

Campaigning by newscast: the President's media blitz  
Special report: almost ready for Chicago's NAB

# Broadcasting Mar 15

The newsworthy of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER

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US AIR FORCE  
SERIAL ACN SECTION  
MONTGOMERY AL 36112

## Prized possession!

Stations in 8 of the Top Ten markets have won the biggest prize of all for Fall 1976.

So have stations in 30 of the Top Fifty markets.

And 48 stations altogether. The biggest prize of all doesn't stay up for grabs very long. Act now!

## "The \$64,000 Question"

from Viacom

At the NAB: Suite 1423, Hyatt Regency Chicago.

**Ara Parseghian  
would rather build up a kid  
than run up a score.**



Start with highlights of top junior sports competition filmed on location around the country.

Add superstars demonstrating and talking about their particular sports.

Then add Ara Parseghian as the host and commentator.

You have a new weekly half hour of fast-moving sports action called "Ara's World of Sports." With the all-important additional ingredient of Ara Parseghian's own sensible approach to sports for youngsters, in which building character and teaching discipline are more important than running up a score.

Ara says participation is more important than competition, and competition is more important than winning. He stresses having fun, working hard, cooperating with teammates and doing your best.

It's an approach to sports that doubles as an approach to life for young people everywhere. And it's what makes "Ara's World of Sports" a great new series that will attract more than a crowd of young viewers.

Count on an all-family audience, with parents watching alongside their children. Because this is precisely the kind of programming parents are demanding of television. And it is programming that is gaining the strong support of concerned government agencies as well as schools and civic associations on the local level.

Call today for this advertiser-sponsored series that will build much more than an audience for your station.

# **"ARA'S WORLD OF SPORTS" FROM VIACOM**

## **Now booked in 38 markets!**

At the NAB: Suite 1423, Hyatt Regency Chicago.



# NBC Radio's helping its affiliates sell—by helping them add a retail sales expert.

---

What's your network done for you lately?

Now, virtually every affiliate of the NBC Radio Network can get Broadcast Marketing Company's "Retail Sales Development Program" at a substantial discount. It's almost like adding a retail sales executive to your staff, overnight.

This superb BMC presentation, featuring

a 23-minute color/sound film will be licensed for exclusive use in an affiliate's market. And NBC will help with the tab.

The film can be carefully customized for each station, and really hits home with retail prospects. Because it sells to them from their point of view.

They'll learn about the special advantages

---

---

of radio. And discover the great limitations of newspapers. And, they'll hear about commercial approaches that open a whole new world to the retailer. The film will be shipped ready to use, and is available with a briefcase-size desktop 8 millimeter projector.

The "Retail Sales Development Program" also includes a supply of the BMC re-

tailer's guidebook, "Building Store Traffic With Broadcast Advertising." And specially prepared, customized tie-in graphics for leave-behinds.

So think about what your network's done for you lately. If it isn't helping you add a new retail sales executive, it isn't providing the kind of service that NBC affiliates want. And get.



Come see the exciting radio sales presentation "Get It On Radio. Get It On Now," in Suite 1000 of the Continental Plaza Hotel, anytime during NAB.

# BMI MUSIC CORNERS THE GRAMMYS

And the winners are: RECORD OF THE YEAR—Love Will Keep Us Together; ALBUM OF THE YEAR—Still Crazy After All These Years; BEST R&B SONG—Where Is The Love; BEST COUNTRY SONG—Hey Won't You Play Another Somebody Done Somebody Wrong Song; BEST ORIGINAL PICTURE SCORE ALBUM—Jaws; BEST CAST SHOW ALBUM—The Wiz; Plus 14 more!

The BMI writers responsible for this music are:

Chet Atkins  
Larry Butler  
Harry Casey  
Ray Charles  
Willie Clark  
Earth, Wind and Fire  
Richard Finch

Howard Greenfield  
Billie Holiday  
Kris Kristofferson  
Van McCoy  
Arif Mardin  
Willie Mitchell  
Chips Moman

Muddy Waters  
Carl Orff (GEMA)  
Eddie Palmieri  
Gary Paxton  
Oscar Peterson  
Richard Pryor  
Neil Sedaka

Paul Simon  
Charlie Smalls  
Billy Swan  
Hank Williams  
John Williams  
Betty Wright



BROADCAST MUSIC INCORPORATED  
The world's largest performing rights organization.

**STRATEGIC INTERVIEWS** □ Campaign trail continues to lead to White House oval office. Next group of broadcasters to meet President before primary election will represent North Carolina. **PAGE 19.**

**"AN ACCIDENT OF HISTORY"** □ That's how CBS's Dan Schorr characterizes himself—a man caught between those seeking to put a lid on official secrets and those wanting more government investigation. **PAGE 22.**

**CHANGE OF HEART** □ Wometco Enterprises, once one of pay television's most ardent foes, now plans to buy into business. **PAGE 23.**

**HYPOING** □ FCC ends its inquiry into promotion and related practices of broadcasters, but doesn't come up with ruling. **PAGE 24.**

**NEXT WEEK IN CHICAGO** □ National Association of Broadcasters is poised for biggest convention yet. Advance registration is over 3,000 and record amount of equipment space has been sold to 210 exhibitors. Announced last week: Sam Ervin will receive Cobb Memorial Award. **PAGE 30.** Official convention agenda and related sessions. **PAGE 31.** Rundown of engineering conference and synopses of technical papers. **PAGE 42.** Who and where the equipment exhibitors will be and what they'll be showing. **PAGE 50.** Programers, station representatives, brokers and others will be on hand. **PAGE 74.** Directory of hospitality suites. **PAGE 80.**

**ALCOHOLISM AND TV** □ Possible impact of medium on problem drinkers is debated before Hathaway subcommittee. **PAGE 84.**

**VICTIM OF REBELLION** □ Fights against format changes in Atlanta and Chicago have taken financial toll on licensee General Cinema Corp. which finds it necessary to sell stations elsewhere. **PAGE 86.**

**HELPING HAND** □ Communications bar association asks FCC to adopt rules to assist people without sufficient financial means to participate in legal proceedings. **PAGE 87.**

**SLATE WIPED CLEAN** □ FCC calls off hearing for

Burbank, Pasadena facilities, asks fresh start with new AM-FM bids. **PAGE 89.**

**SPLIT IN SPOKANE** □ In unusual move, CBS-TV notifies KXLY-TV that its affiliation will be terminated in August. **PAGE 90.**

**WILEY CRITICIZED** □ House subcommittee attacks FCC chairman for not forcing overseas-cable companies to give information on government interceptions. **PAGE 90.**

**FIVE-MINUTE RULING** □ Though FCC voted 5 to 2 to force WGN to sell shorter political spots, commission majority disagreed on reasons for decision. **PAGE 91.**

**'GRIFFIN' RIGHTS** □ Kaiser sues to recapture syndicated show for its WKBS-TV Philadelphia. **PAGE 94.**

**CALHOUN'S PROBLEMS** □ White House counselor participates in WTOP-TV interview taping, but speaks up too late when he has second thoughts about it being used. **PAGE 94.**

**'SOFT PORN' ON CABLE** □ J Channel in New York starts with producers leasing time from Manhattan Cable and with free hand to show what they want. **PAGE 95.**

**HELP WANTED** □ NCTA President Schmidt is busy interviewing prospects for two top positions in association. **PAGE 96.**

**FOOTNOTES FROM RCA** □ Annual report adds more insight on Sarnoff resignation and financial status. **PAGE 97.**

**CAPITOL BROADCASTS** □ 'Washington Post' hits hard for access to congressional proceedings; Representative Anderson reviews argument for his resolution on op-ed page. **PAGE 98.**

**BRAMBLE REJECTED** □ FCC again turns down newsman's complaint that his firing from Minnesota radio station was unconstitutional. **PAGE 99.**

**FROM KEAR'S PEERS** □ One NAB highlight will be presentation of 1976 Engineering Award to Dr. Frank Kear. "Profile" reviews his long and illustrious career. **PAGE 121.**

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# WHAS KNOWS EXACTLY WHAT THEY WANT IN A 50 KW AM TRANSMITTER.

**SO DOES CONTINENTAL ELECTRONICS!**

Clear channel WHAS Radio 84 has developed that magic programming formula for which many strive, but few achieve so successfully. A unique blend of contemporary music, farm reports, live sports coverage and an award-winning news team has made this station a major force in the Louisville market.

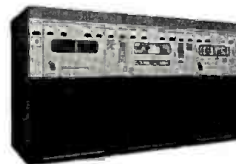
At the other end of the program line there's a piece of equipment designed to match the modern and dynamic Personality/MOR format of WHAS . . . the Continental Electronics 317C, 50,000 watt A M transmitter! Featuring high reliability and efficiency, small size and the Loud Sound of 125% positive peak handling audio, it is quality throughout.

It's no accident that it's in service at WHAS. Mr. William Hunter, Director of Engineering at the station says, "We visited the various plants of major manufacturers and watched their trans-

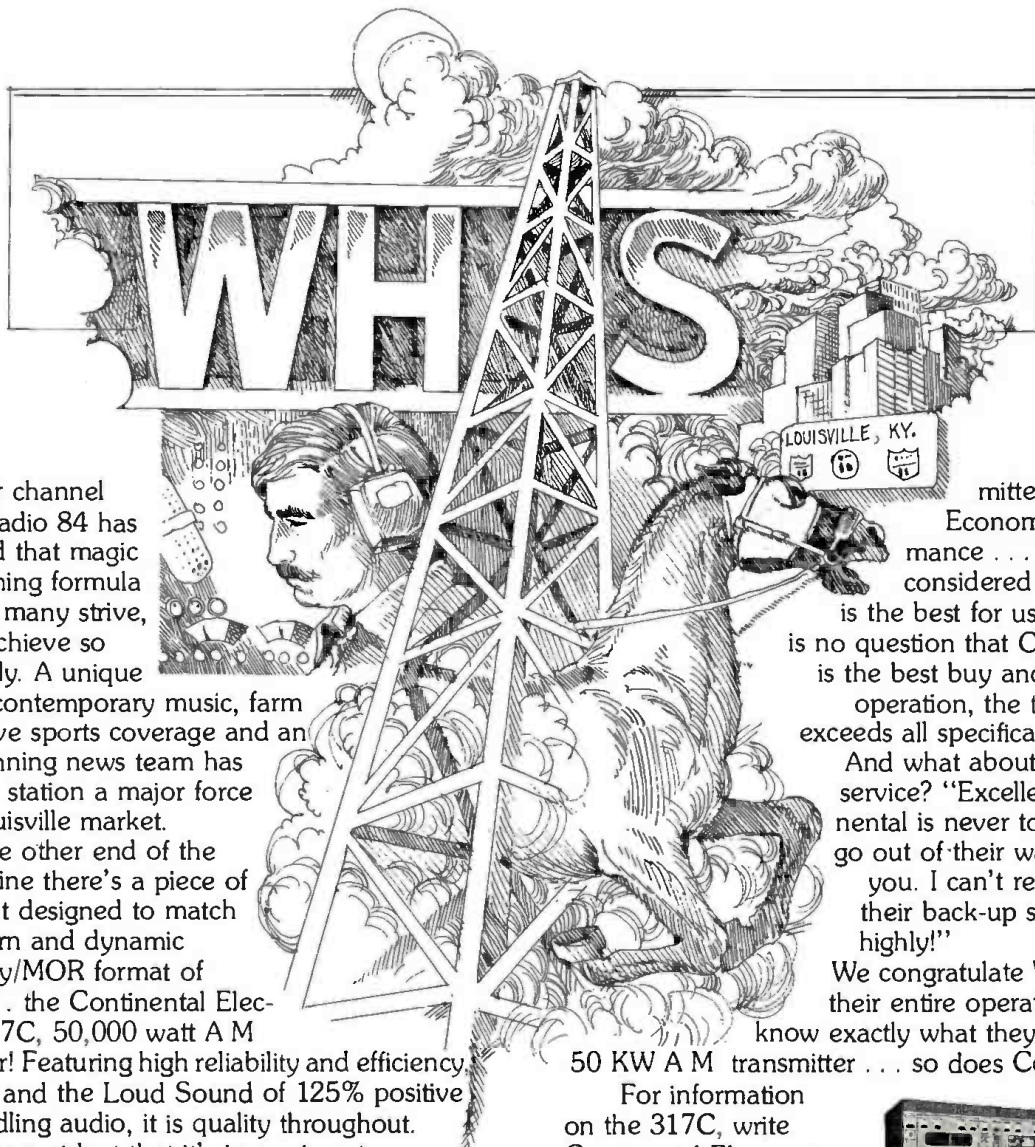
mitters on test. Economy, performance . . . all factors considered the 317C is the best for us . . . there is no question that Continental is the best buy and in actual operation, the transmitter exceeds all specifications . . ." And what about customer service? "Excellent! Continental is never too busy to go out of their way to help you. I can't recommend their back-up service too highly!"

We congratulate WHAS on their entire operation. They know exactly what they want in a 50 KW A M transmitter . . . so does Continental!

For information on the 317C, write Continental Electronics Mfg. Co., Box 270879 Dallas, Texas 75227



*Continental Electronics*



# Closed Circuit®

Insider report: behind the scene; before the fact

## New angle on renewals

Long-awaited draft of radio-only license renewal legislation by National Radio Broadcasters Association is now in hands of House Communications Subcommittee. It provides for seven-year license term, prohibits FCC from considering program formats in license-related proceedings. As renewal criterion, FCC would judge station's service by one of two alternatives: station's ascertainment and fulfillment of local needs and interests or station's provision of "reasonable periods" of access time to "others."

It's said NRBA representatives have met with subcommittee staff, with delegates from National Organization for Women, National Black Media Coalition, Citizens Communications Center and other groups also present. NRBA bill has no House sponsor yet; it's one of several proposals subcommittee staff is considering in preparation for renewal-bill hearings.

## Police pall

One indication that prime-time police shows on television networks have reached state of diminishing returns: Of four shows introduced during second season, two—MGM TV's *Jigsaw John*, with 23-share average to date on NBC, and Quinn Martin's *Burt D'Angelo Superstar*, with 21-share average on ABC—are outright failures, sure to be canceled. Other two—MCA Universal's *City of Angels* on NBC and Lorimar Productions' *The Blue Knight* on CBS—are getting borderline ratings, their chances of renewal dependent on NBC's and CBS's total picture come renewal time.

West Coast network executives point out, however, cop-show format won't disappear (ABC's *Starsky and Hutch* and *Baretta*, CBS's *Kojak* and NBC's *The Rockford Files* are all consistently top-rated), but they add that there'll definitely be fewer versions on 1976-77 schedules than there were during past few years.

## Check in Chicago

Hassle between NBC and A.C. Nielsen Co. over Nielsen's new metered rating service in Chicago, which has dropped some of NBC-owned WMAQ-TV's ratings well below what they used to be in diary surveys (BROADCASTING, Jan. 26), is headed for field test. Industry Committee on Local Television and Radio Audience Measurement (COLTRAM), headed by John Dimling, research vice president of

National Association of Broadcasters, has agreed to supervise independent measurement to see whether it produces ratings in line with Nielsen meters. Telephone coincidental will be used.

## List grows

Latest name to surface in speculation over possible successor to FCC Commissioner Glen O. Robinson is that of Robert Hilliard, chief of FCC's educational broadcasting branch. Mr. Hilliard, mentioned in other years when there was Democratic vacancy to fill, is said to have considerable support from Capitol Hill, including that of Senate Majority Leader Mike Mansfield (D-Mont.).

## Piece of the action

Soon to be announced will be sale of 49% of Mutual Black Network (subsidiary of MBS Inc.) to principals of Sheridan Broadcasting Corp. of Pittsburgh, black owners of WAMO-AM-FM Pittsburgh, WUFO-AM Amherst-Buffalo, N.Y., and WILD(AM) Boston. Transaction, understood to involve in excess of \$850,000, includes management contract with Sheridan, with Paul W. Yates, president and chief operating officer, moving to Washington headquarters to direct MBN network operations.

MBN was established in 1972 by MBS, which retains 51%, under aegis of C. Edward Little, MBS president and operating head, and has 97 affiliates. Ronald Davenport, chairman and chief executive officer of Sheridan, owns nearly 70% of stock. Mr. Yates holds 16%.

## Preparing for market

Seen as harbinger of "going public" was last week's announcement by Tribune Co. of Chicago that two prominent businessmen—Thomas W. Ayers, chairman and president of Commonwealth Edison Co. and Robert W. Reneker, chairman and chief executive officer of Esmark Inc. (formerly Swift & Co.)—have been nominated for board of closely held company which publishes *Chicago Tribune* and *New York Daily News* as well as other smaller-market newspapers and is parent of WGN Continental Broadcasting Co. They would be first directors from outside since Tribune Co. was founded in 1847.

Public offering, mandated by will of late Colonel Robert R. McCormick, had been put off while stock market sagged in recent recession. Tribune stations are WGN-AM-TV

Chicago; KWGN-TV Denver; KDAL-AM-TV Duluth, Minn., and, through interlocking ownership with *New York Daily News*, WPIX-FM-TV New York and WICC(AM) Bridgeport, Conn. Tribune also owns cable systems in California and Michigan.

## Pool of power?

Senate Antitrust Subcommittee is looking into reports of major motion picture companies banning together for direct sale of pictures to pay cable outlets. Activity, which is characterized not as investigation but as search for "the facts," was sparked by letter from Miles L. Rubin, chairman of Optical Systems, alleging possible antitrust violations if majors should form single entity to deal with pay operators. Twentieth Century-Fox, United Artists and Paramount—reported to have been in discussion (BROADCASTING, March 8)—together represent 50% of film product, explained one pay cable supplier, and could put cable operators at disadvantage in negotiations.

## Bad news

Future of Donrey Media Group's ownership of KORK-TV Las Vegas does not seem bright. FCC commissioners discussed comparative-renewal case following oral argument last week, and majority favored denying renewal because of alleged clipping of network programming and subsequent fraudulent billing. However, officials said final decision had not yet been made.

Where antirenewal feeling leaves challenger, Las Vegas Valley Broadcasting, was not clear, for there was sharp disagreement among commissioners over applicant's financial qualification.

## Young expands

Adam Young Inc., New York, is reported to have signed letter of intent to acquire Spotmasters Inc., New York, TV station rep, from Avco Broadcasting for undisclosed price. Plan is to operate Spotmasters as independent company with its own staff. Fourteen TV stations are repped by Spotmasters (formerly Avco Television Sales Inc.). H. Peter Lasker, president of Spotmasters, will be retained as consultant.

Avco's radio representative firm was merged into Alan Torbet Associates last fall to form Torbet-Lasker, in which Mr. Lasker has 20% interest (BROADCASTING, Oct. 27, 1975).



**AT&T** □ To mark its Centennial Year in 1976, AT&T will sponsor 90-minute musical special on NBC-TV March 26 (8:30-10 p.m.) and has produced six one-minute commercials related to history of telephone and one three-minute spot, described as animated musical chronicle of instrument. Typical of historical spots, edited from old photographs and film, was (above) final pole of first transcontinental telephone line, placed into service on June 17, 1974, and located on Nevada-Utah state line at Wendover, Utah. Special is titled *Bell Telephone "Jubilee,"* with Bing Crosby and Liza Minelli as co-hosts, and feature appearances by Joel Grey, Steve Lawrence, Edye Gorme and other stars. AT&T plans to have its historical TV commercials tested to determine if they can be used in future on spot TV or for network scheduling. N.W. Ayer ABH International, New York, is agency for AT&T.

**International Harvester Co.** □ On behalf of its light trucks and recreational vehicles, company will start extensive spot TV campaign in late April for 12 weeks in 86 markets. Ketchum, MacLeod & Grove, Pittsburgh, is buying in early and late fringe, prime-time periods and sports programs to reach men, 25 to 54.

**Realex Corp.** □ Real-Kill insecticides and repellents will be accented in spot TV assault in 80 markets, starting in May and continuing through July. Norman, Craig & Kummel, New York, is taking aim at men and women, 18 to 49.

**Star Kist Foods** □ Various food products will be showcased in TV commercials in spot campaign starting in early May and running through August in

approximately 40 markets. Daytime, fringe and prime-time slots are being sought by Leo Burnett Co., Chicago, to reach women, 18 to 49.

**Wm. Underwood Co.** □ Various meat spreads will be highlighted in spot TV spree to begin April 5 and run for four weeks in daytime spots in 38 markets. Company's Ac'cent seasoning will be pushed in four-week effort, starting April 19 in 17 markets in day, fringe and prime periods. Kenyon & Eckhardt, Boston, is targeting its commercials toward women, 25 to 49.

**H.J. Heinz** □ New product, Heinz Homestyle Gravy, by H.J. Heinz, Pittsburgh, is being advertised in three test markets (Portland and Eugene, both Oregon, and St. Louis) with future media plans uncertain. Daytime and late fringe TV 30's geared to women, 18-34, will run March 29 through April 25. Leo Burnett, Chicago, is agency.

**Kimberly-Clark** □ Kleenex Boutique tissues will be spotlighted in spot TV campaign to run in long list of markets, starting April 3 for four weeks. Leo Burnett Co., Chicago, is seeking time periods to cater to women, 18 to 49.

**International Shoe Co.** □ Spot TV effort to be launched on behalf of company's children's shoes (Red Goose and Poll Parrott) and women's shoes (Miss Wonderful, Personality and Vitality). Campaign for children's shoes to start March 20 for four weeks; for women's shoes from March 29 through April 23. Total number of markets is about 35, with number for individual brands varying from 20 to 35. Batz-Hodgson-Neuwoehner, St. Louis, is zeroing in on women, 18 to 34.

**Continental Airlines** □ Spot TV and radio flight planned by Continental for 10 weeks, starting April 19, in more than 15 markets. Benton & Bowles, New York, is positioning advertising to reach men, 25 to 54, emphasizing fringe, sports and news periods on TV and morning and afternoon drive periods on radio.

**Warner-Lambert** □ Youngsters are target audience for TV 30's for Chicklets chewing gum by Warner-Lambert Co., Morris Plains, N.J. Second-quarter campaign is scheduled April 3 through June on network TV. J. Walter Thompson, New York, is agency.

**GTE Sylvania** □ Photo lamps (flash cubes and bulbs) by GTE Sylvania, Stamford, Conn., will be advertised in 29

TV markets, March 29 through May 9. Fringe 30's are targeted to adults, 18-49. Doyle Dane Bernbach, New York, is agency.

**Helene Curtis** □ Arm in Arm deodorant by Helene Curtis, Chicago, will be advertised in overlapping TV flights during weeks of April 12, 19 and 26. Fringe, daytime and primetime 30's are geared to women, 18-49, in substantial number of markets. N.W. Ayer ABH International, Chicago, is agency.

**Clorox** □ Kitchen Bouquet seasoning by Clorox, Oakland, Calif., will get a four-week push, starting April 5, in 22 TV markets. Daytime and late fringe 30's are targeted to women, 25-54. Young & Rubicam, New York, is agency.

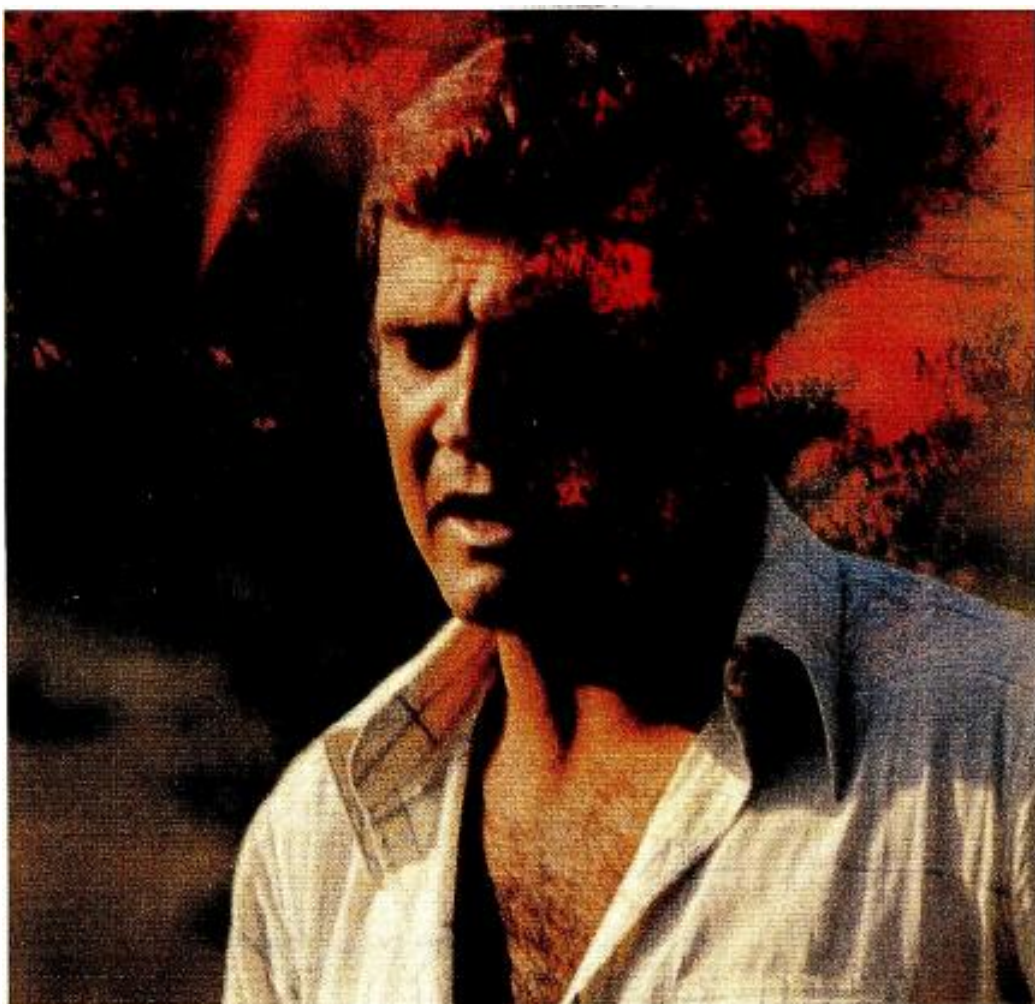
**Bristol-Myers** □ Various products by Bristol-Myers, New York, will be advertised in second quarter campaign, March 29 through June. TV 30's geared to women, 18-49, are being placed in some 75 markets, handled jointly by Young & Rubicam, Doyle Dane Bernbach and Bristol Myers' own advertising division.

**Yago Sangria** □ Company is readying new six-market radio flight to begin March 29 for four weeks. Ogilvy & Mather, New York, which will create spots and place buys, will aim for adults, 18 to 34, on contemporary stations in New York, Boston, Washington, Miami and Baltimore, and it will go for some demographic profile on black contemporary stations in Chicago.

**Air Canada** □ Company is promoting new routes to Canada in three markets—Chicago, Boston and Cleveland—in eight-week radio splurge beginning April 12. Demographic reach of 60-second spots is men, 25 to 49, and Warwick, Welsh & Miller, New York, will buy news programs and shows featuring middle-of-the-road music.



**Kimberly-Clark** □ New TV commercial for Kotex Maxi Pads features giant replica of actual package for beltless product (21



**Take your chances. Or take him.**

**mca tv**  
**The Six Million Dollar Man\***

\*Or another appropriate title.

# M&H

## IT'S NEWS!!!

The things you have been hearing are true. *It's news*, your station's news, that makes the difference between being first or out of the running in your market.

Well-executed local television news develops a warm, strong bond between the audience and the station which is essential to success, and it does it on a daily basis. And the feeling people have about the number one news station overflows into almost all the other areas of its programming. If you doubt this, just check how many stations are number one in total day share that don't lead in news—very few, and almost none in key markets.

We are the only company in our field with two former, major market news directors on our staff—both with masters degrees in journalism. They have successfully overcome the difficulties your news director has every day and can help him solve problems.

Through McHugh and Hoffman, Inc., you can also learn all there is to know about your news personalities, content and visual presentation, not just from observation but also from in-person research with your audience.

Later, based on this information and our combined experience, we make specific suggestions for improvement. We monitor your station and your competitors throughout the year and advise on how the objectives you set for news excellence can be maintained.

Contact ...

# M&H

**McHUGH AND HOFFMAN, INC.**  
*Communications Consultants*  
 7900 Westpark Drive  
 McLean, Virginia 22101  
 Area Code 703  
 790-5050

feet high, 13 feet wide, five feet deep). Theme of commercial: "It's a big idea for Kotex." Spot's intent is to show products actual packaging. Kelly, Nason Inc., New York, is handling campaign that begins this week on various network prime-time and daytime series.

**Lufthansa** □ German airline is stressing punctuality in its 30-second spot, which is running through May on TV stations in New York, Los Angeles, Chicago, Boston and Philadelphia. McCann-Erickson sources say spot is being aimed at businessmen, 25 years of age and over, and will be placed mainly in 11 o'clock news shows.

**Noxell Corp.** □ Raintree lotion will be accented in spot TV campaign, April 19 through June 1, in large number of markets. SSC&B, New York, is setting its sights on women, 18 to 49.

**American Cigar** □ First quarter TV campaign for American Cigar's Anthony & Cleopatra, will be followed by two-to-four week spot flight, beginning April 5. Eight markets will carry TV 30's geared to men 18-34, with same theme, "One beautiful experience." SSC&B, New York, is agency for New York tobacco firm.

**GAF Corp.** □ GAF floor products division of GAF Corp., New York, will advertise in 12 TV markets with fringe 30's April 5 to May 2. Target audience is adults, 18-49. Daniel & Charles, New York, is agency.

**Great Adventures** □ Entertainment-amusement park, (Jackson, N.J.,) will be advertised on York and Philadelphia TV for 13 weeks beginning March 29. Fringe and primetime 60's and 30's are geared to adults, 18-49. Rosenfeld, Sirowitz & Lawson, New York, is agency.

**Rep appointments** □ WLWT(TV) Cincinnati has selected Katz Television American as national representative. KGBS-AM-FM Los Angeles has named GCI Inc. as its national sales rep. KNUZ(AM)-KQUE(FM) Houston has appointed McGavren-Guild as national sales representative. WAAB(AM)-WAAF(FM) Worcester, Mass., and WNOR-AM-FM Norfolk, Va., have selected Buckley Radio Sales as national sales representative. WCMS-AM-FM Norfolk, Va., has picked Katz Radio as national sales rep.

**Guerlain Inc.** □ Perfume maker, which uses radio on year-round basis, is preparing new flight of commercials to begin in 36 major markets and continue from 20 to 26 weeks. Guerlain buys only classical music and good music stations as part of effort to reach upscale, more affluent listeners, 18 and over. Creative and buying are by Guerlain's agency, Primaute Advertising, New York.

**Monsanto** □ Week-long campaign begins March 29 for Monsanto Wear Dated products. Spots will appear in about 30 markets in conjunction with prime-time Disney Bicentennial special sponsored by Monsanto. Daytime and fringe 30's and 60's are pegged to women, 18 to 49. Vitt Media, New York, is handling ad placement; creative work is done in-house.

**Life Insurance Co. of Georgia** □ Spot television schedule is being prepared for breakout April 5 for four weeks in 35 markets, principally in Southeast. This flight is preparatory to more intensive spot-TV effort that will be mounted during August. Liller Neal Battle & Lindsey, Atlanta, is directing insurance firm's commercials toward men and women, 18 to 49.

### BAR reports television-network sales as of Feb. 29

ABC \$145,266,400 (31.8%) □ CBS \$156,688,000 (34.3%) □ NBC \$155,157,200 (33.9%)

Day parts	Total minutes week ended Feb. 29	Total dollars week ended Feb. 29	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	139	\$ 755,100	1,052	\$ 5,898,200	\$ 5,193,800	+13.6
Monday-Friday 10 a.m.-6 p.m.	998	11,882,500	8,392	100,288,700	89,805,700	+11.7
Saturday-Sunday Sign-on-6 p.m.	325	6,229,800	2,662	60,302,000	41,126,500	+46.6
Monday-Saturday 6 p.m.-7:30 p.m.	101	2,848,100	865	25,219,000	22,046,300	+14.4
Sunday 6 p.m.-7:30 p.m.	19	1,186,700	203	9,549,400	4,260,700	+124.1
Monday-Sunday 7:30 p.m.-11 p.m.	400	29,257,500	3,490	226,238,400	214,766,500	+ 5.3
Monday-Sunday 11 p.m.-Sign-off	220	4,217,300	1,641	29,615,900	25,804,700	+14.8
<b>Total</b>	<b>2,202</b>	<b>\$56,377,000</b>	<b>18,305</b>	<b>\$457,111,600</b>	<b>\$403,004,200</b>	<b>+13.4</b>

Source: Broadcast Advertisers Reports

# Monday Memo®

A broadcast advertising commentary from William J. Kuelbs, account executive, Brooks advertising, Oak Lawn, Ill.

## No mail chauvinist, IHOP turns to radio

The International House of Pancakes, like many other food service restaurants, faces the problem of sluggish sales during the months of January and February. In fact, if yearly sales were plotted on a graph, January and February would represent the lowest point of the curve.

In past years, we had worked to counteract this slump by use of a direct mailer featuring "Two-for-One" dinner coupons—buy one dinner, get the second dinner free. In many of IHOP's markets we supplemented the direct mailer with a newspaper ad featuring the coupons.

Through experiment and research we were able to increase the effectiveness of the direct mailer so that by 1974 IHOP's "Passport" direct mailer, featuring "a world tour for two of the whole wide world of food at your IHOP," increased sales volume in participating stores an average of 16% over the previous year.

Although volume increases were rewarding, the problems of the two-for-one mailer were becoming evident. First, food costs with the two-for-one were high; second, the cost of direct mail was rapidly increasing due to postage rates; third, direct mail limited the reach and exposure of the promotion, especially in major markets. With direct mail our entire promotion depended on the people who received the mailer. Use of broadcast to support the promotion was out due to the fact you either received the coupon or you didn't. And fourth, the direct mail coupons were limited to one daypart, namely dinner, and suffered diminishing returns as the promotion ran into later weeks.

Coupon return the first two weeks of the promotion was excellent, but decreased proportionally weeks three through six as people either lost or forgot about the remaining coupons.

Heading into January-February 1975, we directed our efforts at a new promotional for the International House of Pancakes that would solve the following objectives: 1) contain an offer that would motivate the consumer to take immediate action; 2) be adaptable to broadcast media, which we felt would give us the greatest reach, and 3) build sales volume through the continuity of our offer.

With these objectives in mind we developed IHOP's "Five Day Family Night" promotion—a different dinner special each night, Monday through Friday, for only \$1.49.

The "family night" concept is well known with the consumer, and the term itself designates discount. The family night promotion allowed us to accomplish the



William J. Kuelbs joined Brooks Advertising immediately after graduation from Valparaiso University, where he received a BS in Business Administration. During the past three years, he has served as account executive for the International House of Pancakes advertising co-ops, handling advertising and promotions in 29 markets. In addition to his duties as account executive, Mr. Kuelbs is also involved with the agency's creative department, dealing with radio and television commercial writing and production.

three objectives we had outlined.

First, the discount price of \$1.49 was a strong motivating factor to bring people into the International House of Pancakes. This was not a reduced price on a reduced item, but on a complete dinner. Second, the promotion lent itself to broadcast. Through a series of radio commercials we would reach the entire market with IHOP's offer. And third, while other restaurants in the past had used the family night concept on a one night per week basis—using one food item only—we had extended it to a full five nights a week, with five different items. This, we hoped, would bring a Monday night customer back later in the week to try another item. As we increased exposure through our broadcast schedule we hoped to increase sales until they peaked in the last week of the promotion—reversing the pattern set by the direct mailer, when sales peaked during the first and second week.

An integrated radio, newspaper and point-of-purchase campaign was prepared. The point-of-purchase kit included table cubes which illustrated each night's special, hanging mobiles and easel cards.

The newspaper ad was designed to show an over-all view of the promotion; each night's special was illustrated with the headline "The Five Day Family Night—a different dinner special each night for only \$1.49." The promotion was scheduled to run for six weeks.

Our primary medium was radio because of the flexibility it allowed us in reaching the people we wanted to reach at the times we wanted to reach them. Using spot radio buys in each of IHOP's markets we represent, we aimed for demographics of middle income adults, 25 to 49 years old. We targeted at both drive times and at housewife time to reach the audience with that day's special. Because radio was our primary media, the majority of our creative strategy was placed on it.

While our point-of-purchase and newspaper ads were used to sell the entire concept of the promotion, radio was used to single out each night's individual offer. We created a different commercial for each dinner special, each designed to be aired the day of the special.

The problem we faced—create five commercials that would be individual and distinctive (to emphasize each night's different dinner special) and yet retain the same flavor and style so that they would be recognized as part of a series for the total promotion.

The solution was a humorous interview series, with an interviewer in the IHOP talking with various "characters" about the nightly dinner special they were eating. The interviewer would be the same in each spot, to assure continuity of the series, while each character would be as different as the various dinner specials. Among our list of characters were such famous people as Outdoorsman Johnny Angler who loved our Friday night fish special because he hated cleaning fish and sleeping outdoors, a tennis star who thought our Tuesday offer was "smash," and a boxer enjoyed our Mighty Burger, "at a buck forty-nine, it's mighty fine." The commercials ended with the interviewer explaining that tonight's special was "just one of five great family night offers at the IHOP."

By the end of February, sales results were in and they were most satisfying. Sales volume increased an average of 16% over the previous year, but just as important we had accomplished the objectives we had outlined. Each week of the promotion showed an increase over the prior week, reversing the pattern of the two-for-one. These sales increases, we would find out later, held when the promotion ended and gave IHOP the best first quarter in its history. Best of all, our sales increases were not just in dinner, but in all day parts—breakfast, lunch and late night.

■ indicates new or revised listing

## This week

**March 15**—Deadline for entries in annual *Broadcast Promotion Association/Michigan State University* awards competition for excellence in broadcast promotion. Twenty categories established, including new one for community events or attractions. Open to BPA member and nonmember stations. For information and entry forms: BPA, Box 5102, Lancaster, Pa. 17601.

**March 15**—Deadline for submission of entries for *Radio and Television News Directors Foundation Scholarship Awards*. Submissions are to be made to department head of applicant's school. Eligible: any sophomore or advanced undergraduate whose objective is broadcast news and who has declared a major in broadcast journalism. Interested students should submit sample 15-minute radio or TV news script prepared by applicant along with statement of interest in the career field.

**March 15**—Deadline for applications for six scholarships in 1976-77 academic year provided by *The Sigma Delta Chi Foundation of Washington, D.C.* Applicants must be full-time students in sophomore or junior year at a college or university in Washington area. Applications and correspondence: Theodore F. Koop, president, SDX Foundation of Washington, D.C., 2737 Devonshire Place, N.W., Apartment 7, Washington 20008.

**March 15-19**—Public Radio Conference for non-commercial public radio professionals, sponsored by the *Association of Public Radio Stations, Corporation for Public Broadcasting and National Public Radio*. Statler Hilton hotel, Washington.

**March 16-17**—*New York State Cable Television Association's* spring meeting; Rowntowner Motor Inn, Albany.

**March 17**—Deadline for entries for *New York Women in Communications* sixth annual Matrix awards, to be presented at annual dinner in May. Nominations for broadcast, advertising, print and public relations submissions should be sent to Anita Diamant, 51 East 42nd Street, New York 10016; (212) 533-9242.

**March 17-18**—*Kentucky CATV Association* spring meeting. Continental Inn, Lexington.

**March 18**—FCC's deadline for comments on AM clear channel proceedings to allow I-A clears to operate with greater than 50 kw. Replies are due April 19. FCC, Washington.

**March 18**—*Women in Communications Inc.'s* Jacob Scher [reporting] Awards dinner. Ritz-Carlton hotel, Chicago.

**March 18-19**—*Arkansas Cable Television Association* meeting. Ramada Inn, Fort Smith.

**March 18-20**—*Alpha Epsilon Rho The National Honorary Broadcasting Society*, 34th annual convention. Sheraton-Blackstone hotel, Chicago. Information:

Andy Orgel, AER president, c/o CBS Radio, 524 West 57th Street, New York 10019; (212) 975-2021.

**March 19**—*Pacific Pioneer Broadcasters* luncheon and presentation of Carbon Mike Award to Lowell Thomas. Art Linkletter will be emcee. Sportmen's Lodge, Studio City, Calif.

**March 19-20**—*Louisiana Association of Cable TV Operators*. Best Western Motel, Lafayette.

**March 19-20**—Eighth annual *Country Radio Seminar*. Agenda and speakers will focus on programing subjects, including engineering, audience and music research and FCC interpretations. Airport Hilton Motor Inn, Nashville. Registration: Country Radio Seminar, P.O. Box 12617, Nashville 37212.

