Sales, first-time attendance at NATPE was well greeted. Others had properties that broadened the image of what the distributor handled: Time-Life, for example, and not surprisingly, had a BBC co-production, but this year *The Real McCoys* as well. Air Time International, distributors of *The Unknown War* documentary-style series, now also was promoting a *Soupy Sales* strip.

The public broadcasting community also was making a stronger presence than ever. One indication is understood to be a deal

with Columbia Pictures Television for a movie series.

Operation Prime Time backers this year had no major programming announcement to promote but they were at the conference talking futures. Under the auspices of OPT, the next step is said to be programming that can be scheduled both horizontally and vertically; as a daily strip or as, say, a two-hour feature.

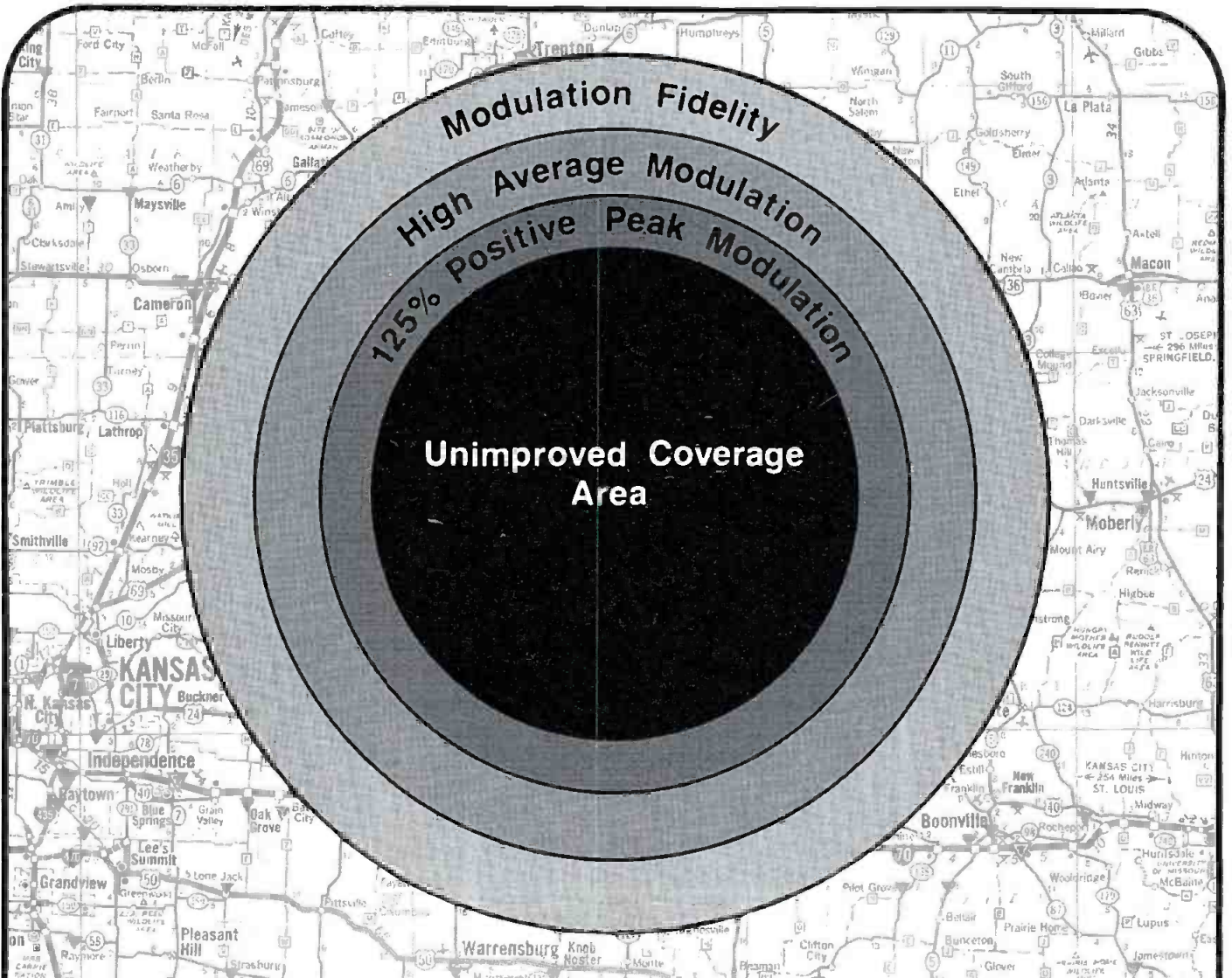
By the closing hours in the suites, TAT Communications wasn't ready to say whether its much-discussed *The Baxters* was a definite project. However, the distributor was optimistic that it would be. Before and through NATPE, more than 25 markets were said to have been cleared, including the seven Combined Communications group stations, and, among others, KTLA(TV) Los Angeles and WJBK-TV Detroit.

The Baxters, a weekly half hour, received double screening play at T.A.T. and the suite of BBI Productions. The joint venture between the two companies grew out of a series at WCVB-TV Boston commonly owned with BBI Productions. It combines nationally syndicated situation comedy with locally produced audience reaction, and qualifies as public affairs for FCC purposes.

While there was some talk that prices for *The Baxters* were higher than stations were willing to pay during early negotiations, T.A.T. maintained that it must remain expensive to pay for production.

If the innovation of *The Baxters* concept and the Norman Lear name drew many to the T.A.T. and BBI suites, sensationalism and the Heatter-Quigley track record may have been the draw for Filmways. During the NATPE convention, Filmways Enterprises introduced *Bedtime Stories*, the first show Heatter-Quigley, (the Filmways subsidiary responsible for

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Hollywood Squares) has produced direct for syndication.

The late-night strip pilot shown at the conference featured hosts Lohman and Barkley interviewing couples in bed with such questions as "where's the most unusual place you've made love?" Questions relating to sex also were used when the couples later competed in the studio for prizes.

Another new show attracting considerable interest was Colbert Television Sales *People Watchers*, a strip available in either half-hour or hour form and produced by Barry & Enright. The talk/variety show features host Lonnie Shorr and was produced with seed money from Corinthian Broadcasting.

Colbert took no chances on drawing conference traffic. Prior to the convention, 400 seven-minute cassettes pitching the show were mailed to broadcasters who were instructed to bicycle the tapes to 400 others. The network owned-and-operated groups were said to have had their own screenings in New York and NATPE screening times for other groups were arranged prior to their arrival in Las Vegas.

While Colbert's promotion effort was long in the planning, Metromedia Producers Corp.'s new entry, *And Then I Wrote*, with Joey Bishop, came at the 11th hour, announced just prior to the opening of the suites. The half-hour strip, a showcase for amateur writers, poets and

composers, allows unknowns to perform their own work or hand it over to a panel consisting of Nipsey Russell, Vincent Price and Abbe Lane.

Metromedia Producers also had been expected to go after local sales with *The World Championship of Trivia*, a game show. However, the decision was said to have been made to wait and seek barter sponsorship.

Firestone Program Syndication came to the conference not only with the security of an owned-and-operated network deal for its *Three's A Crowd*, but with a tally of 63 stations. The Chuck Barris production, a *Newlywed Game*-type show plus the man's secretary, made it to four CBS O&O's in access once a week, with others stripping it. Firestone claimed to have picked up an additional 11 stations while in Las Vegas.

Strengthening its position as an access strip, but for public affairs, was Group W Productions' *P.M. Magazine* service, with the addition of WCCO-TV Minneapolis, KIRO-TV Seattle and WIVB-TV Buffalo during the conference. That brought the total number of stations up to 33 including Westinghouse Broadcasting's own five, which call it *Evening Magazine*.

In the case of KCEN-TV Waco-Temple, Tex., signed to *P.M. Magazine* earlier, Group W has shown that it's willing to make accommodations for stations joining the cooperative. KCEN-TV, a small-market

station that comes on in September, will not be responsible for contributing a story to the group until January and will be able to run the syndicated tape with only locally produced wraparounds.

Different from *P.M. Magazine* and *The Baxters* but also involving a joint production effort between national syndicators and local stations was the idea Columbia Pictures Television was promoting for *Quiz Kids*. While already being produced in Canada, CPT is taking its time to test interest in an American version that would require local stations to produce tournaments, assisted by the syndicator. CPT also envisions the possibility of using satellite transmission for international competitions.

More pressing in CPT conversation, however, were futures for the off-network syndication of *Starsky and Hutch*. Editing is planned and CPT considers the program not limited in daypart play. Sales initially will be for one year, with prices expected to go higher with renewals. The distributor expressed confidence that any concerns about violence in the show will disappear once it begins to air locally. The first taker was KTLA.

With deals for *Roots I* and *Roots II* well circulated locally, Warner Bros. Television Distribution brought out an older off-network product: 62 hours of *Kung Fu*. Holding off on another network veteran was Jim Victory Television with *Rhoda*.

Although D.L. Taffner was claiming considerable interest in the imported *Benny Hill Show*, the program was not available for NATPE sales. Taffner is waiting on *Three's Company* which is expected to be brought out in the spring.

Worldvision Enterprises came to the convention with a deal for *Holocaust* already arranged with ABC owned-and-operated stations at a price said to be in excess of \$2 million. It will be available in 1985 and while Worldvision wasn't talking publicly about terms, stations were saying that the distributors were looking for 10 runs in 10 years.

Generally cited as the show with the highest relative renewal prices was Worldvision's *Newlywed Game*, said to have been sold in about 125 markets, including "all of the top 50 and 72 of the top 75." The distributor also is understood to have put a high tag on *Little House on the Prairie*, already sold to Gateway Communications' four stations to start.

Time-Life Television was talking about its co-production with the BBC of *A Horseman Riding By*. Early plans were said to let the miniseries go to the Public Broadcasting Service, although Time-Life claimed to have had enough local commercial interest to change its mind. The reverse occurred, according to Time-Life, with *The Voyage of the Beagle*, about Charles Darwin's trip to the Galapagos Islands. PBS stepped in and bought that.

Among ITC Entertainment's new products were *Edward the King*, which will be available for play once it finishes its run on Mobil's ad hoc network next month. Two major market buyers in hand were



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For Memorial Day, James Stewart plays Charles Lindbergh in Warner Brothers' "The Spirit of St. Louis."

MGM's "Huckleberry Finn" is our Fourth of July presentation.

"Tom Thumb" from MGM is our Back-to-School feature.

"The Knights of the Round Table" from MGM brings swashbuckling action for Halloween.

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WPIX(TV) New York and KTLA. ITC also was there with its movie package, *The Thrillers*.

While Paramount Television Distribution received a renewal for *Make Me Laugh* from the Program Development Group (WPIX New York; KTLA Los Angeles, and the five Field stations) before going into NATPE, 20th Century-Fox was still waiting for an answer on the pilot for *Peyton Place '79* as a late-night strip. PDG seeded both projects and now is considering piloting *96 Hollywood Blvd.* with D.L. Taffner.

While Viacom was making news with its satellite distribution plan with RCA and Post-Newsweek Stations (see page 86), it also had a product range from *All in the Family* to the Canadian-produced *Circus* series.

MCA TV had its *Road to Moscow* tie-in series with the 1980 Olympics as well as 100 half-hours of *The Best of Dean Martin*, repackaged for stripping from the old network series.

Aside from *Dean Martin*, the editing example set earlier by CB Distribution with *Carol Burnett and Friends* was showing up elsewhere. Some examples:

20th Century-Fox was investigating station interest in repackaged black-and-white *Jackie Gleason* variety shows. Sullivan Productions had feelers out on the *Ed Sullivan Show*, with *Welcome Back Kotter's* Gabe Kaplan as host. Con Hartsock & Co. had *Jerry Lewis*; National Telefilm Associates had *Flip Wilson*.

Other network veterans were reappearing, some in the full length form of their network series. Television Representatives International, for example, had Rowan and Martin's *Laugh-In* while Bob Neece and Associates had Mitch Miller in its suite as well as in its syndication plan.

A show currently on the air and receiving high ratings (high renewal rates as well, it's said) was being repackaged. Multimedia Program Productions added another version of *Donahue*, previously aired half hours, for access.

M.A. Kempner was back again this year with his *TV Powwow* video game, but with a new supplier: Mattel. The new technology is said to allow home-versus-home competition rather than just pitting a viewer against someone in the studio. To the four games from Fairchild, Kempner is adding 10 from Mattel.

To play baseball, football, checkers or other games, viewers make their moves by saying "pow" or the station's channel number by telephone. The sales tally for *TV Powwow* was said to be up to 49 during NATPE with broadcasters either using the games as inserts or full-length programs.

Other properties ran the gumut from Janus Films which had new negatives, new soundtrack and new openings for its *Laurel and Hardy* package, to JWT Syndication, which was investigating the interest in block programming under its Alternet concept. Others ranged from Weiss Global Enterprises returning the old *Make Room for Daddy* to the marketplace to TVS's new venture, *The Radio Show*, for television.

It ain't grand: producers and the not-so-suite NATPE sales show

Distributors were unhappy with hotel accommodations, complain of favoritism, light traffic, distractions; committee is formed to work on next year's set-up

Many of NATPE's associate members began last week's convention in a furor. Their principal gripe concerned the 26th floor penthouse. Questions were raised why Gold Key/Vidtronics, Group W Productions, MCA TV, MGM Television, Paramount Television, Time-Life Television, 20th Century-Fox TV and Viacom International should have the key location, grouped on the same floor for easy traffic flow, while others were scattered down hotel corridors throughout the MGM Grand.

ITC Entertainment's Abe Mandell was among the most vocal: "I'm very angry," he said, and "I don't know how to get even." He claimed that NATPE was "tarnishing my image. I'm not a second-class company."

Worldvision's Kevin O'Sullivan was calm but wondered why "it's the same guys every year" that receive the prime locations. He suggested some type of rotation. Filmways' Jamie Kellner said it was ironic that some of the majors with the best location had "no new product" to unveil. Some small distributors asked why those distributors that would draw the crowds anyway needed to be the most visi-

ble. Even Paramount's Rich Frank, a 26th-floor resident, claimed "I don't know if I would have come," had he been someplace else in the hotel.

Midway through the convention, there were enough gripes for leaders to call an emergency meeting of associate members. About 80 distributors showed up, venting their anger not only at the suite locations but also at the hotel itself.

There was talk of exorbitant prices, with one room-service bill for a day said to have amounted to \$4,000. Others spoke of bribery to secure any room at all or upgrade it upon arrival. And if the casino wasn't enough of a diversion, distributors also found fault with something for which the hotel wasn't responsible: the weather. Gambling and sunshine were distractions some sellers thought they would best be without in trying to keep buyers inside their suites.

Organizationally, there were calls for stronger associate member power on the board. There are two members a year, elected not by the distributors but by the station members. The conference's time of year also came up—with some wanting NATPE to be scheduled later. The end of March or early April was suggested as an appropriate time so the results of the February sweeps would be in hand. The fact that the National Association of Broadcasters meets around that time didn't faze the syndications. "Tell NAB to move" was their sentiment.

As the conference progressed and buyers began filtering down from the higher floors, the anger seemed to diminish somewhat. Explanations were made that it wasn't so much Las Vegas but rather the particular hotel that was at fault.

From the meeting on Monday came an associate members future committee, chaired by George Back of Hughes Televi-

Never too early. There was plenty of programming on hand at the NATPE, but producers are also looking ahead. And strip programming, primarily for access and late night, figures importantly on development drawing boards. Amid the piloting activity at 20th Century-Fox Television are at least three half-hour strips. *Smart Alec's*, produced by Hill-Eubanks with seed money from Golden West Broadcasters, is a game show centering on new inventions. It's being geared towards the 6-8 p.m. time period. On the late-night side, Fox, with Metromedia Television financial support, is working on *It All Happens at the Madd House*, about a couple who conduct a network TV talk show from their home ("Closed Circuit," March 5). Still another project is *T.H.E. Hospital*. David Lawrence is producing this show, said to have a "M*A*S*H type of feel."

From Norman Lear's Tandem/T.A.T. is a possible *Youth is a Hungry Bird* in the *Mary Hartman, Mary Hartman* genre but set on a college campus. There's also a yet untitled vehicle along the lines of a "world's greatest detective," which would have both comedy and mystery writers pool their talents. It would be serialized, with some plots lasting three episodes and others of varying longer lengths.

Sandy Frank, who went to the conference with no new properties but with a proposal to extend prime time access an hour and limit stripping to 7-7:30 p.m. (NYT) (BROADCASTING, March 12), has two strip game shows in the works. Should the marketplace necessitate his using them, he says, he'll be coming through with strips for *Name That Tune* and *Stop the Music*.

Like Mr. Lear, Columbia Pictures Television also plans to use an institution of higher learning as a setting for a strip. CPT is working up *L.A.T.E.R. — The Life and Times of Eddie Robbins*—about an associate professor at a university, who aside from having problems of his own, has daily dealings with out-of-the-ordinary characters. Metromedia Television also has seed money in this possible late-night strip. The project is said to have been conceived by the former *Mary Hartman* writer, Ann Marcus.

The list continues, ranging from Jim Victory Television, which is feeling out the territory for an updated *Queen for a Day* with host Jim McKrell, to Time-Life Television, which is not giving details but says it has a game show in development for access stripping.



Extra Dimension

When an airliner lost power after takeoff and skidded into a foggy cornfield, WKZO-TV news cameras caught the remarkable sight of the passengers walking through the rows of corn to a nearby farm. Fortunately, the plane had remained generally intact and no lives were lost.

But what if the plane had dropped into the dense neighboring woods and been hidden in the fog? Could the Kalamazoo area emergency services have met the crucial test of such a tragedy?

The public needed to know, so WKZO-TV followed up with an in-depth study of the incident. The crash had, in fact, provided an unexpected "dress rehearsal" for all emergency services and WKZO-TV news discovered they performed well.

The station was commended for this extra dimension to the story. But such reporting, to help insure the area's emergency preparedness, is all part of the Fetzer tradition of total community involvement.



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sion. Others joining him are Bill Andrews of Viacom; Bob Peyton, Time-Life; Dave Sifford, Osmond Television Sales; Lee Block, Vitt Media, and a member from the NATPE board to be appointed by the president.

From at least those putting out the announcement of the new committee, the reaction to the convention was calm. "Our aim," said Don Dahlman of Multimedia Program Productions, "is to work within the existing structure to improve the status of syndicators in the decision-making process, for the mutual benefit of buyers and sellers alike."

An observer to this year's NATPE, for the first time, was Bernard Chevy, commissioner general and prime mover of MIP-TV. Following an international panel during the conference, Mr. Chevy was called up from the audience, along with his U.S. representative (and translator), John Nathan. He briefly explained the MIP-TV concept and gave only one criticism of NATPE: "very much spread out" (see box page 66).

Purveyors of new program methods say they're not rocking the boat

Cable and pay-TV panelists along with user of ad hoc networks contend that problems of conventional TV do not stem from their techniques; Levin claims HBO isn't too interested in adding commercials

NATPE billed it as the "Invasion of the HUT Snatchers," but panel moderator Clifford Curley, program director of WRC-TV Washington, captured its tone and significance by calling it the association's attempt "to invite the nose of the camel into the broadcasters' tent." And that was just what it turned out to be—appearances by

four influential forces in alternative television: Jerry Levin of Home Box Office, Herb Schmertz of Mobil Corp., Gus Hauser of Warner Cable Corp. and Bill Donnelly of Young & Rubicam. The four were joined on the platform by FCC Commissioner Joseph Fogarty, who, after hearing the prospects of good fortune for cable and pay television and the horrors in store for broadcast, said: "I can't tell you what the solution is. I can't even define the problem."

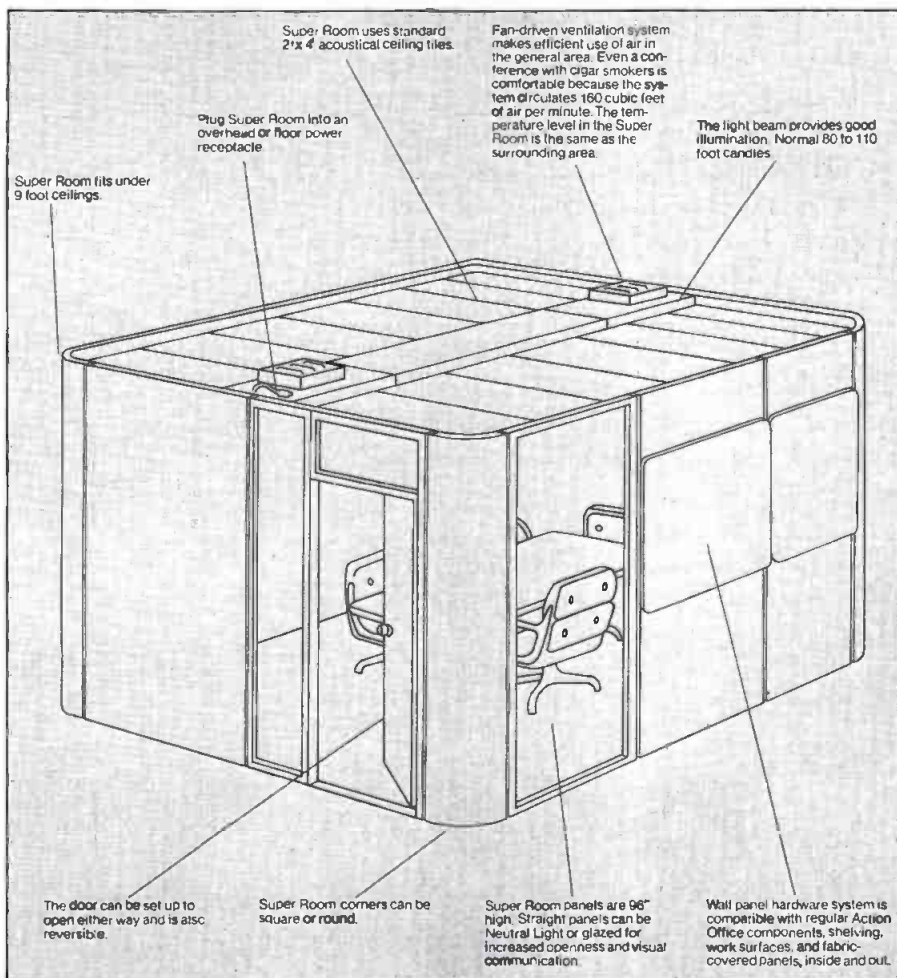
The Tuesday afternoon session took a wide-ranging look at the developing competitors to standard, over-the-air television. Ranging from Mr. Levin's discussion of his company's pay cable business to Mr. Schmertz's occasional networks of affiliates and independent stations to Mr. Donnelly's now oft-quoted "video publishing" concept for cable television, the panel discussion indicated that in some ways the cable and pay firms did not necessarily see themselves as "HUT snatchers." Rather, as Mr. Levin said his research suggests, there are indications that the alternative services are "HUT stretchers." That, he and others said, should be good news to producers and program suppliers, but not quite so good for share-watching broadcasters.

Mr. Levin started the discussion by announcing results of recent HBO research indicating that the service's subscribers watch more television than non pay-TV viewers and that HBO's repetition of its offerings at times that do not always conflict with other fare. "Month after month," he said, "our research shows that people who subscribe to a pay service use their television sets more. In individual prime-time periods, this ranges up to 15% higher."

Increasing total audience may reduce network and station shares, Mr. Levin said, but ratings may be rising because there are more sets in use. "Your only real vulnerability is weak or unappealing programming. If you believe, as we do, that it is better to have the television set turned on than to have it dark, then we share a challenge—to improve the quality of television programming to expand the choices offered to viewers," the HBO chairman told the program executives.

He called pay cable a "complementary challenge" to broadcast television and said many of its entertainment programs "have a subsequent life" for broadcast. Pay cable, he concluded, is "no more or no less than a new system for financing program development."

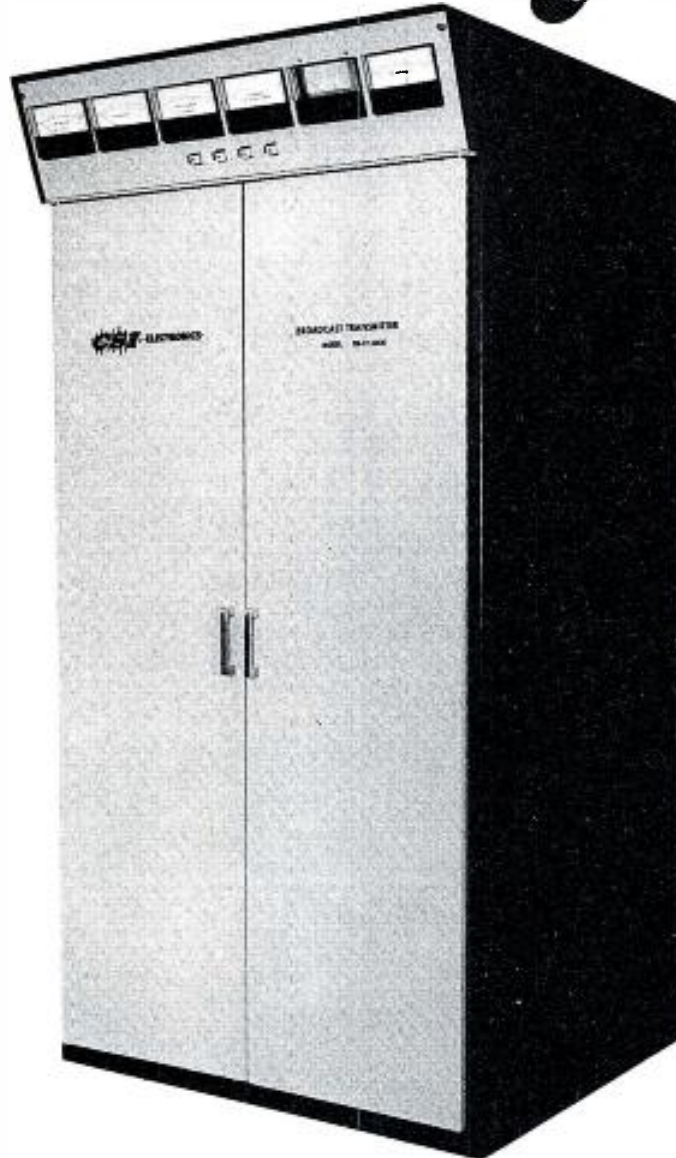
Mr. Schmertz, whose company is now coming off its "most successful effort"—Mobil Showcase Network's *Edward the King*—said that such ventures should hold a special attraction for many advertisers. There is "no question in our mind," he said, that stations and viewers are interested in alternatives to network television fare. Audience numbers "while not enormous, have been very satisfactory," he said, and *Edward* managed to outdraw at least one network program in most of the markets in which it ran. He added



NATPE's future? With the ever increasing difficulty of finding enough suites adequate to accommodate the distributors during its conferences, NATPE last week gave its members an up-close look at one possible solution: the "super room," a closed, modular and movable office that could be used should the marketplace be converted to the booth-by-booth style of the MIP-TV in Cannes, France. Shown above is the design from Herman Miller Inc.; it is available in sizes 8'x10', 10'x10', 10'x14' and 14'x16'.

Though the Herman Miller model was the one assembled for demonstration purposes off the delegates lounge, NATPE said similar rooms are available from Omnicon Co. and Greyhound Exposition. Approximate costs of a 10'x14' room were placed at \$7,000, with seven-year lease arrangements for \$8,300 and annual payments of less than \$1,200. Should NATPE commission a company to administer and set up the rooms, it's expected to cost \$320 a room per year; insurance runs \$25 yearly; shipping and storage is extra.

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that Mobil had found the occasional network concept "economically much more attractive" than network sponsorships.

Mr. Hauser took a more low-key approach to the session than most of the others, although he admitted he was "very complimented" by the term "HUT snatcher." "It's certainly less accusative than pirate." He gave a status report on some of Warner's activities other than its two-way cable system, Qube, and pronounced its pay cable service, Star Channel, and new children's offering, Nickelodeon, in good health. As did Mr. Levin, he said the pay services were turning out to be means of "creating a number of ways of financing" new program ventures. He also mentioned the new distribution technologies—cassettes, disks, satellites as well as cable—as providing programmers "a whole new means" of getting their products into homes.

Speaking of pay cable, Bill Donnelly said that, if it becomes a commercial medium, it will have to develop a different approach to the selling of products than that which dominates television today. Saying that the commercial elements—"be British and call them advertisements, if you like"—will have to be of a different formula than standard television commercials. Keeping his "video publishing" model for cable advertising in mind, he told a questioner after the panel that the commercial element would be different in the way that an advertisement in *The New Yorker* is different from one in a trade journal.

Mr. Donnelly brought the broadcasters the good news from Madison Avenue that Young & Rubicam was "still spending very heavily" in television and that it expected to "still be deeply involved" for years to come.

Superstations: pro and con

NATPE panel finds programmers feel WTCG-type outlets are not paying fairly for their products; station says it offers a TV alternative

Wednesday morning's "Superstations: Implications and Complications" NATPE panel confirmed the obvious—that producers, syndicators and local programmers feel threatened by the emergence of the WTCG(TV) Atlantas of the country. It also confirmed that there is strong support among those groups for the "retransmission consent" plan put forth last month by the National Telecommunications and Information Administration.

The calmest voice among the six who participated on the panel was that of McGraw-Hill Broadcasting President Norm Walt. The group broadcaster called the retransmission plan the "only practical solution" to the problem of distant signals bringing in programming already sold to local stations. Although he would not go so far as some and put the blame totally on cable television operators (he even endorsed the idea that cable can broaden local service by offering "new material" to a market), Mr. Walt did say that "cable's duplication of a local station's programming has nothing to do with free competition." Picking up on a theme that permeated much of the convention and was a central one in the keynote address Monday, Mr. Walt said that cable operators don't pay their fair share for their programs. (He figured, he said, that all of the systems compulsory copyright fee schedule, all of

the systems serving the Bakersfield, Calif., area—where M-H has a station—paid three dollars per syndicated hour per year for the programs they carried.)

National Association of Broadcasters President Vincent Wasilewski also endorsed the NTIA proposal. "You've got to get retransmission consent back into law," he said at one point. At another, he said the superstation problem was the result of unfair competition created by government regulation and that the stations were "creatures of government tinkering."

Program suppliers Russ Barry of 20th Century-Fox and Norman Horowitz of Columbia Pictures Television both spoke of being "victims" (Mr. Barry's term) of the regulatory system and the economic realities of the programming marketplace. Mr. Horowitz said that regulation has a tendency to "leave havoc in its wake." They characterized superstations as a "portion of that havoc." At another time during the discussion, Mr. Horowitz said that it was "regulatory interference that screws everything up."

Speaking on the side of the superstations were Sid Pike of WTCG and Roy Bliss of United Video, the resale carrier of WGN-TV Chicago. Mr. Pike, who was interrupted during his presentation at one point by laughter from the audience when he spoke of providing Catholic masses as part of his station's public service programming, attempted to defend the superstation concept by saying that WTCG "provides an alternative choice" to viewers in many areas who, without WTCG, would have only the three major networks to choose from. "We bring in a diversity of programming" and "exposure to national issues" to those markets, he said.

Mr. Pike also displayed a map of WTCG's cable network pointing out that the station



Finalists. NATPE's last morning (Wednesday, March 14) was occupied by discussions of superstations (a present dilemma) and the development "jungle" (a future problem). Those up in the air over superstations (top picture, l to r) were: Russ Barry of 20th Century-Fox, Roy Bliss of United Video, Norman Horowitz of Columbia Pictures Television, Sid Pike of WTCG(TV) Atlanta, Norman Walt of McGraw-Hill Broadcasting and Vincent Wasilewski, president of the National Association of Broadcasters.

The moderator (right) was Jim Major of KGO-TV San Francisco. If there was no disagreement on that subject, neither was there during the following session (picture below) on the subject of future programming. The discussants (l to r): Ave Butensky of Viacom, Sandy Frank of Sandy Frank Syndication, Wes Harris of the NBC O&L TV group, Seymour Horowitz of the ABC O&O's and Hal Hough of the CBS O&O's. The moderator (right) was Chuck Gingold of KATU(TV) Portland, Ore.

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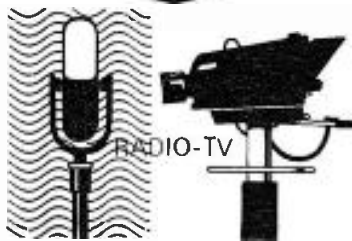
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was most popular with cable systems in the Southeast. Then, revealing a relatively new line for WTCG, he spoke of the other superstations that are currently being fed or will be providing service to regions not extensively covered by his station. "Others will come on and provide service," he said.

Mr. Bliss did not take as active a part in the discussion as did most of the others. He said his company, which has an \$8-million investment in microwave facilities, looked upon the satellite as a "means of staying in business." He said his company chose to send out WGN-TV because it is "the best station in the country." He confirmed that United Video had no dealings with WGN-TV with regards to its satellite system.

Mr. Horowitz provided some of the fireworks for the panel with his insistence that program suppliers really had little choice but to sell to the superstation at the price the station was willing to pay. "We're a nonmonopoly dealing with a monopoly," he said after the panel. By that, he said he meant that in a market such as Atlanta, which has three affiliates and two independents, he has only two potential markets for much of his access-time, off-network products. "We're in the business of selling programs," he said, shrugging his shoulders, in answer to a question from the floor about why he does not simply refuse to sell to superstations. He said the suppliers cannot demand prices according to a station's circulation and are held, in effect, over a barrel.

Mr. Pike tried to answer that criticism by saying that WTCG was, indeed, willing to pay more for programs because of its extended reach. "We can pay for the product based on the amount of advertising revenue we get," he said, pointing out that some of WTCG's local advertisers were balking at the prospect of paying national rates for local commercials. (It was revealed by Mr. Barry and confirmed by Mr. Pike that WTCG is now looking into the possibility of blacking out commercials of local advertisers not willing to pay for the station's national circulation.)

PTAR debated in futures session

Frank and O&O's argue merits of more access time and added government regulation, although they agree stripping is not in station or audience interest

NATPE's final session may have been billed as "The Development Jungle: the Next Five Years," but few concrete plans for the future emerged.

Instead it became a gripe session. The target: the prime time access rule, with distributor Sandy Frank, restating his proposal to expand and redefine PTAR (BROADCASTING, March 12), versus the three programming vice presidents for the network owned-and-operated television

station groups, calling for PTAR's abolition.

There was agreement that the proliferation of strips was hindering the development of new once-a-week access vehicles. Mr. Frank contended that his proposal—expand PTAR to include 7-8:30 p.m., allow stripping only from 7 to 7:30 and extend the rule to include independents in the top 50 markets—would open up the market. The O&O representatives, however, claimed that less regulation would be the answer.

As CBS's Hal Hough said, it's "high time we went back to a free marketplace." He claimed that PTAR is forcing him to compete with "one hand behind my back" because low-cost programming must be scheduled. Evidence of viewer dissatisfaction, he said, is that households are down 10% during prime time access in the five CBS O&O markets. Affiliates should have the choice whether or not they want network fare at 7:30, he said, citing quality problems he had with an access drama show he believed not good enough to be a lead-in for *Paper Chase*.

The O&O executives all indicated their preference for rotating access programming, checkerboard-style. However, they were unwilling to support Mr. Frank's proposal that stripping be banned from 7:30 to 8:30. NBC's Wes Harris described himself as a "strong advocate" of checkerboarding but said he would be "distressed" if Mr. Frank had his way. ABC's Seymour Horowitz also made a case for free choice.

However much they support checkerboarding and intend to keep working with it, both Messrs. Hough and Harris indicated that there is reason for pessimism regarding its future viability. "I wonder how much longer we can stay," Mr. Hough said. Mr. Harris noted that the supply of checkerboard alternatives "has fallen down."

Throughout the session, Mr. Frank continued to support his proposal, claiming that other panelists were discussing symptoms, not the cure, for what he described as the "cancer" of current prime-time access. He gave frequent quotes supporting his views from former FCC Commissioner Kenneth Cox; a member of the audience, however, pointed out that Mr. Cox is now a lawyer in Mr. Frank's employ.

Although few and far between, some future scheduling plans and considerations were mentioned. Mr. Hough said KNXT(TV) Los Angeles will be experimenting with the off-network *Rockford Files* during the afternoon. Mr. Horowitz noted that his group has added *Holocaust* to an afternoon and early fringe library already including *Roots I* and *Roots II*. Mr. Harris said that early fringe now may be the most important consideration for his group.

In terms of what's being offered in the marketplace, Mr. Horowitz told distributors, "I think you dried up somewhere." Chuck Gingold of KATU(TV) Portland, moderator of the panel and incoming NATPE president, agreed, claiming a paucity of new ideas and product was evident in this year's NATPE marketplace.

Mr. Horowitz claimed that

Jobs

one view of a national issue facing the electric power industry.

The traditional goal of unlimited economic growth is being seriously questioned. In the backlash, the proposal for a no-growth economy is the extreme example of less-is-more thinking. But for those people in our society whose hopes for decent jobs and a better standard of living would be thwarted by a steady-state economy, less is irrefutably less.

Since energy is inextricably tied to economic growth and the resultant increased job market, we are vitally concerned with this debate. As public utilities, we must take a stand that we believe is in the best interests of all sectors of our society. To formulate our position, we undertook a two-year study, utilizing several computer forecasting models to examine the available growth options.

The study suggests rejection of both extremes: unlimited expansion and no-growth. The public interest can best be served through what might be called "quality growth"—a natural evolution of economic expansion that encompasses the constraints necessary to meet current energy problems but still permits the job opportunities that bring more of our citizens into the economic mainstream.

The historical perspective:

It is important to recognize that we are in a transitional period between two energy epochs, the fossil fuel age and the future energy era. Fuels are available to meet the world's predictable energy needs for billions of years! What we are short of is the technology to convert available fuel sources into working energy. During this transitional period, we must deal with the supply-demand gap by conservation and the greater use of abundant energy forms (coal and nuclear).

The GNP-energy-job link:

Because all business activities require energy, the use of energy rises in relation to the rise in Gross National Product. With an estimated 19 million new jobs needed in the next ten years to handle the projected increased work force, either the economy must grow or unemployment will grow. And if new

jobs are to be created, a reliable and growing supply of energy is vital. As you may know, a number of national organizations, such as the NAACP National Energy Conference, have recognized this necessity.

The high-growth and no-growth fallacies:

The high-growth scenario is plainly outdated, originating in times of favorable conditions that are unlikely to return again. Yet the no-growth scenario not only would entail massive employment dislocations, but it is profoundly pessimistic as well as selfish, taking a doomsday view of this transitional period between energy epochs. Our energy problems will entail major readjustments for years to come, but such readjustments are surely preferable to the authoritarian control of wages, prices and employment a no-growth scenario would necessitate.

The moderate stance:

The electric utility companies' study suggests generating an average economic growth rate in GNP of between 3.5% and 3.7% a year, which would retain an economy strong enough to sustain employment and preserve our standard of living. Only a vital economy can develop the capital resources necessary to keep our society afloat, including the \$650 billion that will be needed in the next 15 years to convert electric plants from oil to the more abundant coal and uranium fuels.

It would be a disservice to the public to suggest that the nation's electric companies, any more than the Congress or the Executive branch, have all the answers. Critical questions remain, and others will surely arise. But as the eminent British biologist Sir Peter Medawar has said, "To deride the hope of progress is the ultimate fatuity, the last word in poverty of spirit and meanness of mind."

Edison Electric Institute
The association of electric companies

"Westinghouse may have hit on it"—that is, the concept that the community can better be served with station efforts rather than program purchases.

Most optimistic on the panel was Ave Butensky, president of Viacom's Television Group. Mr. Butensky—aside from claiming the benefits of the satellite distribution of syndicated fare his company plans (see story, page 86)—said "a higher plane of programing" should be evident next year. He explained that his company is "working on a multiplicity of forms."

Distributors and producers, he said, "should get an A for effort." But he projected that 52-week commitments are gone and that stations should be willing to experiment with short runs in syndication.

The word to NATPE: May the fourth be with you

The concept of ad hoc networks is alive and well, as evidenced at a convention session; PBS sounds more like a marketplace, and OPT and PDG announce their newest programing ventures

The subject of fourth networks—or, more precisely, of program opportunities independent of ABC, CBS and NBC—was everywhere at NATPE. Officially, it was on the program in a panel titled "The Fourth Network: a New 'Bastard' in Prime Time."

That was a take-off, of course, on one of the miniseries under the Operation Prime Time banner. But the first of the panel participants to take the designation for himself was Ron Devillier of the Public Broadcasting Service, who was making that organization's first—and significant—appearance on a NATPE program. After several questions had been raised from the floor about a PBS station running the movie, "Singing in the Rain," and doubling its rating in the process, Mr. Devillier commented, "You've identified the bastard right off the bat."

Mr. Devillier took pains to assure the commercial broadcasters in his audience that public television is no real threat to their operations, and that the types of programing it's looking for are not the bread and butter of commercial TV. But he did say, forcefully, that public broadcasting was going to be a customer of the same program suppliers that make most of the product for commercial TV: that public TV was not only an alternative medium for the viewer but also has the potential of being an alternative customer for program producers. Public broadcasting cannot produce, internally, all the programs it needs to fill its schedules, and it must go outside, he said. (For a further report on the public broadcasting presence at NATPE, see page 78).

Other than the surprising degree of interest—and disquiet—occasioned by Mr. Devillier's remarks, most of the panel's

discussion was of more familiar alternative program concepts: first, Operation Prime Time, represented primarily by Al Masini of Telerep, and second, the Program Development Group, represented by Barry Thurston of Field Communications.

OPT was announcing a new concept at NATPE—a new block of six series that could run either as five-day-a-week "horizontal" strips in access time on network affiliated stations or as two-hour "vertical" specials in prime time on independents. (Participating stations would get both versions, and could use either way.) Initially, that would mean 30 half hours of new programing; if the concept succeeds it could go to 130 half hours (26 weeks worth).

PDG, which already has one success under its belt—the *Make Me Laugh* series produced in conjunction with Paramount TV—was there to declare it had other projects in work (a *Peyton Place* pilot, for one). Most of all, in the words of one of its prime movers, it was there to demonstrate that "after a year in the business, we're still alive." That, he said, was sufficient testimony to the coming of age of ad hoc fourth network business.

Both OPT and PDG share a common characteristic: They are backed by stations, not networks. As panel member Al Rush of MCA TV commented, "the climate has never been better to bring the high quality network producer into the business." The reason: While networks, in their competitive frenzy, are committing to only two or three episodes of new series at a time, the station groups are prepared to commit for 13 or more.

Mr. Masini, who has emerged as the principal spokesman for OPT, said such program ventures are essential if stations are to get out of the game-show rut that has evolved in prime-time access periods. (Homes-using-television levels have dropped five points since access programing began, he said.) He cited a number of statistics to demonstrate the economics of program development: That 22% of the money going into OPT comes from New York and Los Angeles alone, that while game-show product can be mounted with commitments in but 40% to 50% of the country, 70% to 80% is needed for network-quality ventures. To get that sort of coverage, network-affiliated stations must be in the line-ups; independent stations alone can cover but 56% of the U.S. To

date, OPT has operated from a base of about 25 independents supplemented by 70 to 75 affiliates. Speaking of the new venture, he said 55% of the necessary monies have been committed.

"There's only one way we're going to upgrade product," Mr. Masini declared. "We must spend money in development; we can't possibly expect to change by putting in more game shows."

OPT, which Mr. Masini described as "a loose confederation of seven people ... seven people with 12 opinions," is now formalizing the process by incorporation as a legal entity, but on a nonprofit basis.

They'd seen this workshop before

The inevitable children's TV panel at NATPE airs the issue, but adds nothing new to subject

Television personality and popular psychologist Joyce Brothers headed an all-woman panel for the first NATPE general session last Monday, "Children and Television." Dr. Brothers was joined by representatives from the FCC, the National Association of Broadcasters, ABC-TV and a Los Angeles-based citizen group, the Coalition on Children and Television. The session was moderated by Chuck Larson, of WNBC-TV New York. Former FCC Chairman Richard Wiley summed up the findings of the session that seemed particularly timely in view of the current Federal Trade Commission hearings on the subject in Washington (see page 80).

Dr. Brothers took no stand on the issues regarding children and television, but she did review some current clinical research in the field. The only real conclusion she said she could reach, however was that there is "no total agreement on anything" about children's television in the medical world.

Alice March of CCT said that she believed the average American child was "hooked, addicted to television." So much so, she said, that one study indicated that modern children have become "so sedentary" from watching television that their "physical behavior is being affected." Ms. March also said television "teaches



Today's futurists. The subject of fourth networks—as much a today reality as a tomorrow possibility—was discussed at NATPE by (l to r): Ron Devillier of PBS, Barry Thurston of Field Communications (and the Program Development Group), Al Rush of MCA TV and Al Masini of Telerep (and Operation Prime Time). The moderator was Pete Schlesinger of KCOP(TV) Los Angeles.

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such men as Edward R. Murrow and Walter Cronkite. He was also responsible for some of the best programming in television, from *Omnibus* to *Paper Chase*. And beyond broadcasting, he found time to take on special assignments for Presidents Roosevelt and Truman.

From crystal set to number one network

William S. Paley recalls it all AS IT HAPPENED: The days of the Majestic Theater of the Air and the Emerson Effervescent Hour . . . Conquering Will Rogers' fear of the "cold microphone . . ." His luring of radio and television superstars to CBS—Jack Benny, Red Skelton, George Burns, Al Jolson, Eddie Cantor, Groucho Marx . . . Twenty-one years in a row for CBS as the most popular network in America . . .

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William Paley also writes of his life as an art collector; the eventful years as president and later chairman of New York's Museum of Modern Art; and the love story of his marriage to Barbara "Babe" Paley.

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For the kids. L-r: Alice March, Coalition on Children and Television, Los Angeles; Susan Futterman, ABC-TV, Los Angeles; Susan Greene, head of the FCC's children's television inquiry, Washington; Chuck Larson, WNBC-TV New York; Brenda Fox, National Association of Broadcasters, Washington, and Dr. Joyce Brothers, television personality and psychologist, New York.

nothing but cruelty," offers "sadistic types of humor" and contributes to the "mockery" of many socially preferable modes of behavior. "There is no difference between the actions of the villain and the hero" in much of television, she said, and "ethnic, sex and role stereotyping is rampant." Ms. March also chided the NATPE organizers for the make-up of the panel. "Children need to see real children in real situations" on television, she said.

Susan Futterman of ABC said that television should be used as a basis "to encourage creative skills" among children and not as a substitute for family togetherness. She said that parents, schools and broadcasters must share the responsibility of teaching children critical television-viewing habits. (She said that her network, for example, currently has under way a production tentatively entitled "How to Be a Television Viewer," designed to do just that.)

Brenda Fox, of the NAB's general counsel's office, said the problem is not really television but "untutored television viewing." The medium, she said, "should be an introduction to education, an introduction to communication" between parents and children. Although she apologized for singling out a group not represented on the panel, Ms. Fox attacked the position of Action for Children's Television, perhaps the most vocal of all the citizen groups concerned with children's television, for failing to acknowledge the "good pro-social messages" children receive on television. "Television is like a library," she said, "It has a children's corner. But it is spread throughout the day and the week. It requires a librarian." She suggested that parents and not broadcasters can best serve that function.

Mr. Wiley concluded the session by saying that during his tenure with the commission the children's television issue had been near the top of his list of priorities. But, he said, his "activism was not directed" to government intervention in programing decisions. It is best, he said, to rely on programing philosophies "born of corporate principle and personal dedication"—not a "national nanny."

"I've never had it explained to me," he added, "how we can improve the quality of children's programing by removing its economic base."

International producers want to work more with counterparts in the U.S.

The pitch was soft-sell, but during a "New Frontiers in Worldwide Television" panel at last week's NATPE conference, representatives from Brazil, England, Italy, Japan and Sweden put out the call for more co-production with the U.S. and more programing trade.

As Sweden's Thomas Alexandersson, deputy managing director of Sveriges Radio, joked: His country has more to offer than "saunas and suicides." He cited *Scenes from a Marriage* as one Swedish production that has made it to the U.S. airwaves. Well known to Swedish viewers, he said, are such U.S. productions as *Holocaust*, *Sesame Street* and *Rhoda*. But he claimed that trade with the "minor European networks" is often a "one-way street."

Like others on the panel, Iwao Ono, general manager of Japan's Dentsu office in New York, provided a quick lesson in his country's TV system. However, he did bear his own company in mind. Claiming that Dentsu, an advertising and marketing firm, is responsible for about a third of all Japanese programs, Mr. Ono said his company would provide Americans "best access for the Japanese broadcasting market."

Renato Pachetti, executive vice presi-

NATPE international. They weren't sure whether it was caused by a growing recognition of NATPE, a chance to get a beat on what will be available next month at the Marche International des Programmes de Television (MIP-TV) in Cannes, France, or simply the lure of Las Vegas, but distributors in NATPE suites last week were claiming a surge in international buyers.

ITC Entertainment's Abe Mandell reported that "the English are here in droves" and that the "place was bombarded" with South Americans when ITC's suite opened. Paramount Television Distribution's Bruce Gordon claimed strong international numbers in his suite, especially from South America, and also co-production talks with representatives from France and Sweden. Time-Life Television's Frank Miller, still readying his packages for MIP-TV, said, "If I chose to do business here, it could have been done."

Prior to the convention, NATPE organizers anticipated foreign attendance by about 120 broadcasters and suppliers from 25 countries, up from 45 persons from 17 countries. Among the countries on the official registration list were Chile, Ecuador, Venezuela, Peru, Panama, Great Britain, Sweden, the Netherlands, Australia, Japan, Hong Kong, the Philippines, Italy, Germany and France. Some, like TV Globo from Brazil, had their own suites.

The sales value of their presence is not known. Some said it was the beginning of a new international trend for NATPE. But there was at least one cynic in the suites who questioned which was more responsible for the international growth this year: the NATPE marketplace or Las Vegas. "The test would be if NATPE were held in Minnesota," he said.

dent and general manager of Italy's RAI, called U.S. co-production involvement a necessity if countries such as his are to mount big-budget programing. "This is the only way," he said, "if you want to recoup" the financial investment.

Mr. Pachetti cited an eight-hour *Marco Polo* co-production effort among RAI, Procter & Gamble from the U.S. and Dentsu. And he noted that his network now shoots in English to accommodate American viewers.

There are limitations on the manner in which the BBC handles co-production, John Stringer, commercial operations chief in New York, pointed out. "You can't do it by committee," he said, explaining that one producing country must have the final say. "We're not really smitten with a continual running dialogue" about production, he said. As for BBC exports last year, Mr. Stringer said that sales totalled \$15 million to 92 countries.

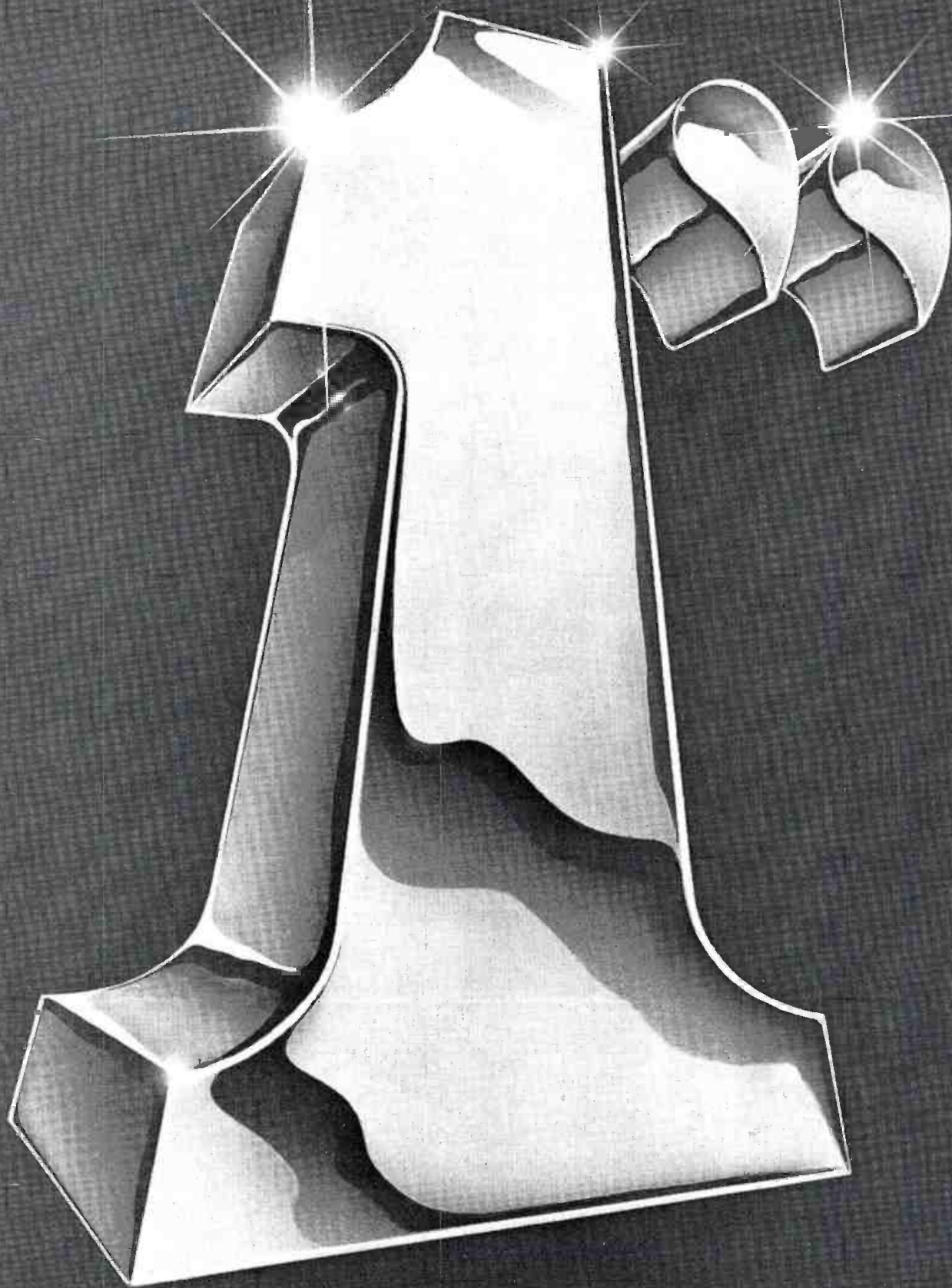
Joseph Wallach, executive director of Brazil's TV Globo, noting an increased TV sophistication worldwide, claimed that "the U.S. dominance will begin to decline" as an exporter. Although "haphazard" in the past, Mr. Wallach said that TV Globo is beefing up its exportation efforts. Co-production also is being pursued, he said.

Program director a dead-end job?

Panelists at NATPE session question chances of moving up to general management

An NATPE workshop session that was supposed to address the question of "How to Manage, by Guts or by Guile," turned instead into a heated discussion of whether program directors make general manager material. Neither the panelist who started it nor the audience members who challenged him yielded their positions.

The troublemaker was Bill Brower of the



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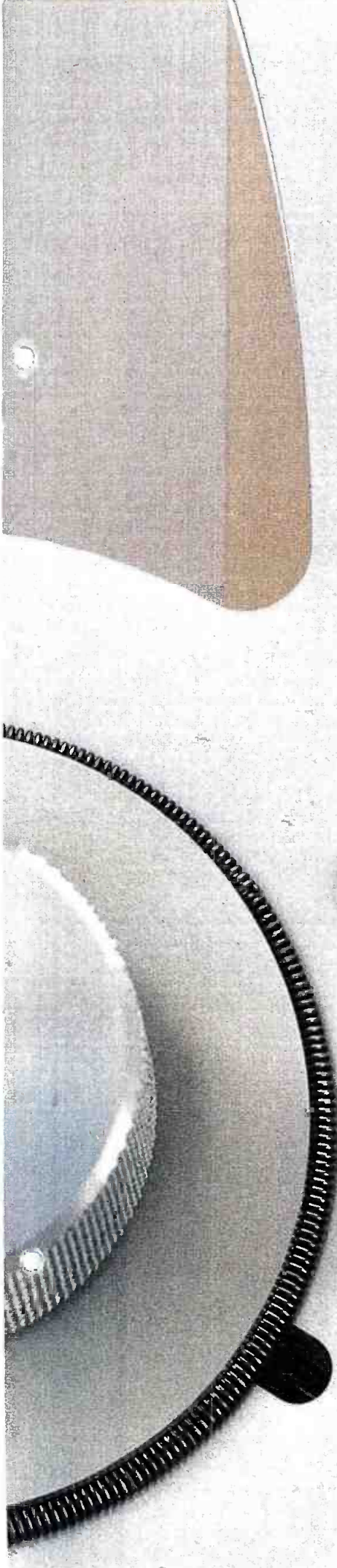
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Sterling Institute, Washington, who opened the session by asking how many station programmers in the room thought they were going on to management positions. When most raised their hands, he said: "You'll never make it; if you're typical, you're not going to make it."

The primary reason, Mr. Brower continued, was that programmers were so consumed with their jobs that they neglected to develop basic management skills. "You have to have specific goals," he said, noting that sales people, by contrast, usually do. That's why they, not programmers, usually move up to the senior management positions, he said.

That theme—that planning is a basic requisite of management, and a skill too often absent in program department ranks—was echoed by the other two panelists, Bill Wilkinsky of the Athyn Group, Philadelphia, and Reid Shaw of Blair & Co., New York. Mr. Wilkinsky spoke of the need for integrating job skills with people skills to "make sure what you want to happen actually happens." Mr. Shaw spoke for strategic planning, to assure that the company will have the future under control rather than vice versa. By way of example, and speaking from experience in his former association as head of General Electric stations, Mr. Shaw said that, during the 1960's, "it was clear that viewers wanted more programs than over-the-air broadcasting could provide, it was clear that cable could meet the public demand and it was clear that if the people wanted it the government wasn't going to get in the way." The choice then, he said, was for broadcasters to ignore it, fight it or get in it. The enlightened broadcaster got in, he said.

What about intuition and judgment? And does planning take the fun out of management? No, said Mr. Wilkinsky, saying that programmers often *think* they're acting out of intuition when in reality they're following good planning principles.

Mr. Brower closed on the note he had sounded at the beginning. "What got you where you are now won't take you where you want to go," he said.

The new and more expensive look for syndication

Katz conference in Las Vegas hears Lear urge stations to demand better product; rep firm executives cite rise in costs and trend to new faces and types of programs

Not on the official agenda but heavily attended during last week's NATPE conference was Katz Television's annual miniconference, an early evening session with esthetics from producer Norman Lear and nuts-and-bolts programming advice from the Katz team.

Weighing heavily on Mr. Lear's mind was the "lunacy of sweep weeks" when, he said, "titillating titles" outside the



Here's Norman. Headlining last week's Katz Television programming session held concurrent with the NATPE convention was producer Norman Lear (r) who encouraged broadcasters to go for quality rather than short-term ratings gain. Joining him at the podium was Alan Bennett, Katz Television's programming vice president.

regular schedule determine rate cards. Mr. Lear claimed to see no reason now to expect improvement in what he characterized as a "masturbatory exercise." But he explained that the situation can be changed if stations program for the future rather than the short-term success.

Similarly, he said that the future of television and the public are being failed with "the 95th rendition of a game show . . . in formats you'd just as soon not have associated with your station."

Mr. Lear encouraged stations to demand something better from producers but also not to be as quick in rejecting new concepts that don't catch on right away. The choice, he said, is between the "collective good" and the short-term gain, and if the latter is chosen, he claimed, "we are all the losers."

Mr. Lear did not mention his own new first-run property offered at the conference—*The Baxters*, produced in association with BBI Productions.

Shows and prices were key to the presentation of Alan Bennett, Katz's programming vice president. Wrong programming decisions can trigger financial disaster, Mr. Bennett said, citing Nashville, the 30th market, as an example of how high the stakes are. Taking three Paramount products, he explained, *Brady Bunch* cost \$450 per episode there in 1976; the *Happy Days* price was 1,069% higher, \$4,750, in 1977, and the following year *Laverne & Shirley* went for \$9,100, a jump of 2,092% over *Brady Bunch*.

Gone are the days, he said, when CBS-TV was programming an abundance of all-family programs that would go into syndication. And he added that scarcity of such fare now is driving prices up, as there is an increasing polarization between shows for children and shows for adults.

Mr. Bennett, stressed however, that the future by no means looks bad for the television executive. In filling the weekday 4-6 p.m. slots, he suggested alternatives. Features with highly exploitable titles, he

said, can bring in fringe-time numbers.

He also put out the call for "third generation" talk shows featuring "young, sexually appealing, and very 'fast'" hosts. He claimed that the current crop—Mike Douglas, Merv Griffin and Dinah Shore—are no longer sex symbols.

For women 18-49, Mr. Bennett said, Phil Donahue and David Hartman (*Good Morning America*) have the attractive image and format. He said that Group W's canceled *EveryDay* realized too late the importance of issue orientation and audience involvement used by *Donahue*. Mr. Bennett said that *Donahue* has a 90% success rate in winning the number-one slot in its time periods among women 18-49.

Phil Oldham, vice president, operations, programming, also referred to a diminished supply of all-family fare. The trend toward adult humor begun by *All in the Family* has greatly affected programming, he said. With the exception of *Star Trek* and westerns, he added, hour drama generally has been having a difficult time, further limiting program availability.

A trend he pointed out this year, to increase program supply, is the return of older network shows in a repackaged form. *Carol Burnett & Friends* already is an example, and others he saw following it in concept are Flip Wilson, Donny & Marie and *Laugh-In*. He also added that *Here's Lucy* may be back for more Lucille Ball exposure.

As for the amount of once-a-week checkerboard scheduling in access, Mr. Oldham said it is the "worst season in history." Since this past fall, he explained, twice as many stations have been stripping than in the previous year. He added that the number of stations stripping is likely to double again by next fall.

Independents admit that the hard work isn't over yet

Gathering at NATPE, they take pride in accomplishments, but remain aware of worlds to conquer

While no one's discounting their improved status, the independent stations represented at last week's NATPE conference admitted there's lots of ground left for them to cover—from programming to transmission.

According to Crawford Rice, executive vice president, Gaylord Broadcasting, the "nub of the problem" has been that independents can achieve high ratings with one-shot projects, but have a long way to go in establishing a strong, regularly scheduled prime-time line-up.

Leavitt Pope, president, WPIX(TV) New York, said that in the 1960's, independents discovered how to attract children in the afternoon; in the 1970's fringe and late-night were conquered, and in the 1980's, it will be time to learn how to compete in prime time, he said.

Mr. Pope said he hopes that enough

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first-run programing will be initiated by independents so the term "off-indie reruns" could become common. Mr. Pope said that he and others are looking into a half-hour soap opera that could be stripped five times a week for production costs of \$200,000 as opposed to the Operation Prime Time production costs of \$750,000 an hour.

Mr. Rice called for cooperative ventures between advertisers and stations. Marvin Koslow, vice president, Bristol-Myers, said that his company is willing to help but told the group that stations must be prepared for "investment spending."

Marvin Antonowsky, senior vice president, Universal Television, encouraged independents to try to go 52 weeks a year with original programing and suggested that they would be better off with fewer costume dramas and more, and cheaper, video taped shows.

Regarding satellite transmission, Bob Wormington, general manager of KBMA-TV Kansas City, Mo., one of the few commercial broadcasters to have an earth station, said that his colleagues are five years behind cable. He claimed that commercial broadcasters generally have been "on their duffs."

Networks, too, have been holding back, according to Mr. Rice. "It's no secret that the networks have been dragging their feet" on satellite transmission, he said. In his opinion, it's because they don't want to cut the land-line "umbilical cord" to the stations.

ABC-TV affiliates, in Las Vegas, get more word on winning streak

Top executives temper reports on first and second quarters with caution about rising costs; spring housecleaning in prime-time also announced

A little news was good news for the ABC-TV affiliates attending the NATPE convention in Las Vegas last week. Top network brass—Network President Fred Pierce, Television President James Duffy and Entertainment President Anthony Thomopoulos—painted as rosy a picture of the network's present and future as possible. Each pointed out that ABC was faring well in just about every daypart and with every type of programing. Mr. Duffy's "stewardship report" showed a strong first quarter for the network in the sales department, and he said that much of the second quarter was already sold out.

The first quarter, Mr. Duffy said, was the third highest in ABC's history—despite expectations from many segments of the financial world of an economic slowdown. Mr. Duffy did say, however, that the growth had been in "gross revenues" and not necessarily in profits. "Costs are escalating," he cautioned, "so



Doubleheader. Author Alex Haley (l) and producer David Wolper (r, with NATPE President A.R. Van Cantfort) appeared during the Tuesday luncheon last week. Mr. Haley, whose book, "Roots," has become television's most successful single vehicle, was that day's speaker. His word to the programing wise: Concentrate on the "humanity potentials" of television, and programs that cause the audience to react from within. Mr. Wolper, who brought both *Roots* series to the air, was presented, 14 years belatedly, with the NATPE man of the year award he wasn't on hand to receive in 1965.

don't be misled."

Mr. Duffy said, too, that the network was "very pleased" with the current condition of its *Good Morning, America* series, saying that it had managed to beat NBC-TV's morning stalwart, *Today*, twice in the past two weeks. He said that *Good Morning's* circulation had increased 14% in the past eight weeks. "It will not be long," he predicted, "before it is the number-one show."

Mr. Duffy also said that ABC's programs in late-night were "coming on strong" and giving stiff competition to another NBC old-timer, *The Tonight Show with Johnny Carson*. He pronounced the health of ABC's Saturday morning, sports and daytime schedules equally sound.

Both Mr. Duffy and Mr. Pierce expressed pleasure with the growing viewer acceptance of the network's principal news programs—*World News Tonight*, *Sunday World News Tonight* and *20/20*. Mr. Pierce said the daily edition of *World News* was "breathing hard on the heels" of NBC's evening news and that the Sunday edition "has paid off" with more viewers and greater affiliate acceptance. (Of the Sunday show, Mr. Duffy said its coverage has reached 79% of the television households and that ABC expects that figure to reach 85% by September.)

Mr. Thomopoulos said that 75% of ABC's fall schedule was already selected and that it had about 35 pilots in the works (18 to 20 comedies and 12 to 13 dramatic series). "ABC is looking forward to a very strong schedule for the fall," he said. "We want to be known as the network that presents good programing."

The announcements for the spring schedule included (some reported in BROADCASTING, March 12):

- March 13—a new series, *The Ropers*, premiered Tuesday at 9:30 p.m. NYT and will move to 10 p.m. on March 20.

- March 20—another new series, *13 Queens Boulevard*, premieres at 9:30 before moving to a regular 10:30 slot March 27.

- March 22—*Delta House* will be seen that Thursday at 9:30 before moving to 8:30 for a regular Saturday night slot,

following *What's Happening!!* in a new 8 p.m. time.

- March 25—*Friends* will premiere in its regular 7-8 p.m. Sunday time.

- March 27—*The McKenzies of Paradise Cove*, a new series, will bow in at 8:30 before moving April 4 for three or four weeks in the regular Wednesday 8-9 p.m. slot of *Eight Is Enough*, which will be temporarily removed from the schedule.

- March 29—*Carter Country* will reappear Thursdays at 9:30.

- March 30—*Family* moves to 8-9 p.m. on Fridays.

- April 4—*Doctor's Private Lives* takes over the old *Family* slot of 10-11 p.m. on Thursdays.

For May, ABC will be running a number of specials and miniseries, including: *Ike: The War Years* (six-hour miniseries); *The Playboy 25th Anniversary Special*; a *Guinness Book of World Records Special*; *The TV Annual Awards*; a Barry Manilow special, and a special two-hour *Eight Is Enough*. In addition during May, ABC will air four new made-for-television movies—*House Hunting*, *Vacation Into Hell*, *Hatred* and *Love's Savage Fury*—and a repeat of the theatrical release, "Butch Cassidy and the Sundance Kid."

Some of this, some of that for CBS affiliates

At NATPE meeting, they hear network will program 1-1:30, but give back another half hour; executives admit schedule is unsettled but insist it's necessary for success in coming years; there's also strong endorsement of longer sweep measurement periods

The questions ranged from the role of Chairman William S. Paley in programing to the network's treatment of the upcoming *Flesh and Blood* miniseries, and no

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one issue dominated last week's CBS-TV affiliates meeting during the NATPE convention.

The network's contingent, led by James Rosenfield, CBS Television Network president, did, however, let the local programmers know that:

- CBS-TV intends to follow ABC-TV and NBC-TV in programming 1-1:30 p.m. NYT and likely will return a half hour between noon and 1 p.m.

- Its prime-time schedule is "in an interim period now" as the network is "trying to stay alive" and build for next season with specials and short-term series experiments.

- The network endorses "some form" of continuous ratings measurement and expects that a service covering about 47 weeks will be developed in the next 18 to 24 months.

In answer to an affiliate's concern about CBS-TV's daytime ratings performance, Mike Ogiens, vice president, daytime, made it clear that the network must program 1-1:30 p.m. By doing so, he explained, "we'll be able to make a real dent in ABC's line-up." His colleague, Bud Grant, vice president, programs, agreed: "We're going to have to face it sooner or later." (That half hour now is network time on both ABC-TV and NBC-TV.)

Asked when CBS-TV would return to a staple of regular series rather than specials and short-runs, Mr. Rosenfield said he's hopeful "normalcy" will return next season. He explained that counterprogramming and series development have necessitated a constantly changing schedule.

As for continuous ratings, CBS-TV was said to have endorsed the idea from the outset. Within two years, Mr. Rosenfield projected, continuous measurement for about 47 weeks will be available. The "need is so acute and universally accepted," he claimed, that "now is the time this will happen."

While the service will be more expensive than the current sweeps, he said the costs are minor when compared to what's spent on "stunting." And he added that "some rebalancing" would be necessary as to who pays for it. Right now, he said, stations pick up the lion's share. In the future, he added, "the economic impact will have to be spread differently."

Mr. Rosenfield said that the network has to wait and see how new shows are doing and warned against announcing the specials too early since the other networks will be counterprogramming. "In the wildly competitive battle," he said, "it behooves us to play checkers a little more than you or we would like." And he mused: "Only the public is more confused about the schedule than the network and affiliates."

To criticism of the movie, *Coach*, CBS executives admitted their disappointment but also said improvement would have required considerable reshooting. Asked why the network would even put it on the air, Mr. Rosenfield said: "Next question."

Asked how to respond to viewers who might characterize such a movie as "gar-



They're honored. NATPE's second full-dress, show-business presentation of its Iris awards for local TV programming excellence featured "award of the year" honors to Bob Hope (top picture) along with master of ceremonies Richard Dawson (*Family Feud*) (middle picture) and such celebrity presenters as Dinah Shore and Allen Ludden (bottom picture). Two station awards were presented in each category, one for stations in the top 25 markets, the second for all other markets. Those categories, and their respective winners (with the responsible program executive's name in parentheses): performing arts, KING-TV Seattle for *Galileo: A Dragon in Time* (Bob Guy) and KUTV Salt Lake City for *Extra: A Special Dance* (Bob Temple); children's programming, KNBC Los Angeles for *Tut: Son of the Sun* (Warren Baker) and WWTB Richmond, Va., for *Jack and the Juke Box* (John Shreves); in the "other" category, WCVB-TV Boston for *The Baxters: Toga Party* (Bruce Marson) and WHIO-TV Dayton, Ohio, for *Gettysburg, the Turning Point* (John Clark); sports, KNXT Los Angeles for *Saturday Morning Fever* (Larry Forsdick) and WIBW-TV Topeka, Kan., for *Royals: Roadmania* (Dick Siley); interview, KATU Portland, Ore., for *Town Hall: The Great Tax Debate* (Chuck Gingold); and WBRZ-TV Baton Rouge for *Take 2* (Ray Alexander); public affairs, KBTB Denver for *The Biggest Sting* (Charles T. Leasure) and WAVE-TV Louisville, Ky., for *No Way to Treat a River* (Jim Kellor); variety, KIRO-TV Seattle for *Around Here* (Nick Freeman) and KGMB-TV Honolulu for *Homegrown III* (Phil Arnone).

bage," Donn O'Brien, CBS vice president, program practices, advised telling them to turn it off.

The upcoming miniseries of Pete Hamill's *Flesh and Blood*, Mr. Rosenfield said, "has been very closely watched." The book's subplot of a love affair between mother and son will not be noticeable in the miniseries unless someone has read the original, Mr. Rosenfield explained, adding that it is a "movie about a fighter."

Although he expects the miniseries to be a ratings winner, Mr. Rosenfield said

that it won't be in the May sweeps because "it isn't finished" and the producer has asked for more time.

Regarding the direct programming role of Chairman Paley, Mr. Grant said: "He's very helpful." Mr. Rosenfield added that he's "very much" involved—especially since video cassettes allow him to see all the new pilots, even if he is unable to attend preliminary meetings. With cassettes, Mr. Rosenfield said that Mr. Paley is able to watch everything that is made and "is far better prepared than in the past."

On other fronts, Mr. Grant said that

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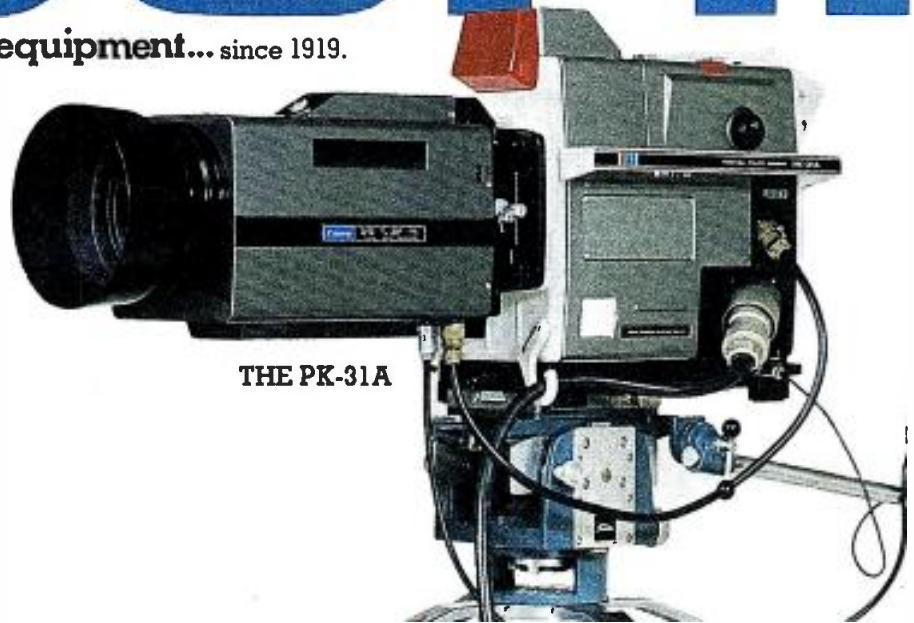
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TOSHIBA... In Touch with Tomorrow

CBS-TV has been having "a first shot on most of the new product in town [Hollywood]." In variety specials he explained that it is now "less the entertainer than the concept." He said that first the network must find the proper concept, then do its casting. In explaining the difficulty of getting talent on air, he said that CBS-TV has had a deal with singer Linda Ronstadt for the past two years but has been unable to get her into the studio.

Next season, Mr. Grant said, *M*A*S*H* will be returning, but he added that "it's less than even money that *All in the Family* will be back." However, he explained that "I'm not going to count it out yet."

NBC-TV emerges mostly unscathed after meeting with its stations

Affiliates are mollified by signs of movement at network, although some yearn for stability; worries surface, however, over 'Weekend,' 'Today,' 'Tonight'

NBC-TV's affiliate meeting was the one of the greatest interest at NATPE last week. It's the network in deepest trouble, and the advance expectation was for a repeat of the acrimonious exchange that marked last year's meeting (BROADCASTING, March 13, 1978). It didn't happen. Instead, many affiliates went away believing that a turnabout in program fortunes might be in prospect and that, if nothing else, there was action.

Indeed, if there was one major criticism expressed during the meeting, it was that there may be too much action in that network's program experimentation. How can the viewers be expected to know what's going on if the stations themselves can't keep up? was one question from the floor. The answer from Mike Weinblatt, the president of NBC Entertainment, and the senior program executive present: It's the price to be paid for progress. The alternative: standing still.

If NBC was caught unprepared for last year's criticism, it wasn't this time. Before the affiliates had a chance to begin a harangue, the network pre-empted the session with a half-hour presentation of projects in various stages of readiness for the upcoming season. Although many of the titles, and the accompanying program descriptions, were met with laughter, the presentation had the effect of portraying the network as a vigorous searcher after—and investor in—program futures.

Not that the network escaped criticism. One of the most vigorous and most frequent concerned the news division's *Weekend* series, clearly an unpopular vehicle with many of the affiliates. One of the senior spokesmen—Jack Harris of KPRC-TV Houston, who was for years head of the affiliates board—said he couldn't resist ris-



Precursor. An added attraction during the IRIS awards presentation at NATPE was a special president's award to Group W and producer Bill Hillier (pictured) for the *PM Magazine* series. That show began as the *Evening* series on Westinghouse's KPX(TV) San Francisco, and as such was eligible for the IRIS competition for local program excellence. It lost that eligibility when Westinghouse extended it to other stations in syndication. NATPE's leadership, wanting to recognize the programing breakthrough, fell back on the president's right to bestow special honors. Will nonstation or nongroup syndicated programing be considered for future IRIS honors? It's an even bet.

ing to suggest "major surgery" for the show. Its approach is "smart-ass," he said, putting most of the blame on the series' executive producer, Reuven Frank.

Two other properties also came in for affiliate criticism: the *Today Show* and the *Tonight Show*. Both have suffered audience erosion as ABC and CBS competition has mounted, and the affiliates were concerned that further erosion was in prospect. The answer from the network: Both shows still hold commanding leads in their time periods, but the network is aware of their problems and is moving to meet them.

Dick Fischer, executive vice president of NBC News, volunteered that plans were under way to beef up the evening news, too, under new executive producer Paul Greenberg. Among the changes: a new set, with an election-night or control-room look to it, that may go into use in two to three weeks. Speaking of *Weekend*, Mr. Fischer said it would be made "slightly harder" and more topical.

In response to an affiliate's question about the wisdom of NBC's new television critic, Ron Hendren, advising viewers to turn to another network when he found NBC's own shows distasteful as Mr. Hendren did in his debut appearance, knocking an NBC movie, and suggesting viewers tune elsewhere (BROADCASTING, Jan. 22), Mr. Fischer said: "He won't do that any more." Nevertheless, he did say the critic would continue to be given a free hand in criticizing NBC's own shows.

Another affiliate—noting that the network's executives had repeatedly referred to problems caused by the nondelivery of

specials or series episodes—asked how the network could be prepared to announce its fall schedule by April 15, as NBC President Fred Silverman has declared to be his intention. The answer, from Mr. Weinblatt, was that it was a damned-if-you-do, damned-if-you-don't situation. On the one hand, the network does not want to make a fall season commitment without seeing a pilot. On the other, it wants to make decisions early to give producers sufficient lead time to come up with quality episodes. "If we're not ready [by April 15] we won't do it," he said. Mr. Mulholland added, however, that it remains NBC's intention to move the announcement date up three to four weeks this year, and up still another three to four weeks next year.

On the business front, Mr. Mulholland said sales are holding up well, regardless of talk about recession in the over-all economy. Both second- and third-quarter sales he called good and, to his best knowledge, comparable to sales on the other networks. Indeed, he said NBC had outbilled ABC and CBS for the first six weeks of 1979, although he admitted that Super Bowl sales accounted for some of that margin.

One affiliate complaint that NBC seemed eager to answer had to do with network promotion. There's a new campaign in development now, Mr. Weinblatt said—one that has Fred Silverman so excited that "he's going up and down the halls playing it to people on a tape recorder," and "snapping his fingers." It will be unveiled at the annual affiliates convention in May. Mr. Weinblatt also forecast new management in the promotion department.

The meeting's most optimistic evaluation came from William Putnam, of Springfield (Mass.) Broadcasting and a member of the NBC affiliates board: "There is hope at NBC," he said, "and we should know it." Later, pressed by BROADCASTING for elaboration, he said that, after long years of indirection, a strong management team was in place and taking charge. Echoed Jack Harris: "There may be confusion [in what's going on now], but there's action."

Public broadcasters in Las Vegas see more involvement in future NATPE's

Despite some syndicators' belief that their prices are too high for public TV, there is feeling that noncommercial sector could be 'alternate buyer' in a market

Public television stations and Public Broadcasting Service officials were at the NATPE convention last week, and it appears that they will be there in even greater numbers in the future. "You can expect to find more general involvement in the NATPE marketplace" from the noncommercial stations, said Ron Devillier, PBS's

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The PBS structure—which in most cases precludes the Washington organization from acting as a central purchaser of programs for the system—didn't stop Mr. Devillier and Brian Donegan, the non-commercial network's assistant director of acquisitions, from talking with MGM about a program package. (PBS ran an MGM package of classic films during its Festival '79 that concluded on Sunday.) But they were also there, Mr. Devillier said, to talk with one or two independent producers about some original productions for member stations.

And those stations, too, were represented at NATPE. Among them: WNET(TV) New York, KERA(TV) Dallas, WQED(TV) Pittsburgh, WNED(TV) Buffalo, KQED(TV) San Francisco and WYES(TV) New Orleans. Two regional networks also were there—Southern Educational Communication Authority, Columbia, S.C., and the Central Educational Network, Chicago.

For PBS, however, Mr. Devillier said that NATPE was “not really a shopping trip” as much as a place for “keeping an eye on the industry.”

In all, about 40 public television stations and organizations were represented at NATPE.

Fred Cohen, a Washington-based international television consultant and a former PBS official, said that the public stations had the potential for becoming major NATPE participants as well as programming buyers. They could especially make their mark in the latter instance, he said, in markets where syndicators, for a number of reasons, are prevented from selling to local commercial outlets. Public stations, he said, can be looked upon as the “alternative buyer” in a market.

At the PBS affiliates meeting on Sunday, the noncommercial broadcasters heard from several of the syndicators present that in many instances the public stations simply could not afford to meet the prices the programmers require. “We can't give it away,” one said.

Given the apparent success of the old-movie package for PBS's fund-raising week, some did say there may be a market there. “It depends on how commercial they become,” Mr. Cohen said, as to whether the public stations will begin buying programs with an eye on their potential for attracting viewer contributions or corporate underwriters.

The PBS stations are already a major buyer of foreign television product and, as was pointed out at the affiliates meeting, as long as residuals continue to drive up the cost of commercial productions, they are likely to remain so. Time-Life, through its arrangement with the BBC, is already a major supplier to PBS, Mr. Devillier said.

In some cases, too, PBS may be looking at the network programs “that fell through the crack,” Mr. Devillier said. He pointed specifically to NBC-TV's ratings failure of last year, *Lifeline*. He said he would put that on PBS “in a minute” because it was a high-quality program. “We're not looking at the *Lavernes and Shirleys*,” he said.

Broadcast Advertising

Still stuck on sugar as FTC children's hearing goes to week two

Choate wants scope of proceeding expanded; surgeon general and FDA commissioner cite link between sweets and tooth decay

The Washington phase of the Federal Trade Commission's children's advertising inquiry approached the midway point last week with five long, often technical days of testimony.

Week two of the hearings, which are examining proposals to limit or ban advertising aimed at children, produced few surprises. It did, however, produce for the record considerable evidence on the health and dental effects of sugar.

Perhaps the most radical proposal of the week came Monday morning from Robert Choate, president of the Council on Children, Media and Merchandising. Mr. Choate noted that only 8% of children's viewing is during the Saturday morning period, and argued the hearings should thoroughly examine the other 92% as well before a decision on a rule is reached. He predicted that “if the FTC issues a rule which concerns Saturday morning in the main, sponsors, advertisers and broadcasters will increase their attention to the non-Saturday period in an effort to escape any FTC constraints.”

As such, Mr. Choate suggested eight amendments to the proposed regulations, which included conveying essential nutritional and dental information in conjunction with food and beverage commercials, and stimulating parent/child discussions about consumerism in the marketplace. The latter proposal, Mr. Choate said,

would require TV stations that attract substantial child audiences to present daily a series of long public service announcements, during a time when the chances for child/parent joint TV watching are optimal, that show the history of a commercial, from conception to airing. He predicted that such a plan would “insure that a maximum effort has been made to diminish unfair commercial communication to the young child.” But Mr. Choate added that if his recommendations did not improve the child's understanding of television commercials, a ban would seem “the only alternative.”

Tuesday morning brought a trio of health experts to the hearings: Surgeon General Julius Richmond, Food and Drug Commissioner Donald Kennedy and James Carlos of the National Institute of Dental Research.

Dr. Richmond stopped short of endorsing the FTC proposal, but said he thought that, in light of research showing that sugar contributes to dental problems, the FTC inquiry should run its course. “I think we should consider seriously the need for government intervention to protect the very young from unfair commercial exploitation,” he said.

Dr. Richmond said televised advertising of sugared products to youngsters is one of the factors “which shape the nutritional habits of young children,” and added:

“I seriously question the wisdom of permitting a steady stream of advertising promoting consumption of sugared foods to children who are too young to make informed judgments about risks to their health.”

Mr. Kennedy said the FDA was now deciding whether or not to accept a 1970 report on sugar by a panel formerly known as the Federation of American Societies for Experimental Biology (FASEB). The validity of the FASEB report's findings concerning sugar have been much debated so far, as some authorities cite it as being the best available evidence.

Dr. Carlos, who heads the NIDR's Na-



Bureaucrats to bureaucrats. Testifying on Tuesday (l-r): James Carlos of the National Institute of Dental Research; Surgeon General Julius Richmond, and Donald Kennedy of the Food and Drug Administration.

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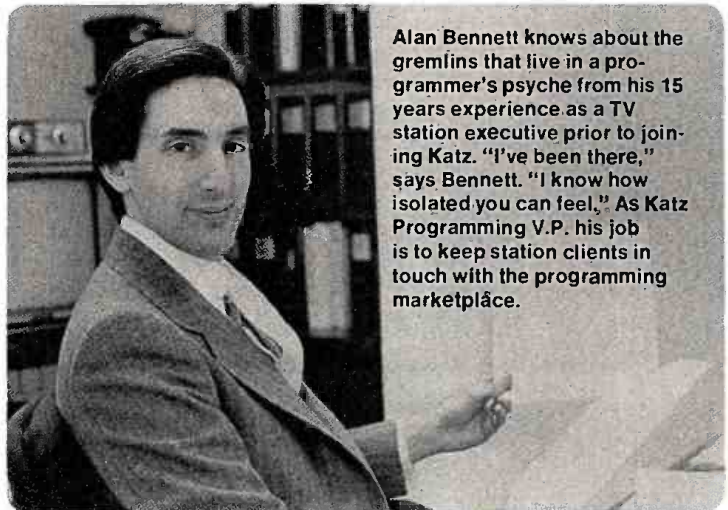


The steely-eyed, poker-faced, no-nerves high rollers of lore are two-bit gamblers compared to station executives who buy and schedule TV programs.

"No question about it," admits Alan Bennett, "programming decisions are a big gamble. And good players stretch the odds by betting on-the-come. But there are ways to give yourself an edge."

Giving stations an edge is Bennett's business. As Katz Vice President for Programming, Bennett runs a department which keeps tabs on all of the big and little facts and trends—from prices to program plots—that help TV stations develop a winning program strategy.

As national sales and marketing representative for stations reaching 50% of the country's TV audience, Katz is sought after by producers, syndicators and distributors. This gives the Programming Department the opportunity to pursue a constant, direct contact with sources of pro-



Alan Bennett knows about the gremlins that live in a programmer's psyche from his 15 years experience as a TV station executive prior to joining Katz. "I've been there," says Bennett. "I know how isolated you can feel." As Katz Programming V.P. his job is to keep station clients in touch with the programming marketplace.

gram supply. A sophisticated research staff maintains track records on just about every syndicated show and feature film available for broadcast.

Even with this data, Bennett concedes that "intuitive reaction is an essential talent of the top-notch programmer."

He hastens to add that programming decisions based on "gut feelings" can turn into ulcers without ad-

What's the audience potential of these feature films?

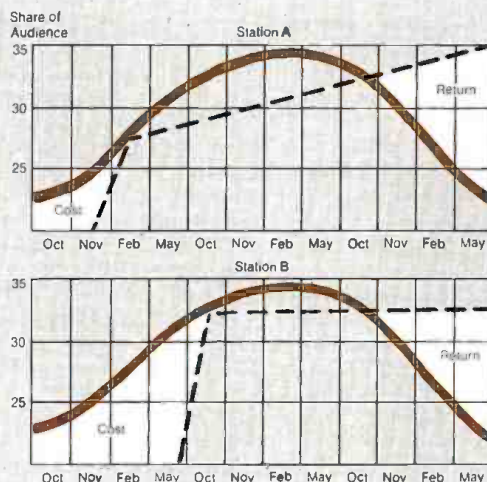
- "Walking Tall"
- "Mame"
- "The Great Waldo Pepper"
- "The Sterile Cuckoo"
- "Five Easy Pieces"
- "Top Secret"

One of the newest tools Katz has developed to aid client stations in programming decisions is the "Motion Picture Evaluation System." It rates the audience poten-

tial of an individual title or a package of features. The system indexes a film's audience-producing prowess fourteen different ways—from cost and plot to theatrical and network performance.

If you'd like to know how the Evaluation System ranks the feature films above, drop a note to Katz Programming.

The bell-shaped curves represent a typical performance cycle for a first-run syndicated TV series. Spot rates are highest following peak audience delivery. Station "A" bought early at low cost and achieves high return. Station "B" waited, paid a premium and realizes a smaller return.



vance planning. "Now is the time," he says, "to be talking about 1981 and beyond."

In working with stations on long-range scheduling strategies, Katz Programming keeps clients updated on available product, analyses inventory and appraises them of program prices and cost/return ratios.

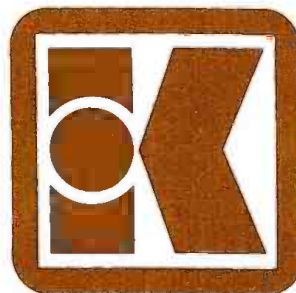
Stations are advised to play offense in their programming decisions. "If you're out front," says Bennett, "you can plan ahead. You can lock-up the good properties. You can buy programs with flexibility instead of buying programs to solve problems. Sure you take up-front risks, but meanwhile you've got the competition scrambling to play catch-up."

How the game is played varies according to type of program and daypart being scheduled. But there is one constant: timing. The dwindling supply of good program

product magnifies this critical factor. If the station executive is not prepared to make the decision today, he may not have the option tomorrow.

"Our job," says Bennett, "is to help stations avoid crisis decision-making; to prepare them to act ahead of the marketplace; to improve their odds when they make programming decisions."

A Programming Department is just one of the resources you need to be the best in the rep business. Katz has it all.



Katz. The best.

tional Caries Program, said sugar is the major factor contributing to tooth decay, although there are a number of factors that must be present for the formation of cavities.

He added there was a "clear and present danger" in the advertising of sugared foods, and if the ads were stopped, the incidence of tooth decay would decline. But Dr. Carlos admitted there could never be a human study which unequivocally proves a causative relationship between sugar and tooth decay, since using human subjects for such a study would be unethical and impractical.

On Friday, the Constitution got its first going-over in the Washington hearings. Professor Charles Alan Wright, originally scheduled to appear March 30, came out strongly against the FTC proposals.

He said the FTC staff report contains a number of inaccurate conclusions, including an analogy with regard to cigarette advertising. The staff report also devotes three times as many pages to arguing that the advertising in question is "unfair," rather than "deceptive," Mr. Wright said. "But there is not a word in any of the commercial speech decisions suggesting that advertising may be restricted because it is 'unfair,'" he added.

Mr. Wright concluded that the proposed bans may discriminate against electronic media. "If there is a constitutional right to present truthful advertisements of sugared products in other media, there is a constitutional right to do so on television," he said.

With two weeks of hearings remaining, it appears that few, if any, issues have been resolved. Administrative Law Judge Morton Needelman, however, has continued to concentrate on the Saturday morning time slot, and has often explored with witnesses differences between younger and older children and their ability to understand the messages of TV advertising. This has prompted speculation by at least some industry representatives that Mr. Needelman may ultimately suggest some sort of compromise in his recommendation to the commission.

FTC staffers, meanwhile, must be speculating on the eventual outcome of their appeal filed in the District of Columbia Court of Appeals last week seeking the reinstatement of Chairman Michael Pertschuk in the proceedings. The appeal states there was no basis for a district judge's disqualification of Mr. Pertschuk. "The chairman has made it very clear that he is approaching the children's advertising rulemaking proceeding with an open mind, and that he will make his decision based on the record. Case law and considerations of public policy establish that the chairman's expression of his preliminary views on the fundamental issues involved in the children's advertising proceeding are not disqualifying," the brief stated.

Mr. Pertschuk was disqualified from the inquiry by U.S. District Court Judge Gerhard Gesell, and Commissioner Robert Pitofsky voluntarily removed himself from the proceedings. With the resig-

nation of Elizabeth Dole, a commission quorum doesn't exist. Mr. Pertschuk ordered, however, that the inquiry not proceed past the legislative phase until a quorum has been achieved. This will come either with his reinstatement to the case or with the appointment of a new commissioner—another source of speculation.

The one (and perhaps only) area where there is no speculation is on this week's witness list. It's another full week with, among others, the National Soft Drink Association scheduled for Monday; Kellogg and the National Association of Broadcasters on Tuesday; Representatives Fred Richmond (D-N.Y.) and Patricia Schroeder (D-Colo.) are up Wednesday; CBS, Metromedia and the Toy Manufacturers of America are scheduled for Thursday; and the New York Council on Children's Television testifies Friday.

In addition to this week, one additional week of hearings is scheduled. The first round of the hearings started Jan. 15 in San Francisco and ran for 10 days.

■ In a related matter, the FCC deadline for filing reply comments in its inquiry into children's programming and advertising practices passed last week—but not unnoticed. The commission received a number of detailed comments, mostly from broadcasters, and mostly expressing displeasure with the investigation.

The National Association of Broadcasters said that groups such as Action for Children's Television had noted a lack of information regarding separation devices between commercials and children's programs. NAB said its new guidelines, however, effective Sept. 1, "will serve to standardize the format for separator devices already required by the code" (BROADCASTING, March 12).

The Association of Independent Television Stations also took issue with the nature of the inquiry. It said that groups such as ACT "have not met their burden of demonstrating any harm from existing children's television. Moreover, the regulatory steps they propose are contrary to the express intent of Congress when it established the commercial broadcast system."

House unit casts critical eye on children's ad proceeding

Appropriations subcommittee, reviewing commission's budget proposal for '80, doesn't approve of some spending on current investigation, recalls last year's warning on reimbursements

Members of the House Appropriations Subcommittee with jurisdiction over the Federal Trade Commission were critical of the commission's handling of the pro-

posed children's advertising trade rule, but their attacks last week did not on their face presage the kind of drastic action taken by the same subcommittee to try to halt the proceeding last year.

Last year the panel, the Subcommittee on State, Justice, Commerce and the Judiciary, voted to prohibit the FTC from spending any of its fiscal 1979 appropriation on the promulgation of a rule such as the children's advertising rule. With broadcast, food and toy industries lobbying both the House and Senate heavily to block the commission, the amendment stuck in the full House Appropriations Committee. It was dropped in a conference with the Senate, but the stern warning remained against hasty action, and the FTC was urged to bear in mind the serious free-expression issues raised by any attempt to curtail TV advertising.

There were no overt threats last week to repeat that process this year; members instead attacked the proceeding indirectly through criticism of the commission's awards of money for citizen participation in the children's case. Representative Mark Andrews (R-N.D.), one of the leaders of the attack against the proceeding last year, was the most vocal, telling FTC Chairman Michael Pertschuk that "it certainly looks like you ignored the concerns we raised last year" when the House-Senate conference committee directed the commission to spend its funds for public participation in a "fair and balanced manner." Rather than do that, the congressman said, "it looks like you spent most of the money on one proceeding"—the children's advertising proceeding.

Mr. Pertschuk and Albert Kramer, head of the FTC Bureau of Consumer Protection, answered Mr. Andrews that the children's proceeding, now in hearings, is at the stage where demands for the funds are highest. Since the start of the proceeding, the FTC has committed \$316,408 in citizen participation funds for the children's advertising proceeding.

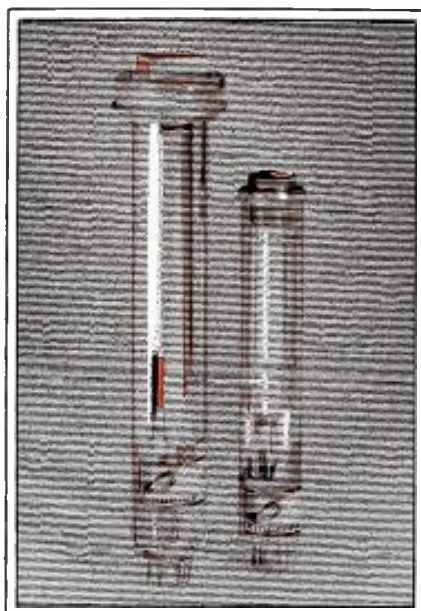
Representative Andrews also criticized the commission for grants made to the Community Nutrition Institute and the Council on Children, Media and Merchandising for surveys for the record of the proceeding. "Their very names indicate they already have a fixed philosophical position," he said.

The only direct criticism of the proposed rule came when Mr. Andrews said, "The members feel your agency is getting into a major policy area that should be left to Congress." Chairman Pertschuk's response was that he thinks children's advertising is "certainly an appropriate issue... for Congress to take up." He noted that Congress pre-empted the commission when it voted the cigarette ad ban for TV.

The FTC's budget request for 1980 is \$69,021,000, which represents a \$4,271,000 increase over fiscal 1979. Of that, \$277,000 and seven "work years" (of a total of 1,784) have been allotted to the children's advertising proceeding. FTC staffers at the hearing said no money in 1980 is allotted to citizen participation reimbursement in the children's proceeding.

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Syndication by satellite is proposed

RCA, Viacom, Post-Newsweek join for test of system they say could cost less than bicycling; first reactions reserved, but more word due at next week's NAB show

The possibility that one company might supply satellite earth stations—at no cost—to every commercial broadcast outlet in the country was raised during the NATPE conference when RCA American Communications Inc., in concert with Viacom International and the Post-Newsweek Stations group, announced an experimental program to see whether such a distribution system makes sense (“Closed Circuit,” March 12).

At the outset, some time between August and October this year, RCA Americom plans to install earth stations at four stations owned by the P-N group (WDIV-TV Detroit; WJXT Jacksonville, Fla.; WFSB-TV Hartford, Conn., and WPLG Miami). Viacom will use RCA's Satcom satellites to relay such syndicated programs as *All in the Family* and *Family Feud* to those stations during the test period.

The system itself has the acronym “SMARTS,” for “selective multiple address radio and television service.”

Should the test work—and perhaps even in advance of that if enough other distributors and stations express sufficient interest—RCA says it is prepared to order earth stations for a nationwide system, at an investment of perhaps \$20 million.

Reaction at the NATPE conference was muted last week, although most delegates regarded it as an interesting and perhaps even bold next step in the utilization of satellites for program distribution. A better test will come at the National Association of Broadcasters convention in Dallas next week, when more stations will have had a chance to absorb the significance of the announcement and managers will have the benefit of their engineers' counsel.

There was, on the part of some delegates; a tendency to look this gift horse in the mouth. “Why would we want an earth station that looks only at the RCA satellite?” asked one. “Why should the station take over the burden of distribution now borne by the syndicator?” asked another (referring to the fact that stations would have to man recorders to tape incoming traffic, perhaps at hours when engineering departments are now dark). A major distributor questioned whether tape itself was the best eventual distribution system for syndicated product, with video-disk technology on the horizon. One broadcaster noted that earth stations

Proposed post-experimental phase Uplink & Satellite Charges*				
	Nonpre-emptible		Pre-emptible	
	Peak time	Off-peak time	Peak time	Off-peak time
Occasional use	\$750.00	\$450.00	\$350.00	\$350.00
1,000 hr. per year commitment	520.00	300.00	250.00	250.00
2,000 hr. per year commitment	420.00	250.00	200.00	200.00
	Protected		Nonpre-emptible	
	Peak time	Off-peak time	Peak time	Off-peak time
Fixed-term use				
6 hr. per day commitment†	\$276.83	\$125.00	\$213.00	\$100.00
12 hr. per day commitment†	263.33	125.00	200.83	100.00
18 hr. per day commitment†	246.66	125.00	187.33	100.00
24 hr. per day commitment†		183.33		137.50
Command and control center usage	\$50/hr.			
Receive earth station occasional usage**	\$50/hr/station, maximum			
	\$300/hr. for 20 stations			
	\$15/hr. for each station over 20			
Fixed-term use (minimum of 20 stations)	\$170/hr.			
6 hr. per day commitment	\$8.50/hr. for each additional station			
12 hr. per day commitment	\$90/hr.			
18 hr. per day commitment	\$4.50/hr. for each additional station			
24 hr. per day commitment	\$65/hr.			
	\$3.25/hr. for each additional station			
	\$50/hr.			
	\$2.50/hr. for each additional station			

*Standard tariffed charges now in effect.

**Earth Station rates quoted above are budgetary and subject to change based upon results of the SMARTS test.

†Consecutive hours.

Note: Peak time—5 p.m.-1:59 a.m., Monday through Friday (NYT)
Noon to 2:59 a.m. Saturday and Sunday (NYT)

Off-peak time—2 a.m.-4:59 p.m., Monday through Friday (NYT)
3 a.m. to 11:59 a.m. Saturday and Sunday (NYT)

themselves are relatively inexpensive—less, for example, than a studio camera—and that getting one free would not make a meaningful difference.

“The system simply won't do anything we can't do now, if we want to,” said another major program distributor. “It doesn't present a new program opportunity.” Still another of the majors, more derisively: “It's a nonannouncement. I'd rank it alongside our telling stations that, henceforth, we're going to send our invoices by telegram.”

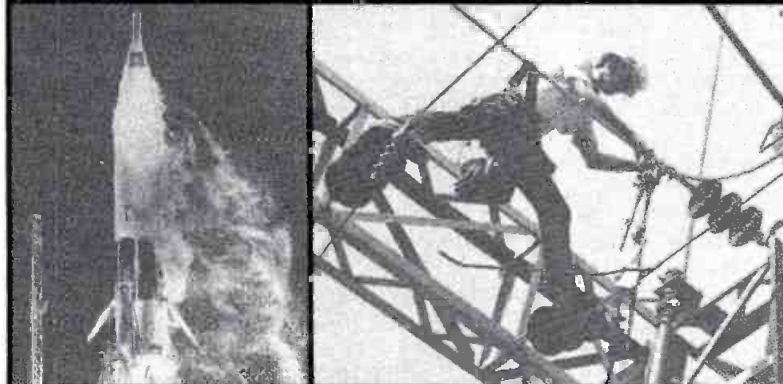
Even those whose reactions were unenthusiastic were nevertheless reluctant to appear negative. “It's great to see someone trying to break the chicken-and-egg barrier,” said one delegate. One of the most enthusiastic, curiously, was a major cable company, Home Box Office. Any development that encourages more satellite use, it said, brings costs down in the long run.

As described by RCA, the system will involve five-meter, receive-only earth stations, each capable of receiving four signals, which RCA would erect, operate and

maintain at each broadcast station. Stations would supply the land (about 1,000 square feet, preferably at either studio or transmitter sites), a 120-volt power source, a chain link fence for security and recording capability. The earth station would be operated remotely by RCA; station personnel would not touch it, nor could it be reoriented to receive signals from other satellites. RCA says it will supply all support services, including frequency coordination and clearance, installation, maintenance and insurance.

Each signal sent by way of the RCA system would be scrambled on its way up and would carry a code for each TV station designated to receive it. That code, in turn, would activate a descrambler at the station's receive-only antenna.

Although the parties to the announcement said at first that the scrambling system was an important key in it, others tended to downplay its importance. Except for military traffic, most satellite signals now in use are transmitted in the clear, including those that Viacom's Showtime pay cable subsidiary transmits on other RCA



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Proposed experimental phase rates

Off-peak time*

	Nonpre-emptible	Pre-emptible
Uplink and satellite charges	\$22.50/hr.	\$17.50/hr.
Command Center charges	\$22.50/hr.	
Receive earth station usage	\$25.00/hr.	

*Off-peak time—2 a.m.-4:59 p.m. Monday through Friday (NYT)
3 a.m.-11:59 a.m. Saturday and Sunday (NYT)

satellites. Primarily, according to Ralph Baruch, chairman of Viacom—who joined RCA Americom's President Andrew Inglis and Post-Newsweek Stations' President Joel Chaseman in the announcement—the reason for scrambling is “psychological.” For certain transmissions, however—say, of news reports of an exclusive nature—some users may insist on the protected link.

RCA has prepared experimental tariffs that—assuming implementation of a nationwide system—it says would return sufficient revenues to justify the earth station investment (see charts). According to the company, those charges are sufficiently lower than present “bicycling” systems to cut the distributor's costs in half. Among the attributes cited by RCA: Stock and duplication costs would be eliminated, shipping, warehousing and insurance would be significantly lowered and the administrative costs of “booking” could be reduced substantially. The company said the distribution cost of a half-hour show now bicycled on two-inch video tape to 75 markets can be reduced 75% by using the SMARTS system.

According to Lawrence T. Driscoll, manager of business operations for RCA Americom, the project has been in work since 1977. Initial market research was conducted by Stanford Research International, which recommended a field test to confirm the levels of interest that its study unearthed. Viacom, which uses RCA for its Showtime service, approached the company last year with its own broadcast satellite ambitions, and Post-Newsweek was brought into the venture this year.

Although the system is designed basically for distribution of syndicated product, “if it stops there we'll be disappointed,” Mr. Driscoll said. He does not, however, see it as competitive with a system that might eventually be put into service by AT&T; rather, RCA believes it would be supplementary to such a service. AT&T, which has been precluded from domestic satellite delivery thus far, will be permitted entry to that market this summer.

A spokesman for Western Union in Upper Saddle River, N.J., said the RCA announcement was “in line with the devel-

oping trends in the broadcasting industry” as regarding its use of satellites. He also suggested that his company's Westar satellite may itself be the subject of some equally important news at the upcoming National Association of Broadcasters convention in Dallas.

“We expect some Westar announcements at NAB,” said James Foster in a telephone interview last week. “I think I have to leave it cryptic,” he said, refusing to elaborate on the statement beyond the suggestion that the announcements may not be coming from Western Union. He said that by the end of 1979 or in early 1980, some 1,000 earth stations in the country will be “looking” at Westar. Those stations, he said, could keep RCA from developing a satellite-broadcasting monopoly. RCA may have dedicated stations, but “there may be other stations in town” broadcasters can turn to.

At Scientific-Atlanta, the earth station manufacturer that has led the way in that area of hardware development (it's estimated to have sold 60% of stations to date), there was cautious comment on the eventual prognosis for success or failure of the RCA system. According to Sid Topol, the company's chairman and president, “This week, it's more important to get the order than to talk to BROADCASTING.”

Easing of rule for first-class operators sought

NAB asks FCC for inquiry that could relax requirement for full-time employment

The National Association of Broadcasters has petitioned the FCC to initiate a rulemaking to ease requirements for the employment of a chief engineer at some classes of AM stations. NAB would reduce the number of hours each week the chief would have to be on duty.

The rules now require that all nondirectional stations operating with at least 10 kw of power and directional stations of any power employing noncritical antenna arrays to employ at least one first-class radio telephone license holder—a chief operator—on a full-time basis. It is the “full-time” requirement that troubles the NAB.

The petition says the NAB's “continuing reregulation studies” provide evidence that the normal duties of a chief operator at most radio stations “do not justify the employment of such an individual for 40 hours.” In most cases, it said, only a few hours a week of maintenance is required, while the remaining time is devoted to program-related matters.

NAB said 24 hours a week should be considered “full-time employment” insofar as a chief operator is concerned. It said it is easier and more realistic for a station to employ “a highly competent and strongly motivated technical person” for that length of time each week than it is to obtain “a full-time license holder at a

wage scale that is affordable.”

Indeed, NAB said that in most areas there is a “large pool” of personnel qualified to perform as chief engineers who are available for weekly employment for less than what is considered a normal work week of 34 or 40 hours. It said “many college students” would become available with a shortened “full-time” work week.

Networks into AT&T fray

ABC, CBS and NBC have gone to court in an effort to reverse an FCC decision prohibiting AT&T from adopting television transmission rates that the commission said would discriminate against part-time users of the carrier's services in favor of full-time users—that is, the major networks.

The appeal was filed in response to the commission action in January refusing to reconsider its decision, late in 1977, to reject AT&T's proposed revision of television-program transmission rates (BROADCASTING, Jan. 22). AT&T, which is challenging the commission in a number of other court suits, has not appealed the January decision.

But the networks, in petitioning the U.S. Court of Appeals in Washington to review the case, contend that the commission erred in declaring that the full-time and part-time television transmission services offered by AT&T are “like” services within the meaning of the Communications Act.

The commission held that since the services are “like,” the proposed tariff constitutes discrimination against such customers as Hughes Sports Network and the Independent Television News Association, whose rates would have increased substantially, while those for ABC, CBS and NBC would have remained essentially the same.

The commission directed AT&T to state when it would file “a fully justified and lawful” tariff for the service. That has yet to be done. AT&T wrote the commission asking for a meeting of its representatives with the Common Carrier Bureau, to discuss the matter, but the commission has yet to reply.

NBC-TV buys digital gear for 1980 Olympics

Micro Consultants Inc., Palo Alto, Calif., reports that NBC has ordered digital effects equipment worth more than \$2 million for use in the TV network's coverage of the 1980 Olympics.

The order includes 25 Quantel DPE 5000 NTSC digital effects systems; four NTSC Quantel DFS 31000 digital frame-store synchronizers and various other digital video devices, including a converter to transfer Soviet SECAM signals to NTSC. Delivery of the NTSC systems will begin this month and be completed in August.

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us pay for in terms of higher electric bills.

AMAX Coal and all other coal producers find themselves being forced to increase prices at a time when inflation must be defeated. These price increases are dictated by actions taken in Washington. They do not mean increased profits for the coal producers or the utilities. They are simply Federally mandated costs which all of us pay as consumers.

Since entering the coal business in 1969 AMAX Coal has taken its environmental responsibilities seriously, and we will continue to do so. But excessive Federal rules and regulations add fuel to the inflation fire our

nation is fighting, and . . . it increases the cost of everyone's electric bill.

AMAX Coal complies with government regulations to which we are responsible, and as a result the cost of mining coal is going up. So will everyone's electric bill and we wanted to tell you why.

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In Sync

Up and coming in broadcast technology

And they say Washington has a way with initials. At least three of the National Association of Television Program Executives panelists admitted they had never heard ELP (for electronic location production) used to describe minicamera technology. That didn't stop anyone from endorsing the gadgets as just about the hottest things to hit the production studio since color. Tuesday's NATPE session on "From ENG to ELP: The Minicam Comes to Local Programming" attracted an overflow audience, which heard how ELP (just being current) has revolutionized local productions. One panel member, Alan Frank of Post-Newsweek's WDIV-TV Detroit, said the remote possibilities of the live cameras are "making our community really our studios." It's also allowed the station a great deal of flexibility in its *PM Magazine* uses as well as cut costs for remote crews, which don't take nearly as much time as they used to setting up and striking equipment. Mr. Frank also let it be known that P-N's new show starring former FCC Commissioner Ben Hooks (executive director of the National Association for the Advancement of Colored People), *Go Tell It*, will be shot entirely with the minicams. □ □ □ **Sic transit gloria.** "Film is dead. Anything scheduled for the tube should be done on videotape." The eulogy was delivered by Ralph Hodges of KFMB-TV San Diego at the same NATPE panel. He thought one-inch just may turn out to be the hottest thing to hit local production since ELP. At his station, he said, they have worked out a "compatible arrangement" with the front office—commercial production pays for the one-inch equipment. The station shoots 1,000 spots a year (one every 45 minutes is what it averages out to) with minicameras and one-inch machines. Commercial production revenues are running 23% above last year—the first with the new equipment—and a whopping 200% above five years ago. □ □ □ **Montreux note.** The International Television Symposium at Montreux, Switzerland, is coming up (May 27-June 1), and Bosch-Fernseh, West Germany, has a hot item in store for the show—the FDL 60, a dual format, digital telecine. It features a tubeless, solid-state scanner unit that, the company says, eliminates color smearing and lag, convergence and deflection hardware. The FDL 60 has slow and fast motion modes, jogging, stills and a search mode that runs at 25 times normal speed for 16 mm. It also features digital frame store and continuous capstan driven film transport that is variable between zero and 25 frames per second. The telecine takes either 16 mm or 35 mm films. □ □ □ **Off and running.** The Electronic Industries Association's Broadcast Television Systems Committee has set up two subcommittees that are asking for systems proposals for multichannel television sound and teletext services. The Multichannel Sound Subcommittee, which will have the task of developing standards for stereo television, second-language broadcasting and other nonbroadcast services placed on the television aural carrier. The subcommittee, which will be headed by Thomas Keller of noncommercial WGBH-TV Boston, is forming task forces on categories and performance, technical systems, transmission characteristics, field tests and liaison. Robert O'Connor of CBS-TV will head the teletext subcommittee, which will attempt to develop standards for the transmission of data and graphics in the vertical blanking interval of the television video signal. Subcommittee task forces will include systems, field tests, data analysis, time domain adaptive equalizer systems and international liaison. Both subcommittees are requesting that proponents of proposed systems indicate to the committee's secretary, Ed Tingley at EIA in Washington, their intention to submit systems for analysis and testing. □ □ □ **More from EIA.** In 1978, the U.S. imported 8.7 million television sets and 43.4 million radio receivers for a total value of \$1.74 billion. U.S. exports of those items totalled 657.5 thousand television sets and 1.63 million radios. Total value was set at \$250.9 million. □ □ □ **Still more.** EIA has also come out with its monthly consumer product sales figures and home video cassette recorder sales are skyrocketing—97.1% above last year. The February figures of sales to dealers for the home units were 32,881—119.9% above February 1978. Year-to-date, the home VCR's have reached the 56,211 level—up for 28,521 through February of last year. □ □ □ **Grantsmanship.** The National Science Foundation's Division of Applied Research is soliciting proposals for research into social, economic and policy problems relating to telecommunications. Research may also "increase the rate of application of technological innovations growing out of relevant fields of science and engineering." NSF will not accept proposals for clinical research, technical assistance, product development or research chiefly of a proprietary nature, specialized facilities or research equipment (except as a part of a research proposal) or research that is duplicative of the activities of another federal agency.

Van Deerlin offers a look at Rewrite II

Speaking at NATPE, congressman says his bill should be ready this week and that radio will probably be deregulated, fee will be included but will not go to public broadcasting and cable will be included this time

Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, said in Las Vegas last week that the new version of the rewrite of the Communications Act of 1934 is likely to be ready by March 22, only three days before the opening of the National Association of Broadcasters convention in Dallas and 10 days after the introduction of a "renovation" of the act by his Senate counterpart, South Carolina Democrat Ernest F. Hollings (see "Top of the Week").

Speaking before a late-night Sunday gathering of reporters and others at the MGM Grand hotel in Las Vegas during the National Association of Television Program Executives conference, Mr. Van Deerlin offered a brief, but revealing, glimpse at the new document. In large part confirming speculation concerning the look of the new bill ("Closed Circuit," March 12), the chairman said that the rewrite of the rewrite would remove the "useless restrictions" on certain types of broadcast station ownership (most likely radio but not television), a reinstatement of some kind of "public interest" standard and a form of regulation for cable television systems. Mr. Van Deerlin also said that the new bill would contain a spectrum-use fee and suggested that its proceeds would not go to fund public broadcasting or, as in the earlier version of the rewrite, to rural telecommunications and minority ownership funds. Speaking of the public broadcasting proposal of Rewrite I, he noted that neither the commercial broadcasters who would pay the fee nor the public broadcasters who would receive it favored the plan, and thus "I'm not going to fall on my sword for it, I'll tell you."

He also confirmed his intention to press for removal of the fairness doctrine and Section 315. "It's time to get government out of the business of looking over the shoulder of editors," he said.

The chairman was optimistic about the chances for the new version of the rewrite. He said he was virtually certain that it would have bipartisan support and that he expected to have subcommittee Republicans James Collins (Tex.) and James Broyhill (N.C.) co-sponsor the legislation. Mr. Van Deerlin was especially heartened by the growing acceptance of the idea of a rewrite from Republicans on Capitol Hill

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Mr. Van Deerlin said the rewrite "now seems to be very much more firmly on the track" toward becoming law, in large part because common carriers are "recognizing that competition is coming" to their industry, because radio broadcasters feel the rewrite may be the "answer to the prayer they have harbored so long," and because the public "doesn't feel the full potential of television is being fulfilled."

In discussing the station ownership provisions of the proposed legislation, Mr. Van Deerlin said he felt that removing the restrictions on the number of broadcast licenses would not necessarily run counter to the Department of Justice's concern with media concentration and conglomerate ownership. He said "that's where the inquiry belongs"—in Justice—and not "as reviewed by a regulatory commission." There would still be need to look at conglomerate ownership, he said, but on a case-by-case basis.

Concerning the proposed public interest standard, the chairman made it clear that it was being included in the new version not so much because he wanted it or felt it necessary but because others, including commercial broadcasters, objected to its deletion in last year's bill. "If you want the words put in there," the chairman said, "we can put them in." He said the new phrasing was almost certain to contain the words "public interest" but he doubted the inclusion of "convenience and necessity." He called last year's deletion a "political error of the first magnitude" but one that he is correcting grudgingly. Whatever the wording, however, it was reasonably clear from Mr. Van Deerlin's remarks that the public interest provision would be aimed primarily at television. Recognizing, he said, the differences between radio and television, the latter "must maintain at least the semblance of the public trustee concept."

Cable television regulation will be back in the new rewrite. He said the new bill would pre-empt local regulatory agencies in the areas of signal carriage but not in the realm of public access. He also said that the subcommittee had taken a "long hard look" at the National Telecommunications and Information Administration's "retransmission consent" proposal before the FCC (BROADCASTING, Feb. 12). Without flatly endorsing that plan, however, Mr. Van Deerlin spoke of the necessity of "protecting the property rights of producers and broadcasters" and said that the new copyright law "is really working out as something of a farce," in that regard, with \$12 million expected, \$6 million already collected from cable and no one knowing what to do with it.

In answer to a question from the floor about the spectrum-use fee, which in the bill is to have a "cap," Mr. Van Deerlin attempted to assure the audience that the bill "will make sure it [the cap] can be changed only by Congress." He also said that the Office of Management and Budget had been persuasive in changing his mind concerning the setting up of permanent

Where with all. To those who prefer the FCC, instead of the Congress, as a forum for broadcast deregulation, Representative Lionel Van Deerlin had this counsel during his NATPE appearance last week (see adjacent story). "The FCC can take you only so far down the road toward deregulation. The commission can't do anything about changing the three-year licensing period. It can't do anything about the requirement for comparative hearings, to which the commission has attached an ascertainment process. It can't do anything about removing the fairness doctrine or any of the other burdens you carry in Section 315. It *can* reduce the mountain of paperwork that has made broadcasting subject to the second highest load of paperwork imposed by any agency of government with the single exception of the Internal Revenue Service.

"But if you really want to enjoy the benefits of deregulation," Mr. Van Deerlin continued, "you're going to have to heed the opening lines of the 121st Psalm: 'Lift up thine eyes unto the Hill, from whence cometh thy help.'"

rural telecommunications and minority ownership funds.

Several in the audience expressed their



Van Deerlin

concern about the bill and what they felt were unfair advantages of cable over broadcast television. Concluding his remarks, Mr. Van Deerlin offered them some balm in saying the new bill will be "far more pleasing to broadcasters than to the cable industry. I think you'll find someone was listening."

NBC accounting probe turns up more violations

Network's investigation into unit manager system finds 'widespread improprieties'

NBC's investigation of expense-account practices among its unit managers (BROADCASTING, Jan. 29, et seq.) is turning up a mounting number of apparent improprieties.

In a statement last week, NBC said its probe "has confirmed the existence of widespread improprieties and questionable practices in the unit-manager system over a period of years.

"These included inflated and fictitious expense vouchers, false invoices and

receipts, improper dealings with vendors and mishandling of cash, especially in nonstudio program originations of sports events and the coverage of special events such as the 1976 political conventions."

Published speculation suggested that NBC may have lost more than \$1 million through such practices over the years. An NBC spokesman said he could not comment on the speculation because he had no idea what the figure might be.

NBC said its investigation had two objectives: "To determine who participated in the improprieties or otherwise failed in their duties," and "to develop strengthened accounting and financial controls in addition to those already put into affect as a result of the continuing investigation."

The accounting firm of Price Waterhouse & Co. has been retained, NBC said, to review procedures and controls in unit-manager and other operations and to offer recommendations for any other controls considered desirable.

The New York law firm of Cahill Gordon & Reindel was retained some time ago to supervise NBC's expanded investigation, which is said to be under the over-all direction of NBC Chairman Jane C. Pfeiffer. Also working in the investigation are a special audit team from RCA, NBC's parent company, and the outside auditors, Arthur Young & Co.