**March 19-20**—*American Forces Radio and Television Service* annual worldwide conference. Conrad Hilton, Chicago.

**March 19-21**—Pacific Northwest region meeting of *Women in Communications Inc.* Battelle Research Center, Seattle.

**March 21**—*Association of Maximum Service Telecasters* annual membership meeting. Conrad Hilton hotel, Chicago.

**March 21-24**—*National Association of Broadcasters* annual convention. Chicago.

## Also in March

**March 24**—*Electronic Industries Association* government-industry dinner. Mayflower hotel, Washington.

**March 24**—Forum on comparative advertising, sponsored by *United States Trademark Association*. Co-chairmen: Byron Hackett, J. Walter Thompson Co., and Lionel Wetnick, BBDO, both New York. Speakers: Robert L. Froelich, Ted Bates & Co.; Stockton Helffrich, National Association of Broadcasters; Alfred Schneider, ABC; Stephen A. Nye, Federal Trade Commission; Roland P. Campbell, National Advertising Division, Council of Better Business Bureaus; Kathryn Feakins, Ogilvy & Mather, and Gilbert Weil of Weil Gutman & Davis. Plaza hotel, New York.

**March 26-27**—*Alabama Cable Television Association* annual award meeting. George Lindsey, who sponsors *Celebrity Golf Weekend* in Montgomery, Ala., to aid special Olympics for Alabama's handicapped children, will receive Citizen of the Year Award. Kahler Plaza hotel, Birmingham.

**March 26-29**—Eighth annual international conference of the *International Industrial Television Association*. Sheraton-Anaheim hotel, Anaheim, Calif.

**March 29**—Kickoff banquet for *The Personal Communications Two-Way Radio Show* (March 30-April 1). FCC Commissioner Robert E. Lee will be keynote speaker. Las Vegas Convention Center, Las Vegas.

**March 31**—Sixth annual Communications Day of *Graham Junior College*. Boston.

**March 31**—*Council of Churches of the City of New York* 12th annual broadcast awards luncheon. Americana hotel, New York.

## April

**April 1**—FCC's new deadline for comments on its inquiry into release of American TV programs to Canadian stations before broadcast in U.S. (Docket 20649). Replies are due April 16. FCC, Washington.

**April 1**—Deadline for applications for fellowships in the humanities for journalists for the 1976-77 academic year, sponsored by the *National Endowment for the Humanities*. Twelve will be at the University of Michigan, 12 at Stanford University. For applications or information: Director, Fellowships in the Humanities for Journalists, 3564 LSA building, University of Michigan, Ann Arbor 48109, or C-3, Cypress Hall,

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**April 2**—FCC's deadline for comments on proposed relaxation of TV tuning accuracy standard for channels 70-83 (Docket 20719). Replies due April 16. FCC, Washington.

**April 2-3**—Region 7 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in South Dakota, Nebraska, Kansas, Iowa, Missouri and at Southern Illinois University-Edwardsville. Wichita, Kan.

**April 2-3**—Region 10 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Washington, Oregon, Idaho, Montana and Alaska. Alderbrook, Wash.

**April 2-4**—Region 11 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in California, Nevada, Arizona and Hawaii. Nugget hotel, Reno.

**April 2-4**—Great Lakes region meeting of *Women in Communications*. Myrna Oliver, *Los Angeles Times* reporter, will speak. Indiana Memorial Union, Indiana University campus, Bloomington.

**■ April 3**—*Dallas Women in Communications Inc.* matrix dinner. Marlene Sanders, ABC vice president, will be speaker. The Registry hotel, Dallas.

**■ April 3**—*Fort Worth Women in Communications Inc.* celebrity breakfast. Phyllis George, CBS, will be guest speaker. Tarrant County Convention Center, Fort Worth.

**April 4-7**—*National Cable Television Association* convention. Convention Center, Dallas.

**April 4-7**—*Association of National Advertisers* sales promotion conference. Hyatt hotel, Winston-Salem, N.C.

**April 5**—FCC's new deadline for comments on commission's inquiry as to its role in format changes at radio stations (Docket 20682). Previous date was Feb. 19. Replies are now due May 5. FCC, Washington.

**April 5-8**—*Washington Journalism Center* conference on "The Crisis of the Cities" to provide perspective on such key issues as the future of the central cities, urban problems and race relations, the role of government employee unions in cities today and proposals for federal aid to cities. Fifteen speakers in and outside of government will lead discussions. 2401 Virginia Avenue, N.W., Washington.

**April 7-8**—*Kentucky Broadcasters Association's* spring convention. Stouffers Inn, Louisville.

**April 9-10**—New England chapter of *American Women in Radio and Television* 24th annual meeting. Sheraton Tara Hotel, Framingham, Mass. Contact: Joan Sanborn, WCVB-TV Boston; (617) 449-0400.

**April 9-10**—*Women in Communications Inc.* Southwest region meeting. Holiday Inn, Denton, Tex.

**April 9-10**—Region 2 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Maryland, District of Columbia, North Carolina, Virginia. University of Maryland, College Park.

**April 9-10**—Region 4 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Michigan, Ohio, western Pennsylvania and West Virginia. Ramada Inn, Morgantown, W. Va.

**April 9-10**—Region 5 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Illinois, Indiana and Kentucky. Ball State University, Muncie, Ind.

**April 9-10**—Region 6 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in North Dakota, Minnesota and Wisconsin. University of Wisconsin-Madison.

**April 9-10**—Region 9 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Wyoming, Utah, Colorado and New Mexico. Little America motel Cheyenne, Wyo.

**April 10**—*Iowa Broadcast News Association* annual seminar. Iowa Memorial Union, Iowa City, and Carousel Inn, Coralville. Information: Thomas Bauer, School of Journalism, University of Iowa, Iowa City 52242.

**April 12**—Presentation of *Janus Awards*, designed to recognize excellence in financial news programming, at Mortgage Bankers Association of America national conference. Washington.

**April 12**—*Florida Association of Broadcasters and University of Florida College of Journalism & Com-*

*munications* 18th annual Broadcasting Day. J. Wayne Reitz Union, campus of UF, Gainesville.

**■ April 13**—*New England Cable Television Association* annual meeting. Holiday Inn-Downtown, Portland, Me.

**April 15-18**—*American Advertising Federation* fourth district convention. Speakers will include Dr. Mortimer Fineberg, Psychological Associates Inc.; William Sharp, advertising manager, Coca-Cola Co.; Mark Tully, vice president and advertising manager of Maison Blanche. New Orleans. Hilton hotel, Tallahassee.

**April 16-17**—Region 12 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Arkansas, Louisiana, Mississippi and western Tennessee. University of Arkansas, Little Rock.

**April 16-17**—*Georgia UPI Broadcasters* conference. Royal Coach Inn, Atlanta.

**■ April 20-24**—Annual TV Newfilm Workshop, sponsored by *National Press Photographers Association and University of Oklahoma*. OU, Norman, Okla.

**April 21-23**—*Indiana Broadcasters Association* spring meeting. Rodeway Inn Airport, Indianapolis.

**April 21-23**—*International Radio and Television Society* 13th annual college conference. Richard Pinkham Jr., CBS Television Sales, chairman. Biltmore hotel, New York. Contact: IRTS, 420 Lexington Avenue, New York, N.Y. 10017; (212) 532-4546.

**April 22-23**—*Institute of Broadcasting Financial Management-Broadcast Credit Association* quarterly board of directors meeting. Sheraton-Boston hotel, Boston.

**April 22-24**—*Kansas Association of Broadcasters* spring convention. New Hilton Inn, Wichita.

**April 23-24**—SDX Distinguished Service in Journalism Awards and Region 1 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in New York, central and eastern Pennsylvania, New Jersey, Delaware and all of New England. Rochester, N.Y.

**April 23-24**—Region 8 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Oklahoma and Texas. Austin, Tex.

**April 23-24**—*New Mexico Broadcasters Association* annual meeting. Hilton Inn, Albuquerque.

**April 23-24**—Annual meeting of *International Broadcasters Idea Bank*. Host: WPOC-FM Baltimore. Cross Keys Inn, Baltimore.

**April 24-25**—*Women in Communications Inc.* Northeast region meeting. Chatham Center, Pittsburgh.

**April 24**—*Sigma Delta Chi* annual Distinguished Service Awards banquet. Rochester, N.Y.

**April 24-25**—*Ohio AP Broadcasters* spring meeting. Carousel Inn, Columbus.

**April 25**—*International Broadcasters Idea Bank* sales seminar. Cross Keys Inn, Baltimore.

**April 25-27**—*Chamber of Commerce of the United States* 64th annual meeting. Theme will be "200 Years of Prologue." 1615 H Street, N.W., Washington.

**April 25-27**—*Canadian Association of Broadcasters* annual meeting. Chateau Laurier, Ottawa.

**April 25-30**—Annual Broadcast Industry Conference, sponsored by *San Francisco State University*. SFSU campus, San Francisco.

**April 29-30**—*Minnesota Broadcasters Association* spring meeting. L'hotel Sofitel, Minneapolis.

## May

**■ May 1**—*White House Correspondents' Association* annual dinner to honor the President. Washington Hilton hotel, Washington.

**■ May 1-2**—*Illinois News Broadcasters Association* spring convention. Ramada Inn, Carbondale.

**May 3-5**—*National Association of Broadcasters* annual conference for state broadcast association presi-

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dents and executive directors. Mayflower hotel, Washington.

**May 4-5**—Annual convention, *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

**■ May 5-9**—*American Women in Radio and Television* 25th annual national convention. Helen Thomas, chief of UPI's White House bureau, will be keynote speaker. Marriott hotel, Philadelphia.

**May 7-8**—Conference on "Communications Policy in the Public Interest," sponsored by *City of Boulder, Colo., Boulder Public Library and Community Free School of Boulder*. Purpose is to inform/involve citizens in the media. Principal speakers include FCC Commissioner James H. Quello, Representative Timothy Wirth (D-Colo.), Charles B. Howe, state representative, and James Richards, Office of Communications for United Church of Christ. Panelists will include representatives of various government and state agencies, broadcast organizations, citizen groups, trade press, universities and research and motivation companies. Boulder Public Library and Boulder City Council chambers. Contact: Tom Cross, project director, P.O. Box 791, Boulder 80302; (303) 441-3009.

**May 10**—FCC's deadline for comments on commission's review of rules regulating network radio broadcasting (Docket 20721). Replies due June 7. FCC, Washington.

**■ May 10**—FCC's new deadline for filing comments on proposed rulemaking to allow captioning of TV programs for the deaf using vertical blanking interval (Docket 20693). Replies are now due May 25. FCC, Washington.

**May 11**—*Connecticut Broadcasters Association* spring convention. Western Connecticut State College, Danbury.

**May 12-14**—*Washington State Association of Broadcasters* spring meeting. Red Lion Motor Inn, Pasco.

**May 12-15**—Annual meeting, *American Association of Advertising Agencies*. Greenbriar hotel, White Sulphur Springs, W. Va.

**May 12-16**—*Pennsylvania Association of Broad-*

*casters* annual convention. Britannia Beach hotel, Paradise Island, Nassau.

**May 13-14**—*Ohio Association of Broadcasters* spring convention. Speakers include John Eger, acting director of Office of Telecommunications Policy; Ray Seddon, FCC chief of Emergency Broadcast System; Paul Peterson, Federal Trade Commission, and Carl Stevens of Personnel Management Workshops. Sawmill Creek, Huron.

**May 13-16**—*Western Advertising Conference*, sponsored by *Western States Advertising Agencies Association*. Friday luncheon speaker will be Erwin D. Canham, editor emeritus, *The Christian Science Monitor*, and past president of U.S. Chamber of Commerce. Canyon hotel, Palm Springs, Calif.

**May 16-18**—*Illinois-Indiana Cable Television Association* 12th annual convention. Forum 30 hotel, Springfield, Ill.

**■ May 17**—*Emmy Awards* presentation, carried live on ABC-TV (9-11 p.m.). From Century Plaza hotel, Los Angeles.

**May 17-18**—*Virginia Cable Television Association* spring conference. Holiday Inn, Afton Mountain, Waynesboro. Contact: Ron Roe, 560 Patton Street, Danville, Va. 24541; (804) 797-4131.

**May 17-18**—*Kentucky CATV Association* spring convention. Continental Inn, Lexington.

**May 20-21**—*FCC-Federal Trade Commission* joint panel discussions on over-the-counter drug advertising. FCC, Washington.

**May 20-22**—*Iowa Broadcasters Association* management conference. Des Moines.

**May 21-22**—*Public Radio in Mid-America (PRIMA)* spring convention. KIOS-FM Omaha, Neb.

**May 25-26**—Annual convention, *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

**May 27-30**—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge, Table Rock Lake, Branson.

**May 27-June 5**—*Prix Jeunesse International*, biannual television competition for children's programs, co-sponsored by European Broadcasting Union and UNESCO. Bayerischer Rundfunk, Munich, West Germany.

## June

**June 3-4**—Fifth annual national *Publi-Cable Conference*. Campus, Kutztown State College, Kutztown, Pa. Contact: Dr. Robert P. Fina, executive director of Public-Cable, Kutztown State College.

**June 3-5**—*Associated Press Broadcasters* sixth annual convention. William Sheehan, ABC News president, will be keynote speaker. FCC Chairman Richard Wiley and Jack Thayer, NBC Radio president, will be featured speakers. Marquette Inn, Minneapolis.

**■ June 3-5**—*Alabama Broadcasters Association* 30th annual spring convention. Admiral Semmes hotel, Mobile.

**June 3-5**—*Oregon Association of Broadcasters* spring conference. Sunriver Lodge, Bend.

**June 4-5**—*North Dakota Broadcasters Association* spring meeting. Artclaire motel, Devils Lake.

**June 5-9**—*American Advertising Federation's* 71st annual convention. Statler-Hilton hotel, Washington.

**June 6-25**—Eighth annual *Institute for Religious Communications*. Loyola University, New Orleans. Contact: Dr. James L. Tungate, IRC, Loyola University, Box 201, New Orleans 70118; (505) 866-5471.

**June 8-11**—Annual convention of *National Broadcast Editorial Association*. Mayflower hotel, Washington.

**June 10-12**—*Florida Cable Television Association* annual convention. Don-Ce-Sar Hotel, St. Petersburg Beach.

**June 10-12**—*Montana Broadcasters Association* annual convention. Many Glacier Lodge.

**June 10-12**—*South Dakota Broadcasters Association* annual meeting. Holiday Inn of Northern Black Hills, Spearfish.

**June 10-13**—*Mississippi Broadcasters Association* 35th annual convention. Phil Brady, WAPF(AM) Mc-

## Major meetings

**March 21-24**—*National Association of Broadcasters* annual convention. Chicago. 1977 convention will be March 27-30, Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2.

**April 4-7**—*National Cable Television Association* annual convention, Convention Center, Dallas. 1977 convention will be April 17-20, McCormick Place, Chicago.

**May 5-9**—*American Women in Radio and Television* 25th annual national convention. Marriott hotel, Philadelphia. 1977 convention will be April 26-May 1, Radisson Downtown hotel, Minneapolis.

**May 12-15**—Annual meeting, *American Association of Advertising Agencies*. Greenbriar hotel, White Sulphur Springs, W. Va.

**June 3-5**—*Associated Press Broadcasters* annual meeting. Marquette Inn, Minneapolis. 1977 meeting will be held in St. Louis; site and date to be announced.

**June 13-17**—*National Association of Broadcasters* board meeting. Washington.

**June 15-20**—*Broadcasters Promotion Association* 21st annual seminar, Statler-Hilton, Washington. 1977 seminar will be June 12-16, Beverly Hilton, Los Angeles.

**Sept. 12-16**—*Institute of Broadcasting Financial Management* annual conference. Sheraton-Boston hotel, Boston. 1977 conference in mid-September in Regency-Chicago hotel, Chicago.

**Sept. 19-22**—*National Radio Broadcasters Association* 1976 Conference & Exposition. Hyatt Regency Embarcadero, San Francisco. Chicago will be 1977 site.

**Oct. 13-16**—Annual meeting, *Association of National Advertisers*. Broadmoor hotel, Colorado Springs.

**Oct. 24-27**—*National Association of Educational Broadcasters* 52d annual convention. Conrad Hilton hotel, Chicago.

**Nov. 9-11**—*Television Bureau of Advertising* annual meeting. Shoreham Americana hotel, Washington.

**Nov. 10-13**—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Marriott hotel, Los Angeles.

**Dec. 11-16**—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco; 1978 conference at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

**■ Jan. 23-26, 1977**—*National Religious Broadcasters* 34th annual convention. Washington Hilton hotel, Washington.

**Feb. 12-16, 1977**—*National Association of Television Program Executives* 14th annual conference. Fontainebleu hotel, Miami. 1978 conference is scheduled for Los Angeles; site and date to be announced.

Comb, is convention chairman. Sheraton hotel, Biloxi.

**June 12-15**—*Television Programming Conference (TVPC)*, Marco Island, Fla. Contact: Tay Voye, secretary for TVPC, WTVJ(TV) Miami.

**June 13-16**—1976 Summer Consumer Electronics Show, sponsored by *Consumer Electronics Group, Electronic Industries Association*. McCormick Place, Chicago.

**June 13-16**—*Video Systems Exposition and Conference*, third annual video hardware exhibit, held concurrently with summer Consumer Electronics Show. McCormick Place, Chicago.

**June 13-16**—*Florida Association of Broadcasters* 41st annual convention. Breakers hotel, Palm Beach.

**June 13-17**—*National Association of Broadcasters* board meeting. Washington.

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**Dick Casper**  
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## The 'Golden West' rule

EDITOR: Your report (March 1) headed "FCC to restrict rep limitation to same service" could mislead some people regarding what the FCC actually proposes to issue. The Golden West rule applies to licensees that own a station representative firm. The rule is that in a market where a station owner holds a license, his owned representative firm may not represent any other station in the same broadcast service. In this context, television would be considered one service, radio (i.e., AM and FM) another. Previously, AM, FM and TV were considered to be three different services.

A representative that is not owned by a licensee, or that is not the holder of a station license is not limited regarding the kinds of stations it may represent in a market. However, in a market in which a rep holds a station license, the rule would apply, of course.

Where the Golden West rule does not apply, the commission does not put a limit on the number of stations a rep may represent in a single market, regardless of whether the stations are AM, FM or TV. However, the stations cannot be sold in combinations. The only exception is for jointly owned AM-FM stations in the same city. —*M.S. Kellner, managing director, Station Representatives Association, New York.*

## Amplification

EDITOR: The BROADCASTING issue of March 1 misses the mark in its story concerning the sales activities for prime-time access programming at the recently concluded National Association of Television Program Executives convention [in describing] *Break the Bank* and *The Gong Show* as the "two hottest selling new access shows at the convention."

We came into the convention with over 54 markets sold [for *The Muppet Show*] and we came out of the convention with 75 markets sold. That is a sales record unsurpassed in the television industry. It is for this reason that we state that *The Muppet Show* "is the fastest selling series in the history of TV." —*Murray Horowitz, vice president, advertising-public relations, television division, Independent Television Corp., New York.*

(BROADCASTING's March 1 report noted that *The Muppet Show*—among other early starters—had "racked up substantial sales prior to NATPE." Both *Break the Bank* and *The Gong Show* were introduced on NATPE eve, won network O&O berths and, consequently, as newcomers to the fall competition, were the subject of intense interest at the convention. *The Muppet Show*, which counted all five CBS O&O's among its 54 pre-NATPE sales, remained an active seller during NATPE. As of last week *Break the Bank* was reported in 30 markets and *The Gong Show* was in 26.)

## Wrong man

EDITOR: I enjoyed your article about Burt Harris in your Feb. 16 issue. However, I noticed one error. It was not Jerry Greene and Nathan Levine who worked with Burt after he left Warner. It was Jerry and I. —*Marc Nathanson, senior vice president, Harris Cable Corp., Los Angeles.*

## The larger view

EDITOR: The important debate on cable de-regulation currently being argued before the FCC would be a much healthier one if the broadcast industry, and your magazine, spent less time worrying about which side is mounting the louder, better-orchestrated lobbying effort, and more time focusing on the central issues.

Please bear in mind that the FCC's first priority must always be the public—not the vested-interest. If cable television represents a communications technology with the potential of better serving the nation than does broadcast television, the FCC may encourage the growth and development of that technology in the public interest.

The financial future of either industry should also depend, in a free enterprise economy, on which one provides the more valuable communications service to the public—not on which one has the better lobby in Washington. —*Philip Connell, associate director, Home Box Office, New York.*

**FYI** □ Broadcast stations are being solicited by mail to submit information at a charge of \$8 per month for listings in a "1976 BROADCASTING YEARBOOK DIRECTORY." The solicitation is made in a processed letter enclosing a data-process order card to be returned to Directory Processing Center, 9301 Wilshire boulevard, Section 409, Beverly Hills, Calif. 90210.

This enterprise has no connection with Broadcasting Publications Inc., which has published the BROADCASTING YEARBOOK since 1935 and BROADCASTING magazine since 1931. Broadcasting Publications Inc. regards the Beverly Hills solicitation as an infringement of BPI's trademarks and is taking appropriate legal recourse.

Broadcasting Publications Inc. has never charged for editorial listings in any of its many directories. All BPI general mailings and questionnaires have originated in the company's Washington headquarters.

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David Berlyn, Eastern sales manager (New York).  
Ruth Lindstrom, account supervisor (New York).  
Bill Merritt, Western sales manager (Hollywood).  
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## **THE KEYSTONE BROADCASTING SYSTEM, INC.**

## Top of the Week

### New perk for the President: the local media blitz

**Ford has become an old hand at new political technique: calling in local stations for custom-tailored coverage on eve of primary elections; no sign of slackening in election year**

On Friday, March 19, at 11 a.m., President Ford will sit for a taped interview in the White House with anchormen from four stations in the Raleigh-Durham, N.C., and Greensboro, N.C., areas. The following Tuesday must be the North Carolina primary.

It's no coincidence, and no one in the White House pretends that it is. But since before the first primary, in New Hampshire, the White House has been capitalizing on the media's interest in the President to invite broadcast and print journalists in for interviews.

There were individual reporters from Boston television stations and that batch of 20 representatives of 17 New Hampshire radio stations in before the primaries in New Hampshire and Massachusetts (BROADCASTING, Feb. 16). Then, over the past several weeks, reporters from three television stations in Miami and Jacksonville as well as a number of Florida newspapers showed up at the White House. On Sunday, two days before that state's primary, so did 26 representatives of Florida radio stations.

And last Wednesday, less than a week before the Illinois primary, anchormen for four Chicago stations had a half hour with the President.

Bob Mead, the President's television adviser, who has had a large role in planning the White House meetings with the broadcast journalists, is not coy about them. "Yes," he said, "these are orchestrated. That's why I'm here. That's my job."

And he seems delighted with the results. The television stations play their taped interviews in prime time. As for the

radio stations, "they play the hell out of them," Mr. Mead said. "They play the tapes all day long."

Nor does he seem to think the White House is taking unfair advantage of the media's interest in the President. "The other candidates"—former California Governor Ronald Reagan is the only one on the President's mind at the moment—"get around to the states, and get on radio and television there. Our guy sits in the White House and is busy being President. So he invites reporters in, to let the people in the primary states know what he's thinking."

The President made the same points in his interview with the Chicago anchormen, when Walter Jacobson, of WBBM-TV, wondered about the scheduling of the session in advance of the Illinois primary. "I have always enjoyed meeting with local anchormen or newscasters," the President said. "I think it is good for me because they ask the kind of hard questions that relate to a particular geographic area." Then, when Mr. Jacobson persisted with the observation that the anchormen had been



**Chicago's turn.** Four TV anchormen from the Windy City had their chance to interview President Ford in the White House oval office Sunday (March 7). Talking with the President are WGN-TV's Jack Taylor (l) and WMAQ-TV's Floyd Kalber. Also participating were WLS-TV's Joel Daly and WBBM-TV's Walter Jacobson. The interview was video taped under a pool arrangement, using two NBC Washington minicams. Paul Beavers, of NBC-owned WMAQ-TV, was producer.

seeking an interview with the President for more than a year, Mr. Ford observed that because he "can't travel as much as some of the other candidates," he had decided to invite the reporters to the White House.

Of course, the President also manages to campaign in the primary states, where

he is covered by the media. And Reagan backers' frustration with the President's technique of using the Oval Office as a television studio was evidenced in the complaint they filed against WCKT-TV Miami for dividing its 30-minute interview with the President into six-minute segments for stripping in the 6 p.m. news program in the week before the Florida primary. The complaint requested the same treatment for Governor Reagan, but the commission said the nightly news program was exempt from the requirements of the equal-time law (BROADCASTING, March 8).

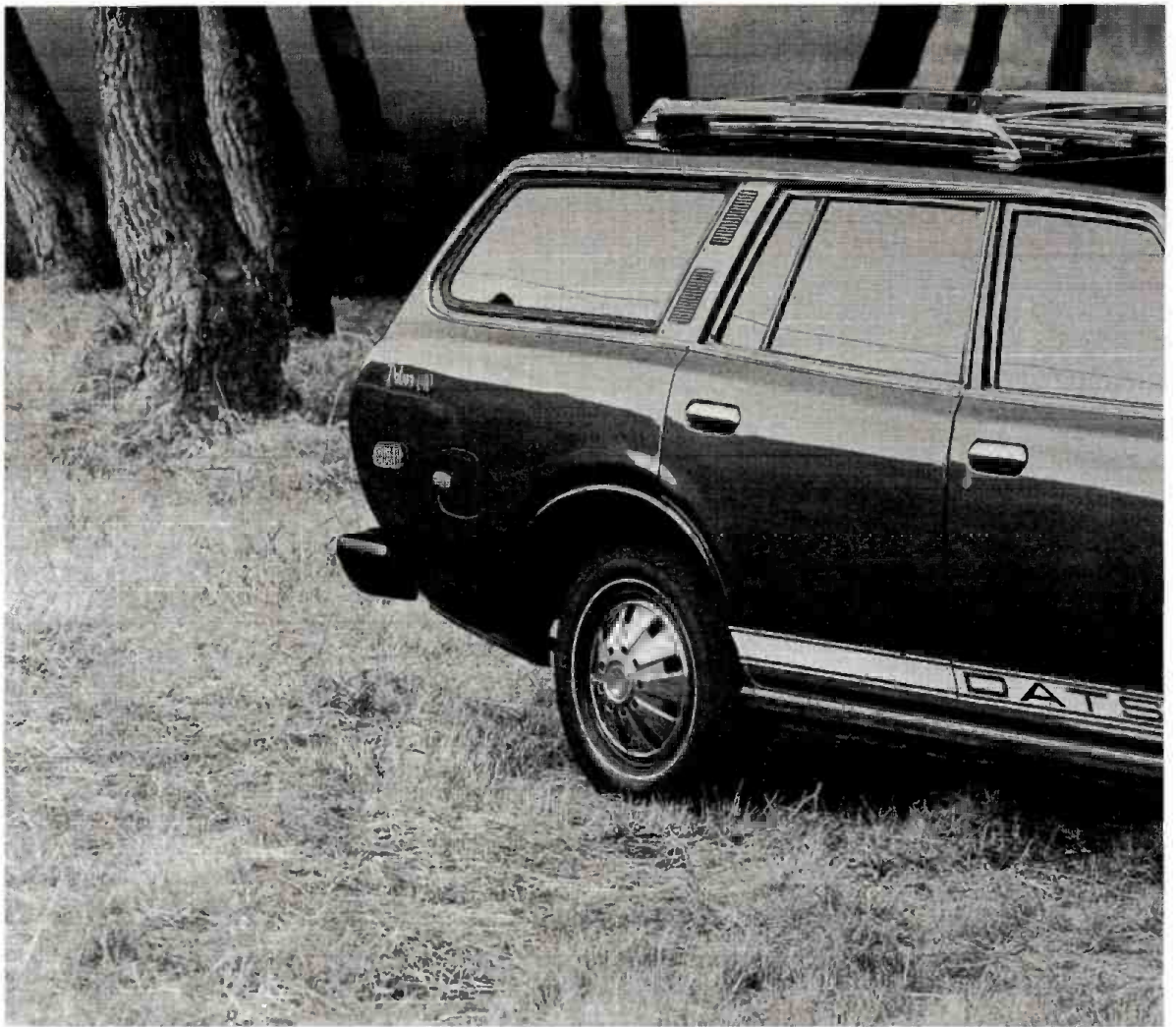
Mr. Mead and Ronald Nessen, the White House news secretary, say that in scheduling the interviews, the White House draws on the hundreds of requests it has received for interviews with the President. The requests have been pouring in over the past year as the President's willingness to meet with local radio and television reporters has become evident.

However, not all of the radio station representatives who have been invited en masse are among those requesting interviews. Mr. Mead said that rather than invite representatives only from those stations in a community that requested interviews, the White House sends invitations to all of the stations in the community. "We don't feel we can exclude the others," he said.

And it is evident that Mr. Nessen was correct when he told White House reporters who were questioning him closely on the "political" implications of the interviews scheduled in advance of state primaries that the interviews "are not command performances." Those invited, who pay their own expenses, can decline, he noted. Indeed, invitations went to about three times as many Florida radio stations as sent representatives.

Whatever the representatives of the distant stations think of the interviews, one person who seems to revel in them is President Ford. "He really likes doing them," said Mr. Mead. "He likes sitting down with four or five guys, or 27, and answering questions." On Sunday, with the Florida contingent in the Blue Room, the President showed up relaxed and beaming, in a turtleneck and sport jacket.

Mr. Mead says he does not know who can be credited with the idea of inviting the media in for chats with the President. But he suggests it grew out of the President's fondness for such meetings. He recalled that after the President was interviewed in the White House by CBS New's Walter Cronkite, Eric Sevareid and Bob Schieffer last year (BROADCASTING, April



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**Eligibility**—This contest is open to commercial radio licensees currently operating pursuant to an FCC authorization. Stations owned by the National Broadcasting Company are ineligible.

**How To Enter**—To enter by mail, write your name and address on your station's letterhead, only one name per letter, and send it to Chuck Renwick, NIS, Rm. 816, 30 Rockefeller Plaza, New York, NY 10020. Mail entries must be received by 3/19/76. Or enter in person at the National Association of Broadcasters Convention by filling in an entry blank which you can obtain at Suite 900, Continental Plaza Hotel, Chicago, Illinois. Contest closes at 10:00 PM, March 23, 1976. Any authorized employee of the station may submit only one entry on behalf of the station, but there is no limit on the number of entries to be submitted per station.

**Winning**—The winner will be selected by a random drawing at The Continental Plaza, Suite 900, on March 24, 1976. No need to be present to win. Prize winner must meet eligibility requirements. The car will be awarded to the station for which the winning entry was submitted.

**Prize**—The prize is a 1976 Datsun 610 Station Wagon. Delivery of the car will be to the station's nearest Datsun Dealer. Liability for taxes, fees and registration are the sole responsibility of the winning station. Mobile unit equipment will be shipped to the station and will be installed at the station's expense. Mobile unit features include: 2-way mobile unit radio with 15-watts transmitter; 2-way base station with a 25-watts transmitter; and fire/police scanner. There is no alternative or cash substitute for the car.

28, 1975), he said he loved it and "Let's take it on the road." Five months later, the President met in Milwaukee with the anchormen of the three VHF stations in that city (BROADCASTING, Sept. 15, 1975), and later on in his travels, probably met with more local broadcast reporters than any other President.

Now, he is coming full circle, with the reporters again coming to him in the White House. The stations that will be represented in the Oval Office next week are WRAL-TV Raleigh, WRDU(TV) and WTVB(TV), both Durham, and WFMY-TV Greensboro.

With four primary victories now under the President's belt, Mr. Mead, along with other White House aides, feels secure in looking past the convention. He now talks of the President continuing to meet with the media in the White House during the election campaign.

Does the White House yet have plans to invite broadcast journalists in after the North Carolina primary?

"We're looking through the files for requests for interviews from states with primaries," Mr. Mead said, not sounding at all as though he were kidding. The next primary date is April 6, and he will have a choice: New York, where Mr. Reagan will not make a contest of it, and Wisconsin, where he will.

■ These are the representatives of Florida radio stations who participated in an interview with the President on March 7:

Elsie Mercer, WGGG(AM) Gainesville; Jeffrey S. Lubar, WKIS(AM) Orlando and WQBY(AM) Miami; Robert Sudbrink, WLYF(FM) and WFUN(AM), both Miami; Richard and Dick Eaton, WFAB(AM) Miami; Fay Wells, WGBS(AM) Miami (for Storer Broadcasting); Hall Cessna, WIOD(AM) Miami; Bill Bayer, WINZ(AM) Miami; Harold Cohn, WERD(AM) Jacksonville; Henry Searcy, WFAM(FM) Jacksonville; Fred Redman, noncommercial WJCT-FM Jacksonville; Marshall Roland, WQIK-

AM-FM Jacksonville; H. Dennison Parker, WTAN-FM Clearwater; R.A. McLeod, WTMP(AM) Tampa; John G. Johnson, WRBQ(FM) Tampa, Harold Arthur Reuben, WYOU(AM) Tampa; William B. Faber, WFLA-AM-FM Tampa; Carol Roland, WQYK(AM) Tampa-St. Petersburg; James E. Reihle, WHYI(FM) Fort Lauderdale; Charles Bortnick and William John Keane, noncommercial WYUM(FM) Coral Gables; Samuel C. Trent, WBSR(AM) Pensacola; Ronald H. Strother, WPAP(AM) Panama City; Charles T. Wooten, Ronald Clyde Johnson and Elkin Terry Jack, WKGC-FM Panama City.

## Man in the News

### White hat or black for CBS's Dan Schorr?

**This isn't the first time the veteran correspondent has been in jams both at home and away, but it could be the last; an old hand at heat, he may be forced out of the kitchen; go or stay, he's become a new symbol in broadcast journalism**

Dan Schorr hasn't been idle in the three and a half weeks since last seen or heard on CBS News. Rather, as lightning rod in the House of Representatives' investigation into leaks from its Intelligence Committee, he has assumed a new role: that of symbol. It's one that requires no small effort, preparing for the answers he must give to the press, to the audiences he addresses, to the House and, if it should come to that, to the courts.

Mr. Schorr, who has acknowledged that

he received a House committee's report and funneled it to the *Village Voice* (BROADCASTING, Feb. 16, *et seq.*), now sees himself as "an accident of history," one who was standing in the middle when two forces collided. One force comprises those who want the lid put back on official secrets for the sake of national security and safety and "maybe for their own peace of mind," he said. The other comprises those who want the press to keep investigating the government. "We still have a large number of people in this country—and my mail indicates a larger number than I thought—who still think after Watergate that the press is more to be trusted than the government," he said.

Another element in the Schorr-symbol equation, as he sees it, is the continuing bout in the country over freedom of the press. In that context, he considers the furor over the leak to be "a phony." Again he uses the image of two colliding interests, in his case that of the House of Representatives in keeping a report secret, and his own interest in publishing the document. That people are now trying to decide on a relative scale of values which interest is greater is "unfortunate," Mr. Schorr said. "I don't think I should have to be answerable to the House of Representatives any more than the House of Representatives has to be answerable to every critical editorial that appears in the papers. We have a diverse society with separate roles, and I don't think they are that much in collision, unless somebody wants to make them so."

The third symbol element, says Dan Schorr, is the role of the reporter in broadcast journalism. "I think the role of the reporter in broadcasting has been taken for granted a whole lot . . . It's been the tendency to regard the reporter as a necessary adjunct to a profession where the top is the anchorperson. There have always been two scales in pay, prestige, recognition."

Mr. Schorr says that previous "flaps" within news organizations have always involved anchor personalities. "For the first time—I think it's the first time—there is a flap of considerable dimension over a non-anchorperson, a mere reporter. I think somebody's going to learn a lesson from this: that without your George Hermans, your Marvin Kalbs, your Bob Pierpoints—just to mention a few in passing—that this thing doesn't run. And that over the years the reporters who get in two minutes or one minute every day have penetrated very deep into the feeling of the people in this country."

Stacked in the middle of his dining table is all the mail Mr. Schorr has received in response to the leak controversy, segregated according to those for and against him. There are "easily" 300 letters there, he said, although he has not counted them, and the "pro" stack is noticeably taller than the "anti." He notes that the two stacks were about even until CBS announced it was suspending him; then the "pros" picked up. "Even to the people who thought the *Village Voice* was wrong, and the leak was wrong," he speculated, "the idea of suspending a reporter today



**Celebrants.** The 50th anniversary of NBC was the occasion for a celebration in Washington last Wednesday, attracting some 1,300 guests—among them the secretary of state—to a reception and buffet dinner in the Statler Hilton hotel. The company's top three are shown in this picture with Dr. Kissinger; (l to r) Vice Chairman David Adams, President Herbert Schlosser and Chairman Julian Goodman.

shocks people." A letter near the top of the "pro" stack includes a \$15 check for something the writer called the Daniel Schorr Defense Fund. Mr. Schorr, exasperated, stewed about the time it would take to find the sender and others like him to return the donations.

"It's unbelievable," he said. "One of the things that it shows is that if you work for 23 years as a reporter without ever having been an anchorperson, you have a recognition around this country that the network has never fully appreciated."

Speculation persists that Daniel Schorr may never return to CBS News. "I may have troubles with CBS," is the limit of Mr. Schorr's comment. "I feel like I'm involved in a wartime alliance with CBS, and I have a feeling that once we've won the war we may find we have a lot of troubles. But until we've won the war we're going to subordinate those problems." Asked to describe the problems, Mr. Schorr replied only, "part of subordinating them is not talking about them."

This is not the first time Mr. Schorr has been in trouble at CBS. He drew heavy fire from management and fellow newsmen alike when he told a Duke University audience in January 1975 that CBS reporters were ordered to "go soft" on former President Richard Nixon in "immediate analysis" on the night of his resignation. That dispute has never been resolved, he said, but he doubted it has any bearing on his present difficulties with the network.

Mr. Schorr refuses to talk about the impending investigation by the House ethics committee, having been told by his attorney, Joseph Califano, to keep his head down. "My attorney doesn't want me to talk about the ethics committee," he said. "He says, 'Don't dare them, don't defy them, don't be smart-ass. You're facing very serious business.'"

Facing serious business is itself not a first for Mr. Schorr, who was among the top 20 on Mr. Nixon's celebrated "enemies list" and was once the subject of an FBI investigation ordered by the Nixon White House. He has been described as an aggressive and competitive—some say to a fault—but competent reporter who has scored many major news beats. He has collected an Emmy Award for a two-part show on Watergate and the top journalism awards of Germany and the Netherlands.

His 23 years at CBS have seen him in the Soviet Union, which he was asked to leave after a story he did drew that country's official wrath, in Germany, Poland, Switzerland, Latin America and Asia. A native of New York, he began his journalism career reporting for small papers in that state in the 1930's, then worked for a Dutch news agency, then shortly after World War II freelanced in Europe for the *Christian Science Monitor* and the *New York Times*, among others.

A late-blooming father, he has two children, Jonathan, 8, and Lisa, 5. He was married for the first time (at the age of 50 in 1967) to Lisbeth Bamberger, former deputy director of the Health Division of the Office of Economic Opportunity.

In his lifelong search after secrets, Mr.



#### Correspondent's correspondence.

Daniel Schorr in the dining room of his District of Columbia home with the mail—for and against his way of journalistic life—that goes with the territory of notoriety.

Schorr has annoyed some of the great leaders, as well as many of his colleagues. He's willing to list the journalists with whom he enjoys friendship or good professional rapport, but declines to name his enemies in the profession, saying "the list is too long."

But, as his mail demonstrates, Dan Schorr has picked up a lot of allies of late. The most recent and perhaps largest block is the 4,700 member National Press Club in Washington, whose board of governors voted unanimously last week to protest the House's investigation of the leak, saying it smacks of a "witch hunt" against Mr. Schorr.

This new round of controversy has set off a rash of awards fever. He will go to Los Angeles in May, for example, to accept an American Civil Liberties Union award.

One reason he wants to go, aside from the honor, is that he is undertaking a campaign to take his case to the people. In the past two weeks, he addressed two university audiences, one in Riverside, Calif., another in New Hampshire and there will be another this week in Cape Girardeau, Mo. Last Thursday he made his debut on NBC on the late-night TV talk show, *Tomorrow*.

If he could erase the past month and stand again at the point where he found himself holding what might be the only copy of the House's secret CIA report, Mr. Schorr said he would do a few things differently. "It makes no difference if you think something is right or wrong. If it is widely perceived to be a mistake, that makes it a mistake."

One mistake he admits to now was in giving the report to the *Village Voice*, an "anti-establishment" medium. Mr. Schorr doesn't read the *Voice* and says he did not understand that many people have strong feelings against it, feelings which have become confused with the question of publication. "If I thought the *Village Voice* was going to make that much difference, I would have waited a few weeks, or I would have Xeroxed a thousand copies and handed it out myself."

Then there is the problem of money, the inevitable royalties from publication of the report that Mr. Schorr tried to channel to the Reporters Committee for Freedom of the Press. The *New York Times*, among others, accused him of trying to "launder" the funds. Mr. Schorr said he did not want the money, and did not think it fair that a publisher should get it, so he tried to give it to a good cause. The Reporters Committee never got the money and said it would not accept it now even if offered, but the proposed transaction was nevertheless a tactical error, Mr. Schorr said, that clouded the main issue.

But, given that second chance, would he again try to have the report published? "Absolutely," he said.

## Pay's day has come, says Wometco

**Station and theater chain owner, long-time foe of pay television, joins its ranks by purchasing over-air subscription station, WBTB-TV Newark, plus pay system**

For years, Wometco Enterprises Inc. and its president, Mitchell Wolfson, a power in the National Association of Theatre Owners, have been regarded as pay television's most implacable foes. But having failed to beat it, in Congress or the courts, Wometco intends to get into the business.

Last week, it announced its intention to acquire an 80% interest of Blonder Tongue Broadcasting, owner of WBTB-TV (ch. 68) Newark, N.J., and 80% in BTVision, which has the rights to provide the station with pay television programming.

WBTB-TV, which went on the air in 1974 with approval of the FCC to provide pay television service, has not been able to get

such a service off the ground, and it has been struggling economically as a conventional outlet; it was dark for nine months last year.

But Louis Wolfson II, Wometco senior vice president in charge of broadcasting and cable television, expressed confidence last week that the station can be made profitable as a conventional outlet and a dispenser of pay television programming.

He declined to divulge details of Wometco's plans for the station because of "competitive reasons." But he did say WBTB-TV would be programed during the day as a specialty station. This would enable cable television systems to carry the station's programming without it being counted against the quota of independent station's programming without its being

The pay television programming would be offered at night. And Mr. Wolfson said equipment built by B-T Laboratories

would deliver scrambled pictures and sound which could be decoded on a monthly and/or per program basis. Subscribers would lease B-T decoders for a fee.

Mr. Wolfson made it clear he was not discouraged by the failure of pay television to become a viable service in the five years since the last possible legal barrier to pay entrepreneurs fell. He said the company's plans were confidential, but indicated they would involve efforts to cooperate with theater owners—who would normally be expected to fight pay television—and cable television systems. "I have a way," he said.

Wometco, which is involved in broadcasting, cable television, Coca-Cola bottling, automatic vending, and tourist attractions, is also a major motion picture exhibitor. And under the leadership of Mitchell Wolfson in the early 1960's, NATO fought FCC plans to authorize pay television experiments all the way to the Supreme Court, and lost.

In recent years, however, Wometco has been moving into subscription programming. It provides a pay service to 18,000 hotel rooms in Miami Beach, and it offers pay service on a cable system in Osable, N.Y.

By way of explaining Wometco's changed attitude, Louis Wolfson indicated he felt the day of subscriber program service has arrived, both for cable and television. Pay cable operations are reaching the break-even point, he said, and added, "We are being forced into it competitively. Subscribers are demanding it. We think the timing is better now than it was five years ago."

The application for FCC approval of the transfer of the station license will be filed within the next two weeks. But a letter of intent the parties signed indicates the problems WBTB-TV has had. Wometco would acquire 80% of the stock in the station from Isaac Blonder and Ben Tongue for \$100, but would assume debts totalling between \$1,250,000 and \$1,500,000. In addition, Wometco would lend the station \$50,000 between the signing of the agreement and the closing of the sale after final commission approval.

Messrs. Blonder and Tongue would remain active as franchisers of their pay-TV system and, through the B-T Laboratories, as the manufacturer of the equipment. The Wometco agreement provides for Wometco's purchase of 5,000 decoder units and associated equipment, once the sale of the station is completed. The price will be determined later, but the down payment on the first 1,000 units would be \$50,000.

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## Deal between WNEW-TV and Puerto Rican group passes muster at FCC

The dispute between a Puerto Rican group and Metromedia Inc.'s WNEW-TV New York

ended last week with the FCC's acceptance of an agreement between them. The commission staff notified the Puerto Rican Media Action Group and Metromedia that the agreement, involving commitments on the part of Metromedia to recruit and train at WNEW-TV Latinos and other minority groups, was in accord with the guidelines the commission laid down for such agreements in an order issued on Dec. 19, 1975. Accordingly, the commission granted the group's request to withdraw its petition to deny.

The agreement was the second the Puerto Rican group negotiated with a station to resolve a dispute; the first was negotiated with WNBC-TV New York last summer. Now, reportedly, the group is holding talks with WNET(TV) New York, the only station whose renewal application it still opposes.

But the Puerto Ricans are not the only ones attempting to resolve differences with a station. Last week, several groups in Camden, Ala., informed the commission they had reached an agreement with WCOX(AM) Camden, Ala., and said they wanted to withdraw the petition to deny they filed against the station.

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## FCC lets lie sleeping dog of hypoing

**Commission drops rulemaking, says it could create problems for small markets, might involve it in First Amendment issues**

The FCC wants to stay away from judging the value of different promotions used by broadcasters and has ended its inquiry into hypoing (BROADCASTING, Dec. 8, 1975) without adopting a new rule.

A rulemaking was proposed by the commission last May that would have prohibited holding special contests or promotions within four weeks of a rating period, giving prizes to listeners within three months of ratings for saying they listened to a particular station and misquoting survey results or quoting any but the most recent survey figures. In addition, licensees would have to determine when ratings surveys were being made in their markets.

In deciding to drop the matter, the commission noted objections raised in comments filed by broadcasters. The most serious consideration, the commission felt, would be the economic problems created for smaller stations if they were forced to eliminate some advertising and promotional activity. Other problems raised in comments said that in large markets ratings are being taken most of the time and the rule would assume that any variation in promotional activity by a station was an attempt to distort the ratings. To enforce the rule, the FCC said, it "would thus be taking it upon itself to judge the value of different kinds of promotional and pro-

graming activity." The possible First Amendment conflicts that might result would not appear to be outweighed by any "immediate, impending dangers to the public interest."

Rating distortion complaints will continue to be handled by the commission on a case-by-case basis with copies sent to the Federal Trade Commission. FTC rules prohibit ratings distortion and that agency, not the FCC, prosecutes hypoing cases.

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## Public stations now will have to ascertain

**FCC says television licensees will follow nearly same procedures as commercial counterparts; radio outlets will file narrative**

Noncommercial broadcasters now have something that had been commercial broadcasters' exclusively—the requirement to ascertain the needs and interests of their local communities.

The FCC last week, in a 6-to-1 vote, adopted ascertainment procedures for noncommercial stations to follow in an order that reflects the feeling that "educational" broadcasting has become "public" broadcasting. And since noncommercial stations are increasingly filling their schedule with noninstructional material, the commission contends they should ascertain and meet the programing needs and interests of the communities they serve.

As in the case of commercial broadcasters, the commission will expect existing noncommercial licensees to ascertain throughout the license period. New applicants or parties acquiring a station would be required to ascertain within six months of the filing of their applications.

But unlike what it did in December in the case of commercial broadcasters, the commission set different ascertainment requirements for the two noncommercial services. The reason: The commission feels noncommercial radio has not reached the stage of development or the degree of financial support noncommercial television has.

So noncommercial radio licensees are being asked only to do a narrative report on how they ascertained—the individuals they contacted, how they contacted them and the problems they discovered. This is similar to the technique commercial broadcasters used before the commission laid down more specific requirements.

Noncommercial television licensees will follow procedures similar to those their commercial counterparts do. The commission is providing a checklist of 19 elements within a community—political, religious, educational, among them—from which the broadcaster will select leaders to interview.

In the case of renewal applicants, no

more than 50% of the interviews need be done by management; the remainder can be done by lower-level employees and volunteers. But in the case of all other applicants, management must do all leadership interviews.

Noncommercial television licensees will be also required to make general public surveys, but will be allowed various options as to how to do them. They can be done on a random-sample basis, or through periodic call-in programs or public meetings. The commission realizes the second approach could produce a biased reading of community interests, but it feels the noncommercial broadcaster could place such comments in proper perspective.

The commission is not providing an exemption from the formal ascertainment requirements for stations in markets of less than 10,000 persons, as it has in the case of commercial broadcasting.

## NCCB enlists 21 members of Congress in campaign to make mandatory prime-time public affairs hour

**Chisholm letter asks Wiley to put proposal before the FCC**

The National Citizens Committee for Broadcasting's proposal that broadcast stations and networks be required to provide one hour of public affairs programming in prime time each week has been introduced to the FCC by 21 members of Congress—20 Democrats and one Republican.

"As members of Congress concerned with assuring that the American broadcasting industry assumes responsibility for the tremendous impact programming has on viewers," the members said in a letter addressed to FCC Chairman Richard E. Wiley, "We are asking that you consider this proposal at the earliest possible date."

The letter, which was written by Representative Shirley Chisholm (D-N.Y.), is part of an NCCB campaign that seeks to involve groups across the country in an effort to persuade stations and networks to provide a prime-time hour of public affairs programming weekly (BROADCASTING, Jan. 19). The project is said to have been endorsed by 109 public interest groups and "concerned individuals."

The members of Congress said in their letter that the airing of more public affairs programs would make it certain "that some of the most crucial issues which face our society, and which have been ignored and downplayed by television in the past, will receive the attention" they deserve. It also said stations providing one hour weekly public affairs programming would be observing the spirit of the fairness doctrine by airing public affairs shows at a time when there is the largest viewing audience.

Besides Representative Chisholm, the

## In Brief

■ Both CBS and NBC cried foul as it became known that **1980 Winter Olympics' TV rights** have been awarded to ABC. They fired off protests to Olympic Organizing Committee in Lake Placid, N.Y., and to International Olympic Committee in Lausanne, Switzerland, protesting that ABC had been picked through private and noncompetitive procedure, urged bidding be reopened to all interested parties. OOC notified networks on Thursday (March 11) that it had reached agreement in principle with ABC, said negotiations with other networks were "impossible" pending approval or disapproval of IOC. ABC is reported to be paying about \$11 million for rights. ■ WABC-TV New York goes before New York State Court of Appeals today (March 15) to argue what it contends is **unconstitutional case of prior restraint** on news coverage. Appeals justices twice last week prevented station from airing filmed report on Staten Island's St. Michael's Home for children who are wards of state. ■ Representative **Timothy Wirth** (D-Colo.) wrote FCC Chairman Richard Wiley last week, proposing that commission issue notice of inquiry and also order Office of Plans and Policy to examine accuracy of broadcast ratings and broadcasters' use of them in programming decisions. In same vein, House Communications Subcommittee Chairman **Torbert Macdonald** (D-Mass.) wrote noncommercial WETA-TV Washington protesting "ratings mentality" there because station won't schedule minority program, *Black Journal*, before 11 p.m. Mr. Macdonald also asked FCC number of follow-up questions to recent oversight hearings, all dealing with equal employment opportunity matters. Among other things, he wants to know what FCC plans to do about stations in service areas with at least 5% minority population, reporting 10 or more full-time employees but employing no minorities, full or part-time. ■ Two **White House nominees**, Calvin Collier and Diana Lady Dougan, went before Senate Commerce Committee last week for confirmation hearings as, respectively, chairman of Federal Trade Commission and board member of Corporation for Public Broadcasting. Mrs. Dougan, active volunteer at noncommercial KUED(TV) Salt Lake City, breezed through; Mr. Collier, associate director of White House Office of Management and Budget, had tougher time. Asked the meaning of Watergate testimony that he was contact man at Commerce Department in "responsiveness program" to have bureaucracy aid Nixon administration, he denied wrongdoing. In written testimony, Mr. Collier said FTC should apply "more demanding standards" on children's advertising and supported "affirmative disclosure, corrective advertising and consumer redress" but said advertising claim documentation should be imposed selectively to avoid high costs. ■ **Teleprompter Corp.**'s revenues passed \$100 million for first time in 1975, gaining 17% of \$101,848,000. Net loss dropped 40% to \$4,387,000. ■ **Viacom International's** cable TV revenues in 1975 increased 18.3% to \$23,994,000 while revenues from program distribution declined 3.1% to \$15,382,000. Company's net income rose 14.3% to \$3,097,000 (BROADCASTING, Feb. 23). ■ Syndicator **Sandy Frank's anti-multiple-exposure roadshow** played Los Angeles last week, producing endorsement from Sam Roberts, executive coordinator for National Conference of Motion Picture and TV Unions, who said he will urge member organizations to join campaign to expand prime-time access opportunity by preventing single series from appearing number of times during week. Roughly half of some 100 attending Beverly Wilshire lunch signed petition urging FCC to adopt such PTAR modification, including David Charney of Four Star International and David Levy of Wilshire Productions (and secretary of Caucus of Writers, Producers and Directors). ■ Postal authorities are investigating **Broadcasters' complaints** that airline and hotel reservations contracted through Compass Inc., Las Vegas, have not been delivered. Beasley Broadcasting Group, Goldsboro, N.C., says it is out some \$25,000 on one deal, and its attorney estimates another 20-25 stations—including Multimedia's WIBC-AM-FM-TV Greenville, S.C.—may have lost as much as half-million dollars. Investigation is being conducted by Inspector Glen La Palme, who asked that broadcasters with similar complaints forward them to P.O. Box 14747 in Las Vegas. No charges have been filed. ■ **James Scott Hill**, 51, VP, general counsel and secretary of Liggett & Myers, named VP of CBS Inc. with responsibility for offices of CBS VP and general counsel (Robert V. Evans), Washington VP (Bill Leonard) and corporate secretary (Charles Bates). Mr. Evans and Mr. Leonard formerly reported directly to President Arthur R. Taylor; Mr. Bates, as member of law department, to Mr. Evans. ■ House last week approved

House members signing the letter are Representatives Joseph P. Addabbo (D-N.Y.), Herman Badillo (D-N.Y.), George E. Brown Jr. (D-Calif.), Yvonne Burke (D-Calif.), John Conyers (D-Mich.), Joshua Eilberg (D-Pa.), Tom Harkin (D-Iowa), Michael Harrington (D-Mass.), James Jeffords (R-Vt.), Matthew McHugh (D-N.Y.), Ralph Metcalf (D-Ill.), Parren Mitchell (D-Md.), Richard Ottinger (D-N.Y.), Jerry Patterson (D-Calif.), Charles Rangel (D-N.Y.), John F. Seiberling (D-Ohio), Gladys Noon Spellman (D-Md.), Pete Stark (D-Calif.), Timothy Wirth (D-Colo.) and Andrew Young (D-Ga.).

## Avco's first is almost last to go

**The pioneer WLW joins others in broadcast holdings sell-off**

Avco Broadcasting Corp. last week found a buyer for WLW(AM) Cincinnati, the original piece of the station group it is dismantling. The buyer, local investors headed by a coal millionaire, paid a reported \$8.5 million.

WLW was put on the air 54 years ago by the late Powel Crosley Jr. and for a while operated with 500 kw, the most powerful station ever to broadcast in the U.S. It became a training ground from which some of broadcasting's most prominent performing, production and management personnel emerged. The station was sold to Avco as part of its \$21-million purchase of the Crosley Corp., in 1945.

The new WLW owner, Queen City Communications Inc., is headed by Jay C. Thompson, chairman. Mr. Thompson is president and chief executive officer of Rapoca Energy Corp., a Cincinnati-based coal mining company, though he sold control of the company last year to Field Enterprises of Chicago for a reported \$20 million.

The president of Queen City is Charles K. Murdock, Avco senior vice president for radio and general manager of WLW since 1967. He will continue to manage the station under the new ownership. Mr. Murdock said last week that Queen City hopes to acquire other radio stations in "markets comparable to WLW's."

Avco, a diversified company that manufactures electronic equipment and heavy machinery, is in electronic and chemical research, owns insurance and financial firms as well as Carte Blanche, Embassy Pictures and Avco Film Productions, took a \$20.6 million consolidated loss in 1974 and decided to sell off its broadcast properties.

So far it has disposed of WLWT(TV) Cincinnati; WLWD(TV) Dayton, Ohio; WLWC(TV) Columbus, Ohio; WLWI(TV) Indianapolis; WOIA-AM-TV San Antonio, Tex., and WWDC-AM-FM Washington, for a total of about \$85 million. With the sale of WLW(AM), it is left with only WRTH(AM) Wood River, Ill. (St. Louis), and KYA-AM-FM San Francisco.

## ABC studies find 'normal' children most affected by television violence

**And it's emotionally impaired youth that is least moved to overt aggressiveness by action programs**

A five-year study of 10,000 "normal" school children has found that "under certain conditions" exposure to TV violence increased their "inclination toward aggression," and that exposure to "pro-social" content on TV improved their social perceptions in some ways.

A five-year study of emotionally impaired youngsters, children from broken homes and youthful offenders imprisoned for crimes of violence, on the other hand, found that "exposure to aggressive television content did not lead to heightened aggressive behavior." It did, however, tend to produce more aggressive "fantasies."

These findings emerge from two series of independent research studies underwritten by ABC Inc. under grants totaling \$1 million. In a broad way they appear to conflict with long-held assumptions and conclusions from other research that the effects, if any, of TV violence are more apt to be discernible among children predisposed toward violence than among so-called normal children.

ABC said in releasing summary findings that the studies were part of a continuing

ABC program of social research and that the company is currently soliciting proposals from several hundred colleges and universities for additional pilot research projects on "the social and psychological impact of television programming."

ABC also said "on-going findings" of the two currently released studies have been incorporated into guideline principles for the ABC broadcast standards and practices department, "resulting in a steady reduction of the incidence of violence in both adult and children's programming [on ABC-TV] and in an increase in children's programs with prosocial messages."

The research among 10,000 "normal" children, who were aged 8-13, was in 1970-75 by Lieberman Research Inc. under Dr. Seymour Lieberman, while the studies among emotionally impaired and institutionalized children were conducted 1970-75 by Dr. Melvin S. Heller, child psychiatrist, and the late Dr. Samuel Polsky, of Temple University.

The Lieberman research, which in part gauged changes in a child's "inclination toward aggression" by the intensity with which he struck an "electronic pounding platform" before and after exposure to violent (nonviolent) programs and scenes, also found that TV programs in recent years have become tamer in their effects: Action-adventure programs aired in 1972-75 "generated less inclination toward aggression" than those aired in 1962-63, and children's programs aired in 1972-75 produced "little increase" from the 1971-72 program levels.

## Shopping for a present for the NAB

**Wiley pushes FCC to deal with number of important items this week, including automated transmitters, short-form renewal**

FCC Chairman Richard E. Wiley is laying a heavy workload on the commission this week in hopes of going to the National Association of Broadcasters convention with work completed on a number of long-pending items, some of them of particular interest to broadcasters.

Two matters particularly should provide material for attention-grabbing paragraphs if the chairman should choose to mention them in his speech—a notice of proposed rulemaking looking to the authorization of automated transmitters in the AM, FM and TV services, and a report and order adopting a short-form renewal application for radio.

The rulemaking dealing with automated transmitters may not go as far as some broadcasters might wish to the ideal of promoting completely automated equipment. The commission staff does not feel

the state of the art is advanced to that stage. However, the proposal would permit some nonattended operation—provided the Communications Act were amended to deal with a statutory requirement that transmitters be attended.

The short-form renewal has posed considerable drafting problems for the staff. On the one hand, there was a desire to lighten the applicants' reporting load; on the other, there was a concern on the part of public interest groups that the program-reporting requirements not be reduced to the vanishing point.

In other matters this week, the commission is expected to:

- Issue a notice of proposed rulemaking containing options for dealing with the petition of a group of New Jersey residents seeking additional VHF television service for that state (BROADCASTING, March 8).

- Deny virtually in their entirety petitions for reconsideration of the fairness report, which contains the first overview of the fairness doctrine and rulings issued under it since it was adopted in 1949.

- Adopt rules designed to streamline the commission's adjudicatory processes.

- Issue a notice of proposed rulemaking designed to provide for a restructuring of allocations standards for noncommercial FM stations.



*all music all the time®*

MEMO FROM: Jim Schulke

RE: ARB Rankings — Oct./Nov.\* and April/May, 1975

89% of the following SRP subscribing stations rank either 1st, 2nd or 3rd, Persons 18+, 6 a.m. — Mid., , M-S, Total Area Av. ¼ Hr. and/or Metro Share among all AM and FM stations in their markets:

		Overall Position 18+ AM or FM				Overall Position 18+ AM or FM	
		A/M	O/N			A/M	O/N
Albuquerque	KOB-FM	1	—	Lincoln	KLIN-FM	5	—
Appleton	WROE	3	—	Los Angeles	KJOI	4	2
Atlanta	WPCH	2	2	Louisville	WVEZ	5	4
Baltimore	WLIF	2	2	Memphis	WEZI	4	3
Binghamton	WQYT	2	—	Miami	WLYF	1	2
Boston	WJIB	1	2	Milwaukee	WEZW	2	2
Buffalo	WBNY	2	3	New Orleans	WBYU	2	4
Cedar Rapids	WMT-FM	2	—	Oklahoma City	KKNG	2	3
Charlotte	WBT-FM	3	2	Omaha	KEZO	3	3
Chattanooga	WYNQ	5	2	Orlando	WDBO-FM	2	2
Cincinnati	WWEZ	2	2	Pensacola	WMEZ	2	—
Colorado Springs	KRDO-FM	1	—	Peoria	WSWT	1	—
Columbus	WBNS-FM	2	2	Philadelphia	WWSH	1	3
Dallas	KOAX	4	3	Pittsburgh	WSHH	2	2
Davenport	KRVR	1	—	Portland	WGAN-FM	1	—
Denver	KLIR	2	3	Raleigh	WYYD	2	3
Des Moines	KLYF	3	3	Sacramento	KEWT	1	1
Ft. Lauderdale	WLYF	1	—	St. Louis	KEZK	8	4
Fresno	KKNU	1	1	San Antonio	KQXT	4	3
Grand Rapids	WOOD-FM	1	1	San Francisco	KFOG	4	3
Hartford	WKSS	2	2	Syracuse	WEZG	3	3
Honolulu	KHSS	4	2	Toledo	WXEZ	3	4
Houston	KYND	4	2	Topeka	KSWT	2	—
Huntington	WHEZ	3	—	Tulsa	KWEN	3	3
Indianapolis	WXTZ	3	3	West Palm Beach	WEAT-FM	1	1
Jackson	WLIN	1	—	Wichita	KBRA	6	5
Las Vegas	KORK-FM	2	1	Youngstown	WKBN-FM	1	—

Based on the latest ARB's there are: 13 overall NUMBER ONE stations  
19 overall SECOND  
16 in THIRD position  
4 in FOURTH and  
2 ranking FIFTH  
among all AM or FM stations in each market.

\*Reported for markets surveyed in Oct./Nov.

— Indicates markets not surveyed in Oct./Nov.

Stereo Radio Productions Ltd 36 East 61st Street New York NY 10021 212-980-3888

**900 advertiser and agency  
best overall sales staffs in**

**“Blair Television  
is best!”**

*Media Industry Newsletter\** conducted a nationwide survey to find out from national advertisers and agency people which sales organizations were best in each of six categories of advertising media.

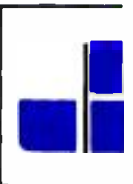
In broadcasting, respondents ranked Blair Television and Blair Radio first as the organizations with the best overall sales staffs in their respective media.

**QUESTION:** What station, station group, rep firm, network has the best overall [TV] sales staff?

**RESPONSE:** 1. Blair Television  
2. CBS  
3. Harrington Righter & Parsons  
4-17. All Others

**BLAIR TELEVISION ☐ BLAIR RADIO**

Divisions of JOHN BLAIR & COMPANY  
America's leading station representative



\*Media Industry Newsletter, Vol. XXVIII, No. 47, Nov. 21, 1975 and No. 49, Dec. 5, 1975.

**people were asked to name the  
broadcasting. Their response:**

**“Blair Radio  
is best!”**

Blair took top honors in both media because of the professionalism and dedication of the Blair salespeople throughout the United States. Good people, who know and strongly identify with the outstanding stations they represent. People who believe in their medium and who concentrate their energies on sales.

They're why leadership is a tradition with Blair. And why advertisers and agency media people everywhere have re-confirmed that Blair is best!

**QUESTION:** Which stations or station groups have the *best* overall [radio] sales staff?

**RESPONSE.** 1. Blair Radio  
2. Katz Radio  
3. CBS  
4-19. All Others

NEW YORK • CHICAGO • ATLANTA • BOSTON  
DALLAS • DETROIT • JACKSONVILLE  
LOS ANGELES • PHILADELPHIA • ST. LOUIS • SAN FRANCISCO

Reprints of the *Media Industry Newsletter* survey results are available on request from Communications Department, John Blair & Company, 717 Fifth Avenue, New York, NY 10022.

## Next week in Chicago: NAB poised for biggest show yet

**It will feature most comprehensive equipment exhibit ever offered; government spokesmen to present issues, answers affecting industry; Ervin selected to receive award in memory of Grover C. Cobb; TV-radio segregation to be observed in much of agenda**

Nearly all is in readiness for the 54th annual National Association of Broadcasters convention at Chicago's cavernous McCormick Place, March 21-24, a gathering that will be distinguished by the largest broadcast equipment show ever and a list of broadcast luminaries and government dignitaries topped by the Distinguished Service Award winner, Julian Goodman, Chairman of NBC, FCC Chairman Richard Wiley and North Carolina's former Democratic senator, Sam J. Ervin Jr.

Mr. Ervin, NAB announced last week, is to be the first recipient of the annual Grover C. Cobb Memorial Award for furtherance of broadcasting's relations with the federal government. Mr. Ervin won acclaim for his chairmanship of the Senate Watergate Committee and became endeared to broadcasters for his successful campaign in the 93d Congress against inclusion of performers royalties that broadcasters would have to pay record manufacturers and artists in the Senate copyright bill. Selected from a field of 15 broadcasters and public servants by the NAB-affiliated Television and Radio Political Education Committee, Mr. Ervin said he will be present at the opening general assembly Monday, March 22, to accept the award, a bronze plaque created by sculptor Robert Russin (BROADCASTING, Jan. 19) and a \$1,000 cash award to be donated to a college student of broadcast journalism or political science. The award is dedicated to the memory of Grover Cobb, the late NAB senior executive vice president.

Acquiescing to complaints from NAB radio members that radio problems have been subordinated to TV concerns in past convention programs, the NAB has built a program this year that segregates radio to the point of holding separate radio and TV luncheons Monday and scheduling separate visiting hours for the convention exhibit.

The radio program, which includes 13 workshops, was developed by NAB in co-operation with the Radio Advertising

Bureau under an arrangement formalized last December (BROADCASTING, Dec. 15, 1975). NAB is underwriting RAB's participation in sessions on radio programming, sales and management to the extent of \$50,000. The association made similar arrangements on the TV side with a \$20,000 award to the Television Bureau of Advertising.

The halves of the industry will come together on four occasions at the convention, at the opening general assembly, which will feature an address by NAB President Vincent Wasilewski, the presentation of the awards to Mr. Goodman and Mr. Ervin and a Bicentennial media presentation. They come together again at a joint luncheon Tuesday with a keynote speech by Mr. Wiley; during joint government relations workshops Wednesday morning and a joint Q-and-A session with FCC Chairman Wiley and Commissioners Robert E. Lee, Benjamin Hooks and Abbott Washburn, also Wednesday morning.

Mr. Wasilewski's opening remarks will be brief. He will make extended "state of the industry" presentations later Monday at separate radio and TV sessions.

Advance registration for the convention was just over 3,000 last week. That figure represents radio, TV and engineers combined and is comparable to the numbers at this stage last year. NAB anticipates that the numbers over-all will be similar to those at last year's get-together in Las Vegas. About 5,215 broadcasters and 3,748 exhibitors made the trip to Las Vegas. Counting wives, husbands and children, the census last year showed 11,921 people in attendance. The record for broadcaster attendance was 6,035, set in Washington three years ago.

Although the association will not break any attendance records, it has already topped all previous marks in exhibit sales. As of last week, 94,500 square feet of space had been sold to 210 exhibitors. At \$7 a square foot, \$1 more than in Las Vegas, NAB will collect more than \$660,000 from the exhibitors. That compares with \$450,000 for 75,000 square feet of space at last year's broadcast electronics show.

In line with the radio-TV segregation theme, NAB has tried to separate the radio from the TV exhibits. Makers of radio equipment only and TV equipment only will occupy opposite sides of the floor with makers of both radio and TV equipment in between.

As in the past, NAB has programed a little of everything into the Chicago convention, with a variety of workshops and

"shirt-sleeve" sessions on broadcast station operations, and, sandwiched between those, several forums for discussion of major issues affecting the industry. Because most of the major issues involve the government, the association has arranged for several Washington decision-makers to address the conventioners. Among them are House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), who is scheduled to address the radio broadcasters in a Tuesday morning radio session with the ambiguous title, "Up the Hill." A former member of the Communications Subcommittee and now chairman of the Consumer Subcommittee, Representative Lionel Van Deerlin (D-Calif.), will speak at a Tuesday morning TV session. Senator Vance Hartke (D-Ind.), who is next in line for the chairmanship of the Senate Communications Subcommittee after John Pastore (D-R.I.) retires at the end of this year, will address another TV session Monday afternoon.

There are other universally recognized names on the convention program, among them radio commentator Paul Harvey, the keynote speaker at Monday's radio luncheon. The invocation at that luncheon will be given by radio evangelist Garner Ted Armstrong. And CBS's 60 Minutes reporter, Mike Wallace, has been called in to stir up debate on an hour-long simulated TV talk show Monday afternoon on the subject, "Pay TV: Will it Supplement or Supplant?" The guests on the show will be Frederick Ford, former FCC chairman and former president of the National Cable Television Association, now an attorney with the Washington law firm of Pittman, Lovett, Ford & Hennessey; Teleprompter President Russell H. Karp; ABC Senior Vice President and General Counsel Everett Erick, and George Koehler of Gateway Communications, Cherry Hill, N.J.

A list of other convention highlights:

- A Monday morning session, "Audio Odyssey," a look at music, trends in sound technology and engineering in a program created by Chuck Blore Creative Services, Hollywood, Calif., and with special effects by Bell Laboratories, Holmdel N.J.

- Thirteen radio workshops on topics ranging from music programming and news programming to sales and co-op advertising. Seven of the workshops will run concurrently Monday morning and be repeated Tuesday morning at 8 a.m. The other six will run Tuesday afternoon and be repeated at 8 a.m. Wednesday.

- An FCC panel at a radio session Tuesday morning with Chairman Wiley, Wallace Johnson, Broadcast Bureau, Paul Putney, Broadcast Bureau; Richard Shiben, Renewal & Transfer Division; William Ray, Complaints and Compliance Division and Martin Levy, Broadcast Facilities Division.

- A Tuesday afternoon radio session, entitled "Million Dollar Consultants," during which broadcasters with singular success in sales, engineering and programming will prescribe medication for illnesses at specific stations.

- A panel of Capitol Hill aides at a

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Monday morning radio session offering tips on how to deal with congressmen. The aides: Harry M. (Chip) Shooshan, counsel to the House Communications Subcommittee recently in the news as co-author of the staff report on cable TV regulation (BROADCASTING, Feb. 2); Mary Jo Manning, legislative assistant to Senator Ernest Hollings (D-S.C.), a member of the Senate Communications Subcommittee; Bill Pursley, legislative assistant to Senator Richard Stone (D-Fla.), formerly with Senator Ervin; Sid Hoyt, administrative assistant to Representative Samuel Devine (R-Ohio), ranking minority member of the House Commerce Committee, and Nancy Nord, minority counsel to the House Consumer Subcommittee.

■ "In the Box," a series of four 20-minute debates scattered throughout the TV program Monday and Tuesday. Each will feature a single proponent and opponent of a specific proposition and will adhere to the traditional debate format of opening argument, rebuttal and summation. "In the Box No. 2," for example, pits Ed Weinberger executive producer of the TV shows, *Phyllis*, *Doc* and *Rhoda*, against Mike Shapiro, president of WFAA-TV Dallas, on the proposition, "The 'New Morality' on TV—Is It in the Public Interest?" Other topics are "CATV Should Be Further De-regulated," "TV News Is Biased!" and "Television Is an Under-

**Talk to the commission.** FCC Chairman Richard E. Wiley and three or four members of the commission staff will participate in a kind of mini-regional meeting on the eve of the National Association of Broadcasters convention in Chicago next week. They will appear on WGN(AM)'s *Extension 720*—a call-in show—and answer questions from members of the public between 9 and 11 p.m., on Sunday, March 21. Participating with the chairman will be Wallace Johnson, chief of the Broadcast Bureau; Richard Shiben, chief of the Renewal and Transfer Division, and William B. Ray, chief of the Complaints and Compliance Division. Ashton Hardy, general counsel, is another possible starter.

priced Medium."

■ A celebration of the 20th anniversary of the video-tape recorder, with a film retrospective of the great and not-so-great moments in VTR. CBS newscaster Douglas Edwards will narrate the presentation, scheduled for the joint TV-engineers luncheon Monday. Mr. Edwards was the first to use and be on VTR with his program, *Douglas Edwards in the News*.

■ Six TV workshops Monday morning (three to be repeated Tuesday at 8 a.m. and three Wednesday at 8 a.m.) on subjects such as TV promotion, electronic news

gathering, sales and UHF. The TV program also calls for sessions on programming, advertising and sales with prominent practitioners participating.

At the same time as the annual convention, the NAB will stage its 30th annual Broadcasting Engineering Conference at McCormick Place. The conference will be highlighted by a Tuesday luncheon address by Dr. Ira Jacobs, director of the Bell Digital Transmission Laboratory, Holmdel, N.J., who will talk about fiber optic communications technology and applications, and by the presentation of the 1976 NAB engineering award to the noted Washington consulting engineer, Frank Kear (see "Profile," page 121). Also prominent Monday afternoon, an FCC technical panel session with Mr. Johnson of the Broadcast Bureau, C. Phyll Horne of the Field Operations Bureau, Neal McNaughten of the Broadcast Bureau, Ray Seddon of the Emergency Broadcast Division and Dennis Williams of the Existing Aural Facilities branch.

In addition the engineers program will feature workshops on digital video for the TV broadcasters, and on automation for radio: "Boom or Bust?" And there will be the usual presentation of technical papers, including one by Chris Payne, chief engineer at KYW(AM) Philadelphia, on electronic news gathering for all-news radio.

## The situation in Chicago: NAB's official agenda for its 54th convention

**Registration.** The registration desk will be located in the lobby level of McCormick Place. It will be open 1-5 p.m. on Saturday, March 20, 8 a.m.-5 p.m. on Sunday and Monday and 9 a.m.-5 p.m. on Tuesday and Wednesday.

**Equipment exhibit hours.** Displays of broadcast equipment and services open 9 a.m. Sunday, March 21, on the lobby level of McCormick Place. Exhibits will be open 9 a.m.-5 p.m. Sunday through Wednesday.

**Workshops, assemblies and luncheons.** All will be held at McCormick Place, unless indicated.

### Monday, March 22

**Opening general assembly** (joint meeting of radio and television management and engineers). Arie Crown theater, lobby level. 9-10:15 a.m. Music: Great Lakes Naval band. Presiding: V. Kay Melia, KLOE(AM) Goodland, Kan., and convention co-chairman. *Bicentennial media presentation.* Invocation: Paul Stevens, Radio-Television Commission, Southern Baptist Convention. *Presentation of Grover C. Cobb Award* by Jack Rosenthal, Harriscopo Broadcasting, Casper, Wyo. *Economic understanding campaign*, an Advertising Council presentation. Remarks: Vincent T. Wasilewski, NAB president. *Presentation of NAB Distinguished Service Award* to Julian Goodman, chairman and chief executive officer, NBC. Remarks by Mr. Goodman.

#### Television sessions

**Program conference '76.** Drury Lane theater, upper level. 10:15-11:30 p.m. Presiding: Robert D. Gordon, WCPQ-TV Cincinnati, and convention co-chairman. Moderator: Walter Bartlett, WWTN-TV Cincinnati. Panelists: David Gerber, David Gerber Productions, Hollywood; Phil D'Antoni, pro-

ducer-director ("French Connection," "Bullet"); Richard Wald, NBC News, New York; Henry Gillespie, Viacom Enterprises, New York; Marvin Shapiro, Group W, New York; Oscar Katz, CBS-TV New York.

*In the box number one.* "Should CATV be further de-regulated?" 11:15-11:30. Moderator: Kitty Broman, WWTN-TV Springfield, Mass. Proponent: Jay Wagner, North Central Television, Sandusky, Ohio. Opponent: Bill Bengtson KOAM-TV Pittsburg, Kan., and director, NAB television board.

**Six concurrent workshops** (four repeated on Tuesday, two on Wednesday). 11:30 a.m.-12:30 p.m.

*TV station promotion* (repeated Tuesday, 8 a.m.). Room 6W, lobby level. Moderator: Lynne Grasz, KOLN-TV Lincoln, Neb., and president-elect, Broadcast Promotion Association. Panelists: Tom Cousins, WCCO-TV Minneapolis, and president, Broadcast Promotion Association; Terry Simpson, WTTN-TV Indianapolis; Tom Cousins, WCCO-TV Minneapolis; Joseph P. Costantino, WRTH(AM) Wood River, Ill.; Paul Jensen, KOLN-TV Lincoln, Neb.

*Electronic news gathering* (repeated Tuesday, 8 a.m.) Room 8W, lobby level. Moderator: Chris Clarke Botsaris, WTVF-TV Nashville. Panelists: Ray Miller, KPCC-TV Houston; Art Shriver, KSLA-TV Shreveport, La.

*Producing new local sales dollars with new retail commercial productions* (repeated Wednesday, 8 a.m.). Oliver Harvey room, lobby level. Moderator: Roger Rice, president, Television Bureau of Advertising. Panelists: Jack Moffit, WUAB-TV Cleveland; Thomas J. Josephson, WSFA-TV Montgomery, Ala.; Cedar Hames, WROG-TV Tampa, Fla.

*Is there a market for specialized programming?* (repeated Wednesday, 8 a.m.). David Mayer theater, mall level. Moderator: Nate Long, film producer-director, Seattle. Panelists: Virginia Carter, TAT Communications, Hollywood; Jane Cohen, WAC-TV Washington; George Beck, Group W Productions, New York; Michael S. Kievman, Cox Broadcasting, Atlanta.

*Financial management for nonfinancial managers* (repeated Tuesday, 8 a.m.). Lenox Lohr theater, mall level. Moderator: W. Martin Wingren, Kaiser Broadcasting, San Francisco. Panelists: Gene R. Anderson, Forward Communications, Wausau, Wis.; Paul Freas, Evening Star Stations, Washington.

WTTG, Washington, just put "My Three Sons" together with "Family Affair" for an hour of family fun, 6:00 to 7:00 weeknights.

Fred MacMurray immediately moved his boisterous clan into the Number One spot from 6:00 to 6:30. With a higher ADI rating and share and more households and 18-49 women than any other Washington station.

That's some feat for a new family in the time period! And more impressive when you see how they did it. By drawing a 50% higher rating and 136% more young women than their lead-in.

# TOGETHER

**"MY THREE  
SONS"  
FROM  
VIACOM**



**"Family Affair" at 6:30 keeps WTTG in the Number One spot with a 15 ADI rating and 28% share (tied by a news station).**

**And in two key areas of advertiser interest, "Family Affair" gives WTTG clearcut superiority. With 29% more households and 52% more 18-49 women than its closest competitor in this six-station market.**

**If competition is fierce in your market, schedule these two great Viacom families back to back. Then count the rewards of togetherness in your next rating report.**

# **ESS COUNTS!**



## **"FAMILY AFFAIR" FROM VIACOM**

Source: ARB, Jan. 1976. Audience estimates are subject to qualifications available upon request.

At the NAB: Suite 1423, Hyatt Regency Chicago.

**Ascertainment—the new primer** (joint workshop with radio). John Evers theater, mall level. Moderator: James J. Popham, NAB. Panelists: Richard J. Shiben, chief, FCC renewal and transfer branch; Alan Y. Naftalin, Koeten & Burt, Washington.

**Television-engineering luncheon.** Lindheimer room, mall level. 1-2:30 p.m. Presiding: Robert D. Gordon, wcpo-TV Cincinnati, and convention co-chairman, and John Bowman, Evening Star Stations, Washington. Invocation: the Right Rev. William C. R. Sheridan, Episcopal bishop, diocese of Northern Indiana, South Bend. *The 20th anniversary of video tape.* Narrator: Douglas Edwards, CBS News, New York.

**Television assembly.** Drury Lane theater, upper level. 2:45-5 p.m. Presiding: Kathryn Broman, WWLP-TV Springfield, Mass., and vice chairman, NAB TV board. Remarks: Vincent T. Wasilewski, NAB president.

*In the box number two.* 2:55 "The 'new morality' on TV. Is it in the public interest?" Moderator: Robert D. Gordon, wcpo-TV Cincinnati, and chairman, NAB television board. Proponent: Ed Weinberger, executive producer, *Phyllis*, *Doc* and *Rhoda*, for MTM Productions. Opponent: Mike Shapiro, WFAA-TV Dallas, and member, NAB television board.

*Pay TV: Will it supplement or supplant?* Host: Mike Wallace. Guests: Frederick W. Ford, Pittman, Lovett, Ford & Hennessey, Washington, and former FCC chairman and National Cable Television Association president; Russell Karp, Teleprompter, New York; Everett H. Erlick, ABC, New York; George A. Koehler, Gateway Communications, Cherry Hill, N.J.. Remarks: Senator Vance Hartke (D-Ind.).