NBC reiterated that it is working in close cooperation with the U.S. Attorney for the District of Columbia and the U.S. Attorney for the Southern District of New York. The alleged improprieties were first discovered in NBC's Washington unit-manager operation. Investigation after that was said to have disclosed improprieties in New York operations as well.

NBC has said its investigation led to the departure of three Washington unit managers last November. John Walsh, director of unit managers there, was said to have been dismissed and two others, not identified, to have resigned. NBC also has said it subsequently dismissed the vice president in charge of unit managers in New York, identified by NBC sources as Steve Weston.

The network has appointed Michael Sherlock, NBC News vice president for business affairs and administration, to a new high-level post to oversee the unit-manager and other areas ("Closed Circuit," Feb. 5).



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Changing Hands

The beginning and the end of station transfers:
from proposal by principals to approval by FCC

Proposed

■ **WAAM(AM)** Ann Arbor, Mich. and **WIMA-AM-FM** Lima, Ohio: Sold by Lima Broadcasting Corp. and subsidiary to subsidiaries of **WKBN Broadcasting Corp.** for \$3.6 million. Seller is owned by 44 individuals, including Les C. Rau, general manager of **WIMA-AM-FM**, post he will retain after closing. None of other 43 have broadcast interests. Buyer, principally owned by Warren P. Williamson Jr., is licensee of **WKBN-AM-FM-TV** Youngstown, Ohio. **WAAM** is on 1600 khz with 5 kw. **WIMA** is on 1150 khz with 1 kw and **WIMA-FM** is on 102.1 mhz with 15 kw and antenna 250 feet above average terrain.

■ **WITH-AM-FM** Baltimore: Sold by Reeves Telecom Corp. to Heftel Broadcasting Corp. for \$3 million. Seller is publicly traded company in process of liquidating assets. It has sold **WKEE-AM-FM** Huntington, W.Va., subject to FCC approval (BROADCASTING, Feb. 12). Buyer is owned by Representative Cecil Heftel (D-Hawaii) and his wife, Joyce. They own **KGMB(AM)** Honolulu, **KGMD-TV** Hilo and **KGMY(TV)**

Wailuku, all Hawaii; **WWEL-AM-FM** Medford, Mass.; **WSMJ(FM)** Greenfield, Ind., and **WLUP(FM)** Chicago. **WITH** is on 1230 khz with 1 kw day and 250 w night. **WITH-FM** is on 104.3 mhz with 20 kw and antenna 130 feet. Broker: Cecil L. Richards Inc.

■ **KFOX(FM)** Redondo Beach, Calif.: Sold by Jack Barry to **KFOX Radio Inc.** for \$810,000 plus accounts receivable. (Total lion.) Mr. Barry, television personality and producer, has no other broadcast interests. Buyer is owned by group of Los Angeles businessmen—Bancroft J. Howell and Melvyn Bell, bankers; Samuel Brown, attorney; Edward Roper, municipal bond broker, and Louis Whallon, private financial consultant. None have other broadcast interests. **KFOX** is on 93.5 mhz with 3 kw and antenna 175 feet above terrain.

■ **WGMW(FM)** Riviera Beach, Fla.: Sold by Wardell Broadcasting to Patten Communications Corp. for \$995,000. Seller is owned by William Hall, who has no other broadcast interests. Buyer, principally owned by Myron (Pat) Patten, owns **KLNT(AM)-KLNQ(FM)** Clinton, Iowa; **WKHM(AM)-WJOX-FM** Jackson and

WMPX(AM) Midland, both Michigan, and **WYXE(FM)** Sun Prairie (Madison), Wis. **WGMW** is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Cecil L. Richards Inc.

■ **WQXQ(FM)** Daytona Beach, Fla.: Sold by Walter-Weeks Broadcasting Inc. to Park City Communications for \$800,000 plus \$100,000 for agreement not to compete. Seller is owned by James Walter and Robert M. Weeks. It received FCC approval for sale of **WTNT(AM)-WLWV(FM)** Tallahassee, Fla., in January and is awaiting approval of sale of **WJNO(AM)** West Palm Beach-**WJNO-FM** Palm Beach (BROADCASTING, Feb. 12). It also owns **WSPB-AM-FM** Sarasota, Fla. Buyer is owned by Richard A. Ferguson (47.5%), Robert L. Williams (26.1%), Steve Marx (18%) and two others. They own **WEZN(AM)** Bridgeport, Conn., and **WFTQ(AM)-WAAF(FM)** Worcester, Mass. **WQXQ** is on 101.9 mhz with 100 kw and antenna 230 feet above average terrain. Broker: Carolina Media Brokers.

■ **KOYL-AM-FM** Odessa, Tex.: Sold by Mid-Cities Broadcasting Corp. to Stream Broadcasting of Texas Inc. for \$495,000. Seller is owned by Edward L. Roskelley, who has no other broadcast interests. Buyer is owned by Harold H. Stream, who also owns **KGRA(AM)** Lake Charles, La. **KOYL** is 1 kw daytimer on 1310 khz. **KOYL-FM** is on 97.9 mhz with 34 kw and antenna 100 feet above average terrain. Broker: Chapman Associates.

■ **KOVA(FM)** Ojai, Calif.: Sold by Radio Ojai Inc. to Frank W. Spencer Jr. for \$375,000. Seller is owned equally by Fred M. Hall, Edward T. Martin and William G. Myers. Mr. Hall will remain at station as general manager and chief engineer. Neither Mr. Martin nor Mr. Myers has other broadcast interests. Mr. Spencer also owns **WCLT(AM)** Newark, Ohio. **KOVA** is on 105.5 mhz with 130 w and antenna 1180 feet above average terrain.

■ **KCKY(AM)** Coolidge, Ariz.: Sold by Pinal County Broadcasting System to Grande Voz Inc. for \$262,000. Seller is principally owned by Craig E. Davids, who has no other broadcast interests. Buyer is owned by Jack Finlayson, president, and nine others, none of whom have other broadcast interests. Mr. Finlayson is manager of marketing for Broadcast Computer Services in Colorado Springs. **KCKY** is on 1150 khz with 1 kw. Broker: John D. Stebins Co.

■ Other proposed station sales include **WABJ(FM)** Pensacola, Fla. (see "For the Record," page 137).

Approved

■ **KTAR(AM)-KBBC(FM)** Phoenix: Sold by **KTAR Broadcasting Co.** to Pulitzer Publishing Co. in exchange for **KSD(AM)** St. Louis (see below). In addition, **KTAR** will pay Pulitzer \$2 million. **KTAR** is wholly owned subsidiary of Combined Communications Corp., which is seeking to



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merge with Gannett newspaper chain. This sale breaks up common control of TV and radio stations in Phoenix by Combined Communications. (KTAR also owns KTAR-TV Phoenix-Mesa.) Pulitzer, publisher of *St. Louis Post-Dispatch*, is ending its radio-newspaper crossownership in St. Louis. Pulitzer also owns KSD-TV St. Louis; WTEV(TV) New Bedford, Mass.; KETV(TV) Omaha; KOAT-TV Albuquerque, N.M., and WGAL-TV Lancaster, Pa. KTAR is on 620 khz with 5 kw. KBBC is on 98.7 mhz with 115 kw and antenna 1,680 feet above average terrain.

■ **KSD(AM) St. Louis:** Sold by Pulitzer Publishing Co. to KTAR Broadcasting Co. in exchange for KTAR(AM)-KBBC(FM) Phoenix and \$2 million (see above). KSD is on 550 khz with 5 kw.

■ **WAOV-AM-FM Vincennes, Ind.:** Sold by Vincennes Sun Co. to Green Construction Co. for \$900,000. Seller is owned by Howard N. Greenlee, who is retiring from broadcasting and has no other broadcast interests. Buyer, owned by Robert E. Green and headquartered in Oaktown, Ind., is engaged in general construction and operation of hotels. WAOV is on 1450 khz with 1 kw day and 250 night. WAOV-FM is on 96.7 mhz with 2.8 kw and antenna 110 feet above average terrain.

■ **WBRB(AM) Mt. Clemens, Mich.:** Sold by Malrite Broadcasting Co. to Radcomm Inc. for \$800,000, including real estate. Seller is principally owned by Milton Maltz, who owns KEY-AM-FM St. Paul; WZVU-AM-FM Milwaukee; WNYR(AM)-WEZO(FM) Rochester, N.Y., and WCTI-TV New Bern, N.C., and sold WBRB-FM Mt. Clemens to Inner-City Broadcasting last fall for \$1.5 million. Buyer is owned (25% each) by Neil N. Goodman and Michael F. Radner, Detroit real estate investors; Leigh N. Feldsteen, vice president and sales manager at WWCT(FM) Peoria, Ill., and Gilda S. Radner, star of NBC's *Saturday Night Live* and brother of Michael Radner. None have other broadcast interests. WBRB is on 1430 khz with 500 w.

■ **WSUB-AM-FM Groton, Conn.:** Southeastern Connecticut Broadcasting Co., licensee, sold by Jean C. Crawford and Lucille N. Noonan to Lightfoot Broadcasting Corp. for \$600,000 plus \$137,000 for consulting and noncompete agreements. Sellers each own 50% of Southeastern—Mrs. Crawford as executrix of estate of William Crawford. They have no other broadcast interests. Buyer is owned by Richard Lightfoot who is half owner and chairman of Shoreline Times Co., publisher of 10 weekly and semiweekly newspapers in Connecticut. He has no other broadcast interests. WSUB is 1 kw daytimer on 980 khz and WSUB-FM is on 105.5 mhz with 3 kw and antenna 275 feet above average terrain.

■ Other approved station sales include: KSWT(FM) Clarida, Iowa; WDXR(AM) Paducah, Ky.; WPAD(AM) Paducah, Ky., and KQOT(AM) Yakima, Wash. (see "For the Record," page 137).

How the public perceives TV

New Roper poll shows most people cite television as their main source of news, most credible of the media and feel viewer should decide what to watch, rather than government or others

Despite the criticism and turmoil, the latest Roper Organization study of television and other media "shows television's dominance at the highest level of any study conducted up to now."

That's the word from Burns W. Roper,

chairman of the independent Roper Organization Inc., in a report being released this week by the Television Information Office, which has sponsored the so-called "Roper Studies" since 1959. The latest study was conducted last November and December in two stages of 2,000 personal interviews each.

"Analysis of the results," Mr. Roper writes, "shows television holding its leading position with the American public. The public continues to regard television as the number-one source of news, and by



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as wide a margin as ever seen. Television also continues to be the most believable medium. And the public still largely rejects government regulation of TV programming and endorses the commercial system."

Over the years, Mr. Roper writes, "most Americans have come to believe that television is a necessary element in their lives. And television, like other institutions in our society, has been criticized for its shortcomings as elements of the public have become more vocal about their wants and needs. Nevertheless, approval of the commercial system still heavily outweighs disapproval, and the minority who want government control over programs appears to have gained few adherents in the past two years. In fact, the public by and large thinks it should be in control over what appears on television—by deciding whether or not it will watch various programs."

In addition, Mr. Roper notes in reference to survey findings released a few weeks ago, there is "little evidence of increasing criticisms of children's programs and the commercials in them," and in fact the findings refute the argument that children can't distinguish between commercials and programming and don't know what advertising's purpose is (BROADCASTING, Feb. 26, March 5).

In the latest study, 67% of the respondents named television as the source of most of their news about what's going on in the world, while 49% named newspapers and 20% radio. (The percentages add to more than 100 because multiple answers were permitted.) The results represent a gain of three percentage points for television, no change for newspapers and a gain of one percentage point for radio as compared with the findings in the last previous study, conducted in November 1976.

Among the college-educated, television was named as the main news source by 62%, newspapers by 59%. In 1976, newspapers had been ahead by one point; in 1974, TV led by a point.

Television has led as the most believable news medium in the Roper studies since 1961. In 1978, its edge dropped a little but was still at least two to one as 47% named it most believable (down from 51% in 1976) while 23% gave the nod to newspapers (up from 22%).

Television viewing time also continued to rise, reaching a record high average of 3 hours 8 minutes per person per day in the 1978 study as compared with 2 hours 53 minutes in 1976. Viewing also increased among the college educated (to 2 hours 31 minutes a day versus 2 hours 24 minutes in 1976) and among the upper economic levels (2 hours 52 minutes versus 2 hours 40 minutes).

As in the past, newspapers led all media in acquainting people with local political candidates, but their lead narrowed. The number of respondents naming TV as the medium from which they became best acquainted with local candidates rose to 39% from 34% in 1976, while newspapers tacked on one extra point in reaching 45%.

In congressional elections, television increased its lead as the source of best information about candidates, getting the vote of 48%—eight points more than in 1974, when the question was last asked—while 38% named newspapers, a gain of three points since 1974. And in statewide elections, TV had a clear lead of 55% to newspapers' 39%, a gain of two points for television and four for newspapers.

Television once again outranked five other local institutions in terms of "excellent or good" performance. A total of 68% gave it that rating, a drop of two points from 1976, as compared with 67% for churches, 66% for police, 59% for newspapers, 48% for schools and 37% for local government.

At the other extreme, 29% said television was doing a "fair or poor job," an increase of four points, while 29% also voted "fair or poor" for police, 35% for newspapers, 36% for schools, 52% for local government and 18%—the lowest "fair or poor" rating of all—for churches.

On the question of government control over TV programming, those favoring less control (30%) again outnumbered those favoring more (24%), but the gap narrowed—as it did in the period between the 1974 and 1976 surveys. In 1974, 15% favored more control and this figure rose to 24% in 1976, the level it maintained in 1978. But those favoring less control, totaling 41% in 1974, dropped to 36% in 1976 and dropped again, to 30%, in 1978.

Along with these changes there was an increase in the opinion that there is about the right amount of government control now, which had dropped from 36% in 1974 to 34% in 1976 but rose to 38% in 1978.

For the first time, the 1978 study explored the question of who should have the most to say about what people see on television in terms of certain types of programming and elements of program content such as profanity, sex and violence.

By long odds, the respondents thought the viewer should make the decision. They also felt that "social action and religious groups" should have the least to say—in some areas less, even, than the federal government.

The 1978 study also shed some new light on the attitudes of people who don't agree that "having commercials on TV is a fair price to pay for being able to watch it." A total of 19% of the respondents were in that group. They were asked whether their objections were based on the programming in which the commercials appeared, or on the commercials themselves. Respondents representing 14% of the total sample blamed the commercials, 2% blamed the programs and 3% blamed both.

Of the 17% who blamed the commercials, 9% said they objected because of the number of commercials, 9% blamed the commercial content and 6% blamed the interruptions they cause in the programs.

The total sample was asked whether they thought of program announcements as commercials. Over half—58%—said they did not, while 39% said they did. And a larger majority—61%—said they found program announcements helpful, as op-

posed to 16% who found them "annoying," and 14% who said, "it varies."

Another new question asked whether teachers ever assign TV programs for watching as part of their pupils' homework. About half of the parents of children aged 6 to 12, and "well over half" of the parents of children 13 to 18 said TV is sometimes assigned as homework, according to the report.

Neal leaving ABC Radio

Division's president for seven years will leave this month after 35 years with network to go into station ownership; KABC's Hoberman replaces him

Harold L. Neal Jr., president of ABC Radio, resigned last week after 35 years with the company, the last seven as head of what ABC has long claimed to be the most successful radio operation in broadcasting.

Ben Hoberman, vice president and general manager of ABC-owned KABC(AM) Los Angeles, was named to succeed him, effective immediately.

Mr. Neal said that for some time he had been working toward "doing something on my own," and had resigned because he was approaching a point of conflict with ABC policy against employe ownership, or association in ownership, of broadcasting stations.

He declined to identify his prospective ownership affiliation but said he hoped to be able to announce details in the near future. He said he hoped to remain based in New York.

Mr. Neal also said he would be eligible for early retirement later this month. He will be 55 on March 25.

Mr. Neal has been president of ABC Radio since July 1972. In that role he has been responsible for the ABC Radio networks, the ABC-owned AM stations and the ABC-owned FM stations. Before taking that post he was president of the ABC-owned radio stations for nine years.

He joined ABC at its WXYZ(AM) Detroit in 1943 as a staff announcer and narrator for such network programs as *Lone Ranger*, *Green Hornet* and *Sergeant Preston*, all of which were produced at WXYZ.

Mr. Hoberman, who entered radio as an 18-year-old at WMFG(AM) Hibbing, Minn., 38 years ago, joined ABC in 1950 at WXYZ-TV Detroit, where he was said to be the first full-time television salesman in the city. He moved to New York as general manager of WABC(AM) in 1958. Two years later he was named general manager of KABC(AM) and in 1961 was elected an ABC vice president.

In Los Angeles he supervised the conversion of KABC(AM) into what ABC says was the first all-talk radio station. He is a former president of the Hollywood Radio and Television Society.

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It's the Big D for the biggest NAB

A Texas-sized convention begins March 25; expected are a record number of broadcasters, exhibitors and a large Washington contingent

The setting is Dallas, but the biggest events at the National Association of Broadcasters 57th annual convention next week are being supplied by Washington.

By the time the official agenda begins on Sunday (March 25), both the House and Senate revisions of the Communications Act will be public, and their principal authors, Representative Lionel Van Deerlin (D-Calif.) and Senator Ernest Hollings (D-S.C.), chairmen of the House and Senate Communications Subcommittees, will be present to discuss them. In a normal year, they would be the convention headliners, but this year they must settle for second billing. First goes to President Jimmy Carter, the opening act on Sunday.

And late last week NAB announced the scheduling of a member of the President's cabinet, Secretary James R. Schlesinger, for a speech Wednesday morning.

They and other Washington VIP's—FCC Chairman Charles Ferris and House Communications Subcommittee members James Broyhill (R-N.C.) and Thomas Luken (D-Ohio) among them—will play

to a packed house. In fact, the NAB expects its biggest convention crowd, ever—an estimated 19,000 to 20,000 broadcasters, spouses, exhibitors and visitors for the four days of meetings.

For that biggest crowd, the NAB has the largest exhibit space ever, primarily for hardware manufacturers. With 145,000 square feet of floor space at \$7 a square foot) it's more than 20,000 square feet bigger than last year's show. In all, 328 firms are to be represented.

The exhibits offer most broadcasters the best chance they'll have all year to do some comparison shopping to fill their hardware needs, and most will give the show at least one pass. But when they're not figuratively kicking broadcast-equipment tires or touring the suites, they will most likely be found at a convention session, picking up how-to hints on daily station operations or hearing the news of Washington, often straight from the regulators' or legislators' mouths.

The program agenda, as always, is generously salted with workshops. For radio, these include sessions on retail and co-op advertising, automated radio, how to remodel a station, new ways to use FM subcarriers, radio research, and a discussion of the per-program music-licensing option, which is of interest to stations

with specialized formats.

For TV, workshop topics include 100-plus market sales, using research to improve news, a programming session on localism, investigative news, equal employment opportunity guidelines, TV ratings and a discussion of the proposed cable "retransmission consent."

There are special events as well. They include a musical presentation by Nashville's "Opryland Country Music USA," appearing with country music entertainer Roy Clark after President Carter on Sunday, and entertainment by Bill Cosby at the closing luncheon Wednesday.

In a more serious vein, special events scheduled include a morning-long session on UHF TV. Comparability is the theme, treated from both engineering and regulatory angles. The panel on comparability through regulation will include the chief counsel of the House Communications Subcommittee, Harry M. (Chip) Shooshan. FCC Commissioners Robert E. Lee and James Quello are also scheduled participants.

Of the major sessions, government affairs dominate. There are, for instance, the two "In the Box" debates for TV. The resolution for one, "TV Stations Should Not Pay Spectrum Fees," will be debated by Mr. Shooshan and John Summers,

NAB executive vice president. The other, "The Federal Trade Commission Should Regulate Children's Television Advertising," is to be argued by Tracy Westen of the FTC Bureau of Consumer Protection, and Brenda Fox, NAB assistant general counsel.

The major speakers in most cases will not be delivering addresses, but will appear in more casual formats, answering questions from either NAB President Vincent Wasilewski or from broadcasters. They are to appear as follows: Mr. Van Deerlin before a television session Monday afternoon, Mr. Hollings before a joint radio and television audience Wednesday morning, Mr. Ferris immediately after Mr. Hollings.

Speeches will be made by the luncheon keynoters—Jack Valenti, president of the Motion Picture Association of America, at a Monday TV luncheon, and Richard Leshner, president of the U.S. Chamber of Commerce, at a radio luncheon Tuesday.

Also from Washington: FCC Commissioner Joseph Fogarty is to participate in a TV workshop on EEO guidelines Monday. Commissioner Tyrone Brown is to moderate a radio session Monday with the major staff members of the FCC Broadcast Bureau. Frances Garcia, a member of the Copyright Royalty Tribunal, is to participate in a TV workshop Monday on copyright royalties for cable television. Paul Bortz of the National Telecommunications and Information Administration is to participate in at least two panels, a TV panel Monday on "TV in the Information Age," and the workshop Tuesday on the retransmission consent concept.

From the nongovernment sector, a major session at the TV meeting is one Tuesday entitled "Networks, Superstations and You." To be moderated by Robert King of Capital Cities Communications, vice chairman of the NAB TV board, the session is to include as panelists former FCC Chairman Richard E. Wiley, now of the law firm of Kirkland & Ellis; Edward Bleier of Warner Bros. Television, Robert E. Mulholland, NBC-TV, and Russell Karp, Teleprompter.

On Wednesday morning there will be a joint session on sports in broadcasting with the heads of the major sports leagues, Commissioner of Football Pete Rozelle, Commissioner of Baseball Bowie Kuhn and Commissioner of Basketball Larry O'Brien. It will be moderated by Roone Arledge, president of ABC News and Sports.

At a radio meeting Monday there will be an appearance by the comedy advertising team of Dick Orkin and Bert Berdis.

Major ceremonial events are topped by the presentation of the NAB Distinguished Service Award to Jack Harris, the president of KPRC-AM-TV Houston-WTVR(TV) Nashville, at the opening session Sunday. On Tuesday, the NAB Radio Hall of Fame awards will be presented to news commentator Paul Harvey and actor-director Orson Welles. The Grover Cobb award, presented by the NAB's affiliated Television and Radio Po-

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litical Action Committee, will be given Wednesday to NBC Vice Chairman David Adams.

Concurrent with the convention will be the annual NAB engineering conference with a slightly different approach this year. Rather than a series of presentations of technical papers, as has been the pattern in past years, there is to be a workshop-dominated format with only seven technical papers presented. NAB staffers said the change was made because the workshops seem to be more productive.

Topics of the sessions run the gamut of contemporary engineering issues and include a few that are bound up with current political controversies. One such is the session on "Nine Khz: To Be or Not to Be," Tuesday morning. The workshop, to be moderated by Charles E. Wright of WBYS(AM) Canton, Ill., an NAB radio board member, will feature Ray Livesay, chairman of the Daytime Broadcasters Association, which supports the concept, and Roger Jeffers, president of the Community Broadcasters Association. Also on the panel will be Harold Kassens, engineering consultant for the Clear

Channel Broadcasting Service and Jay Wright, engineering consultant with the Association of Broadcast Engineering Standards.

Following are some of the other workshops planned for the engineering conference:

■ AM stereo broadcasting workshop Monday. A session reviewing the state of AM stereo as an FCC proceeding and as a broadcast experiment.

■ Television blanking measurement and control workshop Monday. A discussion with broadcast engineers, equipment manufacturers and FCC personnel.

■ Teletext and other television ancillary signals workshop Monday. Reviewing work at home and overseas on systems for encoding additional signals in TV transmissions.

■ Experience with one-inch video tape and digital video recorders workshop Monday. A presentation by the Society of Motion Picture and Television Engineers.

■ "Are There Radiation Hazards in Broadcasting?" Tuesday. Proceeding from the premise that there is no evidence from transmitters, this session discusses the

problem from a governmental and public relations viewpoint.

■ Loudness in television programming workshop Tuesday. Will review laboratory experiments with the problem to date.

■ Engineering principles of communications satellite systems workshop, Monday. Primarily a radio workshop but useful for television engineers as well, offering a short course in engineering parameters of a satellite system.

■ Of the technical papers being presented, there is one on the engineering considerations facing NBC before airing the Moscow Olympic games in 1980. John Frishette of NBC, Burbank, Calif., will present it.

The major luncheon speaker at the engineering meeting is to be John Cannon, president of the National Academy of Television Arts and Sciences, who is to speak Monday. The 1979 NAB engineering achievement award is to be presented at lunch Tuesday to Robert W. Flanders of McGraw-Hill Broadcasting Corp. (see "Profile," page 157), followed by a speech by Lloyd Dobyns of NBC News's *Weekend* program.

Day by day in Dallas: complete management and engineering agendas

Registration. The registration desk will be located in the lobby of the Dallas convention center. The desk will be open 9 a.m.-5 p.m. on Saturday, March 24; 8 a.m.-5 p.m. Sunday and Monday; 9 a.m.-5 p.m. on Tuesday, and 9 a.m.-noon on Wednesday.

Equipment exhibit. Displays of broadcast equipment and services will open 9-10 a.m. Sunday, March 25, in the exhibit halls of the Dallas convention center. Hours Sunday through Tuesday are 10 a.m.-6 p.m., and Wednesday, 10 a.m.-5 p.m.

Workshops, assemblies and luncheons. Nearly all radio, television and engineering meetings will be held in the Dallas convention center with the exception of the Monday and Tuesday engineering luncheons, to be held at the Hyatt Regency, in the Ballroom.

Sunday, March 25

Opening general session and annual meeting. 2:15 p.m. Ballrooms A,B,C,D. Doors open with music by the North Texas State Lab Band. Welcome (3 p.m.): Donald A. Thurston, Berkshire Broadcasting, North Adams, Mass., and chairman, NAB board of directors. Presentation of colors: U.S. Navy Color Guard. Invocation: Paul Stevens, president, Southern Baptist Radio and Television Commission. Welcome to Dallas: Mayor Robert Folsom. *Presentation of NAB Distinguished Service Award* to Jack Harris, KPRC-AM-TV Houston, by NAB President Vincent T. Wasilewski. *Address by President Jimmy Carter.* Special appearance by "Country Music USA!" with guest star Roy Clark.

Monday, March 26

RADIO MANAGEMENT SESSIONS

Opening session. 9:30-10 a.m. Ballrooms B,C,D. Call to order: Walter E. May, WPKE(AM) Pikeville, Ky., chairman, NAB radio board. "Salute to Radio Music USA" multimedia presentation.

Five concurrent workshops. 10:30-11:45 a.m. (Note: a joint radio-TV workshop on wage and price guidelines begins 11:15 in Room S 303; see Monday TV sessions for details.)

The new-breed retail sales developers: No more back room for retail. Mezzanine. Moderator: William Haig, WTMJ(AM)-WKTI(FM) Milwaukee. Panelists: Patrick Norman, KFRC(AM) San Francisco; Vincent Benedict, WCBS(AM) New York; Bernard Mann, WGLD-FM Greensboro, N.C.

The co-optimists: Telling you how to make it big in co-op even if your staff is small. Rooms E 409-410. Moderator: Ron Bryant, Swanson Broadcasting, Tulsa, Okla. Panelists: Mike Bignell, WHMI-AM-FM Howell, Mich.; Randall Q. Bongarten, WGY(AM)-WGF(AM) Schenectady, N.Y.; Rick Charles, KAGE-AM-FM Winona, Minn.

"Next time we build one of these"—A minicourse for managers on do's and don't's in radio station construction and remodeling. Rooms E 406-407. Moderator: Peter Burk, WKBW(AM) Buffalo, N.Y. Panelists: Joe Meier, KAAM(AM)-KAFM(FM) Dallas; Ben Friedland, Lightning Electric, Millburn, N.J.; Eric Small, Sharepoint Systems, Rockaway Park, N.Y.; Bob Pickering, January Sound, Dallas; Justin Henshell, Justin Henshell Architects, New York.

"That automation unit has more personality than my morning DJ"—The winning blend of programming, promotion and sales, bringing life and dollars into automated radio. Rooms E 402-403. Moderator: Henry Lackey, WSON(AM) Henderson, Ky. Panelists: Steve Marshall, KNX-FM Los Angeles; Kim Jones, WTQR(FM) Winston-Salem, N.C.; Bryan Townsend, WHBT(FM) Talladega, Ala.

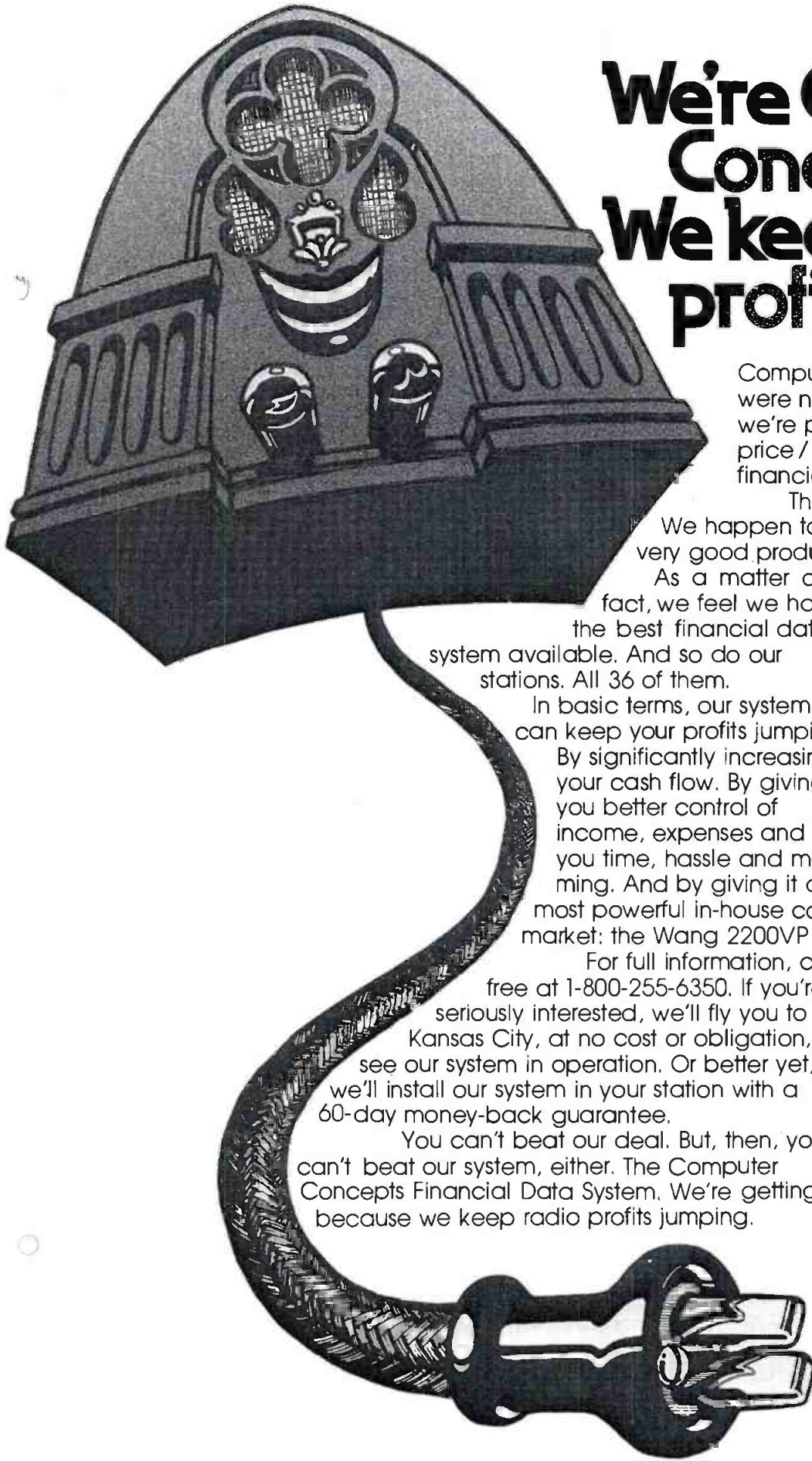
The 96th Congress and radio—A view from the inside. Room E 401. Moderator: Roy Elson, NAB. Panelists: Representatives James Broyhill (R-N.C.) Marc L. Marks (Pa.) and Thomas A. Luken (D-Ohio) and Senator Larry Pressler (S.D.).

Six concurrent workshops. Noon-1:15 p.m.

New rate cards that control inventory and maximize revenue. Rooms E 409-410. Moderator: Steven Marx, WFTO(AM)-WAAF(FM) Worcester, Mass. Panelists: Jonathan Bullen, KVNU(AM) Logan, Utah; Mike Know, KQYT-FM Phoenix; Bill Goetze, KAFM(FM) Dallas.

Radio research: You can't tell the players without a scorecard. Room E 401. Moderator: to be announced. Panelists: Harry Bolger, Burke Broadcast Research, New York; Avery Gibson, Audits & Surveys, New York; Rupert Ridgeway, Arbitron, New York; Jim Seiler, Media Statistics, Silver Spring, Md.; Jack McCoy, RAM Research, San Diego.

"It can't be five o'clock already"—A 75-minute course for radio managers in how to save time, organize people and make more money. Mezzanine. Moderator: Arnold Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass. Panelists: Lou



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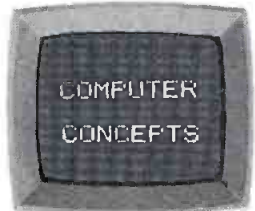
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Heckler, WBT-AM-FM Charlotte, N.C.; Michael Hauptman, ABC Radio, New York.

"My subcarrier bills more than my station"—There's a wide, wonderful and profitable world developing in unusual uses for FM subcarriers; here's how. Rooms E 402-403. Moderator: Jim Goodmon, WRAL(FM) Raleigh, N.C. Panelists: William von Meister, Digital Broadcasting Corp., MacLean, Va.; Paul Hedberg, Hedberg Broadcasting Group & Market Quoters Inc., Blue Earth, Minn.; Ray McMartin, McMartin Industries, Omaha; Jim Warren, The Digiicast Project, Woodside, Calif.; Mo Gardner, Radio Data Systems, Skokie, Ill.

What's the FCC's "violation hot button" for radio in 1979? Rooms E 406-407. Moderator: Erwin Krasnow, NAB. Panelists: Edward Hummers Jr., Fletcher, Heald, Kenehan & Hildreth, Washington; Peter O'Connell, Pierson, Ball & Dowd, Washington; Stanley Cohen, Cohn & Marks, Washington.

The new ASCAP/BMI per-program license option—Here's the good news for radio stations with specialized formats in the new ASCAP and BMI contracts. Moderator: Abiah Church, Storer Broadcasting, Miami. Panelists: Bernard Korman, American Society of Composers, Authors and Publishers, New York; Alan Smith, Broadcast Music Inc., New York; Edward Chapin, BMI.

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

Dallas detail. BROADCASTING magazine editorial and sales headquarters during the NAB convention will be in suite 501 of the Fairmont hotel. In attendance will be John Andre, David Berlyn, Rufus Crater, James David Crook, Ed James, Win Levi, Bill Merritt, Randy Moskop, Peter O'Reilly, Dan Rudy, Larry Taishoff, Sol Taishoff, Don West, Dave Whitcombe and Len Zeidenberg.

TELEVISION MANAGEMENT SESSIONS

Opening session. 9:30-11 a.m. Theater. Call to order: Robert King, Capital Cities Communications, Philadelphia, and vice chairman, NAB TV board. *"Information-Age Odyssey: Television 1979."* Moderator: Paul Bortz, National Telecommunications and Information Administration. Panelists: Portia Isaacson, Electronic Data Systems, Dallas; Arch Madsen, Bonneville International, Salt Lake City; Mark Foster, Microband National Systems, New York. *Report of the All Industry Television Music License Committee:* Leslie Arries Jr., WIVB-TV Buffalo, N.Y.

Five concurrent workshops. 11:15 a.m.-12:15 p.m.

Creative selling in the 100-plus TV markets. Room E 302. Moderator: Bob Lefko, Television Bureau of Advertising. Panelists: Larry Keenan, KOAA-TV Pueblo, Colo.; Terrence S. Ford, KFDM-TV Beaumont, Tex.; Frank Forsythe, WPTZ(TV) Plattsburgh, N.Y.

How to use research to improve your news. Room S 308. Moderator: Paul M. Davis, WCIA-TV Champaign, Ill., and president, Radio Television News Directors Association. Panelists: Jerry Klein, University of Minnesota, Minneapolis; Mitch Farris, KRON-TV San Francisco; Don Perris, Scripps-Howard Broadcasting, Cleveland.

Living with wage and price guidelines: What are the standards today and what will they be tomorrow? Room S 303. Moderator: Ron Irion, NAB. Panelists: Al Ross, Council on Wage and Price Stability; Thomas Arthur, Kirkland & Ellis, Washington.

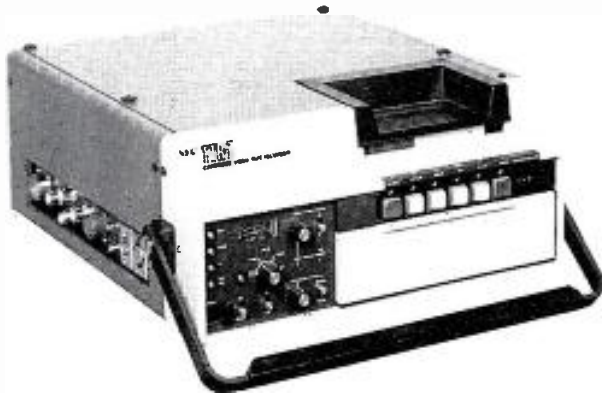
Localism: options for tomorrow. Room 3 301. Moderator: Charles Gingold, KATU(TV) Portland, Ore. Panelists: Edward D. Cervenak, WEWS(TV) Cleveland; William Hillier, Westinghouse Broadcasting, San Francisco; Robert M. Bennett, WCVB-TV Boston; Phil Arnone, KGMB-TV Honolulu.

The retransmission concept: Is it the answer? Room S 413. Moderator: Jim Popham, NAB. Panelists: Paul Bortz, National Telecommunications and Information Administration; Margot Polivy, Renouf & Polivy, Washington; Preston Padden, Metromedia, Washington.

Luncheon. 12:30-2:15 p.m. Arena. Presiding: Thomas E. Bolger, For-

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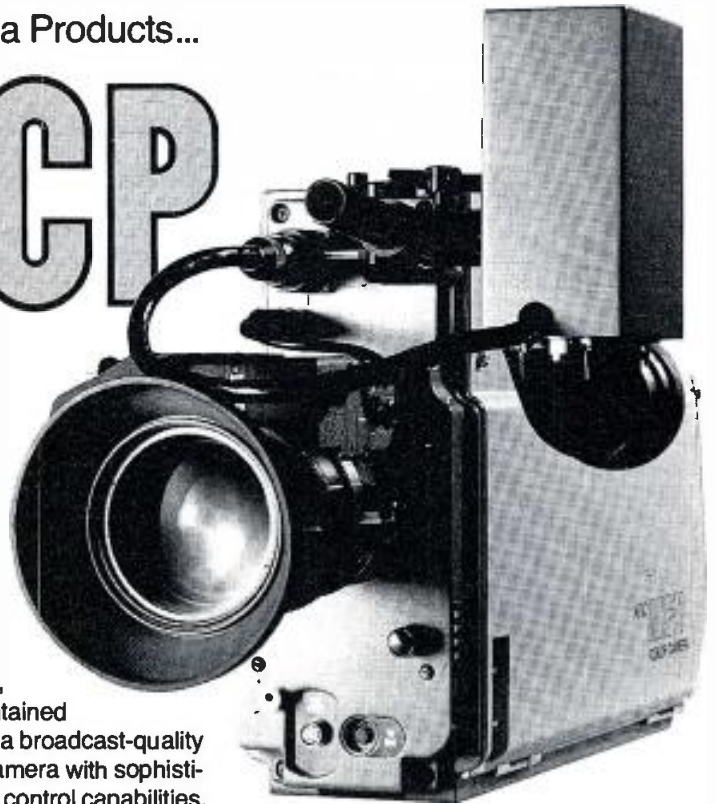
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ward Communications, Madison, Wis., and chairman, NAB TV board. Speaker: Jack Valenti, Motion Picture Association of America.

General session. 2:30-4:30 p.m. Theater. *A conversation with Lionel Van Deerlin*, chairman of the House Communications Subcommittee. *In the box: Television stations should not pay spectrum fees.* Moderator: Thomas B. Cookerly, WJLA-TV Washington. Proponent: John Summers, NAB. Opponent: Harry M. (Chip) Shooshan, House Communications Subcommittee. *More effective communications through TV commercials.* State of the business: Marvin L. Shapiro, Westinghouse Broadcasting, New York. State of selling: Roger Rice, Television Bureau of Advertising. *A security analyst looks at the television business in 1979-80.* Ellen Berland Sachar, Mitchell Hutchins, New York.

Five concurrent workshops. 4:30-5:30 p.m.

Cable copyright royalties. Room S 413. Moderator: David Polinger, WPIX(TV) New York. Panelists: Commissioner Frances Garcia, Copyright Royalty Tribunal; Jon Baumgarten, Office of Copyright; Bruce A. Lehman, House Judiciary subcommittee with copyright jurisdiction.

Promoting your station using ENG. Room E 302. Moderator: Terry Simpson, WDTN(TV) Dayton, Ohio. Panelists: Clarence Martin, KYTV(TV) Springfield, Mo.; Ed Whatley, WKRG-TV Mobile, Ala.; Cheri Rusbuldt, KXAS-TV Fort Worth, Tex.

How to get good sales people, train them and keep them. Room S 308. Moderator: Mike Shapiro, Belo Broadcasting, Dallas. Panelists: Ron Bergamo, Belo Broadcasting; William Brower Jr., Sterling Education Network, Washington; Browning Holcomb, Petry Television, New York.

The role of the general manager in union negotiations. Room S 303. Moderator: Ron Irion, NAB. Panelists: William Flynn, WKW-TV Cleveland; Raymond Watson, KERO-TV Bakersfield, Calif.; Robert Jones, Capital Cities Communications, Albany, N.Y.

Successful personnel recruiting and selection within EEO guidelines. Room E 301. Moderator: FCC Commissioner Joseph R. Fogarty. Panelists: Neal Goldberg, FCC; Phillip Robuck, WSB-AM-TV Atlanta; Wade Hargrove, Tharrington, Smith & Hargrove, Raleigh, N.C.

RADIO ENGINEERING SESSIONS

Workshop. 8:30-10 a.m. Room S 414. *Audio processing: test, measurement and monitoring.* A review of the set-up, adjustment and measurement of audio processing equipment. It is expected that the FCC notice of inquiry on audio in AM, FM and TV will have been issued. The workshop will also include thoughts on rule changes on the audio proof. Moderator: Emil Torick, CBS Technology Center, Stamford, Conn. Panelists: Dennis Williams, Broadcast Facilities Branch, FCC; T.J. Rosback, Harris Corp., Quincy, Ill.; Robert Orban, Orban Associates, San Francisco.

Technical paper presentation. 10-10:30 a.m. Room S 414. *Microprocessor-based cartridge with open-reel quality.* Kerry Meyer, International Tapetronics Corp., Bloomington, Ill. This paper will describe an advanced cartridge machine based on today's technology. A microprocessor controls electronic logic functions and cue-tone generation and detection. Program electronics are advanced, low-noise, bipolar and BIFET OP amps. A noticeable difference in sound is the result of improvements in head-room, transient response, square-wave performance and IM distortion.

Workshop. 10:30 a.m.-noon. Room S 414. *Engineering principles of communications satellite systems.* A short course in the engineering parameters of a satellite system. Transponder power, bandwidth and frequency, receiving dish size, sidelobe specifications, receiver noise figure and interference considerations will be discussed. Moderator: William Wisniewski, Mutual Broadcasting, Arlington, Va. Panelists: Neal McNaughten, Broadcast Bureau, FCC; Harold W. Rice, Video and Audio Services, RCA, Piscataway, N.J.; Ray Stuart, Satellite Communications Division, Scientific-Atlanta, Atlanta; Dan Yost, Compucon, Dallas.

TELEVISION ENGINEERING SESSIONS

Workshop. 8:30-10:30 a.m. Rooms S 411-412. *Production and post-production operating experience with one-inch video tape and digital video recorders.* Presented by the Society of Motion Picture and Television Engineers. Chairman: M. Carlos Kennedy, Ampex Corp., Redwood

City, Calif. Moderator: Frederick M. Remley Jr., University of Michigan, Ann Arbor. Panelists: Richard Green, ABC, Hollywood; Raymond Schneider, CBS-TV, New York; J. Dierman, Ampex; Edward Herlihy, Golden West Broadcasters, Los Angeles; Arch Luther, RCA, Camden, N.J.; Marcel Euclair, Canadian Broadcasting Corp., Montreal; William Hogan, Ruxton Ltd., Burbank, Calif.; Hans Groll, Bosch-Fernseh, Darmstadt, Germany.

Workshop. 10:30 a.m.-noon. Rooms S 411-412. *Teletext and other television ancillary signals.* A review of the work being done in the U.S. and internationally on systems for encoding additional signals in the visual and aural transmissions of television stations. Moderator: Robert O'Connor, CBS-TV, New York. Panelists: Earl Eilers, Zenith Radio, Glenview, Ill.; William Loveless, KSL-TV Salt Lake City; Joseph Roizen, Telegen, Palo Alto, Calif.; Al Curlf, Texas Instruments, Dallas.

Joint engineering luncheon. 12:30-2:15 p.m. Hyatt Regency Ballroom. Presiding: Edward Herlihy, Golden West Broadcasters, Los Angeles. Speaker: John Cannon, president, National Academy of Television Arts and Sciences.

RADIO ENGINEERING SESSIONS

Technical paper presentation. 2:30-3 p.m. Room S 414. *Adapting AM transmitters for stereo transmission.* Cliff Leitch and David Hershberger, Harris Corp., Quincy, Ill. Several parameters of transmitter performance have been found to be more critical for AM stereo transmission than for monophonic transmission. These parameters are incidental and extraneous phase modulation, bandwidth of RF interstage and output networks, and amplitude and phase response of AF amplifier stages. This paper will describe the various techniques for optimizing these parameters in older transmitters for both mono and stereo.

Workshop. 3-4 p.m. Room S 414. *AM-FM receivers: the manufacturer's viewpoint.* A discussion of what the public demands in a radio and the engineering and marketing decisions made by manufacturers as a result of these demands. Also included will be thoughts on what AM stereo will do to future AM radios. Moderator: Norm Parker, Motorola, Schaumburg, Ill. Panelists: Oliver Richards, Sprague Electric, Worcester, Mass; Jon Grossjon, consultant, Woodstock, Conn.; Bart Locanthi, Pioneer North America, Pasadena, Calif.

Workshop. 4-5 p.m. Room S 414. *AM stereo broadcasting.* The state of AM stereo as an FCC proceeding and a progress report from the broadcasters, the consumer electronics industry and others. Moderator: Christopher Payne, NAB. Panelists: John Taff, Policy and Rules Division, FCC; Harold Kassens, A.D. Ring & Associates, Washington; Jim Loupas, James Loupas & Associates, Chesterton, Ind.; John Heath, AT&T Longlines, Bedminster, N.J.

TELEVISION ENGINEERING SESSIONS

Workshop. 2:30-4 p.m. Rooms S 411-412. *Television blanking progress report: measurement and control.* Broadcast engineers, equipment manufacturers and FCC personnel discuss the current status of equipment, operations and industry as well as FCC efforts toward resolving blanking difficulties. Moderator: Thomas B. Keller Jr., WGBH-TV Boston. Panelists: Wallace E. Johnson, Broadcast Bureau, FCC; Samuel B. Stelk, FCC regional director, Kansas City, Mo.; K. Blair Benson, Video Corp. of America, New York; Frank Davidoff, CBS-TV; Charles Magee, Westinghouse Broadcasting, New York; Robert D. McCormick, Public Broadcasting Service, Washington; John Serafin, ABC, New York.

Technical paper presentation. 4-4:30 p.m. Rooms 411-412. *The CBS blanking-width corrector.* Eugene H. Friedman, CBS-TV, New York, and John P. Rossi, CBS Technology Center, Stamford, Conn. In response to industry concern over wide television blanking signals, this paper will discuss the development of an automatic blanking error detector that recognizes out-of-tolerance blanking signals and a manual horizontal blanking-width corrector that uses sophisticated digital techniques to restore correct horizontal blanking widths at a reasonable cost.

Technical paper presentation. 4:30-5 p.m. Rooms S 411-412. *The TK-47 auto-cam camera.* N.L. Hoboson, Broadcast Systems Division, RCA, Camden, N.J. This paper describes a high-performance studio/field color camera designed to set up automatically and optimize its ad-

justments for picture performance. Microprocessors, digital memories and digital controls are used to accomplish this fully automatic camera.

Tuesday, March 27

RADIO MANAGEMENT SESSIONS

General session. 9:30-noon. Ballrooms B,C,D. *State of the sales:* Miles David, Radio Advertising Bureau. *"Saying It With Humor":* Radio writer-producers Dick Orkin and Bert Burdis. *FCC panel.* Introduction: Edward O. Fritts, Fritts Broadcasting Group, Indianola, Miss. Moderator: FCC Commissioner Tyrone Brown. Participants: Wallace E. Johnson, Broadcast Bureau; Martin I. Levy, Broadcast Bureau; Dennis L. Williams, Broadcast Facilities Division; Neal K. McNaughten, Broadcast Bureau; John M. Taff, Policy and Rules Division; Richard J. Shiben, Renewal and Transfer Division; Arthur L. Ginsburg, Complaints and Compliance Division; Lionel J. Monogas, FCC Industry EEO Unit.

Luncheon. 12:30-2:15 p.m. Arena. Call to order: Carl Venters Jr., Durham Life Broadcasting, Raleigh, N.C., and vice chairman, NAB radio board. *NAB Radio Department 1979 radio mini-song campaign.* Introduction: Wayne Cornils, NAB. *1979 Radio Hall of Fame presentation.* Inductees: Paul Harvey, news commentator, and Orson Welles, actor-director. Guest speaker: Richard Leshner, president, U.S. Chamber of Commerce.

Five concurrent workshops. 2:30-3:45 p.m.

Last newspaper files bankruptcy—Learn why the media-mix concept is not an acceptable one for you or your client. Rooms E 409-410. Introduction: Miles David, Radio Advertising Bureau. Speaker: Jim Williams, Welsh Co., Tulsa.

Promoting "the world's greatest radio station" in the small market. Rooms E 402-403. Moderator: Bill Sims, Wycom Corp., Laramie, Wyo. Panelists: Chuck Cooper, WKOR(AM) Starkville, Miss.; Tim Rand, KDRS(AM) Paragould, Ark.; Dean Spencer, WBIW(AM) Bedford, Ind.

Promoting "the world's greatest radio station" in medium and large markets. Rooms E 406-407. Moderator: Terry Simpson, president, Broadcast Promotion Association. Panelists: Barbara Crouse, WOWO(AM) Fort Wayne, Ind.; Carolyn Metheny, KAAV(AM)-KEZO(FM) Little Rock, Ark.; Chuck Hartley, WCCO-AM-FM Minneapolis.

National farm dollars in small markets? You bet! Room E 401. Moderator: Erny Tannen, Farmmedia Corp., Philadelphia. Panelists: Andy Anderson, KMA(AM) Shenandoah, Iowa; Joe Gross, KHMO(AM) Hannibal, Mo.

The birth of a radio jingle—Part I. How to buy the right jingle and how to use it effectively. Theater. Moderator: Otis Conner, Otis Conner Productions, Dallas. Panelists: Harvey Mednick, RKO General, Los Angeles; Jim Kefford, Drake-Chenault Enterprises, Canoga Park, Calif.; Bob Hughes, WASH(FM) Washington. *The birth of a radio jingle—Part II* continues from 4 to 5:15 p.m. as Otis Conner, assisted by a 40-piece orchestra and a complement of singers will create a radio jingle.

Five concurrent workshops. 4-5:15 p.m.

How to double your gross and quadruple your profits in any size market—how to do it through marketing by objective. Rooms E 409-410. Introduction by Robert Alter, Radio Advertising Bureau. Speaker: Jason Jennings, Jennings McGlothlin & Co., San Francisco.

If business is so good, how come there's nothing in the checking account? A course on collections that will put dollars in your pocket. Rooms E 402-403. Moderator: Ron Irion, NAB. Panelists: Harley P. Park, Mid America Media, Kankakee, Ill.; Peter Szabo, Szabo Associates, Atlanta; Gwen Webb, KHEN(FM) Henrietta, Okla.

Whatever happened to old what's-his-name? How to find, hire and keep the best people for your radio station. Room E 401. Moderator: Stan McKenzie, Seguin Broadcasting, Seguin, Tex. Panelists: John Lund, KHOW(AM) Denver; William Brower Jr., Sterling Education Network, Washington; Mike Edwards, KORN(AM) Mitchell, S.D.

An executive session for radio managers who also wear a program director's hat. Rooms E 406-407. Moderator: Fred Hildebrand, KVOC(AM) Casper, Wyo. Panelists: Jane Michel, WRAJ-AM-FM Anna, Ill.; Tad Fogel, WINH(AM)-WGMB(FM) Georgetown, S.C.; George Allen, KLGA-FM Algon, Iowa.

Community involvement can increase your numbers. Room E 301. 4-5:15.

Moderator: Darryl Dillingham, NAB. Panelists: Patrick Norman, KFRC(AM) San Francisco; Donald Bybee, KMBZ(AM)-KMBR(FM) Kansas City, Mo.; Sonya Suarez, WINS(AM) New York.

TELEVISION MANAGEMENT SESSIONS

Special double workshop on UHF. 9-11:30 a.m. Room S 308. *What does comparability mean?* Moderator: Thomas E. Bolger, WMTV(TV) Madison, Wis., and chairman, NAB TV board. Panelists: Reynold V. Anselmo, Spanish International Communications, New York; Ward Chamberlain, WETA-TV Washington; Don B. Curran, Field Communications, San Francisco; William L. Putnam, Springfield (Mass.) Television. *How to attain comparability through engineering.* Moderator: Howard Head, A.D. Ring & Associates, Washington. Panelists: Eugene R. Hill, Taft Broadcasting, Cincinnati; Carl Michellotti, Zenith Radio, Glenview, Ill.; Philip A. Rubin, Corporation for Public Broadcasting, Washington; Daniel R. Wells, Public Broadcasting Service, Washington. *How to attain comparability through regulation.* Moderator: Hartford Gunn Jr., Public Broadcasting Service. Panelists: Harry M. (Chip) Shooshan, House Communications Subcommittee; Jonathan Blake, Covington & Burling, Washington; Donald Zeifang, NAB; Leland Johnson, National Telecommunications and Information Administration. *Second-class status, first-class results: Building and operating a U in an unfriendly, intermixed world.* Moderator: Jack F. Matranga, KTXL(TV) Sacramento, Calif. Panelists: Paul Hughes, WHTV(TV) West Hartford, Conn.; Elmer Jaspan, WDRB-TV Louisville, Ky.; James Matthews, WGTU(TV) Traverse City, Mich.; Jack J. Moffitt, WUAB(TV) Cleveland; Ron Irion, NAB. *Open question-and-answer session with all participants.* They will be joined by Nina Cornell, FCC, and Peter Tannenwald, Arent, Fox, Kintner, Plotkin & Kahn, Washington. FCC Commissioners Robert E. Lee and James Quello will participate throughout the session.

Three concurrent workshops. 9:30-10:30 a.m.

Managing the management woman. Room E 301. Introduction: Wilma M. Kriner, American Women in Radio and Television. Discussion leader: Alleen Hernandez, Hernandez & Associates, San Francisco.

Update: FCC rules and policies. Room E 302. Moderator: Erwin Krasnow, NAB. Panelists: Werner Hartenberger, Dow, Lohnes & Albertson, Washington; Michael Senkowski, McKenna, Wilkinson & Kittner, Washington; Nancy Carey, FCC.

Is there room at the top? A second look. Room S 303. Moderator: Darryl Dillingham, NAB. Panelists: Eleanor Brown, Westinghouse Broadcasting, New York; B. Celia Shaw, WCIV(TV) Charleston, S.C.; Roberta Romberg, NBC, New York.

Two concurrent workshops. 10:30-11:30 a.m.

The use of investigative teams in TV news. Room E 302. Moderator: Fred Young, WTAE-TV Pittsburgh. Panelists: Bill Aber, WBZ-TV Boston; Ron Loewen, KAKE-TV Wichita, Kan.; Dennis Codlin, Westinghouse Broadcasting, New York.

How good are television ratings? Room E 301. Moderator: Steve Raffel, Harrington, Richter & Parsons, New York. Panelists: Pete Megroz, Arbitron, New York; Dave Traylor, Nielsen, New York.

General session. 11:30-1:15 a.m. Theater. *In the Box: The Federal Trade Commission should regulate children's advertising.* Moderator: Leonard A. Swanson, WIC-TV Pittsburgh. Proponent: Tracy Westen, FTC Bureau of Consumer Protection. Opponent: Brenda Fox, NAB. *And what do parents think?* Roy Danish, Television Information Office. *Networks, superstations and you.* Moderator: Robert King, Capital Cities Communications, Philadelphia. Panelists: Richard E. Wiley, Kirkland & Ellis, Washington; Edward Bleier, Warner Bros. TV, New York; Robert E. Mulholland, NBC-TV, New York; Russell Karp, Teleprompter, New York.

No television management sessions are scheduled for Tuesday afternoon to allow delegates to visit the equipment exhibits

Joint radio-TV evening session. 8-10 p.m. Ballroom A. *Games broadcasters play: How to conduct promotions that comply with FCC rules and policies.* Moderator: Erwin Krasnow, NAB. Panelists: Arthur Ginsburg, FCC Broadcast Bureau; Howard Braun, Fly, Shuebruk, Blume, Boros & Gaguine, Washington; Larry Perry, Layton & Perry, Knoxville, Tenn.; John Quayle, Kirkland & Ellis, Washington.

RADIO ENGINEERING SESSIONS

Workshop. 9-10:30 a.m. Rooms S 411-412. *Audio tape: performance, measurements and standards.* The state of the art in audio tape and magnetics has advanced rapidly in the last few years. This new technology greatly affects broadcasting operations and maintenance. This discussion reviews the present technology and offers recommendations for practical use at stations. Moderator: Richard P. Schumeyer, Capital Cities Communications, Philadelphia. Panelists: Alstair Heaslett, Ampex Corp., Redwood City, Calif.; Karl D. Lahm, KPOL-FM Los Angeles; Al H. Moris, Magnetic Audio-Video Division, 3M Co., St. Paul; John G. McKnight, Magnetic Reference Lab, Mountain View, Calif.

Workshop. 10:30 a.m.-noon. Rooms S 411-412. *Nine khz: To be or not to be.* This session will be devoted to an in-depth discussion of the ramifications associated with reducing AM channel spacing from the present 10 khz to nine. Included will be a discussion of other proposals relating to AM allocations and the efficient use of the spectrum. Moderator: Charles E. Wright, WBYS(AM) Canton, Ill. Panelists: J.R. Livesay, Daytime Broadcasters Association; Harold Kassens, Clear Channel Broadcasting Service; Jay Wright, Association of Broadcast Engineering Standards; Roger Jeffers, Community Broadcasters Association.

TELEVISION ENGINEERING SESSIONS

Workshop. 9-10:30 a.m. Room S 414. *Loudness in television programming.* Loudness of television program material has been an area of discussion and investigation for a number of years. This workshop will review the problems associated with this subject, including laboratory experiments and work carried on to date. Moderator: William E. Garrison, Multimedia Broadcasting, Greenville, S.C. Panelists: Bronwyn Jones, CBS Technology Center, Stamford, Conn.; Benjamin B. Bauer,

Audio-Metric Laboratories, Stamford, Conn.; Emil Torick, CBS Technology Center; Wallace Johnson, FCC Broadcast Bureau; Benjamin Bauer, Audio-Metric Labs Inc., Stamford, Conn.

Technical paper presentation. 10:30-11 a.m. Room S 414. *Design considerations and operational experience with the slow-motion controller for one-inch video tape recorders.* Ray Rivizza, Ampex Corp., Redwood City, Calif. and Ron Schlameuss, ABC, New York. For several years, ABC has used the hand-held color camera with the portable three-quarter-inch cassette recorder for electronic news, sports production and minidocumentaries with great success. Based upon the camera's exceptional performance and stability, ABC decided to increase further the usefulness and mobility of the camera by developing a camera-control unit that enables the camera to operate with triax cable or a two-way microwave-UHF radio link. This paper outlines the concepts used in the design and packaging of the multiplexed control system and suggestions on how other broadcasters can extend the use of their own hand-held electronic cameras using these techniques.