*In the box number three.* "TV news is unbiased." 4:40. Moderator: Tom Frawley, Cox Broadcasting, Washington. Proponent: William Asher Rusher, *National Review*, New York. Opponent: Charles Harrison, WGN Continental, Chicago.

#### Radio sessions

**Opening radio assembly.** Arie Crown theater, lobby level. 10:15-11:30 a.m. Presiding: Harold Krelstein, Plough Broadcasting, Memphis, and chairman, NAB radio board. *State of the radio industry:* Vincent T. Wasilewski, NAB president. *An Audio Odyssey.* Participants: Charley Jones, NAB; Chuck Blore, Chuck Blore Creative Services, Hollywood; Russell Peck, Northern Illinois School of Music, DeKalb. Special audio effects: Bell Laboratories, Holmdel, N.J.

**Seven concurrent workshops** (repeated Tuesday, 8 a.m.). 11:30 a.m.-12:30 p.m.

*Contemporary music programming.* Room 2W, lobby level. Moderator: Rick Sklar, ABC, New York. Panelists: Marie Gifford, KEEL(AM) Shreveport, La.; Paul Drew, RKO, Los Angeles; Gary Lane WMID(AM) Atlantic City; Jay Cook, WFIL(AM) Philadelphia.

*MOR programming.* Room 7W, lobby level. Moderator: Eddie Fritts, WNLA-AM-FM Indianola, Miss. Panelists: Robert E. Henley, WGN(AM) Chicago; Elmo Ellis, WSB-AM-FM Atlanta; Michael O. LaReau, WOOD-AM-FM Grand Rapids, Mich.; William James, WJR-AM-FM Detroit.

*Country-and-western music programming.* Room 4W, lobby level. Moderator: Craig Scott, Plough Broadcasting, Memphis. Panelists: Charles H. Warner, WMAQ(AM) Chicago; Donald N. Nelson, WIRE(AM) Indianapolis; James Goodrich, KYSS-AM-FM Missoula, Mont.; Bill Ward, KLAC(AM) Los Angeles.

*Newer music formats.* Room 3W, lobby level. Moderator: J. Robert Cole, CBS-FM New York. Panelists: Frankie Crocker, WBLS(FM) New York; Chuck Blore, Chuck Blore Creative Services, Hollywood; Bill Tanner, Heftel Broadcasting, Hollywood, Fla.; Carl Hirsch, WMMS(FM) Cleveland; Gordon Peil, WKYS(FM) Washington.

*News programming.* Room 1W, lobby level. Moderator: John Salisbury, KXL-AM-FM Portland, Ore., and president, Radio-Television News Directors Association. Panelists: Ralph W. Baudin, KTAR(AM) Phoenix; Royce Bodiford, KGNC-AM-FM Amarillo, Tex., and president, National Association of Farm Broadcasters; Louis Adler, WCBS(AM) New York; Richard Casper, WINZ-AM-FM Miami.

*The sex life of a tape cartridge, or you auto mate.* Room 5W, lobby level. Moderator: Wayne Cornils, KFXD-AM-FM Nampa, Idaho. Panelists: Andy McClure, Schafer Electronics, Goleta, Calif.; Lee Bayley, Drake-Chenault, Canoga Park, Calif.; Marlin Taylor, Bonneville Broadcasting Consultants, Tenafly, N.J.; Chris Dante, WTSV(AM) Claremont, N.H.

**Ascertainment—the new primer** (joint workshop with television). John Evers theater, mall level (see TV agenda).

**Radio luncheon.** Chicago room, upper level. Presiding: V. Kay Melia, KLOE(AM) Goodland, Kan., and convention co-chairman. Remarks: Garner Ted Armstrong, Ambassador College, Pasadena, Calif. Address: Paul Harvey, radio commentator.

*No radio sessions are scheduled for Monday afternoon so that registrants may visit equipment exhibits and hospitality quarters.*

## Tuesday, March 23

#### Television sessions

**Four concurrent workshops** (repeated; see Monday's program for details) 8-9 a.m. *TV promotion, electronic news gathering, financial management and ascertainment (joint with radio).*

**Television assembly.** Drury Lane theater, upper level. 9 a.m.-12 noon.

*In the box number four.* 9:10. "Television is an underpriced advertising medium." Moderator: Roger Rice, president, Television Bureau of Advertising. Proponent: D. Thomas Miller, CBS Television Stations, New York; Opponent: Gerald T. Baldwin, Young & Rubicam, New York.

*The state of the television advertising business, year-to-date.* Roger Rice, president, Television Bureau of Advertising.

*Business forecast for spot, network and local television.* Bill Syter, Merrill, Lynch, Pierce, Fenner & Smith, New York; Ellen Sacher, Mitchell, Hutchins, New York.

*Creating new business and maximizing profits by restructuring the TV station's local sales department.* Spokesman: Joseph H. Sullivan Jr., executive vice president, Television Bureau of Advertising. Large markets: John McKay, CBS, New York. Medium markets: H. Lee Browning, wave-TV Louisville, Ky. Small markets: James E. Schultz, KSL-TV Salt Lake City.

*Broadening the base of national spot dollars to increase station revenue.* Richard Severance, vice president, national sales, Television Bureau of Advertising; Alfred M. Masini, Telerep, New York; John Dickinson, Harrington Righter & Parsons, New York.

*Tell it like it is.* Roy Danish, director, Television Information Office. Remarks: Representative Lionel Van Deerlin (D-Calif.)

#### Radio sessions

**Seven concurrent workshops** (repeats; see Monday's program for details). *Contemporary music programming, MOR programming, country-and-western programming, newer music formats, news programming, the sex life of a tape cartridge, ascertainment* (joint with television). 8-9 a.m.

**Morning conference.** Arie Crown theater, lobby level. 9 a.m.-12 noon. Presiding: Wayne C. Cornils, KFXD-AM-FM Nampa, Idaho, and outgoing chairman, NAB small-market radio committee.

*Up the Hill*, a panel of congressional aides. Remarks: Representative Torbert H. Macdonald (D-Mass.), chairman, House Communications Subcommittee. *FCC: on the spot* 11 a.m. Presiding: William R. Rollins, WSVN(AM) Valdese, N.C., and incoming chairman, NAB small-market radio committee. Panelists: Richard E. Wiley, chairman, FCC; Wallace Johnson, chief, Broadcast Bureau; Paul Putney, assistant chief for law; Richard Shiben, chief, renewal and transfer division; William B. Ray, chief, complaints and compliance division; Martin Levy, chief, broadcast facilities division.

**Television-radio luncheon.** Chicago room, upper level, and Lindheimer room, lower level, 12:30-2 p.m. Presiding: Wilson Wearn, NAB chairman. Address: Richard E. Wiley, chairman, FCC.

*No television sessions are scheduled for Tuesday afternoon so that registrants may visit equipment exhibits and hospitality quarters.*

#### Radio sessions

**Afternoon conference.** Arie Crown theater. 2:30-3:30 p.m. Presiding: Harold Krelstein, Plough Broadcasting, Memphis, chairman, NAB radio board.

*Million dollar consultants.* Moderator: Miles David, president, Radio Ad-



**W**e're the most experienced and successful broadcast services organization in the world. The production and programming experts. With the best, most profitable ideas in the business.



#### WE KNOW WHAT WORKS FOR RADIO

That's why "The Producer", our commercial production service, has been the most successful in history.

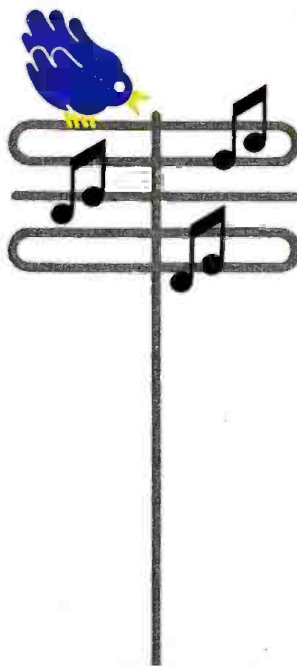
#### NEW WAYS TO WRAP UP YOUR AUDIENCE

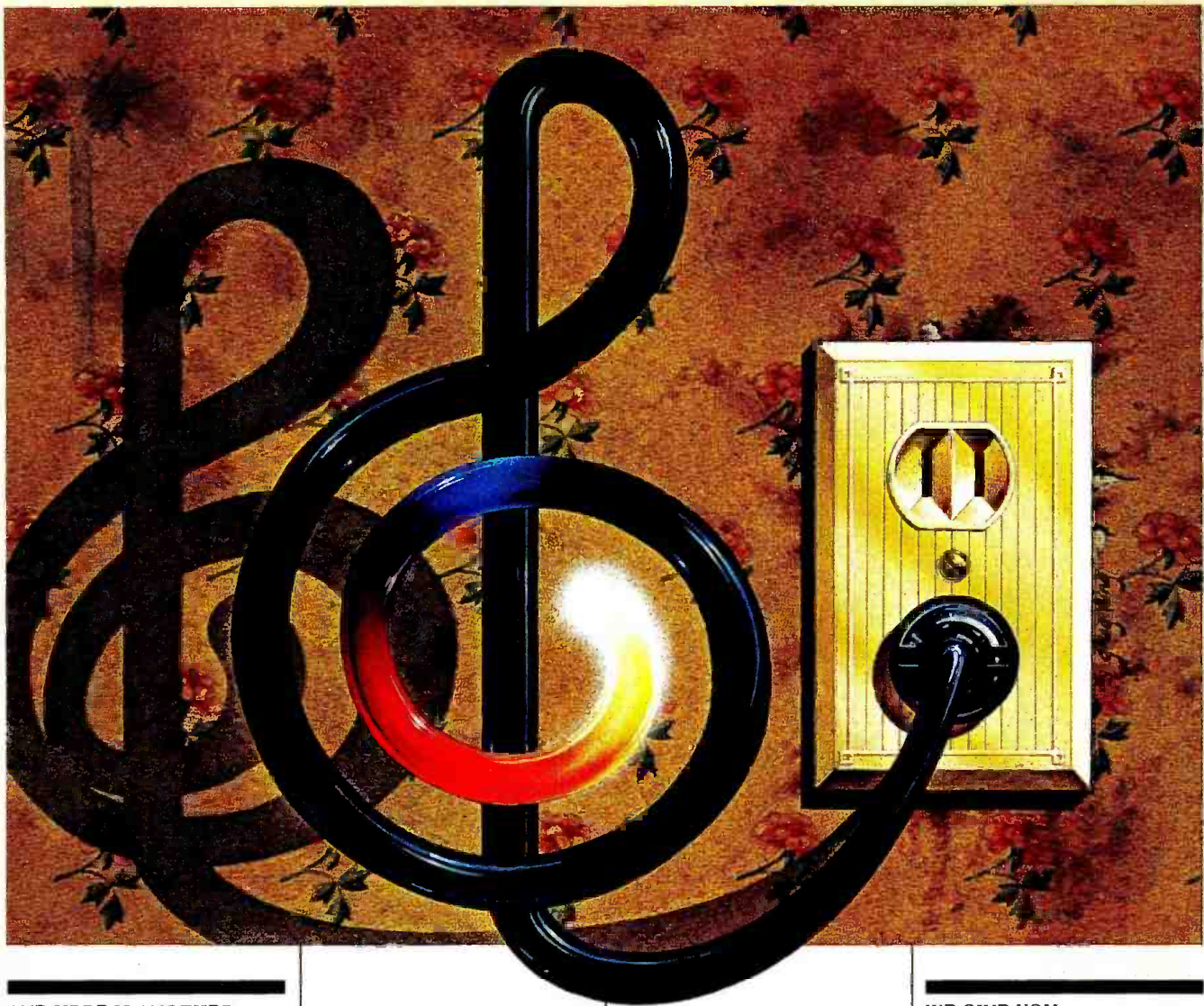
A new era in radio station imagery has just begun. TM's "You" campaign is one reason why. "You" reverses the traditional roles. It makes the listener, not the product, the star of your station. "Energy Force" is another reason. It's the alive, stimulating sound you've wanted in ID's. And then there is "Synergy". "Good Feelings II". The "KNBR" series. "CrossFire". To absorb your listeners. And bring them into your station.

#### A LOOK AT "WHERE YOU BELONG"

The first complete music series designed totally for television. Covering every need. From sign-on to sign-off.

"Where You Belong" gives your station a central theme. A theme that carries through your ID's, sports, news and public service. Your morning and afternoon line up. With instrumental tracks and custom vocals. With mood changes for your syndicated and local programs. It's music that will put you on top. Where you belong.






---

**AND HERE IS ANOTHER  
NEW SOURCE OF SUCCESS**

---

It's called "The Music Source." And for good reason. Because it is the one complete and completely original production music and sound effects library that TM, or anyone, has ever produced. Because you wanted us to do it. It's a new source of production wealth to draw from. The finest product available to make your promos, contests and commercial spots work and sell.




---

**WE GIVE YOU  
ALL THE PARTS**

---

"The Music Source" contains the essential ingredients needed to produce to perfection. Everything. A full range of new and necessary sound effects. Musical effects and punctuators. Underscores and mood setters. And most importantly, it gives you a series of fully produced commercial length instrumentals. From simple to spectacular. In the sounds of the times. Unique. Memorable. All new and original. All from only one source. "The Music Source". From TM.

**DON'T MAKE ANY PLANS  
UNTIL YOU READ THIS**

In the not too distant future, local radio advertising as we know it will no longer exist. Because now there is "Masterplan". Radio's first total broadcast production and advertising sales support system.

What does it mean for you? It means the mastery of national quality advertising. It means maximum advertising revenue. It means maximum profits.



**"MASTERPLAN" MEANS  
NOTHING BUT THE BEST**

It means everything you'd expect from radio's most complete and up-to-date production service. All the tools you need to offer your advertisers total selling support.

"Masterplan" means music from TM, the masters of commercial music production. It means that professional actors and actresses, heard nationwide, will be yours in ready-to-air commercial spots.

But most importantly, it means an elite collection of fully developed national scale, profit-proven campaigns. Radio advertising masterworks created by Chuck Blore. The

master of radio advertising. And produced by TM. The most award-winning campaigns ever.

There has never been anything like it until today. The "Masterplan" for unprecedented sales is ready.



**ATTENTION  
CANADIAN BROADCASTERS**

TM has joined forces with Saint Claire Productions of Canada. To meet the new CRTC programming content regulations. And to insure you a reliable source of TM products and services.

**SUCCESS STORIES  
ALWAYS SOUND GOOD**

The key to any station's success is its sound. And sound means TM Programming. Whether it's beautiful music, rock or country.



we are a total-concept automated programming service. And we offer a complete and thoroughly researched format for your station. Custom designed to fit your individual market. An entire creative promotional campaign. With professional installation of the TM format. By programming experts. With intensive instruction for your station personnel. And on-going consultation and instruction.

The process is one of quality. In concept, structure, music and equipment. The result is success.

### IT'S HARD TO ARGUE WITH THE FIGURES

TM Programming has helped dozens of stations dominate their market with our "Stereo Rock" service. These are a few.

**KOAQ**  
Number 1 Denver\*  
Adults, 18-34

**WGFM**  
Number 1 Albany, Schenectady\*  
Adults, 18-49

**KKYK**  
Number 1 Little Rock\*\*  
Adults, 18-49



TM's "Beautiful Music" services are the sound of more than 100 FM stations across the country. You've already heard a lot of their success stories. But we've proved that AM is ready for automated programming too. Look at these undisputed AM leaders.

**KABL A/F**  
Number 1 San Francisco\*  
Total persons, 12+

**XTRA**  
Number 1 San Diego\*  
Adults, 18+

**KAIR A/F**  
Number 1 Tucson\*\*  
Adults, 18+

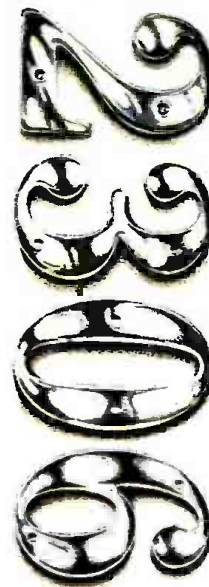


### AND NOW, THE BEST PROOF OF ALL

While you're visiting the NAB convention in Chicago, tune to 1000 on your radio. You'll hear our newest station. WCFL. With the same TM format that made KABL Number 1. In one of the biggest, toughest radio markets in the country, San Francisco/Oakland. The same TM beautiful music format that has performed so well on FM stations. And has now been specially formatted and blended for one of the country's most important AM stations. WCFL. Listen. And hear the reason more and more stations are turning to TM.

### THAT NUMBER AGAIN IS 2306

While you're at the convention, be sure to stop by our suite in the Conrad Hilton. 2306. Preview all the new TM products. And enjoy some TM hospitality.



Can't make it to Chicago to see us? Then just mail in this coupon. We'll be happy to send you complete information on any or all of our TM services.

Please send me more information about:

Name \_\_\_\_\_

Station \_\_\_\_\_

City \_\_\_\_\_ Title \_\_\_\_\_

Zip \_\_\_\_\_ State \_\_\_\_\_

1349 Regal Row,  
Dallas, Texas 75247

\*Oct/Nov ARB, 6 AM - 12 Mid M/S  
\*\*Apr/May ARB, 6 AM - 12 Mid M/S

# TM

TM Productions, Inc.  
TM Programming, Inc.  
1349 Regal Row  
Dallas, Texas 75247  
214/634-8511

vertising Bureau. Panelists: Dori Jones, PSB Radio Group, Fond du Lac, Wis.; George Wilson, Bartell Broadcasters; Dwight Case, RKO, Los Angeles; Dick Harris, Group W, New York; Clint Formby, KPAN-AM-FM Hereford, Tex.

**Six concurrent workshops** (repeated Wednesday, 8 a.m.). 3:30-5 p.m.

*Working with your rep.* Room 4W, lobby level. Moderator: Ralph Guild, McGavren-Guild. New York. Panelists: Thomas C. Harrison, Blair Radio, New York; Robert Duffy, Christal, New York; George Lindman, Major Market Radio, New York; James M. Alspaugh, H-R/Stone, New York.

*Idea promotion to build audience involvement and sales.* Moderator: Gene Davis, WTOP(AM) Washington. Panelists: Eddie Allgood, WDAV(AM) Danville, Va.; Stephen P. Bellinger, WQZ(AM) Decatur, Ill.; James W. Wesley, KFII(AM) Los Angeles; Ambert Dail, WGH-AM-FM Newport News, Va.

*Co-op.* Room 8W, lobby level. Moderator: Daniel J. Fabian, WGN(AM) Chicago. Panelists: Francis G. Smith, WLS(AM) Chicago; Mike Bump, WAAM(AM) Ann Arbor, Mich.; Harry Fogel, WINH-AM-FM Georgetown, S.C.; Jim Sweet, WTMJ(AM) Milwaukee.

*Sales.* Room 7W, lobby level. Moderator: Susan Breakefield, WASH(FM) Washington. Panelists: Jeffery Lawenda, WCB(AM) New York; Elliott E. Franks, WOIC(AM) Columbia, S.C.; Bernard Mann, WGLD(AM) High Point, N.C.; John Squyres, KRTH(FM) Los Angeles.

*Building and maintaining a budget.* Room 3W, lobby level. Moderator: Harold Gilmore, Gilmore Broadcasting, Kalamazoo, Mich. Panelists: Celest Regenber, WIBA-AM-FM Madison, Wis.; John Rouse, Cox Broadcasting, Atlanta.

*The world's greatest radio salespeople tell about their favorite subject.* Room 2W, lobby level. Moderator: Cary Simpson, WTRN(AM) Tyrone, Pa. Panelists: Charles Seebeck, WXC(AM) Clifton Forge, Va.; Ted Snider, KARN(AM) Little Rock, Ark.; Benny Williams, KALL-AM-FM Salt Lake City; Mike Oatman, KFOI-AM-FM Wichita, Kan.

## Wednesday, March 24

### Television sessions

**Three concurrent workshops**, 8-9 a.m.

*Producing new local sales dollars with new retail commercial productions* (repeat; see Monday's program for details).

*Is there a market for specialized programing* (repeat; see Monday's program).

*UHF—a year of progress.* Moderator: William T. Reed, Public Broadcasting Service, Washington. Panelists: Richard C. Block, secretary, Council for UHF Broadcasting; John Blake, Covington & Burling, Washington; Alistair Martin, Kaiser Broadcasting, San Francisco; Thomas E. Bolger, WMTV(TV) Madison, Wis., and member, NAB television board; Daniel Wells, Public Broadcasting Service, Washington.

### Radio sessions

**Six workshops** (repeats; see Tuesday program for details). 8-9 a.m.

**Three concurrent joint television-radio workshops.** 9-10 a.m.

*Political broadcasting in a campaign year.* Lindheimer room, mall level. Moderator John Summers, NAB general counsel. Panelists: William B. Ray, chief, complaints and compliance division, FCC; Erwin G. Krasnow, Kirkland, Ellis & Rowe, Washington.

*Will your EEO program withstand the test?* David Mayer theater, mall level. Moderator: Cecil Forster, Group W, New York. Panelists: Lawrence Cohn, Cohn & Marks, Washington; James Hobson, renewal and transfer branch, FCC; Lionel Monogas, industry EEO unit, FCC; Marilyn Solomon, KCOP(AM) Hollywood.

*Editorializing.* John Evers theater, mall level. Moderator: Richard Hughes, WPIX(TV) New York, and president, National Broadcast Editorial Association. Panelists: William F. Brown Jr., WBTA(AM) Batavia, N.Y.; Fred Dressler, KMGH-TV Denver, Colo.; Dillon Smith, WMAQ-TV Chicago; George Maire, KNX(AM) Los Angeles.

**Closing general assembly** (joint session—TV and radio management

and engineers). 10:30 a.m.-12 noon. Arie Crown theater, lobby level. Presiding: Robert D. Gordon, WCPQ-TV Cincinnati, and convention co-chairman. **FCC panel.** Moderator: Vincent T. Wasilewski, NAB president. Panelists: Richard E. Wiley, FCC chairman; Commissioners Robert E. Lee, Benjamin Hooks, James H. Quello, Abbott M. Washburn.

**Adjournment.** 12 noon.

## Related convention activities

(Not part of the official convention program)

### Thursday, March 18

American Forces Radio and Television workshops. Conrad Hilton. 7:30 a.m.

American Forces Radio and TV workshops. Conrad Hilton. 7:30 a.m.  
Alpha Epsilon Rho convention opens. Blackstone. 7 p.m.

Broadcast Education Association board of directors meeting. Hyatt Regency. 8 p.m.

### Friday, March 19

American Forces Radio and Television workshops. Conrad Hilton. 7:30 a.m.

Broadcast Education Association board of directors meeting. Hyatt Regency. 9 a.m.

Broadcast Education Association registration. Hyatt Regency. 3 p.m.

Broadcast Education Association reception. Hyatt Regency. 6 p.m.

### Saturday, March 20

American Forces Radio and Television workshops. Conrad Hilton. 7:30 a.m.

Broadcast Education Association general session. Hyatt Regency. 9 a.m.

Public Broadcasting Service engineering committee meeting. Conrad Hilton. 9 a.m.

Broadcast Education Association luncheon. Hyatt Regency ballroom. 12 noon.

Association of Maximum Service Telecasters board of directors meeting. Conrad Hilton, Bel Air room. 2 p.m.

Broadcast Education Association workshops. Hyatt Regency. 2:30 p.m.

Broadcast Education Association general meeting. Hyatt Regency. 8 p.m.

### Sunday, March 21

Broadcast Education Association workshops. McCormick Place, 1W and 8W, lobby level. 9 a.m.

Broadcast Music board of directors meeting. Blackstone, Chicago room. 10 a.m.

Association for Broadcast Engineering Standards directors luncheon and meeting. Pick Congress. 12 noon.

Society of Broadcast Engineers board of directors meeting and luncheon. Hyatt Regency. 12 noon.

Association of Maximum Service Telecasters annual membership meeting. Conrad Hilton, Waldorf room. 2 p.m.

Society of Broadcast Engineers membership meeting. Hyatt Regency. 3 p.m.

Mutual Broadcasting System affiliates meeting. Conrad Hilton. 3 p.m.

Daytime Broadcasters Association meeting. Conrad Hilton, Bel Air room. 3 p.m.

Association for Broadcast Engineering Standards annual membership meeting. Pick Congress. 4:30 p.m.

Association of Maximum Service Telecasters board of directors meeting. Conrad Hilton, Bel Air room. 5 p.m.

### Monday, March 22

Harvard Seminar alumni smoker. Conrad Hilton, Beverly room. 4:30 p.m.

National Association of Broadcasters, Office of Community Affairs, "New Dimensions in TV Programing," screenings of minority-produced or sponsored shows. Conrad Hilton, private dining room 2. 8-9 p.m.

### Tuesday, March 23

Broadcast Pioneers breakfast. McCormick Place, Jane Addams room. 8 a.m.

### Wednesday, March 24

**Council for UHF Broadcasting panel session.** McCormick Place, room 6W. 8-9 a.m. "UHF 1975-1976: A Year of Progress."

## "MINIPACK" CCU FREES TKP-45 PORTABLE CAMERA FROM AC POWER.

Part of the one camera  
camera system.

The TKP-45 studio/portable camera  
offers a choice of accessories that  
create a true system in one camera.

High on the list in importance is the  
"Minipack" CCU. It's a self-contained,  
35-pound unit that provides complete  
irredependence from outside power  
sources, yet offers all the features of a  
full-sized studio camera control unit.

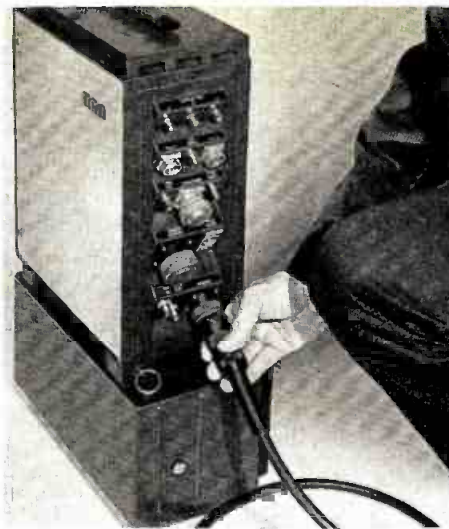
### No performance compromise.

Features such as horizontal and  
vertical contour enhancement with  
coring and combing are built into the  
"Minipack." This is a top quality  
enhancer using 2-line delay. White  
Balance, Black Balance and Iris  
Control are automatic in this  
uncompromising performer.  
A source sync generator  
operable in crystal or  
genloc modes is another  
integral feature.

### Scene Contrast Compression.

This is a valuable and unique  
RCA "Minipack" feature. It  
brings out details normally  
hidden in shadow areas.  
Colors in the stretched area  
do not desaturate; accurate  
color rendition and color  
balance are assured regardless  
of the amount of stretch.

Rechargeable nickel cad-  
mium or silver zinc batteries  
are self-contained in the  
"Minipack." They are



replaceable in seconds. Where AC  
current is available, a plug-in adapter  
can be substituted for the battery pack.

Ask for complete details on the  
TKP-45, the one camera camera  
system, and its unique "Minipack" CCU.



# RCA

# THE ONE CAMERA SYSTEM

## KYTV GOES ALL "CART," REALIZES PRODUCTION BENEFITS.

### Planned investment pays off.

KYTV, Channel 3, Springfield, Missouri, is a progressive station that long ago learned the advantages of a planned investment program.

By budgeting for new equipment in advance of depreciation, the station has been able to add the production capability it needs for a growing demand: local programs, commercials, dubbing.



### Automatic station breaks, and more.

In 1973, KYTV had acquired a TCR-100 video cart machine. It is now used along with the new TCP-1624 to provide mixed tape and film segment programming automatically. The smooth transition and easy handling of tape and film spots, and the real time film color correction of ASCET, greatly enhance the station's on-air appearance. And the improved film handling efficiency of the TCP-1624 has released one of the telecine islands for production.

### Stopped frames and empty slots.

In addition to freeing other equipment, the TCP-1624 is a production aid in itself. For instance, its stop-on-frame capability makes single frame inserts in tapes an easy task. Instant stop-start makes the TCP-1624 ideal for program assembly; for handling film-to-tape transfers of short film segments which could be loaded on cartridges.

Another film cart machine benefit is what KYTV calls "Empty Slot Programming." The cart is sequenced for automatic operation, with an open slot between sequences. The cart then waits for a command to start the next sequence; the empty slot gives the operator an additional sequence control.

KY-3's film facilities now include two new islands with TK-28 color cameras; TP-55 Multiplexers; TP-66 and TP-7 Projectors. The TK-28 cameras include ASCET (Automatic System for Correcting Errors in Telecine).

To round out the equipment picture, a TCP-1624 Cartridge Film System is installed on one of the film islands.



### Busy carts.

At KYTV, the TCP-1624 film cart averages some 70 plays a day, while the TCR-100 airs up to 130 clips in a 24-hour period.

The complete story of KYTV is told in the December, 1975, issue of RCA Broadcast News. Ask your RCA Representative for a copy.



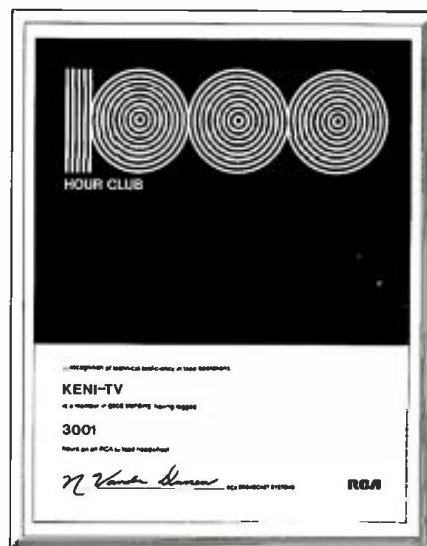
## 1000 HOUR CLUB MEMBERSHIP REACHES 353.

### Update on a successful program.

Broadcasters and teleproducers who return videotape headwheels to RCA for remanufacture receive a handsome 1000 Hour Club membership plaque if the headwheel has performed for more than 1000 hours. Club membership has now been given to 353 stations worldwide.

### Alfecon II used in remanufacture.

This superior RCA-developed poletip material is used in a comprehensive reconditioning program. Each headwheel receives all the new panel



testing and precision assembly that go into a new headwheel.

### RCA, Ampex units included.

The RCA headwheel reconditioning program is available for all RCA highband headwheels. RCA also remanufactures Ampex Mark X highband panels in Models VR-1100 (highband), VR-1200 and VR-2000 VTR's.

# RCA

## What the engineers will be up to

This is the official agenda for the 30th annual engineering conference, to be held concurrently with management meetings at the NAB convention. Included here are abstracts of the technical papers that will be presented. All meetings will be in McCormick Place.

Monday, March 22

**Opening general assembly** (joint session with management). Arie Crown theater, lobby level. 9-10:15 a.m. See main NAB agenda, page 31.

**Radio-television workshop.** Jane Addams room. 10:30 a.m.-12 noon.

**Electronic news gathering—one year later.** 10:30-11:45 a.m. Moderator: A. H. Chismark, Meredith Corp., Syracuse, N.Y. Panelists: Julius Barnathan, ABC, New York; Ralph L. Hucaby, WTVF-TV Nashville; Walter Nelson, WCBD-TV Charleston, S.C.; Robert Mausler, NBC-TV, New York; Thomas M. Battista, CBS Television Stations, New York.

**Computerized terrain analysis for prediction of radio coverage.** 11:45 a.m.-12 noon. Charles Gettier, Electromagnetic Compatibility

Analysis Center, Department of Defense, Annapolis, Md. The method by which the Department of Defense Electromagnetic Compatibility Analysis Center (EAAC) predicts radio coverage through use of computerized terrain analysis models is discussed. The presentation describes how the models extract terrain profiles from ECAC's digitized topographic data base, perform the necessary calculations to determine the existence (or absence) of radio line-of-sight at a given point, compute propagation loss and then generate the appropriate map overlay. Examples of overlays, various applications and a sample case involving prediction of the service area for an electronic news gathering remote microwave link are presented.

**Engineering-television luncheon.** Lindheimer room. 1-2:30 p.m. (see main NAB agenda).

**Radio-television session.** Jane Addams room. 3-5 p.m. Presiding: Doyl D. Thompson, Landmark Communications, Greensboro, N.C. Coordinator: LaVerne Pointer, ABC, New York.

**Opening of conference.** Vincent T. Wasilewski, NAB president. 3-3:05 p.m.

**NAB Engineering Advisory Committee Report.** 3:05-3:15 p.m. Robert W. Flanders (chairman), vice president for engineering, McGraw-Hill Broadcasting, Indianapolis. Over the past several years, the NAB Engineering Advisory

Committee has been confronted with a multitude of technical problems of varying degrees of magnitude. The areas of concern have dealt with such diversified subjects as TV and land mobile allocations, operator licensing, AM/FM/TV transmission characteristics, tower icing, radiation levels, the efficient use of the spectrum and revisions of the FCC's technical rules and regulations. This report, presented by the chairman, will review the various activities and deliberations that the committee has engaged in during the past 12 months.

**Report on JCIC Ad Hoc Committee Activities.** 3:15-3:30 p.m. Blair Benson, editorial vice president, Society of Motion Picture and Television Engineers, and vice president-engineering, Goldmark Communications, Stamford, Conn. During the past several years the Joint Committee for Intersociety Coordination (JCIC) has been engaged in a number of committee activities looking toward enhancing the technical performance of television broadcasting. The three areas presently under review are: 1) improving color compatibility; 2) the use of television broadcast ancillary signals, and 3) investigating possible improvements to television sound. This report will discuss the status of these present efforts and the timetable for the completion of each task.

**What the World Administrative Radio Conferences (WARC) 1977 and 1979 Mean To You.** 3:30-3:55 p.m. James D. Parker, member, NAB

## Technically speaking at the engineering conference (more pictures on pages 47 and 48)



Julius Barnathan  
ABC



Dennis Williams  
FCC



Vincent Rocco  
CBS-TV



Ralph Weiss  
NBC-TV



Harold Kassens  
A.D. Ring



Phyll Horne  
FCC



Ira Jacobs  
Bell Labs



R.P. McDonough  
Harris



Leslie Learned  
consultant



Matti Siukola  
RCA



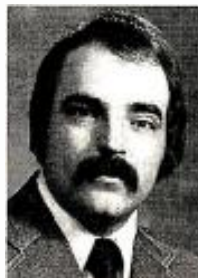
Charles Gettier  
ECAC



James Parker  
CBS-TV



A.H. Chismark  
Meredith



Pete Burke  
WQUA(AM)



Wallace Johnson  
FCC



Joseph Looper  
WGN-AM-FM



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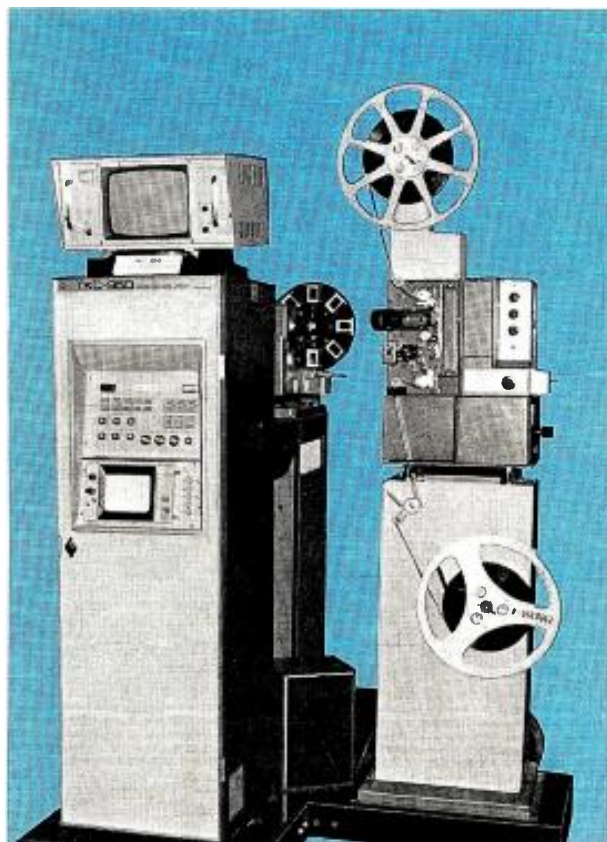


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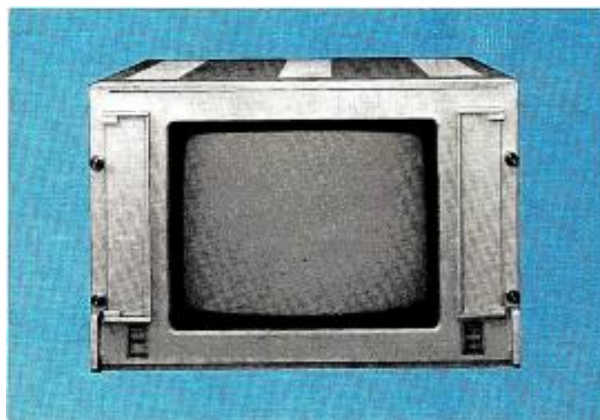


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### **ROSCOR, INC.**

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### **GRAY COMMUNICATIONS**

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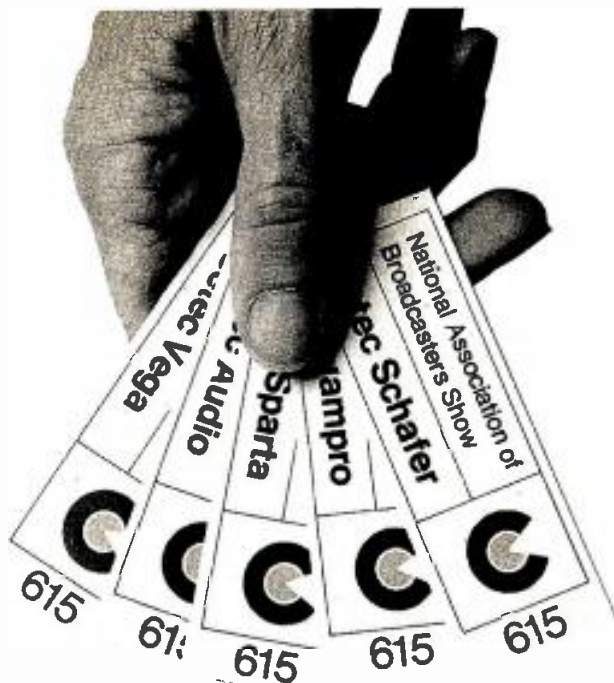
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Engineering Advisory Committee. Two World Administrative Radio Conferences (WARC) of potential impact upon the broadcasting industry are to be covered in Geneva, Switzerland, by the International Telecommunications Union (ITU). First, a World Administrative Radio Conference for the planning of the broadcasting-satellite services in the 12.6 ghz will be convened in January 1977. Second, a General World Administrative Radio Conference to consider revision of international radio regulations, including the table of frequency allocations, will be convened in the latter part of 1979. This paper will discuss the significance of these two conferences.

**FCC technical panel.** 4-5 p.m. Moderator: Leslie S. Learned, consulting engineer, Mutual Broadcasting System, New York. Panelists: Wallace E. Johnson, chief, Broadcast Bureau, FCC; Phyll C. Horne, chief, Field Engineering Bureau, FCC; Neal K. McNaughten, assistant chief, Broadcast Bureau, FCC; Ray W. Seddon, chief, emergency communications division, FCC; Dennis Williams, chief, aural existing facilities branch, FCC.

**Tuesday, March 23**

**Radio-television workshop.** Lenox Lohr theater. 8-9 a.m. Digital television—its impact on broadcasting. Presiding: Joseph Flaherty, vice president for TV affairs, Society of Motion Picture and Television Engineers. Chairman: Charles P. Ginsburg, Ampex Corp. Redwood City, Calif. Panelists: Frank Davidoff, CBS-TV, New York, and A. A. Goldberg, CBS Technical Center, Stamford, Conn.

**Radio session.** Lenox Lohr theater. 9 a.m.-12 noon. Presiding: Eldon Kanago, KICD(AM) Spencer, Iowa. Coordinator: Robert J. Butler, director of technical development, NBC, New York.

**Electronic news gathering for all-news radio.** 9-9:25 a.m. Christopher Payne, chief engineer, KYW(AM) Philadelphia. A remote pickup radio system has been developed specifically for use by all-news KYW(AM) in Philadelphia. The system features UHF base stations arranged for automatic repeater and full duplex operation, and a multiple receiver installation incorporating automatic selection based on received signal quality. Battery operated portable transmitter/receiver units have been developed having full duplex capability permitting reception of full radio cue-back while the portable unit is on the air. Portable transmitter to fixed receiver audio response is better than 5 khz. Methods of modifying standard two-way radio equipment for higher fidelity operation are discussed.