Workshop. 11 a.m.-noon. Room S 414. *Are there radiation hazards in broadcasting?* The general public has become alarmed over the idea that non-ionizing radiation (especially from microwave transmitters) is a health hazard. However, scientists and medical experts can find no evidence of hazard to public health. The present concern will be discussed from a government, industrial and public-relations viewpoint. Moderator: Jules Cohen, Jules Cohen & Associates, Washington. Panelists: James W. Frazer, Department of Diagnosis & Roentgenology, University of Texas hospital, San Antonio, Tex.; John Osepchuck, Raytheon, Corp. Waltham, Mass.; Z. R. Glaser, NIOSH, Rockville, Md.; Richard Tell, Environmental Protection Agency, Las Vegas; John Taff, Policy and Rules Division, FCC.

Joint engineering luncheon. 12:30-1:15 p.m. Hyatt Regency Ballroom. Presiding: Gerald C. Vandersloot, wood-AM-FM Grand Rapids,

Ready reference: the suites

Acrodyne Industries	Hyatt Regency 418	CBS Inc.	Hyatt Regency 2766
Adda	Loews Anatole 553	Radio Network	Loews Anatole 934
Air Time	Hilton 2051	Television Network	Hilton 2014
American Broadcasting Companies		CCA Electronics	Fairmont 1421
Radio Network	Hyatt Regency 2621	Century 21 Productions	Hilton 1804
Television Network	Loews Anatole 1134	Chapman Associates	Adolphus 2600
American Data	Hilton 1448	Collins Radio Group	Hilton 1567
Amperex	Baker 1316-18	Computer Management Systems	Ramada Inn CC 619
Ampex		Continental Electronics Manufacturing	Hyatt Regency 1818
Audio Video Systems	Loews Anatole 634	R.C. Crisler Co.	Adolphus 1516
International Division	Loews Anatole 823	CSI Electronics	Adolphus 1408
Magnetic Tape Division	Loews Anatole 1084	CSP Inc.	Hilton 1868
Arbitron	Hilton Mustang, Silver and Gold rooms	Data Communications	Marriott 341
	Loews Anatole 853	Digital Video Systems	Fairmont 1401
Arvin Echo Science	Fairmont 1901	Drake-Chenault	Adolphus 1714
Associated Press	Hyatt Regency 847	Dyna Metrics	Marriott 103
Audio Sellers/The Money Machine	Loews Anatole 723	Dytek Industries	Hilton 2068
Avery-Knodel Television	Fairmont 1221	Eastman Radio	Sheraton 707
Blackburn & Co.	Fairmont 1801	Electro Controls	Marriott 345
John Blair & Co.	Hilton 926	EMI Technology	Hilton 1048
Bloomington Broadcast	Fairmont 1501	William A. Exline Inc.	Loews Anatole 584
Bonneville Broadcast Consultants	Fairmont 1101	Filmways Audio Services Group	Hyatt Regency 818
Robert Bosch Corp.	Sheraton 607	Firstmark Financial	Fairmont 1021
Bridal Fairs	Sheraton 1907	The FM 100 Plan	Sheraton 2107
Broadcast Computer Systems	Fairmont 501	For-A-Company	Hyatt Regency 716
BROADCASTING Magazine	Hilton 1504	Milton Q. Ford & Associates	Marriott 616
Broadcast Programming International	Hilton 1867	Fuji Photo Film U.S.A.	Marriott
Gert Bunchez & Associates	Sheraton 2407	Glentronix	Hilton 1404
Burkhart Abrams & Associates	Hyatt Regency 1218	Greater Media Services	Loews Anatole 684
Buckley Radio Sales	Adolphus 1812	Harrington, Righter & Parsons	Hyatt Regency 918
California Microwave	Sheraton 1707	Dan Hayslett & Associates	Sheraton 1807
Calvert Electronics	Hilton 2036	Hitachi Denshi America	Hilton 1668
Capitol Magnetix Products	Hilton 1748	Holt Corporation West	Hilton 1104
Cavox Stereo Productions		H-R/Stone	Loews Anatole 810
		HR Television	Ramada Inn CC 1121
		Ikegami Electronics	Adolphus 1208
		Image Transform	Marriott 612
		Innovative TV Employment	Fairmont 721
		Jam Creative Productions	

Mich. Invocation: Rabbi Gerald J. Kline, Temple Emanu-El, Dallas. *Pre-sentation of 1979 NAB Engineering Achievement Award* to Robert W. Flanders, McGraw-Hill Broadcasting, Indianapolis, by George W. Bartlett, NAB. Speaker: Lloyd Dobyns, NBC News.

No radio or television engineering sessions are scheduled for Tuesday afternoon to allow delegates to visit the equipment exhibits.

Wednesday, March 28

RADIO-TELEVISION MANAGEMENT SESSION

Joint management assembly. 9-11 a.m. Ballrooms A, B, C, D. *Address* by Secretary of Energy James Schlesinger. *Sports and broadcasting: Where are we headed?* Moderator: Roone Arledge, president, ABC News and Sports. Panelists: Peter Rozelle, commissioner of football; Bowie Kuhn, commissioner of baseball; Larry O'Brien, commissioner of basketball. *Presidential presentation of the Grover Cobb Award* to David C. Adams, NBC, by Richard D. Dudley, Forward Communications, Wausau, Wis. *Words from Washington.* Speakers: Ernest F. Hollings, chairman of the Senate Communications Subcommittee, and Charles Ferris, chairman of the FCC.

RADIO ENGINEERING SESSIONS

Workshop. 9-10:30 a.m. Room S 414. *Building new radio studio facilities: planning, contracting and purchasing.* Advice from an acoustical expert, an architect and experienced broadcasters on constructing a new studio facility from the ground up. Moderator: Peter Burk, WKBW(AM) Buffalo, N.Y. Panelists: Eric Small, Sharepoint Systems, Rockaway Park,

N.J.; Thomas L. Mann, EZ Communications, Fairfax, Va.; Gordon Sibeck, Gordon Sibeck & Associates Architects, Dallas; Paul Stewart, WOR(AM) New York; Tom Rose, Joiner, Pelton, Rose Inc., Dallas.

Technical paper presentation. 10:30-11 a.m. Room S 414. *A fresh look at directional antenna phasers.* Edward Edison, Hammett & Edison Inc., San Francisco. There has been considerable interest in improving the audio performance of AM transmitters and antenna systems partly due to the advent of AM stereo. Bandwidth is the "in" word, On occasion it is possible to improve bandwidth on existing antenna systems by a number of techniques such as retuning, modifying the sideband loads and the transmitter or by adding bandwidth circuits. This paper will discuss this subject as it relates to the phasing unit of the directional antenna system.

TELEVISION ENGINEERING SESSIONS

Workshop. 9-10:30 a.m. Rooms S 411-412. *Broadcast tall towers: an aeronautical hazard?* The increase in the height and number of tall towers has caused some objections to their continued construction. The Federal Aviation Administration has started proceedings looking into the matter, which could affect future construction. Moderator: Lou Wetzel, Flash Technology Corp. of America, Nashua, N.H. Panelists: Ogden Prestholdt, A.D. Ring & Associates, Washington; B. Keith Potts, FAA's Wallace C. Goodrich, Air and Space Department, AOPA, Bethesda, Md.

Technical paper presentation. 10:30-11 a.m. Rooms S 411-412. *Engineering preparations for the summer 1980 Olympics.* John Frishette, NBC, Burbank, Calif. The grand remote: A description of the myriad technical and operational considerations the network faces prior to airing the Moscow games.

Closing joint luncheon. 12:30-2 p.m. Arena. Entertainment by Bill Cosby.

JVC America	Marriott 340	Petry Television	Loews Anatole 1010
KalaMusic	Hyatt Regency 817	Philips Broadcast Equipment	Hyatt Regency Duncan A-B
Kaman Sciences	Marriott 120	Ward L. Quaal Co.	Fairmont 1600
Katz Agency	Loews Anatole 1110	Radio Arts	Hilton 1004
Kershaw-West Productions	Fairmont 1201	Radioriginals Network	TBA
Kline Iron & Steel	Loews Anatole 323	Radio Programing Management	Fairmont 521
Dean Landsman Radio Service	Hyatt Regency 1117	Ram Research	Hilton 1604
Landy Associates	Hilton Inn 913	Cecil L. Richards Inc.	Hilton 1648
Larson/Walker	Marriott 610	Richter-Kailil & Co.	Hyatt Regency 518
Lenco	Loews Anatole 1123	A. D. Ring	Fairmont 901
Lightning Electric	Hyatt Regency 317	RKO Radio	Fairmont 1821
Major Market Radio	Hyatt Regency 618	RKO Radio Sales	Hilton Inn 1019
Marconi Electronics	Hyatt Regency 1017	RTVR	Loews Anatole 710
Reggie Martin & Associates	Hilton 1048	Scientific Atlanta	Hyatt Regency 2118
Jack Masla & Co.	Sheraton 2915	SESAC	Hilton 1704
McCurdy Radio Industries	Hyatt Regency 2017	Richard A. Shaheen Inc.	Hilton 1848
McGavren-Guild	Hyatt Regency Lookout room 3/26-27	Sonderling Broadcasting	Hyatt Regency 1245
McMartin Industries	Hyatt Regency 1118	Stainless Inc.	Adolphus 1264
Medallion TV Enterprises	Hilton 1148	Starlight Communications	Hilton Inn 205
Meeker Television	Loews Anatole 953	Station Business Systems	Sheraton 2909
Microwave Associates	Registry Penthouse	Steel Andrus & Associates	Hyatt Regency 617
Midwest Telecommunications	Adolphus 1108, 1244	Susquehanna Productions	Sheraton 2507
George Moore & Associates	Fairmont	Telcom Associates	Loews Anatole
Mutual Radio Networks		Telerep	Loews Anatole 753
Mutual Broadcasting System	Hyatt Regency 2728	Television Information Office	Loews Anatole 510
Mutual Black Network	Hyatt Regency 2628	Television Technology	Ramada Inn CC 719
National Black Network	Hyatt Regency 2622	Thomson-CSF Labs	Hyatt Regency 1249
National Broadcasting Co.		TM Productions	Fairmont 2500
Radio Network	Hyatt Regency 2666	William B. Tanner Co.	Fairmont 1121
Television Network	Loews Anatole 1034	Edwin Tornberg & Co.	Registry 354
Rupert Neve Inc.	Ramada Inn CC 819	Top Market Television	Loews Anatole 334
A.C. Nielsen	Adolphus 1246	Torbet Radio	Fairmont 421
Nightingale-Conant	Hilton 1667	Toshiba International	Loews Anatole 453
O'Connor Engineering Labs	Loews Anatole 772	TVAC	Marriott 132
Orban Associates	Adolphus 1008	Vital Industries	Loews Anatole 984 and
Panasonic	Hilton Inn 221	Wang Voice Communication	Hilton Inn 629
Perrott Engineering Labs	Fairmont 400	The Webster Group	Sheraton 2313
Peters, Griffin, Woodward	Loews Anatole 1023	Wilkinson Electronics	Hilton 948
Peters Productions	Fairmont 621	Adam Young Inc.	Marriott 311
			Loews Anatole 353

Otherwise meeting

Related convention activities

Wednesday, March 21

American Forces Radio and Television Services worldwide conference. 7:30 a.m. Baker hotel.

Thursday, March 22

AFRTS conference. 7:30 a.m. Baker hotel.

American Women in Radio and Television board meeting. 9 a.m.-5 p.m. Sheraton.

Friday, March 23

AFRTS conference. Baker hotel 7:30 a.m.

Broadcast Education Association board of directors meeting. 8 a.m. Loews Anatole.

AWRT board meeting. 9 a.m.-5 p.m. Sheraton.

BEA workshops. 1:30 p.m. Dallas convention center, Rooms N 214, 218, 220.

BEA reception. 5:30 p.m. Convention center, Room N 222.

Saturday, March 24

BEA workshops. 8:45 a.m., convention center Rooms 214, 218, 220. General session, 10 a.m., Room N 215. *Luncheon,* 12:30 p.m., Ballroom A. *Workshop,* 3 p.m., Rooms N 214, 218, 220.

AWRT Educational Foundation board meeting. 9 a.m.-5 p.m. Sheraton.

Society of Broadcast Engineers meeting. 1 p.m., convention center, Room N 222.

Sunday, March 25

BEA workshops. 9 a.m. Convention center

Rooms 214, 218, 220. *General session.* 11 a.m., Room N 215.

Association for Broadcast Engineering Standards technical committee meeting, 10:30-noon, Hilton hotel, Blue Bonnet Room. *Joint meeting of board of directors and membership,* 3-4:30 p.m., Blue Bonnet Room.

Association of Maximum Service Telecasters membership meeting. 12:30 p.m. Convention Center, mezzanine.

National Association of Spanish Broadcasters formative meeting. 4 p.m. Registry hotel, Suite 452.

Monday, March 26

Emergency Broadcast System meeting. 2 p.m. Convention center, Room N 236.

Society of Broadcast Engineers meeting. 4 p.m. Convention center, Room N 215.

Harvard Seminar Alumni reception. 5:30 p.m. Fairmont hotel, Fountain Room.

Tuesday, March 27

AMST engineer's breakfast. 7:15 a.m. Convention center, mezzanine.

Broadcast Pioneers breakfast. 8 a.m. Regency hotel, Ballroom.

Institute of Electrical and Electronic Engineers Broadcast Group administrative committee meeting. 2:30 p.m. Convention center, Room S 412.

Wednesday, March 28

Society of Broadcast Engineers meeting. 4 p.m. Convention center, Room N 222.

Dallas hardware exhibitors will be trying harder to make buyers out of window shoppers

With only a limited number of new product introductions, emphasis will be on selling innovations of recent years that have since proved worth; this year's display will dwarf last year's show in Las Vegas

As one Ampex Corp. official put it, "these things generally come in two-year cycles." Last year's National Association of Broadcasters convention turned out to be the year for new studio equipment—one-inch video-tape recorders, a new generation of electronic news gathering and electronic field production cameras, digital time base correctors and sophisticated computerized editing systems.

Some manufacturers, such as Sony, will be showing new versions of last year's equipment, and others, like Ampex, will display an array of studio accessories. But the 1979 show—with more than 300 exhibitors and 146,000 square feet of exhibit space on two levels of the sprawling Dallas convention center—is not shaping up as the place for new, revolutionary studio equipment. Rather, the manufacturers, in general, expect the 1979 exhibit to be a sales show. The buyers have had a year to think about and try out the new equipment, and the manufacturers are betting that this year the broadcasters will be showing up with checkbooks and pens in hand.

What will be new at this year's show, however, are some high-price items—especially transmitters and antennas.

Two major transmitter manufacturers—RCA and Harris—will show new generations of solid-state units. The emphasis from both companies is on easy maintenance and operation.

RCA Broadcast Systems will introduce its first new series of VHF transmitters since 1969, a millenium in terms of the development of electronics. The new TTG series, which comes in 30 kw and 60 kw configurations but is capable of "world-wide applications," has only two tubes—one visual and one aural.

According to the company's Paul Amedick, the new transmitter employs "broadband techniques that eliminate all tuning except in the final stage." The advantage, as he put it, is that "you can't mis-tune it if you don't tune it." The TTG series is being produced for both low- and high-band uses.

RCA will also introduce a new low-band VHF circularly polarized antenna—the "top-mounting" TDM for channels 2 through 6. The antenna is designed to replace "existing six-bay super-turnstile

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antennas" without major tower modifications. The TDM will be the fifth in RCA's line of CP antennas.

Harris Broadcast Products will demonstrate its new BT-50H3 50 kw high-band VHF color transmitter. It, too, reflects the move in the industry toward solid-state components, having only three tubes (one aural and two visual). It provides 50 kw visual and 5 kw aural outputs.

But Harris's real news is in radio transmitters. On the AM side, for example, the company will show the 10 kw MW-10 medium-wave unit—a new member of the firm's PDM (pulse duration modulation) family that already includes the MW-50A and the MW-5A.

For FM, Harris will show the FM-25K, a 25 kw transmitter that features just one high-gain tetrode tube, solid-state construction, automatic power control and simplified remote control capability. The company will also exhibit its new 300 w 100% solid-state FM transmitters—the FM-300K and the "main-alternate" version, the FM-300KD.

Two relative newcomers to the transmitter business will also display their latest. Philips will show its 17.5 kw VHF and 55 kw UHF transmitters, and Japan's NEC will be back with the transmitter it introduced to the U.S. market last year.

Insofar as studio equipment goes, Sony appears to have the inside track on new developments with its new BVH-1100 one-inch VTR. (RCA has the same machine, called the TH-200.) The machine features a "dynamic tracking option" and "confidence heads" for monitoring. NEC will make its NAB VTR debut with its TT-7000 type "C" unit. (It was shown last fall to the press at the Society of Motion Picture and Television Engineers meeting in New York.) Philips, Hitachi, Cinema Products, Ampex, Sony and Bosch-Fernseh will also show one-inch machines.

Among the cameras on display, Harris will highlight its new TC-80A color camera along with the TC-50 Plumbicon. The former features diode gun Plumbicon pick-up tubes and highlight handling. It is made for both studio and field work. For the latter application, an optional triax accessory is available.

Program automation systems will be big with the radio equipment companies. IGM, for example, is offering a new version of its Instacart for information retrieval. The information unit can play any or all of its cartridges simultaneously—each to a different output—enabling a station to lease out separate information cartridges to advertisers for telephone access by listeners. Labeling the new feature an "income expander," IGM says the information unit can augment data in commercials played on the air and supply new revenue for either television or radio stations.

Broadcast Electronics will show a new "economy" version of its Control 16 automation system. Harris will exhibit its 9000 program memory system, and Cetec will have its System 7000.

Booth by booth

The following companies will display their products and services on the two levels of the Dallas convention center exhibit area. New products are indicated by an asterisk. Other companies with only hospitality suites, are listed with their personnel beginning on page 127.

Accurate Sound 2103
114 Fifth Avenue, Redwood City, Calif. 94063

Product: High-speed loop bin; open reel, cassette, eight-track and quarter-inch duplicating systems; mic booms. **Personnel:** Ron M. Newdell, Phil Sun, Greg Sargent.

Acrodyne Industries 479
21 Commerce Drive, Montgomeryville, Pa. 18936

Product: Television translators and transmitters. **Personnel:** John Parke, Nat Ostroff, Marshall Smith, Ray Kiesel, Dan Traynor, Mark Darde, Stu Kravitz, Bill Rosenberger, Stan Weissberg, Moe Moshelm, Bill O'Neal, Jean Murray.

ADDA Corp. 2104
1671 Dell Avenue, Campbell, Calif. 95008

Product: Frame synchronizers, time base correctors, still store systems, horizontal-vertical blanking correctors. **Personnel:** William B. Hendershot III, Jesse Blount Jr., Michael W. Tallent, Ronald D. Long, Douglas R. Deakins, Duane Tuttle, Sheila M. Holmes, Janet M. Ham-

mer, Robert DeSilva, Robert L. Turbeville, Joseph W. Hanf, David Main, Carol Carucci, Frank M. Schwartz, Aman Khawaja, Ron M. Harrison, Michael K. Shannon.

A.F. Associates 2411
100 Stonehurst Court, Northvale, N.J. 07647

Product: Remanufacturing quad video tape recorders, systems engineering and fabrication. **Personnel:** A. Ferolito, L. Siracusano, D. James, H. Pearson, T. Canavan, J. McGrath, E. Markline, A. Macaluso, J. Francke.

Agfa-Gevaert 2821
275 North Street, Teterboro, N.J. 07608

Product: Quadruplex video tape*, three-quarter-inch bulk U-matic tape*, 16mm & 35mm film, high density cassette tape, high output cassette tape. **Personnel:** Maria Curry, Dave Rubenstein, Ron Randall, William Landow, Claudia Yarborough.

Aim Limited 2108
Box 99, Antrim, N.H. 03440

Allen Avionics 2615-A
224 East Second Street, Mineola, N.Y. 11501

Allied Tower 2100
Box 331, South Houston, Tex. 77587

Personnel: Jerry Bennett, Bud Duvall.

Allotrope 2108
London

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programming
since the
turntable



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CONSULTANTS

- Amco Engineering** 393
7333 West Ainslie, Chicago 60656
Product: Modular cabinets and consoles.
Personnel: Floyd Johnson, Bob Komarek, Don Shuhart, Jimmy Bost, John Hill, Glen Dorflinger, Don Bennett.
- American Data** 312
401 Wynn Drive, Huntsville, Ala. 35805
Product: Studio production systems, production switchers, audio/video distribution switchers, amplifiers. **Personnel:** Dennis A. Donnelly, Hal Bjorklund, Ed Miller, Bill Powers, Bob Munzner, Joe Ryan, Dwight Wilcox, Don Cadora, Jim Gardner, Keith Emmons, Don LeCroy, Murray Brownell.
- Amperex Electronic** 310
Providence Pike, Slatersville, R.I. 02876
Product: Plumbicon TV camera tubes. **Personnel:** Merle Arnold, Jeff Brooke-Stewart, Joe Carroll, Ronald Goga, Robert Heroux, Ralph Johnson, Harry Kozicki, John Kropp, Stan Lovitz, Ted Marchner, David Mitteldorf, Kipp Rabbitt, Vasanth Rao, Mike Roumeliotis, Raleigh Utterback.
- Ampex** 301
401 Broadway, Redwood City, Calif., 94063
Product: Video recorders, cameras, switchers, editing systems, time base correctors, audio recorders, video and audio tape products. **Personnel:** A. H. Hausman, C. V. Andersen, C.A. Steinber, C. P. Ginsburg, V. Ragsone, V. Titolo, L. Pepper, A. Fisher, D. Stanley, D. V. Kleffman, L. Cochran, J. Diermann, R. Ide, M. Sanders, T. Bonomo, R. Ballintine, R. Sirinsky, G. Woffindin, G. Ziadeh.
- Ampro Broadcasting** 369
850 Pennsylvania Boulevard, Feasterville, Pa. 19047
Product: Compact audio consoles featuring Microtouch electro-mechanical switching. **Personnel:** Ed Mullin, Tom Creighton, Sue Leister, Karl Ulrich, John Quinn, Bill Hicks.
- Amtron** 412A
5620 Freedom Boulevard, Aptos, Calif. 95003
Product: High-resolution TV monitors, standard, medium and high resolution color data graphic monitors. **Personnel:** W. G. Widera, Gary Baker, Tex Jonston.
- Andrew Corp.** 360
10500 West 153d Street, Orland Park, Ill. 60462
Product: Coaxial cables, earth station antennas, UHF transmitting antennas, microwave antenna systems. **Personnel:** Ernest Weber, Woody Woodbury, Carl Van Hecke, William Moore, Erik Engebrigsten, John Pryjma, Edward Andrew, Robert Bickel, Jose Gonzalez, Geza Dienes.
- Angenieux** 318
1500 Ocean Avenue, Bohemia, N.Y. 11716
Product: Lenses for studio, ENG and EFP cameras. **Personnel:** John Wallace, Herb Van Driel, Bern Levy, Dick Putnam, Walt David, Jeff Giordano, Claus Zedler, Tang Sum, Bernard Angeieux, Jean Moret, Andre Masson, Harry Hobson, John Gibson, Serge Dumartin, Arthur Challinor, Bill Billson, Ron Blanchard.
- Anton/Bauer** 2121
Box 616, Shelton, Conn. 06484
Product: Batteries, chargers and accessories. **Personnel:** Anton Wilson, George Bauer, Mary Bauer, Joe Lantowski, Bob Callahan.
- Anvil Cases** 2507
Box 888, Rosemead, Calif. 91770
Product: Transit cases for audio-visual and TV equipment. **Personnel:** M. Wayne Thompson, Ralph G. Hoopes, Marge Murphy.
- Arvin/Echo Science** 390
485 East Middlefield Road, Mountain View, Calif. 94043
Personnel: Orie Fritts, Robert Walker, Vince Kasprzak, Paul Bartley, Jerry Dennis, Jim Baker, Bill Nichols, Tony Grosboll, Ray Williams, Gerry Dunn, Bob Christiansen, Jim Rodgers, Kieran Fok, Bill Herzog, Carl James, Jim Blackie, Gary Guiffre, Bob Owen, Bill McDonough.
- Asaca**
1289 Rand Road, Des Plaines, Ill. 60016
Product: Color camera measuring set, portable switcher, test signal generator. **Personnel:** C. Miller, R. Reilly, R. Ricci, R. Shult, R. Boyd, T. Shiqezaki, J. Miller, M. Kubayashi, K. Ohira, M. Nakamura.
- Audi-Cord** 419
1845 West Hovey Avenue, Normal, Ill. 61761
Product: Tape cartridge equipment. **Personnel:** Carl L. Martin, Richard L. Anderson, Delmar W. Rowe.
- Audio Designs and Manufacturing** 414
16005 Sturgeon, Roseville, Mich. 48066
Product: Stock and custom stereo audio consoles for AM, FM, TV, distribution amplifiers, broadcast intercom systems, patchbays, components for audio control. **Personnel:** Robert Bloom, Sheridan Shook, Murray Shields, Gerry Johnson, Larry Mandziuk, Wayne Myers, Tom Chrapkiewicz, Earl Morgan, John Monforte, Jim Sims, Doug Smith.
- Audio & Design Recording** 2215
Box 902, Marina, Calif. 93933
Product: Compressor/limiters and expanders, paragraphic equalizer*, SCAMP microphone pre-amp* and dual noise gate*. **Personnel:** Nigel Branwell, Mona Botherel, Chris Walden.
- Auditronics** 379
3750 Old Getwell Road, Memphis 38118
Product: Audio consoles. **Personnel:** Welton Setton, Steve Sage, Stovall Kendrick.
- Autogram** 2114
Box 456, Plano, Tex. 75074
Product: Ten channel mono/stereo console, eight channel mono/stereo console*, six channel mono/stereo console. **Personnel:** Ernest T. Ankele Jr., Grady King, Tad Derx, Neva Gross, Ann Bell, Mary Poole, DeLores Anekele.
- Automated Broadcast Controls/Consolidated Electronic Industries** 311
1110 Taft Street, Rockville, Md. 20850
Product: Kartel multiple cartridge player, mini sequence controller, program memory control unit, tone sensors and generators, time announce, programable clock, English printout logger, jock assist automation system, Cuerac automation system. **Personnel:** Jack Neff, Terry Trump, Tom Kitaguchi, Ken Strawberry, Reuben Medding, Ossie Buhagiar, Rick Choy.
- Automated Business Concepts** 545
7204 Claremont Mesa Boulevard, San Diego 92111
Product: Modular hardware and integrated systems applications for avails, traffic, spot scheduling, music. **Personnel:** Frank Crane, Jim Anderson, Larry Grannis, Tom Haag, Chuck Tripp, Gary Dancy.
- Automated Processes** 373
790 Park Avenue, Huntington, N.Y. 11743
Personnel: H. Charles Riker, Robert N. Blair, John Bruno, Saul Walker, Nick Balsamo, James Connors.
- Automation Electronics** 2208
1001 South Street, Lafayette, Ind. 47905
Product: In-house minicomputer system*. **Personnel:** Larry E. Zaiser, Tom Ransom, Ed Reed, John Allen, Rich Edyvean, Jody Zaiser, Lynda Heise.
- Avab America** 2712-A
2555 Park Boulevard, Suite 32, Palo Alto, Calif. 94306
- B&B Towers** 2124
Box AD, Ajo, Ariz. 85321
- Bardwell & McAllister** 559
7269 Santa Monica Boulevard, Hollywood 90046
Product: Studio lighting and grip equipment. **Personnel:** Arthur Florman, John Strong, Sharon Evans, Len Hollander, Walt Drucker, Steve Hagenhal.
- Bayly Engineering** 425
167 Hunt Street, Ajax, Ont. L1S 1P6
Product: Solid-state FM broadcast transmitters, digital and analog/mono and stereo studio transmitter links, RF dummy loads*, AM broadcast transmitters using PDM anode modulation audio mixers*, stereo encoder companders*, two-way radio equipment (portable, mobile and base)*. **Personnel:** John F. McIntosh, Harry L. Schmidt, Jurgen Graaff, Fred Ziss, T. H. Walther.
- Belar Electronics Laboratory** 367
Box 826, Devon, Pa. 19333
Product: AM, FM and TV frequency and modulation monitoring equipment. **Personnel:** Arno M. Myer, Erich A. Meyer, Constantine A. Spyrou, Dwight F. Macomber, Manuel Krangel, Walter Voelker, Norman Cohen.
- Bell System** 2511
Product: Communications systems. **Personnel:** James R. Hirschy, Linda L. Willingham.

Berkey Colortran 370
1015 Chestnut Street, Burbank, Calif. 91502

Product: Lighting for television studios and location lighting, channel track memory control with portable dimming and control, pantograph hanging devices on trollies, with standard studio fixtures, 2 kw focusing scoop*. **Personnel:** Ken Boyda, Peter Coe, Marion Rimmer, Tom Pincu, Franc Dutton, Mel Rimmer, Mike Gresch, Jeff Sessler, Joe Bryon, Ken Vannice, Christel Find, Jim Munn, Silvio Massone.

Beston Electronics 376
15315 South Highway 169, Olathe, Kan. 66061

Product: Data-Prompter*, character generators, titlers, automatic light control systems for film chains. **Personnel:** Bernie Lipari, Rod Herring, Don MacClymont, Dave Anderson, Jim Sherry.

Beveronics 369A
31 Anchorage Road, Port Washington, N.Y. 11050

Product: Video switching systems, clocks, video hum coils. **Personnel:** John Busharis, Bob Striker, Bernie Wise, Mark Busharis.

Bird Electronic 519
30303 Aurora Road, Cleveland 44139

Product: Instruments and components for RF power measurement, RF directional Thru-line wattmeters, air-cooled heat exchanger loads, field replaceable water-cooled loads, air-cooled line terminations, digital calorimeter, wattmeter models*. **Personnel:** W. L. Yochum, R. J. Tanczos, G. Churpek, J. Ittel, L. Kuklinski, H. H. Heller.

Bloomington Broadcasting 2308
236 Greenwood Avenue, Bloomington, Ill. 61701

Product: Computer system for radio sales, traffic, billing, general accounting, payroll and management information. **Personnel:** Tim Ives, Don Newberg, John Clark, Lynn Laurie, Dave Breed, Carol Munson, Dave Wolfenden, Don Munson, Larry Shoel.

Bogner Broadcast Equipment 2202
401 Railroad Avenue, Westbury, N.Y. 11500

Product: VHF and UHF TV transmitting antennas, MDS receiving antenna*. **Personnel:** Richard D. Bogner, Leonard H. King, Robert Piano, Kathy Piano, Debbie King.

Bonneville Broadcast Consultants 563
274 County Road, Tenafly, N.J. 07670

Product: Live and taped radio programming, computer assisted music rotation*. **Personnel:** Marlin R. Taylor, Loring S. Fisher, Frank D. Murphy, Walter Powers, Joe Capobianco, Vladimir Nikanorov.

Bonneville Data Systems 2206A
Suite 2100, 36 South State, Salt Lake City 84111

Product: Computerized broadcast traffic/accounting system including BTA-101D with dual station operation*. **Personnel:** Steve Seastrand, Dave Finley, Nancy Coffeen, Joe Meier.

Bosch Fernseh 330
279 Midland Avenue, Saddle Brook, N.J. 07662

Product: color cameras (KCP-60*), color monitors and type B VTR equipment (BCN-100 random access*). **Personnel:** Fred Bundermann, John Webb, John Lynch, Len Staskiewicz, Thom Calabro, Mike Clayton, Bill Love, Tony Magliocco, Bill Pizzoli, Dr. Oeschner, Hans Groll, Dietmar Zieger, H. Zickbauer, H. Zahn, A. Deutschmann.

Boston Insulated Wire & Cable 358
Court Street, Cordage Park, Plymouth, Mass. 02360

Broadcasting Cartridge Service 2304
1122 East Chevy Chase Drive, Glendale, Calif. 91205

Product: Aristocart, Fidelipac, Capitol/Audiopak Cartridges, reload cartridge service, cartridge accessories. **Personnel:** Bryant W. Ellis, Homer W. Ellis, David M. Westcott.

Broadcast Electronics 309
4100 North 24th, Quincy, Ill. 62301

Product: Cartridge tape machines, audio consoles and program automation equipment including Econo Control 16*, Intelog highspeed program logger*. **Personnel:** L.J. Cervon, C. I. Kring, A. H. Bott, J. A. Burtle, R. C. Davis, T. A. Warning, J. T. Malone, W. D. Jones.

Broadcast Programming International 411
Box 2027, Bellevue, Wash. 98009

Product: Live or automated music programming packages. **Personnel:** Kemper Freeman Jr., Betty Freeman, John Iles, Jane Kindred, Claude Rorabaugh, Dave Lindsay, Bob Concie.

Broadcast Video Systems 2823
15-1050 McNicoll Avenue, Agincourt, Ont. M1W 2L8

Product: Safe area generator, video delay lines, rotary wipe generator*, pulse width measuring unit*, VTR leader clock*, color balance corrector*, waveform and vector monitors*. **Personnel:** Dave Bryan, Claude Tresidder, Bert Verwey.

BTX Corp. 2409
438 Boston Post Road, Weston, Mass. 02193

Cabiewave Systems 381
60 Dodge Avenue, North Haven, Conn. 06473

Product: Transmission line and elliptical waveguide systems, pressurization equipment, parabolic antennas, Wellflex transmission line systems*. **Personnel:** William Meola, Ken Robinson, Doug Proctor, Margie Barneschi.

Calvert Electronics 2117
220 East 23d Street, New York 10010

Personnel: Anthony Battaglia, Boothe Pharr, Jack Fudim, Kamel Sharoubim, Fred Samuels, Israel Luzunaris.

Cambridge Products 2802
244 Woodland Avenue, Bloomfield, Conn. 06002

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The Camera Mart 555
456 West 55th Street, New York 10019

Product: Listec Vinten Fulmar pneumatic pedestal*, Sharp Vidicon camera for studio or ENG, Sharp Station camera for studio or ENG*, Arvin echo color disc cassette frame store recorder*, Arvin Echo Slo Mo with built-in time base corrector*, Cross Point Latch AC/DC operated production console, production switcher, sync generator, audio mixer*, Dynasciences product line* including video impulse distribution amplifiers, chroma keys and switchers. **Personnel:** Samuel Hyman, Paul Meistrich, Shelly Brown, Leo Rosenberg, Herb Browning, Jeff Wohl, Mark Hyman, Harold Ramey, Ken Seelig.

Canon U.S.A. 493
10 Nevada Drive, Lake Success, N.Y. 11042

Product: Studio type lens*, ENG lens with built-in extender.* **Personnel:** J. Keyes, B. Gonnelli, B. Kelly, M. Momosawa, T. Sakurai, K. Morshima, K. Saotome, O. Tanaka, J. Itoh, J. Shimada, M. Miyaoka.

Capitol Magnetic Products 361
1750 North Vine, Los Angeles 90028

Product: A-2 and AA-3*, stereo phase broadcast cartridges. **Personnel:** D. Dunlavy, E. Grant, N. Goss, L. Hockemeyer, J. Kempler, E. Koury, T. Neuman, H. Preston, J. Randolph, T. Sanchirico, T. Scitar, G. Silvestri.

Cases Inc. 2105
1745 West 134th Street, Gardena, Calif. 90249

Personnel: Wayne Nall, Bob Campion, Howard Chatt.

CCA Electronics 305
Broadcast Plaza, Box 5500, Cherry Hill, N.J. 08034

Product: AM, FM and TV transmitters, studios and related communications equipment. **Personnel:** Richard N. Groves, Joseph T. Consalvi, Edward O. Lauman, E. Van Pezirtzoglou, Robert Bousman, Alice Soltysiak, Carroll Ogle, Ronald Briggs, Juan Chiabrande, Hugh Anderson, Jason Fox, Randle Dawson, Dominique Susini, Lazoros Rassoulis, David Orienti.

CECO Communications 431
2115 Avenue X, Brooklyn, N.Y. 11235

Product: Transmitting and camera tubes for radio and TV stations. **Personnel:** David Gilden, Don Harris.

Central Dynamics 344
147 Hymus Boulevard, Pointe Claire, Que. H9R 1G1

Personnel: G. Pugh, B. Tee, J. Bastien, J. Barker, H. Shepard, P. Symes, V. Lyons, L. Hargreaves, D. Deveradinis, K. McConkey, A.C. Boland.

Centro 2406
4848 Ronson Court, Suite I, San Diego 92111

Product: Jon Munderloh, Darrell Wenhardt, Rex Reed, Fred Powers, Judy Ziesmer, Steve Ratkiewicz, John Potter, Yvonne Goodman, Deborah Dean, Brett Lukes.

Century 21 Programming 371A
2825 Valley View Lane, Dallas 75234

Product: Tom McIntyre, Dave Scott, Bill Arnold, Dick Maynard, Bill Taylor, Dan Rau, Jim Dooley, Shirley Loftin.

Cetec Antennas 95828
6939 Power Inn Road, Sacramento, Calif. 95828

Product: Circularly polarized FM and TV transmitting antennas. **Personnel:** Ken Leonard, Harold Bailey, James Collins, Margarete Ralston, Fred Barbaria, James Olver.

Cetec Broadcast Group 307
1110 Mark Avenue, Carpinteria, Calif. 93013

Product: Series 7000 automation system, AM and FM transmitters, audio consoles, FM antennas. **Personnel:** Ed Watts, Andy McClure, Doug Sterne, Bill Huddy, Tom Copeland, Mike Shafer, Dale Tucker, Bob Dix, Jerry Clements, Dave Hill, Earl Bullock, Harry Simons, Jim Boldebook, Fred Harkness, Hugh Wilcox.

Channematic 2517
2232 Lindsay Michelle Drive, Alpine, Calif. 92001

Product: DTMF tone remote control equipment*, Microclock II real-time clock/controller*, TVRO earth station automation equipment*, videocassette-based automation equipment and other video accessories. **Personnel:** Bill Killion, David Mayer.

Christie Electric Corp. 2600
3410 West 67th Street, Los Angeles 90043

Product: HMI follow spot.* **Personnel:** Fred Bennamin, Tim Roberti.

Chyron Telesystems 382
265 Bethpage-Spagnoli Road, Melville, N.Y. 11747

Product: Graphics and titling systems, election reporting system, cassette cleaner and evaluator. **Personnel:** John Starosky, Richard Boyd, Ron Witko, Lee Weissman, Joe Scheuer, Will McLain, Roi Agneta, Dave Rabinowitz, Ed Muller, Tom Oliviero.

Cine 60 2700
630 Ninth Avenue, New York 10036

Product: Lighting kits, fast charge batteries, fast charger coupling device for car inverters, Nicad insert batteries for Hitachi GP-7, JVC CR4400U, Sony BVH-500. **Personnel:** Paul Wildum, Bob Kabo, Don F. Civitillo.

Cinema Products 2217
2037 Granville Avenue, Los Angeles 90025

Product: MNC cameras, NEC video tape recorders, video accessories, Steadicams, CP-16, CP-16R and GSMO 16mm cameras, editing console, accessories. **Personnel:** Ed Digiulio, Gary Gross, Bob Auguste, Ed Clare, Ron Kelley, Wayne Weichel, Steve Klenetsky, Susan Lewis, Jim Sims, Charles Lipow, Ruhama Lipow, Bob Olodort, Peter Waldeck, Ray Tamba.

Cohu 471
Box 623, San Diego 92112

Product: Telecine with new encoder/enhancer/auto balance, monochrome monitors*. **Personnel:** Bob Schlicht, Roy Phillips, Wayne Rogers, Chuck Dyer, Larry Litchfield, Darrell Paul, Mike Bozzuto, Jim Barnes, Arnold Barnes, Steve Collins, David Daniel.

Collins Transmissions Systems Division 75081
1200 North Alma Road, Richardson, Tex. 75081

Product: AM and FM transmitters, audio studio, satellite communication and microwave products. **Personnel:** W. Helberg, D.A. Senter, J. Ariana, T. Cauthers, M. Courtwright, D. Hultsman, J. Littlejohn, J. Shideler.

Colorado Video 523
Box 928, Boulder, Colo. 80306

Product: New generation slow scan transmission equipment (TV over phone lines, satellite or FM). **Personnel:** Glen Southworth, Wyndham Hannaway.

Comark Communications
Box 267, Southwick, Mass. 01077

Personnel: Richard W. Fiore, Leroy A. Wallace, David D. Smith, Richard E. Fiore Jr.

Commercial Electronics 398
880 Maude Avenue, Mountain View, Calif. 94043

Product: TV cameras. **Personnel:** Al Jensen, Bill Riester, Don Diesner, Chuck Headley, Larry See, Andrew Mellows.

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Compact Video Sales 2127
2633 San Fernando Road, Burbank, Calif.
91504

Compucon 2617
Box 401229, Dallas 75240

Product: Communications engineering services including satellite earth station placement and coordination, microwave frequency coordination, spectrum measurement and RFI studies. **Personnel:** Jerry Williamson, Dan Yost, Rick Walker, Al Bridegam, Becky Shipman.

Computer Image 457
2475 West Second Avenue, Denver 80223

Product: Electronic animation and syndication, video production. **Personnel:** Lee Harrison III, Pete Freyschlag, Hal Abbott, Shari Noyce, Ed Tajchman.

Computer Magnetics 529
125 West Providencia Avenue, Burbank, Calif.
91502

Product: Ignatius Tsu, Ted Emm, Tim Palmer, Willard Bell, Tony Mlinaric.

Computer Management Systems 2212
6610 North Shadeland Avenue, Indianapolis
46220

Product: Computerized sales, traffic, billing and accounting systems for radio and TV stations. **Personnel:** Jim Moneyhun, Jack Carnegie, Sally Huffine, Myron Keeney, Suzi Ross.

Comrex 541
60 Union Avenue, Sudbury, Mass. 01776

Product: Low frequency extenders, news-pac diversity system, RF cue systems for ENG, aural monitors, wireless microphone systems. **Personnel:** John Cheney, Lynn Distler, Tim Brown, Erik Thoresen.

Comsearch 2110
2936 Chain Bridge Road, Oakton, Va. 22124

Product: Satellite earth station placement, frequency coordination and RFI measurements, STL band microwave frequency assignment, point-to-point microwave frequency coordination, computer systems software development. **Personnel:** Harry L. Stemple, Kurt R. Oliver.

Conrac Division 304
600 North Rimsdale Avenue, Covina, Calif.
91722

Product: Color and monochrome monitors for broadcast and teleproduction applications. **Personnel:** Medac Warnick, William A. Ems, Brian Mitchell, C.D. Beintema, Gene Orntstead, Chris Johnson, Forrest DuVal, Frank Heyer, Richard Sanford, John Keenan, Barry Turner, John McClimont, L. M. Ryan, B.B. Hickox, John Higgins.

Consolidated Video Systems 400
1255 East Arques Avenue, Sunnyvale, Calif.
94086

Product: Digital frame synchronizer with optional compressor-positioner and window op-

tion. **Personnel:** W. Miller, C. Selthun, D. Smith, A. Paz, L. Stratton, J. Summers, J. Wellman, B. Barney, M. Alley, M. Lang, N. McMullin, J. Knight, G. Pearson.

Continental Electronics Mfg. 331
Box 270879, Dallas 75227

Product: 5 kw, 10 kw and 50 kw transmitters, unlimited power level transmitters for international market, antenna phasing and coupling equipment, diplexers, filters, combiners. **Personnel:** J. O. Weldon, Vernon Collins, R. L. Floyd, M. W. Bullock, E. L. King Jr., Gary Cuesta, Ray Tucker, Joseph B. Sainton, Willie Mitchell.

Convergence Corp. 378
17935 Sky Park Circle, Irvine, Calif. 92714

Product: ECS-100 series Superstick editing control systems. **Personnel:** Gary Beeson, John G. Campbell, Dennis G. Christensen, Max Ellison, George Bates, Rush S. Hickman III, Frank Logan, Richard Moscarello, Mark Riley, Robert C. Stack, Doug Tao.

Crosspoint Latch 2801
316 Broad Street, Summit, N.J. 07901

Product: Production switchers, sync generators, video processing equipment, four bus compact production switcher with two fully independent mix effects systems*, video dissolve unit*, rack mount with sync*. **Personnel:** H. George Pires, T. Winston Pires, Michael Mulinaro, R. Hawkins.

CSI Electronics 337
3800 South Congress Avenue, Boynton Beach,
Fla. 33435

Personnel: Bernard Gelman, Howard Dempsey, William Hoffman, William Moats, Peter MacFarlane, Joseph Ponist, Ben Ostrovsky, John Goveau, Irwin Frank.

C.S.P Inc. 542
203 Airport Boulevard, Doylestown, Pa. 18901

Product: Antenna phasing equipment, RF components and accessories. **Personnel:** Jim Lucy, Dave Gormon, Derek Gormon.

Bill Daniels Co. 2417
Box 2056, Shawnee Mission, Kan. 66201

Product: Design, publish and print sales and specification sheets, brochures and custom catalogues for manufacturers and dealer/distributors of broadcast, closed circuit communications, security and audio/visual products. **Personnel:** Bill Daniels, Kathy Daniels, Mac McCaskill, Fran Rose, Brian Pyle.

Data Communications (BIAS) 339
3000 Directors Row, Memphis 38131

Product: BIAS TV and radio commercial inventory systems, Micro-BIAS. **Personnel:** Norfeet Turner, Terry Bate, Glenn Taylor, Rick Reed, Skip Sawyer, Carol McInnis, Dewey Hemphill, Bill Boyce, Frances Ryan, Dan Meadows, Madeline Simonetti, Sherri Sawyer, Sara Lipsey.

Datametrics 2813
340 Fordham Road, Wilmington, Mass. 01887

Product: SMPTE edit code equipment includ-

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Canoga Park, CA 91304

ing generators, reader/translators and code character inserters, compact time code reader/translator for on-location applications. **Personnel:** Malcolm Green, Robert Kieser, Paul Milazzo, Dwight Wilcox.

Datatek 521
1166 West Chestnut Street, Union, N.J. 07083

Product: Video and audio routing switchers, TV transmitter color phase equalizers, video sweep generators, envelope delay test sets, color black generator, distribution amplifiers for video, pulse, subcarrier, audio and SMPTE time code. **Personnel:** Mervyn Davies, Bob Rainey, Bob Rainey Jr., Jim Landy, John Baumann, Marty Jackson, Herb Didier, Gene Sudduth.

Datatron 491
1562 Reynolds Avenue, Irvine, Calif. 92714

Product: Videotape editing systems, code generators and readers, jam-sync generators, character inserters, coincidence comparators. **Personnel:** James Morrison, Herbert Perkins, Dale McNulty, Roger Bailey, Wayne Frantz.

Delta Electronics 365
5730 General Washington Drive, Alexandria, Va. 22312

Product: Coaxial transfer switch, amplitude modulation controller, automatic power controller. **Personnel:** C. Wright, J. Wright, T. Wright, J. Novak, J. Bisset.

Delta Group 2606
1201 North Watson Road, Arlington, Tex. 76011

De Wolfe Music Library 2605
25 West 45th Street, New York 10036

Product: Broadcast background production music for TV and radio stations with copyright protection, music for promos*, logos. **Personnel:** Larry Kessler.

Dielectric Communications 509
Tower Road, Raymond, Me. 04071

Product: RF loads and wattmeters, RF switches and waveguides. **Personnel:** H. Acker, J. Hutson, R. Cranston, W. Brackett, S. Thomas.

Digital Video Systems 2709
519 McNicoll Avenue, Willowlake, Ont. M2H 2C9

Product: Time base correctors, synchronizers, frame storage devices, special optical effects. **Personnel:** Robert Cook, John Lowry, Gisela Morgan, Richard Kupnicki, Ben Tsai, Will Eckersley.

Di-Tech 2403
311 Wyandanch Avenue, North Babylon, N.Y. 11704

Product: Audio follow video switcher. **Personnel:** George Petrilak, Tony Bolletino.

Dolby Laboratories 385
731 Sansome Street, San Francisco 94111

Product: Audio noise reduction for VTR's, Dolby FM broadcast units, noise reduction for

broadcast use. **Personnel:** Bob Peterson, Ken Fay, Jeff Evans.

Drake-Chenault Enterprises 2123
8399 Topanga Canyon Boulevard, Canoga Park, Calif. 91304

Product: Custom jingle packages. **Personnel:** Gene Chenault, James Kefford, Buddy Scott, Allen Collier, B. J. Anderson, Denny Adkins, Sam Holman, Bob Harris, Bob Ardrey, Jack Crawford.

Victor Duncan Inc. 2515
2659 Fondren Drive, Dallas 75206

Product: Metal Halogen lamp and lighting equipment, Cinema Products video camera, Bosch-Fernseh portable one-inch recorder, support equipment. **Personnel:** Victor Duncan, Lee Duncan, Alan Sheffield, Frank Marasco, Norm Bleicher, Ray Parrott, Scott Kieffer, Tom Kraemer, Bill Cataldo, Bob Burrell, Bob Coleman, Alan Meador, Ed Stamm, Allan Conrad.

Dynair Electronics 368
5275 Market Street, San Diego 92114

Product: Distribution switching systems in various building blocks for audio, video, time code, intercom PL and control switching, System 21 matrix routing switcher with automatic logging, time code switching and tally switching*, Series 10 routing switcher with telephone remote control*, control options, terminal distribution equipment. **Personnel:** E. G. Gramman, H. Maynard, M. Lebar, K. Porter, P.L. Lynch, R. N. Vendeland, J. Hansen, R. A. Jacobs, M. West, T. Meyer.

Dynametrics 2627
6420 Federal Boulevard, San Diego 92114

Dynasciences 497
Township Line Road, Blue Bell, Pa. 19422

Personnel: Steve Eisenberg, John Samony, Tony Fiori, Bob Fiori, Frank Coleman.

Dytek Industries 2301
2492 West Second Avenue, Denver 80223

Product: Video, editing and audio-video routing switchers, digital tape timers and clocks. **Personnel:** Richard D. Rush, J. Reinhard, Gene B. Randall, Don Ridinger, Ron Hays, Donald L. Maly Sr., James C. Morrison, A.W. Malang, Janet Mann.

Eastman Kodak 473
343 State Street, Rochester, N.Y. 14650

Product: Motion picture films, chemicals, processing services, technical assistance. **Personnel:** K.M. Mason, W.A. Koch, A.D. Bruno, J.M. McDonough, R.A. Steelnack, W.H. Low, T.J. Hargrave Jr., J.F. Schroth, R.G. Hufford, R.F. Crowley.

Edco Products 359
680 Bizzell, Lexington, Ky. 40504

Product: Cassette equipment, stereo phase enhancer.

Edutron 2603
25 Oak Street, Roswell, Ga. 30075

Product: Time base corrector, digital time base corrector*, video processor*. **Personnel:** Dave Comstock, John Blum, Virgil Lowe, Phil Lausier.

EEV Inc. 326
Seven Westchester Plaza, Elmsford, N.Y. 10523

Product: Electron tubes for radio and TV, information display tubes. **Personnel:** Paul Plurien, R. Betts, T. Soldano, R. Bossert, R. Lewis, L. Barreca, D. Rose, D. Green, C. Schellenberger, M. Mandl, M. Pitt, C. O'Loughlin, D. Farrar, M. Knight.

EG&G Inc. 2302
35 Congress Street, Salem, Mass. 01970

Product: High intensity obstruction lighting systems. **Personnel:** Tony Celata, George Mandeville, Ray Radford.

Eigen Video 557
Box 1027, Grass Valley, Calif. 95945

Product: High-band color signal system in color slow-motion disk recorder. **Personnel:** George Foster, James W. Hebb, Jerry Warner.

Electrohome 535
809 Wellington Street North, Kitchener, Ont. N2G 4J6

Product: Video monitor, video monitor for tape editing. **Personnel:** James Washburn, Laird Weagant, Jacob Buhr, Michael Bensusan, Donald Harrold, Herbert LaPier, Gordon Riggs.

Electro Controls 2303
2975 South 300 West, Salt Lake City 84115

Personnel: John M. Steck, Larry Riddle, Will Wiggins.

Electro Impulse Lab 417
116 Chestnut Street, Red Bank, N.J. 07701

Product: Loads, calorimeters, wattmeters, attenuators. **Personnel:** Mark Rubin, Judy Rubin, Carol Rubin, Frank Wolk, Vic Armstrong.

Electronics, Missiles & Communications 328
Box 68, Susquehanna Street Extended, White Haven, Pa. 18661

Product: Television transmitters, television translators, ITFS transmitters, MDS transmitters, 5000 watt VHF television transmitter*, 1000 watt UHF television transmitter. **Personnel:** Steve Koppelman, James DeStefano, John Saul, Perry Spooner, Bill Stodard, Bill Price, Kay Krull.

Electro & Optical Systems 2803
3015 Kennedy Road, Scarborough, Ont. M1V 1E7

Personnel: Michael L. Paull, Maurice Evans, Eric Grant, Jack Synaev, Philip Vantomme, Bill Bottomley, Keith Campbell.

Electro-Voice 2504
600 Cecil Street, Buchanan, Mich. 49107

Product: Shock-mounted omnidirectional microphone, dynamic shock-mounted variable-D super-cardioid microphone, power sup-

ply for consenser microphones, microphone shock mount. **Personnel:** Greg Silsby, Tom Lining, Glen Meyer.

EMS Inc. 2722
Box 2792, Castro Valley, Calif. 94546

ENG Corp. 2313
9919 Carter road, Bethesda, Md. 20034

ENG-Helicopter Satellite 2313
7920 Airpark Road, Gaithersburg, Md. 20760

Product: Television system installed in turbine helicopters capable of on-board taping, live video/audio transmission and relay via microwave. **Personnel:** A.M. Carey, A.T. Carey, Gerald Huang, John Slattery, Joseph D. Scesa, Barbara Novack, Pat Walker, Carroll Douglass.

Enterprise Electronics 2710
Box 1216, Enterprise, Ala. 36330

Personnel: Charles Jeter, Neil Braswell, Peter Van Schenck.

ESE 403
142 Sierra Street, El Segundo, Calif. 90245

Product: Digital clocks and timers, master clock systems and time control systems. **Personnel:** Jerry Johnson, Bob Mayers.

Farinon Video 374
1691 Bayport Avenue, San Carlos, Calif. 94070

Product: Microwave transmission equipment for electronic news gathering. **Personnel:** Jim Hurd, Cliff Fields, Don Littleton, Jorgen Bistrup, Jim Murray, Al Huebler, Murray Hall, Ray Colby, Mike Brodner, Raul Cortes, Ed Nolan, Don Wetzel.

Yves Faroudja Inc. 412
199 First Street, Suite 330, Los Altos, Calif. 94022

Product: Yves Faroudja, Christopher Poda, Isabell Faroudja.

Fidellpac 351
109 Gaither Drive, Mount Laurel, N.J. 08057

Product: Tape equipment including cartridges, test tapes, accessories, hand-held audio-video tape eraser*, on-air lights in foreign languages*. **Personnel:** Arthur Constantine, Frank DiLeo, Robert Gosciak, Justin Herman, Daniel McCloskey, Roger Cappello.

Filmways/Heider Recording 2423
1604 North Cahuenga, Hollywood 90028

Flash Technology 547
55 Lake Street, Nashua, N.H. 03060

Product: High intensity lighting for tall structures. **Personnel:** Fred Gronberg, Lew Wetzel, Don Rowe, Stan Kingham, Dennis Buckland.

Frezzolini Electronics 2415
7 Valley Street, Hawthorne, N.J. 07506

Personnel: Jim Crawford, Jack Frezzolini, Jack Zink.

Fuji Magnetic Tape 402
350 Fifth Avenue, New York 10001

Product: Two-inch video tape, one-inch high density video tape. **Personnel:** John Dale, Al Bedross, Michael Carney, Peter Arsenault, Jerry Lester, John Walsh, Whitie Henderson, Robert Knowles, Steve Yoneda, Tom Ushijima, Fred Nakamura, John Unger, S. Takekoshi, Marty Brehm.

Fujinon Optical 515
672 White Plains Road, Scarsdale, N.Y. 10583

Product: Zoom lenses*. **Personnel:** F. Nakajima, J. Dawson, P. Stuart, D. Bastello Sr., D. Bastello Jr., D. Turchen, D. Skuce, D. Wallis, H. Minoshima, M. Ebisawa, T. Sumiya, E. Tadokoro.

Gardiner Communications 2116
2000 South Post Oak Road, Houston 77056

Product: Five- and seven-meter earth stations. **Personnel:** Wally Briscoe, Don Myers, Cliff Gardiner.

Garner Industries 415
4200 North 48th Street, Lincoln, Neb. 68504

Product: Audio and video tape erasers, reel-to-reel audio tape duplicator. **Personnel:** Philip S. Mullin, Bruce A. Alderman.

General Electric 2509
Nela Park, Cleveland 44112

Product: Lighting systems. **Personnel:** Dick Dottermusch, Charlie Clark, Bob Gardner, Bill Bagby, Pat Lloyd, Gerry Hanley.

Glentronix 2609
210 South Eighth Street, Lewiston, N.Y. 14092

Product: Video production switchers, routing and master control switchers, clock systems, logic analyzers, time code equipment. **Personnel:** Thomas E. Pressley, Lucille LeBlanc, Debra Carter.

Alan Gordon Enterprises 2501
1430 Cahuenga Boulevard, Hollywood 90028

Product: Swintek wireless systems, cassette stereo crystal recorder, fish pole booms, zepplin windscreens and shock mounts. **Personnel:** Grant Loucks, Ted Lane, Frank Kelly, Bill Swintek, Les Underwood.

Gotham Audio 423
741 Washington Street, New York 10014

Personnel: Eli Passin, Russell O. Hamm.

Grass Valley Group 308
Box 1114, Grass Valley, Calif. 95945

Product: Video line and terminal equipment including switchers with digital effects and memory, TV automation system, video processing system, sync generators. **Personnel:** Robert Cobler, Robert Lynch, Len Dole, Dan Antonellis, Don Bowdish, Doug Buterbaugh, Larry Ehnmstrom, Roger Hale, Don Schlichting, Tom Sleeman, Louis Swift, Bob Webb, Mike Henning, Peter Hughes, Chuck Clarke, Bob Wincentsen.

The Great American Market 2708
21133 Costanzo Street, Woodland Hills, Calif. 91364

Product: Lighting and other special effects,

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Canoga Park, CA 91304

HMI lights, including 575, 1200 and 2500 watt fresnels. **Personnel:** Joseph N. Tawil, Andrea Tawil, Mofid Bissada, Kathy Stidham.

Greg Laboratories 2118
445-77 South Ranch View Circle, Anaheim, Calif. 92807

Product: Audio processing products for radio and TV. **Personnel:** Greg J. Ogonowski, Gary Barnett, Ray T. Perriguy.

Groton Computer 2204
19 Fort Hill Road, Groton, Conn. 06340

Product: Computerized logging, sales and accounting through off line terminal. **Personnel:** Richard H. Salews, Alice I. Wilcox.

Hallikainen & Friends 2312
101 D4 Suburban Road, San Luis Obispo, Calif. 93401

Product: Program logging systems, television audio system with mic/line mixers, digital telemetry adapters*, time announce controllers. **Personnel:** Barbara Benech, Frank Calabrese, Eric Dausman, Len Filomeo, Gerry Franke, Steve Garaventa, Harold Hallikainen.

Harris 303
Box 4290, Quincy, Ill. 62301

Product: Radio transmitters, TV transmitters, TV antennas, FM antenna, color TV cameras, audio stereo consoles, program control demonstration*, facilities control demonstration*, audio processor demonstration racks, cartridge equipment. **Personnel:** G.T. Whicker, E. Q. Edwards, D. F. Maase, K. R. Schwenk, A. Q. Crego, J. L. Preston, E. S. Gagnon, Gene Bidun, Will Bone, London T. England, Dave M. Evans, Robert Gorjance, Robert Hallenbeck, William A. Harland, John W. Harper, Galen Hassinger, Fred R. Kanengeiser, Hal Kneller, Gary L. Lake, E. R. Lowder, Curtis A. Lutz, Ivey Raulerson, Walter B. Rice, Richard H. Stevens, Charles Coyle, Walt Deen, Vern Killion, Tom O'Hara, Lew Page, Vern Russell, Thomas G. Schoonover.

Hitachi Denshi America 334
58-25 Brooklyn-Queens Expressway, Woodside, N.Y. 11377

Product: Color cameras, one-inch helical VTR's, editing systems, time base correctors, color and b&w monitors. **Personnel:** Bernie Munzelle, Mike Monk, Jack Breitenbucher, Dick Wheeler, Marvin Bussey, Mike D'Amore, Steve Sedoff, Dick Carroll, Nick Pisciotta, Mark Rogers, Bobby Maxwell, Bill Greer, J. Zimmerly.