**Antenna Q vs. audio response.** 9:25-9:50 a.m. William J. McCarren, associate director AM transmission systems, CBS Radio, New York. Antenna systems affect an AM radio station's sound, probably to a greater extent than most broadcasters realize. The bandwidth characteristics of an antenna system can affect the performance of an amplitude modulated transmitter as well as the radiated signal. This paper discusses some possible approaches to antenna bandwidth problems and the limitations of the detectors used in AM receivers to



William Hall  
Micmix



John D. Silva  
Golden West



J.B. Bullock  
RCA



Robert Mausler  
NBC-TV



Donald Morgan  
International Video



Charles Ginsburg  
Ampex



Robert Butler  
NBC



Ralph Batt  
WGN-AM-TV



Christopher Payne  
KYW(AM)



Ray Seddon  
FCC



Thomas Battista  
CBS-owned TV's



Walter Nelson  
WCBD(TV)

cope with signals received from stations using certain high Q antenna systems. The problems and limitations in measuring percentage of modulation at points remote to the transmitter location are also covered as well as a discussion of considerations of the point of connection of the monitor when making proof of performance measurements.

**Achievement of RFI immunity in audio equipment.** 9:55-10:20 a.m. Robert P. McDonough, Gates Broadcast Equipment, Harris Corp. Quincy, Ill. This paper will cover the involvement with the RFI problem and attempts at dealing with it. The paper will trace the refinement of the generating techniques from testing at the transmitter location under an actual transmitting antenna tower to the current isolation chamber method and the equipment needed to generate and measure the required fields. Various types of RFI will be discussed relative to their case of detection in audio equipment and cover what is actually detected versus modulation classification. Finally, the paper will cover some of the different methods that can be used to prevent the detection action and will specifically deal with methods used to resolve this problem.

**Line voltage variation on AM plate modulation transmitters and its relation to the over-modulation problem.** 10:25-10:40 a.m. Joseph W. Locper, chief engineer, Hampton Roads Broadcasting Corp., Newport News, Va. Line voltage variations, power cutbacks at peak load time, and "brown outs" have become far more common in recent years. This has created a problem of varying levels of modulation with plate modulated AM transmitters. Often the station owner is made painfully aware of this only by an overmodulation citation from the FCC. The causes of this problem and some of the possible solutions are discussed. Charts and slides are used as illustrations. FCC standards and methods of monitoring modulation are also discussed.

**What to do until the doctor comes.** 10:45-11:10

a.m. Pete Burke, chief engineer, WQAA(AM) Moline, Ill. This paper is a collection of useful tips designed to help the station engineer keep his transmitter on its feet. The discussion is on a fundamental level especially for interns and first year residents, and will center around three areas: 1) a transmitter physical fitness program, 2) speedy diagnosis of common transmitter ailments, and 3) emergency room techniques when the transmitter requires major surgery. The information presented was gathered from broadcast engineers, manufacturers and other experienced "transmitter physicians" and includes practical methods of problems solving not generally found in textbooks or instruction manuals. Both AM and FM transmitters will be discussed.

**Pattern optimization of FM antennas.** 11:15-11:40 a.m. Matti Siukola, antenna engineering, RCA, Gibbsboro, N.J. Most FM antennas are sidemounted on a pole or tower. Unfortunately, these supporting structures also tend to distort the antenna radiation characteristics and therefore affect station coverage. A good and cost effective method to improve the patterns is to customize the antenna installation. This approach may be as simple as properly orienting and/or locating the antenna on the supporting structure. A slightly more complex approach may require the employment of one or more parasitic elements without appreciably increasing antenna cost. This paper describes some of these methods.

**Report of the National AM Stereo Committee.** 11:45-12:00 noon. Harold L. Kassens (chairman), A. D. Ring Associates, Washington. During the past several years, a growing interest has been evident on the part of the broadcasting industry in AM stereo. This interest was made abundantly clear at the conclusion of the 1975 NAB Las Vegas convention where the subject of AM stereo was reviewed in depth. This interest has resulted in the formation of the National AM Stereophonic Radio Committee whose structure has been patterned after the successful FM stereo effort some years

ago. The committee has held several meetings and a number of working subgroups have been appointed to study and field test the various systems that have been proposed. This paper will review these activities.

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Systems Marketing



Joseph Flaherty  
CBS-TV



Robert Flanders  
McGraw-Hill

## Tuesday, cont.

**Television session.** David Meyer Theater. 9 a.m.-12 noon. Presiding: Russell Pope, Golden Empire Broadcasting, Chico, Calif.

*A system for reducing the power required by UHF TV transmitters.* 9-9:25 a.m. John B. Bullock, RCA, Meadow Lands, Pa., and Robert C. Smith, Varian Associates, Palo Alto, Calif. UHF television broadcasters require high power RF outputs to provide signal coverage equivalent to that offered by their VHF competitors. Today's technology provides these output levels only by means of vapor cooled klystron power amplifiers. RF output (efficiency) of high power klystrons has been raised to about 40% of beam power input by recent developments. Thus a klystron providing an RF output of 55 kw at peak of sync still requires a beam power input of 137.5 kw. A pulser provides an exact copy of the TV synchronizing signal to klystrons modulating anode, raising the beam power input to that required for peak of sync power during the actual time of peak of sync. For the remainder of signal time, beam power input remains at a lower level. The accompanying saving in transmitter input power is significant in view of today's high energy costs. The system and circuitry for accomplishing this "anode pulsing," accompanying problems of signal distortion and their correction and some of the klystron design which make pulsing possible are discussed.

*Recent progress on a new CP antenna for television broadcast service.* 9:30-9:55 a.m. R. E. Fisk and J. A. Donovan, Gates Broadcast Equipment Division, Harris Corp., Quincy, Ill. This paper discusses a comprehensive antenna development program designed to meet the anticipated TV broadcast requirements for a CP antenna system. The CP antenna uses wideband, flat, crossed dipoles fed in quadrature to excite a circular cavity. The design has excellent axial

ratio both on and off axis, and exceptional pattern and impedance bandwidth capability. Each cavity serves as a building block unit for antenna arrays tailored to the broadcasters' requirements for both single channel and multiplexed applications. Various antenna arrays have been built and tested during the program. This paper reviews the design of the radiator unit and describes test results on fully assembled arrays.

*A multichannel wireless microphone system for operation at 950 mhz.* 10-10:25 a.m. Vince R. Rocco, manager, Relay Systems, CBS-TV, New York, and Jack Fackler, Seatcom Systems. The broadcaster's compelling need for a multichannel, interference-free wireless microphone system led to a joint project by CBS and Seatcom Systems Inc., which succeeded in the development of a new system operating at 950 mhz. A key feature of this system is a receiver design incorporating automatic diversity switching of two RF inputs, a high dynamic range front end and a combination of signal processing and filtering for minimizing intermodulation products. The transmitter design includes automatic input level control and an ultra-stable frequency control system. The new system has been successfully tested in studios and in the field.

*Last chance to catch the digital train.* 10:30-10:55 a.m. John D. Silva, director, research and development, Golden West Broadcasters, Los Angeles. The purpose of this paper is to alert broadcast engineers to the fact that they are not keeping up with this relatively new technology, and in a few years, may find themselves on an island of obsolescence, looking in from the outside. The paper suggests ways in which digital technology may be most effectively and quickly learned (a period of one to three years, depending on the engineer's job function). Engineering managers are urged to seek support from their station management in the establishment of digital training programs which are available as regular or in-house seminars conducted by

companies well qualified in this field. It points out that some seminars and certain books are a waste of an individual's time. Finally, the paper once again reminds broadcast engineers that time is running short, and it is just about their last chance to "catch the digital train."

*Economical video-tape techniques including archival storage of television films.* 11:30 a.m.-12 noon. Donald E. Morgan, director of program management, International Video Corp., Sunnyside, Calif. Lower production costs and reduced storage requirements for archival film material are the result of a new technique for wideband videotape recording and storage. Recording systems combines new flying spot telecine with two-inch helical scan video-tape recorder. Flying spot telecine is a capstan-driven system designed to handle both 35 mm and 16 mm film and offers performance that exceeds conventional film-to-tape video transfer methods. Continuous motion drive is well suited to handling older, more brittle films. Built-in compensation for shrinkage and digital memory color correction are also included. Coherent-noise, frequency-response and contrast handling is excellent. Two-inch helical scan video-tape recorders that provide high bandwidth recording capability at half the speed of standard broadcast devices provide significant economies in tape costs and storage requirements. Conventional cost comparisons are made with new system.

**Engineering conference luncheon.** Jane Addams room. Presiding: Daniel H. Smith, senior vice president-engineering, Capital Cities Communications, Philadelphia, and chairman, NAB broadcast engineering conference committee. Invocation: Rabbi Mordecai Simon, executive director, Chicago Board of Rabbis. Presentation of 1976 NAB engineering award: George W. Bartlett, vice president for engineering, NAB. Acceptance of award: Frank Kear, consulting engineer, Washington. Speaker: Ira Jacobs, director, Digital

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*No sessions are scheduled for Tuesday afternoon, so that registrants may visit equipment exhibits and hospitality quarters.*

## Wednesday, March 24

**Radio-television workshop.** Lenox Lohr theater. 8-9 a.m. "Automation for radio—boom or bust." Moderator: Ralph Batt, vice president and manager of engineering, WGN Continental Broadcasting, Chicago. Panelists: Andy V. Juettner, Gates Broadcasting Equipment Division, Harris Corp., Quincy, Ill.; Steve Grayson, marketing manager, IGM division of NTI, Bellingham, Wash.; William A. Earman, vice president, Systems Marketing Corp., Bloomington, Ill.; Raphael Weiss, manager, radio network technical operations, NBC, New York; George Capalbo, vice president for engineering-radio, RKO General, Boston.

**Radio-television session.** Jane Addams room. Presiding: James D. Parker, CBS-TV, New York. Coordinator: William B. Honeycutt, KDFW-TV Dallas.

*The psycho-acoustical properties of reverberation.* 9-9:25 a.m. William Hall, vice president for engineering, Micmix Audio Products, Dallas. The acoustic patterns generated in an auditorium are in three basic groupings: 1) sound, 2) early reverberation and 3) auditorium ambience. Control of these patterns contribute to the enhancement of almost any program material. Modern recording technology uses multitrack recording which includes auditorium ambience. The use of a delay medium with a reverberation chamber or a chamber with built-in facility can be used with existing sound sources to improve realism in production and broadcast. This paper will discuss the above including room acoustics and the type of program material from a close relationship for good listening.

**PCM multiplex audio in a large audio-video routing switcher.** 9:25-9:45 a.m. Robert Butler, director of technical development, NBC, New York. High fidelity broadcast quality audio signals are now supplied to NBC-TV after pulse code modulation (PCM) processing. The PCM audio processing takes place in a 32,000 crosspoint (100 x 320) routing switcher. The routing switcher not only supplies the audio and video signals required for network services but also supports all in-house production and recording needs for the NBC New York plant. A description of the 12-bit PCM system and the biphase modulation techniques are given. The system configuration provides for on-line maintenance, split audio and video switching and multiple audio channels. Six multiplexed signals (video, four audio and data) use a common crosspoint while maintaining exceptional isolation among all signals.

**Electronic still store (ESS)—an application of computer technology to television.** 9:45-10:15 a.m. J. Dierman, Ampex, Redwood City, Calif. and W. Connolly, CBS, New York. This paper

describes the design of an electronic video still-store system based on the use of computer disk files as the basic storage element. The system provides instant access to 1,500 stills stored as digital information on conventional disk packs. The paper discusses goals and objectives for the design from a broadcaster's point of view. Facts and considerations that led to the selection of computer disk-file technology as the most suitable storage method for the purpose; the principle of the fully digital video signal system from record to playback; the organization of disk drives and video channels and their control by a micro-computer to provide access by up to eight remote access stations that share time on the computer. Several system operating modes are available. In addition to basic record and play modes, program sequences can be composed and assembled on one or several disk packs. Such a flexible system is uniquely suitable for interfacing with automated television plants.

**Closing general assembly** (joint session with management). Arie Crown theater. 10:30 a.m.-12 noon (see main NAB agenda).

**Adjournment.** 12 noon.

## 210 equipment makers show their stuff

Listed here are equipment manufacturers exhibiting in McCormick Place. Locator maps for each company's booth are on pages 54 and 56. Capsule listings for equipment firms are divided into radio-only, TV-only and general to TV and radio. Hospitality-suite listings for networks, station reps, brokers, TV and radio programmers and others that will be in Chicago during the convention begin on page 74.

## Radio exhibitors

### American Electronic Laboratories 601

Colmar, Pa. 18915

**Product:** AM and FM transmitters, antennas, dummy loads, associated post transmitter equipment. **Personnel:** B. Bernard, W. Burtis, N. Goldrich, T. J. Keffer, R. M. Newhook, A. Rosset, R. Somerville, C. Spyrou.

### Andrew Corp. 510

10500 W. 153d Street, Orland Park, Ill. 60962

**Product:** Helix coaxial cables, rigid lines, STL microwave antenna systems. **Personnel:** Ed Andrew, Bob Bickel, Ed Dwyer, Bob Green, Bill Moore, Rene Savalle, John Pryjma, Ernle Weber, Woody Woodbury, Geza Dienes.

### Broadcast Programming International 80

P.O. Box 547, Bellingham, Wash. 98225

**Product:** Complete syndicated programing for AM/FM, ADR program service. **Personnel:** Kemper Freeman Jr., Tim Weide, Mike Bettelli, Bill Vreek, Pat Rowe, Dan Jurgensen.

### Camex International 714

6362 Hollywood Boulevard, Los Angeles 90028.

**Product:** Camex Pro-log automatic programing and logging system. **Personnel:** John Price, Don Clark, D. Alan Clark, Jim Hampton, Dave Prince, Steve Epstein. Audio consoles; Copy

### Cetec Audio 615

13035 Satcoy Street, North Hollywood, Calif.

**Product:** Audio consoles; copy Cass II, Gauss high speed duplicators, Gauss loudspeakers. **Personnel:** Mort Fujii, Bob Slutske, Don King, Jules Sack.

### Collins Radio Group, Rockwell International 603

MS 406-240, Dallas 75207

**Product:** AM & FM audio and RF gear, program automation systems. **Personnel:** H.L. Kirby, D.A. Senter, R.S. Rentfrow, C.A. Fosmark, A.A. Silver, C.M. Beverage, S.W. Hill, J.C. Shideler, J.L. Littlejohn, W.R. Sheffield.

### Continental Electronics Manufacturing 607

P.O. Box 270879, Dallas 75217

**Product:** 5, 10 and 50 kw AM transmitters for domestic broadcasters, unlimited power levels for international market, proposed high power levels for U.S. clear channel stations, antenna phasing and coupling equipment, diplexers, filters, combiners and all special requirements related to AM. **Personnel:** J.O. Weldon, M.W. Bullock, W.D. Mitchell, Vernon Collins, E.L. King, R.L. Floyd, Ray Tucker, Joseph B. Sainton.

### Control Design 706

4920 Wyaconda Road, Rockville, Md. 20852

**Product:** Mark III 8000 event random access automation system, touch tone telephone access\*, Mini Pro sequential automation controller. **Personnel:** Ronald L. Remus, Theodore Howard, William J. Bridges, Thomas Kitaguchi, Benjamin Abell, Larry E. Zaiser.

### CSI Electronics 705

2607 River Road, Cinnaminson, N.J. 08077

**Product:** AM and FM broadcast transmitters, 4 to 50,000 w. **Personnel:** Bernie Gelman, Tom Creighton, Bill Moats, Howard Dempsey, Forest Eckhoff, Joe Ponist, Bill Hoffman, Leon Jackson.

### Delta Electronics 613

5534 Port Royal Road, Springfield, Va. 22151

**Product:** AAM-1 analog antenna monitor\*, TMCS-2 transmitter monitor control system\*, DAM-1 digital antenna monitor, transmitter monitor remote control system, base current adapter, operating impedance bridge, common point impedance bridge, RG-1B receiver generator\*, TCA R.F. current ammeter systems\*, field strength meter, TCT toroidal current transformers. **Personnel:** Steve Kershner, Russ Geiger, Joe Novak, Tom Wright.

### Drake-Chenault 806

8399 Topanga Canyon Boulevard, Canoga Park, Calif.

**Product:** Formats for automation and feature programs: rock, country, MOR, oldies, soul. Features: "History of Rock and Roll," "Golden Years of Country," and "Golden Years of Rock." **Personnel:** Art Astor, Bob Lewis, Jim Kefford, Buddy Scott.

### Filmtrat International 924

250 West 64th Street, New York

**Product:** Kalograph phototape printer demonstration. **Personnel:** Stan Gitner, Jerry Mociuk.

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**FM 100 Plan 918**  
**John Hancock Center, 175 East Delaware Place, Chicago 60611**  
*Product:* Music service, Microprobe model 100 programmer automation system. *Personnel:* Darrel Peters, Elaine Peters, David Collins, Raymond Miller, Rod Mitchell, Kathy Fear.

**McMartin Industries 809**  
**4500 South 76th Street, Omaha 68127**  
*Product:* FM transmitters at power levels of 10 w, 1.5 kw\*, 3.5 kw, 5 kw\*, 12.5 kw\*, 27.5 kw\*, 55 kw\*, AM transmitters at 1 kw and 215 kw\*. *Personnel:* Ray B. McMartin, Leonard Hedlund, Thomas R. Humphrey, Juan F. Alonso, Jim Lucy, John Grey, Chuck Rockhill, Tom Butler, Don Jones, Joe Krier, Dave Huch, Howard W. West, Juan Gregorio, Charlie Goodrich.

**Charles Michelson 923**  
**444 Madison Avenue, New York 10022**  
*Product:* Radio series, including "Dragnet" and "Gunsmoke". *Personnel:* Charles Michelson.

**Micro Communications 118**  
**No. 3, Grenier Field, Manchester, N.H.**  
*Product:* Circular polarized FM broadcast antennas, remote-control coaxial transfer switches, RF components—combiners, diplexers, couplers. *Personnel:* Thomas J. Vaughan, James Bailey, Joseph Silva.

**Microprobe Electronics 918**  
**Suite 3201, 875 North Michigan Avenue, Chicago**  
*Product:* Model 100 automated programmer. *Personnel:* David E. Collins, Darrel Eagle.

**Rupert Neve 715**  
**Berkshire Industrial Park, Bethel, Conn.**  
*Product:* Complete range of radio air and production mixing consoles—AM, FM, stereo, and quad. *Personnel:* D.A. Tilsley, T.B. Nordahl, B.J. Roche, C.A. MacDonald.

**Radio Programs Inc. 927**  
**2773 East Horseshoe Drive, Las Vegas 89120**  
*Product:* "Space 927," country, easy listening, "Blue Denim," "Blue Velvet" and "Startrack" music and program services. *Personnel:* Mark S. Mors, Donette Mors, Jerry Bassett.

**Schafer Electronics 615**  
**75 Castilian Drive, Goleta, Calif.**  
*Product:* Complete line of radio automation and accessories, including 902 with 2048 event commercial memory, 903 24-hour time-base control system and 903E three-day 8000 event time-base control system. Schafer Audiofile multiple cartridge playback machine is also featured in both stereo and mono, as well as Mark II English Logging System\* with complete English descriptions of every event and discrepancy notations, automation systems including standard rack models and low profile Designer series with built-in four channel mixer. *Personnel:* Robert M. Ward, Andrew McClure, Earl Bullock, Dwight Herbert, Robert Levenson, Tom Copeland, Ron Dagenais, Dick Lamoureux, Dick Maynard, George Pupala, Mike Shafer, Bud Thomas.

**Telex Communications 512**  
**9600 Aldrich Avenue South, Minneapolis**  
*Product:* Audio tape recorders/reproducers and duplicating systems, headphones, headsets and accessories. *Personnel:* Sidney T. Kitrell, Donald Mereen, Timothy Jenneke, Dean Flugstad.

**UMC Electronics 712**  
**460 Sackett Point Road, North Haven, Conn. 06473**  
*Product:* Beaucart cartridge tape machines\*, Beaucart automatic splice finder & eraser, Beau hysteresis synchronous and torque motors, Beau magnetic tape heads\*. *Personnel:* A.J. Shafter, C.E. Collett, R.R. Weaver, L.G. Corey, N.E. Hacku.

**Visual Electronics 611**  
**1216 Kifer Road, Sunnyvale, Calif. 94086**  
*Product:* Rapid-Q cartridge tape equipment, STE-100 stereo phase enhancer. *Personnel:* James B. Tharpe, Charles Spicer, Ron Eigenmann, Ron DeBry, Barbara DeBry.

## Television exhibitors

**Acrodyne Industries 109**  
**21 Commerce Drive, Montgomeryville, Pa. 18936**  
*Product:* CCIR Pal B 500 watt television transmitter\*, 10 watt television translator\*, TV transmitter and translator products. *Personnel:* Marshall C. Smith, Charles A. Judson, Nathaniel S. Ostroff, John D. Parke.

**Angenieux Corporation of America 304**  
**1500 Ocean Avenue, Bohemia, N.Y. 11716**  
*Product:* Studio camera lenses. *Personnel:* Bernard Angenieux, Andre Masson, Serge

Dumartin, Harry Hopson, Tang Sum, John Wallace, Bern Levy, Claus Zedler, Ken Rice.

**Asaca America 614**  
**1289 Rand Road, Des Plaines, Ill. 60016**  
*Product:* Portable broadcast TV color camera and VTR for ENG and production. *Personnel:* N. Shigezaki, C. Miller, K. Ezoe, K. Wada, T. Shigezaki.

**Ball Brothers Research 308**  
**Electronic Display Division, P.O. Box 3376, St. Paul 55165**  
*Product:* Color and monochrome monitors. *Personnel:* Terry Jordet, Richard Lemke, Kent Struckhoff, Richard Ryan, John Shearer, Stuart Mercer, George Wagner, George Huard.

**Berkey Colotran 107**  
**1015 Chestnut Street, Burbank, Calif. 91502**  
*Product:* Memory assisted lighting control system, dimmer racks, grid suspension system, multipurpose lighting equipment. *Personnel:* Peter Coe, Marlon M. Rimmer, Kenneth Boyda, Moe Tawil, Thomas L. Pincu, Harold Gross, David McNeilly, Harold Lowe, Silvio Massone, Robert Benson, Paul Vincent, Ron Cataldo, Jay Bauer, Mel Rimmer, Jeff Sessler, Michael Reichmann, Walter Nygaard.

**Beston Electronics 616**  
**9024 West 51st Terrace, Shawnee, Kan. 66203**  
*Product:* Model 709 and model 410B automatic light control systems for small and large image film chain cameras. *Personnel:* Donald R. MacClymont, B.J. Lipari, David L. Anderson, James Sherry.

**Bosch-Fernseh 610**  
**279 Midland Road, Saddle Brook, N.J. 07662**  
*Product:* Studio and field color cameras, electronic photo-journalism cameras, broadcast color cameras, full broadcast quality video tape recorders from portable reporter equipment to complete studio machines with monitoring, character generator, editing system and monitors. *Personnel:* J.A. Leonard, R.N. Blair, F. Bundesmann, V.J. Lyons, L.E. Wolff, Dr. O. Oechsner, H. Groll, H. Zahn, D. Zeiger.

**Camera Mart 935**  
**456 West 55th Street, New York.**  
*Product:* Ikegami, Sony, Hitachi-Shibaden, lighting equipment, Frezzolini, Angenieux, O'Connor, NCE. *Personnel:* Shelly Brown, Ken Seelig, Harold Rainey, Jeffrey Wohl.

**Canon U.S.A. 501A**  
**10 Nevada Drive, Lake Success, N.Y. 11040**  
*Product:* 18X studio zoom lens for one-inch and 1 1/4-inch color TV cameras\*, super wide angle 10X zoom (12mm to 120 mm, f2.0) for one-inch hand-held TV cameras, 25X (16mm to 400 mm, f2.1) double zoom for one-inch color TV cameras\*, 34X filed zoom (24mm to 800 mm, f1.8) for one-inch and 1 1/4-inch cameras, Canon Scoopic motion picture cameras and lenses. *Personnel:* Yoshiaki Suguri, Dick Turchen, Mike Momosawa, Matt Miyazaki, Jack Keyes, Harry Hirai, Ted Sakurai, Yasuji Asai.

**Commercial Electronics (CEI) 519**  
**880 Maude Avenue, Mountain View, Calif. 94040**  
*Product:* 287 professional color television camera system\* and Medicam/300 medical color television camera\*, plus 290 portable production camera and supporting equipment. *Personnel:* Fred S. Houwink, William H. Butler,

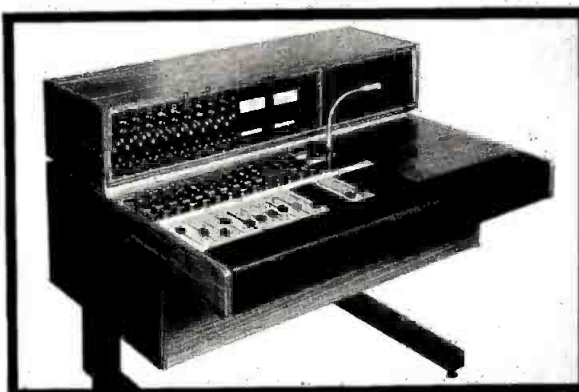
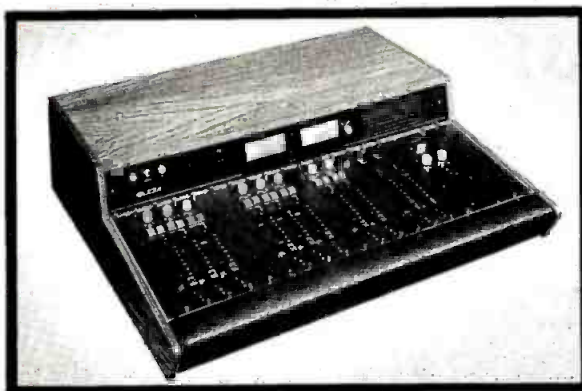
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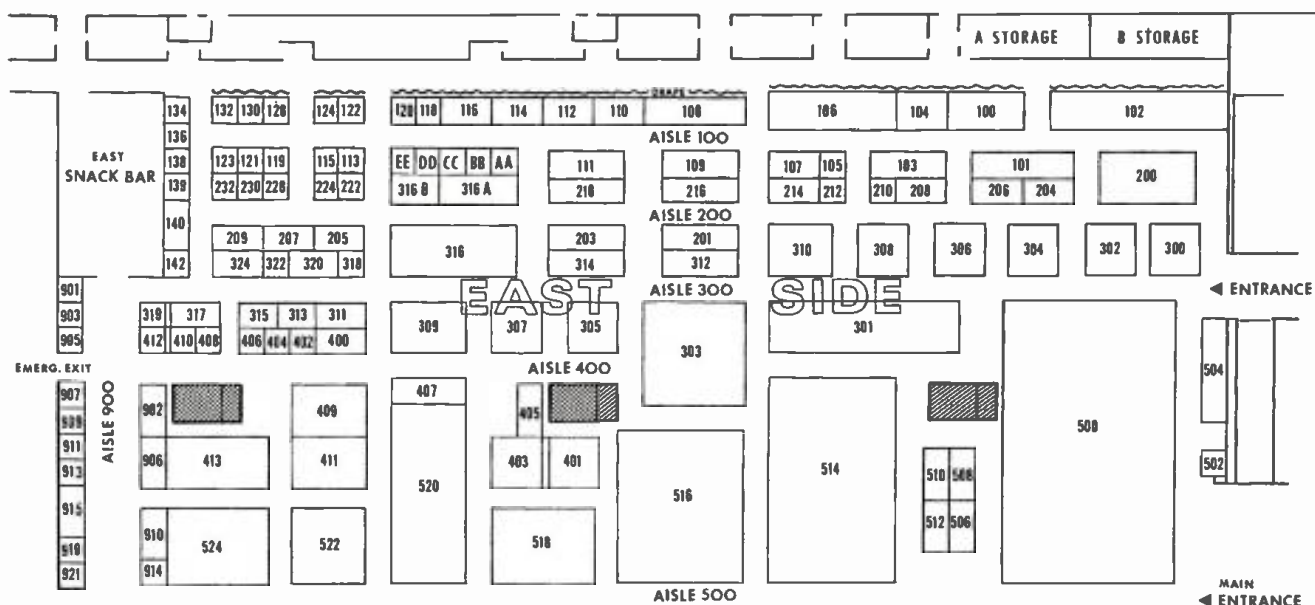
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# McCormick Place: east side



Firm	Booth	Firm	Booth	Firm	Booth
Acrodyne Industries.....	109	Industrial Plastics.....	115	Rank Precision Industries.....	201
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Ikegami Electronics USA.....	522				

Donald F. Smith, Raoul Proctor, Joseph S. Pipala, Marc Broemmelsiek, N.(Bud) Schneider, Bruce F. La Centra.

## Central Dynamics 518

230 Livingston Street, Northvale, N.J.  
**Product:** CD-480 family of video production switchers\*, mobile and small studio switchers including VS-10 and VS-14 video switchers and the AFM-10 audio mixer/switcher, computer tape editing systems, System 100 tech-

nical operations automation system, CDL standard product line of terminal equipment featuring VG-2210 digital sync decoder. **Personnel:** Earle Walljick, Howie Shephard, Bob Hueffed, Dick DeBeradinis, Bob Faulkner, Paul Welcome, Buddy Naeyaert, Steve Lyman, Ken Davies, Ole Skrydstrup, Brian Tee, Tim McNeil, John McConkey, Graeme Little, Gary Ray, Graham Pugh.

## Chyron Telesystems 501B

223 Newton Road, Plainview, N.Y. 11803

**Product:** High resolution character generators, graphic generators, audio spot storage devices\*, E.B.U./SMPTE sub-titling equipment\*, SL slide file eliminators\*, dynamic montage animation devices\*. **Personnel:** E. Leonard, J. Shauer, D. Buckler, D. Siegel, J. Starosky, J. Keane.

## Cinema Products 406

2037 Granville Avenue, Los Angeles 90025  
**Product:** CP-16R reflex 16mm sound camera with Cinevid-16 video-assist camera system\*,

Crystalink wireless system, Sturdy-Lite focusing spot, CPT-24 fluid head tripod, PLC-4 16 mm 400-foot magazine, J-5 zoom control, other camera accessories, Aero-Kit and Cat-Kit quartz location lighting kits. *Personnel:* Ed Digiulio, Gary Gross, Ed Clare.

**Cine 60 913**

630 Ninth Avenue, New York

*Product:* Cine 60 accessories for electronic and film news gathering systems including powerbelts, powerpaks, portable lights, camera mounts, shoulder pods, stretch power cables. *Personnel:* Don F. Civitillo, Robert Kabo, Paul Wildum.

**Cohu 302**

P.O. Box 623, San Diego

*Product:* CAT (Cohu Automatic Telecine), 1550 broadcast color film camera and associated broadcast processing equipment. *Personnel:* R.J. Schlicht, E.V. Dempsey, J.V. DiMatteo, Robert Curwin, Lawrence Litchfield, Felix Bonvouloir.

**Computer Image 627**

2475 West 2d Avenue, Denver

*Product:* 7243 video switcher, 2081 editing switcher with two new features, mid-stream or in-line chroma key, video animation services. *Personnel:* Lee Harrison, III, Don Maly, Edwin Tajchman, Hall Abbott, Earl McClure, Shari Noyce.

**Computer Magnetics 543**

125 West Providencia Avenue, Burbank, Calif. 91502

*Product:* Refurbishing Mark III, Mark X, Mark XV and Mark XX video head assemblies; refurbishing Ampex and RCA audio stacks for VTR, Slo-Mo disks and heads; auto chroma. *Personnel:* Ignatius Tsu, Ted Emm, Tony Mlinaric, Willard Bell, John Luiz, Eberhard Muller.

**Comquip 226**

366 South Maple Avenue, Glen Rock, N.J. 07452

*Product:* Fixed lens adaptor to enable the use of fixed lenses with standard color TV cameras and ENG cameras\*. *Personnel:* J.C. Schlageter, Frank Culotta, J.W. Schlageter.

**Conrac 102**

600 North Rimsdale Avenue, Covina, Calif. 91722

*Product:* 6000M 19-inch broadcast color monitor with full front access\*, modular construction and fully active convergence circuitry, 5300\* 19-inch broadcast color monitor for general purpose applications, 5700\* 13-inch high-resolution broadcast color monitor for 10-1/2-inch tape bridge mounting, DZB\* 14-inch updated version of DZA monochrome broadcast monitor for 10 1/2-inch tape bridge mounting. *Personnel:* L.M. Ryan, K.R. Eppele, W.A. Fink, R.T. Carson, C.D. Beintema, FF. Heyer, J. McClimont, J. Kehnan, W.A. Ems.

**Consolidated Video Systems 547**

3300 Edward Avenue, Santa Clara, Calif.

*Product:* Time base correctors, multiple types synchronizer. *Personnel:* William B. Hendershot III, John F. Harris Jr., Nyal D. McMullin.

**Corning Glass Works 116**

3900 Electronics Drive, Raleigh, N.C. 27604

*Product:* Glass delay lines, video delay lines, image enhancers. *Personnel:* Henry S. Craumer, Robert I. Carrington-Smith, Joseph A. Killough, Alden F. Greenlaw.

**Data Disc 112**

686 West Maude Avenue, Sunnyvale, Calif.

*Product:* BDR 500 slow-motion video recorder featuring broadcast quality, high band color, continuously variable slow motion, stop action with single field playback, preset/reset address control, slide file capability, optional intermediate high band recording. *Personnel:* Thomas P. Quinn, M.L. Arendt, Bernard Okey.

**Dynasciences Video Products 400**

Township Line Road, Blue Bell, Pa. 19422

*Product:* Image enhancers, video processing system, program switcher/special effects generator, distribution amplifiers, downstream chroma keyer\* and motion-compensating lens\*. *Personnel:* J.B. Waltrich, J.M. Law, Joseph Foulke.

**Eastman Kodak 521**

343 State Street, Rochester, N.Y. 14650

*Product:* Ektachrome tungsten video news film 7240\*, super 8 and 16mm film footage, 16mm TV projectors. *Personnel:* C.R. Troutner, A.D. Bruno, J.F. MacKay, O.E. Finley, J.F. Schroth, T.J. Hargrave Jr., H.A. Roger-Smith, R.A. Steelnack,



# FM BROADCAST TRANSMITTERS

## 3, 5, 12 and 20 KW

*DEPENDABLE, AND EFFICIENT,  
WITH INNOVATIVE DESIGN  
FEATURES FOR TODAY'S  
BROADCASTER*



For Months we've been shipping transmitters—100 alone to the CBC in Canada. Now we're accepting orders and shipping to U.S. broadcasters. Exciting things are happening at CSI!

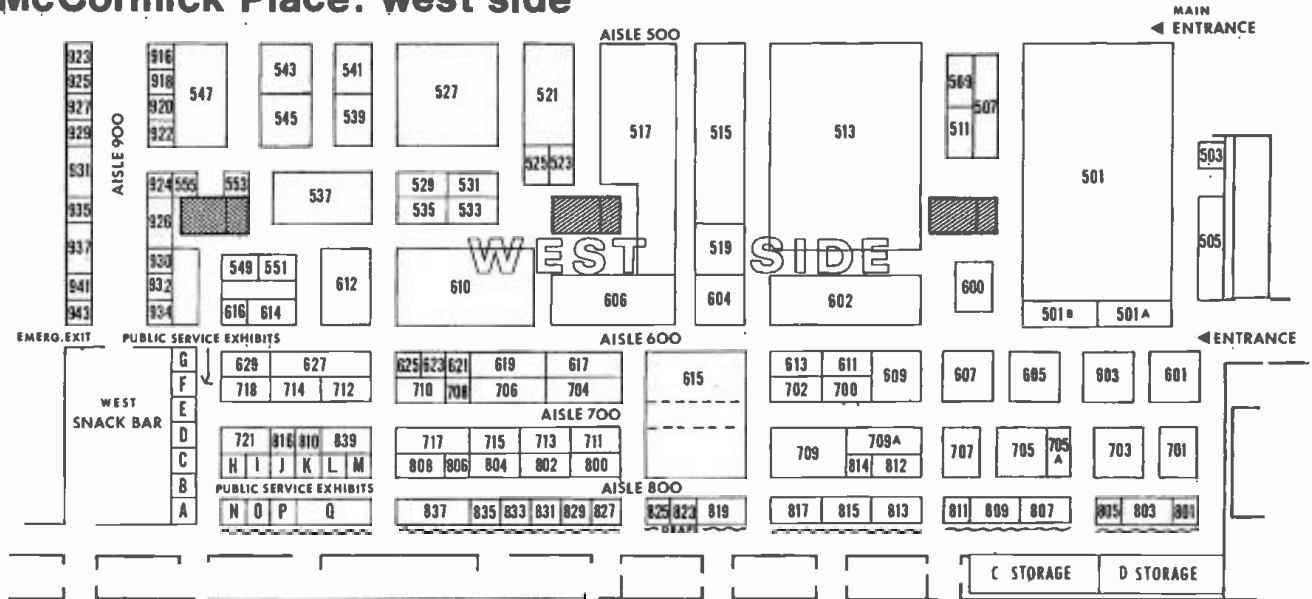
- New design features increase efficiency, provide greater reliability, and reduce maintenance.
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TELEPHONE 609-786-1060 • TELEX 831679**

# McCormick Place: west side



Firm	Booth	Firm	Booth	Firm	Booth
Akal America.....	545	Drake-Chenault Enterprises.....	806	Phelps Dodge Communications.....	625
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Continental Electronics.....	607	Orox.....	606	Videomax.....	606
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Cooke Engineering.....	805	Pentagon Industries.....	621	Wilkinson Electronics.....	617
Cox-Data Services.....	604				
Delta Electronics.....	613				
Dialectric Communications.....	808				
Disco.....	930				
Dipol Electronics.....	835				

C.E. Sipe, C.F. Wilkinson, K.R. Knaus, H.L. Vincent, S.A. Snitkin, P.C. Vogel Jr., J.A. Semmelmayr, R.G. Hufford, P.L. Gordon, R.C. Gearhart, J.M. Tripoli, C.G. Arnold.

**Elgen Video 908**  
P.O. Box 1027 Grass Valley, Calif. 95945

**Product:** Color, slow-motion disk recorder for sports, instant replay, animation, tape editing (particularly ENG material). **Personnel:** James W. Hebb, George Foster.

**Electrohome U.S.A. 311**  
Grand Plaza, 2429 Military Road, Niagara,

**N.Y. 14304**  
**Product:** Monochrome video monitors 9", 11", 14", 17", 23" case and rack; color monitors 19" and 25" screen size; receiver/monitors 15", 19", 25" screen size; related accessories including ceiling and wall mounts, mobile stands, speaker/amplifier pod. **Personnel:**

William Ellis, Roger Archambault, Laird Weagant, Walter Kurz.

**Electronics Diversified** 816  
1675 N.W. 216th, Hillsboro, Ore.  
Product: Studio lighting control equipment.  
Personnel: Gordon W. Pearlman, Paul Bennett, Ken O'Dell, Steve Carlson.

**Electronics, Missiles & Communications** 314  
P.O. Box 116-Susquehanna Street Extension, White Haven, Pa. 18661  
Product: Television transmitter and translator line products in powers from one to 1,000 w, selected models of Bogner UHF and VHF broadcast antennas, TSA-100\* 100 w MDS/ITFS amplifier, TTV-5\* portable backpack TV transmitter. Personnel: Ross V. Swain, Steve Koppelman, Robert Unetich, Jim DeStefano, John Saul.

**Farinon Electric** 110  
1691 Bayport Avenue, San Carlos, Calif.  
Product: Portable, tunable microwave radio systems for remote pick-ups, STL and temporary video relay; fixed microwave radio systems for permanent installations; FM and AM sub-carrier transmission systems for program audio, multiplexed voice and data channels; accessories; engineering services. Personnel: Joe Baker, Tony Fulford, James Hurd, James Murray.

**Fuji Video Tape** 411  
350 Fifth Avenue, New York 1001  
Product: Low noise broadcast video tape, Beridox video cassettes, H-701 video tape pallet stock. Personnel: John Dale, Al Bedross, John Walsh, Whittie Henderson, Jerry Lester.

**Fujinon Optical Inc.** 541  
420 West End Avenue, New York 10024  
Product: Television lenses and optical systems for TV cameras. Personnel: F. Nakajima, T. Sumiya, T. Kubozuka, R. Hess, I. Merson, Y. Kanegawa, K. Nakano, H. Takagi, P. Stueart, D. Bastello.

**Grass Valley Group** 517  
P.O. Box 114 Grass Valley, Calif.  
Product: Production switchers, routing switchers, automation systems, processing systems, sync generators, distribution amplifiers, machine control systems. Personnel: Tom Long, Jim Ward, Bill Rorden, Jerry Sakai, Bob Cobler, Bob Lynch, Don Lambert, Gordon Fellows, Neil Olmstead, Mike Henning, Bill Barnhart, Adrian Ettlinger, Birney Dayton, Bob Vincentsen, Roger Johnson, Merv Graham, Bruce Rayner, Jerry Taylor, Bob Webb, Don Schlichting, Dan Antonellis, Northeast; Gordon Sweeley, Don Bowdish, Western; Bill Buford, South Central; Tom Sleeman, Southeast; Louis Swift, North Central.

**GTE Sylvania** 206  
100 Endicott Street, Danvers, Mass.  
Product: Incandescent and tungsten halogen lamps for studio lighting. Personnel: Clif Durkee, Mel Brickett, Ed Kowalski, Vern Brooks.

**Hitachi Shibaden** 200  
58-25 Brooklyn-Queens Expressway, Woodside, N.Y.  
Product: Broadcast color TV cameras and accessories, SK-70 multipurpose studio and ENG camera, FP-1214 sports color camera with

14:1 f/18 zoom lens, FP-1212 studio camera, two new self-contained battery operated ENG cameras will be introduced. Personnel: Mort Russin, Nick Pisciotta, Mike D'Amore, John Stead, Rich Corcoran.

**Ikegami Electronics** 522  
29-19 39th Avenue, Long Island City, N.Y. 11101  
Product: ENG cameras, various color and studio monitors, medical camera, announcer booth, film camera. Personnel: N.H. Nishi, H. Sato, A. Jones, W. Trevarthen, M. Russin, K. Sakamoto, K. Inoue, Messrs. Kawashima, Saito, Yoshinaga.

**Industrial Sciences** 539  
3521 Southwest 42d Avenue, Gainesville, Fla. 32608  
Product: Model 1205 professional video production switcher\* from series 1200, 1200 series special effects generators\*, video terminal equipment, model 1100 routing switcher\*. Personnel: Lin Hargreaves, Homer Masingil, Bob Bachus, Bill Coomes, Bob Striker, John Busharis, John White.

**Innovative Television Equipment** 111  
P.O. Box 681, Woodland Hills, Calif. 91364  
Product: Television camera support dollies, tripods, pedestals, pan and tilt heads, camera support accessories, microwave support equipment, model ITE-H5\* hydro head for portable cameras, model ITE-H1 and model ITE-H7 torsion heads for lightweight studio cameras. Personnel: Bert I. Rosenberg, Stanton Hollingsworth, Richard Crosby, Harry Winston, Robert Gallagher.

**Interand** 412  
450 East Ohio Street, Chicago  
Product: Telestrator electronic graphic systems, including the model 600 selective erase Telestrator and the Telestrator trainer/tester. Personnel: Leonard Reiffel, William L. Rickhoff, Charles H. Culp, Wayne Jung, Philip Lewis.

**International Video** 514  
990 Almanor Avenue, Sunnyvale, Calif. 94086  
Product: Video-tape recorders and color television cameras, digital timebase correctors. Personnel: R.H. Fried, Bob Riddle, Arie Landrum, Dick Reilly, Bob Henson, Hugh Gillogly, Paul Fletcher, Bob Marmioli, Herb Van Driel, Ron Wells, Don Diesner, Al Audick, Chuck Snider, Roger Bailey, Vic Sampson, Erol Barut, Dave Edmonds, Gene Warren, Bert Dann, Barrett Guisinger, Don Morgan, Dave Cooper, Carter Elliot, Bill Miller.

**Jamieson Film** 408  
6911 Forest Park Road, Dallas  
Product: Jamieson film processor. Personnel: Jim Tohill, Gene Garrett, Jack Hannah, Roland Smith.

**Kansas State Network** 402  
Box 333 Wichita, Kan. 67201  
Product: Message Master character generator (model CG-410)\*, TC-100B, CG-600, CG-100, CF-200. Personnel: Rod Herring, Larry Bitler, Joe Culver, Gary Sanderson.

**Kings Electronics Co.** 921  
40 Marbledale Road, Tuckahoe, N.Y. 10707  
Product: Coaxial and triaxial connectors\*. Personnel: Fred Della Iacono and Fred Pack.

**Kliegl Bros.** 508  
32-32 48th Avenue, Long Island City, N.Y. 11101  
Product: Television-film lighting equipment and control systems. Personnel: John Kleigl, Joel E. Rubin, Larry E. Nelson, Michael Connell, Paula Conley, Wheeler Baird, Tom Hays, Jack Nettleton, Richard Nicholson, Alwyn Lassister, Horst Emmert.

# FUJINON BCTV LENSES\*



1. Complete Field Zoom (Pictured above) With 1.5x and 2.5x servo operated built-in extenders.	1 1/4" 22x25 f:2.2	1" 22x18 f:1.8
2. Wide Angle Lens Compact and shortest M.O.D. with built-in 2x extender.	10x15 f:2.8	10x11 f:2.1
3. Studio Standard High transmission, aberration free, short M.O.D. multi-range lens.	16x17 f:2.1	16x13 f:1.6
4. Low Cost Field Zoom Available with 1.5x and 2.5x add-on extenders.	14x37.5 f:2.2	14x29.5 f:1.8
5. Low Cost Studio Standard High quality, compact lens with normal range.		K10x16 f:2.0
6. ENG Lenses (Pictured below) Extreme light gather- ing power with ideal ranges of zoom and focusing.	1" K7x11 f:2.0	3/8" A10x10 f:1.9 A7x9 f:1.4 A6x12.5 f:2.0
Extreme Width Angle Fixed Focus Lens.	KF9A f:1.8/9mm	AF6A f1.4/6mm

## Special and Exclusive:

7. Rota-Version  
Image rotation and  
inversion optical  
system.

Mounted between  
3pbo 1 1/4" color  
camera and zoom  
lens.



\*All Fujinon BCTV Lenses have Electron Beam Coating, the world's most advanced lens coating process. EBC makes our lenses the almost perfect transmitters of light. Thus, our zoom lenses' ability to transmit light remains remarkably constant from wide angle to telephoto.

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# Automation News

SYSTEMS MARKETING CORPORATION • BLOOMINGTON, ILLINOIS

## The dumb race to nowhere

There is a basic conflict in the manufacturing of automation equipment that arises from the desire of buyers to have everything possible in an automation system — and the opposing desire of the engineer to have the equipment as simple as possible, yet able to do the job.

The latest word today in automation controllers is "Microprocessor" and most companies are touting their microprocessor as the finest and the very best. But how true is that? The microprocessor is no more than a tool for the engineer. It can be defined as a

physically small computer (made by someone else) that uses large scale integration techniques. The microprocessor is therefore the brain of a system, and like the brain in the human body, if it does not have arms and legs and muscles, by itself it can do nothing.

Engineers take the capability of the microprocessor and marry it to the nerve endings (software) that makes the system work. But the nerves and brain can't do it alone. They must have audio sources to manipulate.

How do you make sure you choose the right system? By rely-

ing on the manufacturer for assistance in selecting your unit. Ask for a published price list to work from. Remember that it's just as bad to buy an automation system that is too small as one that is too large and that every time you add a function to the system that is not absolutely necessary to its operation, you increase the probability of failure . . . more R.F. input, more opportunity for part failure, more room for human error. So, choose your system from a reputable manufacturer who can give you all the basic help that you need.

### Low cost—high performance "RAS-PRO" Random Access Programmer for Music Company Format



"RAS-PRO" answers the need for low cost automation. (\$6,700.00 complete—control/digital clock/audio switcher. Just add audio equipment.) Modular in construction, it expands as your format needs grow by plugging in additional inexpensive printed circuit boards. Basic system has 1000 master file events from up to 20 audio sources (reel-to-reel, multiple cart players or single cart machines). Each multiple cart source has its own 256 event memory. Inexpensive (\$350.00 each) "RS" memories (up to six) may be added at any time to join the two random access memories that come with the basic unit. Network join, digital clock, time corrects are included.

"RAS-PRO" is the dramatic low-cost programmer that's specifically designed for music company formatted stations.

And, because it is made by the people who invented computer assisted broadcasting—SMC—you can be sure its operation is straightforward and dependable.



## DP-2—the all-new automation system you've been waiting for

SMC's all-new DP-2—the finest microprocessor controlled programmer that offers more standard yet custom features than any other unit available today. In sizes of 2000, 4000, 6000 or 8000 events; built-in external function control, such as automatic record of network; extended sub routines; special codes such as "link," "repeat blocks," "voice track"; interfacing to business computers; video readouts and up to 40 audio channels!

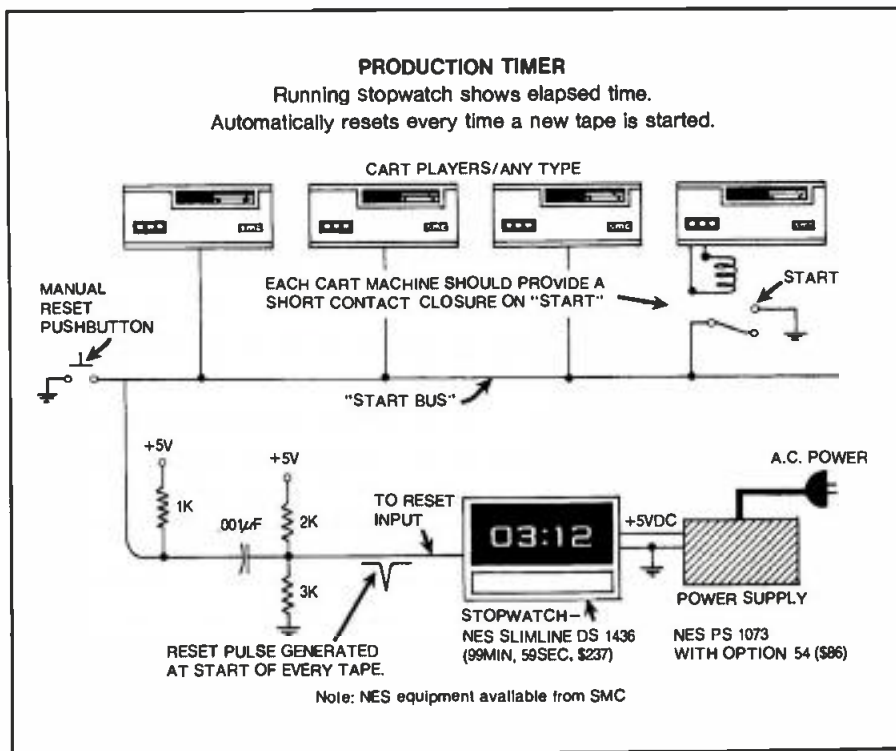
The DP-2 is available in low-boy console with desk, as shown, or in standard racks. It's versatile and inexpensive.

# Cleartext Logging easy and economical for live or automation



Using the industry standard four KiloHertz logging tone, you can encode from a silent CRT unit with printout on a remote extel or teletype printer. 4 KHz is used because this is the normal peak for playback heads. The log is printed in three columns; first is the time printed from the built-in digital clock; the second column is the audio source number called for (machine and tray); and the third column is the alpha numeric (English) portion that comes from the cue track of the encoded cartridge. Encoding is normally accomplished during production via the silent video terminal connected to a cart machine. FSK is not used due to costly encoding and decoding electronics required.

The Cleartext Logger can solve many of your logging problems very inexpensively. Find out more about it by returning the coupon below. As shown the video keyboard and screen (encoder) is \$1,625.00 and the stereo cart unit is \$1,290.00; the extel is \$1,390.00.



## New Production Room Timer

Here is a simple but accurate timing mechanism for the production room that allows accurate timing of commercials and/or programs. In operation, the timer is mounted on the console. The start buttons on the various carts or reel-to-reel units pulse the clock back to zero and restart the timing process.

Either countup or countdown clocks may be used.

The clock used in this application is from **NATIONWIDE ELECTRONIC SYSTEMS**, a subsidiary of SMC and may be ordered from SMC. The clock has controls for "start," "stop" and "reset."



**Systems Marketing Corporation**

1005 West Washington Street • Bloomington, Illinois 61701 • 309-829-6373

*Broadcast Automation - our only business*

**Yes!** I am interested in automation to help boost my station profits. Please send details on:

- ☐ "RAS-PRO" random access programmer
- ☐ DP-2 automation system
- ☐ Cleartext Logging
- ☐ Production Timer
- ☐ Have your representative call me.

Name \_\_\_\_\_

Station \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Zip \_\_\_\_\_

Phone (area code) \_\_\_\_\_

**Laird Telemedia Inc.** 113  
2125 South West Temple, Salt Lake City 84115  
**Product:** Small and large-image optical multiplexers, single and dual-drum slide projectors, 16mm and super 8 projectors, electronic "Q" boards, time/date generators, television character generator. **Personnel:** William G. Laird, Ronald L. Jones, Ronald S. Hymas, David L. Golding.

**Lenco Electronics Division** 707  
319 West Main Street, Jackson, Mo. 63755  
**Product:** Digital video terminal equipment, including encoders, Genlock sync generators and Modular 300 System E/w modular video test signal generators. **Personnel:** Paul J. Leonard, Howard G. McClure, Richard N. Lawrence, Bruce Blair, Larry Brown, Gary Stephens.

**Listec** 306  
39 Cain Drive, Plainview, N.Y.  
**Product:** Television studio camera pedestals, dollies, tripods and cranes. **Personnel:** Jack Littler, Joanne Camarda, Ted Galione, Marvin Jacobs.

**L-W International** 136  
6416 Varie Avenue, Woodland Hills, Calif. 91364  
**Product:** Athena 4000-TSM MK IV\*television film chain projector (solid-state, modular design version of Athena 4000-TSM) for special effects, with slow-motion, stop-motion features or for editing tool, Video Pod\* self-contained television production unit with primary and backup power generators, air conditioning and capacity for at least two video cameras, up to two VR-3000's, audio switcher and all monitoring equipment. **Personnel:** R.H. Lawrence.

**Marconi Electronics Inc.** 301  
4785 Lake Forrest Drive N.E., Atlanta 30342  
**Product:** Mark VIII-B automatic color television camera, Mark VIII-P automatic portable color TV camera, type B3404 Telecine system, DICE digital NTSC/PAL/SECAM standards conversion equipment, type B3730 video switcher. **Personnel:** Tom Mayer, Cyril Teed, Barry Holland, Rich Lunniss, N.N. Parker-Smith, John Leeson, Derek Law, Dick Halls, Martin Clarke, Iain Reid, Gary Jones.

**Memorex** 537  
1200 Memorex Drive, Santa Clara, Calif. 95052  
**Product:** Broadcast helical scan tape for IVC 9000\*, 3/4-inch videocassettes. **Personnel:** R.L. Reetz, Hal Jones, Steve Walsh, Bob Scheper, Mike Carney, Tom Beal, Dewain Miller, Kwonlon Harrell, Chuck Sneath, Dick Corrigan, J. Evans, R. Kundrot, M. Skelton.

**Merlin Engineering Works** 140  
1880 Embarcadero Road, Palo Alto, Calif. 94303  
**Product:** Custom quad VTR's\*, SMPTE code readers\*, video switcher, VCR signal enhancer\*, custom accessories for quad VTR's. **Personnel:** J. Streets, M. Paull, M. Evans, D. Cochran, E. Feruga.

**Micro Consultants** 926  
2483 East Bayshore Road, suite 209, Palo Alto, Calif.  
**Product:** Video sync and timebase correctors, A and D/D to A converters, video test equipment. **Personnel:** Gil Kesser, Peter Michael, Richard Taylor, Bryan Matley, Robert Graves, Paul Keller, Peter Owen, George Grasso, Don Larsen.

**Microtime** 709  
1280 Blue Hills Avenue, Bloomfield, Conn.  
**Product:** Video signal processing system\*, Digitrol 11 automatic broadcast control system. **Personnel:** Frank Baker Jr., John S. Larkworthy, Dave E. Acker, Gene Sarra, Dick Amenta, Dick McLean, Neal Owens, Phil Dubs, DeWitt Smith.

**3M, Mincom Division** 529  
3M Center, St. Paul  
**Product:** Model 5110 colorizer / keyer\*, model 5120 video outliner\*, model 1114 production switcher\*, model RGB image enhancer\*, model D-2000 character generator\*, model D-8000 video art memory system\*, and improved video titling system featuring a unique character animation mode. **Personnel:** Gerald S. Kerr, William W. Weston, William Hahn, Bobby L. Landingham, Ellen Packard, Charles L. Germon, Frank J. D'Ascenzo, Steve Landsman, Anthony R. Mattia, Dan Beaulier, Ralph Barclay, Fred Hodge, David Hill, Gene Sudduth, Dwight Wilcox, Lewis Radford, Mike Dyer, Lynn Wilson, Bob Brown, M.R. Hatfield.

**Mohawk Wire & Cable** 212  
9 Mohawk Drive, Leominster, Mass.  
**Product:** TV color camera cables, connectors and cable assemblies for interconnection of TV cameras and systems. **Personnel:** Dick Van Vleck, Don Benoit.

**Mole-Richardson** 114  
937 North Sycamore Avenue, Hollywood  
**Product:** 1200 watt HMI Mole Solar Arc\*, 2500 watt HMI Mole Solar-Arc, 1800 watt Teenie-Weenie Mole kit, Molefays, Molepars, Molequartz Broads, Molequartz Nooklites, Molequartz Molekit and car kit; variety of hangers, adapters and mounting fixtures, grip equipment and special effects. **Personnel:** Howard R. Bell, Dan Aron.

**Rupert Neve** 715  
Serkshire Industrial Park, Bethel, Conn.  
**Product:** Complete range of standard TV sound production and air mixing consoles, custom designed consoles, communications systems and distribution amplifiers. **Personnel:** D.A. Tilsley, T.B. Nordahl, B.J. Roche, C.A. MacDonald.

**Nurad** 320  
2165 Druid Park Drive, Baltimore, Md. 21211  
**Product:** Quad-polarized, dual-frequency antenna system incorporating 2 ghz and 7 ghz operation in single unit\*, 7 ghz quad-polarized omni antenna system for remote TV broadcasts\*, 7 ghz circularly polarized two-foot-diameter directional antenna\*, 2 ghz Goldenrod circularly polarized antenna for mobile ENG vans and other low-windload requirements\*, 2 ghz omnidirectional circularly polarized antenna\*, 7 ghz and 13 ghz omnidirectional circularly polarized antennas\*, 13 ghz multipolarized two-foot-diameter directional antenna\*, 20 QPI 2 ghz quad-polarized omni antenna system for remote TV broadcasts. **Personnel:** Gordon Neuberth, Leslie K. Lear, George F. Fike, Harry Rutstein.

**O'Connor Engineering Labs** 916  
100 Kalmus Drive, Costa Mesa, Calif.  
**Product:** Fluid camera heads, tripods, hydro-peds. **Personnel:** Chadwell O'Connor, Cary C. Clayton.

**Panasonic Video Systems** 524  
One Panasonic Way, Secaucus, N.J.  
**Product:** Full line of video equipment. **Personnel:** I. Tarr, A. Barshop, I. Iizuka, G. Olson, H. Peters, B. Hettinger, V. Davis, J. Goetz.

**Philips Audio Video Systems** 516  
16 McKee Drive, Mahway, N.J.  
**Product:** Color television cameras including LDK-25 multi-conductor studio and field camera, LDK-5 triaxial-cable studio and field camera, LDK-15 portable production color camera, LDK-11 portable ENG/production color camera, broadcast transmitters; LDH-205 high sensitivity color camera; LDH-20T triaxial-cable version; LDH-16 integrated color telecine; Magnavox hand-held color cameras and monitor/receivers; professional audio mixing consoles, AKG microphones, test and measuring equipment. **Personnel:** William E. Amos, Warren Anderson, M. Arnold, L. Arpino, Dan Batista, B. Beursgens, P. Birnstein, Richard Bock, Fred Bones, H. Breimer, Gerow D. Brill, L. Buren, D. Burnett, Chuck Buzzard, Jeff Clarine, R.A. Clegg, James Collins, Lou Davie, C. DeKlerk, G. Dengel, Ted Dunn, J. Geensens, L.W. Germany, John Giove, Harry Gladwin, Ken Gustafson, J.J. Hartong, Michael Hartt, Arch Hindorff, Dave Hunter, Raymond Johns, R. Johnson, A. Katz, Al Keil, J. Kiewiet, Richard King, Nick LaBate, Peter Lance, D. Lewis, Frank Lydon, T. McGann, Michael Mackin, R. Manahan, G. Masullo, D. Mitteldorf, S. Moore, Gino Nappo, Neil Neubert, N. Neumann, Don Price, Eugene Prevost, R. Raboin, Dr. N. V. Rao, S. Rauch, W. Renes, E. Rosulek, J. Safar, Herman Schkolnick, Kenneth V. Spitzer, Phil Stack, L. Staskiewicz, Harold Stevens, P. Symes, E. Tappan, Alfred Till, R. Utterback, K. van Duuren, K. van der Keyl, S. van Ravesteyn, Fred van Roessel, Dr. P. van Zanten, I.M. Waters, Rayiike Weisel, J. Weldon, James L. Wilson.

**Power Optics** 103  
1055 West Germantown Pike Fairview Village, Pa. 19409  
**Product:** Digital remote control; Scene-Sync, device permitting pan and tilt movements whole on chroma-key. **Personnel:** Richard Fordham, Thomas Streeter, Richard Wardrop, Richard Ince.

Ask Edd Routt,  
WRR, Dallas,  
what it's like to run  
the hottest news  
medium in town.



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# the FM 100 plan

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## 1 YEAR=54 STATIONS!

<b>#1</b> <b>DEMOS!</b> <b>RATINGS!</b> <b>BILLINGS!</b>	<b>W-100...CHICAGO</b>			<b>#1</b> <b>DEMOS!</b> <b>RATINGS!</b> <b>BILLINGS!</b>
	<b>#1 — ALL FM STATIONS, ALL FORMATS — 12+, 18+</b>			
	<b>#1 — BEAUTIFUL MUSIC (AM &amp; FM) — 18+, 18-49, 25-49</b>			
	<b>#2 — ALL RADIO — 25-49 — TOTAL BROADCAST WEEK</b>			
<b>#2 — ALL RADIO — 18+ — TOTAL BROADCAST WEEK</b>				
<b>WWJ-FM</b> ..... <b>DETROIT</b> #1.. BEAUTIFUL MUSIC (AM & FM) #1..... BEAUTIFUL MUSIC (18-49) #3..... ALL RADIO 18+	<b>WRCH</b> ..... <b>HARTFORD</b> #1.. BEAUTIFUL MUSIC (AM & FM) #2..... ALL RADIO 18+ #2..... ALL RADIO 18-49, 25-49	<b>WEZK</b> ..... <b>KNOXVILLE</b> #1..... ALL RADIO 12+, 18+ #1..... ALL RADIO 18-49 #1..... ALL RADIO 25-49		
<b>WRTH</b> ..... <b>ST. LOUIS</b> #1.. BEAUTIFUL MUSIC (AM & FM) #4..... ALL RADIO 18+	<b>WHOO-FM</b> ..... <b>ORLANDO</b> #1..... ALL RADIO 18-49, 25-49 (COMBO WITH WHOO-AM) #3..... ALL RADIO 18+	<b>WIKY-FM</b> ..... <b>EVANSVILLE</b> #1.. BEAUTIFUL MUSIC (AM & FM) #1..... ALL RADIO 18+ #1..... ALL RADIO 18-49		
<b>A NEW SOUND!</b>	<b>KRUZ-FM</b> ..... <b>SANTA BARBARA</b> #1.. BEAUTIFUL MUSIC (AM & FM) #1..... ALL RADIO 18+	<b>KSET-AM/FM</b> ..... <b>EL PASO</b> #1.. BEAUTIFUL MUSIC (AM & FM) UP - 165%	<b>A NEW SYSTEM!</b>	

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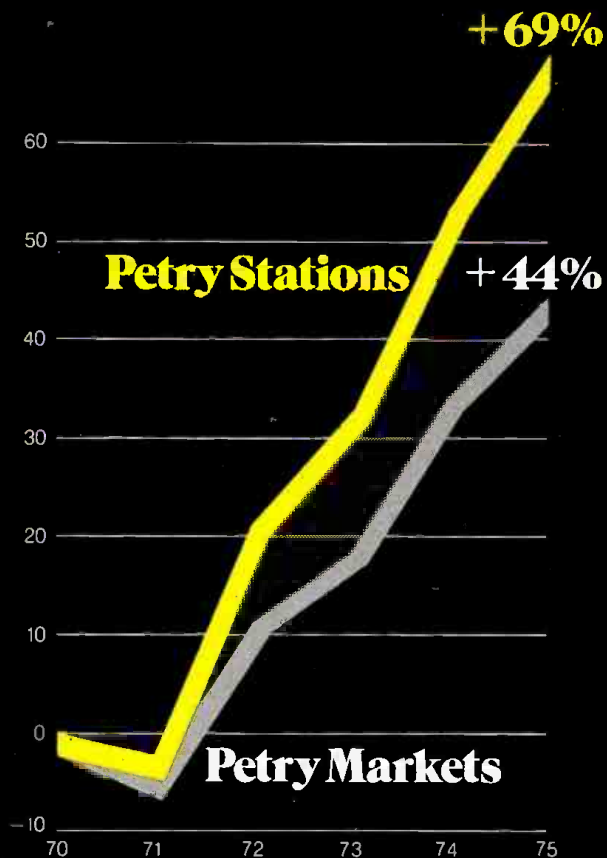
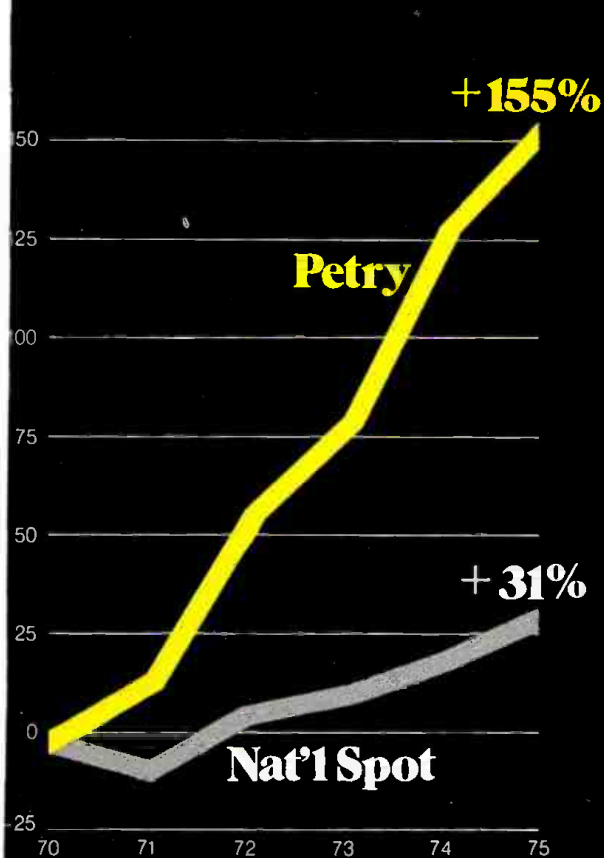
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# Petry's Record



# Performance



**“...Challenge is our way of life,  
achievement expected—success  
a reality.”**

**PETRY**

Petry national revenue compared to industry (1970 base year).

Petry stations compared to their markets' growth (1970 base year).

**Q-TV/Telesync 208****33 West 60th Street, New York 10023****Product:** Videoprompter systems, VPS-100, VPS-300. **Personnel:** George Andros, Sam Monteforte, Hy Sheft, John Maffe.**Recortec 101****777 Palomar Avenue, Sunnyvale, Calif. 94086****Product:** Video spot assembler; EdiMatic-200; R-MOD for quad video tape recorders. **Personnel:** Lester H. Lee, Eldon A. Corl, Gerry Heitel, Ron Troxeil.**Richmond Hill Laboratories Ltd. 100****1240 Ellesmere Road, Scarborough, Ont.****Product:** Video production switcher, automated TV master control. **Personnel:** L. Kobre, P. Hughes, E. Grant, T. Smith, R. Peers, L. Dole, W. Van-Ham, H. Lau, G. Hunt, G. Reesor, A. Critchley, C. Tham, F. Merrimen.**Rosco Laboratories 929****36 Bush Avenue, Port Chester, N.Y. 10573****Product:** Full range of film and television lighting filters including Roscolux, Rosco Reporter Light. **Personnel:** Stan Miller, Glyn Pritchard, Roger Zobel, Stan Schwartz, Mike Niehenke, Tom Lemmons.**Scientific-Atlanta 132****3845 Pleasantdale Road, Atlanta 30340****Product:** Satellite video earth terminal equipment. **Personnel:** Howard L. Crispin, Ken Ledick, Howard B. Klippel, Barney Geolat.**Skirpan Lighting Control 218****61-03 32d Avenue, Woodside, N.Y. 11377****Product:** Electronic studio lighting control systems and lighting control components. **Personnel:** Stephen J. Skirpan, Terry H. Wells, Donna Larson, Frank Brenner, Adrian B. Ettinger.**SMPTE 128****862 Scarsdale Avenue, Scarsdale, N.Y.****Product:** Test materials for television and motion pictures. **Personnel:** Pablo Weinschenk-Tabernerio, Peggy Caggiano, Jeffrey Freidman.**Storeel 700****4993 New Peachtree Road, Atlanta 30341****Product:** Film and VTR storage systems, mobile track system for storage equipment\*, room stretcher high density storage for audio and video cartridges and cassettes\*. **Personnel:** Ruth E. Schaeffer, Carolyn S. Galvin, Frank Galvin, Bill Kirkpatrick.**Willi Studer America 833****1819 Broadway, Nashville 37203****Product:** A-67 tape recorder/reproducer\*. **Personnel:** Raymond Updike, Brian Tucker, Fred Layn, Vill Van Doren.**Studio Tape Exchange 810****366 West 46th Street, New York 10036 and 6424 Santa Monica Boulevard, Hollywood 90038****Product:** Reconditioned and new video tape. **Personnel:** Susan Cohn, Carole Dean, Nancy Gordon, Pamela Masterson and Renee Ross.**System Concepts 319****80 West Truman Avenue, Salt Lake City****Product:** Character generators—Q-IV television production titler, with unlimited random access tape memory, Q-11 automated television information systems, with news, weather, weather forecast, remote keyboard input. **Personnel:** Ray M. Urath, Len F. Zaller, Roy Romijn, Ken Lawson, Ed Merewether.**Tele-Cine 216****5434 Merrick Road, Massapequa, N.Y.****Product:** Camera accessories—zoom lenses, lens drive systems, camera positioners, optical filters; lenses—Schneider zoom lenses, Schneider CCTV lenses, lens drive systems, lens repair service, lens accessories, optical filters. **Personnel:** Donald Collins, Craig Marcin, Hans Waeglein, Axel Fromel, Gunter Hess, Susan Miller, Karen S. Black.**Telecommunications Industries 205****6335 Homewood Avenue, suite 204, Los Angeles****Product:** Porta-Pattern spherical transparency illuminator\*, precision grey scale transparencies and slides; Porta-Pattern test charts, chart systems, slides, films and transparencies; custom products. **Personnel:** Ed Ries, Ed Taylor, Jenny Squire, John Boden-Tebbutt, Jim Morrison, Herb Didier, Jim Landy, Tom Pressley, C.W. Webster.**Teledyne Camera Systems 210****131 North Fifth Avenue, Arcadia, Calif. 91006****Product:** CTR-3 tri-optical color telefilm recorders, CTR-2 color telefilm recorders and MTR-1 monochrome telefilm recorders.**Telemet, Division of Geotel 300****185 Dixon Avenue, Amityville, N.Y.****Product:** Video and pulse distribution systems, video test sets demodulators, TV sideband analyzer, group delay test set, synchronous detectors, A/V routing switchers, studio production switchers, audio DA's, audio monitors, chroma keyer and NTSC decoder. **Personnel:** S. Hamer, K. Schwenk, R.G. Griffiths, L. Parson, R.B. Daines, E. Platt, L. Caput, A. Bolletino.**Telescript 207****20 Insley Street, Demarest, New Jersey 07627****Product:** Monitor prompting systems\* for direct

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into the lens prompting using Telescriptor machine, Telegraphics\* for TV studio titling and graphics, prompting systems featuring fast load prompter, transistor sync control, lens view TV, IBM 5/8" Videotyper and retro projection systems. **Personnel:** Bob Swanson.

**Television Research International 612**  
1003 Elwell Court, Palo Alto 94303  
**Product:** EA-5 editing control systems, Sun SMPTE time code systems, PPC-1 portable production console and video and audio broadcast peripheral products. **Personnel:** H.C. Blakeslee, Ron De Pinto, Robert S. Cooper, David Harbert.

**Tentel 228**  
50 Curtner Avenue, Campbell, Calif. 95008  
**Product:** Tension gauges for diagnosing problems in magnetic tape video recorders, gauge for Sony 2600 and 2800 series\*. **Personnel:** Wayne B. Graham, Joan Kaye, Erwin W. Graham, Brent Williams.

**Tepco 934**  
P.O. Box 680, Rapid City, S.D.  
**Product:** Exhibiting new all solid state microwave equipment and VHF television translators. **Personnel:** Elmer Nelson, Donald E. White, Karl C. Bartel.

**Thomson-CSF Labs 520**  
37 Brownhouse Road, Stamford, Conn. 06902  
**Product:** Microcam hand held color camera\*, FM Volumax models 4101 and 4111\*, Vidifont Mark IV\*, TTV-1515 Triax portable color camera\*, color correction system, image enhancer, chroma insert-keyer, Audimax, Volumax dynamic presence equalizer and dual distribution amplifier. **Personnel:** John Camarda, Harvey Caplan, Langdon Cook, Michael Davis, John Dawson, Robert J. Estony, Joseph Ewansky, Thomas F. Hindle, Richard Jackson, William Koskuba, Stephen Kreinik, Louis Mendyk, Gerald Miller, Renville McMann, Altaf Rahman, Alan Schoenberg, Don Skulte, Clyde Smith, James Smith, Ben VanBentham.

**Townsend Associates 901**  
24 Dorwin Drive, West Springfield, Mass.  
**Product:** VHF-UHF exciters, VHF-UHF transmitters, UHF power increase packages, high voltage DC power supplies. **Personnel:** George R. Townsend, Donald Peters, David A. Baldyga, Leonard Cormier.

**Video Aids of Colorado 142**  
112 West 4th Street, Loveland, Colo.  
**Product:** Editor-programmers, color sync-gen, burst-phase meter, H-phase meter, party-lines, monitor kits, demod kits, video-line isolators, cross-pulse generators. **Personnel:** Walt Skowron, Bill Barton, Joe Woods, Jim French, Cliff Hand, Bill Jones, Dick Turchen.

**Video Tape Co. 404**  
4212 Lankershim Boulevard, North Hollywood, Calif. 91602  
**Product:** VTC 1000 broadcast video tape and VTC U-matic videocassettes\*. **Personnel:** Keith Austin, Frances Van Paemel, Ralph B. McDaniel.

**Vital Industries 106**  
3700 N.E. 53d Avenue, Gainesville, Fla.  
**Product:** Total TV automation in operation—hook up with all business services\*, production switcher using all new patterns\*. **Personnel:** Nubar Donoyan, Dale Buzan, John Davis, Eric King, Robert McAll, Morrell Beavers, Gordon Peters.

**Winsted 230**  
8127 Pleasant Avenue South, Minneapolis 55420  
**Product:** Video tape storage systems, video consoles, film, tape and programing trucks,

mobile cabinets, storage systems planning and design service. **Personnel:** G.R. Hoska, C.E. Johnson, F.G. Guenther.

**World Video 214**  
P.O. Box 117, Bayertown, Pa. 19512  
**Product:** CDR 9900\* dual rack mount 9" color video monitor; 6210 series 12" color video monitors and CR 6700 rack mounted color video monitor. **Personnel:** Jack Taylor, Ted Dames, Herb Holzberg, Dwight Wilcox, Lew Radford, Steve Cisler, Mike Dyer, Herb Didier, Carroll Cunningham.

## Radio-TV exhibitors

**Alford Manufacturing 503**  
120 Cross Street, Winchester, Mass.  
**Product:** FM broadcast antennas, master FM broadcast antennas, multistation transmitter combiners, transmission line components, FR measuring instruments. **Personnel:** Dr. Andrew Alford, Fred Abel, Gerald Cohen.

**Alpha Epsilon Rho F**  
USC College of Journalism, Columbia, S.C. 29208  
**Product:** Free placement service, with listings of recent broadcasting trained college graduates. **Personnel:** Richard M. Uray, Andrew Orgel, Paul Boscarino, Jeff Lovins, Ned Simon, Mary Jo Palmer, Eric Rosenberg, Steve Kent.

**Amco Engineering 827**  
7333 West Ainslie Street, Chicago  
**Product:** Consoles and cabinets specially designed for the broadcast industry. Selections, simplified ordering system, special services. **Personnel:** Floyd A. Johnson, Bob Komarek, Edwin V. Anderson, Joseph A. Mack, Don Begitschke, Jim Witecha, Jim Knight.

**American Data 403**  
401 Wynn Drive, P.O. Box 5228, Huntsville, Ala.  
**Product:** Production and distribution switching equipment, audio and video terminal equipment, special effects generators. **Personnel:** H. Cook, J. Olsen, C.W. Byrd, Hai Bjorklund, Bill Wiseman, Joe Ryan, Bob Munzner, Dwight Wilcox, Russ Trevillian, Maurice DuPont, Claude Cavey, Bill Kouzoulas, Darrell Cottle, Joe Rosswog, Frank Nabors, Janet Fowler.

**Ampex 513**  
401 Broadway, Redwood City, Calif. 94063  
**Product:** Video-tape recorders, video-disk recorders, television cameras, editing systems, audio recorders, magnetic tape. **Personnel:** Richard J. Elkus, Arthur H. Hausman, C.P. Ginsburg, Thomas E. Davis, Michael Ayers, Herb Hammer, Al Fisher, Bob Schwartz, Charles A. Steinberg, Donald V. Kieffman, Richard Sirinsky, Frank Thompson, Bill Carpenter, Bob Huseman, Mark Sanders, Frank Santucci, Arnold Taylor, Charles E. Anderson, Carlos Kennedy, Paul Hansil, Len Hase, Frank Nault, Tom Neilson, Al Slater, Ron Alsin, Phil Campbell, Don Carlsen, Dick Coomes, Grant Easton, Bill Ebell, Tom Johnston, Roger Miller, Keith Price, Frank Rush, Jim Sims, John Spiker, Rollin Stanford, Marv Wachtel, Bart Williams, Russ Williams, Chuck Wright, John L. Porter, Paul Weber, Ken Herring, Bill Park, Warren Simmons, Bob Douglass, Max McCollough, Bob Pellino, Tom Boomer, Leon Chick, Carlson Farha, Stan Paris, Rod Stepan, Charles V. Andersen, David Chapman, Jerry Gunnarson, Weldon Squyres, R. Ballintine, G. Woffindin, M. Salter, R. Van Der Leeden, L. Nietsch, B. Berthomier, F. Ericsson, A. Boebel, J. Turner, L. Leyser, R. Holland, S. Brightwell, W. Scullion,

J.L. Major, W. Bebenek, L. Gratton, M. Greenwood, G. Kohanyi, J. Moreside, G. Rollo, P. Sara, J.C. Dubuc, B. Kwan, R. Endersby, T. Merson, J. Williamson, D. Power, G. Caleri, W. Puth, M. Hernandez, A. Martinez, J. Nicolau, H. Salonio, R. Losso, E. Boulart, R. Smart, B. Miller, G. Nixon, H. Lilley.

**Ampro Corp. 812**  
850 Pennsylvania Boulevard, Feasterville, Pa. 19047  
**Product:** Cartridge tape equipment, audio consoles, modular studio furniture, turntable pre-amp. **Personnel:** Alex Meyer, Harry Larkin, Edward Mullin.

**Anixter-Mark 130**  
4711 Golf Road, Skokie, Ill. 60076

**Atwood Richards Telescreen 915, 917**  
99 Park Avenue, New York 10016  
**Product:** Philips ENG camera\*, executive console\*, GYR time lapse audio video recorders\*, Muntz home theater television units\*. **Personnel:** Morton Binn, William Clark, Robert Angelus, Jack Fennell, Sidney Hoenig Sr., Don Quinn.

**Audi-Cord 922**  
P.O. Box 473, Bloomington, Ill. 61701  
**Product:** Modu-Cart 100 series\*, modular tape cartridge recording and reproducing equipment\*. **Personnel:** Carl L. Martin, Richard L. Anderson, Gwen M. Kale.

**Audio Designs 511**  
16005 Sturgeon, Roseville, Mich.  
**Product:** Audio production consoles and components. **Personnel:** Robert A. Bloom, Sheridan Shook, Murray Shields, William Wiers.

Find out from Doc Fidler of KUDL, Kansas City, how great it feels to move from hard-to-sell prog rock to writing big orders for a prestigious news and information station.

 **NBC NEWS & INFORMATION SERVICE**

**Audiotronics 804**  
**207 Summit Street, Memphis 38104**  
**Product:** Grandson Model 110A expandable, modular multichannel recording/remixing/on-air audio control console (free standing unit expandable to 18 mixing positions in 38 inches width, optional version provides 26 mixing positions), accessory items including PEQ-82 program equalizer for signal processing. **Personnel:** Welton Jetton, Bob Ward, Bill Brock.