HM Electronics 2604
6151 Fairmount Avenue, San Diego 92120

Product: System 22EF wireless microphone system*. **Personnel:** H.Y. Miyahira, Eunice I. Adams, R. Dale Scott, K. Yamate.

IGM/NTI
4041 Home Road, Bellingham, Wash. 98225

Product: Information retrieval version of Instacart, which plays any or all of its audio cartridges simultaneously, each to separate output.* Basic A automation control system, including micro floppy disk dump load. **Personnel:** Nick Solberg, Carl Peterson, Darrell Wichers, Ernie Burkhart, JoAnn Burkhart, Ron Dagenais, Jim Drummond, Scott Burkhart.

Ikegami Electronics 406
37 Brook Avenue, Maywood, N.J. 07607

Product: Studio cameras, ENG cameras (including HL-79A and B*), FEP cameras, color monitors, ENG switcher. **Personnel:** K. Sakamoto, K. Inoue, H. Schkolnick, D. Dunbar, F. Bergstrasser, L. Wolff, Y. Sato, S. Ayanagisawa, Y. Kawamura, I. Hori.

Image Transform 2309
4142 Lankershim Boulevard, North Hollywood, Calif. 91603

Product: Videotape transfers to film, negative film transfers to videotape. **Personnel:** Jack A. Mauck, Ron Gunning, Bob Ringer, Pete Comandini, Ken Holland, Toni Roth, Warren Rosenberg, Les Werschker, Don Nikkinen, Terry Robinson.

Image Video 2819
700 Progress Avenue, Unit 16, Scarborough, Ont. M1H 2Z7

Product: Self contained audio/video AFV routing switcher, customized broadcast master control switcher. **Personnel:** Andy Vanages, Joe Costa, Mike Carter.

Industrial Sciences 531
Box 1475, Gainesville, Fla. 32602

Product: Video production switchers, master control switchers, routing switchers, distribution amplifiers, audio console*, matrix effects generator*, rotary pattern generator*. **Personnel:** Homer Masingil, Robert E. Bachus, Richard S. Hajdu, Charles Moore, David Stanley, Tom Greaves, Frank Petrone, Doug Akers, Monteen Brewer, Jane Oder.

Innovative Television Equipment 388
3521 Southwest 42d Avenue, Gainesville, Fla. 32068

Product: Camera support equipment. **Personnel:** Bert Rosenberg, Stan Hollingsworth, Robert Gallagher, Stanley Parry, Sam Aaron, Peter Boun, Maurice Amaraggi, Emile Adamyk.

Interand Corp. 2703
666 North Lake Shore Drive, Chicago 60611

International Tapetronics 319
Box 241, Bloomington, Ill. 61701

Product: Series 99 cartridge machine*, 1k library cartridge storage system*, audio cartridge and reel-to-reel tape recorder/reproducers and reproducers. **Personnel:** Elmo Franklin, Jack Jenkins, Andy Rector, Jim Riggs, Kerry Meyer, Karen Ryder, Larry Cutchens, Geoff Liston, John Schaab, Rod Sabick, Bill Kidd, Bruce Whitehouse, John Fesler.

International Video 346
455 West Maude Avenue, Sunnyvale, Calif. 94086

Product: 7005 studio camera*, 7005P portable camera*, videotape recorders. **Personnel:** Roy Woodman, Jack Watts, David Edmonds, Fred Ramback, L.L. Pourciau, Bruce Crocker, Fred Haines, Peter Lowten, Tobert Strong, Ronald Zimbrick, John White, John Jeffery, Hans Koefler, Ken Lamb, Erol Barut, Colin Allvey, Emil Adamyk, Jim McCutcheon, Jim Holzgrafe, Bill Cosgrove, Dennis Cookinham, Art Erickson, Robert Poynter, Harry Rose, Jerome Tarrien.

JAM Creative Productions 2510
4631 Insurance Lane, Dallas 75205

Product: Radio jingle packages, commercial production services. **Personnel:** Jonathan Wolfert, Mary Lyn Wolfert, Fred Hardy Jr., Randy Bell, Dan Plowffe, Mark Holland, Patti Griffith.

Jefferson Data Systems 5516
Executive Plaza, 501 Archdale Drive, Charlotte, N.C. 28210

Product: Computer systems including in-station service with package for sales, traffic and general accounting applications for radio and TV stations*. **Personnel:** Michael Jones, John McDonalds, Holly Holmes.

Jenel Corp. 2800
New York 10028

Product: Consultants and engineers. **Personnel:** Elmer F. Smalling III.

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CHARLES MICHELSON, INC.
COLUMBIA B'CASTING SYSTEM

JVC 408
58-75 Queens Midtown Expressway, Maspeth,
N.Y. 11378

Product: Three-quarter-inch editing system,
video recorders and players, color cameras.
Personnel: S. Hori, R.F. O'Brien, H. Schloss, H.
Hermes, Mike Yoshioa, E. Pessara, Cliff Shearer,
Jack Russell, S. Martin, D. Roberts, B. Vanra. M.
Fleming, John Chow, R. Winchell.

Kaman Sciences 325
1500 Garden of the Gods Road, Colorado
Springs 80907

Product: BCS traffic and accounting system,
BCS film library management system, news in-
ventory and retrieval system, BCS
demographics and avail submission program,
tape cassette inventory control system. **Per-
sonnel:** Richard E.W. Smith, Jack Finlayson,
Thomas A. Roper, A. Richard Trapp, Beverly
Trents, Dorothy Hubble, George Beattie.

Keeline Audio 2107A
13 Bond Street, London W5

Kings Electronics 394
40 Marbledale Road, Tuckahoe, N.Y. 10707

Product: Video patch panels, self normalizing
video sacks, crimp video plugs, crimp BNC
plugs, triaxiac video connectors. **Personnel:**
Fred Pack, Fred Della Iacono, E. Corcoran.

Kliegl Bros. 366
32-32 48th Avenue, Long Island, N.Y. 11101

Product: Lighting systems. **Personnel:** John
H. Kliegl II, Joel E. Rubin, Michael F. Connell,
Ronald C. Olson, Thomas Hayes, Dave Stuart,
Wheeler Baird, Jose Sanchez, Gordon Pearl-
man, Adam Steyh.

Knox Video Products 2706
9700-B George Palmer Highway, Lanham, Md.
20801

Product: Character generators. **Personnel:**
Stephen Silverman, Philip Edwards, Stash
Michalski, Paula Bowen, Eric Wahlberg, Al
Jones, William Carter, George Gold, Lew Rad-
ford, Bruce Dawson, Gene Sudduth, Ray
Sudlow, Jim Grunder, Marty Jackson, Earl
Fleehart, Dave Caldwell.

Laird Telemedia 537
2125 South West Temple Street, Salt Lake City
84115

Product: Large image optical multiplexer*,
automatic light control (teledine)*, character
generators, time/date generators, optical
multiplexers, TV slide projectors, TV film pro-
jectors, electronic cue board. **Personnel:**
William Laird, Ron Carling, Ron Jones, Mike
Meldrum, Dave Golding, Ken Wootton.

James B. Lansing Sound 2623
8500 Balboa Boulevard, Northridge, Calif.
91329

Leitch Video 561
705 Progress Avenue Scarborough, Ont.
M1H 2X1

Product: Test generators, sync generators,
distribution systems, clock systems. **Person-
nel:** Jim Leitch, Bob Lehtonen, John Walter,
Garry Newhook.

Lenco 372
300 North Maryland Street, Jackson, Mo.
63755

Product: Shadow mask color monitors,
waveform monitors and vectorscopes. **Per-
sonnel:** Paul J. Leonard, Ken Tiffany, Howard
McClure, Dick Lawrence, Bruce Blair, Lee
Caput, Bob Henson, Mert Knold, Bill Colman,
Russ Thalaker.

Lightning Elimination Associates 437
Box 1118, Downey, Calif. 90240

Product: Kleanline electronic filtering
systems*, guy charge dissipation chokes*,
surge generators*, dissipation arrays for anten-
nas protection, surge eliminators for power
lines, transient eliminators for low, VHF, and
UHF frequencies up to 1 ghz, lightning warn-
ing system. **Personnel:** Roy B. Carpenter Jr.,
Hal Proppa, Dwight Clamp, Gene Hetzel.

David Lint Associates 447
3350 Scott Boulevard, Santa Clara, Calif.
95051

Personnel: David Lint, John Kozin.

Lipsner-Smith 539
4700 Chase Avenue, Lincolnwood, Ill. 60646

Product: Ultrasonic film cleaners, film pre-
viewer systems, film cleaning, conditioning
and lubrication systems. **Personnel:** Tom
Tisch, Ray Short, Tom Boyle, Steve Little,
Howard Bowen.

Listec Television Equipment 465
39 Cain Drive, Plainview, N. Y. 11803

Product: L.F. cam head for intermediate
loads*, three stage pneumatic pedetal for
studios and remotes*, line of Vinten camera
mounting equipment. **Personnel:** Jack Littler,
Joanne Camarda, Mike Martin, Bill Vinten,
Howard Stucker, Marvin Jacobs, Charlie Rich-
mond, David Boyd, Mike Stechly.

Live Sound 2714
6362 Hollywood Boulevard, Hollywood 90028

Product: Music formats for radio, including
Pacific Music*. **Personnel:** Agnes F. Peterson,
Jerry Bassett.

Logitek Electronic Systems 2111
Box 25304, Houston 77005

Product: Custom audio control boards, bal-
anced-input turntable amp*, emergency
broadcast system equipment, digital equip-
ment for TV game shows*, audio amps*, digital
clocks and timers. **Personnel:** Scott
Hochberg, Tag Borland, Debbie Gronke, Mo
Moseley.

Lowel-Light Manufacturing 2506
421 West 54th Street, New York 10019

Product: Location lighting and support equip-
ment. **Personnel:** Art Kramer, Marvin Selig-
man, Roy Low.

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8399 Topanga Canyon Blvd,
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- LPB Inc.** 383
520 Lincoln Highway, Frazer, Pa. 19355
Product: Audio consoles, turntables, preamps, compressor/limiters, distribution amps, studio furniture systems, educational AM and FM broadcast equipment. **Personnel:** Richard H. Crompton, Harry N. Larkin, Richard W. Burden, James E. Malone Jr.
- L-W International** 338
6416 Variel Avenue, Woodland Hills, Calif. 91367
Product: Athena 4000 & 5000 Slo-Mo freeze frame film to transfer telecine projectors. **Personnel:** Dave Sterh, Dave Greve, Myra Lawrence, Bob Lawrence.
- Marconi Electronics** 322
100 Stonehurst Court, Northvale, N.J. 07647
Product: Studio and portable cameras, switchers, film chains, digital standards converter, transmitters, VTR's. **Personnel:** Tom Mayer, Cyril Teed, Richard Lunniss, Fred Bones, Terry Barritt, Jack Brittain, Robin Stephens, John Mahoney, Norman Porter, Dick Halls, Brian Izzard, Raymond Rowe, Roger Fenton, Martin Clarke, John Scott, Paul Batho, Neil Friday, Ian Reid, Graham Boustred, Barry Gwynne, John Webber.
- Marti Electronics** 349
1501 North Main, Cleburne, Tex. 76031
Product: AM stereo STL package, remote control units*, mobile ENG repeater and transmitters, battery powered ENG transmitters, transmitter encoders, FM stereo STL, sub-carrier equipment, compressor-limiters, monitor and program amps, automatic transmitter switcher, automatic receiver switcher, audio processing*. **Personnel:** George Marti, M.E. McClanahan, James Shankles, Roy Giddens, Bob Morely, Steve Jones.
- MBH Enterprises** 2523
Box 4148, Boulder, Colo. 80386
- MCI Inc.** 401
4007 Northeast Sixth Avenue, Fort Lauderdale, Fla. 33334
- Personnel:** Lutz H. Meyer, Bill Shute, Jim Schwartz.
- Mach One Digital Systems** 2505
3515 Cahuenga Boulevard West, Los Angeles 90068
Product: Mach One computerized videotape editing system. **Personnel:** Jim Adams, Eloy Chairez, Terry Morrison, Art Schneider, Joe Swiderski III, Don Kader.
- McCurdy Radio** 321
1711 Carmen Drive, Elk Grove Village, Ill. 60007
Personnel: George McCurdy, Ron Mitchell, Ralph Gould, Stan Maruno, Cliff Rogers, Peter Buzzard.
- McMartin Industries** 317
4500 South 76th Street, Omaha 68127
Product: AM/FM transmitters, consoles, RPU equipment, SCA receivers and transmitting equipment, amplifiers, audio/digital signal distribution system. **Personnel:** Ray B. McMartin, Joe Engle, Bob Anderman, Leonard Hedlun, Charlie Patterson, Ernest Credginton, Eric Somers, Howard W. West, Charlie Goodrich, Jay McMartin, Franz Cherny, Joe Krier, Tom Butler, Bob Switzer, Bob Beattie, Dick Hanseth, Bill Emery, Don Jones, Kin Jones, Rick Marshall, Jim Menefee, John Schneider, John Tollefson.
- Memorex** 485
Box 1000, Santa Clara, Calif. 95052
Product: Audio and video tape and accessories. **Personnel:** R. Reatz, D. Miller, M. Skelton, J. Uarnell, H. Jones, A. Einhorn, B. Reeder, D. Myers, B. Kuczuk, T. Beal, D. Jackson, G. Ansier, J. Hamer.
- Merlin Engineering Works** 412
1880 Embarcadero Road, Palo Alto, Calif. 94303
Product: Custom quad videotape recorders and accessories. **Personnel:** J. Streets, A. Sturm, K. Zin.
- Micmix Audio Products** 421
2995 Ladybird, Dallas 75220
Product: Audio equipment for on-line and production applications. **Personnel:** John R. Saul, David Rettig, Bryant Hawkes.
- Micro Communications** 513
Grenier Field, Box 4365, Manchester, N.H. 03108
Product: Circularly polarized TV and FM antennas, diplexers, combiners, filters, coax switches, RF components, RF transmission lines, custom RF installations. **Personnel:** Thomas J. Vaughan, Howard Bouldry, Karen Vaughan, Dennis Haymans.
- Micro Consultants** 404
2483 East Bayshore Road, Suite 209, Palo Alto, Calif. 94303
Product: Synchronizer*, digital framestore synchronizer, digital standards converter, automatic noise reduction device, digital production effects device. **Personnel:** Gilbert Kesser, George Grasso, J. Brian Matley, Chuck Martin, Ron Frillman, Paul Fletcher, Dave Dever, Paul Kendrick, Herb Quilitzsch.
- Micro Control Associates** 311A
Box 13250, Arlington, Tex. 76013
Product: Aural studio-transmitter links*, remote control system for radio and wire line operation. **Personnel:** Bob Richards, Bob Hite, Jeff Freeman, Joe Hudgins, Bill Shaw, Eldon Hollenbeck.
- Microprobe Electronics** 445
875 North Michigan Avenue, Suite 1532A, Chicago 60611
Product: Log 2 automation system with remote control. **Personnel:** Dave Collins.
- Microtime** 2305
1280 Blue Hills Avenue, Bloomfield, Conn. 06002
Product: Video signal processor, video image processor, time base corrector, PAL SECAM video signal processor, automatic video programmer, video signal synchronizer. **Personnel:** Dave Acker, Gene Sarra, Dan Sofie, Richard McLean, Gary Johnston, Bill Baird, Phil Dubs, Ralph Davis, W. V. van Halder, George Mathias, Traude Schieber.
- Micro-Trak** 391
620 Race Street, Holyoke, Mass. 01040
Product: Audio consoles, audio systems, tone arms, turntables, cabinetry, distribution amps, antenna heater controls. **Personnel:** William E. Stacy, Mahlon C. Stacy, Alan Newhouse.
- Microwave Associates** 340
63 Third Avenue, Burlington, Mass. 01803
Product: Aircraft ENG system*, electronic news gathering antennas*, portable and fixed microwave radios, satellite earth station receivers. **Personnel:** I. Aizlewood, P. Burnage, P. Bradbury, T. Alves, J. Cicchetti, D. Erikson, R. Hickman, B. Trowhill, J. Van, E. Stromsted, H. Scott, D. McCarthy, P. Cass, G. Hardy, C. McCauley, C. Halle, E. van der Kaay, D. Acher, D. Shannon, C. Guastaferrro, J. Brown, T. Leonard, D. Mackey.
- Microworks** 2512
6238 LaPas Trail, Indianapolis 46268

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MEDIA BROKERS • CONSULTANTS

16255 Ventura Boulevard, Suite 219

Encino, California 91436

Area Code 213 986-3201

Product: Music program syndicators. **Personnel:** Jon Potter, Alex Keddie.

3M Co. **320 (video), 439 (radio)**
3M Center, St. Paul 55101

Product: (video booth): Scotch video tapes, videocassettes, audio tapes and film. Radio booth: Centracart radio cartridge system.* **Personnel:** Dan Denham, Dennis Farmer, Vicki Hanson, Joe Leon, Bill Madden, Lee Marks, Brice Metcalfe, Al Moris, Frank Price.

Mole-Richardson **384**
937 North Sycamore Avenue, Hollywood 90038

Personnel: Howard R. Bell, Michael C. Hodgins.

The Money Machine **335**
Box 23355, Nashville 37202

Product: Sales/production services, library services, music beds, radio program. **Personnel:** Jerry K. Williams, Clete Quick, Pat Patrick, Mike Wise, Mark Chirae.

Moseley Associates **329**
111 Castilian Drive, Goleta, Calif. 93017

Product: Microprocessor remote controls*, aural studio-transmitter links, remote pickup links, telemetry return links, audio processing equipment and associated accessories. **Personnel:** John A. Moseley, John E. Leonard Jr., Mark G. Fehlig, Albert A. Crocker, William Ticen, James L. Tonne, Vincent Mercadante, Earl Hatt Jr.

Motorola Communications & Electronics **433**

1301 East Algonquin Road, Schaumburg, Ill. 60196

Product: FM two-way radio communications.

MPB Technologies **2815**
Box 160, Ste. Anne De Belevue, Quebec, H9X 3L5

Product: Character generator and graphic systems. **Personnel:** M.P. Bachynski, F.G.R. Warren, R. J. Clark, V. Clark.

Mutual Broadcasting System **2200, 2728**
1755 South Jefferson Davis Highway, Arlington, Va. 22202

Product: Satellite distribution of news and sports programming. **Personnel:** B.R. Schaafsma, Gary J. Worth, Martin Rubenstein, John Butler, Frank J. Murphy III, Jack Clements, Bill Wisniewski, Joe Dickey, Bob Ural, Georgette Kohler, Richard Wartell, Bill Armstrong, Mark Wallhauser, Ken Martin, Larry Butler, Larry King, John Hayward, Paul Corum, David Tolbert, Craig Whetstine, Ed Bates.

Nagra Magnetic Recorders **525**
19 West 44th Street, New York 10036

Product: Portable tape recorders. **Personnel:** Dom Motto, Tom Daniel, J.J. Broccard, L.L. Ryder.

NEC America **2404**
130 Martin Lane, Elk Grove Village, Ill. 60007

Network Recording Products **2807**
4429 Morena Boulevard, San Diego 92117

Product: Audio/visual recording products, production library music. **Personnel:** Robert M. Skomer, Michael Anderson.

Nortronics **345**
8101 10th Avenue North, Minneapolis 55427

Product: Accessories for magnetic recorders, conversion kit for Pioneer RT701 recorders*, magnetic head degausser*. **Personnel:** J.D. Strand, Sharon Goetzke, Bruce Larson.

NTI America **2209**
1680 North Vine Street, Los Angeles 90028

Product: Signal generators. **Personnel:** K. Jinno, George H. Nakaki.

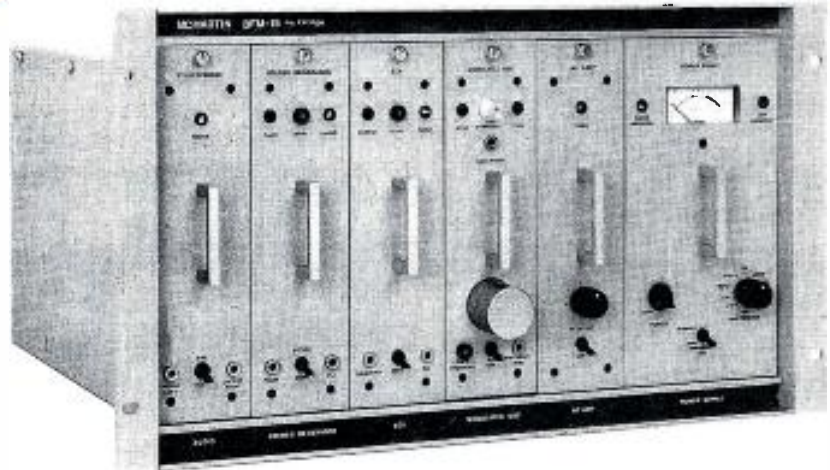
Fred A. Nudd Corp.
1743 Route 104, Ontario, N.Y. 14519

Product: Towers, monopoles. **Personnel:** Fred A. Nudd, Rick Nudd, Sherre Nudd, Evan Nudd.

Nurad **533**
2165 Druid Park Drive, Baltimore 21211

Product: ENG/EJ microwave receiver, microprocessor remote control systems, 2 ghz circularly polarized antennas, 7 ghz transmit antennas*, complete microwave TV systems*, digital remote control systems, omnidirectional

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antennas for microwave links, dual ban parabolic reflector antennas, multipolarized conical horns. **Personnel:** Leslie K. Lear, Vincent E. Rocco, Fred Hock, J. Stephen Neuberth, Gordon Neuberth.

Oak Communications 2223
Box 28759, Rancho Bernardo, Calif. 92128

Product: Subscription television systems. **Personnel:** Eugene M. Keys, Werner Koester, Don Pascarella, Evert Anderson, Stan Guif, Terry Vogel, Robert Hartney.

O'Connor Engineering Laboratories 2500
100 Kalmus Drive, Costa Mesa, Calif. 92626

Product: Camera support equipment, camera heads, tripods, accessories. **Personnel:** K. Ferrell Forehand, Chadwell O'Connor, Bob Low, Don Robinson, Regina O'Connor.

Oktel Corp. 2125
490 Division Street, Campbell, Calif. 95008

The Olesen Co. 2607
1535 Ivar Avenue, Hollywood 90028

Product: TV lighting and production supplies. **Personnel:** David Hughes, Bob Kitchen, Jeanne Nelson, Marge Romans.

Orange Coast Video 2717
1929 Main Street, Irvine, Calif. 92714

Orange County Electronics 2107
680 Beach Street, Suite 414, San Francisco 94109

Orban Associates 429
645 Bryant Street, San Francisco 94107

Product: Optimod-FM, Optimod-AM, dual spring reverb, stereo synthesizer, stereo compressor/limiter, parametric equalizer, dynamic sibilance controllers. **Personnel:** John Delantoni, Robert Orban, Jesse Maxemochs, Michael Bernard.

Orrox Corp. 350
3303 Scott Boulevard, Santa Clara, Calif. 95050

Product: CMX videotape editing equipment, VMX videotape head refurbishing and conversion. **Personnel:** M. Bevitz, A. Behr, B. Orr, K. Eichstadt, D. Vincent, T. Phillips, B. Meserve, G. Youngs, H. Thayer, G. Simon, M. Derick, M. Campbell, V. Jensen, L. Kulmacheski, R. Huza,

R. Sitnick, E. Brennan, T. Climer, J. Peterson, P. Wolfert, R. Dreimeyer, K. Belcher, J. Calaway, P. Bamberg, B. Laumeister, B. Fitts, R. Murphy, J. Drummond, R. Holmes, A. Brown, D. Green, J. White, T. Black, J. Godfrey.

Otari 405
981 Industrial Road, San Carlos, Calif. 94070

Product: One, two, four and eight channel audio recorders, tape duplication. **Personnel:** J. Soma, S. Krampf, G. Wintrup, M. Hosoda, M. Gonda, M. Takekawa.

Pacific Recorders & Engineering 416
11100 Roselle, San Diego 92121

Packaged Lighting Systems 2611
Box 285, Walden, N.Y. 12586

Product: Total TV studio lighting packages. **Personnel:** Lillian Hilzen, Hy Hilzen.

Panasonic 483
One Panasonic Way, Secaucus, N.J. 07094

Product: ENG/EFP color camera, color studio camera, one-half-inch programable VHS recorder, projection TV systems, portable color camera, high resolution color monitors/receivers, editing systems. **Personnel:** Alvin Barshop, Ike Izuka, Morris Washington, Terry Conner, Leroy Wright, Robert Karadizian, Frank Sameshima, Steve Planchard, Mike Dollacker, Buddy Jones, Skip Breeden, Milt Landau, John Merrick, Richard Grams.

Perrott Engineering Labs 2704
1020 North Fillmore Street, Arlington, Va. 22201

Product: Silver zinc and nickel cadmium battery packs for cameras, VTR's and portable lighting, battery charger, rebuild and service equipment, design and engineer equipment for special requirements. **Personnel:** Thomas A. Perrott, Virginia Perrott Tygesen, William D. Mallon, William T. Aylor, Virginia E. Perrott.

Phelps Dodge Communications 353
Route 79, Marlboro, N.J. 07746

Product: Super power FM antennas*, transmission line. **Personnel:** E. F. Boehm, Saul Esocoff, Jerry Black, William Bryson, Jack Nevin.

Phillips Broadcast Equipment 314
91 McKee Drive, Mahwah, N.J. 07430

Product: Studio and field cameras, one-inch video recorders, UHF/VHF transmitters, digital noise reducer*, tape synchronizer. **Personnel:** L. Acorn, W. Amos, W. Anderson, P. Bergquist, C. Buzzard, J. Clarine, J. Coates, T. Delp, F. Engel, J. Giove, H. Gladwin, M. Hartt, D. Herring, L. Hunt, R. Johns, A. Keil, J. Kraus, N. LaBate, R. Leach, F. Lydon, M. Mackin, G. Nappo, N. Newbert, J. Nigro, F. van Roessel, J. Safar, T. Summerville, R. Weisel, J. Wilson.

Potomac Instruments 377
932 Philadelphia Avenue, Silver Spring, Md. 20910

Product: Automatic transmission system for standard broadcast directional antenna arrays*, antenna monitors, audio test equipment, audio signal generator, intermodulation analyzer, harmonic distortion analyzer, wow and flutter meter, stereo phase meter, AM, FM, TV field strength meters, frequency synthesizer, video jack panels, plugs, patch cords, RF jack panels, plugs, patch cords. **Personnel:** William H. Casson, Robert H. Ellenberger, Clifford C. Hall, David G. Harry, Guy E. Berry.

Power-Optics 2407
1055 West Germantown Pike, Fairview Village, Pa. 19409

Product: Model 404 pan and tilt heads for broadcast cameras. **Personnel:** Richard M. Wardrop, Thomas N. Streeter, Richard Fordham, Alan Price.

QEI 435
Route 73, Kresson, N.J. 08053

Personnel: Charles Haubrich, William J. Hoelzel, Bud Tedlie, Edwin L. Etschman, John J. Pilman.

QRK Electronic Products 389
1568 North Sierra Vista Avenue, Fresno, Calif. 93703

Product: Galaxy DC turntable*, Omega audio console*, digital clock*, 12/C turntable, Rek-O-Kut S-320 tone arm, pre-amplifiers, studio furniture. **Personnel:** Robert D. Sidwell, James Muller, Mirick Jiricka, Charlie Hallinan, Robert Martin.

QSI Systems 2800
993 Watertown Street, West Newton, Mass. 02165

Product: Color bar identifier, video back timer, routing switcher identifier. **Personnel:** Alfred J. Smilgis, Richard L. Smilgis, James C. Albrycht.

Q-TV/Telesync 332
33 West 60th Street, New York 10023

Product: Videoprompter systems. **Personnel:** George Andros, John Maffe, Hy Sheft, Al Eisenberg.

Quick-Set 495
3650 Woodhead Drive, Northbrook, Ill. 60062

Product: Camera and instrument hardware, tripods, pedestals, cam and fluid heads, ENG/EFP support gear, remote control pan/tilt gear for antenna and microwave dish positioning. **Personnel:** M. Stolman, P. Mooney, J. Andre, T. Ryan, S. Hirota, P. Jones.

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Radioriginals Network 2612
45 North Station Plaza, Great Neck, N.Y. 11021

Ramko Research 409
11355 A Folsom Boulevard, Rancho Cordova, Calif. 95670

Product: Stereo and mono audio mixing consoles, audio distribution amps, audio router amplifier*, mic/line amps, monitor amps, turntable preamps, turntables, line amps, portable console, equalized line amp, solid state meters, reel to reel tape recorders and clock timer. **Personnel:** Ray Kohfeld, Linda Kohfeld, Jack Ducart, Don Neal, Darryl Parker, John Govreau, Bob Stewart, Jack Neff, Bob Champagne, Ron Dagenais, Keith Emmons, Bob Cauthen, Doug Cook, Tom Hill, Dwight Herbert.

Rank Precision Industries 348
260 North Route 303, West Nyack, N.Y. 10994

Product: Flying spot color telecine chain with automatic color correction and Digiscan*, multi-role lenses for EFP cameras, Varotal zoom lenses, wide angle studio lens packages. **Personnel:** J. M. Campbell, Kish Sadvani, Eric Goodwin, Neil Kempt, Chris Waldron, Dick Dettmann, David Pizio.

RCA American Communications 300B
201 Centennial Avenue, Piscataway, N.J. 08854

Product: Domestic satellite communications services. **Personnel:** A. F. Inglis, H. W. Rice, L. Donato, D. Quinn, D. Fremont, B. Mirowsky, J. Grady, L. Driscoll, W. Kopacka, B. Dusto, R. Graff, J. Cuddihy.

RCA Broadcast Systems 300
Front & Cooper Streets, Camden, N.J. 08102

Product: TTG series low and high band VHF TV transmitters*, circularly polarized TV antenna for channels 2-6*, studio/field cameras, ENG cameras, video tape recording and editing systems, radio transmitters and antennas, audio consoles, cartridge tape handling systems, turntables. **Personnel:** J.E. Hill, J.A. Gimbel, A.W. Power, C.J. Gaydos, R.E. Harding, J.F. Morse, J.L. Nickels, J.E. Smith, P.J. Murrin, J.E. Banister, S.E. Basara, B.F. Melchionni, J.L. Grever, A.M. Miller, C.H. Musson.

RCA Electro Optics & Devices 300A
New Holland Avenue, Lancaster, Pa. 17604

Product: TV camera tubes, power tubes and cavities for TV and FM. **Personnel:** C. Bizal, H. Boreiko, R. Bowes, R. Cahill, J. Chattin, C. Doner, E. Dymacek, W. Earley, J. Hemsley, D. Koch, T. Lewis, W. Lynch, F. Nelles, H. Nixon, R. Neuhauser, C. Rintz, G. Ryan, T. Tittle, E. Triano, L. Van Vlarlingen.

Recortec 336
777 Palomar Avenue, Sunnyvale, Calif. 94086

Product: High band U format VTR, reel servo modification for quad, edit controllers, one- and two-inch videotape cleaners and evaluators, three-quarter-inch cassette cleaner/evaluator, high speed off-line time code writer, video tape timers. **Personnel:** Lester H. Lee, Eldon A. Corl, David Chang, Sid McCollum, Ron Troxell, Tony Keng, Ed Bloom, Bill Lawless.

Re:DB Co. 2811
6325 De Soto Avenue, Woodland Hills, Calif. 91367

Product: Ampex and RCA audio heads, for two-inch recorders. **Personnel:** Terry Edmisten, Dennis Bacosa.

Research Technology 539
4700 Chase Avenue, Lincolnwood, Ill. 60646

Product: High speed film editing consoles, microcomputer based editing units, film inspection and cleaning machines, ultrasonic film cleaners, film splicing and storage units. **Personnel:** Steve Little, Tom Boyle, Ray Short, Tom Tisch, Howard Bowen.

RF Technology 2410
54 Wilton Road, Westport, Conn. 06880

Product: Wireless microphone, 2 ghz microwave link*. **Personnel:** John Fackler, J.J. Camarda, Joseph Ewansky, James Smith, John Timm.

Rockwell International-SAFE 2102
1200 North Alma, Richardson, Tex. 75081

Product: Microwave and satellite service, spectrum analysis and frequency engineering. **Personnel:** Jerry Armes.

Rohde & Schwarz 386
14 Gloria Lane, Fairfield, N.J. 07006

Product: Color monitors, ENG field color monitors, TV receivers/monitors, RF modula-

tors, TV precision demodulators, VLF-HF communications receiver, video test instruments, remote control FM stereo receivers and speakers. **Personnel:** U.L. Rohde, C.E. Barlow, C. Kooyman, R. Debecker.

Rosco Labs 2211
36 Bush Avenue, Port Chester, N.Y. 10573

Product: Television diffusion and effects filters. **Personnel:** Thomas Daly, Roger Zobel, Stan Miller, Mike Niehenke, Ned Bowman.

Ross Video 2508
Box 220, Iroquois, Ont. KOE 1K0

Product: Video production switchers. **Personnel:** J. Ross, O. Skrydstrup, F. Paulino.

RTS Systems 2115
4167 Fair Avenue, North Hollywood, Calif. 91602

Product: Intercom system, master station intercommunications system, in line microphone preamp, microphone mixer. **Personnel:** Douglas E. Leighton, Ivan Kruglak, Mona Rubenstein.

Rupert Neve 507
Berkshire Industrial Park, Bethel, Conn. 06801

Product: Large production audio console, portable sound mixing consoles for ENG work, multitrack tape machine. **Personnel:** Derek Tilsley, Tore Nordahl, Barry Roche, Martin Jones, Clary MacDonald, Anthony Langley, Fred Addison.

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Scientific Atlanta 477
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Personnel: Guy Beakley, Ken Leddick, Tom Kelly, Ed Pietras, Don Crumm, Howard Crispin, Alex Best, Danny Cornett, Glen Horning, Mickey Hudspeth, Tom Williams, Ray Stuart.

Scully Recording Instruments 355
475 Ellis Street, Mountain View, Calif. 94043

Product: Audio recorders, full track mono through 8-track, 8 channel models, automation tape reproducers and broadcast logging recorders with digital time code. **Personnel:** Homer Hull, Frank Santucci, Phil Flad, Gareth Nelson, Bill Hamilton, Terry Horne, Ed Zdobinski, William Krehbiel, Alan Burroughs, Ted Jensen.

Servo Corp. of America 2716
111 New South Road, Hicksville, N.Y. 11802

Product: Model 712 video editor*. **Personnel:** Joel C. Tate, Edward Youskites, Stayed Amer.

Sescom 443
1111 Las Vegas Boulevard North, Las Vegas 89101

Product: Mic splitters, direct boxes, snakes, audio modules, audio transformers, quad mic

mixer*. **Personnel:** Franklin J. Miller.

Sharp Electronics 2400
10 Keystone Place, Paramus, N.J. 07652

Product: Color video camera systems, monitor receivers and industrial receivers, video system accessories, b&w CCTV systems. **Personnel:** Bob Garbutt, John Stead, Ken Nakakura, Mort Russin, Ron Calgan, Herb Maeta.

Shintron 410
144 Rogers Street, Cambridge, Mass. 02142

Product: Time code generator, time code reader/printer/raster display, production switcher, integrated production units, video typewriter, encoded chroma keyer. **Personnel:** Shintaro Asano, Eckhard Konkel, Bill Fraine, Dick Ellis.

Shure Brothers 371
222 Hartrey Avenue, Evanston, Ill. 60204

Product: SM81 condenser microphone, V15 Type IV phono cartridge*. **Personnel:** Paul Bugielski, Bob Carr, Al Groh.

Sintronic 387
Pickering Creek Industrial Park, 212 Welsh Pool Road, Lionville, Pa. 19353

Product: 1 kw solid-state AM transmitter, 10 kw AM transmitter*, 27.5 kw FM transmitter*. **Personnel:** Arthur Singer, Tom Humphrey, John Hillman, John Hayes, Bob Amos, Ralph

Hucaby, Arthur Holt, Len Radford, Mike Dyer, Vic Blacketer, Dick Brolan, Alan Singer, Jaime Rojas, Jerrell Henry, Dave LaFrenais.

Skirpan Lighting Control 2625
61-03 32d Avenue, Woodside, N.Y. 10003

Skotel Corp. 2827
1445 Provencher Boulevard, Brossard, Quebec J4W 1Z3

Product: SMPTE time control code equipment including readers and generators. **Personnel:** Stephen Scott, Tom Montgomery.

Elmer E. Smalling III, Consulting Engineer 2800B
1675 York Avenue, Suite 23A, New York 10028

Soll Inc. 505
401 East 74th Street, New York 10021

Product: Custom RF control systems with computerized color graphics display*, construction arm architecture for complete broadcast facilities, video presentation of construction of 360-foot tower on top of World Trade Center. **Personnel:** Joe Soll, E. Haupt, L. Herman.

Sono-Mag Corp. 397
1005 West Washington Street, Bloomington, Ill. 61701

Personnel: William E. Moulic, Stephen S.



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Sampson, Pete Charton, Bob Poptie, Joe Toher, Michael Pierce.

Sony 380
Nine West 57th Street, New York 10019

Product: One-inch and three-quarter-inch VTR equipment, video color cameras, monitors, video tape, PCM audio equipment, computer editing, microphones, related products and services. **Personnel:** Irwin N. Ungerleider.

Sound Technology 2405
1400 Dell Avenue, Campbell, Calif. 95008

Product: Audio test equipment. **Personnel:** Mike Hogue, Larry Maguire, Charles Lucas, Steve Lucas, Sam Lucas, Mort Liebman.

Spin Physics 473
3099 Science Park Road, San Diego 92121

Product: Hot-pressed ferrite quad video head refurbishing service. **Personnel:** J. Lemke, J.C. Crosby, W.W. Heywood, K. White, D. Francssens, J. Bagby, G. Kammerer, C. Cassidy, J.W. Savidge, P. Kratzer, B. Dean, C. Wright, K. Harrell, E. Gehle, K. Thompson, J. Bailey, C. May, L. Barreca, G. Long, W. Boyd, J. Scarborough, W. Kroon, L. Koonsman.

Stainless Inc. 2109
Third Street, North Wales, Pa. 19454

Product: Broadcast, microwave and communication towers. **Personnel:** Henry J. Guzewicz, Jess C. Rodriguez, Owen F. Ulmer, Howard E. Balshukat, H. William Guzewicz, Ronald E. Pagnotto.

Stanton Magnetics 363
200 Terminal Drive, Plainview, N.Y. 11803

Product: Phonograph cartridges including 680SL Disco Sounding cartridge*. **Personnel:** Jim Fox, Pete Bidwell, George Alexandrovich.

Station Business Systems 327
600 West Putnam Avenue, Greenwich, Conn. 06830

Product: Computerized billing, accounting and traffic systems. **Personnel:** Joseph Coons, Larry Pfister, George Pupala, Donald Gordon, Dick Lamoreaux, Bruce Massie, Warren Middleton, Chris Young, Delane Bell, Lee Facto, Jim Lang, Marge Pickens.

Storeel 469
Box 80523, Atlanta 30366

Product: Storage systems, mobile and stationary, for video tape, film, video cassettes and audio cartridges. **Personnel:** Ruth E. Schaeffer, Carolyn S. Galvin, Gordon Benson, Michael Hurst.

Strand Century 375
20 Bushes Lane, Elmwood Park, N.J. 07407

Product: Studio and location lighting and control equipment. **Personnel:** Keith Gillum, Ed Gallagher, Bill Liento, Frank Marsico, Wally Russell, Betty Schneider, Brian Edney, Bob Schiller, Larry Brown, Mario DeSisti, Giovanni Ianiro, Chuck Levy, Gene Murphy, Harry Forman, Larry Nelson, Tobin Crews, Tom Folsom.

Studer Revox America 453
1819 Broadway, Nashville 37203

Product: Tape recorders including A800 multitrack recorder*, mixing console series*, telephone hybrid with electronic line impedance matching, digital FM tuner. **Personnel:** Bruno Hochstrasser, Doug Beard, Fred Layne, Rob Robinson, Bill van Doren, Brian Lowe, Brian Tucker.

SWR Inc. 2702
Box 215, Goffstown, N.H. 03045

Product: Coaxial transmission line*. **Personnel:** Jack L. Kruger, Robert P. Kruger, Frank Comito.

Sylvania Lighting Products 320
100 Endicott Street, Danvers, Mass. 01923

Product: Incandescent and tungsten halogen lamps. **Personnel:** Gary Altman, Mike Skerry, Robin Witt, Jim O'Keefe, Steve Serek.

System Concepts 517
395 Ironwood Drive, Salt Lake City 84115

Product: Graphic titling systems. **Personnel:** Ray M. Unrath, Roy Romijn, L.F. Zaller, Shirley Dixon, Gordon Hofhine, Bill Post, John Perry, Phil Craig, Ron Ward, Jeff Peterson, Gene Leonard.

Taber Manufacturing and Engineering 459
2081 Edison Avenue, San Leandro, Calif. 94577

Personnel: Veldon F. Leverich, Diane Leverich, Robert H. Kearns, Greg Orton, Ted Tripp.

Tangent 2106
2810 South 24th Street, Phoenix 85034

William B. Tanner Co. 2206
2714 Union Extended, Memphis 38112

Product: Bill Laife, Ron Mourning, Jack Hernandez, Keith Lee, Dave Tyler, Gordon Buckingham, Kurt Alexander, Al Gerritz, Dick Denham, Joe Benson, Don Johnson, Jay Jagger, Walt Chalkley.

TA Track Audio 2712
33753 Ninth Avenue, South, Federal Way, Washington 98003

Tayburn Electronics 2502
6106 Avenida Encinas, Carlsbad, Calif. 92008

Product: Helicopter airborne antennas, autotracking pedestal, airborne electronics. **Personnel:** Bill Black, Paul DeSize, Lenny Donato, Don Fagan, Greg Rowley, Everett Shilts, Ted Shilts.

Technics by Panasonic 481
One Panasonic Way, Secaucus, N.J. 07094

Product: Open reel tape recorders, turntables, studio monitors, equalizers, broadcast monitor tuners. **Personnel:** Jim Parks, Sid Silver, Tony Hartin, George Niwa, Fred Uehara, Steve Golub, Mike Grande.

Technology Service 467
2217 Purdue Avenue, Los Angeles 90064

Product: Color weather radar. **Personnel:** G.

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Gray, G. Ustach, R.R. Fay, C. Thompson, Tom Laycook, David Twelves, Arnold Roth.

Tektronix 306
Box 500, Beaverton, Ore. 97077

Product: Picture and waveform monitors, vectorscopes, sideband analyzers, television demodulator, automated measurement sets, spectrum analyzers, time-domain reflectometers, sync generators, test signal generators, oscilloscopes. **Personnel:** Steve Kerman, Cal Smith, Tom Long, Ron Marquez, Collin Chamberlain, Dick Magee, Dick Burke, Chuck Barrows, Charles Rhodes, Larry Kaplan, Bill Raymond, Tom Fetz, B. McCartha, Jim Harris.

Tele-Cine Inc. 392
5434 Merrick Road, Massapequa, N.Y. 11758

Product: Zoom lenses, camera accessories, rentals, service. **Personnel:** Donald R. Collins, Robert Jones, Craig Marcin, Ronald Cotty, Axel Fromel, Gunther Hess, Hans Waeglein, Martin Leder, Werner Optiz.

Telecommunications Industries 449
6822 Santa Monica Boulevard, Los Angeles 90038

Product: Test charts, test chart systems, EFP and ENG chart systems, slides, films, transparencies, transparency illuminators and specialized optical test media. **Personnel:** Ed Ries, Jenny Squire, Robert Ream, Liz Ries, C.R. Webster.

Telegen/Sofratev 2221
800 Welch Road, No. 354, Palo Alto, Calif. 94304

Product: Teletext system including vertical interval digital signal source, display monitors, control units, multiplexers and decoders. **Personnel:** Joseph Roizen, Donna Foster-Roizen, Jacqueline Benhamon, Jean Guillermin, Jean-Pierre Teyssier, Jean-Francois Casabianca, Francois Renevier, Roland Prevot, Jacques Abadji, Paul Soucasse, Sylvie N'Guyen, Yves Tesoriere, Michel Robert, Jean-Yves Savary.

Telemation 342
Box 15068, Salt Lake City 84115

Product: Video graphics systems, distribution routing switcher, digital noise filter, color film camera. **Personnel:** W. Paul Warnock, George G. Elsaesser, N.H. Bennett, Donald E. Rhodes, James T. Kubit, J. Mike Richardson, Alan D. Schoenber, Scott K. Bosen, Carl F. Gardner, George W. Crowther, Ronald R. Ferguson, Donald R. Reynolds, Dennis L. Shelton, Donald E. Lefebvre.

Telemet 333
185 Dixon Avenue, Amityville, N.Y. 11701

Product: Optical transmission system*, demodulator*, sideband analyzers, group delay test set, test signal generators, modulators, routing switchers, audio DA's, pulse DA's, video DA's, clamper amplifiers, cable equalization systems, chroma keyer decoders, audio monitors. **Personnel:** Eugene Murphy, Anton Persek, Slim Hamer, Joe Cali, Bob Griffiths, Bill Culbertson, Rodger Ekenberg, Alex Kwartiroff,

Ted Bruss, Mike Tchinnis, John Horodiski.

Telescript 356
20 Insley Street, Demarest, N.J. 07627

Product: Monitor prompting systems, contrast enhancer*. **Personnel:** Bob Swanson, Angelo Prisco, Blair Julich, John Lenna, George Parodi, Jerry Swanson.

Television Equipment Associates 364
Box 260, South Salem, N.Y. 10590

Product: BCA intercom system, Magnetek tape cleaner/evaluator, Matthey's automatic video equalizer, chroma corrector, video filters, video and pulse delay lines, Racal headsets. **Personnel:** Bill Pegler, Marilyn Pegler, Vince Emmerson, David Williams, Barry Reid, Dick Campbell, David Mann, Bill Walters, Marilyn Walters.

Television Products 2225
9016 Aviation Boulevard, Inglewood, Calif. 90301

Television Technology 2306
5970 West 60th Avenue, Arvada, Colo. 80003

Product: Solar powered exhibit translators and related equipment, 100 w UHF translator*, FM translator*. **Personnel:** B.W. St. Clair, John Reitz, Greg Morton, Nick Panos, Jon Sawyer.

Telex Communications 357
9600 Aldrich Avenue South, Minneapolis 55420

Product: Headsets, reel to reel tape recorders and logger, cartridge recorders, headphones, tape transports, amplifiers. **Personnel:** Greg Dzubay, Don Mereen, Ron Taylor.

Tentel 395
50 Curtner Avenue, Campbell, Calif. 95008

Product: Tape tension gauges for setting up and servicing audio and video tape transports, "Tape Tips Guide" manual for use with U-matic, Beta, VHS, one-inch, quad and audio recording and playback equipment. **Personnel:** Wayne B. Graham, John W. Chavers Jr., Joan Kaye, Lorraine David.

TerraCom 2401
9020 Balboa Avenue, San Diego, Calif. 92123

Product: Microwave Systems for STL, TSL, ENG, digital program channels*. **Personnel:** Bob Moyes, Bruce Jennings, Bob Boulio, Tony Fulford, Stan Sievers.

Thermodyne International 2408
12600 Yukon Avenue, Hawthorne, Calif. 90250

Product: Carrying and shipping cases. **Personnel:** Walter C. Wolf, Frank Bucalo, Davenia Wolf.

Thomson-CSF Laboratories 324
37 Brownhouse Road, Stamford, Conn. 06902

Product: FM Volumax, AM Volumax, dual audio distribution amp, Audimax, dynamic presence equalizer, Microcams, Vidifont, digital noise reducer, STRAP system, color correction systems for ENG and telecine, low power transmitters and transposers. **Personnel:** Harvey Caplan, Michael Davis, Allan Delaye,

Robert J. Estony, William Fink, Peter Glassberg, Thomas Hindle, Andrew Ian, Steve Kreinik, Renville McMann, Louis Mialy, Gerald Miller, Bud Mills, Marty McGreevy.

Thomson-CSF Electron Tubes 2210
750 Bloomfield Avenue, Clifton, N.J. 07015

Product: High gain power grid tubes for VHF and UHF, high power tetrodes for radio, high power CW klystrons for UHF TV transmitters, Noricon high sensitivity camera tube for low light TV broadcast*, TH382 high gain and efficiency tetrode* and TH18382 cavity*. **Personnel:** Stuart Hesselson, Steve Barthelmes, Mark Hemmes, Pierre Menes, Charles Kalfon, Pierre Gerlach, Roger Agneil.

Time and Frequency Technology 341
3090 Oakmead Village Drive, Santa Clara, Calif. 95051

Product: Microprocessor alarm and logging system*, studio to transmitter link*, routing switcher remote control*. **Personnel:** Frank Rich, Frank Stotlen, Ed Fong, John James, Jim Sperath, Henry Wu.

Times Fiber Communications 2519
358 Hall Avenue, Wallingford, Conn. 06492

Product: FM and AM television signals multiplexed on single fiber optic link*, optical time domain reflectometer*. **Personnel:** Allen M. Kushner, J. Ivan, J. Dale DeLancey.

The TM Companies 2307
1349 Regal Row, Dallas 75247

Product: TM Productions—radio and TV identification packages, production libraries, custom production packages. TM Programming—automated radio programming. TM Special Projects—special syndicated radio programs. **Personnel:** Jim Long, Jerry Atchley, Ernie Winn, Tim Moore, Ron Nickell.

Toshiba Broadcast Electronic Systems 2701
292 Gibraltar Drive, Sunnyvale, Calif. 94086

Product: Color TV cameras. **Personnel:** Ronald H. Fried, N. Schneider.

Trompeter Electronics 511
8936 Comanche Avenue, Chatsworth, Calif. 91311

Product: Audio and video panels, jacks, patch cords and looping plugs, coaxial connectors, cable and accessories. **Personnel:** E. Trompeter, H. Gladish, E. Stevens, S. Trompeter, R. Coleman, L. Stevens.

Tuesday Productions 2205
4429 Morena Boulevard, San Diego 92117

Product: Radio and television jingle and musical packages, radio features and program specials. **Personnel:** Bo Donovan, Terry Segal, Scott Kenyon.

Tweed Audio 2207
1640 Fifth Street, Santa Monica, Calif. 90401

Product: Production consoles, 12 channel mixer* **Personnel:** Kirsh Mustafa, Barry T. Smedley.

UMC Electronics 407
460 Sackett Point Road, North Haven, Conn. 06473

Product: Series 50 cartridge recorder/reproducer*, cartridge recorders and reproducers, splice finder/eraser, audio console, Beau motors and tape heads. **Personnel:** A.J. Shaftel, David M. Kelly, Preston Weaver, Steve McNamara, Gerard M. Burkhardt.

Unarco-Rohn 373A
Box 2000, Peoria, Ill. 61656

Personnel: J.M. Fleissner, L.A. Grimes.

Uni-Set 396
449 Avenue A, Rochester, N.Y. 14621

Product: Modular staging system. **Personnel:** Ronald D. Kniffin, Beverly G. Geer, David McGrath, Barbara McGrath, Sam Cercone, Paul Vincent.

United Media 2711
1571-D Parkway Loop, Tustin, Calif. 92680

Product: SMPTE time code computer-assisted electronic video editors*, video character generator, SMPTE/user bit time code generator/reader with autosync. **Personnel:** Robert J. Ricci, Herb Primosch, David Lake, Verl Ambrose.

United Press International 2300
220 East 42d Street, New York 10017

Product: Broadcast Datanews, audio network, broadcast newswire, Unifax II, Unislides, electronic editing, weather satellite facsimile wire. **Personnel:** Bob Page, Frank Beatty, Jim Darr, Gordon Rice, Bill Ferguson, Frank Sciorino, Bill Willson, Jan Smith, Leo Stoecker, Paul Hanex, Frank Schultz, Jack Klinge, Pinky Vidacovich.

United Research Lab 375
16 East 52d Street, New York 10022

Product: Conversion amplifiers, tape recorders, pinch rollers, ball bearing pinch rollers*. **Personnel:** George Adams, A. Adams, Jim Lee, John Hawkins, John Pritchard.

U.S. Tape & Label 2201
1561 Fairview Avenue, St. Louis 63132

Product: Pressure sensitive labels. **Personnel:** Byron J. Crecelius, Jesse S. Myer, Audrey Moore, Charles Muncy, Linda Jefferson.

Utah Scientific 2707
2276 South 2700 West, Salt Lake City 84119

Product: Audio and video routing switchers*, control panels*. **Personnel:** Lyle O. Keys, Earl G. Gray.

Utility Tower 323
3200 Northwest 38th Street, Oklahoma City 73112

V&B Tower Construction 2610
Box 972, Vinita, Okla. 74301

Thomas J. Valentino Inc. 441
151 West 46th Street, New York 10036

Product: Production music and sound effects libraries. Cassette duplication service.* **Personnel:** Thomas Valentino.

Van Ladder 2804
Box 709, Spencer, Iowa 51301

Product: Van mounted microwave antennas and camera platforms. **Personnel:** Jim Baker.

Varian Associates 487
611 Hansen Way, Palo Alto, Calif. 95130

Product: Power grid tubes, UHF klystrons. **Personnel:** J. Quinn, R. Faulkner, W. Barkley, W. Orr, C. Erridge, R. Schmidt, R. Petticrew.

Versa Count 2120
553 Lively Boulevard, Elk Grove Village, Ill. 60007

Video Aids 553
325 East Seventh Street, Loveland, Colo. 80537

Product: VIRS inserter, editor/programmer for Sony 2850, VIRS meter, dual lighted burst and H phase meter, intercom-party line for switchers*. **Personnel:** Walt Skowron, Bill Barton, Jim French, John Czajka.

Video Associates Labs 2809
2304 Hancock Drive, Suite 1-F, Austin, Tex. 78756

Product: Direct drive DC drum servo.

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reference field framer. **Personnel:** Michael H. Dyer, Arthur Bell.

Video Data Systems 2419
40 Oser Avenue, Hauppauge, N.Y. 11787

Product: Broadcast titler, Microsystem I. **Personnel:** Stephen Seiden, William Leventer, Barry Kenyon, Bob Hall, Dave Allen, Tony Keator, Charles Seiden, Glen Turner, Mike Watson, Bob Speranza, Christina Hammer, Diane Kerley, Vern Bertrand, Peter McDonnell, Jeff Seisser.

Videomagnetics 2705
155 San Lazaro Avenue, Sunnyvale, Calif. 94086

Product: Refurbishing Ampex and RCA quad video recorder heads. **Personnel:** Ted W. Barger, Roger Watson, Dean C. Leeson, Peter R. Downs.

Videomedia 2825
250 North Wolfe Road, Sunnyvale, Calif. 94086

Product: Z-6 computerized microprocessor-based editing system*, VM95U bidirectional editing system, VMC100 sequencer system, VMU44 broadcast modification kit. **Personnel:** Hank Wilks, Richard Dorsa, Willard "Bill" Stickuey, Albert Orozco, Keith Reynolds, Herb Kniess.

The Video Tape Co. 507
10545 Burbank Boulevard, North Hollywood, Calif. 91601

Product: Videotape stock and duplication, videotape distribution services, VTC 1000 two-inch master tapes*, VTC-UCA three-quarter-inch videocassettes. **Personnel:** Keith Austin, Frances Van Paemel, Donald Johnson, Dick Millais.

Videotek 2602
125 North York Street, Pottstown, Pa. 19464

Personnel: Philip Steyaert, James Mauger, Ron Moyer, Donald Taylor, Peter Choi, David Brown.

Vital Industries 316
3700 Northeast 53d Avenue, Gainesville, Fla. 32601

Product: Video switcher, frame synchronizer, TV automation. **Personnel:** Nubar Donoyan, Dale Buzan, John Davis, Linda Buickel, Charles Kunz, Bob McAll, Barry Enders, Barry Holland, Eric King, Morrell Beavers, Bill Vice, Jim Seipps, Don Williams, Ed Cox, Frank Smith.

Vitex 2219
3700 Northeast 53d Avenue, Gainesville, Fla. 32601

Product: Video switching, terminal equipment, TV automation. **Personnel:** Frank Smith, Nubar Donoyan, Dale Buzan, Linda Buickel.

Wang Voice Communications 2112
Executive Drive, Hudson, N.H. 03051

Product: Digital audio delay. **Personnel:** Richard R. Fortin, Edmund Dyett, Gary Stapleford, Edward Lesnick, Robert Belluche, Jack Neff.

Ward-Beck Systems 489
Suite 1010, 6900 East Camelback Road, Scottsdale, Ariz. 85251

Personnel: R.W. Ward, R.K. Beck, A.A. Schubert, W. McFadden, D. McLane, P. Constantinou, E. Johnson.

Weatheration 2615
190 North State Street, Chicago 60601

The Webster Group 2621
575 Lexington Avenue, New York 10022

Product: Radio/newspaper customized sales presentation, BCI microcomputer research and product usage equipment and systems*, research systems for radio and TV stations and agencies. **Personnel:** Maurie Webster, John Ackerman.

Western Union Telegraph 549
One Lake Street, Upper Saddle River, N.J. 07458

Product: TV and radio transmission via satellite. **Personnel:** James T. Ragan, Don Aisenbrey, "Bo" Bowman, Paul Farmer, Georjan Frank, Herbert C. Granger, J.A. Mahon, George F. Milne, E.E. Bormann, Lyman DeCamp, Bruce Shore.

Wilkinson Electronics 347
701 Chestnut Street, Trainer, Pa. 19013

Product: AM and FM transmitters, consoles, silicon rectifiers, dummy loads, line surge protectors. **Personnel:** Guffy P. Wilkinson, Catherine C. Wilkinson, William H. Johnson, William McKibben, Joseph Fitzgerald, Charles Alton.

The Winsted Corp. 2601
8127 Pleasant Avenue South, Minneapolis 55420

Product: Digital editing console*, portable production console*, one-half-inch videocassette storage system*, dubbing racks for half-inch and three-quarter inch videotape*, editing and post-production consoles, mobile cabinets, videotape and film storage systems, tape and film trucks. **Personnel:** Jerry Hoska, Greg Heolund, Chuck Johnson, Beth Hutton.

Wolf Coach/Television Engineering 503
200 Bartlett Street, Northboro, Mass. 01532

Product: Production vehicles. **Personnel:** Richard Wolf, Jack Vines, Bill Vines, Andy Kryworuchenko, Larry Conaway.

World Video 501
Box 117, Boyertown, Pa. 19512

Product: AC/DC color monitors, intercom system. **Personnel:** Jack Taylor, Billy Seidel, Walt Shubin, Herb Didier, Dwight Wilcox, Lew Radford, Carrol Cunningham, Churchill Miller, Emil Adamyk.

Zei-Mark 2521
Box 182, Brookfield Center, Conn. 06805

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CBS Inc., CBS/Broadcast Group, CBS-TV, CBS News Loews Anatole 934

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CBS Radio Hyatt Regency 2766

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Miller, Cornelius V.S. Knox Jr., Emerson Stone, W. Thomas Dawson, Robert G. McGroarty, Eric H. Salline, Robert Leeder, David West, Harfield Weedon, Norman S. Ginsburg, Bernard S. Krause, Ralph Green, Jack Stuppler.

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Mutual Black Network Hyatt-Regency 2628

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National Black Network Hyatt-Regency 2622

Personnel: Eugene Jackson, Sydney Small, Del Raycee, Joan Logue Henry, Adrian Gaines.

National Broadcasting Co., NBC-Radio, NBC-TV Loews Anatole Presidential Suite, Hyatt Regency 2686

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Programers

Gert Bunchez & Associates Hilton 1865-7

Product: Radio and TV programing. **Personnel:** Gert Bunchez.

Cavox Music Hilton 1746-46-50

Personnel: Lee Tate, Bob Mayfield, Mike Cortson.

Century 21 Fairmont 1421/371B

Product: Programing service, jingles, contests, disco/contemporary/rock formats, sales, Lift For Today, Zig Zigler shows. **Personnel:** Tom McIntyre, Dave Scott, Chris Peingree, Dan Rau, Ken Kraft.

Claster Television Productions TBA

Product: Romper Room, Bowling for Dollars, Star Force. **Personnel:** John Claster, Ken Gelbard.

FM-100 Plan Fairmont 1022

Product: Programing formats. **Personnel:** Darrell Peters, Elaine Peters, Lowell Dorman, Mike Krefoisin.

Kala Music Hyatt Regency 817

Product: Radio formats. **Personnel:** Bill Wertz, Stephen Trivers, Raymond Winters, Terry Ambruster.

North American Radio Alliance Fairmont

Product: Barry Farber's Footnotes, Jack Hilton's Balance Sheet, Susan Samtur's Super Shopper, America's Black Forum. **Personnel:** Dennis Israel.

Peters Productions Fairmont 821

Product: Cinematography, TV art, total image concepts, management, guideline research, animation, syndicated radio formats, jingles, commercial production, music and graphics package, marketing plan. **Personnel:** Edward Peters, Mike Larson, Redd Gardner, Lee Han-

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son, Downey Huey, Nick Peters, Jack Merker, Geoff Williams.

RPM Radio Programing Management
Fairmont 521
Product: Automated radio formats. **Personnel:** Tom Krikorian, Jeff Goldman, Rick Graf.

Susquehanna Productions Sheraton
Product: Massie Ferguson Farm Profits, America 2000, Family Health, Clayton Brokerage's—A World of Commodities. **Personnel:** George Hyde, Carl Louds.

Brokers

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Carolina Media Brokers TBA
Personnel: John Capozzoli

Chapman Associates Hilton 1804
Personnel: Paul Chapman, Bill Chapman, Dan Rouse, Paul Crowder, Bill Hammond, Art Simmers, Ray Stanfield, Evelyn Stanfield, Bill Cate, Bill Martin, Warren Gregory, Jim Mackin, William Whitley.

R.C. Crisler & Co. Hyatt Regency
Personnel: Clyde G. Haehnle, Alex Howard.

William A. Exline Inc. Hilton 1048
Personnel: William A. Exline.

Milton Q. Ford & Associates
Hyatt Regency 715-717
Personnel: Milton Q. Ford.

Wilt Gunzendorfer & Associates Sheraton
Personnel: Wilt Gunzendorfer.

Dan Hayslett & Associates
Hyatt Regency 916
Personnel: Dan Hayslett.

Ted Hepburn Co. Hyatt Regency
Personnel: Ted Hepburn.

Hogan-Feldmann Inc. Hilton
Personnel: Arthur Hogan, Jack Feldmann.

Holt Corp. Hilton 1668
Personnel: Arthur Holt, Robert Hanna, William Prikrly, John A. Ryman, Bruce Earle.

Keith W. Horton Co. Greenwood Inn
Personnel: Keith W. Horton, Richard Kozacko.

Larson/Walker & Co. Marriott 610
Personnel: G. Bennet Larson, William L. Walker.

H.B. LaRue Sheraton
Personnel: Hugh LaRue, Joy Thomas.

Reggie Martin Hilton 1048
Personnel: Reggie Martin, Ron Jones.

Ralph E. Meador Sheraton
Personnel: Ralph E. Meador.

George Moore & Associates Fairmont
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Cecil L. Richards Inc. Hilton 1648
Personnel: Cecil L. Richards, Bruce Houston.

Richter-Kalil & Co. Hyatt Regency
Personnel: Edwin G. Richter, Frank Kalil.

Richard A. Shaheen Inc. Hilton
846-48-50
Personnel: Richard A. Shaheen, James C. Warner.

Sherman & Brown Associates
Loews Anatole
Personnel: Gordon Sherman.

Howard Stark Loews Anatole
Personnel: Howard Stark.

Edwin Tornberg & Co. Registry 352-354
Personnel: Edwin Tornberg.

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Robert Kalthoff, Wallis S. Ivy, Richard A. Bompene.

Blair Radio TBA
Personnel: Jack W. Fritz, John Boden, Frank Carter, Dan Follis, Robert Galen, Jerry Gibson, Mike Horn, David Klemm, Robert Lobdell, Tom Walton.

Blair Television TBA
Personnel: Jack W. Fritz, Harry Smart, Walter Schwartz, Steve Beard, Sid Brown, Pat Devlin, Mike Howe, James Kelly, Jim McGuire, William Morris, Glenna Pluchak, Josef Rosenberg, John Sittler, Arthur Stringer.

Bolton Broadcasting TBA
Personnel: Carmen Bolton.

Buckley Radio Sales Hyatt Regency 1218
Personnel: Richard D. Buckley, Robert V. Copping, Mel Trauner, Joseph M. Bilotta, Lloyd McGovern, Lee Bell, Robert J. Lurito.

Gert Bunchez & Associates
Hilton 1865-7
Personnel: Gert Bunchez.

Christal Co. Fairmont 701
Personnel: Robert J. Duffy, John M. Fouts, David K. Winston, Bella Werner, Richard Hammer.

Eastman Radio Hilton 2068
Personnel: Frank Boyle, Bill Burton, Charlie Colombo, Jerry Schubert, Dave Recher.

Bernard Howard & Co. Hyatt Regency
1245
Personnel: Bernard Howard, Robert Weiss, Carole Barry, Ron Dadetta, Carl Lanci, Richard Greener, Milt Seropan.

H-R Stone Hilton 1102-4-6
Personnel: Saul Frischling, Carroll Larkin, Inge Jacobson, Sy Thomas, Martin Stedman, Don Propst, Michael Sobol, David Dorin, Rosemary Zimmerman, Mark Stacey, Chuck Hillier.

H-R Television Loews Anatole 810
Personnel: Edgar White, Harry Wise, Phil Corper, Bob Spielman, Roy Edwards, George Hemmerle, Warren Ford, Don Caparis, John Radeck.

The Katz Agency Loews Anatole 1110
Personnel: James L. Greenwald, Oliver T. Blackwell, Gordon H. Hasting, Barry Lewis, Peter R. Goulazian, Davis S. Abbey, Frank J. Cann, Victor Ferrante, Larry Shrum, Richard A. Goldstein, Sal J. Agovino, Ken J. Swetz, Alan B. Bennett, Don McCarty, Geoffrey G. Hall, William Schrank.

Jack Masla & Co. Sheraton
Personnel: Jack Masla, Stan Feinblatt, David Adams, Julie Bartholomew, Bill Peavey, Jack Riley, Dick Sheppard, Arnold Taylor.

Major Market Radio Hyatt Regency
Personnel: George Lindman, Warner Rush.

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Regency Lookout Room

Personnel: Ralph Guild, Ellen Hulleberg, Tony Durpetti, Anthony Maisano, Les Goldberg, Vince Bellino, Dick Sharpe, Ed Carrell, Debby Elefante, Beverly Appleman.

Meeker Television Loews Anatole 953

Personnel: Robert Dudley, Bill Bee, Audrey Tanzer, Jim Parker, Dick Hughes, Hugh McTernan, Jay Adair, Martha Mitchell, Gene Gray, Louise Conover.

Peters, Griffin, Woodward

Loews Anatole 1023

Personnel: Chuck Kinney, Jim Sefert, Bill Walters, Dennis Gillespie, Larry Lioello, Ron Collins, M.C. Via, Farrell Reynolds.

Petry Television Loews Anatole

Personnel: Art Scott, David Allen, Martin F. Connelly, Arthur E. Muth, Ted Van Erk, George Blinn, Ed Karlik, Bill Schellenger, Peter Goulazian, Al Rothstein, Denny Van Valkenburgh.

Pro/Meeker Radio Du Pont Plaza

Personnel: Sam Brownstein, Tom Hayes, Bob Allen, Jim Cathey, Dave Ring, Eugene Grey.

Selcom Hilton 2057

Personnel: Peter Sisam, Lou Faust, Bill McHale, Bill Smither, Barbara Crooks, D.J. Longoria, Steve Boutis.

Telerep Loews Anatole 753

Personnel: Al Masini, Steve Hirson, Pat Prie, Susan Ziller, Jim Jordan, Dick Brown.

Top Market Television Loews Anatole

Personnel: James P. McCann, Ron Naiman.

Torbert Radio Fairmont Continental Room

Personnel: Alan Torbet, Joe Dorton, Ralph Conner, Peter Moore, Sherril Taylor, David Pollei, Margaret Digan, Maddy Schreiber, John Geary, Sam Hall, Carol Cagle, Lloyd Senn, Steve Marriott.

Adam Young Loews Anatole

Personnel: Adam Young, Vincent Young, Neal Wein, Joan Barron.

Others

Arbitron Hilton Gold, Silver, Mustang rooms

Personnel: Ted Shaker, Connie Anthes, Rick Curichio, Sherm Brodey, Andrea Cetera, John Curren, John Dimling, Les Elias, John Fawcett, Ray Gardella, Norm Hecht, Ron Laufer, Michael Levine, Dick Logan, Pete Megroz, Evelyn Meyers, Jim Mocariski, Rip Ridgeway, Bill Shafer, Dennis Spragg, Martin Toole, Gerald Troxell, Dick Weinstein, Ken Wollenberg.

ASCAP Fairmont

Personnel: Louis Weber, Lawrence Sklover, David Hochman, Bernard Callman, Jon Marcus.

A.C. Nielsen Adolphus 1246

Personnel: Bill Miller, Roy Anderson, Paul

Baard, Dave Traylor, Lou West, Karl Wyler, Dave Woolfson, Carroll Carter, Wendell Johnson, Larry Frerk, Jim Cute.

BMI Fairmont

Personnel: Edward Molinelli, Alan Smith, Russ Sanjek, E.W. Chapin, Paul Bernard, Lawrence Sweeney.

Ward L. Quaal Co. Fairmont

Personnel: Ward Quaal

RKO Radio Hilton Inn 1019, LaBaron 824-26

Personnel: Dwight Case, Harvey Mednick, Bob Biernacki, John Lyons, Paul Stuart, Tom Baker, Jim Barker, Rick Devlin, Pat Norman, Jerry Lyman, Alan Cholowitz, T.J. Donnelly, Bill Donoho, Chuck Goldmark, Tim Sullivan, Tom Burchill, Bob Fisch, Dave Nelson, Bob Griffith, Lee Gray, Hugh Wallace, George Capalbo, Howard Carter.

The Research Group Hyatt-Regency

Personnel: Wm C. Mayes, C.T. Robinson, Michael Hasser, Peggy Reimer.

A.D. Ring & Associates Fairmont 901

Personnel: Howard Head, Ogden Prestholdt, Harold Kassens, John Loundin.

SESAC Hilton 1702

Personnel: A.H. Prager, Norman Weiser, Sidney Guber, Norman Ouldm, Nat Leiberman, Charles Sealty, Vincent Candillora, Bob McGarvey, Harold Fitzgerald, Ed Wilder.

Spanish International Network Registry 452

Personnel: Rene Anselmo, Bill Stiles, Emilio Nicolas, John Pero, Duffy Sassar.

Telcom Loews Anatole Suite 923

Personnel: Herb Jacobs, Jim Ritter, Grace Jacobs, Ron Krueger.

Television Information Office Loews Anatole

Personnel: Roy Danish, Bert Brilller, Lou Ames, Jim Folsom, Hank Levinson.

TRAC-7 Hilton 401

Product: Radio audience reports including

station audience, newspaper readership, product and services data. **Personnel:** Avery Gibson, Herb Briggan, Bill Kester.

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- Alpha Epsilon Rho** FF
- American Heart Association** 2808
- American Women in Radio & Television** DD
- Broadcast Pioneers Library** B
- Bureau of the Census** 2836
- Federal Communications Commission AA**
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- International Business Services/Department of Energy/Solar Index** HH
- Independent Committee for the International Year of the Child** 2806
- NAB Book Booth** C
- U.S. National Commission for the Year of the Child** 2715A
- National Committee for Employer Support of the Guard and Reserve** LL
- The National Foundation—March of Dimes** 2713
- NOAA Weather Services** 2840
- Radio Advertising Bureau** A
- Radio Television News Directors Association** CC
- Society of Broadcast Engineers** EE
- Society of Motion Picture and Television Engineers** BB
- Southern Baptist Radio-TV Commission** GG
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The Broadcasting Playlist Mar 19

Contemporary

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
2 1	<i>I Will Survive</i> □ Gloria Gaynor.....	Polydor
3 2	<i>Tragedy</i> □ Bee Gees.....	RSO
1 3	<i>Do Ya Think I'm Sexy</i> □ Rod Stewart.....	Warner Bros.
4 4	<i>Heaven Knows</i> □ Donna Summer.....	Casablanca
6 5	<i>Shake Your Groove Thing</i> □ Peaches & Herb.....	Polydor
8 6	<i>What a Fool Believes</i> □ Doobie Bros.....	Warner Bros.
9 7	<i>Knock On Wood</i> □ Amil Stewart.....	Ariola
5 8	<i>Fire</i> □ Pointer Sisters.....	Planet
10 9	<i>Don't Cry Out Loud</i> □ Melissa Manchester.....	Arista
17 10	<i>Sultans of Swing</i> □ Dire Straits.....	Warner Bros.
7 11	<i>A Little More Love</i> □ Olivia Newton-John.....	MCA
11 12	<i>Livin' It Up (Friday Night)</i> □ Bell & James.....	A&M
13 13	<i>What You Won't Do For Love</i> □ Bobby Caldwell.....	Cloud
12 14	<i>Haven't Stopped Dancin' Yet</i> □ Gonzalez.....	Capitol
18 15	<i>Big Shot</i> □ Billy Joel.....	Columbia
16 16	<i>I Don't Know If It's Right</i> □ Evelyn King.....	RCA
14 17	<i>YMCA</i> □ Village People.....	Casablanca
21 18	<i>Heart of Glass</i> □ Blondie.....	Chrysalis
22 19	<i>Crazy Love</i> □ Poco.....	ABC
20 20	<i>Keep On Dancin'</i> □ Gary's Gang.....	Columbia
23 21	<i>I Want Your Love</i> □ Chic.....	Atlantic
24 22	<i>Music Box Dancer</i> □ Frank Mills.....	Polydor
25 23	<i>Lady</i> □ Little River Band.....	Harvest
31 24	<i>I Just Fall In Love Again</i> □ Anne Murray.....	Capitol
26 25	<i>Stumblin' In</i> □ Suzi Quatro & Chris Norman.....	RSO
27 26	<i>Every Time I Think of You</i> □ Babys.....	Chrysalis
35 27	<i>Precious Love</i> □ Bob Welch.....	Capitol
33 28	<i>Maybe I'm a Fool</i> □ Eddie Money.....	Columbia
34 29	<i>He's the Greatest Dancer</i> □ Sister Sledge.....	Cotillion
38 30	<i>Love Ballad</i> □ George Benson.....	Warner Bros.
30 31	<i>Dancin' Shoes</i> □ Nigel Olsson.....	Bang
15 32	<i>Le Freak</i> □ Chic.....	Atlantic
- 33	<i>Disco Nights</i> □ G.Q.....	Arista
- 34	<i>Blow Away</i> □ George Harrison.....	Dark Horse
46 35	<i>Shake Your Body</i> □ Jacksons.....	Epic
39 36	<i>In the Navy</i> □ Village People.....	Casablanca
29 37	<i>Too Much Heaven</i> □ Bee Gees.....	RSO
37 38	<i>Forever in Blue Jeans</i> □ Neil Diamond.....	Columbia
42 39	<i>I Got My Mind Made Up</i> □ Instant Funk.....	Salsoul
28 40	<i>Lotta Love</i> □ Nicolette Larson.....	Warner Bros.
19 41	<i>The Gambler</i> □ Kenny Rogers.....	United Artists
32 42	<i>Soul Man</i> □ Blues Bros.....	Atlantic
36 43	<i>September</i> □ Earth, Wind & Fire.....	Columbia
- 44	<i>Reunited</i> □ Peaches & Herb.....	Polydor
- 45	<i>Chase</i> □ Giorgio Moroder.....	Casablanca
- 46	<i>Roller</i> □ April Wine.....	Capitol
43 47	<i>No Tell Lover</i> □ Chicago.....	Columbia
- 48	<i>Take Me Home</i> □ Cher.....	Casablanca
40 49	<i>Got To Be Real</i> □ Cheryl Lynn.....	Columbia
- 50	<i>Let the Good Times Roll</i> □ Cars.....	Elektra

Playback

G.Q. is OK While climbing into the top 20 on both disco and R&B charts, G.Q. crosses firmly over to top 40 this week, with *Disco Nights (Rock Freak)* (Arista), entering "Playlist" at 33. The single was added at WABC(AM) New York at number 12, where Sonya Jones calls it "a local hit." It's also on another New York station, WXLO(FM). **Jumping Jacksons.** Although the group's previous single, *Blame It On the Boogie*, realized only regional success, the Jacksons' latest, *Shake Your Body (Down to the Ground)* (Epic); appears heading for national recognition. The single came on the chart at 46 last week, and this week it bolts to 35. Reggie Blackwell of WJW FM Orlando, Fla., says: "It's a mass appeal, hit record. Everybody likes this one." Steve Kingston of WYRE(AM) Annapolis, Md., calls it "a smash. It took a while to build, but it made it." **Strong follow-up.** Peaches & Herb are on a hot streak: As *Shake Your Groove Thing* (Polydor) moves up a notch to five, a new single, *Reunited*, enters at 44 with a bolt. And reaction to this latest effort is unanimously positive. Mr. Blackwell says it "could reach top five. It's one of those soul ballads that kills you. It has a rhythm to it... a light continuous drum beat [yet] it's still a slow ballad, it has something to say and Peaches & Herb do an excellent job singing it. It'll appeal to just about everybody." Jerry Reed of WINR(AM) Binghamton, N.Y., concurs: "It's just a nice record... a nice, mellow song—not disco at all." **Rock and 'Roller.** Programers are excited about *Roller* by April Wine, which enters at 46. Rip Avina of KDZA(AM) Pueblo, Colo., calls it "a great rock-and-roll song, a good change of pace." Johnny (Red Mountain) Michaels of KCBN(AM) Reno, Nev., describes it as "good, crisp, modern rock and roll sound."

Country

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
22 1	<i>I Don't Want To Be Right</i> □ Barbara Mandrell.....	ABC
- 2	<i>Too Far Gone</i> □ Emmylou Harris.....	Warner Bros.
3 3	<i>I Just Fall In Love Again</i> □ Anne Murray.....	Capitol
12 4	<i>Somebody Special</i> □ Donna Fargo.....	Warner Bros.
6 5	<i>Send Me Down to Tucson</i> □ Mel Tillis.....	MCA
2 6	<i>Golden Tears</i> □ Dave and Sugar.....	RCA
8 7	<i>I'll Wake You Up When I Get Home</i> □ Charlie Rich.....	Elektra
1 8	<i>If I Could Write a Song...</i> □ Billy Craddock.....	Capitol
- 9	<i>I've Been Waiting For You</i> □ Con Hunley.....	Warner Bros.
4 10	<i>Still a Woman</i> □ Margo Smith.....	Warner Bros.
- 11	<i>Wisdom of a Fool</i> □ Jacky Ward.....	Mercury
20 12	<i>Son of Clayton Delaney</i> □ Tom T. Hall.....	RCA
9 13	<i>Every Which Way But Loose</i> □ Eddie Rabbitt.....	Elektra
- 14	<i>I'm Gonna Love You</i> □ Glen Campbell.....	Capitol
7 15	<i>I Had a Lovely Time</i> □ Kendalls.....	Ovation
5 16	<i>Back On My Mind</i> □ Ronnie Millsap.....	RCA
25 17	<i>Words</i> □ Susie Allanson.....	Elektra
- 18	<i>Sweet Memories</i> □ Willie Nelson.....	RCA
- 19	<i>They Call It Making Love</i> □ Tammy Wynette.....	Epic
- 20	<i>All I Ever Need Is You</i> □ Rogers & West.....	United Artists
16 21	<i>It's a Cheating Situation</i> □ Moe Bandy.....	Columbia
10 22	<i>Tonight She's Gonna Love Me</i> □ Razy Bailey.....	RCA
21 23	<i>Tryin' to Satisfy You</i> □ Dottsyt.....	RCA
17 24	<i>My Heart Has a Mind...</i> □ Debby Boone.....	Warner/Curb
15 25	<i>Why Have You Left...</i> □ Crystal Gayle.....	United Artists

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 Arbitron audience ratings for the reporting station on which it is played. A **■** indicates an upward movement of five or more chart positions between this week and last.

Fates & Fortunes

Media

Expansion and change in NBC-TV affiliate relations department under Executive VP Raymond Timothy: Two new units formed—network planning, to be headed by **Pier Mape**, rejoining NBC-TV as VP, from Blair Television, and affiliate services, under **Don Mercer**, VP, affiliate relations. In addition, **Anthony A. Cervini** named VP of affiliate relations operations unit, and NBC sales service department, under VP **Steve Flynn**, will be transferred from NBC Sales to affiliate relations department. Seven regional affiliate relations managers to be named directors and eighth will be added.

James M. Barry, administrator, employment and compensation, employe relations, West Coast, NBC, Burbank, Calif., named manager, employment. **Sandra L. DuPilka**, administrator, compensation, employe relations, New York, appointed manager, compensation and services, West Coast. **Evelyn E. Durbin**, administrator, employe benefits, promoted to manager, employe benefits, West Coast, and **Helen Keyes**, supervisor, employe records, named administrator, employe records, West Coast.



Newman

Monte G. Newman, station manager, WRC-TV Washington, appointed VP-general manager of co-owned WMAQ-TV Chicago. He succeeds and will report to Robert S. Walsh, new executive VP of NBC Television Stations Division (BROADCASTING, March 5).

George H. Anderson, general manager, WTLV(TV) Jacksonville, Fla., elected president and chief executive officer. **Gert Schmidt**, VP



Anderson



Schmidt

of television group of Harte-Hanks, licensee of station, elected chairman of board of WTLV. He will continue as VP of group concentrating on television acquisitions and industry affairs.

Malcolm Potter, director of programing, WTAE-TV Pittsburgh, named station manager of co-owned WBAL-TV Baltimore.

Michael Gannon, senior analyst, affiliate research, ABC, New York, appointed manager,

broadcast ratings, NBC research department, New York.



Auld

John S. Auld, president of EEV Inc. and EEV Canada Ltd., subsidiaries of General Electric Co. Ltd. of England, joins Wometco Blonder-Tongue Broadcasting Corp., licensee of WTVG(TV) Newark, N.J., and Wometco Home Theatre, subsidiaries of Wometco Enterprises, Miami, as executive VP

and chief operating officer.

Barbara Bree, regional supervisor, ABC-TV's affiliate relations department, named regional manager in station relations.

Bill Neil, manager of KGKL(AM) San Angelo, Tex., joins KLBJ-AM-FM Austin, Tex., as general manager.

Harold A. Frank, general manager, WINZ-AM-FM Miami, elected VP.

Jack Bankson, general manager, KZOK-AM-FM Seattle, named broadcast supervisor of KZOK and co-owned KBFW(AM) Bellingham, Wash., and KEDO(AM)-KLYK(FM) Longview, Wash.

Edward J. Groppo, general sales manager, WRBQ(FM) Tampa, Fla., named general manager of co-owned KMJK(FM) Portland, Ore.

Diana Brainerd, senior investment analyst, Chemical Bank, New York, joins Metromedia Inc. there as director of corporate and financial communications. **Verner Paulsen**, VP-administration, Metromedia Radio, New York, named regional VP, based on West Coast, responsible for community and public affairs involvements for Metromedia's KNEW(AM)-KSAN-FM San Francisco. **Matthew Landy**, assistant controller of Metromedia Radio in New York, named VP-controller.

Arnold Blauweiss, assistant controller, LIN Broadcasting, New York, elected controller.

Howard Q.L. Murphy, senior financial analyst, Westinghouse Transformer Division, South Boston, Va., joins commonly owned WJZ-TV Baltimore as assistant controller.

Broadcast Advertising

Carmen Animagi, account supervisor on Union Carbide Glad Bag account, **Peter Voltz**, account supervisor on Marlboro account and **Michael Leonard**, creative director on Kellogg, Union Carbide, Nestle, Revlon and Star-Kist accounts, Leo Burnett U.S.A., Chicago, named VP's.

James T. Doyle, VP-group supervisor on Cadillac Motor Car division, Kirsch and General Tire Chemical/Plastics accounts, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.,

named management supervisor. **Robert Reed**, from J. Walter Thompson, joins DM&M as account supervisor on Cadillac.

Charles R. (Chip) Evans Jr., account supervisor, Ogilvy & Mather, appointed account supervisor on Clairol appliances, Foote, Cone & Belding, New York.

Gwyneth Kaufman associate media director/network negotiating and **Marty Wolf**, associate media director/planning, J. Walter Thompson, New York, named VP's, Eastern division. **Robert Dien** and **John Scarola**, senior TV producers, **Leonard Galane** and **Arthur Taylor**, associate creative supervisors, and **Ben Kwata**, senior art director, named VP's.

Joseph Ostrow, director of communications services, **Peter Georgescu**, director for central region of Young & Rubicam USA, and **Frazier Purdy**, creative, Young & Rubicam, New York, named executive VP's.

Jim Coakley, account supervisor on Fuji photo film and National Car Rental System accounts, and **Marc Grossberg**, account supervisor, Manoff Geers Gross, New York, named VP's. **Paul Jervis**, VP and co-creative director,

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Smith/Greenland, New York, joins Manoff as senior VP-executive art director. **Harriet Bloch**, associate research director, Kelly-Nason, Univas, New York, joins Manoff in same capacity.

Dennis Byrnes, account supervisor on American Airlines account, and **Stephen H. Gay**, ac-



Byrnes



Gay

count supervisor on Standard Brands account, Doyle Dane Bernbach, New York, elected VP's.

William Gregory, VP-creative director, Stone & Adler, Chicago, joins Kobs & Brady there as senior VP-creative director.

Nancy Foster, with Hofer, Dieterich & Brown, San Francisco, named VP-associate creative director.

Carrie Gilmore Cash, producer-director in multimedia department of Arocom Productions, Akron, Ohio, joins Louis Benito Advertising, Tampa, Fla., as broadcast producer.

Elizabeth Soldinger, with Gaynor Media Corp., New York, named VP.

Peter Goulazian, VP-director of marketing,

Katz Agency, New York, joins Petry Television in same capacity.

Brian Hogan, VP-Chicago general manager, Blair Television, joins H-R Television II, Chicago, as sales manager. **Mary Ann Tiernan**, from WRAU-TV Peoria, Ill., joins sales team of H-R Television II in Chicago.

Rod Calarco, local sales manager, WCAU-AM-FM Philadelphia, joins co-owned CBS Radio Spot Sales as Chicago sales manager.

John Geary, sales manager in Chicago office of Torbet Radio, named regional manager of office.

Jeff Hufford, account executive in Chicago office of John Blair & Co., named manager of new sales unit in Seattle.

Ted Rudolph, account executive, Petry Co., New York, joins Television Advertising Representatives there.

Laura Levek, marketing research specialist, Katz Agency, joins Avery-Knodel Television, New York, as account executive on alpha team.

Cynthia Newlin from Jack Masla & Co., Chicago, named account executive, Eastman Radio Inc., Chicago.

Warren W. Spellman, general manager, advertising and design, CBS/Broadcast Group, named to new post of VP, marketing services and administration, in group's marketing communications and design department.

NBC Entertainment announced changes in its advertising and design department with **W. Watts (Buck) Biggers**, VP, advertising operations, named VP, advertising and creative ser-

vices; **Richard Kahn**, director, editorial service, on-air, appointed VP, on-air promotion, and **Michael Mohamad**, director of design, designated VP, print and design. Leaving NBC are **George Shaver Jr.**, VP, advertising and creative services, and **Marvin Korman**, VP and creative director, advertising, promotion and design.

Gary A. Wold, manager, nighttime sales pricing, TV network sales, NBC, named director, Eastern sales.

Robert M. Gutkowski, manager, sports sales, NBC-TV, New York, appointed director, sport sales.

James McCarthy, general sales manager, WPHL-TV Philadelphia, named director of sales.

John Ruzzi, team sales manager, succeeds Mr. McCarthy.



Paddock

Ned Paddock, sales manager, WRC-TV Washington, appointed director of sales. He succeeds **Jim Martz**, who joins co-owned NBC Spot Sales in Chicago as director.

James Frey, general sales manager, WSAU-TV Wausau, Wis., named VP-television sales.

David Zamichow, regional account executive, WUTR(TV) Utica, N.Y., named general sales manager.

Richard Feinblatt, sales manager of Chicago office of CBS Radio Spot Sales, named general sales manager of co-owned WCAU(AM) Philadelphia.

Ray Gusky, general sales manager, WJOK(FM) Pittsburgh, joins WYJZ(AM)-WAMO(FM) there in same capacity.

John T. Gaston, national sales manager, KEZK(FM) St. Louis, named general sales manager, KWK(AM) there.

William E. Powley Sr., general manager, WSEB(AM)-WSKP-FM Sebring, Fla., joins WKTZ-AM-FM Jacksonville, Fla., as general sales manager.

Frank Celebre, VP-general manager, WDAE(AM)-WJYW(FM) Tampa, Fla., joins WDBO-AM-FM Orlando, Fla., as general sales manager.

Toye Spofford, on sales staff of KPHO-TV Phoenix, named sales manager.

Wayne Parks, account executive, WYJZ(AM)-WAMO(FM) Pittsburgh, joins WUFO(AM) Buffalo, N.Y., as sales manager.

David Hanna, sales manager, WCMF(FM) Rochester, N.Y., joins WSOQ(AM)-WEZG(FM) Syracuse, N.Y., as manager-director of sales.

Fred Grumbach, account executive in local sales department, WIOD(AM)-WAIA(FM) Miami, named national sales manager.

Mike Flynn, sales executive, KXTC(FM) Phoenix, named local sales manager. **Bobette Gordon**, sales representative for Cox Newspaper Publications, and **Gerald Jeffries**, from Arizona Audio in Phoenix, join KXTC as sales executives.

Louis G. York, with KMBZ(AM) Kansas City, Mo., named assistant sales manager.

Alana Golembo, account executive, WKQX(FM)

Frazier, Gross & Clay, Inc.

*Television and Radio
Financial Management Consultants
Washington, D.C.*

is pleased to announce

Charles H. Kadlec

*has been appointed
Senior Vice President*

Chicago, and **Jim Pryma**, account executive, Telerep, join WBBM-TV Chicago as account executives.

Charles E. Hendrickson, account executive, KOA-TV Denver, joins KWGN(TV) Denver as account executive.

Roy Weinstein, New York sales manager, CBS-FM National Sales, joins NBC Radio Network there as account executive.

Cynthia Trevisan, account executive, WHNN(FM) Bay City, Mich., joins WXYZ(AM) Detroit in same capacity.

Bob Eisenberg, account executive, WAVZ(AM) New Haven and WKCI(FM) Hamden, both Connecticut, joins WHYI(FM) Fort Lauderdale, Fla., in same capacity.

Michelle Montgomery, from U.S. Air Force, joins Arkansas Radio Network, Little Rock, as account executive.

Myrian Lopez, assistant director of research, Major Market Radio Representatives, appointed to new post of research manager, WOR(AM) New York.

Programming

Jerry Bernstein, VP, production, EUE/Screen Gems, Los Angeles, named VP/general manager, EUE/Screen Gems, West Coast.

Carla Singer, producer of *Everyday*, Group W Productions, Los Angeles, named director of program development.

Lorna Ray Bitensky, director of business affairs, NBC-TV New York, named to new post of VP, network relations, Warner Bros. Television, New York.

Jerry Siegel, unit production manager, Columbia Pictures Television, Burbank, Calif., named director of production operations.

Leonard J. Grossi, with Paramount Television Distribution, New York, named VP-operations. **Monte Lounsbury**, Midwest regional sales manager, Time-Life, joins Paramount as central division manager, based in Chicago.

David Sontag, senior VP-creative affairs, 20th Century-Fox Television, resigns, effective April 15. Mr. Sontag plans to resume writing and production.

Lauren Ong Fadil, VP of Sports Syndications International Ltd., joins CBS Sports as program coordinator, *CBS Sports Spectacular*.

John Damiano, manager, station clearance, NBC-TV sales services, New York, named director, sports research, NBC.



Jones

Ed Jones, program director, WFSB-TV Hartford, Conn., joins WJVM-TV Washington in same capacity.

Gordon Peil, operations director, WRC(AM)-WKYS(FM) Washington, with programming responsibility for WKYS, assumes additional programming duties for WRC.

David W. Klahr, program director, WMGK(FM) Philadelphia, joins WJNY(FM) New York as program manager.

Jan Jeffries, program director, WSGN(AM) Birmingham, Ala., joins co-owned WLCY(AM) Tampa, Fla., in same capacity. **Jay Michaels**, air personality, WSGN, succeeds Mr. Jeffries.

Charles K. Whetsel, program director, WFMD(AM)-WFRE(AM) Frederick, Md., appointed operations manager, WCPI(FM) Wheeling, W.Va.

Tawnya Townsend, in programming department of WRIF(FM) Detroit, named music director.

Kenneth Lieberman, announcer, WRAN(AM) Dover, N.J., appointed music director.

Donald Browsers, writer-producer, KMTV(TV) Omaha, named production manager.

Denny Meyers, associate producer and feature reporter on *PM Magazine*, WFSB-TV Hartford,

Conn., named producer of program.

Franklin Steinfeld, financial consultant appearing on various New York radio talk shows, joins WJNY(FM) New York as host of financial program.

Jim Blair, formerly national sales manager with Teleprompter Corp., New York, and director-producer with CBS-TV, named midnight-6 a.m. personality for WMCF(FM) Stuart, Fla.

News and Public Affairs

Peter Jacobus, news director, ABC's KGO-TV San Francisco, named VP-news advisory service, ABC-TV, New York.

R.D. Sahl, anchor, WFSB-TV Hartford, Conn.,

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joins WVT(TV) New Britain, Conn., as managing editor and anchor.

David Bartlett, news manager, WRC(AM) Washington, assumes additional responsibilities for news operation.

Virginia Zender, associate news director, WOW(AM)-KEZO(FM) Omaha, joins WMAQ(AM) Chicago as assignment editor.

John Karcher, producer-anchor, WSAU-TV Wausau, Wis., assumes additional responsibility as assistant news director.

Douglas St. Clair, in news department of WFIR(AM)-WPVR(FM) Roanoke, Va., named news director. **Peter Vieth**, news director, WLLL(AM)-WGOL(FM) Lynchburg, Va., succeeds Mr. St. Clair.

Michael P. Weinfeld, news and public affairs director, WINY(AM) Putnam, Conn., appointed news director, WMMM(AM)-WDJF(FM) Westport, Conn.

Karen Lerner, producer for NBC News, New York, named senior producer for *20/20*, ABC's newsmagazine program.

Paul Thompson, from KMGH-TV Denver, joins KOVR(TV) Stockton, Calif., as news editor.

Nancy Taggart, reporter, WDIO-TV Duluth, Minn., named weekend anchor. **Tom Lindner**, news producer, assumes additional duties as assignment editor.

Sandy Eng, anchor, KMJ-TV Fresno, Calif., joins WCKT(TV) Miami as co-anchor and reporter.

Leon Bibb, weekday co-anchor, WCMH-TV Columbus, Ohio, and **Sheryl Browne**, reporter, WKYC-TV Cleveland, named reporters and weekend co-anchors. **Al Roker**, weather reporter, WTTG(TV) Washington, joins WKYC-TV in same capacity.

Cable

New officers, Society of Cable Television Engineers: **Harold R. Null** of Storer Cable TV, Sarasota, Fla., president; **William H. Ellis** of Evansville Cable TV, Evansville, Ind., Eastern VP; **Frank J. Bias** of Viacom Communications, Pleasanton, Calif., Western VP; **Kenneth S. Gunter** of UA-Columbia Cablevision, San Angelo, Tex., secretary, and **Thomas A. Olson** of Tomco Communications Inc., Mountain View, Calif., treasurer.

Gerald E. Marnell, VP-operations, Viacom, Long Island complex, joins Douglas Communications Corp., Mahwah, N.J., as VP-engineering. Company is newly formed to acquire operating cable television systems and franchises.

Karen Barnes, from New York law firm of Sage, Gray, Todd & Sims, joins Warner Cable Corp. there as assistant counsel.

Broadcast Technology

John Delissio, VP-marketing, Harris satellite communications division, Melbourne, Fla., named VP-international sales in broadcast products division, Quincy, Ill.

Bruno Melchionni, manager, antenna engineering at RCA's facility for design and fabrication of broadcast antennas in Gibbsboro, N.J., named manager, antennas and technical

services, RCA Broadcast Systems, Camden, N.J.

Frank Price Jr., marketing manager of environmental specialties section of occupational health and safety products division, 3M Co., New York, named market development manager for radio broadcast market in 3M's magnetic audio-video products division.

Joe Ewansky, Eastern regional sales manager, and **Jim Smith**, Western regional sales manager, Thomson CSF Labs, Stamford, Conn., join RF Technology, Westport, Conn., in same capacities.

Fred Geyer, from WGN-TV Chicago, joins Ancha Electronics, Chicago, as national video sales manager.

Allied Fields

Barbara Zidovsky, member of Nielsen's station index staff, New York, elected VP.

National Sportscasters and Sportswriters Association elected CBS Sports' **Lindsey Nelson** to its Hall of Fame, and voted CBS's **Vin Scully** Sportscaster of the Year. Mr. Nelson was also voted best TV football announcer of 1978 by Touchdown Club of America.

Anne Hudgins, with Arbitron Radio in San Francisco, named client service representative.

Joe Saitta, from Time-Life Television in New York, and **William Feest**, from Brownell Court Productions, which he formed to provide electronic media services for various clients, join McHugh & Hoffman, communications consultants, Fairfax, Va., as account executives.

Deaths

Walter Lee Godwin, 73, retired master control technician for NBC in Washington, died of heart attack March 7 at his home in Melbourne, Fla. Mr. Godwin joined NBC in 1937 and retired in 1969. He was involved in setting up radio and television broadcasts from White House during administrations of Presidents Roosevelt through Johnson. Survivors include his wife, Virginia, and one daughter.

Lewis H. Bernhardt, 62, retired sound engineer for NBC in Washington, died of cancer March 10 at Sibley Memorial hospital there. Mr. Bernhardt joined NBC in 1963 and worked on radio and television broadcasts from Senate and House galleries and also did sound engineering for nightly news programs and documentaries. He retired last year. Survivors include his wife, Lillian.

Ken Cline, 55, booth announcer and station break and commercial announcer, WJBK-TV Detroit, died of cancer March 11 at Sinai hospital there. Mr. Cline worked for WJBK(AM) Detroit [now WDEE(AM)] in 1948 and at one time anchored news on WJBK-TV.

Arthur S. Feld, 59, senior partner in suburban Washington law firm of Bulman, Goldstein, Feld, Dunie & Freeman, died of heart attack March 11 at Suburban hospital in Bethesda, Md. Mr. Feld was attorney for FCC in Washington during early 1950's, before going into private practice. Survivors include his wife, Flora, and three sons.

Victor Killian, 81, actor who most recently portrayed Fernwood Flasher on *Mary Hartman, Mary Hartman*, was found beaten to death March 11 in his Hollywood home.

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As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period March 5 through March 9.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

AM applications

■ **Sand Point, Alaska**—Sand Point Broadcasting Inc. seeks 840 khz, 5 kw-D, 2.5 kw-N Address: P.O. Box 16, Sand Point 99661. Estimated construction costs \$130,488; first year operating cost \$184,800; revenue \$315,288. Applicant is nonprofit corp.; George Kimball is president. Ann. March 1.

■ **Dadeville, Ala.**—Fidelity Broadcasting Inc. seeks 1450 khz, 250 w-U. Address: 130 Tichenor, Auburn, Ala. 36380. Estimated construction costs \$52,907; first year operating cost \$50,380; revenue \$74,000. Format: variety. Principals: Elsie C. Timberlake (60%), Joseph E. Marshall (20%) and M. Jackson Mitchell (20%). Miss Timberlake is Auburn real estate developer. Mr. Mitchell is Opelika, Ala., businessman. Mr. Marshall is program director for WJHO(AM) Opelika. Ann. March 1.

■ **Dahlonega, Ga.**—Lumpkin County Broadcasting Co. seeks 1390 khz, 1 kw-D. Address: 203 Mediteran Lawrenceville, Ga. Estimated construction costs \$33,050; first quarter operating cost \$12,675; revenue \$60,000 (year). Format: Country. Principals: George R. Johnson (50%) and Millard H. Holcomb (50%). Mr. Johnson is announcer and salesman at WLAW(AM) Lawrenceville, Ga. Mr. Holcomb owns cafeteria there. Ann. Feb. 28.

■ **Waite Park, Minn.**—Kleven Broadcasting Co. seeks 1390 khz, 2.5 kw-D, 1 kw-N. Address: P.O. Box 779 Sturgis, S.D. 57785. Estimated construction costs \$93,651; first quarter operating cost \$19,795; revenue \$150,000 (year). Format: C&W. Principals: Leslie J. Kleven (90%) and his wife, Marguerite (10%). They also own KBHB(AM)-KRCS(FM) Sturgis and KMSD(AM) Milbank, both South Dakota. Ann. March 1.

■ **Hatillo, P.R.**—Aurora Broadcasting Corp. seeks 1120 khz, 1 kw-D, .25 kw-N. Address: La Zarza Rd., Camuy, P.R. Estimated construction costs \$77,800; first year operating costs \$65,000; revenue \$90,000. Format: latin music. Principals: Zaida Santos Rivera (35%), Hector Santos Rivera (35%) and three others. Zaida Rivera is florist in Arecibo. Hector Rivera owns auto parts store in Vega Baja. They have no other broadcast interests. Ann. March 1.

FM applications

■ **Haines, Alaska**—Lynn Canal Broadcasting seeks 102.3 mhz, 3 kw, HAAT: 1,224 ft. Address: P.O. Box 245, Haines 99827. Estimated construction costs \$118,000; first year operating cost \$142,200; revenue \$13,000. Applicant is nonprofit corp.; Harold E. Hopper is president. Ann. March 1.

■ **Mountain Pass, Calif.**—KIXV Inc. seeks 99.5 mhz, 2.29 kw, HAAT: 1707 ft. Address: 10855 Portofino Place, Los Angeles 90024. Estimated construction costs \$225,000; first year operating cost \$595,000;

revenue \$611,000. Format: Adult MOR. Principals: (see Yermo, Calif., below).

■ **San Buenaventura, Calif.**—San Buenaventura Wireless Co. seeks 107.1 mhz, .24 kw, HAAT: 1,224 ft. Address: 9440 Santa Monica Blvd., Beverly Hills, Calif. Estimated construction costs \$83,000; first quarter operating cost \$14,892; revenue \$120,000. Format: MOR. Principals: Brian Fernee, Anthony D. Naish, Roger C. Riddell and John D. Schuyler. Messrs. Fernee, Naish and Riddell are partners in RNF Media Co., Beverly Hills, Calif., media buyer company. Mr. Schuyler is attorney there. Ann. March 1.

■ **Tehachapi, Calif.**—Tehachapi Broadcasting seeks 103.1 mhz, .068 kw, HAAT: 1,526 ft. Address: 2320 De la Vina, Santa Barbara, Calif. 93105. Estimated construction costs \$19,087; first quarter operating cost \$7,110; revenue \$68,000 (year). Format: variety. Principals: Peter E. Baird (40%), his wife, Catherine (40%) and Gilbert E. Sandoval (20%). Mr. Baird is half owner of broadcast and audio consultancy and of Graphic Sound Productions, producer and agent for broadcast materials. Catherine Baird is producer for Graphic Sound. Mr. Sandoval is operations supervisor for Yellow Freight Lines. Mr. Baird is also applicant for station in Capinteria, Calif. Ann. March 1.

■ **Yermo, Calif.**—KIXV Inc. seeks 98.1 mhz, 1.05 kw, HAAT: 2,333 ft. Address: 10885 Portofino Place, Los Angeles 90024. Estimated construction costs \$225,000; first year operating cost \$595,000; revenue \$611,000. Format: adult MOR. Principals: Howard B. Anderson (52%), C. Burton Stohl (20%), H. Roger Boyer and two others. Mr. Anderson is former group executive sales manager for Summa Corp., Las Vegas hotel, gaming, manufacturing and real estate development company. Mr. Stohl is partner of Los Angeles investment banking firm. Mr. Boyer is real estate developer in Salt Lake City. None have other broadcast interests. Ann. March 1.

■ **Mountain Home, Idaho**—KFLI Radio Inc. seeks 99.3 mhz, 3 kw, HAAT: 67 ft. Address: 280 East Fourth North, Mountain Home 83647. Estimated construction costs \$65,843; first quarter operating cost \$11,917 and revenue \$29,400. Format: C&W. Principals: John C. Mitchell (66-2/3%), George C. Mitchell (16-2/3%) and Athena C. Mitchell (16-2/3%). John and George are sons of Athena. They also own KGFV(AM) Kearney, Neb., and KFLJ(AM) Mountain Home. John Mitchell, individually, owns KRCB(AM)-KQKQ(FM) Council Bluffs, Iowa. Ann. March 1.

■ **Chariton, Iowa**—Home Town Development Co. seeks 105.5 mhz, 1.7 kw, HAAT: 389 ft. Address: P.O. Box 839, Chariton 50049. Estimated construction costs \$108,827; first quarter operating cost \$19,200; revenue \$70,000 (year). Format: MOR/C&W. Principals: David B. Anderson and his wife, Donna, and Paul F. Christoffers and his wife, Lona (25% each). Mr. Anderson is teacher in Council Bluffs, Iowa. Mr. Christoffers is lawyer in Clariton, where he has various business interests. None have other broadcast properties. Ann. March 1.

■ **Winfield, Kan.**—Hawks Communications Inc. seeks 105.5 mhz, 3 kw, HAAT: 183 ft. Address: 504 S. High, Pratt, Kan. 67124. Estimated construction costs \$30,000; first quarter operating cost \$12,000 and revenue \$19,600. Format: Country. Principals: Timothy A. Hawks (85%) and two others. Mr. Hawks is chief engineer at KWLS-AM-FM Pratt, Kan. Ann. March 1.

■ **Owensboro, Ky.**—Western Kentucky University seeks 89.5 mhz, 100 kw, HAAT: 300 ft. Address: College Heights, Bowling Green, Ky. 42101. Estimated construction costs \$102,400; first year operating cost \$17,150; revenue \$17,150. Applicant is controlled by Board of Regents; Dr. John D. Minton is president. Ann. March 1.

■ **Menominee, Mich.**—CJL Broadcasting Inc. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 844 Pierce Ave., Marinette, Wis. 54143. Estimated construction costs \$5,500; first year operating cost \$20,700 and revenue \$30,000. Format: Country. Principals: Leon R. Felch (50%), Curtis D. Peterson (25%) and James R. Callow (25%). Mr. Peterson is announcer and Mr.

Callow is engineer at WLOT(AM)-WLST(FM) Marinette, Wis. Mr. Felch is technician with Michigan Bell Telephone. None have other broadcast interests. Ann. March 1.

■ **Las Vegas**—Hispanic Broadcasting Co. seeks 96.3 mhz, 31.5 kw, HAAT: 1,529 ft. Address: 2755 Las Vegas Blvd., South, Las Vegas 89109. Estimated construction costs \$14,315; first year operating cost \$27,578; revenue \$45,000 (three months). Format: Spanish. Principals: Fernando Romero (42.5%), Evelyn F. Newman (15%), Carol J. Boyer (12.5%), Richard Sefman (15%), Olga Romero (12.5%) and David P. Boyer (2%). Fernando and Olga Romero are married as are David and Carol Boyer. Mr. Romero owns record store in Las Vegas. Mr. Boyer is Las Vegas Businessman. Carol Boyer works for *Las Vegas Sun*. Mr. Sefman is owner of clothing store there and minority shareholder of KSET(AM) El Paso, Tex., and KPAR(AM) Albuquerque, N.M. Mrs. Newman is director of community affairs at KYOV(AM) Henderson, Nev., half of which is owned by her son, Joseph. Ann. March 1.

■ **Florence, Ore.**—Visionary Radio Euphonics Inc. seeks 104.7 mhz, 100 kw, HAAT: 1,567.5 ft. Address: P.O. Box 1712, Santa Rosa, Calif. 95402. Estimated construction costs \$51,076; first quarter operating cost \$16,150; revenue \$110,000 (year). Format: standard pops. Principals: John Detz Jr. (52.5%) and six others. Group recently purchased KVRE-AM-FM Santa Rosa, Calif., and applied for CP for new station at Cottage Grove, Ore. Mr. Detz is also principal owner of companies applying for stations at Fort Bragg, Calif., and Apple Valley, Calif. Ann. March 1.

■ **Yoakum, Tex.**—Jim T. Payne seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: Box AA-Highway 523, Freeport, Tex. 77541. Estimated construction costs \$26,000; first quarter operating cost \$12,495; revenue (not given). Format: Country/Top 40. Principal: Mr. Payne owns KBRZ(AM) Freeport, Tex., and KGOL(FM) Lake Jackson, Tex., which has been sold, subject to FCC approval (BROADCASTING, March 5). Ann. March 1.

AM actions

■ **Dallas, Ga.**—Broadcast Bureau granted Paulding Productions 1500 khz, 1 kw-D. P.O. address: 146 E. Memorial Dr., Dallas 30132. Estimated construction cost \$76,020; first-year operating cost \$61,284; revenue \$100,000. Format: MOR/C&W. Principals: R. Griffin and Maxine H. White (25% each), William Hathcock III and Howard Gordon (also 25% each). Whites own building supply company. Messrs. Hathcock and Gordon have real estate interests (BP-20,599). Action Feb. 28.

■ **Amory, Miss.**—Broadcast Bureau granted Brady & Jones Associates 1520 khz, 500 w-D. P.O. address: 901 Stratford Drive, Amory 38821. Estimated construction cost \$11,344; first-year operating cost \$23,300; revenue \$50,000. Format: Black. Principals: Donald B. Brady and David M. Jones (50% each). Mr. Brady is announcer and chief operator of WJFL(AM) Vicksburg, Miss. Mr. Jones is also announcer there. (BP-21,821). Action Feb. 14.

■ **Umatilla, Ore.**—Broadcast Bureau granted Interfaith Christian Center 1090 khz, 2.5 kw-D. P.O. address: 27 Cedar Dr., Hermiston, Ore. 97838. Estimated construction cost \$34,150; first-year operating cost \$29,900; revenue none given. Format: Religious. Principals: Applicant is nonprofit corporation (BP-20,580). Action Feb. 27.

■ **Jersey Shore, Pa.**—Broadcast Bureau granted Tiadaghton Broadcasting Co. 1600 khz, 1 kw-D. Address: 1743 Dewey Ave., Williamsport, Pa. 17701. Estimated construction costs \$18,350; first year operating cost \$23,130; revenue \$50,000. Format: beautiful music. Principal: Kenneth H. Breon Jr., retailer of coin amusement machines. He has no other broadcast interests. Action Feb. 14.

FM actions

■ **Des Moines, Iowa**—Broadcast Bureau granted Center for Study and Application of Black Theology/Urban Community Broadcasting Co. 89.3 mhz, ERP:

18 w, HAAT: 94 ft. P.O. address: 1016 Forest Ave., Des Moines, Iowa 50314. Estimated construction cost \$13,100; first-year operating cost \$7,200; revenue not given. Format: informational variety. Principal: Non-profit company formed to operate noncommercial station. (BPED2622). Feb. 26.

■ Wellington, Kan.—Broadcast Bureau granted Summer Broadcasting Co. 93.5 mhz, 3 kw, HAAT: 165 ft. P.O. address: Kley Drive, Wellington, Kan. 67152. Estimated construction cost \$39,000; first-year operating cost \$63,023; revenue \$36,000. Format: standard pops. Principals: Edwin D. and Zora B. Hundley (married), 50% each, who also own KLEY(AM) Wellington. (BPH-10890). Action Feb. 12.

■ Baker, Ore.—Broadcast Bureau granted Oregon Trail Broadcasting Inc. 95.3 mhz, 3 kw, HAAT: 199.8 ft. Address: 2032 Auburn Ave. Baker 97814. Estimated construction costs \$24,200; first year operating cost \$5,400; revenue \$24,000. Format: variety. Principals: Kenneth B. Lockwood and his wife, Barbara. They also own KBKR(AM) Baker. Action Feb. 26.

TV action

■ Salisbury, Md.—Broadcast Bureau granted MDV Television Co. ch. 47; ERP: 2570 kw vis., 257 kw aur., HAAT: 1000 ft.; ant. height above ground 1015 ft. Address: 5424 Lincoln St., Bethesda, Md. 20034. Estimated construction cost \$2,406,099; first year operating cost \$724,961; revenue not given. Principals: Jean-Paul Audet (85.9%) and five others. Mr. Audet owns television consulting firm in Bethesda, Md., but no other broadcast interests. Action March 1.

FM starts

■ *KPSH-FM Palm Springs, Calif.—Authorized program operation on 88.3 mhz, TPO: 10 w. Action Jan. 16.

■ KSNR(FM) Red Bluff, Calif.—Authorized program operation on 95.9 mhz, ERP: .28 kw, HAAT: 1010 ft. Action Jan. 25.

■ *KYDS(FM) Sacramento, Calif.—Authorized program operation on 91.5 mhz, TPO: 10 w. Action Jan. 24.

■ WVHG(FM) Labelle, Fla.—Authorized program operation on 92.1 mhz, ERP: 3 kw, HAAT: 300 ft. Action Dec. 15.

■ *WMWA(FM) Glenview, Ill.—Authorized program operation on 88.9 mhz, TPO: 10 w. Action Jan. 11.

■ *WBSN-FM New Orleans—Authorized program operation on 89.1 mhz, TPO: 10 w. Action Jan. 26.

■ *WCUW(FM) Worcester, Mass.—Authorized program operation on 91.3 mhz, ERP: 80 w, HAAT: -37 ft. Action Jan. 5.

■ *WJSL(FM) Houghton, N.Y.—Authorized program operation on 90.3 mhz, TPO: 10. Action Jan. 11.

■ WAQX(FM) Manlius, N.Y.—Authorized program operation on 95.3 mhz, ERP: 410 w, HAAT: 700 ft. Action Jan. 9.

■ KEYE-FM Perryton, Tex.—Authorized program operation on 95.9 mhz, ERP: 3 kw, HAAT: 300 ft. Action Jan. 26.

Depoy. Mr. Morris is vice president of Lilly Endowment in Indianapolis. Mr. Mathis is former general sales manager at WRTV(TV) Indianapolis, where Mr. Depoy was salesman. Ann. Feb. 28.

■ WAAM(AM) Ann Arbor, Mich. (1600 khz, 5 kw) and WIMA-AM-FM Lima, Ohio (AM: 1150 khz, 1 kw; FM: 102.1 mhz, 15 kw)—Seeks assignment of licenses from WAAM Radio Inc. and its parent, Lima Broadcasting Corp., to subsidiaries of WKBN Broadcasting Corp. for \$3.6 million. Seller is owned by 44 individuals, none of whom have other broadcast interests except Les C. Rau, executive vice president and general manager of WIMA-AM-FM. He will remain on as general manager there. Buyer, principally owned by Warren P. Williamson Jr., is licensee of WKBN-AM-FM-TV Youngstown, Ohio. Ann. March 5.

■ KISO(AM)-KLOZ(FM) El Paso, Tex. (AM: 1150 khz, 1 kw-D; FM: 102.1 mhz, 57 kw)—Seeks assignment of license from Mesa Radio Inc. to Jalepeno Broadcasting Inc. for \$895,000. Seller is owned by James Caluson and Bill Walcik, of Klute, Tex., who own real estate and construction business. They have no other broadcast interests. Buyer is owned by Kentucky Technical Institute (80%) and Lee Masters (20%). Kentucky Technical, owned by Clarence Henson and family, also owns WLRS(FM) Louisville, Ky. Mr. Henson personally owns WXVW(AM) Jeffersonville, Ind., and WORX-AM-FM Madison, Ind., through his engineering consulting firm. Mr. Masters, former announcer at WNBC(AM) New York, will become general manager at El Paso stations. Ann. March 5.

■ KOYL-AM-FM Odessa, Tex. (AM: 1310 khz, 1 kw-D; FM: 97.9 mhz, 34 kw)—Seeks assignment of license from Mid-Cities Broadcasting Corp. to Stream Broadcasting of Texas Inc. for \$495,000. Seller is owned by Edward L. Roskelley who has no other broadcast interests. Buyer is owned by Harold H. Stream, who also owns KGRA(AM) Lake Charles, La. Ann. March 5.

Actions

■ KTAR(AM)-KBBC(FM) Phoenix, Arizona (AM: 620 khz, 5 kw-U; FM: 98.7 mhz, 115 kw)—Broadcast Bureau granted assignment of license from KTAR Broadcasting Co. to Pulitzer Publishing Co. KTAR has agreed to swap its Phoenix stations for KSD(AM), owned by Pulitzer. In addition, Combined Communications Corp., parent of KTAR, will pay Pulitzer \$2 million. CCC is controlled by John L. Louis and Karl Eller. It is seeking to merge with Gannett Co., but must first break-up its common control of TV and radio stations in Phoenix. (KTAR also owns KTAR-TV Phoenix-Mesa, Ariz.) Exchange will also benefit Pulitzer which publishes *St. Louis Post-Dispatch*. It will break up TV-radio-newspaper crossownership there. Pulitzer also owns WTEV(TV) New Bedford, Mass.; KETV(TV) Omaha; KOAT-TV Albuquerque, N.M., and WGAL-TV Lancaster, Pa. (BAL781117EE, BALH781117EF). Action Feb. 28.

■ WSUB-AM-FM Groton, Conn. (AM: 980 khz, 1 kw-D; FM: 105.5 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Southeastern Connecticut Broadcasting Co. from Jean C. Crawford and Lucille N. Noonan (100% before; none after) to Lightfoot Broadcasting Corp. (none before; 100% after). Consideration: \$600,000. Sellers each own 50% of Southeastern—Jean C. Crawford as executrix of

estate of William Crawford. They have no other broadcast interests. Buyer is owned by Richard Lightfoot who is also 50% owner and chairman of Shoreline Times Co. which publishes ten weekly and semi-weekly newspapers in Connecticut. He has no other broadcast interests. (BTC781122ED, BRCH781122EE). Action March 5.

■ WDXR(AM) Paducah, Ky. (1560 khz, 10 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from WDXR Inc. to Paducah Broadcasters Inc. for \$450,000. Seller is owned by Lady McKinney-Smith McCallum. Buyer is owned by Edward B. Fritts, who is buying WDXR and selling his AM in market, WPAD, to effect frequency and power switch. (See WPAD[AM] below). Mr. Fritts has no other broadcast interests. Subsequent to grant of two transactions call letters were switched so that WDXR now operates on frequency formerly used by WPAD and WPAD is on 1560 khz. (BAL781219EB). Action Feb. 14.

■ WPAD(AM) Paducah, Ky. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Paducah Broadcasters Inc. to Pollack Communications for \$400,000. Seller is owned by Edward B. Fritts (see WDXR[AM] above). Buyer is owned by Sydney Pollack and his wife Marilyn (50% each). They own carbon-steel supply company and have no other broadcast interests (BAL781218EA). Action Feb. 14.

■ WAOV-AM-FM Vincennes, Ind. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 2.8 kw)—Broadcast Bureau granted assignment of license from Vincennes Sun Co. to Green Construction Co. for \$900,000. Seller is owned by Howard N. Greenlee, who is retiring. He has no other broadcast interests. Buyer, owned by Robert E. Green and headquartered in Oaktown, Ind., is primarily engaged in general construction and operation of hotels. It has no other broadcast interests. (BAL790109EB, BALH790109EC). Action March 5.

■ KSWI(FM) Clarinda, Iowa (106.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Southwest Iowa Stereo Inc. from present stockholders (100% before; none after) to Glenn R. Olson and Jerald C. Hennen (none before; 100% after). Consideration: \$128,000. Mr. Olson is owner of KQWC-AM-FM Webster City, Iowa. Mr. Hennen is general manager of KDMA(AM) Montevideo, Minn. (BTCH781214EI). Action March 5.

■ WBRB(AM) Mt. Clemens, Mich. (1430 khz, 500 w)—Broadcast Bureau granted assignment of license from Malrite Broadcasting Co. to Radcomm Inc. for \$800,000, including real estate. Seller is principally owned by Milton Maltz, who owns KEEY-AM-FM St. Paul, Minn.; WZVU-AM-FM Milwaukee; WNYR(AM)-WEZO(FM) Rochester, N.Y., and WCTI-TV New Bern, N.C. It sold WBRB-FM to Inner City Broadcasting last fall for \$1.5 million. Buyer is owned by Neil N. Goodman and Michael F. Radner, Detroit real estate investors; Leigh N. Feldsteen, vice president and sales manager at WWCT(FM) Peoria, Ill., and Gilda S. Radner, star of NBC's *Saturday Night Live* and brother of Michael Radner (25% each). None have other broadcast interests. (BAPL790119EB). Action March 6.

■ KSD(AM) St. Louis, (550 khz, 5 kw-U, DA-N)—Broadcast Bureau granted assignment of license from Pulitzer Publishing Co. to KTAR Broadcasting Co. for KTAR(AM)-KBBC(FM) Phoenix and \$2 million.