**Automated Processes 711**  
**789 Park Avenue, Huntington, N.Y. 11743**  
**Product:** Broadcast audio console\* featuring FM stereo-quad operation; compact broadcast audio console\* for studio, remote and on-air; series 7000 audio amplifiers for distribution-monitoring\*; DC controlled preamps\*; line amps with remote AGC capability\*; tape editing maglink synchronizer; audio processing components; line amps; Mic preamps; phonotape-film preamps; faders; equalizers; compressor/limiters; noise gates; signal generators; power amplifiers, and remote DC controlled audio processing. **Personnel:** H. Charles Riker, Louis F. Lindauer, Nick Balsamo, Mike Consi.

**Beta Technology 629**  
**94 Verdi Street, Farmingdale, N.Y.**  
**Product:** Video tape editors, audio distortion meters, audio distribution systems, clock systems. **Personnel:** Edward J. Youskites, Bill Douglas, Paul Milazzo, Jim Makoulis, Jimmie Toms, Don Dudley, Ceil Norman.

**Bird Electronic 705A**  
**30303 Aurora Road, Cleveland (Solon) Ohio 44139**  
**Product:** Instruments and components for RF power measurement: RF directional thru-line wattmeters; RF absorption wattmeters; 2w to 50kw air cooled, watercooled and self-contained-heat-exchanger loads; Line Terminations; RF power and VSWR monitors; Coaxial filters, couplers and filter-couplers. **Personnel:** B. Bird, R. Bosler, W. Yochum, H. Heller, G. Johns, L. Lesyk, R. Trefney, D. Kaltenborn, A. Andrews.



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**BJA Systems 138**  
**665 Davisville Road, Willow Grove, Pa. 19190**

**BCS/Kaman Sciences 809**  
**1500 Garden of the Gods Road, Colorado Springs, Colo. 80907**  
**Product:** BCS 1100 accounting and traffic

system\*. **Personnel:** R.E.W. Smith, Jack Finlayson, George Beattie, Larry R. Jones, Jim Wilson, Dick Trapp, Bob Maynard, Beverly Trentz, Debbie Patton.

**Belar Electronics 509**  
**Lancaster Avenue (Box 826), Devon, Pa. 19333**  
**Product:** AM modulation monitors; AM frequency and modulation monitors; FM modulation and frequency monitors for monaural, stereo and SCA facilities; VHF and UHF frequency and modulation monitors; radio and TV monitor accessories, including remote meter panels, off-the-air amplifiers and audio alarms. **Personnel:** Arno Meyer, Ed Chien, John Quinn, Manny Krangel, Norm Cohen, I. Meyer, Jesse Maxenchs, T.Y. Chen, Joe Rocci.

**Boston Insulated Wire & Cable 204**  
**65 Bay Street, Dorchester, Mass.**  
**Product:** Broadcast camera cables and connectors, VTR cable assemblies, special broadcast cable and connector systems. **Personnel:** Leo Gildea, John Hathaway, Alfred Garshick, Jim McClanahan, Tom Russell, Ed McCosker, Derek Woodward.

**Boy Scouts of America J**  
**Brunswick, N.J.**

**Broadcast Electronics 507**  
**8810 Brookville Road, Silver Spring, Md.**  
**Product:** Single and multi-deck tape cartridge equipment, audio consoles, compressor limiter amplifiers, Telco systems, studio accessories, and Modtec video monitors. **Personnel:** Andrew Szegea, Rich Weichbrod, Tom Creighton, Tom Ash, Paul Medford, Tom Jones, Mel Black, Bob Bousman, Dave Durst, Mike Sirkis, Tom McCarthy, Hugh Wilcox, Rick Choy, Randy Fannin.

**Cablewave Systems 710**  
**60 Dodge Avenue, North Haven, Conn.**  
**Product:** Copper corrugated Wellflex, coaxial antenna feed lines and associated accessories, pressurization equipment, microwave parabolic antennas, elliptical Waveguide and associated accessories. **Personnel:** William Meola, Doug Proctor, Ken Robinson.

**Call for Action D**  
**1785 Massachusetts Ave., N.W., Washington 20036**  
**Product:** Nonprofit referral and action service operating in 40 cities across the country. Call For Action is staffed by trained volunteers and supported locally by radio and TV broadcasters. **Personnel:** Sydney S. Gordon, Sandra J. Brown, James Hutchinson.

**Capitol Magnetic Products 807**  
**1750 North Vine Street, Hollywood 90028**  
**Product:** Audiofilm, 16 mm and 35 mm perforated magnetic film, Q15 recording tape, Q19 backcoated mastering tape, Audiopak A-2 broadcast cartridge. **Personnel:** A.P. Cunha, William Bollinger, Larry Hockemeyer, Harry Preston, Dick Dunlavy, Ed Byrnes, Woody Woodruff, Joe Kempler, Jack Sullivan.

**CCA Electronics 602**  
**716 Jersey Avenue, Gloucester City, N.J. 08030**

**Ceco Communications 555**  
**2115 Avenue X, Brooklyn, N.Y. 11235**  
**Product:** Electron tubes. **Personnel:** David Gilden.

**Cetec Audio 615**  
**13035 Saticoy Street, North Hollywood, Calif.**  
**Product:** Cetec audio consoles, Copy Cass 11, Gauss high speed duplicators, Gauss loudspeakers. **Personnel:** Mort Fujii, Bob Slutske, Don King, Jules Sack.

**Christie Electric 224**  
**3410 West 67th Street, Los Angeles**

**Colorado Video Inc. 105**  
**Box 928, Boulder, Colo. 80302**  
**Product:** Video compression equipment for transmission of still TV pictures over FM radio station subcarrier channels\*. **Personnel:** John Fitzgerald, Barrell Bevan.

**Comark Industries 932**  
**P.O. Box 196, Main Line Drive, Westfield, Mass. 01085**

**Convergence 317**  
**17935 Sky Park Circle, Irvine, Calif. 92714**

**Communications Technology 232**  
**3070 Leeman Ferry Road, S.W. Huntsville, Alabama**  
**Product:** Television routing and production switchers. **Personnel:** Richard Swan, Frank Zimmerman, Dave Hill, Leon Locke, Dewey Radden, Richard Wunderlich, Herb Holzberg.

**Comrex 831**  
**56 Union Avenue, P.O. Box 269, Sudbury, Mass. 01776**  
**Product:** Studio diversity system, floor-man wireless intercom\*; 450 hand-held 1 w wireless microphone\*; receivers for ENG cueing, command and control; 450 RA/TA wireless microphone; cue systems; Comrex radio ENG system\*. **Personnel:** John F. Cheney, Lynn E. Distler.

**Cooke Engineering 805**  
**900 Slaters Lane, Alexandria, Va. 22314**  
**Product:** SMPTE time code generator\*, digital tape timer\*, digital clock distribution equipment\*, coaxial patch panels, video, pulse and audio distribution equipment. **Personnel:** Jesse F. Lancaster, Robert H. Hansen, Edward W. Siira.

**Cox Data Services 604**  
**Suite 100 Prado North, 5600 Rosewell Road, NE, Atlanta, 30342**  
**Product:** Complete in-house minicomputer system for radio and television—handles inventory, scheduling of spots and media, availabilities, extensive management reports and billing and accounts receivable; complete integration or interface with automated switchers. **Personnel:** Jim Landon, Ron Jones, Mickey McGuire, Glenn Sirkis, Lou Kaib, Frank Crane, Dan Roberson.

**Data Communications (BIAS) 104**  
**3000 Directors Row, Memphis 38131**  
**Product:** BIAS system (Broadcast Industry Automation System), now total automation\*, including sales, traffic, accounting and engineering. **Personnel:** Norfleet R. Turner, Jim McKee, Jim Ziegler, Patrick Choate, Skip Sawyer, Claude Morris.

**Datatek Corp. 313**  
**1166 West Chestnut Street, Union, N.J. 07083**  
**Product:** TV transmitter color phase equalizers and waveform correctors, video-audio routing switchers, video sweep generators\*, differential phase and gain measuring sets, envelope delay measuring set, video, audio and pulse distribution amplifiers. **Personnel:** Mervyn Davies, Bob Rainey, Jim Landy, John Baumann, Herb Didier, Gene Sudduth.

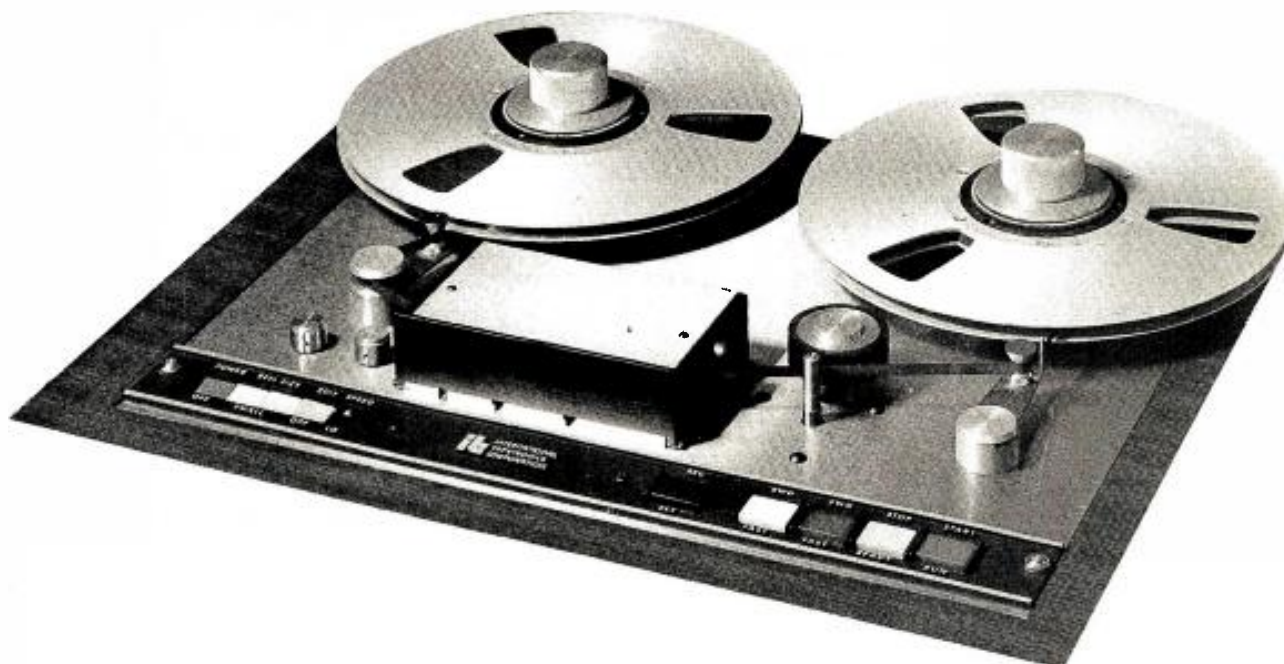
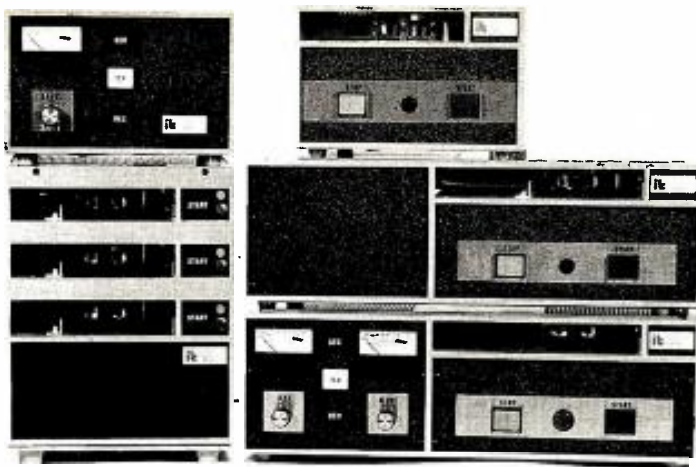
**Datatron 409**  
**1562 Reynolds Ave., Santa Ana, Calif. 92707**

**Dielectric Communications 808**  
**Route 121, Raymond, Me.**  
**Product:** RF wattmeters, dehydrators, RF loads, high intensity obstruction lighting. **Personnel:** Howard Acker, Lewis Wetzel, Stan Thomas, Richard Tanczos, Spencer Smith.

**Digital Video Systems 305**  
**1051 Clinton Street, Buffalo, New York 14206**

Superior workmanship and heavy-duty construction guarantee that each ITC machine will meet your station's needs.

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**Dipole Electronics** 835  
1051 Clinton Street, Buffalo, N.Y. 14206

**Disco** 930  
8404 East Indianola Avenue, Scottsdale, Ariz. 85251

**Dynair Electronics** 701  
6360 Federal Boulevard, San Diego 92114  
*Product:* Series 5900 color distribution amplifiers\*, SE-361A RGB linear chroma keyer\*, SE-362A in-line linear chroma keyer\*, series 1400 video switching system, series-X switching equipment, RX-4B DYNA-TUNE TV demodulator, TX-3A TV modulator, TX-4B DYNA-MOD II audio/video modulator, TX-40B audio/video TV exciter, series 8100 audio switching system, associated digital control. *Personnel:* George Bates, Doug Buterbaugh, Garry Gramman, Bob Jacobs, Phyllis Shelton, Bob Vendeland.

**Electro Impulse** 121  
P.O. Box 870, Red Bank, N.J. 07701  
*Product:* AM/FM/TV loads, attenuators, power meters. *Personnel:* Mark Rubin.

**Electro-Voice** 802  
600 Cecil Street, Buchanan, Mich. 49107  
*Product:* Wireless microphone system for use with E-V dynamic or electret condenser microphone. *Personnel:* William Raventos, Larry Driskill, Tom Lininger.

**Emcor** 718  
Rochester, Minn. 55901  
*Product:* Cabinets; modular enclosure systems; modified specials and custom units; line of computer support furniture; component items. *Personnel:* Gary Ellis, Tom Regnier, Bernie Gosselin, Carl Novorska, George Bliss.

**ESE** 122  
505½ Centinela Avenue, Inglewood, Calif. 90302

*Product:* Digital clocks and timers, Ram Time programmer\*, console timers\*, EBS encoder/decoder\*, time calculator\*. *Personnel:* J. Johnson, R. Mayers.

**Fairchild Sound Equipment Corp.** 553  
75 Austin Boulevard, Commack, N.Y. 11725  
*Product:* TV-audio portable mixing console\*. *Personnel:* Samuel C. Jones, Steven Friedman.

**FCC** K-L-M  
1919 M Street, N.W., Washington 20036

**Fidelipac** 405  
109 Gaither Drive, Mt. Laurel, N.J. 08057  
*Product:* Master cart, right angle zenith gauge\* for cartridge tape head zenith and gap height adjustments; cartridges for use in machines with delay head configurations\*; Models 300, 350, 600, 1200 audio cartridges; studio on-air light; cartridge storage racks; cartridge machine alignment gauges and test tapes, cartridge labels, cleaning fluid, splicing accessories. *Personnel:* Gene Bidun, Roger Capello, Arthur Constantine.

**Filmtreast International** 924  
250 West 64 Street, New York  
*Product:* Complete motion picture film repair and rejuvenation service including removal of scratches, abrasions, cinch marks, dirt and stains; rehumidification of curly, brittle film; exclusive film protection service featuring Peerless Process and Film Guard lubrication; free film damage control chart; Kalograph Phototape printer; Guillotine splicer. *Personnel:* Stan Gitner, Jerry Mociuk.

**Flash Technology of America** 322  
111 Lock Street, Nashua, N.H. 03060  
*Product:* FTB-205A electroflash beacon system\*, high intensity obstruction warning light system type L-856. *Personnel:* Frederick T. Gronberg, Donald J. Rowe.

**Alan Gordon Enterprises** 925  
430 North Cahuenga Boulevard, Hollywood 90028  
*Product:* Swintek cordless microphone systems. *Personnel:* Grant Loucks, Frank Kelly.

**Harris** 501  
123 Hampshire Street, Quincy, Ill. 62301  
*Product:* MW-1, 1 kw solid state AM transmitters, MW-5, 5 kw AM transmitter, with PDM; MW-50, 50 kw AM transmitter, with PDM; complete line of AM monitoring equipment; FM-20H3, 20 kw FM transmitter; FM-2.5H3, 2.5 kw FM transmitter; complete line of FM monitoring equipment; BT-25L1\*, 25 kw low band VHF color TV transmitter; input switcher rack; model TV antenna display unit; including Batwing, Zig-Zag, Helical, and new CP antennas; TC-80 live color camera\* with triax; TC-50 live color camera; TE-301 live color camera, TE-304 color film camera; TF-100 color film camera.\* Gatesway 80 audio control console; Stereo 80 audio control console; Mono-5 audio control console; Stereo-5 audio control console\*, executive audio control console; Criterion Compact 1 tape cartridge playback system; Criterion Compact 11 stereo tape cartridge playback and record/playback systems; Criterion Compact 111 stereo tape cartridge system; CB-1200 turntable with Micro-Trak 303 12" tone arm; two fully operating System 90 program automation systems; Emergency Broadcast System equipment. *Personnel:* Gene T. Whicker, Norbert L. Jochern, Eugene O. Edwards, Gene W. Jaeger, Dan F. Maase, Burton P. Buy, Louis J. Fecile, Joseph M. Engle Jr., John F. Delissio, Edward S. Gagnon, Thomas G. Schoonover, Mike O'Brien, Ray Koener, Walt Deen, Dave Spindle, Vern Russel, Lew Page, Tom O'Hara, Vern Killion, George I. Hardy, Bill Culbertson, Arne Clapp, Vic Hosquet, Bob Gauthier, Leo E. Gilbeau, Garry A. Hourie, Fernando Perez, Charles B. Patterson, James E. Barry, Ernest Credgington, Don Meier, Ray Kibitlewski.

**Industrial Plastic** 115  
127 Stokes Road, Medford Lake, N.J. 08055

**International Tapetronics** 307  
Post Office Box 241, Bloomington, Ill. 61701  
*Product:* 750 Series\* reel-to-reel recorder/reproducer; splice-locator/eraser\*; complete line of premium tape cartridge equipment; 850 series reel-to-reel. *Personnel:* Elmo Franklin, Jack Jenkins, Andy Rector, Merle Wilson, Fred Harkness, Bob Tria, Kerry Meyer, Kim Whiteside.

**IGM/Northwestern Technology** 605  
Box 943, 4041 Home Road, Bellingham, Wash.  
*Product:* Instacart and Go-Cart random access or sequential audio cartridge handling systems, printed logging, automation control products, live studio operator assist equipment, series 700 computer control units, memory systems. *Personnel:* Steve Grayson, Cal Vandegrift, Jim Woodworth, Carl Peterson, Irv Law, Chester Coleman, Peter Calvert, Nick Solberg, Ernie Burkhart, Don Dinsmore.

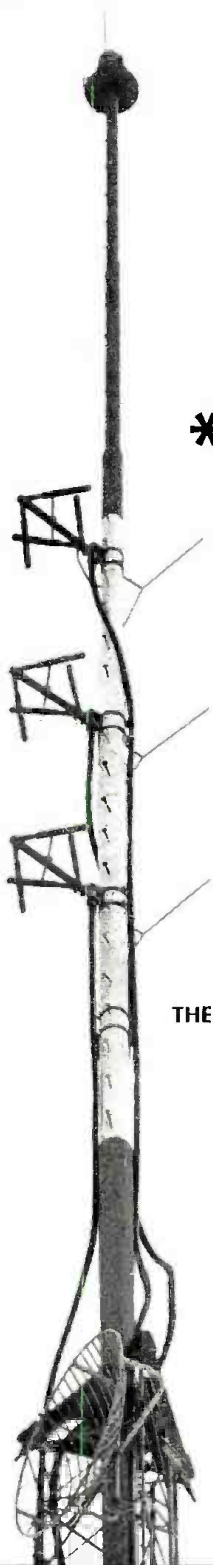
**Jampro Antenna** 615  
6939 Power Inn Road, Sacramento, Calif. 95828  
*Product:* Circularly polarized television anten-

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nas. **Personnel:** Peter Onnigian, Ross Shelton, Don Craig, Allen Wegner.

**Jefferson Data Systems** 222  
1 Julian Price Place, Charlotte, N.C. 28208  
**Product:** System 80 broadcast computer service for sales, traffic, billing and general accounting using large computers in Charlotte and minicomputer at station; minicomputer to handle whole job at station (available later this year), custom tailoring to adapt other computers to System 80 use. **Personnel:** Mike Jones, John McDonald, Rana Adamson, Joseph Abernathy, Katharine Oliver.

**JVC Industries** 413  
58-75 Queens Midtown Expressway, Maspeth, N.Y. 11378

**Key Marketing** 911  
P.O. Box 850, St. Petersburg, Fla. 33731

**LPB** 813  
520 Lincoln Highway, Frazer, Pa. 19355  
**Product:** Audio console line including model S-20 stereo dual audio console. **Personnel:** Richard Crompton, Ted Davey, James Maloney, Bill Jamison.

**David Lint** 903  
2444-M Old Middlefield Way, Mountain View, Calif. 94040

**Product:** Representing major manufacturers for AM/FM broadcasters; professional recording studios and duplicating facilities; motor repair service for capstan drive; heads for all equipment; video and continuous loop broadcast cartridges; duplicating service (8 track and cassette) with full line of bulk cassettes; associates, accessories to all lines. **Personnel:** David Lint, John Kozin, Penny Kozin, Bill Brin, Cris Hsiao, Dick Mally, Bud Gunderlock.

**Marti Electronics** 703  
P.O. Box 661, Cleburne, Tex. 76031  
**Product:** Digital remote control and telemetry systems\* radio and wire line aural studio-transmitter links and accessories radio remote pickup equipment audio amplifiers. **Personnel:** George W. Marti, Mac McClanahan, Jeff Freeman, Roger Bast, J.D. Bryson, Bob Richards.

**McCurdy Radio Industries** 704  
1051 Clinton Street, Buffalo, N.Y. 14206  
**Product:** Consoles, switchers, intercoms, DA's, turntables. **Personnel:** George McCurdy, Ron Mitchell, Cliff Rogers, Stan Maruno, Jon Visser.

**Micmix Audio Products** 829  
9990 Monroe Drive, Suite 222 Dallas  
**Product:** Master-Room series of reverberation chambers. **Personnel:** John R. Saul, William H. Hall.

**Micro Communications** 118  
Grenier Field, RFD No. 3, Manchester, N.H. 03103

**Product:** Circularly polarized FM antennas, remotely controlled coaxial transfer switches, RF components, combiners, diplexers, couplers, receiving and transmitting antennas circular polarized TV, VHF and UHF diplexers, harmonic and color notch filters. **Personnel:** Thomas J. Vaughan, James J. Bailey, Joseph Silvia.

**Micro-Trek** 815  
620 Race Street, Holyoke, Mass. 01040  
**Product:** Tone arms, turntables, audio preamps, tape cartridge racks, antenna heater control

systems. **Personnel:** William E. Stacy, Mahlon C. Stacy.

**Microwave Associates** 309  
Northwest Industrial Park, Burlington, Mass. 01803

**Product:** High-power G and GW solid-state remodulating STL intercity links at 2 ghz, 7 ghz and 13 ghz\* high-power H-line total solid state heterodyne long haul intercity microwave systems\*; complete ENG microwave systems including MA-13CP miniature camera, bantam-weight TV pick-up links, 2 ghz high-power portable van links and down links. Complete engineer, furnish and install service, including equipment recommendations, survey, installations and system test. **Personnel:** Dana Atchley, Lawrence Gould, Richard DiBona, Ken Evans, Erik Stronsted, Dan McCarthy, Phil Cass, John Morrissey, Carl Gustafiero, Jim Wilson, Curt Kring, John Fielek, Clyde McCauley, Les Fisher, Mert Knold, Dave Erickson, John Van, Charles Adams, Dick Rearwin.

**Minneapolis Magnetics** 825  
8125 Pleasant Avenue South, Minneapolis 55420

**Product:** Magnetic tape heads. **Personnel:** Frank Zeman, Steve Christianson, Bob Homer, Gregg Peterson.

**3M Magnetic Audio/Video Products Division** 527  
3M Center, St. Paul

**Product:** Full line of Scotch brand quad and helical video tapes; Scotch brand quad cartridges, cassettes, loaded spools; complete line of video accessories. **Personnel:** D. Bestman, J. Bondus, J. Deasey, R. Elliott, J. Farrell, P. Gavin, J. Hanks, J. Hollow, J. Leon, W. Madden, L. Marks, V. Mohrlant, A. Persoon, N. Ritter, G. Schuttee, D. Denham, A. Thompson, M. Kelly, P. VanDeventer, P. Cafferty, F. Gallagher, J. Miller, D. Farmer, F. Price, D. Brown, V. Peck, B. Metcalfe, D. Leack, E. Bowen, C. Lowe, J. Watson, L. Drohman, J. Povolny, P. Pomeroy, K. Cellison, L. Troeltzsch.

**Moseley Associates** 505  
111 Castilian Drive, Goleta, Calif.

**Product:** Computer-assisted transmitter remote control system; fully digital transmitter remote control systems; status/alarm systems; digital automatic transmitter parameter logging equipment; FM subcarrier generator; FM subcarrier demodulator. **Personnel:** John A. Moseley, John E. Leonard Jr., T.A. Kvass, Howard M. Ham Jr., K.F. Zimmermann.

**Nagra Magnetic Recorders** 708  
19 West 44th Street, room 715, New York 10036

**Product:** Complete line of Nagra 1/4" tape recorders, featuring the Nagra Mini, 1 lb., 1 oz., with remote start and stop. **Personnel:** Loren L. Ryder, Ronald R. Cogswell, Leon D. Selznick, Dom Notto, Kenton Swift, Imore Fodor.

**National Guard Bureau** 819  
P.O. Box 1776, Edgewood, Md. 21040

**National High Blood Pressure Education Program** B, C  
120/80 National Institutes of Health, Bethesda, Md.

**Product:** National High Blood Pressure Education Program is part of nationwide campaign to develop awareness of the importance of diagnosing and controlling high blood pressure. **Personnel:** Harold Pyke, Frances Rinker, Nan-

nette Tucker, Jane Lewis.

**Navy Recruiting Command** 910  
4015 Wilson Boulevard, Arlington, Va. 22203

**NIAAA National Clearinghouse for Alcohol Information** A  
Box 2345, Rockville Md.

**Product:** Clearinghouse is alcohol information source for professionals and general public. **Personnel:** John McGrath, Joan Edwards.

**Nortronics** 801  
8101 Tenth Avenue North, Minneapolis

**Product:** Replacement magnetic tape heads, audio/video tape recorder accessories. **Personnel:** Ed Bedell, Mike Nystrom.

**Optek** 902  
5526 East La Palma Avenue, Anaheim, Calif. 92807

**Product:** Automatic universal bulk tape degausser, model 1400 visual transmitter demodulator, model 1010B video noise meter uses patented tangential measurement technique, two-wire intercom closed circuit headset\*. **Personnel:** John S. Baumann, Martin Jackson, Phil Drachman, Gary Metz, Ted Anderson.

**Orrox** 606  
3303 Scott Boulevard, Santa Clara, Calif. 95050

**Otari** 209  
981 Industrial Road, San Carlos, Calif. 94070

**Product:** Professional tape recorders and duplicators. **Personnel:** Brian Trankle, David McClurg, Jack Soma, Ken Ikezawa, M. Takekawa.

**Pacific Recorders & Engineering** 717  
11100 Roselle Street, San Diego 92121

**Product:** Multisync VSO, Multilimiter audio limiter for AM & FM, TVI tape velocity indicator for use with servo motors\*, Digitimer II digital stopwatches\*, custom console components\*, MCI and Ampex recorders. **Personnel:** Jack Williams, Cindy Guzzo, Dave Pollard, Ellyn Williams.

**Paperwork Systems** 108  
2000 "A" Street, Bellingham, Wash. 98225

**Product:** Billing, accounting, traffic (BAT) systems for radio/TV, BAT 1350\*, 1400\*, 1450\*, 1500, and 1750\* computerized paperwork and management information systems. **Personnel:** Joseph D. Coons, Lee Facto, Christopher M. Young, Warren W. Middleton, James R. Lang, Klover Iverson, Kevin Beaney, Charles Cox, Sandra Stewart, Gordon English.

**Pentagon Industries** 621  
4751 North Olcott Avenue, Chicago 60656

**Product:** Reel-to-reel, reel-to-cassette, cassette-to-cassette duplicator systems/ copiers; Pentagon pro-series tri-master editor duplicator. **Personnel:** James R. Dow, Bill Holtane.

**Phelps Dodge Communications** 625  
Route 79, Marlboro, N.J. 07746

**QEI** 943  
Route 73, Kresson, N.J. 08053

**Product:** FM exciter model 675, stereo generator model 772, SCA generator model 811, FM monitor model 671, stereo monitor model 771, FM mono audio processing equipment models 1071 and 1073, AM monitor model 571, AM RF

**IN '56  
AMPEX STOLE  
THE SHOW  
AT NAB.**

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STEALING IT  
AGAIN IN '76.**

In '56 it was the first videotape recorder.  
This year, check Booth 513.  
Ampex. A scene stealer from way back.

**AMPEX**

amplifier, AM radio processing equipment models 1072 and 1073, FM RF amplifier model 672\*, composite 950 mhz STL system models 9575 and 9571, TV monitor model 971. *Personnel:* Charles H. Haubrich, John Pilman, Edwin Estchman, Ron Deferrari.

**QRK/Rek-O-Kut 702**

1568 North Sierra Vista, Fresno, Calif.  
*Product:* Audio consoles, preamplifiers, turntables, tone arms, cartridges, tape cartridge machines. *Personnel:* Carl Hammett, Bill Costroff, Robert D. Sidwell, Gordon DuVall.

**Radio-Television Commission of the Southern Baptist Convention E**

6350 West Freeway, Fort Worth, Texas  
*Product:* Producer and distributor of syndicated public service television programs and spots. *Personnel:* Paul M. Stevens, James Holcomb, Paul Brown.

**Ramko Research 919**

3516-C LaGrande Boulevard, Sacramento, Calif.

*Product:* Audio product introductions\* featuring the SC & DC series controlled audio consoles; solid state VU meters; portable mixers with full compression/limiting for ENG, remotes, conferences, etc.; studio monitor amps to 400 W; digital clocks and timing units; standard line of low noise turntable preamps, mic/line amps, audio distribution amps, automatic tape cartridge and cassette loaders, remote control systems. *Personnel:* Ray Kohfeld, Linda Kohfeld, Bill Livingston, Les Laughlin, Virginia Slicker.

**Rank Precision Industries 201**  
411 East Jarvis Avenue, Des Plaines, Ill. 60018

**RCA 500**

Building 2-2A, Front & Cooper Streets, Camden, N.J.

*Product:* For TV: color TV equipment; cameras, film systems, tape recorders and VTR film cartridge machines; control switching and effects equipment; UHF and VHF television transmitters, transmission line and antennas; audio equipment; station automation equipment; complete closed circuit systems, television mobile equipment; microwave relay equipment; two-way mobile radio equipment. For radio: microphones, consoles, automation, intercom / interphone, amplifiers, signal processors, racks and cabinets, turntables and tone arms, loudspeakers and accessories; AM and FM transmitters, remote control, monitors, transmission line, towers and antennas. *Personnel:* I.K. Kessler, A.F. Inglis, N. Vander Dussen, A.J. Barrett, J.H. Cassidy, F.X. Carroll, E.J. Dudley, H.R. Henken, A.C. Luther, A.M. Miller, M.G. Moon, P.J. Murrin, L. Slutzky, J.E. Hill, J.E. Banister, P. Bergquist, J.M. Boatman, J.A. Gimbel, R.E. Harding, W.H. Holroyd, E.N. Luddy, H.T. Magno, T.E. Newman, J.L. Nickels, C.P. Perez, A.W. Power, D. Pratt, E.C. Tracy, R.D. Walsh, P. Higginbotham, P.G. Walters, D. Forbeš, B.E. Fincher, J. Morse, N. Hudak, R. Tyrrell, L. White, O. Bjerke, F.A. Timberlake, R. Yokes, C. Raasch, E.H. Hoff, J. Smith, L. Pinsky, J. Butts, J.L. Preston, C. Cookson, H. Dover, J. Ayers, C. Fitch, G. Thursby, C. Koriwchak, W.G. Eberhart, C. Gaydos, J.P. Shipley, R. Varda, D. Freeman, B. Lloyd, R. Newman, R. Emch, C. Parkhill, R. Giles,

A.R. Gibbs, J.P. Watson, P. Borgeaud, D.F. Craddock, J. Gibson, P.J. Foody, M.A. Lopez, O.R. Stamati, A.J. Villamustre, J.A. Elman, L. Scheiner, J.P. Ulasewicz, J.L. Grever, F. Huffman, H.H. Klerx, G.M. Lewis, C.H. Musson.

**RCA Solid State Division 506**

Route 202 Somerville, N.J. 08876

*Product:* Camera tubes, power tubes and cavities for TV broadcast. *Personnel:* R.M. Bowes, A.J. Froio, J.M. Cleary, R.E. Simon, C.L. Rintz, J.F. Châtin, F.B. Smith, D.M. Branigan, G.E. Ryan, T.T. Lewis, C.W. Biral.

**Revox 549**

155 Michael Drive, Syosset, N.Y. 11791

**Robins Industries 553**

75 Austin Boulevard, Commack, N.Y.

*Product:* TV audio consoles, portable consoles, broadcast consoles, I C audio modules, attenuators, program equalizers, compressors, limiters. *Personnel:* Herman Post, Samuel Jones, Steve Friedman.

**Rohde & Schwarz 533**

14 Gloria Lane, Fairfield, N.J.

*Product:* Automatic TV transmitter and video measurements with VIT distortion analyzer; VHF/UHF TV receiving demodulators; precision demodulators; automatic performance measurements of sound (audio) broadcasting with data transmission; remote control and program identification; solid state 10w UHF TV translator\*; VHF field strength meter. *Personnel:* Ulrich L. Rohde, Samuel Rich, C.E. Barlow, Allen Freeland, Thomas Mair.

**Russco Electronics 551**

1070 Brookhaven Drive, Clovis, Calif. 93612

**Sansui 525**

333 West Alondra Boulevard, Gardena, Calif. 90247

**Sawyer's Hollywood 941**

6820 Santa Monica Boulevard, Hollywood 90038

**Scully/Metrotech Division of Dictaphone 817**

475 Ellis Street, Mountain View, Calif. 94043

*Product:* 280B/284B series DC servo drive type broadcast recorders in models from full track, up to eight track, 285B tape reproducer/ editor\*, broadcast logger recorders with time code. *Personnel:* William Krehbiel, Bob Johnston, Homer Hull, Leon Wortman, Chuck Broneer, William Shute, Gareth Nelson, Steve Fawkes, Gary GrandPre.

**Sescom 119**

12931 Budlong Avenue, Gardena, Calif. 90247

**Shintron 907**

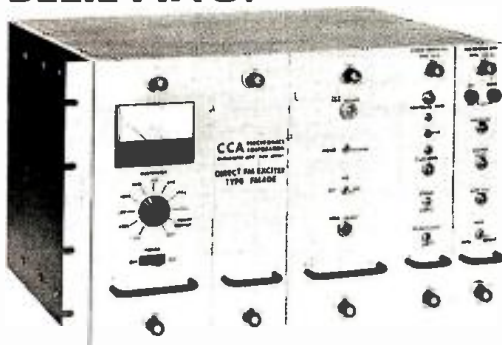
144 Rogers Street, Cambridge, Mass. 02142

**Shuré Brothers 324**

222 Hartrey Avenue, Evanston, Ill.

*Product:* High fidelity components, microphones, sound systems and related circuitry products. *Personnel:* Bob Carr, Ray Ward, Roger Ponto, Ken Reichel, John Phelan, Don Patten.

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## CCA Electronics Corporation

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**Sintronic** 713  
705 Haverford Road, Bryn Mawr, Pa. 19010

**Soll** 120  
401 East 74th Street, New York 10021  
*Product:* Design, construction and installation of broadcast facilities, RF control and switching systems and towers. *Personnel:* Joseph M. Soll, Walter J. Clarke, John H. Wackerman, A.G. Olsen.

**Sony** 303  
9 West 57 Street, New York  
*Product:* Broadcast recording products, portable and mastering video tape recorders, color camera for portable production requirements, time base corrector, monitors, editing equipment, audio products. *Personnel:* D. MacDonald, R. O'Brien, S. Nakajima, G. McGinty, L. Benson, L. Silverman, B. Harlow, M. Fleming, R. Mueller, R. Pryor, L. Nanassy, E. Sherry, J. Crane, M. Ceterski, G. Finlay.

**Sound Technology** 123  
1400 Dell Avenue, Campbell, Calif.  
*Product:* Test equipment for the design, manufacture, quality inspection and maintenance of audio equipment. *Personnel:* Larry Maguire, Rosemary Maguire, Tom Shea, Mark Pitkow, Bill Thompson, Kodo Kawamura, Jack Lum, Ron Todd, Mort Liebman, Lee White.

**Sparta** 615  
5851 Florin-Perkins Road, Sacramento, Calif. 95828  
*Product:* Audio mixing consoles with audio-follow-video features, audio monitoring systems, complete audio origination equipment. *Personnel:* Frank Bugusz, Jack Lawson, Paul Gregg, Dave Evans, Steve Curran, John Schneider, Jerry Gallagher, Jay Cooke, Dick Johnson, Stan Bennett, Herb Holzberg, Darryl Parker, Russ Martin, Mel Lieberman, Dave Veldsma, Tom Buttler.

**Strand Century** 124, 401  
20 Bushes Lane, Elmwood Park, N.J. 07407

**Systems Marketing—Sono-Mag** 709A  
1005 West Washington, Bloomington, Ill. 61701  
*Product:* Radio automation, DP-2 automation\*, RAS-PRO automation\*, cart equipment. *Personnel:* W.A. Earman, Pete Charleton, Joe Toher, Jim Quarles, Bill Moulic.

**SWR** 139  
P.O. Box 215, Goffstown, N.H.

**Taber** 623  
2061 Edison Avenue, San Leandro, Calif.  
*Product:* Manufacture and recondition of 2" VTR audio heads for Ampex 1000/1100/1200/2000/AVR-1; RCA TR-22/TR-60/TR-70/TCR-100; manufacture bulk tape eraser for 2" tape. *Personnel:* William D. Taber, Greg Orton, Robert H. Kearns.

**Tektronix** 915  
Post Office Box 500, Beaverton, Ore. 97077  
*Product:* 1450 precision demodulator, 1410 series sync and test signal generators, 1470 series CCTV sync and test signal generator, 1405 sideband analyzer. *Personnel:* Steve Derman, Joe Gayer, Austin Basso, Charles Rhodes.

**Telemation** 316  
P.O. Box 15068, Salt Lake City 84115  
*Product:* TVS/TAS-1000 video/audio distribution switcher, TCG-3000 multi-font character

generator, TCF-3000 color film camera, TVP-1000 video processing amplifier, TCG-1432A character generator, TSG-3000 sync generator, TCE-3000 color encoder, TVS/TAS-525 video-audio switcher, TSG-525 sync generator system with genlock, bar dot generator and automatic changeover to standby sync generator, TBB-525 blackburst generator, broadcast and precision audio, video, pulse and subcarrier distribution amplifiers, TMA-525 audio monitor amplifier. *Personnel:* Paul Warnock, Lyle Keys, George Elsaesser, Dennis Fraser, Don Dunbar, Gary Kuntz, Don Rhodes, Tom Meyer, Dave Clayton, John Sparkman, J. Speilmann, L. Dole, J. Kellner.

**Television Equipment Associates** 203  
Post Office Box 260, South Salem, N.Y. 10590  
*Product:* Matthey automatic video equalizer\*, Matthey chroma corrector, Matthey pulse and video delay lines, Matthey filters, Magnetek VC/E1000 tape cleaner/evaluator, Sportscaster headsets, Amplivox intercom headsets, Amplivox headphones\*, IRT color monitor comparator. *Personnel:* Bill and Marilyn Pegler, Vince Emmerson, Dave Murphy, Barry Reid, Gene Sudduth, Herb Didier, Mike Dyer, Lyle Bailey, Ken Kaylor, Frank Estrada, John Nutting, Dwight Wilcox.

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*Television Equipment Associates, Inc.*  
Booth 203

**Terracom** 931  
9020 Balboa Avenue, San Diego  
*Product:* Microwave radio systems and service: TCM-5 series, CARS, SHL and airborne relay fixed frequency video and audio channel transmission; TCM-6 series frequency agile (all-bands plug-in module frequency conversion) and frequency tunable portable microwave radio for TV pickup and emergency restoration uses; antennas and mounting accessories. *Personnel:* Bruce Jennings, Bob Boulio.

**Thomas J. Valentino** 920  
151 West 46th Street, New York  
*Product:* Production music and sound effects. *Personnel:* Thomas J. Valentino, Francis T. Valentino.