Ownership Changes

Applications

■ KJLH(FM) Compton, Calif. (102.3 mhz, 3 kw)—Seeks assignment of license from John L. Hill to Taxi Productions Inc. for \$2.2 million. Seller has no other broadcast interests. Buyer is wholly owned by Stevie Under, recording artist, who has no other broadcast interests. Ann. March 5.

■ WA8(FM) Pensacola, Fla. (107.3 mhz, 100 kw)—Seeks transfer of control of Barba Broadcasting Co. from Thomas A. Barba (72% before; 32% after) to family members (28% before; 70% after). Consideration: \$3,000. Mr. Barba is transferring 20% to his son, Thomas, and Thomas's wife, Carole, and 20% to his daughter Marilyn F. Lynch. Remaining 28% is divided equally between Clair Montgomery (daughter) and her husband, Robert. Ann. March 5.

■ WHYT(AM) Noblesville, Ind. (1110 khz, 500 w-D)—Seeks assignment of license from Mid-Indiana Broadcasters Corp. to Broadcast Communications Inc. for \$345,000 plus \$40,000 for agreement not to compete. Seller is owned by Dr. Wendell Hanson, who also owns WESL(AM) East St. Louis, Ill. Buyer is owned by James T. Morris, James B. Mathis and Emmett E.



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(See KTAR[AM]-KBBC[FM] Phoenix above). (BAL781117EA). Action Feb. 28.

■ **WSJW(AM)** Woodruff, S.C. (1510 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from R.F.D. Radio Inc. to Newton-Conover Communications Inc. for \$170,000. Seller is owned by Ronald K. Edwards who has no other broadcast interests. Buyer is principally owned by David and Janet Lingafelt (25% each) and Charles and Glenna Lingafelt (17.27% each). David and Charles are brothers. David (general manager) and Janet (assistant manager) work at WNNC(AM) Newton, N.C. Charles is former broadcast engineer and announcer. (BAL781204ED). Action Feb. 28.

■ **KQOT(AM)** Yakima, Wash (930 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of KQOT Inc. from Robert R. Moore et al. (100% before; none after) to J. Grant McDaniel and wife, Virginia (none before; 100% after). Consideration: \$175,000. Seller is owned by Robert R. Moore (51%), Jerry Hawkins (10%), Marjory Moore (14%) and Dorothy McCue (25%). They have no other broadcast interests. Buyers are businessmen who own real estate and recording studio. They have no other broadcast interests. (BTC781121EA). Action Feb. 28.

Facilities Changes

AM actions

- **KINO(AM)** Winslow, Ariz.—Granted CP to change hours of operation from specified to unlimited (BP781208AK). Action Feb. 14.
- **KFYV(AM)** Arroyo Grande, Calif.—Granted CP to increase day power to 5 kw, night power to 2.5 kw and change trans.; conditions (BP-20,741). Action March 1.
- **KRKC(AM)** King City, Calif.—Granted CP to change hours of operation from specified to unlimited (BP781218AT). Action Feb. 14.
- **KWBZ(AM)** Englewood, Colo.—Granted mod. of CP to change directional ant. site (nighttime site) (BMP790123AE). Action Feb. 26.
- **WYYZ(AM)** Jasper, Ga.—Granted CP to change frequency to 1490 khz; increase daytime power to 1 kw; add nighttime service with 250 w; change type trans.; condition (BP-20, 421). Action Feb. 26.
- **WRVK(AM)** Mount Vernon, Ky.—Granted CP to change SL and remote control location to hwy. 25, 1.6 miles north of I-75 (BP781113AS). Action Feb. 15.
- **WSMD(AM)** La Plata, Md.—Granted CP to increase power to 25 kw day and critical hours, install DA and change trans.; conditions (BP-20,573). Action March 1.
- **WTHE(AM)** Mineola, N.Y.—Granted CP to change main SL to 181 Hillside Park, Willston Park, N.Y. (BP781211BE). Action Feb. 15.
- **WBUT(AM)** Butler, Pa.—Granted CP to increase power to 500 w; change ant. and TL to 10099 Palmer Rd., Butler (BP-21,132). Action Feb. 14.
- **WHNE(AM)** Portsmouth, Va.—Granted CP to add MEOV's to nighttime and daytime directional pattern (BP-21,003). Action Feb. 26.
- **KAGC(AM)** Bryan, Tex.—Granted CP to increase power to 500 w and change trans. (BP-21,159). Action Feb. 14.
- **WREL(AM)** Lexington, Va.—Granted CP (by FCC) to move TL. Action Feb. 28.

FM actions

- **WABF-FM** Mobile, Ala.—Granted CP to change TL to north side of hwy. 31 at hwy. 181 junction, Spanish Fort; install new ant.; make changes in ant. system (increase height); change TPO and ant. height: 840 ft. (H&V) (BPH-11,162). Action Feb. 28.
- **WKSS(FM)** Hartford-Meriden, Conn.—Granted CP to make changes in ant. system; change TPO; conditions (BPH781012A1). Action Feb. 27.
- **WGLF(FM)** Tallahassee, Fla.—Granted CP to make changes in ant. system; change type trans.; make changes in transmission line; increase ant. height: 440 ft. (H&V); increase ERP: 100 kw (H&V); change TPO; conditions (BPH781030AQ). Action Feb. 27.
- **WIUC(FM)** Winchester, Ind.—Granted CP to install new aux. trans. and ant. at main TL. on 98.3 mhz, ERP: 1.5 kw (H), ant. height: 70 ft. (H) (BPH781026AG). Action Feb. 27.

Summary of

FCC tabulations as of Jan. 31, 1979

	Licensed	On- Star
Commercial AM	4,506	5
Commercial FM	3,022	2
Educational FM	947	0
Total Radio	8,475	7
Commercial TV		
VHF	514	1
UHF	214	0
Educational TV		
VHF	94	1
UHF	151	2
Total TV	973	4
FM Translators	254	0
TV Translators		
UHF	1,151	0
VHF	2,408	0

*Special temporary authorization

- **WPAD-FM** Paducah, Ky.—Granted CP to change trans. and ant.; decrease ant. height: 330 ft. (H&V); increase ERP: 100 kw (H&V); change TPO; condition (BPH781018AA). Action Feb. 27.
- **WJFM(FM)** Grand Rapids, Mich.—Granted CP to make changes in ant. system; change type trans. and ant.; increase ERP: 500 kw (H&V); ant. height: 780 ft. (H&V) (BPH781113AC). Action Feb. 27.
- **KLDN(FM)** Eldon, Mo.—Granted CP to make changes in ant. system; change type ant.; increase ant. height: 590 ft. (H&V); decrease ERP: 0.79 kw (H&V); change TPO; remote control permitted (BPH781030AM). Action Feb. 27.
- ***WRCU-FM** Hamilton, N.Y.—Granted CP to change trans. and ant. system, ERP: 1.9 kw (H&V); ant. height: 155 ft. (H&V); remote control permitted (BPED-781027A1). Action Feb. 27.
- **WMHR(FM)** Syracuse, N.Y.—Granted CP to change type trans.; increase ERP: 20 kw (H&V); change TPO (BPH781106AE). Action Feb. 27.
- **WCPE(FM)** Raleigh, N.C.—Granted mod. of CP to change TPO and ERP to 33 kw (H) (BMPED780814AS). Action Feb. 16.
- **KIZZ(FM)** Minot, N.D.—Granted CP to change type trans.; increase ERP: 90 kw (H); change TPO (BPH781102AC). Action Feb. 27.
- **WCHQ-FM** Camuy, P.R.—Granted CP to change type trans. and ant.; make changes in ant. system (increase height); change ERP: 50 kw (H&V) and ant. height: 58 ft. (H&V) (BPH11178). Action Feb. 26.
- ***WGTD(FM)** Kenosha, Wis.—Granted CP to change ant. height: 135 ft. (H&V), ERP: 5 kw (H&V max.), install new type ant. and make changes in ant. system (increase height); conditions (BPED-2671). Action March 2.
- **WMEQ(FM)** Menomonie, Wis.—Granted CP to change TL to County Road, 1.8 miles SE of Menomonie; change type ant. and ant. system (increase height); change ERP: 1.30 kw (H&V) and ant. height: 430 ft. (H&V); remote control permitted (BPH780830AH). Action Feb. 26.

TV actions

- **WESH-TV** Daytona Beach, Fla.—Granted CP to change TL 650 ft. SE of existing site; change type ant. change ant. height: 1650 ft., ERP: 97.7 kw. max. ERP: 100 kw (BPCT781206LC). Action Feb. 26.
- **WISH-TV** Indianapolis—Granted authority to operate trans. by remote control (BRCTV781130KK). Action March 1.
- **WCCB-TV** Charlotte, N.C.—Granted mod. of CP to change ERP: 1580 kw, max. ERP: 2090 kw, ant. height: 1200 ft.; change type ant. and make changes in ant. structure (BMPCT-7760). Action Feb. 15.
- **WTVN-TV** Columbus, Ohio—Granted authority change SL to 1261 Dublin Rd., Columbus; remote control permitted (BRCTV781109KH). Action March 1.
- **KDLO-TV** Florence, S.D.—Granted CP to install aux. trans. and ant. at former main trans. and ant. location (BPCT-5217). Action Feb. 15.



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Review Board decision

■ **KJLH(FM)** Compton, Calif.—FCC Review Board has directed Broadcast Bureau to submit engineering exhibit in proceeding involving application of John Lamar Hill to change transmitter site of his station to Baldwin Hills, approximately 10 miles northwest of Compton. KJLH is licensed to operate from Dominguez Hills, about two miles south of Compton. Under special temporary authority, granted May 12, 1976, it now broadcasts from Baldwin Hills. Action March 1.

FCC actions

■ **St. Louis**—FCC authorized its Broadcast Bureau to dismiss petition by St. Louis Broadcast Coalition insofar as it objected to renewal of license of KSD(AM) there. Coalition had asked for reconsideration of Commission's renewal of licenses of KSD and KSD-TV, alleging that ownership of two licenses by two newspapers in St. Louis constituted media cross-ownership. Action Feb. 28.

■ **Paterson, N.J.**—FCC has renewed license of WPAT-FM there despite objection from Paterson Coalition for Media Change, but held in abeyance renewal of WPAT(AM) pending resolution of other matters. Coalition contended that stations had breached a 1972 written agreement with group by failing to hire minorities, by reducing its minority and local programming and by closing its Paterson office in 1976. It also charged stations with violating the Fairness Doctrine by airing series of Ronald Reagan commentaries dealing only with national issues. Action Feb. 28.

■ **KCHS(AM)** Truth or Consequences, N.M.—FCC has renewed license of Bairdland Broadcasting Inc. for station through next renewal period for New Mexico stations—October 1, 1980. KCHS's 1977 renewal application had been in deferred status due to technical violations and programing deficiencies. Action Feb. 28.

Translators

■ **Poppett Flats, Silent Valley and Banning, Calif.**—Silent Valley Club Inc. seeks UHF translator on ch. 59 to rebroadcast signal of KABC-TV Los Angeles (TPO: 1w, HAAT: 20 ft.) Ann. Feb. 28.

■ **Long Lake, N.Y.**—Town of Long Lake seeks two VHF translators on ch. 8 (TPO: 1 w, 75 ft.) and ch. 13 (TPO: 1 w, HAAT: 75 ft.) to rebroadcast signals of WEZF-TV Burlington, Vt., and WCFE-TV Plattsburgh, N.Y., respectively. Ann. March 5.

Rulemaking

Action

■ **Chief of Broadcast Bureau**, in response to request by law firm of McKenna, Wilkinson and Kittner, extended from Feb. 28 to April 18 date for filing responses to petition by National Telecommunications and Information Administration in matter of 9 khz AM channel spacings (RM-3312). Action March 1.

Complaints

■ **Total of 2,810 complaints from public** was received by FCC in January, decrease of 1,859 from December. Other comments and inquiries for January totaled 1,769, decrease of 86 from previous month. Commission sent 994 letters in response to these comments, inquiries and complaints.

Fines

■ **KNEZ(AM)** Lompoc, Calif.—Notified of apparent liability for forfeiture of \$300 for repeated violation of rules requiring licensee to make equipment performance measurements no more than 14 months apart. Action Feb. 28.

■ **WGAF(AM)** Valdosta, Ga.—Admonished for failure to conform its commercial practices to representations made in its 1976 license renewal application; notified of apparent liability for forfeiture of \$2,000 for violations of rules, including failure to sell political ad-

vertising time to politicians at lowest unit charges. Action Feb. 28.

■ **KGRC(FM)** Hannibal, Mo.—Notified of apparent liability for forfeiture of \$500. Announcements broadcast on behalf of State Street Store constituted lottery. Action Feb. 28.

Other

■ **FCC issued tax certificate** to Tracy Broadcasting Co. and its subsidiary Progress Radio Network Inc. for sale of KKT(AM) Los Angeles-KUTE(FM) Glendale, Calif., to Inner-City Broadcasting Corp. of Los Angeles, minority-owned company. Action Feb. 28.

■ **The Electronics Industries Association/Consumer Electronics Group** has asked U.S. Court of Appeals for District of Columbia to overturn FCC's actions requiring phased reduction in maximum UHF noise figure for television receivers. Ann. March 6.

Cable

■ **The following operators of CATV systems** have filed service registrations:

■ **Gateway Cablevision Corp.**, for Florida, N.Y. (NY0770) new system.

■ **Harron Cable TV**, for Jeanette, Pa. (PA0641) add signal.

■ **Cablevision of Muskogee**, for Muskogee, Okla. (OK0160) new system.

■ **Mahoning Valley Cablevision Association**, for Hubbard, Ohio (OH0598) add signal.

■ **Warner Cable of Warsaw**, for Warsaw, Mo. (MO0025) add signal.

■ **Warner Cable Corp.**, for Youngstown, Ohio (OH0632) new system.

■ **Cass Community Antenna TV Inc.**, for Havana, Ill. (IL0292) new system.

■ **Point View Cable Television System**, for Hartford, W.Va. (WV0527) add signal.

■ **Armstrong Utilities Inc.**, for Canfield, Ohio (OH0639) new system.

■ **Satellite Cable TV Inc.**, for Kennesaw and Cobb County, both Georgia (GA0235-6) new systems.

■ **Service Electric Cable TV Inc.**, for Warrior Run, Pa. (PA1722) new system.

■ **TV Cable Service Company**, for Hurricane, Argo, Woodman, Turkey Creek, Stopover, Chapmans, Majestic and Barnshea, all Kentucky (KY0341, 43-49) new systems.

■ **NTC Inc.** for Park Falls, Lake and Eisenstein, all Wisconsin (W10032, 72-3) add signal.

■ **Teleprompter of Tacoma**, for McChord AFB, Wash. (WA0285) new system.

■ **Teleprompter Corp.** for Babylon, N.Y. (NY0399) new system.

■ **Valley Telecasting**, for Somerton, Ariz. (AZ0039) new system.

■ **TCI Cablevision Inc.**, for Arcadia Lakes, S.C. (SC0137) new system.

■ **Maple Shade Cable Company**, for Maple Shade, N.J. (NJ0319) new system.

■ **Orange County Cablevision Inc.** for Highland Falls, N.Y. (NY0773) new system.

■ **P-K Cable TV**, for Possum Kingdom Lake, Tex. (TX0517) new system.

■ **UA-Columbia Cablevision of Texas Inc.** for Terrell Hills, Balcones Heights, Hollywood Park, Grey Forest, and Castle Hills, all Texas (TX0518-22) new systems.

■ **Salem Cablevision Inc.**, for Washington County, Ind. (IN0206) new system.

■ **Alsea River Cable TV**, for Waldport, Ore. (OR0221) new system.

■ **Armstrong Utilities**, for Hubbard and Liberty, both Ohio (OH0641-2) new systems.

■ **Jim R. Smith and Co.** for Benson and Willcox, both Arizona (AZ0066,38) add signals.

■ **Delta Prairie Cable Inc.**, for Lichfield, Ill. (IL0294) new system.

■ **Multi-Channel TV Cable Co.** of Mansfield, for Richland County, Ohio (OH0644) new system.

■ **Kingfisher Cable Television Inc.**, for Kingfisher, Okla. (OK0163) new system.

Call Letters

Applications

Call	Sought by
	New FM's
WKUB	Mallox-Guest Broadcasting Co., Blackshear, Ga.
WLMT	Viking Broadcasting Corp., Wilmington, Ill.
KRWQ	Hill Radio Inc., Gold Hill, Ore.
KHOC	Delbert L. Kirby, Levelland, Tex.
WNST-FM	WNST Radio, Milton, W.Va.
	New TV's
KJCT	Pikes Peak Broadcasting Co., Grand Junction, Colo.
WCLF	Christian Television Corp., Clearwater, Fla.
WCBJ	Crown Broadcasting Corp., Jacksonville, Fla.
*KAWE	Northern Minnesota Public Television Inc., Bemidji, Minn.
	Existing AM's
KKAL	KFYV Arroyo Grande, Calif.
WVSI	WRYZ Jupiter, Fla.
WTRT	WEAW Evanston, Ill.
KLNG	KQXV Council Bluffs, Iowa
WFBM	WHYT Noblesville, Ind.
WBYA	WLMD Laurel, Md.
WDLW	WHET Waltham, Mass.
WCCY	WHDF Houghton, Mich.
KKOL	KINT El Paso, Tex.
	Existing FM's
KBLX	KRE-FM Berkeley, Calif.
KOKO	KZEN Seaside, Calif.
KMTS	KGLS Glenwood Springs, Colo.
WCEZ	WRYZ-FM Jupiter, Fla.
WQBA-FM	WJOK Miami
WBEC-FM	WORB Pittsfield, Mass.
WQZQ	WJLY Moyock, N.C.
KEJO	KFLY-FM Corvallis, Ore.

Grants

Call	Assigned to
	New FM's
*KIAI	Public Radio for Arizona, Phoenix
KKRB	Tehama County Radio, Red Bluff, Calif.
WRMJ	Coleman Broadcasting Co., Aledo, Ill.
*KTPR	Iowa Central Community College, Fort Dodge, Iowa
WKLT	Peninsula Broadcasting Inc., Kalkasha, Mich.
KOKY	Central Nebraska Broadcasting Co., Kearney, Neb.
WWNH-FM	Stratford Broadcasting Corp., Rochester, N.H.
*KRCL	Listeners Community Radio of Utah Inc., Salt Lake City
	Existing AM's
KCRE	KPLY Crescent City, Calif.
WDIS	WFTW Fort Walton Beach, Fla.
KPCS	KKUZ Burlington, Iowa
WCXI	WCAR Detroit
KAMQ	KHHA Carlsbad, N.M.
WXAP	WNOK Columbia, S.C.
	Existing FM's
WLAX	WULA-FM Eufaula, Ala.
KLBO	KRIL El Dorado, Ark.
KSSN	KXXA Little Rock, Ark.
KHNY	KHNY-FM Riverside, Calif.
WFTW	WFTW-FM Fort Walton Beach, Fla.
KOPI-FM	KUPI-FM Idaho Falls, Idaho
KLVF	KFUN-FM Los Vegas, N.M.
WWWT	WEBO-FM Oswego, N.Y.
WSBH	WWRJ Southampton, N.Y.
WGOJ	WFIZ Conneaut, Ohio
WKYP	WALD-FM Wallerboro, S.C.
	Existing TV
KDLH-TV	KDAL-TV Duluth, Minn.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Manager wanted. WSEA-FM, Stereo Rock ... Georgetown, Delaware. Sales manager or top salesperson ready for management. Top staff, top ratings, new building ... phone 215-326-4000.

General Manager: Northern Michigan's woods and waters are waiting for aggressive, experienced person with strong management, sales & programming background. With opportunity to buy in. Must be willing to work long hours. Outstanding opportunity for right person. Contact Box C-108.

Sales Manager for New Jersey AM Station. Managerial experience a plus. Please contact Kenneth Holmberg, WJDM, 9 Caldwell Place, Elizabeth, NJ 07201.

Phoenix Sales Manager. Well established, profitable Religious Station. Experienced religious station background necessary, with good track record. Send resume, references, and salary requirements. EOE. Box C-142.

Operations Manager for growing public radio station. Responsibility includes supervision of all studio and remote production and air operation. Understanding of public radio and high level of technical skills are important. Resume to John Buckstaff, WDET-FM, 5035 Woodward Avenue, Detroit, MI 48202. Equal opportunity employer.

HELP WANTED SALES

Expanding Radio Station Group wants an experienced sales person with sales management/management potential. The need is now but we can afford to wait for the winner. You must want a position more than just a job and want this opportunity enough to pay your own way for an interview and inspection. "Neglected opportunity comes not back." Please call Mr. Stafford, KLMR AM/FM, Lamar CO. 303-336-2208 or 4436 nights.

WOHO/WXEZ is now the No. 1 contemporary radio choice in the Toledo market. We need experienced radio sales people to help market our product. If you're dissatisfied with your current earning situation come see us ... it could mean \$\$\$ for you. Call or write to Richard Lamb, WOHO/WXEZ, Broadcast House, Toledo, OH 419-255-1470. We are an equal opportunity employer.

WSAM, Saginaw. No. 1 Contemporary in the market looking for strong aggressive Account Exec. All applicants considered. Experience preferred. An Equal Opportunity Employer. Call Ken MacDonald Sr. 517-752-8161.

Aggressive sales person who wants to earn well and live well in Minnesota's vacationland. Prefer 1 to 3 years sales experience. If you have what it takes to be successful in a hard hitting organization contact Charles Persons, Station KVBR, Brainerd, MN 56401.

If you're moving faster than your station, proven yourself on the street, RAB oriented and interested in excellent opportunity with professional contemporary leader, send details to Burt Levine, WROV, Roanoke, VA 2215.

Sales Representative needed immediately. Experience preferred. Let's talk money, the market's here. Grow with us. Call Bob Outer at WSPK(FM), Poughkeepsie, NY 914-462-5800. E.O.E.

General/Sales Manager—Breckenridge, Colorado FM. Growing market. Successful applicant must be sales-oriented and able to manage. Advancement possibilities with growth-oriented organization. Send resume with earnings history to PO Box 1101, S.S.S., Springfield, MO 65805. EEO.

Experienced Sales Person for Southern California radio. EEO. Send resume to KBBQ, PO Box 5151, Ventura, CA 93003.

San Francisco ... One of the leading stations in the market—We're looking for someone who loves to sell ... someone that thrives on auto dealers, shopping centers, real estate companies, furniture stores and the like ... someone who's willing to work and enjoys working with professional broadcasters. List available is for "Retail Killer" we need. New business on the station pays 20% commission. The formula is simple: San Francisco + 20% new business commission — a great city, selling a leading station, and making top dollars. If you're the one we're looking for, send resume and requirements to: D. Claire, P.O. Box 3736, San Francisco, CA 94119. E.O.E.

Excellent opportunity for radio sales account executive at 5000 watt-24-hour AM located in Northern Minnesota. Experienced preferred. Write: KKBX, Box 1070, Bemidji, MN 56601.

Announcer-Salesperson. Ride board plus do sports/commercials for our expanded morning report. No jock work. \$250/week guarantee while training then salary/travel/commission arrangement. Broadcast license, own car required. Lee Quimby, WASR, Wolfeboro, NH 03894. EOE.

Sales Growth Opportunity for an experienced radio sales person in a friendly northern Indiana community—Elkhart and South Bend. Need dedicated worker for adult radio station guided by religious principles. 5000 watt AM, MOR information and 50 kw Religious-Commercial FM. Excellent pay and working conditions. EOE/MF. Contact Ed Moore, GM, WCMR/WXAX, Box 307, Elkhart, IN 46515. Phone 219-875-5166.

Personal Growth Opportunity. Get in on the ground floor of a major broadcast operation. Sales representatives needed immediately. If you can sell anything, call today. High Commissions! New World Communications Company, 305-564-4905.

A prime list and income of 20M and fringes await the experienced pro we select to sell for our dominant AM/FM. Minimum 3 years retail radio sales. Street fighters only, no order takers. EOE. Box C-151.

KRDR, outstanding Portland, Oregon suburban station, wants one more qualified sales person. High growth market, guaranteed draw, good account list. 2 to 3 years experience required. Company is expanding with stations in Seattle and Eugene. EEO employer. Contact: Charles W. Banta, KRDR, PO Box 32, Gresham, OR 97030. 503-667-1230.

HELP WANTED ANNOUNCERS

Morning Air Personality, Country format, immediate opening with good salary. Requires: mature air sound, experience to handle information and commercial commitment, strong production. Interested prospect should investigate and send tape and resume to Dave Donahue, WBHP Radio, PO Box 547, Huntsville, AL 35804 E.O.E.

Hot Springs Arkansas. Professional Radio seeks morning announcer-sales combo. Modern Country Experience necessary. 501-525-1301. EOE.

Experienced Morning Personality wanted with some sales. Modern Country format on the coast of N.C. Phone WDZD 919-754-8171.

Southeast New Mexico. New station in Carlsbad needs PD and announcers with experience. Excellent station facilities in beautiful town of 30,000 population. Adult contemporary with professional standards. Grow with our young group of stations. Tape and resume to Bob Tate, Box 1538, Carlsbad, NM 88220. 806-669-6809.

Beautiful music stations need beautiful voices with warmth, enthusiasm. We need people with optimistic outlook, 3 years experience, know how to run board, know commercial production, and know automation. Be able to come out on top in tough, competitive Denver market. Send tape and resume to Lee Stewart, Program Director, KOSI AM/FM, PO Box 98, Aurora, CO 80040. Equal opportunity employer. M/F.

April opening for experienced announcer to do commercial production and be the key voice in a unique morning show format combining news and information with beautiful music. A rare career opportunity with group-owned WEZN Stereo 100, a TM beautiful music station rated No. 1 for 5 years. Top priority: Excellent voice; smooth, cultured delivery. Send tape, resume and salary requirements to: Operations Manager, WEZN, 10 Middle Street, Bridgeport, CT 06604. EOE.

Excellent career opportunity for communicator at adult leader in 101st Appleton-Oshkosh, Wisconsin market. WYTL airshift and music. And production person to handle WOSH automated operation. May be combined for more money. Opportunity for management and equity in 13 station group. Tape and resume to: Doug Lane, WYTL, Oshkosh, WI 54903. A Midwest Family Station and EOE.

FM 106 is expanding its operations. We have an outstanding opportunity for a jock with strong production skills. We're No. 1 in the market, have beautiful studios, and modern equipment. Good salary and the best in benefits are part of this exceptional opening. Contemporary format. Send tape and resume to: Ray Brown, PD, WCOD-FM, 105 Stevens Street, Hyannis, MA 02601.

Two Experienced Announcers with 1st—salary negotiable. Sales available, format—contemporary/oldies. 312-584-1483, Ask for Jon.

Highly respected Midwest radio station seeking humorous, professional, morning talent. Must have track record, good attitude, and do excellent production. This person is now in a major or upper medium, looking to settle down in a community of 300 Thousand. To this person we offer an outstanding radio station, and a national group of highly regarded properties. We offer outstanding money, benefits, and a chance to build a future. If you are the person, send your resume/references to Box C-130.

Mellow—Experienced Gal/Guy For Midnite to 6 AM. Brand new Rock Station—sky rocketing—"Iowa"—515-357-7685. KZEV.

First Opening in Years. Personality—production individual who loves radio and gets along well with others. Please send resume—non returnable tape to Paul Sidney, Executive Vice President, WLNG, Box 2000, Sag Harbor, Long Island, NY. EOE.

New York State—eager Announcer Salesperson. Small Market. Send resume and salary expectations. Box C-152.

KXL is Oregon's most respected radio operation. 50,000 watt MOR AM, 100,000 watt Beautiful Music FM. Top ratings, superb facilities. If you're a pro with a great voice and smooth delivery, send tape and resume to Larry Roberts, 1415 S.E. Ankeny, Portland, OR 97214. We offer TOP dollars, benefits, and security. EOE M/F.

Afternoon Drive Announcer with good knowledge of music and how to blend it. Adult delivery required for contemporary format. Leads to PD spot if you can deliver. Tape and resume to WMMW, 21 Colony St. Meriden, CT 06450. An EOE.

We have heard from some good people but are still looking for the right person to fill our morning drive position. Wherever you are now, if you have large market talent and want to work at a progressive station in a beautiful small market, investigate this opening. Opportunity for management position. Also, have an opening for a production person, with ideas and talent in all production areas. Limited air shift. Contact: Dave Ziebell, the KAGE Stations, Box 767, Winona, MN 507-452-2867.

Good Mature, Personable (Non personality) Voice needed for Split (AM Drive & Early PM—6 hrs). Easy Listening, high powered Metro FM Stereo. Salary commensurate with experience, prefer minimum of 5 years. Equal Opportunity Employer. Tapes will be requested later. Send resume to Box C-161.

HELP WANTED TECHNICAL

Chief Engineer: AM-Live/FM-automated. Transmitter and studio maintenance. Group operation. Good pay and benefits for hard worker. You will be tested for technical knowledge. Apply in writing: WIBM Box 1450, Jackson, MI 49204. EEO.

KDES, Palm Springs has an immediate opening for a full-charge Chief Engineer. Must be familiar with AM directional, FM automation. Send resume and salary requirements to: Joe Tourtelot, KDES, 821 N. Palm Canyon Dr., Palm Springs CA 92262—An equal opportunity employer.

Eau Claire, Wisconsin's WJJK & WBIZ(FM) is accepting applications for Chief Engineer. Will consider small market chief ready for move. Major company with substantial benefits, including retirement. \$9-\$12000. EEO. Contact Wayne Phillips, 715-835-5111.

Full-time chief engineer needed immediately. Salary open. 1kw AM with CP for 5kw; directional nights with two towers. 100kw FM with automated Shaeffer 900E system. Construction of new facilities planned for this summer. Contact: William J. Luzmoor, III, KRKK/KQSW-FM, PO Box 2128, Rock Springs, WY 82901. Telephone no: 307-362-3793.

Chief engineer for medium market. 5000 AM and 100,000 FM. First phone required. Experience with AM Directional patterns, Audio and Automation. Please send resume to G.M., WRUN, Thomas Rd., Oriskany, NY 13424.

Religious 50KW daytime 2-tower directional needs chief with minimum 5 years transmitter maintenance. Send resume with salary requirements to Wilbur Goforth, WMOO Radio, PO Box 1967, Mobile, AL 36601.

Radio Network RF Systems Engineer—Six-station radio network in Minnesota seeks engineer strong in RF to help design, improve, build and maintain RF facilities. New stations, translators, and microwave facilities in the works. Requires strong experience with state-of-the-art RF equipment and practice. FCC first class license or ability to acquire. Electronics training and experience important. Resume, references, letter of interest and salary requirements to Dan Rieder, Director of Network Engineering, Minnesota Public Radio Inc., 400 Sibley Street, St. Paul, MN 55101. AA/EEO.

Chief Engineer. Needed now! Must know maintenance on studio and transmitter equipment and carousel automation. AM-FM, great facility, great benefits. Airwork if you want it. Beautiful college town in southern Michigan. Call 1-517-265-1500, or send resume to WABJ, 121 West Maumee, Adrian, MI 49221.

Radio Network Audio Systems Engineer—Six-station radio network in Minnesota seeks engineer strong in audio to help design, improve, build, and maintain studio audio facilities. A new studio-office complex (with seven control rooms and studios) in the works. Requires strong experience with state-of-the-art FM audio equipment and practice. FCC first class license or ability to acquire. Electronics training and experience imperative. Resume, references, letter of interest and salary requirements to Dan Dieder, Director of Network Engineering, Minnesota Public Radio Inc., 400 Sibley St., St. Paul, MN 55101. AA/EEO.

Chief Engineer wanted for AM/FM combo station. Automation experience required. Top 30 market. Annual salary \$15,600. EOE. Send resume to Box C-172.

Career Opportunity—Operating in Miss., Ark., and La., one of the South's finest Small Market Groups is looking for an energetic do-it-all Chief—must be experienced in audio, studio construction, directional arrays, automation, Stereo 100 kw FM, SCA's, STL's, FCC. Regs, proofs, etc. Exceptional compensation plan, some travel, excellent fringes. Send resume to Eddie Fritts, Box 667, Indianola, MS 38751—Will be at Dallas Hyatt Regency at the NAB Convention—An Equal Opportunity Employer.

Chief Engineer wanted for 5000 watt AM directional and 50 kw FM. Must have transmitter and audio maintenance experience. Current engineer will stay a few months to assist and train. Excellent pay and working conditions. Friendly northern Indiana community. Operation guided by religious principles. Contact Ed Moore, GM, WCDMR/WXAX, Box 307, Elkhart, IN 46515. Phone 219-875-5166.

Voice of America has opportunity for U.S. citizens qualified as Civil, Electronic, Mechanical and Electrical Engineers. Supervisory openings available in Liberia and Philippines for broadcast station construction projects. BS in Engineering or equivalent experience in construction and contract supervision required. Must be available on a world wide basis. Starting salary commensurate with skills and experience plus housing and overseas allowances. Civil Service Application (Form SF-171) available at Office of Personnel Management (formerly the Civil Service Commission) Job Information Centers and most federal buildings should be sent to International Communication Agency, Code 15-79, Washington, D.C. 20547. An Equal Opportunity Employer.

HELP WANTED NEWS

Assistant News Director/afternoon drive anchor for leading news station in market with lowest cost of living in the region. Experience and mature voice required. Tim Tyson, WBHP Box 547, Huntsville, AL 35801. EOE.

Strong News Director needed for challenging position in growing southeastern coastal city. Expanding corporation with market's only helicopter reports. Strong delivery and minimum 3 years experience needed. Send tape, resume, and sample copy to Bob Kaake, WKTM, PO Box 5758, North Charleston, SC 29406.

Southeast New Mexico. New station in Carlsbad needs News Director with experience. Come grow with young station group. Super news facilities. Beautiful town of 30,000 population with plenty of news. Tape and resume to Bob Tate, Box 1538, Carlsbad, NM 88220. 806-669-6809.

WBYG Morning Team has immediate news opening. Gather, write and anchor news opposite area's top job on 50,000 watt, 24 hour, stereo FM. We're looking for strength in writing and delivery to complement our dedication to news. Ability and drive count as much as experience. Tape, writing samples and resume to: WBYG, Box 183, Kankakee, IL 60901.

Newsperson for California small market station. Minimal salary to start. Advancement comes with results. Some experience required. KCIN, Drawer AF, Victorville, CA 92392.

News Director Wanted—Willing to take over No. 1 stations Pro-News Department. Must be willing to adapt to unique local situation. Must be neat and make a good appearance. We need someone who would like to reside in southeastern Wisconsin and become part of our community. Some experience required. Send tape and resume to H.R. Stieber, Operations Manager, WHBL, PO Box 27, Sheboygan, WI 53081. E.O.E./M/F

Newsperson: Experience, good voice and reading abilities necessary. All News radio stations ... will gather, write and anchor. Write or call manager or news director KNUU, Las Vegas. 702-735-8644.

News Director for 24 hour adult contemporary MOR in beautiful western Michigan. Must have good air voice and journalistic skills. Car furnished. State salary requirements in resume. Equal Opportunity Employer. Box C-125.

Anchor-Reporter to handle morning drive news in southeastern Top 50 market. Must be super-strong on air. Prefer two or more years experience in radio news. Starting salary range \$180-230 weekly. Great benefits. Send resume and tape (no calls please) to Mark DeMarino, WRAL-FM, NC News Network, PO Box 17000, Raleigh, NC 27609, EOE, M/F

We're still looking for the right person to do afternoon news plus some night meetings. 5 day week. Three weeks annual vacation. Start at \$230/week. Broadcast license, own car required. Lee Quimby, WASR, Box 900, Wolfeboro, NH 03894. EOE.

AM-FM, Heavy Local News commitment, New York suburban area, needs professional broadcast journalist. Applicants must be strong in the areas of gathering, writing and announcing. EOE. Resume to Box C-149.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production enthusiast: creativity a must, deep voice, excellent production equipment to work with. AM-FM automated, Midwest. Box B-152.

Program Director/Sunbelt. Good pay for super workhorse and motivator. Resume first—talk later. EOE. Box C-80.

Program Director, Medium AM/FM western Pennsylvania want community minded idea person with sales understanding. EEO group owner also offers opportunity for growth to bigger responsibilities. Phone Walt Broadhurst, 412-846-4100. Immediate opening.

Copy Writer: experienced, creative. WOBM, Toms River, N.J. Call Collect: Bob Levy, Sales Mgr., 201-269-0927.

Connecticut TM Stereo Rock station needs a creative, organized Operations Director able to make automated programming come alive. Morning shift, production and promotion. Minimum one year automation experience. Send tape to Q96 FM, Box 1350, Norwalk, CT 06852. EOE.

Experienced traffic director. Logging and network coordination. \$8,000/yearly. EOE. Send resume to Box C-171.

SITUATIONS WANTED MANAGEMENT

Successful, Employed, V.P., General Manager. Impending sale permits search for similar position. Superior administration, sales, programming history. Twenty years experience. People, profit motivator. License, labor, acquisition background. Convincing credentials. Box C-23.

General Manager: Creative 43 year old family man seeking to expand horizons in FM or AM/FM. Strong on programming, production, promotion that sells. Community involvement leader. Looking for progressive station in progressive market. Box C-79.

Sales Manager or GM/SM. Top Salesman at radio station in Top 10 Market, with proven track record over 9 years, ready to move for best opportunity in management. Excellent reputation in major city and best references from present management. Box C-81.

Versatile former network executive with publishing and marketing experience seeks challenging executive slot with radio or television group leading to station or group management position. Telephone: 212-534-1678.

M.B.A.—attending NAB in Dallas. Seeks challenging position with progressive broadcaster. Five years experience in commercial production. Contact Hugh Sonk at Quality Inn-Market Center for resume/interview during convention.

Vice. Pres.—General Manager with up to \$150,000 to invest in a working partnership. Must be a take charge situation so as to insure a good return on my investment. Twenty years of successful radio experience in all size markets. Outstanding business, personal and financial references. Reply in complete confidence to Box C-100.

Sales, Programming, Administration, license renewal, references. Eight year pro. OperationsGM oriented. Top 100 Box C-39.

General Manager looking for equity position. Credentials simply unparalleled anywhere in the industry. Will meet with you personally at NAB. Box C-169.

Attention FM Owners! Tired of operating in the red? I guarantee to have you in the black within 6 months! Write or call: Richard A. Prather, General Manager, WVFV-FM, 111 W. Main, Dundee, Illinois 60118, 312-428-4421.

General Manager. Results oriented with major market track record. Experienced all phases. Best references. Box C-131.

GM/GSM. Your key man. 22 years experience. Strong in every phase. Saleable ideas. I'll get your people back to using RAB and spec. tapes. Base 17K plus override. Prefer sunbelt. Buy out option. June move. Box C-134.

General Manager. Lengthy experience with exceptional, documented performance record in medium markets. Excellent administrator, strong sales management. Intelligent and articulate. Hard working, devoted and stable. Age, 'young' 44. Carefully looking for long term association with quality organization. Box C-98.

SITUATIONS WANTED ANNOUNCERS

Broadcast School Grad looking for first job. Know FCC R&R's. Weekdays 716-834-4457.

Let Me Take a load off you. Energetic 3rd endorsed broadcaster with extensive training in speech, news and commercial writing and delivery, production and sales willing to go anywhere and do anything to make your station work for you. Call Jan Oberman at 215-467-2714.

Female minority broadcaster with happy adult contemporary style, with many hours of excellent training and an audition tape to prove it. Call Mattie McKeever at 215-877-6192 or 215-922-2797.

If you're looking for a "mover" who does more than just open mouth, and fall in love with his own voice, call for D.J.-news tape. Tony Mitchell, 215-345-6612 or 215-922-2530.

Announcer/DJ—Third Endorsed, 6 years experience, smooth voice. Seeks full-time air shift/part-time sales position at Beautiful Music, Classical or news station. Available now, will relocate. Phone 714-658-1094. Hemet, CA.

Experienced personality with ability to communicate. Creative production ability. Contemporary—Adult Rock Top 100 Markets only. Call Don 615-331-2580.

Ambitious, Hard-working jock needs 1st break. Rock my specialty. 3rd endorsed. Jeff, 499 E 8th St, Apt. 3N, Bklyn., NY 11218.

Rookie Jock looking for first break. 3rd Endorsed. Call Hank London 201-836-8396 after 2:00 PM.

Female, third endorsed, seeks announcing and/or programming position. Three years experience classical music broadcasting. Bachelor's in music. Relocate immediately. Call Gina days at 312-621-4010.

Clever, experienced, committed MOR personality wants Northeast. Reply to Box C-88.

Play-by-Play Announcer for Major College Network wishes to relocate. Must be another major college or professional team. Adept at basketball, football or baseball. A thorough and entertaining professional sportscaster. Must be good offer. Box C-143.

P.D./Jock. 8 years experience, track record, 1st ticket, sales experience, unusual voice seeks contemporary station. Box C-144.

Broadcast School Graduate, seeks first job. News, commercials, sports, 3rd endorsed. Box C-145.

Pro, 6 years experience. Positive contribution to your staff. Third phone, college degree. Seeking MOR, Medium or Major Market. Prefer Michigan, but will relocate. Box C-146.

Highly experienced, versatile, exceptionally hard working announcer in small-medium New York market, seeks major-medium contemporary station. Full time D.J., News, production, broadcasting school grad, 3rd endorsed. Ready, willing, and able! Box C-147.

Promising Third Endorsed looking for full time air shift. No automation! Write: Doug Hendricks, 21692 TR175, Mount Blanchard, OH 45867.

DJ, knows CW Format, with three years board experience and one year PBP. Will work graveyard shift. TW McGowan 804-486-6249.

Have announcing experience, college degree. Prefer contemporary, rock, MOR in West or Southwest. Powell, 512-452-6536.

Currently Early Morning and Mid-Day. 2½ Years experience. Reliable, dependable conscientious. Box C-126.

1st Phone, Mature, serious minded, good voice. Don Martin School of Communications Graduate. Starting new career, no practical experience. Personable, neat appearance. Radio or Television. Phone Tom Ison 702-452-0408.

Have Job, Will Travel! Talented newcomer seeks fulltime summer relief employment anywhere, or weekend airshift in south Florida. Write R.M., 621 Lenox Avenue, Miami Beach, FL 33139.

Hot Summer Ahead. Feature a cool DJ. Excellent production and news. Third Ticket. Box C-124.

Now accepting applications for the position of Employer. Should be in a market of 100,000 and willing to part with two bills a week. Must be interested in a young, ambitious and experienced air talent with background in programming and one who has his First Ticket. Want your T-40 or A/C outlet to have some personality and make some bucks? All inquiries answered. Don't delay, send today for details to Box C-150.

SITUATIONS WANTED TECHNICAL

Broadcast Engineer with engineering degree and First ticket desires position in Wash., Md., or Va., area. J.W., Box 86, Falls Church, VA 22046.

Major Market experience, currently chief of medium market. AM directional, FM-stereo, automation. Strong on maintenance, construction. Looking for station committed to technical excellence. Box C-97.

Help! Professional, ambitious chief engineer seeks employment at operation which is dedicated to excellence. Please reply to Box C-128.

Experienced Electronic Tech with First Phone seeks challenging engineering position. Prefer East Coast. Box C-137.

Looking for a hard worker? Young, knowledgeable, get-ahead chief seeks opportunity to settle down and grow roots with dedicated broadcaster. Address reply to Box C-164.

SITUATIONS WANTED NEWS

Top-notch sportscaster/solid reportorial skills, thorough experience, lively delivery. BA-R-TV. Can combine with news—Bob 516-741-1298.

Experienced PBP/Sports Director looking to hook up with sports station or college network. Write good copy, transition lines, hustler. Pref. Southeast. Can also run snappy contemporary air-shift. If you'd like an innovator call Walt Fowler: 518-842-7815; 12:30-2, after 6.

Female Broadcaster/Copywriter seeks break in news. 3rd endorsed. Good voice. For T&R: Martine Wood, 3009 Harrison, Oakland, CA 94611. 415-834-1124-3122.

Politics and science reporter/researcher seeks position in Boston for summer. salary negotiable. I'm energetic and have lots of resources. Paul 617-494-8143.

Sports Director, 29, experienced Play-By-Play. Actualities, writer, producer, award winning commentaries. Seeks larger market. B.A. Journalism. 906-774-3987.

Wanted—growing station. Must meet requirements of aggressive news pro. Experienced, third endorsed, references. Relocating. Available late May. Box C-141.

Sportscaster, currently news anchor/reporter award-winning news department, suburban New York. Solid PBP delivery, all round skills. Looking for right move. Top references. Contact Marty Thorsen 914-354-8919.

Award Winning Sportscaster, good PBP, reporting, commentary, complete Radio Pro. Dependable. Degree, 7 Years experience. Box C-167.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Country Programmer and Personality 20 years, impressive track record, sales oriented. Seeking long term position. Call DAVE Donahue at 612-699-1330 or 612-690-1150.

Top rated major market talk host available now because of format change. Wants PD with air shift. Arthur Gahan, 1-618-451-9950, 4954 West Pine, St. Louis, MO 63108.

Dynamic, versatile and hardworking air personality with 13 years experience and First Class license seeks announcing/production with advancement opportunity to operations, programming or music position in major or large market. Top 40, Pop, AOR and C&W. Box B-128.

Attention General Managers of large or major market radio stations: I'm a proven program director with eleven years in small, medium, and large markets. I'm research oriented and will know what your clients will buy, and what will get ratings after only 30 days in the market. Ready immediately. It takes big bucks because I'm good. All replies confidential. Will answer all. Joe, 304, 748-0564.

P.D./Jock. 8 years experience, track record, 1st ticket, sales experience, unusual voice seeks contemporary station. Box C-144.

Communicator trapped in more music format. I'll give your market a unique mid-day interview show. Box C-170.

Public Radio/TV only. Am seeking position as production assistant and back up technician. Have 2 years announcing and 18 months technical experience. First phone, and more. Ready in July. Specify material desired on resume tape. R. Zond, 115½ South 6th Street, Clarion, PA 16214.

TELEVISION

HELP WANTED MANAGEMENT

The Iowa Public Broadcasting Network is seeking qualified candidates for the position of Director of Educational Services. The position organizes, develops, directs, and implements plans and programs in the areas of instructional TV, in-school utilization of broadcast and nonbroadcast programs, business and industry programming, adult and higher education courses, as well as supervision of all educational telecommunications activity. For position description and requirements, contact: Rod Thole, Executive Director, IPBN, PO Box 1758, Des Moines, IA 50306. Applications close April 1, 1979. An Equal Opportunity Employer.

Manager/Sales Director, new station, small to medium market in Northeast. Challenging position to take charge of new operation. Experience needed in fields such as production, programming, and advertising. Resume with salary requirements to Box C-136.

HELP WANTED SALES

Sales Manager: Small Eastern Market, VHF network affiliate needs motivated & creative person who can & will. Send resume & salary requirements. E.O.E. Box C-113.

Account Executive: An opportunity is available for a very experienced television salesperson. It is a top account list with a major group broadcaster in a top 15 market. The job offers not only high income, but also a position with a corporation that is extremely interested in developing career oriented salespeople into managerial talent. The qualified applicant for this position should have extensive experience in television sales with a broad background in direct client contact, development of T.V. dollars and agency negotiations. Your reply will be held strictly confidential. We are an Equal Opportunity Employer. Box C-120.

Account Executive for group owned NBC affiliate to assume active account list. Radio or TV experience required—TV preferred. Send resume to John D. Livoli, WIS-TV, PO Box 367, Columbia, SC 29202. An Equal Opportunity Employer.

WVIT, NBC affiliate, looking for salesperson with a minimum of two years selling experience. This is a commission position. WVIT is an Equal Opportunity Employer. Send resumes to: Lew Freifeld, Director of Sales, WVIT, Viacom Broadcasting Inc., 1422 New Britain Ave., West Hartford, CT 06110.

Sales Traffic Manager wanted for affiliated station in top 25, Northeast market. Minimum one year experience necessary. Station is an Equal Opportunity Employer. Write Box C-122.

HELP WANTED TECHNICAL

Chief Engineer—We are a UHF Network affiliate in Central Virginia looking for a chief with management ability and a maintenance background. Salary in the mid-twenties plus fringe benefits. Contact Harold B. Wright, WVIR-TV, Charlottesville, VA 22902, 804-977-7082. Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer to build the finest new medium-market facility in the South. Challenging opportunity for professional growth in fast-growing resort area with family recreational opportunities second to none. Resume to Box C-47.

Television Transmitter Field Engineers. Good opportunity in a growing company specializing in television transmitting equipment. Telephone or write to Bob Bromley, Townsend Associates, Inc., PO Box 1122, Westfield, MA 01085. Tel: 413-562-5055.

VTR Operator—1st or 2nd Class FCC License for gulf coast VHF. Will train applicant with technical background. An Affirmative Action EOE. Send resume to Box C-73.

West Coast ABC Affiliate now accepting applications/resumes for the following permanent positions. Technical director, video switcher, master control technician. First class FCC license and previous television experience required. Excellent salary and benefits. Send inquiries to: Personnel Department, KNTV 645 Park Ave., San Jose, CA 95110. EOE M/F.

TV studio maintenance engineer, southwestern ABC affiliate. Many benefits including paid pension plan. Minimum requirements two years technical school or military equivalent, two years responsible studio maintenance experience, first class license. Salary negotiable depending on qualifications. Send resume and salary requirements to Chief Engineer, KOAT-TV, Box 4156, Albuquerque, NM 87196.

ENG Maintenance Engineer/Technicians—Must be qualified to maintain Sony 3/4" tape machines, editors, and portable recorders, ENG cameras, and be familiar with operation of ENG remote van. Must have FCC First Class License. Send complete resume to: Ron Jacobson, Director of Engineering, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104. An Equal Opportunity Employer.

Chief Engineer for new Denver area public TV station. Participate in original construction. First phone, maintenance experience with older RCA VHF transmitters, ENG equipment, STL, required. Send resume, salary history, and references to: John Schwartz, KBDI, Box 4262, Boulder, CO 80306. Equal Opportunity Employer.

TV Maintenance Engineer: 1st FCC, Transmitter, Quad, Studio & ENG experience. Send resume & salary requirements. E.O.E. Box C-115.

Chief Engineer: Eastern Small Market VHF network affiliate. Need some management skills plus Transmitter, Quad, Studio & ENG experience. Send resume & salary requirements. E.O.E. Box C-116.

Assistant Chief Engineer—solid background in latest broadcast equipment necessary. Never snows, great fishing/hunting. Call Louis Brown, KIII-TV, Corpus Christi 512-854-4733.

Dundalk Community College, located in Baltimore County, Maryland, is seeking a competent TV Engineer/Technician to maintain and repair the college's full color 3/4" TV facility. Duties will also include maintaining and repairing other college owned A-V equipment including digital electronic equipment and assisting in all college TV productions. This position has been funded for 1 1/2 years with the possibility of permanent funding thereafter. An FCC license is desirable but not necessary. A minimum of two years related experience is required. Bachelor's degree and combination of commercial and educational TV studio experience preferred. Salary range \$15,000-\$17,000. Send letter of application and resume postmarked no later than March 23, 1979 to: Dundalk Community College, 7200 Sollers Point Road, Baltimore, MD 21222. 301-282-6700, Ext. 249.

New Independent Midwest TV Station has openings for TV maintenance technicians, FCC a must, familiarity with RCA film and tape and GE 350-350's desirable. Send application to: Jack Hoskins, G.M., WBHW, 3440 E. Clearlake Ave., Springfield, IL 62703.

WGBY-TV has opening for an engineer with 1st Class FCC license. Send resume: Dennis Dunbar, WGBY-TV, One Armory Sq., Springfield, MA 01105. An equal opportunity employer.

Television Master Control operator/technician—first-class radio telephone license; minimum two years as master control operator; minimum one year technical school. Full-time 40-hour week position with standard company benefits. Send resume and salary requirements to: Michael L. Neibauer, Engineer, KEDT-TV, PO Box 416, Corpus Christi, TX 78403.

Television Maintenance Engineer for award-winning PBS station. First phone and at least one year's experience required. Will be working on state of the art equipment—VTRs, studio cameras, ENG cassette equipment and new RCA transmitter. Mail resume to Peter DiBacco, WITF, Box Z, Hershey, PA 17033.

Studio Maintenance Engineer—Full time, permanent position at expanding Pacific Northwest TV station. Experience in maintenance of RCA VTR's and TCR 100 required. FCC. 1st Class license. Small town living; big town wages. Send resume to: KVOS-TV, PO Box 1157, Bellingham, WA 98225. Equal Opportunity Employer.

Chief Engineer for new 2.4 megawatt public t.v. station on channel 28 in major Michigan city. Must be experienced in studio, transmitter, and microwave construction and operation. Opening available 3/1/79 with on-air date 1/1/80. Minimum technical administration experience of three (3) years, preferably in public television. Responsibilities will include staff selection and supervision, construction of facilities, operation and maintenance of operating station. Excellent fringe benefits. Application deadline: April 30. Send resumes to: Mr. R. M. Scott, Jr., Personnel Director, U of Michigan-Flint, Flint, MI 48503. An Equal Opportunity/Affirmative Action Employer.

Production Technician for midwest TV station. Switching, camera operation, telecine. EFP in immediate future. Experience preferred. An EOE. Box C-140.

HELP WANTED NEWS

Investigative Reporter for ENG news documentary unit needed immediately. Proven ability to dig out hard news stories and sources. Top interviewing and writing skills required. Must be able to work fast under pressure for a top quality product. Rush full details and videocassette to Linda Hunt, Office B, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An Equal Opportunity Employer.

Weatherperson: Top 50 market in the East. Looking for zany, creative weather presentation. Personality more important than experience. Equal Opportunity Employer. Send resume to Box C-38.

Weather Reporter—Southeastern top 50 NBC affiliate seeking weather reporter for on air work at 6:00 and 11:00 p.m. Prior experience required. Please submit 3/4" videotape and salary requirements with application. Wayne Ashworth, News Director, WXII-TV, Box 11847, Winston-Salem, NC 27106.

Sportscaster—Looking for energetic, willing to get involved sportscaster for top 50 market. Will fill position quickly. Equal Opportunity Employer. Send resume to Box C-37.

Reporter/Writer: Need experienced person for general assignments reporting. Familiarity with ENG essential. Writing abilities a must. Good organizational and conceptual skills. Bachelor's degree in Broadcasting/Journalism/English or related field plus one year experience. Beginning salary \$11,521. Send tape and resume on first contact to Michael Brannen, WJWJ-TV (an affiliate of S.C. ETV Network), PO Box 1165, Beaufort, SC 29902. Equal Opportunity Employer.

Wanted: Reporter, Weekend Anchor. NBC top 50 affiliate in sunbelt has an immediate opening for an experienced reporter with anchor experience. Good writing and production talent desirable. If interested, please apply with resume, 3/4" cassette and salary requirements to Suzanne Vrhovac, Administrative Assistant, WXII-TV, PO Box 11847, Winston-Salem, NC 27106. No phone calls please.

Assistant News Director/Executive Producer Group-owned, Number 1 network affiliate with major commitment to news, needs a top professional. ENG experience, strong management skills a must. Excellent salary and benefits in a progressive Mid-Western market. An Equal Opportunity Employer. Send resume and salary history to Broadcasting, Box C-78.

Sports Anchor, for medium market, midwest. You'll be number one in a department of two. Experienced candidates only; knowledge of film and ENG necessary. EOE. Send letter and resume to Box C-139.

Television Anchorperson/reporter—Experienced TV journalist with developed skills as appealing on-camera communicator; for noon newscast co-anchor position and reporting to work in top 10 market. An Equal Opportunity Employer. Please send resume to Box C-158.

Experienced reporter or weekend anchor who wants shot at prime anchor in southern Minnesota all-ENG station. Send VTR, Resume in first letter to: Jon Janes, News Director, KAAL Television, Box 577, Austin, MN 55912.

Weatherperson: Small market ABC looking for talent and experience. Salary open. Box C-159.

New Independent TV in Central Illinois has immediate openings for anchor, capable of writing, producing, and delivering. Also Reporters who can write, deliver and know ENG. Weatherperson with meteorology degree to produce and deliver top weather show. Send application to: Jack Hoskins, G.M., WBHW, 3440 E. Clearlake Ave., Springfield, IL 62703.

Two Jobs ... Sports reporter anchoring weekends. Must have ENG photo and editing experience. Also ... Experienced reporter to produce 6 and 10 PM news. Contact Tom Moo, News Director, WTVW-TV, Evansville, IN 812-422-1121. An Equal Opportunity Employer.

Assignment Editor: Enterprising eastern market station looking for energetic person capable of developing interesting and exclusive reports for news staff. Must also be able to do reporting work. Equal Opportunity Employer. Send resume to Box C-162.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Host—Major Midwest PBS station looking for producer/host for weekly arts magazine. Absolute minimum 10 years producing experience with some commercial television work and management experience desirable. Excellent salary. An Equal Opportunity Employer. Send resume to Box C-19.

Production Photographer—Prefer 2 years experience in all phases of film/mini-cam photography, editing, lighting and audio. Excellent pay and benefits with a multi-station company. Person will work with programming, public affairs, promotion and commercial to satisfy production requirements. Send resume to: Don Swaim, Operations Manager, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27106. An Equal Opportunity Employer.

Production Manager: Creative, self-motivator, hands-on person. Eastern Small Market VHF network affiliate needs a person who can do it all and teach others. Send resume & salary requirements. E.O.E. Box C-114.

Personnel needed in programing, directing, traffic and production, camera and lighting. KMIR-TV, Palm Springs. 714-568-3636 or write resume.

Assistant Producer-Director. Entry-level position. EFP, 35mm SLR, some art and graphics helpful. Val Skalski, KIVA-TV, Box 1620, Farmington, NM 87401. 505-327-9882. EOE.

TV producer with extensive experience desired for new quiz-type program. Fee will be paid for development of 2 pilot programs. Box C-148.

New Independent TV has immediate openings for producer, directors, with minimum 2 years directional experience. Also immediate opening for entry level program department positions. Send resume to: Jack Hoskins, G.M., WBHW, 3440 E. Clearlake Ave., Springfield, IL 62703.

Engineering Operator. 1st Class FCC required, experience desired. Send resume to: Personnel Department, WXXI-TV-FM, PO Box 21, Rochester, NY 14601. EOE.

Director for top-10 commercial net affiliate. Magazine format show & some commercials. Creativity a must. EOE. Send resume to Box C-153.

SITUATIONS WANTED MANAGEMENT

Versatile former network executive with publishing and marketing experience seeks challenging executive slot with radio or television group leading to station or group management position. Telephone 212-534-1678.

20 years experience in T.V. 10 years Photographer/Reporter including 6 years hard political State capitol reporting. 10 years Manager 3 studio live educational CCTV. Complete staff training in production, directing, and teaching process. Would like to relocate with small or new T.V. operation where your financial growth is my financial growth. Call Bill 616-637-3177.

7 years experience in local and regional sales. Desire position in sales management. Box C-91.

Program Manager. Sensational background as News Director and Promotion Manager add depth to my abilities. Solid programming experience in 3 major markets with group-owned stations. Sales and budget-minded. All executive skills. I want to be your Program Manager. Outstanding references. Write, call. 716-856-3709. Box C-132.

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field engineering service. 29 years experience ... construction—maintenance—system design—available by the day-week or duration of project. Bruce Singleton 813-868-2989.

SITUATIONS WANTED NEWS

Weathercaster/Meteorologist seeking small or medium market Sunbelt station. Presently employed major market. Box C-86.

Experienced PBP/Sports Director looking to switch from radio to TV, or hook up with college network. Write good copy, smooth transition lines, hustler. Pref. Southeast. If you'd like an innovator call Walt Fowler: 518-842-7815; 12:30-2, after 6.

Anchor/Reporter who gets off his anchor and gets the ratings seeks organization with commitment, not quick fix. Box B-53.

Female anchor, feature reporter (ENG), talk show host. Strong Writer. I'm good, and I'm ready to move. Box C-155.

Documentary Producer/Special Projects. Seasoned young television reporter seeks challenging change. It's time! Box C-135.

News Director/Executive Producer New Yorker wants relocate 20 years experience, degree, 20,000 minimum, John 203-655-0486.

Producer: Versatile workaholic wants position with growth potential. Experienced in top 15, want to go bigger. Will consider writing and/or field producing. Respond Box C-157.

Journalist seeks top 70, experienced as TV reporter, field anchor, anchor, ENG editor and photographer. B.A. Journalism. 812-853-2756.

Sports/News. Anchor/report. 16 year pro. Available now. 804-499-2981.

News Director/Anchor wants to bring depth of experience in all areas to your station. Box C-163.

Resourceful female in top 15 market, experienced in feature reporting. 404-892-1611, 404-434-8083.

Feature, sophisticated Broadcaster. Newsman, weatherman, talk show host, published author, cinematographer, lecturer, seeks position utilizing any of the above. Salary your market level. 313-682-7798.

Intelligent major market anchor/reporter desires evening anchor; 12 years experience, degree. Box C-165.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Researcher/Writer/Producer seeks medium or major market position on television documentary film unit. Three years reporting experience with excellent credentials. Journalism degree. Aggressive, creative, enthusiastic, and hard-working! Box C-40.

Seeking accounting, traffic or copy/news/continuity writing position leading to sales or management opportunities. Will relocate. Charles Tatter, Box 724, Stone Mountain, GA 30086. 404-325-0785.

Documentary Producer/Special Projects. Seasoned young television reporter seeks challenging change. It's time! Box C-135.

Workaholic!—Television Writer-Producer-Director-Production Worker with five years experience seeking position with N.Y.-N.J.-based organization. Box C-127.

N.Y. Producer/Director with professional credits seeks position with fast-paced production house or station. 516-751-6038, Box 875, Setauket, NY 11733.

Producer/Director; w/mngt. exp., currently top ten mkt. corporate station, ten yrs. bdgst. exp., strong commercial production, excellent references. Box C-138.

ALLIED FIELDS

SITUATIONS WANTED MANAGEMENT

President, broadcasting division of International Co., AM-FM, CATV, all areas broadcasting. Strong sales, programming, news-development, corporate development and communications. Employee benefit plans, union negotiations, finance and acquisition. Good problem-solver in broadcasting and non-broadcasting industry. Former national sales manager of group, former owner. Good references. Looking for company interested in expansion or diversification. Available now. Box C-160.

HELP WANTED INSTRUCTION

Mass Communications Department—Opening for faculty member to teach broadcast news writing. Extensive professional experience required; Ph.D. desirable; prior teaching experience helpful. Assistant or Associate Professor, salary competitive. Apply by March 15, 1979, to George T. Crutchfield, Chairman, Department of Mass Communications, Virginia Commonwealth University, 817 West Franklin Street, Richmond, VA 23284. VCU is an affirmative action/equal opportunity employer.

Expansion position: Assistant or Associate Professor to teach graduate and undergraduate Radio-Television courses. Ph.D. and significant commercial broadcasting experience or Masters Degree with extensive commercial broadcasting experience required. Resumes to Chairman, Department of Radio-TV, Arkansas State University, Box 4B, State University (Jonesboro), AR 72467. Position open August 15, 1979. Deadline for applications April 12, 1979. Arkansas State University is an equal opportunity/affirmative action employer. M/F.

University of Miami seeks Associate or Full Professor for Chairman. Earned Ph.D., professional and administrative experience, scholarly publications. Salary negotiable. Administration and development of Dept. of Communications within the College of Arts & Sciences encompassing the disciplines of journalism, motion pictures, photo-communication, public relations, radio, speech communication, telecommunication, and television. Send resume to: Chairman, Dept. of Communications, PO Box 248127, Coral Gables, FL 33124.

Mass Communications Department—Opening for assistant or associate professor in strong undergraduate/beginning graduate program. Must have minimum four years professional media experience; minimum three years university teaching experience; Ph.D. in Mass Communications. Interest and experience in Media research, communications theory, international communications, and graduate teaching and thesis advising desirable. Rank and salary (\$14,500 plus) determined by experience and qualifications. Apply with resume by April 15, 1979 to: Dr. Emery L. Sasser, chairman, Department of Mass Communications, LET 468, University of South Florida, Tampa, FL 33620. The University of South Florida is an affirmative action equal opportunity institution. All prospective candidates should be informed that, in accordance with Florida's "Sunshine Amendment" to the State Constitution, their dossiers are a matter of public record and are available, upon request, to its residents.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Lay Medical Editor to produce tape-recorded summaries of medical conventions for Southern California-based audio publication. Resume to Editorial Division, PO Box 712, Glendale, CA 91209.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need UHF transmitters, antennas, VTR's, color studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-322-6651.

35kw GE High Channel VHF Transmitter. Reply Box C-36.

FM Transmitter 10 KW prefer RCA BTF 10E, John Weigand, Engineering Manager, KFMB Stations, PO Box 80888, San Diego, CA 92138.

Excellent condition only. 10 to 25kw FM transmitter—also monitor. Mono OK. Box C-102.

New Non-profit Station needs complete radio station equipment from transmitters, equipment boards, to antennas. Tax credit and will arrange shipping. PO Box 545, South Beach, OR 97366.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellax Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

10KW FM CCA, 6 yrs old, stereo, exc. cond. M. Cooper, 215-379-6585.

For Sale: 16mm. Houston Fearless ME4-VF film processor (color) complete with flo meters, holding tanks, mixing tanks and plenty spare parts. Contact: Bob Stallworth, Houston, TX 713-771-4631, ext. 232.

GE 12KW UHF Transmitter—Available with Channel 14 Antenna, \$28,000

GE PE 350 Color Cameras—Several available, good condition, \$8,000 ea.

RCA TR-4 Hi-Band VTR—Two available, new heads, \$14,000 ea.

IVC 500A Color Cameras—With all accessories, excellent shape \$9,000 ea.

RCA TK42 & TK43 Color Cameras—Two of each, package includes TR-2 VTR, Sync Generator, Camera Mounts and Cables, entire 4-camera package, \$6,000. Call Bill Kitchen, Quality Media Corporation, 404-322-6651.

Hitachi FP 1010 Color Camera with Saticon tubes. Includes 10:1 f1.8 zoom lens, ITE cam-link head, elevator tripod and dolly, and custom cases. This is an excellent camera with very few hours on it for sale at half the original cost. 415-841-4810.

Complete 3/4" color VTR production, editing equipment. 1977 Dodge customized Video-Van. Excellent condition. 303-245-5400.

For Sale—New Unused: Complete Harris Model TAB-6H-6 Bay Superturnstile Antenna, 46 feet in height, tuned to Channel 8 181.25 to 185.75 MHz. Specially priced \$30,000. Contact Gil Schneider or Eddy Smith, PO Box 1941, San Angelo, TX 76902 or call 915-655-7383.

SMC Stereo Automation complete in three racks, four stereo carousels, time announcer, and sixteen position switcher, and room for two reels to reels. Univac card reader uses eighty column card. Complete with brain. Contact Ralph N. Edwards 912-382-1234.

Coaxial Cable—420 ft. length of Cablewave 3 1/8" line. New, in factory carton with new warranty, with connectors. Wholesale price \$4,500. Call Mr. Kitchen, Quality Media, 404-322-6651.

FOR SALE EQUIPMENT CONTINUED

GE Transmitter with attendant equipment Model TT59, 50 KW very good condition. Available approximately June 1. Bargain if you move. Reasonable if I move. Also, three PCP-90U cameras excellent condition. Sold to highest bidder. For details contact: E. B. Wright, 1018 West Peachtree St., Atlanta, GA 30309. 404-875-7317.

Gates automation. Rust 15KW FM Transmitter, in operation. Package \$18,000. Call John All 912-232-0097.

Parts available for RCA BTA 5F transmitters, very complete selection. Les Kleven, KBHB, Sturgis, SD 605-347-4455.

Optomod—AM in stock, immediate delivery. David Green Broadcast Consultants Corporation 703-777-8660.

For Sale: 1. Harris FMC-2, Two Bay FM Broadcast Antenna with deicers, tuned to 100.9 MHz. Excellent condition. Station moved to new frequency. 2. 320 Feet Andrew 1 5/8" HJ7-50A Heliac with connectors. Good Condition. 3. 300 Ft. Windcharger Tower with 20 ft. pole at top. Lights and wiring for lights and deicers. Tower to be available on the ground April 1, 1979. Contact David S. Johnson, Technical Director, Mortenson Broadcasting Company, 619 Peoples Merchants Trust Building, Canton, OH 44702.

Priced for Quick Sale, LDH-1 Head, New, \$4000. LDH-1S Complete, tubes, \$12,000. Complete LDH Parts Inventory. Portable, two-piece LDH/ENC-2, New, \$6000. 10 Day Trial O.K. Wolter Wolthers 714-327-3330.

RCA TK-44A Color Camera Chains (6), complete, including Vinton Heads, less pedestals, can be inspected on air, West Coast. 40K per Chain. 205-956-2200.

Revox B77 demonstrator, 7 1/2, 3 3/4 ips 2 track stereo, portable cabinet \$1350. 303-242-0405.

50 Kw. AM Transmitter, General Electric BT50A 14 years old removed from service in July of '78 crated and ready for shipment. Includes power cutback kit for 10 kw. operation, many spares. Sony U-matic 3/4" recorder/player 3 years old \$1000 in excellent condition. Contact E. K. Klein, Director of Engineering, Buck Owens Group, 602-966-6236, PO Box 3174, Tempe, AZ 85281.

Four Complete GE PE250/350 color cameras plus extra CCU. Excellent condition. Presently in use. Should become available about June 1. \$10,000 each. Lee Whitehurst 615-749-2255. Wayne Caluger 615-889-6840.

Scully 250-S 1/2 track stereo recorder. 7.5-15 IPS. New in original packing. \$1975 plus shipping. WARE, 90 South St., Ware, MA 01082. 413-967-6231.

Here is the equipment you need! Broadcast professional has transmitter, tower & ground system, studio equipment, test equipment, furniture, etc. to install as investment in new or existing station. Reply in confidence; all inquiries acknowledged. Box C-121.

XQ 1070/5 Tubes, \$575., Angenieux 10X14 f.1.7, Case, \$2600. Prism Multiplexer S360., TBC 220, 280, \$350., Transit Cases, \$60. 10 Day Trial O.K. Canyon Associates, 714-327-3330.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Free Jobsheet! See why the Best is Not the most advertised. "Hot Tips", PO Box 678, Daytona, FL 32017. 904-252-3861.

Major Market TV/Radio voice will record your radio spots, liners, drop-ins reasonably. Box C-71.

Original Jingles, comedy spots, and music background by Dirty Lips Productions. Complete studio facilities. 111 Presidential Blvd., Bala Cynwyd, PA 215-667-1003.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160, 303-795-3288.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Not Comedy—Total personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 20093, Long Beach, CA 90801. (Phone 213-438-0508).

Topical One-Liners! Travolta! Yukky winter & the snowbirds! Cronkite! Billy Carter! 1 Year—\$20. Current Issue \$3. Tiger Lyons, PO Box 303, Franklin Park, IL 60131.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 26 and May 7. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

First Class FCC License in six weeks. Contact Elkins Radio License School. PO. Box 45765, Dallas, TX 75245, 214-352-3242.

1st class FCC, 6 wks., \$500 or money back guarantee, VA appvd. Nat'l Inst. Communications. 111488 Oxnard St., N. Hollywood CA 91608.

First Class License in 6 weeks at First Class Communications School—4801 Classen Blvd., Oklahoma City, OK 73118-405-842-1978.

RADIO

Help Wanted Technical

WE NEED THE RIGHT ENGINEER!

Great opportunity in Midsouth. Must be capable studio and transmitter person. Aggressive quality oriented firm seeking engineer to fit into exciting high challenge environment. Multi facility in new building offering super potential to the person who can fit—Who feels comfortable with all kinds of challenges, has good attitude and good personality. Box C-101.

Help Wanted News

NEWS DIRECTOR Major Midwest Market

Major Midwest group owned AM seeks experienced pro to organize and direct efforts of large staff, especially in drivetime extended news blocks. All-news station experience helpful. Send resume to Box C-129.

Equal Opportunity Employer

NEWS DIRECTOR

needed for KWIZ Radio located in the Disneyland/Newport Beach area of Southern Cal. Send tape and resume to Bill Weaver, KLOK Radio, PO Box 21248, San Jose, Ca 95151, (408) 274-1170.

Help Wanted Announcers

TALK PERSONALITY

Major East Coast powerhouse looking for a talk host with a genuine personality. Must be able to communicate, entertain and inform. Salary based on experience and talent. Send resume only (no tape). We will contact you. Box C-133

Radio Station KLIV.

We've just lost one of the Bay Area's top morning men. If you have a lot of wit and know how to use it briefly, send tape to John McLeod, program director of this disco-Top 40 station — Box 995, San Jose, Ca. 95108. EOE.

SUSQUEHANNA BROADCASTING TALENT SEARCH

Major market group (Dallas, Atlanta, etc.) is looking for talented communicators. Possible immediate openings for Music personalities, talk personalities and news people. Send tape and resume to:

Bob Shiple
Susquehanna Broadcasting Co.
Radio Division
140 East Market St.
York, PA 17401
Equal Opportunity Employer

Help Wanted Programing, Production, Others

FLORIDA BEAUTIFUL MUSIC PRO

Ops manager, production individual, take charge person for Bonneville beautiful music station in Florida's greatest non-metro market. Must understand details and requirements of syndicated automation. Salary commensurate with ability. Send tape and resume to Gene Hester, WMFO, PO Box 705, Ocala, FL 32670.

Situations Wanted Management

MINORITY BROADCASTER

Seeks GM position, 10 years in top forty and black radio plus college and programming experience. Box C-156.

Situations Wanted Management Continued

General Manager

Looking for equity position. Credentials simply unparalleled anywhere in the industry. Will meet with you personally at NAB. Box C-169.

I'VE MADE IT TO THE TOP.

Now I want to manage. 24 years experience including network news anchor. Done it all from budgets to promotion, programming and license renewals. Limited sales background. Want management and partial ownership in top 100 Sunbelt or South East market. Box C-154.

Situations Wanted Announcers

Telephone Talk Host Now in Top 10 Market

General interest topics—or—an all night show is my specialty. Available on 1 month's notice.

Box C-105

ADULT CONTEMPORARY

I can't drive or watch the tube, because I'm blind. But I can tell you things you've never heard, from a point of view you've probably never seen. I know my music and like it, too. And after eight years, running combo is second nature. Major-medium market. Steve Possell. (212) 855-4870 ... (914) 786-2233.

Situations Wanted Programing, Production, Others

ATTENTION GENERAL MANAGERS

of large or major market radio stations: I'm a proven program director with eleven years in small, medium, and large markets. I'm research oriented and will know what your clients will buy, and what will get ratings after only 30 days in the market. Ready immediately. It takes big bucks because I'm good. All replies confidential. Will answer all. Joe, 304-748-0564.

TELEVISION

Help Wanted Management

Director of Engineering/Chief Engineer

for major market PTV station. Responsible for planning, development, implementation, and maintenance of all technical facilities; coordination and supervision of staff and budget. Five years experience in broadcast engineering management, knowledge of current state-of-the-art equipment, and valid 1st Class FCC license required. Send resume to: Personnel, WTVS, 7441 Second Blvd., Detroit, Mi 48202. An Equal Opportunity Employer. Women and minorities are encouraged to apply.

Help Wanted Management Continued

General Manager TV Station

Budget preparation. Expense control. Operating statement analysis. Audience development. Sales and pricing strategy locally and with a top national rep. Above needed for continued profit growth of strong network affiliate in Southeast. Manager's compensation will include piece of that profit growth. Letter and resume to Box C-22.

BUSINESS MGR NEEDED

WPTY-TV CH 24
MEMPHIS, TN

Challenging opportunity for right individual. Excellent compensation and benefits. Contact John Seirao - Memphis 901-278-2424.

Help Wanted Sales

Regional Sales Manager Southwest Territory

A leading manufacturer of Television Broadcast and Post Production equipment has an opening for a Regional Sales Manager for the Southwest territory.

The Company has been in business for twenty years and has consistently led the industry in technical innovations in switchers, automation and VTR editing.

This opening is a unique opportunity for an experienced professional broadcast sales manager with a strong technical background to meet his or her own personal objectives in a well established territory where the Company already enjoys a large market share. The successful applicant will have an excellent base salary plus commissions with benefits. Company car and paid travel expenses.

For further information send your resume, in confidence, to:

CENTRAL DYNAMICS CORPORATION

Attn: Howard A. Shephard
President

331 West Northwest Highway
Palatine, Illinois USA 60067

Help Wanted Technical

Help Wanted Technical Continued

CCTV ENGINEER

Position available in well-equipped and highly regarded dental school media center. Requires high school, some college and/or completion of a program in electronics and television maintenance at an accredited institute and a minimum of 4 years experience in maintenance and operation of color CCTV or broadcast equipment including FCC First Class. Excellent salary and benefits. Submit resume to Maxine Powell, University of Maryland at Baltimore, 685 W. Baltimore St., Baltimore, Md. 21201. Equal Opportunity Employer.

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

DIRECTOR OF ENGINEERING

Outstanding opportunity for an experienced Chief to become involved in the planning and installation of a new television facility for an established independent UHF station in Louisville, Kentucky. Contact Elmer Jaspan, President, WDRB-TV, 1051 East Main Street, Louisville, Kentucky, or contact at NAB, March 25 through March 27 at Fairmont Hotel, Dallas.

An Equal Opportunity Employer

STAFF ENGINEER

Join the Engineering and Development Department of this major TV network and become involved with a team of highly skilled professionals on up-to-the-minute projects.

We're seeking an individual with a thorough knowledge of RF transmission and related areas of frequency allocations. Familiarity with FCC rules and regulations is essential.

You should have a BSEE, or equivalent, and a minimum of 3 years related experience. Most important is the ability to translate in-depth technical research literature into practical working plans. Good communications skills, both verbal and written, are required. If you possess all of these attributes, then we'd like to hear from you.

We'll offer fully commensurate salary, excellent benefits, and the opportunity to accelerate your career growth in a totally professional environment. Please send resume, including salary history and requirements, to:

Box C-168

An equal opportunity employer, m/f

TELEVISION MAINTENANCE ENGINEER

San Francisco-based major corporate teleproduction facility has an opening for maintenance engineer. The system includes: RCA TR600 and TPR10 VTRS, RCA TK and TKP45 cameras, time code editing, etc. Candidate must have: broadcast experience, strong digital electronic background, the ability to work closely and get along well with people in a production environment. FCC first-class license and degree helpful, but not mandatory. While the duties are mainly technical, there is some operation involved. Send resume and salary history in confidence to:



MANAGEMENT RECRUITMENT, DEPT. 3616
P.O. BOX 37000, SAN FRANCISCO, CA 94137
Equal Opportunity Employer
BANK OF AMERICA

"COME WEST YOUNG MAN/WOMAN"

Here is your chance to be a chief engineer in Pikes Peak country. This is the only opening for chief in the Rocky Mountain West where the cost of living is reasonable. We are full power public television station about to add \$150,000 of new equipment and will be moving our studio fairly soon. Things are happening here and we need someone to help make them happen right. Salary negotiable with good fringes. Call 303-549-3220 or send resume to KTSC, 900 West Orman Avenue, Pueblo, CO 81004. An affirmative Action Employer

DO YOU SUPPORT FAMILY PROGRAMMING?

Television Chain growing fast needs top Engineer Miami/Ft. Lauderdale. Midwest positions also available. Send resume immediately to: Doug Greenlaw, VP/GM, WHFT - TV, P.O. Box TV-45, Miami, Fla. 33169.

Help Wanted Programing, Production, Others

Media Specialist

We are currently seeking an Art Director/Camera Person/Editor to coordinate all creative aspects of video tape production for small in-house unit of Chicago based Fortune "500" manufacturer. Solid knowledge of fundamental operations (3/4") and equipment troubleshooting required. Maintenance Engineer on staff.

Major emphasis on innovative approaches and top technical quality. CMX 340 experience a plus.

Send resume and salary requirements to:

Box C-174
Equal Opportunity/Affirmative Action Employer m/f

DIRECTOR OF PROGRAM SCHEDULING

A New York based leader in subscription television requires an outstanding Director of Program Scheduling who will be responsible for developing and managing the complete monthly schedule. Managing a staff of eight, he or she will manage all of the variables which produce an outstanding programming mix including: amount and variety of product, cost versus degree of user satisfaction, and the on-air look and performance of the network. The successful candidate is probably now a Program Manager or an Assistant Manager with a medium or large commercial television station. A competitive compensation package, including a base salary and a bonus, as well as an excellent benefits program, is offered.

BOX C-173

Media Specialist

The media production center, Bell & Howell Microimagery Group, has an opening for a Media Specialist to produce and direct a full range of internal video communications, with major emphasis on creative technical training. Must be a strong writer and experienced in all aspects of production including EFP, BA and a minimum of 2 years industrial experience required.

Send resume and include salary interests to:

Annette Cook, Mgr.
Media Production Center



BELL & HOWELL

Bell & Howell
Microimagery Group
6800 N. McCormick Road
Lincolnwood, Ill. 60645

Equal Opportunity/Affirmative Action Employer
Females and Minorities encouraged to apply

Help Wanted News

TV WEATHER PERSON

Major market network affiliate seeks an attractive individual for on-camera weathercasting position. We're looking for someone with flair, who exudes charisma. Previous weather experience is NOT important: charm and a vibrant personality are the most important qualifications. Send resume to Box C-93.

Help Wanted Announcers



We're expanding! WFSB has begun the search for a bright, articulate, co-host for PM. MAGAZINE. The person we select must be a fresh, sparkling personality who possesses a warm, personal on-air manner. This person must also be able to write, field produce, book and research. PM. MAGAZINE in Southern New England is nationally ranked number one in both ratings and share (Nov. '78 NSI-ARB). Send all resumes and tapes to:

Ed Piette
Executive Producer
WFSB-TV
3 Constitution Plaza
Hartford, Connecticut 06115

Mairite is Looking

WCTI-TV, ABC for Greenville-New Bern-Washington, N.C. is currently accepting applications to fill pending openings in our expanding news operation. We seek aggressive reporters with ENG experience. Anchor work also available. Above average compensation and excellent benefit package. Send audition tape and resume with salary history to: Bill Jenkins, V.P./General Manager, WCTI-TV, P.O. Box 2325, New Bern, N.C. 28560. Mairite Broadcasting is an equal opportunity employer.

Public Notice

CITY OF RYE PUBLIC NOTICE

The City of Rye, in Westchester County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a formal "Request for Proposals" available from the undersigned. Applications will be accepted until 4:00 P.M., Thursday, May 31, 1979, and all applications received will be available for public inspection during normal business hours at the City Planner's Office in the City Hall, City of Rye, New York.

Frederick E. Zepf
Committee Coordinator
City Hall
Rye, New York 10580
Tel. 967-5400

PUBLIC NOTICE

National Public Radio Board Committee Meetings will be held in the NPR offices, Washington, D.C. for the purpose of budget review. Programming, March 27, 1979, 9-5 p.m.; Long-Range Planning & Legislation, March 28, 9-12 p.m.; Membership, March 28, 1-5 p.m.; Technology & Distribution, March 29, 12-5 p.m. and March 30, 9-12 p.m. Open to the public. (202) 785-5407.

ALLIED FIELDS

Help Wanted Sales

Television Programing



Attention Production companies and TV stations:

Available soon. A new childrens young adult program full of warmth and humor. It will be informative, entertaining, educational and inspirational. From Dancing To Science, A Total New Approach. We are looking for collaborators in production and distribution. Write Haughey Productions, P.O. Box 17729, Phila. Pa. 19135.

Radio Programing

THE BIG BAND ERA LIVES

and is ready to produce profits for your station—
Send for details:



● STRIKE UP THE BAND
Box 221, Beloit, WI 53511.

COMPUTER SYSTEM SALES

Station Business Systems, one of the nation's leading suppliers of business automation systems for the broadcasting industry, has several openings for regional sales representatives.

Consultive sales position will interact with prospects' top management, to understand their needs, and sell solutions. Extensive broadcasting experience at middle or upper level management preferred. Will seriously consider outstanding individuals without previous sales experience. Particularly interested in controllers, business managers and general managers with business systems experience and desire to get into direct marketing role. Excellent compensation plus all travel expenses paid. Heavy travel required in Mid-Atlantic.

Provide a complete resume plus a letter describing your interest in the job and desired compensation to:

STATION BUSINESS SYSTEMS
a division of Control Data Corporation
600 West Putnam Avenue
Greenwich, Conn. 06830
Attn: Larry T. Pfister

An Affirmative Action Employer M/F



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

ALLIED FIELDS
Help Wanted Management

SECRETARY OF COMMUNICATION
United States Catholic Conference

Communication Generalist, electronic media experience essential. Responsibilities include overall administration and direction of 50 person communication department. Embraces radio, television, promotion, media training, film, newswire and emerging telecommunication technology. Develop policy proposals, structure, staffing, program planning and budget. Knowledge of telecommunications technology, communication law and public policy critical; broad knowledge of all media; experienced public advocacy; promote new annual communication collection in all Catholic churches for campaign to spread Gospel through media. Minimum 12 years professional experience. MA or PhD preferred. Extensive travel. Good understanding of and familiarity with Catholic church desirable. Job description available upon request. U.S. Catholic Conference is the civil entity of the American Catholic Bishops. Non-profit corporation based in Washington, D.C. with branch offices in New York City. Applications should be sent in writing only to:

Monsignor Thomas J. Leonard
Associate General Secretary
UNITED STATES CATHOLIC CONFERENCE
1312 Massachusetts Avenue, N.W.
Washington, D.C. 20005
DEADLINE: APRIL 10, 1979
Salary \$30,000 - \$40,000 based on experience

Business Opportunities

A service for MINORITIES. . . .

You can be broadcast owners. Special financing is now available to you. We can help you acquire funds to buy or construct stations.

We are experienced in designing presentations for loans and investments. We can assist you as we have other minority clients. This service is offered to a limited number of minority clients only.

NAB
Fairmont Hotel
March 25-26-27
By Appointment

Ray Kandel
2222 Ave. of the Stars (No. 2102)
Los Angeles, CA 90067
(213) 277-4980

Radio, TV licensees. . . .

You may acquire additional properties through major bank financing secured by your stations. Location, size experience are determining factors.

We are experienced in designing presentations for loans secured by radio or television properties. This service is open to principals and brokers. Our clients will recommend our services.

NAB
Fairmont Hotel
March 25-26-27
By Appointment

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2222 Ave. of the Stars (Suite 2102)
Los Angeles, CA. 90067
(213) 277-4980

Business Opportunities
Continued

A market study of all the communities that have open FM broadcast allocations.

For information write or call.

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TWO INT'L 27' MOBILE UNITS

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Bankers Trust Company, a \$28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:

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- Private Placements
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- Lease Financing
- Management Consulting

Initial, confidential consultation anywhere in the United States at no charge. Call collect: Richard J. Berman, Vice President, Bankers Trust Company, 280 Park Avenue, New York, N.Y. 10017, telephone (212) 692-2301.

ALLIED FIELDS

Help Wanted Programing, Production, Others

EDS Video Services

The following exciting career opportunities are available with one of the nation's leading corporations:

Manager of Video Production Acquisition — Commercial
Manager of Video Production Acquisition — Institutional

These two managers will be responsible for the acquisition of rights for theatrical, business, educational, sports, religious, "how to do," and similar video programs. The candidates should possess previous experience as the program manager of a television station, as producer of commercial or institutional television programs, or as director of a video or film acquisition program.

Manager of Advertising and Direct Mail
Assistant Manager of Advertising and Direct Mail

Responsible for the execution of nationwide direct mail and advertising campaigns. The applicants should possess substantial direct mail and advertising experience with the capability to develop EDS Video Services total marketing strategy from concept through execution in cooperation with the participating advertising agency. A background in the marketing of consumer electronics is helpful but not necessary.

Manager of Video Cassette Duplication Services

Responsible for the operation of the company's sophisticated cassette duplication center. Duties include video cassette duplication, product quality control and equipment maintenance. The candidate must possess a substantial expertise in the maintenance and operation of video recording equipment.

Manager of Video Program Development
Assistant Manager of Video Program Development

Responsible for the creation of video cassette programs in many subject areas, supervising each property from concept through post-production. The Manager will also be responsible for the editing and make ready for video cassette distribution of properties acquired from other producers. No large in-house production facilities are visualized. The Manager and his Assistant will subcontract video production activities. The candidates should possess substantial commercial, educational, corporate training or advertising agency television production experience.

Electronic Data Systems Corporation is a multi-national NYSE-listed corporation with annual sales of approximately two hundred fifty million dollars. Its subsidiary, EDS Video Services, has been formed to market hardware and soft ware products of the video cassettes/disk and micro-processor industries.

Written applications only will be accepted. Please summarize educational background, previous work experience and salary requirements.

EDS Video Services is based in Dallas, Texas. Applications must be received by March 26, 1979. Interviews will be held in New York, Chicago, Washington, D.C., and Los Angeles shortly thereafter. EDS VIDEO SERVICES, Lloyd H. Haldeman, President, 7171 Forest Lane, Room 562, Dallas, Texas 75230.

EDS
Equal Opportunity Employer M/F

**TECHNICAL
EDITOR**

BROADCAST ENGINEERING offers exceptional opportunity to experienced technical editor. Will join aggressive, expanding staff of established trade publication. Substantial experience in the electronic communications and broadcast field is required, along with familiarity of all phases of magazine production. We offer top salary, comprehensive benefits and continuing growth potential. Must be willing to relocate to Kansas City area. Please send resume indicating current compensation to:

PERSONNEL ADMINISTRATOR
INTERTEC PUBLISHING CORP.
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Overland Park, Ks 66212

An Equal Opportunity Employer M/F

For Sale Stations

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

- AM/FM Kentucky. Real Estate. \$420,000.
- AM/FM in Western N.Y. State. \$590,000.
- 1 kw AM in Southern Ga. Real Estate. \$250,000.
- 3 kw FM in good Ga. market. \$280,000.
- 10kw AM in North Carolina. University term. \$480,000.
- Fort Worth/Dallas area. Fantastic coverage. Billing 500,000. Make offer.
- AM-FM in Kentucky \$360,000. Terms.
- Unusual circumstance regarding fantastic buy in New Jersey. Powerful day timer. Great market. \$650,000.
- 3kw Stereo FM. Densely populated suburban area in Central Ohio. \$375,000.
- Eastern Georgia. 1kw Daytimer with very good coverage. \$420,000.
- Underdeveloped facility in large metro area. \$1.5 million.
- North Florida Metro area. Daytimer. \$360,000.
- 10kw AM in Texas with Fulltime C.P. \$675,000.
- FM in Waco, Texas area. \$140,000.
- AM/FM. Southern Kentucky. Real Estate. \$340,000.
- AM/FM in Louisiana with very high potential. \$425,000.
- Overseas AM/FM/TV. U.S. Commonwealth Automation. \$220,000.
- N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.
- Two central Georgia properties.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

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615-756-7635 24 HOURS

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So East Stations

See You At NAB
Hilton—Suite No. 1048

Reggie Martin & Associates

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Key Biscayne, Fla	Locust Hill, Va
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WQIZ AM-FM

5000 watts daytime - 810 khz
100,000 watts. 24 hours. 107.5 stereo

This powerful Charleston SC area combo programs Gospel on AM and Disco-Soul on FM. A great potential and opportunity for minorities.

Priced slightly above 21/2 gross
\$1,000,000

For Sale Stations Continued



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For New York state AM/FM. Growing operation with good cash flow. A fine investment opportunity at asking price of \$650,000 which includes real estate. Cash or negotiable terms to qualified buyer. Contact Keith Horton at our Elmira office, or any associate.

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NC	Daytimer	225K	Small
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GA	Daytimer	467K	Metro
GA	Daytimer	385K	Small
AL	Fulltimer	635K	Small
	AM-FM		
NY	Fulltimer	1.6MM	Major
	AM		
TX	Daytimer	695K	Medium
	AM		

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W	Metro	AM/FM	\$1MM	29%	Bill Whitley	(214) 387-2303
MW	Major	AM	\$550K	Cash	Warren Gregory	(203) 767-1203

To receive offerings of stations within the areas of your interest write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

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ANNOUNCEMENT

SHERMAN
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Mr. Gordon Sherman of Sherman and Brown Associates will be in attendance at the NAB Convention in Dallas to consult with you. Please call him at the

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(214) 748-1200

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500 Watt Daytimer

\$285,000, 29% Down, terms. Excellent facility, principals only. Write Box C-123.

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(415) 479-0717
MEDIA BROKERS - CONSULTANTS

Stock Index

Stock symbol	Exch.	Closing Wed. March 14	Closing Wed. March 7	Net change in week	% change in week	High	Low	1978-79	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting											
ABC	N	34 1/2	34 5/8	- 1/8	- .36	41 1/4	23 1/2	8		27,700	955,650
CAPITAL CITIES	CCB	38 7/8	38 3/4	+ 1/8	+ .32	75	37 3/8	11		14,000	544,250
CBS	N	49 1/2	49 5/8	- 1/8	- .25	64	43 7/8	7		28,100	1,390,950
COX	N	58	58 7/8	- 7/8	- 1.48	59 3/4	25 1/2	13		6,667	386,686
CLASS TELECASTING	GGG	22 3/8	20 1/2	+ 1 7/8	+ 9.14	23 7/8	13 5/8	8		800	17,900
KINGSTIP COMMUN.*	KTVV	11 1/2	11 1/2			11 3/4	3 7/8	21		462	5,313
LIN	O	37 1/2	36 1/2	+ 1	+ 2.73	43	16 1/2	10		2,789	104,587
METROMEDIA	MET	53 1/4	52 1/4	+ 1	+ 1.91	71	25 1/4	9		4,600	244,950
MOONEY	O	6	6			6 1/2	1 7/8			425	2,550
RAHALL*	RAHL	20 1/2	20 1/2			21 1/4	8 5/8	23		1,264	25,912
SCRIPPS-HOWARD	SCRP	50	50			52	30 1/2	9		2,589	129,450
STARR	SBG	14	14			14		78		1,547	21,658
STORER	SBK	34	32 1/4	+ 1 3/4	+ 5.42	34 7/8	19 3/8	9		4,948	168,232
TAFT	TFB	20 5/8	20 1/8	+ 1/2	+ 2.48	24 7/8	12 1/4	7		8,508	175,477
TOTAL										104,399	4,173,565

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	13 1/8	11 3/8	+ 1 3/4	+ 15.38	14 7/8	3 3/4	11	1,257	16,498
AMERICAN FAMILY	AFL	N	12 1/4	12 1/8	+ 1/8	+ 1.03	17 1/8	9 1/4	6	10,536	129,066
JOHN BLAIR	BJ	N	26 1/2	26 5/8	- 1/8	- .46	31 3/8	11 1/8	6	2,447	64,845
CHARTER CO.	CHR	N	7 3/4	7 1/8	+ 5/8	+ 8.77	8	3 7/8	8	19,219	148,947
CHRIS-CRAFT	CCN	N	12 3/8	11 5/8	+ 3/4	+ 6.45	12 3/8	4 1/2	11	3,696	45,738
COCA-COLA NEW YORK	KNY	N	6 1/4	6 3/8	- 1/8	- 1.96	9 1/4	6 1/8	9	17,641	110,256
COMBINED COMM.	CCA	N	32	31 1/2	+ 1/2	+ 1.58	45 1/8	19	13	10,369	331,808
COWLES	CWL	N	22 3/8	21 3/4	+ 5/8	+ 2.87	25 1/4	12 1/2	18	3,969	88,806
DUN & BRADSTREET	DNB	N	32	31 1/2	+ 1/2	+ 1.58	38	26 1/4	13	27,886	892,352
FAIRCHILD IND.	FEN	N	28	27 1/4	+ 3/4	+ 2.75	35 1/4	9 1/2	7	5,708	159,824
FUQUA	FQA	N	10 1/4	10 1/8	+ 1/8	+ 1.23	13 5/8	8	5	12,661	129,775
GANNETT CO.	GCI	N	42 3/8	41 5/8	+ 3/4	+ 1.80	49	32 3/4	14	22,430	950,471
GENERAL TIRE	GY	N	26	26 1/8	- 1/8	- .47	30 5/8	22 3/8	5	22,710	590,460
GRAY COMMUN.	O	21 1/2	21 1/2			24	8	7		475	10,212
HARTE-HANKS	HHN	N	22 1/4	20 3/4	+ 1 1/2	+ 7.22	24 1/2	13	14	9,117	202,853
JEFFERSON-PILOT	JP	N	30 1/2	30 1/2			34 1/2	26 5/8	8	22,895	698,297
MARVIN JOSEPHSON	MRVN	O	15 3/4	15 1/4	+ 1/2	+ 3.27	15 3/4	8 1/4	8	2,547	40,115
KANSAS STATE NET.	KSN	O	12 5/8	13	- 3/8	- 2.88	14 3/8	4 3/4	11	1,799	22,712
KNIGHT-RIDDER	KRN	N	23	22 3/4	+ 1/4	+ 1.09	28 1/8	13 1/4	10	32,797	754,331
LEE ENTERPRISES*	LEE	N	22 5/8	22 5/8			22 3/4	11 1/8	10	7,285	164,823
LIBERTY	LC	N	32	31	+ 1	+ 3.22	33 7/8	18	7	6,762	216,384
MCGRAW-HILL	MHP	N	25 1/2	25	+ 1/2	+ 2.00	32 5/8	15 5/8	10	24,777	631,813
MEDIA GENERAL	MEG	A	21	20 7/8	+ 1/8	+ .59	23 1/8	13 5/8	10	7,456	156,576
MEREDITH	MDP	N	28 3/4	28 1/2	+ 1/4	+ .87	40 1/4	17 3/8	6	3,094	88,952
MULTIMEDIA	MMED	O	23 1/2	24 3/4	- 1 1/4	- 5.05	28 1/4	16 1/4	11	6,630	155,805
NEW YORK TIMES CO.	NYKA	A	26	26 3/8	- 3/8	- 1.42	31 5/8	15 3/4	14	11,599	301,574
OUTLET CO.	OTU	N	20 3/4	19 5/8	+ 1 1/8	+ 5.73	32 7/8	16 5/8	5	2,445	50,733
POST CORP.	PDS	A	17	16 3/4	+ 1/4	+ 1.49	19 3/8	8 1/8	8	1,824	31,008
REEVES TELECOM	RBT	A	5 3/8	5 1/8	+ 1/4	+ 4.87	5 3/8	1 3/4	60	2,388	12,835
ROLLINS	ROL	N	17	16 3/4	+ 1/4	+ 1.49	24 1/4	14 7/8	8	13,407	227,919
RUST CRAFT	RUS	A	34	33 1/2	+ 1/2	+ 1.49	34	8 1/2	16	2,319	78,846
SAN JUAN RACING	SJR	N	16	15	+ 1	+ 6.66	16	7 5/8	27	2,509	40,144
SCHERING-PLOUGH	SGP	N	29	29			44 3/4	26 3/8	8	53,580	1,553,820
SONDERLING	SDB	A	25 3/8	25 3/8			25 3/8	8 3/8	9	1,105	28,039
TECH OPERATIONS	TO	A	6 1/2	6 5/8	- 1/8	- 1.88	8 3/4	2 3/8	23	1,352	8,788
TIMES MIRROR CO.	TMC	N	30 1/8	30 3/4	- 5/8	- 2.03	35	20 3/4	9	34,811	1,048,681
TURNER COMM.	O	23	26	- 3	- 11.53	31	7 3/4			3,800	87,400
WASHINGTON POST	WPO	A	23 7/8	25 3/8	- 1 1/2	- 5.91	26 1/2	10 7/8	8	16,268	388,398
WOMETCO	WOM	N	15 7/8	14 5/8	+ 1 1/4	+ 8.54	18 1/4	10 7/8	9	8,524	135,318
TOTAL										442,094	10,795,222

Cablecasting

ACTON CORP.	ATN	A	9 3/8	8 7/8	+ 1/2	+ 5.63	13 5/8	3 1/8	7	2,419	22,678
AMECO*	ACO	O					1/2			1,200	
ATHENA COMM.	C	4 3/8	4 3/8			5 1/2	1/8			2,125	9,296
BURNUP & SIMS	BSIM	O	6	5 1/2	+ 1/2	+ 9.09	6 1/8	3 1/8	46	8,531	51,186
CABLE INFO.*	O	2 1/4	2 1/4			3	1/4	11		648	1,458
COMCAST	C	15 1/4	13 1/2	+ 1 3/4	+ 12.96	15 1/4	3 3/4	18		1,617	24,659
COMMUN. PROPERTIES	COMU	O	16 3/4	16 3/4			16 3/4	3 5/8	19	5,018	84,051
ENTRON*	ENT	O	1 1/4	1 1/4			3 1/2	7/8	1	979	1,223
GENERAL INSTRUMENT	GRL	N	34	31 5/8	+ 2 3/8	+ 7.50	40	17 5/8	9	7,682	261,188
GENEVE CORP.	GENV	O	13	12 3/4	+ 1/4	+ 1.96	15 3/4	7 1/2	4	1,121	14,573
TELE-COMMUNICATIONS	TCOM	O	21 3/8	18 1/4	+ 3 1/8	+ 17.12	21 3/8	2 7/8	52	5,327	113,864
TELEPROMPTER	TP	N	15	14	+ 1	+ 7.14	15	6 3/4	22	16,952	254,280
TEXSCAN	TEXS	O	2	1 3/4	+ 1/4	+ 14.28	2 7/8	1 1/4	12	786	1,572
TIME INC.	TL	N	40	39 1/4	+ 3/4	+ 1.91	50	31 3/4	7	20,505	820,200
TOCOM	TOCM	O	8	8			8 1/4	1 5/8	17	1,496	11,968
UA-COLUMBIA CABLE	UACC	C	48 1/2	47 1/2	+ 1	+ 2.10	48 1/2	15 1/2	24	1,679	81,431
UNITED CABLE TV	UCTV	O	30 1/2	30	+ 1/2	+ 1.66	30 3/4	3 7/8	25	2,036	62,098
VIACOM	VIA	N	27 3/8	27 3/4	- 3/8	- 1.35	28	16 5/8	15	3,799	103,997
TOTAL										83,920	1,919,722

Stock symbol	Exch.	Closing Wed. March 14	Closing Wed. March 7	Net change in week	% change in week	1978-79 High	1978-79 Low	P/E ratio	Approx. Shares out (000)	Total market capitalization (000)	
Programming											
COLUMBIA PICTURES	CPS	N	20 3/4	19 7/8	+ 7/8	+ 4.40	24 1/2	7 3/8	3	9,749	202,291
DISNEY	DIS	N	38 1/8	37	+ 1 1/8	+ 3.04	47 5/8	32 1/4	13	32,416	1,235,860
FILMWAYS	FWY	N	14 5/8	14 5/8			17	6 7/8	8	10,980	160,582
FOUR STAR			1 1/4	1 1/4			2 1/8	1/2	13	666	832
GULF + WESTERN	GW	N	15 1/8	14 3/8	+ 3/4	+ 5.21	18 3/8	10 1/4	4	48,177	728,677
MCA	MCA	N	41	41 1/8	- 1/8	- .30	48 1/4	25 3/4	7	23,227	952,307
MGM	MGM	N	22 7/8	22 1/4	+ 5/8	+ 2.80	24 1/8	12 7/8	7	29,102	665,708
TRANSAMERICA	TA	N	17 1/2	16 3/4	+ 3/4	+ 4.47	19	13 1/4	6	66,475	1,163,312
20TH CENTURY-FOX	TF	N	37 5/8	35 1/8	+ 2 1/2	+ 7.11	39 3/8	10	5	7,759	291,932
VIDE CORP. OF AMER	D	O	5 1/2	5 1/2			9 3/4	3 1/2	16	988	5,434
WARNER	WCI	N	45 3/4	44 3/4	+ 1	+ 2.23	56 7/8	25 3/4	8	14,622	668,956
WRATHER	WCO	A	14 3/4	13 3/4	+ 1	+ 7.27	14 7/8	4 1/2	40	2,308	34,043
TOTAL									246,465	6,109,934	

Service

BBUD INC.	BBDD	O	33 3/4	33 1/4	+ 1/2	+ 1.50	38 3/4	22 1/2	8	2,513	84,813
COMSAT	CQ	N	42 1/8	41 1/2	+ 5/8	+ 1.50	48 3/4	28 3/4	11	8,000	337,000
DOYLE DANE BERNBACH	DOYL	O	19	17	+ 2	+ 11.76	31	16 1/4	7	1,776	33,744
FOOTE CONE & BELDING	FCB	N	17 1/2	17 3/8	+ 1/8	+ .71	23 1/8	14 3/4	6	2,538	44,415
GREY ADVERTISING	GREY	O	35	34	+ 1	+ 2.94	36	16 1/2	4	624	21,840
INTERPUBLIC GROUP	IPG	N	34 1/2	32 7/8	+ 1 5/8	+ 4.94	39 1/4	22 1/2	7	2,387	82,351
MCI COMMUNICATIONS	MCIC	C	5 3/8	5	+ 3/8	+ 7.50	5 3/4	7/8	49	20,431	109,816
MOVIELAB	MOV	A	4 1/4	4	+ 1/4	+ 5.25	4 1/4	1	16	1,414	6,009
MPD VIDEOTRONICS	MPD	A	4 5/8	4 1/2	+ 1/3	+ 2.77	65 3/8	4	4	520	2,405
A. C. NIELSEN	NIELB	O	22 1/2	20 3/4	+ 1 3/4	+ 8.43	28 1/2	18 7/8	10	10,980	247,050
OGILVY & MATHER	OGIL	O	23 1/4	23 3/4	- 1/2	- 2.10	56 1/2	20	8	3,610	83,932
TPC COMMUNICATIONS	TPCC	O	8 3/8	8 1/8	+ 1/4	+ 3.07	10 1/2	2 1/4	16	899	7,529
J. WALTER THOMPSON	JMT	N	25 3/4	24 1/4	+ 1 1/2	+ 6.18	32 7/8	15 1/8	6	2,649	68,211
WESTERN UNION	WU	N	19 1/8	18 3/4	+ 3/8	+ 2.00	21 1/4	15	7	15,177	290,260
TOTAL									73,518	1,419,375	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	7 3/4	6 7/8	+ 7/8	+ 12.72	10 1/4	2 3/8	6	1,672	12,958
AMPEX	APX	N	15 3/4	15 1/2	+ 1/4	+ 1.61	19 1/4	7 3/8	12	11,357	178,872
ARVIN INDUSTRIES	ARV	N	14 5/8	14 3/8	+ 1/4	+ 1.73	22 1/2	12 1/2	4	5,959	87,150
CCA ELECTRONICS*	CCA	D	1 1/8	1 1/8			5/8	1/8	1	897	112
CETEC	CEC	A	4 7/8	4 5/8	+ 1/4	+ 5.40	5 3/4	1 3/4	11	2,127	10,369
COHU	COH	A	3 1/2	3 1/8	+ 3/8	+ 12.00	5 1/2	2 1/8	11	1,732	6,062
CONRAC	CAX	N	15	14 1/2	+ 1/2	+ 3.44	27 1/4	13 1/2	8	2,052	30,780
EASTMAN KODAK	EASKO	N	61 1/2	61 1/4	+ 1/4	+ .40	86 3/4	42	12	161,376	9,924,624
FARINON	FARN	O	13 1/4	12	+ 1 1/4	+ 10.41	16 1/2	8	13	4,782	63,361
GENERAL ELECTRIC	GE	N	47 1/8	46 1/2	+ 5/8	+ 1.34	56 5/8	44 1/2	9	184,581	8,698,379
HARRIS CORP.	HRS	N	25 7/8	26 1/2	- 5/8	- 2.35	35 3/4	19 7/8	12	25,461	658,803
HARVEL INDUSTRIES*	HARV	D	6	6			6	3 1/8	16	480	2,880
INTL. VIDEO CORP.*	IVCP	O	1 7/8	1 7/8			2 5/8	1/4		2,701	5,064
M/A COM. INC.	MAI	N	41	39 3/4	+ 1 1/4	+ 3.14	41 7/8	20 1/4	19	1,320	54,120
3M	MMM	N	58 5/8	58	+ 5/8	+ 1.07	64 3/4	43 1/2	13	116,473	6,828,229
MOTOROLA	MOT	N	37 1/2	37 1/8	+ 3/8	+ 1.01	56 7/8	34 1/4	9	28,544	1,070,400
N. AMERICAN PHILIPS	NPH	N	27	26 7/8	+ 1/8	+ .46	36	24 1/2	5	12,033	324,891
OAK INDUSTRIES	GAK	N	24 1/2	21 5/8	+ 2 7/8	+ 13.29	24 1/2	6 1/4	24	2,973	72,838
DRRDX CORP.	ORRX	O	4 7/8	5 1/4	- 3/8	- 7.14	6 1/2	1/2	7	1,977	9,637
RCA	RCA	N	27 1/2	26 1/8	+ 1 3/8	+ 5.26	33 5/8	22 3/4	8	74,821	2,057,577
ROCKWELL INTL.	ROK	N	36 5/8	36 1/2	+ 1/8	+ .34	38	28 1/4	6	33,900	1,241,587
RSC INDUSTRIES	RSC	A	2 3/4	2 5/8	+ 1/8	+ 4.76	4	1 5/8	14	2,412	6,633
SCIENTIFIC-ATLANTA	SFA	A	36	35 5/8	+ 3/8	+ 1.05	36 5/8	16 3/4	17	2,644	95,184
SONY CORP.	SNE	N	8 3/8	8 3/8			10 3/8	7	14	172,500	1,444,687
TEKTRONIX	TEK	N	53 1/4	51 5/8	+ 1 5/8	+ 3.14	68 1/2	28 1/4	15	17,995	958,233
TELEMATION	TLMT	D	1 1/2	1 1/4	+ 1/4	+ 20.00	2 1/4	1/2	2	1,050	1,575
VALTEC	VTEC	O	10	9 1/2	+ 1/2	+ 5.26	12 3/4	6 1/2	26	4,056	40,560
VARIAN ASSOCIATES	VAR	N	17	16 3/8	+ 5/8	+ 3.81	21	13	11	6,838	116,246
WESTINGHOUSE	WX	N	19 3/8	18 7/8	+ 1/2	+ 2.64	24 1/2	16 1/4	6	86,511	1,676,350
ZENITH	ZE	N	14 1/8	13 3/4	+ 3/8	+ 2.72	28	11 3/8	20	18,800	265,750
TOTAL									990,024	35,943,511	
GRAND TOTAL									1,940,424	60,361,329	

Standard & Poor's 400 Industrials Average: 111.28 109.89 +1.39

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.
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earnings
figures are exclusive of extraordinary
gains or losses.

Robert Flanders and his bag of engineering tricks

Robert W. Flanders describes his work as making magic with tiny electrons shooting across a cathode ray tube.

But the vice president and director of engineering for the McGraw-Hill Broadcasting Co., who is to be honored with this year's National Association of Broadcasters Engineering Achievement Award, knows that behind the magic is hard work and skill.

When it comes to television, Mr. Flanders has just about done it all—including building cameras when none could be had otherwise. And he has done most of it in one place, starting with WFBM(AM) Indianapolis and later moving to WFBM-TV before it was acquired by McGraw-Hill and renamed WRTV. After a four-year hitch in the Navy, it was back to WFBM in 1946 where he became interested in the new-fangled medium called television.

"Nobody really knew anything about television," Mr. Flanders says, recalling those early days. "We had to teach ourselves everything." They had to build everything, too. As he remembers, he and his associates jerry-rigged everything the station needed except a transmitter and a film projector. They even made a "Chinese copy" of an RCA camera that was so successful that before he and his small assembly line stopped in 1957, 40 cameras had been made. They built them for other stations as well as WFBM-TV.

In 1952, he designed and built one of the first modular TV cameras. His design allowed for individual circuit panels that plugged into a common chassis to facilitate replacement and repair of individual circuits. Mr. Flanders does not especially regret that he didn't patent the camera, however. "It was a lot of fun," he says.

WFBM-TV went on the air May 31, 1949, with a remote telecast of the Indianapolis 500 auto race. That was not an easy thing for a brand-new station (the first in the state) to lead off with, he says, but "it sold a lot of TV sets."

According to his NAB citation, Mr. Flanders's background goes well beyond the bounds of WRTV and McGraw-Hill. His layout of the station's equipment and facilities has been a model for several other stations in the country. In 1950, he designed and built one of the first programmable automated switchers. The experience gained in that first broadcast eventually blossomed into a generally recognized expertise for live remote broadcasts. Some of those Flanders-engineered broadcasts of the auto race were among the largest remotes in early television.

Mr. Flanders's extracurricular activities



Robert Waples Flanders—vice president and director of engineering, McGraw-Hill Broadcasting Co., Indianapolis; b. Dec. 23, 1918, Akron, Ohio; radio communications officer, Indiana state police, 1940-42; engineer, WFBM(AM) Indianapolis, 1942; chief radio technician, U.S.S. Gilette, U.S. Navy, 1942-46; engineer WFBM 1946; engineer, WFBM-TV (now WRTV-TV), 1949; assistant chief engineer, 1951; chief engineer, 1957; director of engineering, 1960; present position, Dec. 1, 1972; m. Rue Walker, May 6, 1942; two children—Michael, 30, and Rue Ann, 28.

over the years have been just as varied and just as influential. He is a charter member and twice past president of the Society of Broadcast Engineers and in 1973 was elected a society fellow. He was also instrumental in the reorganization of the 4,500-member organization. He has served as chairman of the NAB's Engineering Advisory Committee for the past four years and was chairman of the association's 1969 Engineering Conference Committee. Mr. Flanders has also been a prime mover in the NAB's broadcast engineering seminar program, an annual educational session sponsored by NAB and Purdue University.

In his role as chairman of the advisory committee, he has helped to formulate NAB technical positions on radio reregulation, AM-FM receiver frequency performance, auxiliary frequencies for studio-to-transmitter links, "balanced audio levels" (commercial loudness questions), automatic transmission standards, radiation hazards, operator licensing, AM stereo and the World Administrative Radio Conference.

As he explains it, the duty of the advisory committee is "to guide the board," to look at what is happening in the technical world and determine whether it is in the interests of broadcasters. How political does this technical body get? (It is composed of six station members and repre-

sentatives from the networks.)

"We try to look at things from a technical standpoint," Mr. Flanders says. "But there are some positions you can take and some you can't because of the stand NAB has to take."

Aside from his work with the NAB, Mr. Flanders has a full schedule of administrative duties with McGraw-Hill, overseeing the technical operations of the group's four television stations. He says his main concern in that respect is to see "we're at the current state of the art" in engineering. He visits each of the company's stations at least twice a year, talking to subordinates about what they think they may need in the way of new equipment. Although each is autonomous in many areas, the stations often have much the same equipment. (Mr. Flanders says he gets price breaks by ordering in bulk.) "My basic job is to put all that together. We've never gone to management to ask for something we didn't get," he says.

As an administrator-engineer, Mr. Flanders has a special interest in the position of the engineering community in the managerial hierarchy of broadcasting. Things have come a long way over the years, he says, but he is still aware of the dichotomy between the station's front office and its engineers.

"The engineer has gotten himself recognized" in the broadcasting world, Mr. Flanders says, in part, because management and programming people have come to realize that the engineer has a "highly specialized skill that is not spread around." That's not the case everywhere, of course.

The engineer's enhanced status has yet to filter down to smaller stations, where, Mr. Flanders believes, there is a tendency to downplay engineering. "There are many stations where the engineer is looked down upon as a necessary evil," he says. "But that's ill-advised. The engineer is too vital in what's going on the air."

As a graduate, of "the school of hard knocks," who learned much about the television business by teaching himself, Mr. Flanders takes a special interest in seeing that the engineering community does not forget those who are now entering the field. "What are we doing about the kids?" he asks at a time when the new technologies of broadcasting are changing the business. At his stations, Mr. Flanders has instituted formal training courses to acquaint his engineers and new ones with the new equipment of broadcasting.

Engineering, in many ways, is a world unto itself, peopled by men and women who are just a little different from managers or salesmen or production personnel. "It's like a land others don't know anything about—a land of electrons floating by," says Mr. Flanders.

Editorials

Then and there . . .

If a consensus emerged from the National Association of Television Program Executives annual conference in Las Vegas last week, it was a recognition of impending change in the structure of television program distribution. To that extent, such disparate speakers as Charles Ferris, chairman of the FCC, and Joel Chaseman, president of Post-Newsweek Stations, could find common ground. Technological developments are creating new ways to deliver more television in more forms to the American home.

It was not a reassuring event for television networks, which are accustomed to their role as the central force in television broadcasting. Networks will continue their useful function, Mr. Chaseman said, but they will be less important to their affiliates. The affiliates themselves, as well as independent stations, must face intensifying competition from cable and home playback and recording instruments.

The satellite system announced by RCA, Viacom and Post-Newsweek at the NATPE conference may be a way station on the road to the expanding universe. If it proves cost-effective in the internal distribution of programming within the broadcasting system, it must inevitably expand beyond the simple syndication function that is its first promise. But whether this project succeeds or fails, it is a reminder that satellite technology is a certain element in the emerging system.

Amid all the prospects of change, there is a constant. However it is delivered, it is the program that counts.

. . . Here and now

Whatever future forms television takes, the operators of the present system have been given another vote of confidence by their audience. The latest Roper poll in the long series that the Television Information Office has sponsored affirms the essentiality of television in American life.

Television remains, year after year, the medium from which most people get their news, the one most people trust, the one with which they spend most time. A minority remains impatient with some commercial practices, but the minority does not grow. The vast majority accepts television for what it is and makes no unreasonable demands upon it.

It is a democratic instrument serving a democracy.

Full plate

With the introduction last week of vastly different bills by Ernest F. Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, and Barry Goldwater (R-Ariz.), ranking minority member, it became probable that the 96th Congress will enact changes in the Communications Act of 1934. Until the senators bestirred themselves, Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, had held the stage alone with his rewrite of the act. His rewrite of the rewrite will be in the limelight this week or next, if his promised release date holds, but it now has company.

Of the two bills introduced last week, broadcasters will prefer Senator Goldwater's, although some will object to his proposals for a license fee. He offers significant deregulation of radio, with licenses in perpetuity, revocable only for good cause. He offers less deregulation for television but would give deserving licensees reasonable immunity against challenges for their facilities.

As to the Goldwater fees, broadcasters would be well advised to

think before automatically rising in opposition. His fees would be scaled to the cost of FCC regulation, and the quid he offers pro the quo of purchasing a license is freedom from a good deal of government regulation that is now in effect. Paying for a license to broadcast, like paying for a license to drive, would confer a right that is missing in existing communications law.

In contrast, Senator Hollings's fees are calculated to "reflect the value of the spectrum used by licensees." He specifies no purpose for which their proceeds could be used, although it is evident that his yield from broadcasting would considerably exceed Mr. Goldwater's. For his higher price, Mr. Hollings offers much less relief from regulation.

The Van Deerlin rewrite is expected to contain a higher scale of fees than either Senate bill's. Comment must be deferred until the official word is out, but meanwhile it is apparent that fees will be part of every major piece of communications legislation. It may no longer be a question of whether broadcasters will pay, but how much they will pay and for what.

The deregulation that Mr. Hollings holds out to radio is a license in perpetuity, and not much else. Five percent of all radio stations, selected randomly, would be examined by the FCC each year to determine whether they were serving the "public interest, convenience and necessity"—the standard the FCC has always used to venture into program content and business affairs. Television gets less. Its license terms would be extended from three years to five. Multimedia ownerships and absentee ownership would not count against an incumbent in a contest for its facility, if it were in compliance with existing rules. It is deregulation that falls short of Mr. Goldwater's and of what can be anticipated in the Van Deerlin work.

A feature of the Hollings legislation to worry broadcasters is the proposed creation of a 15-member National Commission on Spectrum Management that is to recommend ways to reallocate and manage spectrum space. Included in the instructions it would be given are these: "to promote diversity and multiplicity of broadcast signals available to the public, promote minority ownership interests and promote maximum full-time local service."

The need for a new commission to do what the FCC is currently empowered to do is not immediately discernible, but the capacity is there for another assault on the frequencies now used by broadcasting and for new pressures to Balkanize the existing system.

There is enough for broadcasters to think about in the Goldwater and Hollings bills. But soon Van Deerlin.



Drawn for BROADCASTING by Jack Schmidt

"What the hell are you trying to do—write a blooper book of your own?"



"No one can make you feel inferior without your consent.."

Eleanor Roosevelt
1884-1962

Memphis . . . City with a stigma. Ten years had passed since Dr. Martin Luther King, Jr. had been struck down by an assassin's bullet on the balcony of the Lorraine Motel in that once-proud music capital of the mid-south.

Dr. King had come to Memphis in April of 1968 to help municipal workers gain a better contract with the city, an effort to raise a people from a position of inferiority to one of self-respect. On the tenth anniversary of this event, WHBQ created the "Day to Excel" program in conjunction with Reverend Jesse Jackson of PUSH, People United to Save Humanity.

Over 15,000 young people, business leaders and community members of

Memphis participated in the day long event which featured a job fair, student rally and awards program in which Rev. Jackson echoed the goals of Dr. King when he stated to the assembled students, "No one can save us from us but us."

Memphis came away from the "Day to Excel" as a community united in working for excellence . . . a community which has taken the first giant step forward in helping its people move towards educational enrichment, job opportunities and career motivation.

Surely the era of consent in Memphis is over, and WHBQ has played a great part in ensuring a bright hope for the decade to come.



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