**Thomson-CSF Electron Tubes** 814  
750 Bloomfield Avenue, Clifton, N.J. 07015  
*Product:* High power grid tubes for AM, high power grid tubes and cavities for FM, power

grid tubes and cavities for TV transmitters and TV translators, integral and external cavity klystrons for UHF TV transmitters\*. *Personnel:* William Adikes, Roger Agniel, Alain J. Delaye, Stuart Hesselton.

**Time & Frequency Technology** 619  
3000 Olcott Street, Santa Clara, Calif. 95051  
*Product:* FCC-type approved modulation monitors, frequency and modulation monitors for TV, AM and FM; Digit-Sync clock system; WWV receiver; two-tone EBS systems\*; frequency-synthesized digitally tunable AM monitor. *Personnel:* C. Eckels, T. Lloyd, F. Stolten, R. Walsworth, J. Wu.

**Unarco-Rohn** 905  
P.O. Box 2000, Peoria, Ill. 61601  
*Product:* Design, engineering and fabrication of structural steel towers for broadcast. *Personnel:* Mike Fleissner, Charles A. Wright.

**United Research Lab** 823  
681 Fifth Avenue, New York  
*Product:* Auto-tec tape recorders, solid state replacement amplifiers for professional tape recorders, exact duplicate replacement parts for professional recorders, ML-6 coated pinch rollers for most machines, replacement motors, magnetic heads. *Personnel:* George Adams, Mark Rosenwald, Juan Marquez, Ralph Diliz, Harry Weiss, Anita Adams, Lee Rand.

**U.S. Air Force** 800  
Randolph Air Force Base, Texas 78148

**U.S. Army Recruiting Command** 721  
Building 48-E, Ft. Sheridan, Ill. 60037

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station.



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INFORMATION  
SERVICE**

**U.S. Army Reserve** 535  
*Washington, D.C. 20310*  
*Product:* Public service spots. *Personnel:* Lew Brodsky, Ted LeVan, Jim Boyle.

**U.S. Coast Guard Headquarters** 914  
*Washington, D.C.*  
*Product:* TV public service spots. *Personnel:* Neil Ruenzel, Mike Donlon, Paul Short,

**U.S. Marine Corps** 318  
*Headquarters, U.S. Marine Corps., Washington 20380*

**U.S. Office of Education** H, I  
*2019 Golf Course Drive, Reston, Va. 22091*

**U.S. Pioneer Electronics** 837  
*75 Oxford Drive, Moonachie, N.J. 07074*  
*Product:* RT-2022 open reel tape deck\* (RTU-112T transport only), LS-1 studio monitor speaker system\*. *Personnel:* Robert E. Morrill, Tad Asanuma, John Brozda, W. Ramsey.

**U.S. Savings Bonds** G  
*1111 20th Street, N.W., Washington 20226*  
*Product:* 10-, 20-and 30-second radio public service announcements; 12-inch stereo disk with 14 60- and 30-second musical/narrative radio announcements; "The Grammy Treasure Chest" four 15-minute radio shows; 10- and 20-second live television copy with color 35 mm slide plus 16 mm sound/color 60-, 30- or 10-second announcement; annual station identification slide. *Personnel:* John W. Breen Jr.

**Utility Tower** 531  
*3200 N.W. 38th, Oklahoma City*  
*Product:* Manufacture and installation of TV, AM, FM and microwave relay towers. *Personnel:* R.G. Nelson, V.G. Duvall, M.N. Sholar, C.E. Nelson.

**Varian Associates** 310  
*611 Hansen Way, Palo Alto, Calif. 94303*  
*Product:* Elmac power grid tubes; megawatt super tetrodes; zero bias triodes for FM; high efficiency UHF klystrons. *Personnel:* Jack Quinn, Bill Barkley, George Badger, Tom Yengst, Merrald Schrader, Colin Erridge, George Caryotaikis, Bob Schmidt.

**Vega Wireless Microphone Systems** 615  
*9900 Baldwin Place, El Monte, Calif.*  
*Product:* Vega wireless microphone systems; UHF series, receivers and transmitter model\*. *Personnel:* Ernie Pappenfus, Ken L. McKenzie, Jack Daniel.

**Ward-Beck Systems** 407  
*290 Larkin Street, Buffalo, N.Y. 14210*  
*Product:* Custom designers and manufacturers of audio consoles, manual and automated audio switching systems, distribution and monitoring amplifiers, communications and intercom systems. *Personnel:* Ronald W. Ward, Roger K. Beck, G. Edwin Smith, William McFadden, Arthur A. Schubert.

**W&G Instruments** 410  
*119 Naylon Drive, Livingston, N.J. 07039*

**Wilkinson Electronics** 617  
*701 Chestnut Street, Trainer, Pa. 19013*  
*Product:* 2500 w AM transmitter\*, 20 kw FM transmitter, 250 w solid state FM transmitter\*, audio consoles, FM exciter and stereo generator, limiter and AGC amplifiers, line surge protectors, silicon rectifier replacements, AM

modulation monitor. *Personnel:* G.P. Wilkinson, William Shaw, William Johnson, Walter Voelkner.

## Networks

**American Broadcasting Companies Inc., ABC-TV, ABC Owned TV Stations**

**Continental Plaza**  
*Personnel:* Everett H. Erlick, Eugene S. Cowen, Alfred R. Schneider, Richard L. Beesmyer, Robert Fountain, Richard Kozak, Mario Cucinotta, Warren Denker, Dorothy Botts, Robert Hingel, Peter Zobel, Timothy Kearney, Joseph Niedzwiecki, Paul Sonkin, Joe Giaquinto, Len Feldman, Richard A. O'Leary, Julius Barnathan, Frederick J. Schuhmann, Norman H. Grant, R. LaVerne Pointer, Merle Worster, Bob Trachinger.

**ABC Radio, ABC Radio News, ABC-Owned AM and FM Stations, ABC-FM Spot Sales**

**Continental Plaza 500**  
*Personnel:* Harold L. Neal Jr., Michael Hauptman, Joe Sherkjian, Edward F. McLaughlin, Robert O. Mahlman, Michael E. Penzell, Richard McCauley, Leo Collins, William MacCallum, Charles King, Frank Atkinson, Michael Weinstock, Calvin Roach, Madeleine DeCunzo, Thomas O'Brien, Joseph Keating, Clarence Fanto, Richard Dressel, George Phillips, Peter Flannery, William Gilmore, Kent Coughlin, Charles DeBare, Rick Sklar, Jeff Woodruff, Al Racco, Martin Greenberg, Charles Fritz, Michael Luckoff, Ben Hoberman, Nick Trigony, Allen Shaw, Willard Lochridge, Roger Turnbeaugh, Jack Minkow, John Winnaman, Don Platt, Mike Hankins, Martin Percival, James Smith.

**CBS Inc., CBS/Broadcast Group, CBS Television, CBS News**

**McCormick Inn 1801-1802**  
*Personnel:* Eleanor Applewhaite, Bruce Bryant, Charles Cadley, Charles Cappleman, Donald Clancy, John Cosgrove, Marshall Davidson, Len Denooyer, Harry Feency, Joseph Flaherty, Ralph Goldberg, Stanley Greene, Richard Hyde, Sidney Kaufman, Bill Leonard, Al Miranda, D. Thomas Miller, Enid Moore, Barrie Richardson, Lin Schammel, Thomas Swafford, Dick Tonge, Carl Ward, David White, Tom White, David Williams, Robert Wood, George Zurich.

**CBS Radio Hyatt Regency 2227**  
*Personnel:* Sam Cook Digges, George J. Arkedis, Sherril Taylor, Tom Dawson, J. Robert Cole, Frank Miller, Eric Salline, Jack Stappler, Ralph Green, Norman Ginsburg, Cornelius Knox, Briggs Baugh, Harfield Weedon.

**Mutual Broadcasting System Conrad Hilton 2400**  
*Personnel:* C. Edward Little, Gary J. Worth, Milt Komito, Glenn Jackson, Owen Weber, Sherman Harris, Catherine C. Little, Marie Little, Jack Anderson, Tom Tierman.

**Mutual Radio Sports Conrad Hilton 2400**  
*Personnel:* Don Criqui, Lindsey Nelson, Dale Conquest, Al Wester.

**Mutual Black Network Conrad Hilton 2408A**  
*Personnel:* Thom Gatewood, Larry Dean, Bob Bell, Cooke Bausman.

**National Black Network Continental Plaza 1232**  
*Personnel:* Eugene D. Jackson, Sidney L. Small, Del Raycee.

**NBC, NBC-TV, NBC Radio, News and Information Service Continental Plaza Governor's Suite (NBC-TV) 1000-1 (Radio network) 900-1 (NIS)**

*Personnel:* Julian Goodman, David C. Adams, Herbert S. Schlosser, Robert T. Howard, Donald J. Mercer, Jack G. Thayer; station relations: Raymond O'Connell, Anthony Cervini, Raymond Diaz, Mortimer Dillon, Barry Hillebrandt, William Kelley, Malcolm Laing, Paul Ritzenhouse, Marilyn Russell; TV network: Frank L. Flemming, Robert Galvin, Richard C. Welsch, Edward P. Bertero, Richard J. Butler, Maurice J. Corwin, Robert S. Daniels, John Dragun, Richard H. Edmondson, Ken Erhardt, William F. Flood, John H. Frishette, John Gillen, Ron Gnizdiejko, Fred Himelfarb, Wilfred A. Howard, Robert Mausler, Martin H. Meaney, Miguel A. Negri, Steven Orland, Oden S. Paganuzzi, Wilfred Prather, Garfield Ricketts, Charles Savaia, Reginald Thomas, John J.P. Weir, Oscar Wick; radio network: Marion Stephenson, Peter Flynn, Steve Lindberg, Bob Wogan, Steve White, George Davies, Ron Friedwald, Lud Simmel, Peter Hanes, Perry Bascom, Harold Green, William Dwyer, Charles Warner; NIS: Robert Mounty, Chuck Renwick, Diane Blumenthal, John Barry, George Balchun, Jerry Coffin; corporate information: Bud Rukeyser, Herminio Traviesas, Michael Laurence, Josh Kane, Curt Block.

## Radio programmers

**Boston Symphony Transcription Trust Conrad Hilton 622A-23A**  
*Product:* Syndication of weekly two-hour broadcasts of Boston Symphony and Boston Pops orchestras. *Personnel:* Richard L. Kaye, Valentine A.L. Regan, Tony Judge, Richard C. White.

**Gert Bunchez & Associates Executive House 2504**  
*7730 Carondelet, St. Louis and 663 Fifth Avenue, New York 10022*  
*Product:* (Radio) The Johnny Cash Show, Roger Caras in Pets & Wildlife, Cleveland Amory in Animal, Easy Ed Macauley, For the Fan, This is Stendahl, What's in Your Name, Pop goes the Concert, Blues Studio, Sense and Nonsense with Words, Story Time Lady. (TV) Arthur Smith Show, Bill Dance-Outdoors. *Personnel:* Gert Bunchez.

**Kent Burkhart and Associates Continental Plaza 1532-36-38**  
*Personnel:* Kent Burkhart, Lee Abrams.

**Chicago Radio Syndicate Inc. McCormick Inn 2129-31**  
*Product:* Syndicated 2½-minute comedy features, contemporary jingle package\*. *Per-*

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**sonnel:** Sandy Orkin, Ursula Wosik, Dick Orkin, Bert Berdis, Stua, Stuart Sloke, Don Marier.

**Century 21 Productions Hilton 1906A**  
**Product:** Two automated radio formats, jingles, syndicated radio specials. **Personnel:** Jim Kerr, Bob Harris, Tom McIntyre, Dave Scott, Carole Starr, Dick Starr.

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 Kalamazoo, Mich. 49006



**Nightingale-Conant Corp. Hyatt Regency 3023-24**

**Product:** Syndicated radio-TV program, Our Changing World. **Personnel:** Bryant Gillespie, Pat DeWine.

**O'Connor Creative Services**

**Conrad Hilton 1724**

**Product:** Viewpoint with Barry Goldwater, Profiles in Greatness, Link's Little Ones, Traditions with Art Linkletter, The Edge of Science, Lovewords, Superfright, This Is Your FBI. **Personnel:** Harry O'Connor.

**RPM radio programing/management**

**Hilton 1033-34A**

**Product:** Automated radio formats. **Personnel:** Tom Krikorian, Mark Masters.

**William B. Tanner Conrad Hilton 700**

**Product:** Tanner total sound library, creative sales service, instant library service, showcase production music, sounds of broadcasting, country and western library, the advertiser, impact sales campaign, airplay international, station identifications, custom client concepts, media master sales campaign, syndicated music service\*, Tanner travel service, Tanner merchandise, billboard-taxi top, automotive leasing, media placement service. **Personnel:** William B. Tanner, Henry Tanner, Herbert Tanner, William Laffey, Zack Hernandez, Keith Lee, John McFarlane, Ted Slusher, Kurt Alexander, Johnny Eagle, Carl Dennis, Scott Blake, Mitch Craig, David Tyler, Bruce Miller, Robert Franklin, Steven Emerson, Bob Stack, T.J. Donnelly,

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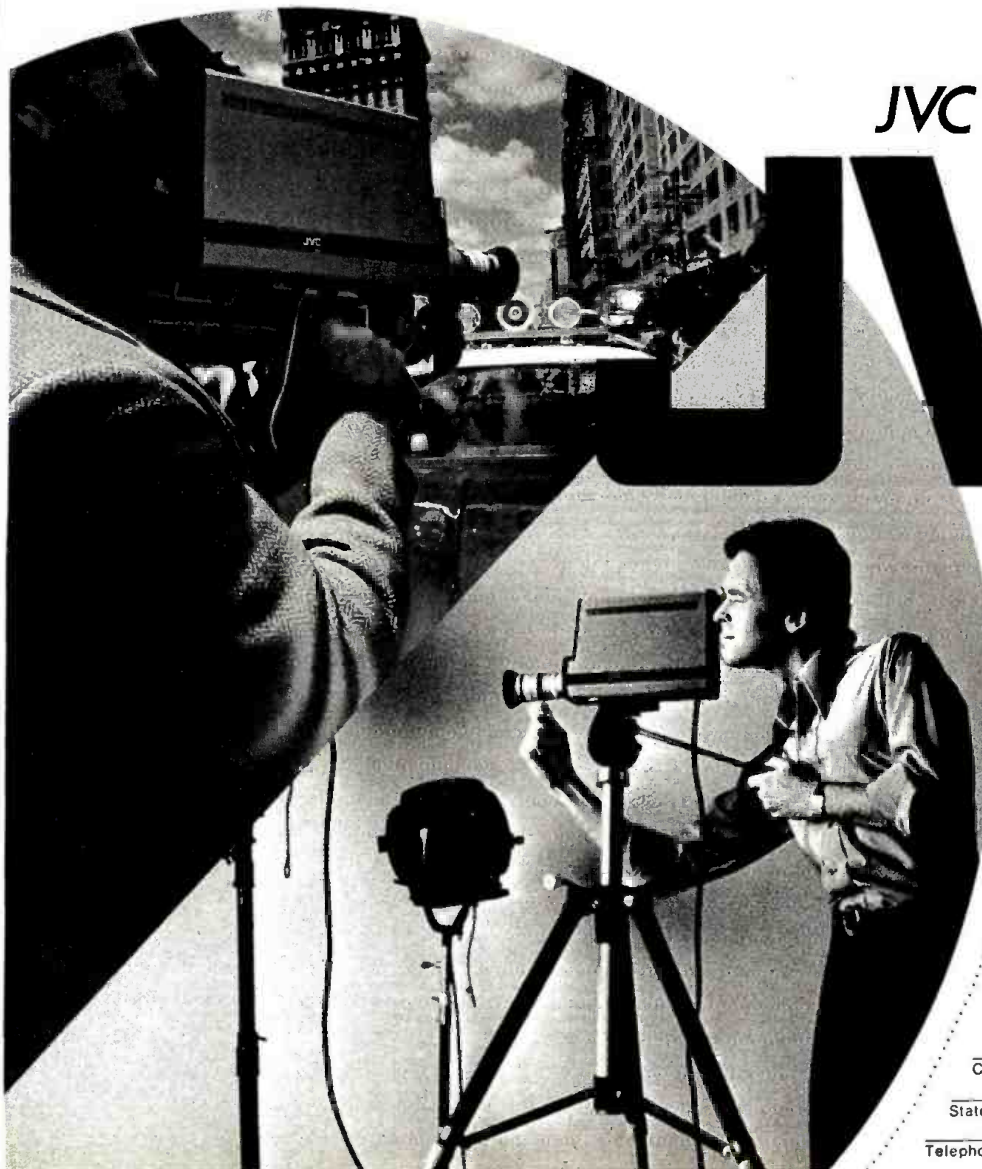
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## TV programmers

### Multi Media Program Sales Continental Plaza 1432-36-38

**140 West Ninth Street, Cincinnati 45202**  
**Product:** The Phil Donahue Show, Young People's Specials (6), Hanna-Barbera animated holiday specials (2), Orson Wells specials (2).  
**Personnel:** Donald L. Dahlman.

**Rhodes Productions Hyatt Regency 3123**  
**Product:** Hollywood Squares V, Celebrity Concerts\*, Mary Hartman, Mary Hartman, Tommy Banks Celebrity Review, Gambit, High Rollers, Green Acres, Addams Family, Mr. Ed, Lucky Jim Adventure, Keystone Komedies, Dating Game, Plants Are Like People, Mel Tillis. **Personnel:** Jack Rhodes.

### Sandy Frank Film Syndication Hyatt Regency 1801

**Product:** New Treasure Hunt (52), Bobby Vinton Show (52), \$100,000 Name That Tune (52).  
**Personnel:** Sandy Frank, Maury Shield, Joe Gavin, Don Soglio, Larry O'Daly.

**Viacom Enterprises Hyatt Regency 1423**  
**Product:** Ara's World of Sports, Don Kirschner's Rock Concert, Price Is Right, \$25,000 Pyramid, \$64,000 Question, Wildlife in Crisis, Andy Griffith Show, Beverly Hillbillies, Bob Newhart, Dick Van Dyke, Family Affair, Gunsmoke, Gomer Pyle, Hogan's Heroes, Honeymooners, I Love Lucy, Mary Tyler Moore, My Three Sons, Perry Mason, Twilight Zone, Wild Wild West, Viacom Features I, II, III, Viacom Movie Greats, Opryland USA. **Personnel:** Henry Gillespie, William Andrews, Todd Gaulocher.

## Station representatives

**Adam Young Hyatt Regency 2323-24**  
**Personnel:** Adam Young, Frank Martin, Mike Membrado, Vincent Young, William Wallace, William Peavey, Donald Cote, Jerry Britt, Keith Bainbridge, Jan Mons.

**Avery-Knodel Hyatt Regency 2927**  
**Personnel:** J. W. Knodel, R. J. Kizer, Richard Bompane, Ed O'Berst, FR. Kalthoff.

**John Blair Continental Plaza 1100**  
**Personnel:** Jack Fritz, Jim Jurist; TV: Wally Schwartz, Harry Smart, Jim Kelly, Art Stringer, Brian Hogan, Jim Bloom, Jack Bray, Bob Carney, Pat Devlin, Jim McGillen, Briggs Palmer, Bill Morris, Joe Rosenberg, Leon Surreys, Gust Theodore; Radio: Tom Harrison, John Boden, Bob Lobdell, Bob Galen, Bob Pates, Dave Klemm.

**Bolton/Burchill Executive House**  
**Personnel:** Carmen Bolton, Thomas Burchill.

**Buckley Radio Sales Watertown Inn**  
**Personnel:** Richard D. Buckley Jr., Robert Copinger, Robert Williams, Melvin Trauner, Catherine Hair, John Taylor, Tom Blose, William Hinds, Robert Lurito, Frank Mangan, Bob Steadman, Ed Robbins, Ronald Camillo, Bill Hendricks, Cy Ostrup, George Bradley, Lloyd McGovern, Samuel Hall Jr.

**Gert Bunchez Executive House 2504**  
**Personnel:** Gert Bunchez.

**Christal Ritz Carlton**  
**Personnel:** Philbin Flanigan, Robert Duffy, John Fouts, Mark Day.

### Harrington, Righter & Parsons Continental Plaza

**Personnel:** John J. Walters, Peter F. Ryan, James O. Parsons Jr.

**H-R/Stone Drake**  
**Personnel:** James Alspaugh, Saul Frischling, Carroll Larkin, Inge Jacobson.

### H-R Television Hyatt Regency 1226-27-28

**Personnel:** Dwight Reed Sr., Ed Shurick, Ed White, Harry Wise, Leon West, Al Ritter, Phil Corper, Roy Edwards, Gene Mitchell, Ken Kagen.

### The Katz Agency Hyatt Regency, Super Regency Suite

**Personnel:** James L. Greenwald, Oliver Blackwell, David Allen, Richard Goldstein, Vic Ferrante, David Abbey, Frank McCann, Edward Papazian, Gordon Hastings, Peter Goulazian, Sal Agovino, Ken Swerz, John Roberts, Geoffrey Hall, Barry Lewis, Don McCarty.

### Major Market Radio Ritz Carlton

**Personnel:** George Lindman, J. Warner Rush.

### McGavren-Guild Hyatt Regency, Presidential suite

**Personnel:** Ralph Guild, Tony Durpetti, Les Goldberg, Ellen Hulleberg, Monte Lang, Tony Maisano.

**Meeker Conrad Hilton 1700**  
**Personnel:** Robert Dudley, Bill Bee, Jack Hardingham, Audrey Tanzer, Fred Bauman, Jim Cathey, Dick Hughes, Jay Adair.

### Multimedia Program Sales Continental Plaza

**Personnel:** Donald Dahlman.

### Peters, Griffin, Woodward Regency Hyatt 3602

**Personnel:** William G. Walters, Lloyd Griffin, Theodore D. Van Erk, Dennis K. Gillespie, Charles R. Kinney, James R. Sefert.

**Petry Television Hyatt Regency**  
**Personnel:** Martin Connelly, Bob Muth, Dick Nagle, George Blinn, Al Rothstein, Ed Karlik, Art Scott.

**Savalli/Gates Conrad Hilton**  
**Personnel:** Joseph Savalli, Carmine Patti, Robert Tiedje, Thomas Griffin.

**Selcom Palmer House**  
**Personnel:** Herb Hahn, Bill Smither, Mary Gregg, Oliver Street, Jack Ambrozic, Barbara Crooks, John Willson, Linda La Plant.

**Tele-Rep Ritz-Carlton**  
**Personnel:** Al Masini, Pat Prie, Tom Belviso, Dick Brown, Paul Hughes, Mike Volasquez, Bill Carney, Gary Masters.

**Top Market Television Ritz-Carlton, Glass Room**  
**Personnel:** Jim McCann, Dick Williams, Dale Paine, Tom Shannon.

**Torbet-Lasker Hyatt Regency**  
**Personnel:** Alan Torbet, Brock Peterson, Ralph Connor, Peter Moore, Jerry Glynn.

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## Brokers

**Blackburn & Co.** Conrad Hilton  
*Personnel:* James Blackburn Sr., James Blackburn Jr., Richard F. Blackburn, Joseph Strick, Jack V. Harvey, Hub Jackson, Wendell Doss, Roger O'Sullivan, Robert A. Marshall, Clifford M. Marshall, Colin Selph, Roy Rowan and Frank H. Nowaczek.

**Chapman Associates** Conrad Hilton  
*Personnel:* Bill Chapman, Paul Chapman, Paul Crowder, George Gallup, John King, Art Summers, Tom Clark and Ray Stanfield.

**R. C. Crisler & Co.** Pick Congress  
*Personnel:* Richard C. Crisler, Ted Hepburn and Frank Kail.

**Doubleday Media** McCormick Inn  
*Personnel:* Dave Scribner, Bob Magruder.

**Hyatt Regency**  
*Personnel:* Dan Hayslett, Dick Anderson.

**Wilt Guzendorfer & Associates** Conrad Hilton  
*Personnel:* Wilt Guzendorfer.

**Hamilton-Landis & Associates** Hyatt Regency  
*Personnel:* Ray V. Hamilton, John H. Bone, Howard Stasen, H. Roger Gardener, Milton Q. Ford, W. Crews and Eleanor Fouts.

**Hogan-Feldmann Inc.** Pick Congress  
*Personnel:* Arthur Hogan, Jack Feldmann.

**Keith W. Horton Co.** Ascot House  
*Personnel:* Keith W. Horton.

**Cecil L. Richards** Pick Congress  
*Personnel:* Cecil (Lud) Richards.

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**Larson-Walker Inc.** Conrad Hilton  
*Personnel:* G. Bennett Larson, William L. Walker.

**Richard A. Shaheen Inc.** Pick Congress  
*Personnel:* Richard A. Shaheen.

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**Howard Stark** Continental Plaza  
*Personnel:* Howard E. Stark.

**Western Business Brokers** Ritz Carleton  
*Personnel:* John Grandy.

**William A. Exline** Pick Congress  
*Personnel:* William A. Exline.

**Edwin Tornberg & Co.** Hyatt Regency  
*Personnel:* Edwin Tornberg.

## Others

**Ads Audio Visual Productions** Conrad Hilton 2033  
*Product:* Provides public service spots to stations; custom radio ID packages. *Personnel:* Art Stamler, Gene Weed.

**Arbitron** McCormick 901  
*Personnel:* Theodore F. Shaker, Ted Andrews, A.J. Aurichio, Sherm Brodey, Barbara Czachorski, William Engel, John Fawcett, Gerald Flesher, Richard Gaspell. Douglas Grimm, Norman Hecht, Ronald Laufer, William McClenaghan, Pierre Megroz, James Moorski, Bryce Rathbone, William Shafer, Marvin Strauser, Steve Templeton, Richard Weinstein.

**Associated Press, AP Radio** Sheraton-Chicago 3703-4  
*Personnel:* Roy Steinfert, Bob Benson, Jerry Trapp, Jay Bowles, George Mayo, George Ot-

well, Nancy Shipley, Jim Farrell, Larry Genuchi, Terry DeVine.

**Axiom Market Research Bureau Inc.** McCormick Inn 1401-02-04  
*Personnel:* Alan Tessier, Avery Gibson.

**Broadcast Travel Incentives** Conrad Hilton  
*Product:* travel promotions. *Personnel:* Gary Byer, Andrew Corneille.

**Frank N. Magid Associates** Conrad Hilton  
*One Research Center, Marion, Iowa 52302*  
*Product:* Survey research. *Personnel:* Frank N. Magid, Leigh T. Stowell, Darryl A. Ross, Dallas M. Miller, Ronald Atkinson, J. Michael Conly, Mitch Farris, Richard P. Sabreen, R.E. Bewley, Phillip Stone, Susan E. Berger, Eric P. Huguélet, William C. Moyes, Hal Widsten.

**A.C. Nielsen** McCormick Inn 2201  
*Personnel:* Roy Anderson, Paul Baard, George Baillie, George Blechta, Harry Bolger, Fred Bruns, Carroll Carter, Jim Cote, Jan Donovan, Warren Ford, Larry Frerk, Bill Hamill, Jim Lyons, Joe Matthews, Gene McClure, Maury Moore, Bill Miller, Stan Petersen, Karen Schmidt, Bob Tivlini, Dave Traylor, Kel Weber, Lou West, Dave Woolfson, Karl Wyler.

**Pulse** McCormick Inn  
*Personnel:* Richard Roslow, George Sternberg, Peter Roslow.

**SESAC** Hilton 900  
*Personnel:* A.H. Prager, S.B. Candilora, Norman Odum, Sidney Gruber, Albert F. Ciancimino, Charles Scully, Terry Schlierholz, Vincent Candilora, Bob Heck, Hal Fitzgerald, Bob McGarvey, George Chernault.

**Spanish International Network** Ritz Carlton State suite  
*Personnel:* Rene Anselmo, Danny Villaneuva, Emilio Nicolas, Joaquin Blaya, Bill Stiles, Sally Segal, Ernesto Balleste, Bob Porter, Jim Meek, Guy Freeman, Ed McDonald.

**Trendex** McCormick Inn suite 2232-34  
*Product:* Newscaster surveys, television research services, radio audience research services. *Personnel:* Ron Werth.

**Telcom Associates** Continental Plaza 2036  
*Personnel:* Herb Jacobs, Howard Glassroth, Grace Jacobs.

## Hospitality suites at a glance

### Networks

ABC Radio  
 ABC-TV  
 CBS Radio  
 CBS-TV  
 Mutual Broadcasting System  
 Mutual Black Network  
 National Black Network  
 NBC  
 NIS  
 NBC-TV

### Others

Acrodyne Industries  
 American Data Division  
 Ads Audio Visual Productions  
 Airpaz Electronics  
 American Electronics

Continental Plaza 500-01-02-03-04  
 Continental Plaza 400-01-02-03-04  
 Hyatt Regency 2226-27-28  
 Hyatt Regency 2326-27-28  
 Hinton 2400-01-02A  
 Hilton 2406A  
 Continental Plaza 1232-36-38  
 Continental Plaza 1000-01-02-03-04  
 Continental Plaza 900-01-02  
 Continental Plaza Governor suite

Hilton 1604-06

Conrad Hilton  
 Hilton 2206  
 Hilton 1000-01-02A

American Research Bureau  
 Ampex Corporation  
 Audio Visual/International Division  
 Magnetic Tape Division  
 Toby Arnold & Associates  
 Arvin Echo Science  
 Associated Press/AP Radio  
 Atwood Richards Telescreen  
 Audio Sellers, Inc.  
 Avco Program Sales  
 Avery-Knodel  
 Axiom Market Research Bureau  
 Barco U.S.  
 Beta Technology, Inc.

McCormick

Hilton 2100-01-02A  
 McCormick 1901-02-04  
 Hilton 2200-01-02  
 Watertown Inn  
 Sheraton-Chicago 3703-04  
 McCormick 1202-04  
 Hilton 1022A-23A-24A  
 Continental Plaza 1432-36-38  
 Hyatt House 1023-24

McCormick Inn 1401-02-04  
 Essex 1207  
 Hilton 1104A-06A

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ANDREW ANTENAS LIMITADA, Caixa Postal 600, 18100 Sorocaba, São Paulo, Brasil. Tel: Sorocaba 2-8900

**We'll be there.** BROADCASTING magazine will have editorial and sales headquarters during the NAB Chicago convention in suite 706A of the Conrad Hilton. On hand will be John Andre, Dave Berlyn, Rufe Crater, Bill Criger, Mark Harrad, Ed James, Win Levy, Ruth Lindstrom, Maury Long, Randy Moskop, Dan Rudy, Larry Taishoff, Sol Taishoff, Don West, Dave Whitcombe and Len Zeidenberg.

Blackburn	Conrad Hilton	Kallman Associates	Essex 1207
John Blair & Company	Continental Plaza 1100-01-02-03-04	Kaman Sciences	McCormick 1601-03-05
Blanc Communications Corporation	Hilton 804-06	The Katz Agency	Hyatt Regency Super Regency suite
Bolton/Burchill	Executive House	Keystone Broadcasting System	McCormick Inn 8
Robert Bosch Corporation	Hilton 2104-06	Kline Iron and Steel	Hilton 1922A-23A-24A
Boston Symphony Transcription Trust	Hilton 622A-23A	Landy Associates	McCormick 1003-05
Broadcast Electronics, Inc.	Hilton 2325	Larson Walker	Conrad Hilton
Broadcast Travel Incentives	Conrad Hilton	Lenco Electronics	McCormick 601-02-04
Buckley Radio	Watertown Inn	Major Market Radio	Ritz Carlton
Gert Bunchez	Executive House 2504	Matsushita Electric of America	McCormick 1502-04
Kent Burkhart and Associates	Continental Plaza 1532-36-38	McGavren-Guild	Hyatt Regency, presidential suite
Camex Corporation	Hilton 2222-23-24	McMartin Industries	McCormick 2001-02-04
Capitol Magnetic Products	McCormick 302-04	The Meeker Co.	Hilton 1700-01-02A
CaVox Stereo Productions	Hilton 2022-23-24	Memorex	Blackstone 1008-10
CBS Radio Spot Sales	McCormick 1801-02	Microtime	McCormick 1529-31
CCA Electronics Corporation	Hilton 2222A-23A-24A	Microwave Associates, Inc.	McCormick 1602-04
Century 21 Productions, Inc.	Hilton 1906A	Minnesota Mining & Manufacturing	Hilton 1900-01-02A
Chicago Radio Syndicate, Inc.	McCormick 2129-31	Mohawk Wire & Cable	Hyatt Regency 426-27-28
Chapman Associates	Conrad Hilton	Multimedia Program Sales	Continental Plaza 1432-36-38
The Christal Company	Ritz Carlton	Rupert Neve	McCormick 701-03-05
Christie Electric Corporation	McCormick 1432-34	A. C. Nielsen	McCormick 2201-02-04
Cohu, Inc.—Electronics Division	McCormick 732-34	Nightingale-Conant	Hyatt Regency 3023-24
Collins Radio Group		O'Connor Creative Services	Hilton 1722-23-24
Rockwell International	McCormick 1701-02-04	Orrox	McCormick 932-34
Commercial Electronics Incorporated	Blackstone 618-19-20	Peters, Griffin, Woodward	Hyatt Regency 3602-01
Compu/Net, Inc.	McCormick 910-12	Peters Productions	Hilton 1006
Computer Image Corporation	Hilton 1233-34A	Petry Television	Hyatt Regency
Continental Electronics Manufacturing Co.	McCormick 903-05	Philips Audio-Video Systems	Hilton 1600-01-02A
R.C. Crisler	Pick Congress	The Pulse	McCormick 1903-05
Criterion Productions	Hilton 2022-23-24A	Quick-Set	Hilton 835-36A
CSI Electronics, Inc.	McCormick 1729-31	Radio Arts	Hilton 1504A-06A
Data Communications Corporation	Hyatt Regency 2126-27-28	Radio Programming and Management	Hilton 1033-34A
Dataworld	Conrad Hilton 1222	RCA/Commercial Communications Systems Division	Hilton South Imperial suite
Doubleday Media	Pick Congress	Recortec	McCormick 1429-31
Development Laboratories, Inc.	McCormick 802-04	Rhodes Productions	Hyatt Regency 3123-24
Drake-Chenault Enterprises, Inc.	Hilton 1806A	Cecil L. Richards	Pick Congress
Duca-Richardson Corporation	McCormick 1703-05	Russco Electronics Manufacturing	Hilton 922A-23A-24A
Electronics, Missiles & Communications	Hilton 2422-23A	Savalli/Gates	Hilton 1222-23A-24A
Electro Voice, Inc.	McCormick 1803-05	Selcom	Palmer House
Sandy Frank Film Syndication	Hyatt Regency 1801	SESAC	Hilton 900-01-02A
Fuji Photo Film USA, Inc.	Hilton 1006A	Richard A. Shaheen	Pick Congress
Good Music Company	Hilton 1722-23-24	Skirpan Lighting Control	McCormick 1201-03-05
Grass Valley Group, Inc.	McCormick 402-04	Spanish International Network	Ritz Carlton State suite
Wilt Guzendorfer	Conrad Hilton	Stainless, Inc.	Hilton 1504-06
Hamilton-Landis	Hyatt Regency	Stanton Magnetics	McCormick Inn 301-03-05
Harrington, Righter & Parsons	Continental Plaza	Howard Stark	Continental Plaza
Harris Corp. Broadcast Products Division	Hilton North Imperial Suite	Starlight Communications	Hyatt Regency 1126-27-28
Hitachi Shibaden of America	McCormick 1132-34	Storeel	McCormick 501-03-05
Hogan-Feldman	Pick Congress	Susquehanna Productions	Hilton-600-01-02A
Keith W. Horton	Ascot House	System Concepts	Pick Congress
H-R/Stone	Drake	William B. Tanner	Hilton 700-01-02A
H-R Television	Hyatt Regency 1226-27-28	Tektronix	Hilton 2122-23-24A
Ikegami Electronics	McCormick 702-04-06	Telcom Associates	Continental Plaza 2034-36-40
Image Transform	Pick Congress 501-01A-03	Telemet, Division of Goetel	McCormick 2103-05
Innovative Television Equipment	McCormick 1001-02-04	Thomson-CSF Laboratories	Palmer House 2034W
Institute of Broadcast Arts	Hyatt Regency 2223	T M Productions	Hilton 1100-01-02A
International Video	Hilton 1200-01-02A	Top Market Television	Hilton 2306
JVC Industries	McCormick 1929-31	Edwin Tornberg	Ritz Carlton
		Trendex	Hyatt Regency
		Utility Tower	McCormick 2232-34
		Viacom Enterprises	McCormick 1501-03-05
		Video Aids of Colorado	Hyatt Regency 1423-24
		Vital Industries	McCormick 1829-31
		Western Business Brokers	Hilton 2320
		Wilkinson Electronics	Continental Plaza 1432-36-38
		Adam Young	McCormick 603-05
			Hyatt Regency 2323-34

## AER meets before NAB

The 34th annual convention of the National Honorary Broadcasting Society, Alpha Epsilon Rhó—opening this Thursday (March 18) at the Blackstone hotel in Chicago—promises to be different this year. According to CBS Radio's Andrew H. Orgel, national president, the three-day convention "will focus on the organization's transition from an exclusive college fraternity to a national professional society." Membership is said to have topped the 10,000 mark.

Among the speakers at the convention will be Jack Thayer, NBC Radio president; Richard Somerset-Ward, BBC director; Frank Greer, media director of the Harris for President Committee and 14 industry leaders and professionals.

A special tribute to the late writer-producer Rod Serling at a Saturday night banquet, as well as an awards presentation will mark the activities. Sessions also are planned on such subjects as labor unions, media campaigns, networks and employment.

## BEA promises lively prelude to NAB sessions

**Other associations plan full participation in March 19-21 Chicago agenda**

As the National Association of Broadcasters annual convention begins March 21, another group, the Broadcast Education Association, will be wrapping up its annual meeting—in the same city and at the same convention center.

Some 300 broadcasters and educators are expected to compare notes at the 22d meeting of the BEA at the Hyatt Regency hotel and McCormick Place center in Chicago March 19-21. According to Harold Niven, BEA program committee member and also NAB vice president for planning and development, major issues will be whether or not too many students are being trained in broadcasting and what the "real-world opportunities" are.

A luncheon panel, entitled "Broadcast Education and the Real World—Thick Skins or Sheep Skins," is expected to highlight the convention. The panel, to be moderated by Richard Block of Lorimar Productions, Hollywood, and chairman of the Council for UHF Broadcasting, will include: Joel Chaseman, president, Post-Newsweek Stations, Washington; Richard A. O'Leary, president, ABC-TV stations, New York; Ancil H. Payne, president, King Broadcasting, Seattle, and Donald L. Perris, Scripps-Howard Broadcasting, Cleveland.

Following that luncheon, about two dozen papers will be presented by academicians on the subjects, "Minorities and Women," "Legal Regulation and Current Issues" and "History and Criticism."

Aside from committee meetings, general sessions and BEA workshops, professional workshops will be offered by other organizations. The Radio Television News Directors Association workshop will feature Ray Miller KPRC-TV Houston, Mike Dumas KTVE(TV) El Dorado, Ark., and Chris Botsaris WTVF(TV) Nashville.

The Broadcast Promotion Association workshop will consist of Lynne Grasz, KOLN-TV Lincoln, Neb., Tom Cousins, WCCO-TV Minneapolis-St. Paul, A. James Ebel, KOLN-TV, and Joseph Constantino, WRTH(AM) Wood River, Ill. (St. Louis).

A workshop sponsored by the Institute of Broadcast Financial Management will feature Bob McAuliffe, IBFM; Gene Anderson, Forward Communications, Wausau, Wis.; W. Martin Wingren, Kaiser Broadcasting, San Francisco, and Paul Freas, Evening Star Stations, Washington.

Scheduled to participate in a National Association of Television Program Executives panel at the BEA are NATPE president Marv Chavin, WOTV(TV) Grand Rapids, Mich.; Phil Boyer, ABC-TV owned-and-operated stations, New York; Zvi Shoubin, WMAQ-TV Chicago, and Don Rinker, WRTV(TV) Indianapolis.

Time on Sunday has also been allotted for the viewing of NAB equipment exhibits, which will probably be seen again by those broadcasters staying on for the next convention.

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## Can alcoholism be traced to television?

**That's question raised by senator at hearings on problem drinkers—and answered with emphatic 'no' by witness with special expertise**

The possible impact of television on problem drinkers was debated last week in two days of Washington hearings before Senator William Hathaway (D-Me.), chairman of the Senate Subcommittee on Alcoholism and Narcotics. Aside from a commonly expressed concern for the estimated nine to 10 million alcoholics in this country, witnesses at the first day of hearing last Monday formed no consensus.

Thomas J. Swafford, CBS-TV vice president for program practices, who admitted to being an alcoholic, said: "Anyone who said he started drinking as a result of TV" is "copping out." Sidney M. Wolfe, of Public Citizen's Health Research Group, however, urged "the government [to] disallow any advertising of alcoholic beverages except for information on prices." (There is no hard-liquor advertising on radio or television.)

According to an aide to Chairman

Hathaway, it was the senator's concern about beer and wine advertising on television that prompted the hearings. At the first day of testimony, Senator Hathaway was the only legislator on hand. In his opening statement he mentioned various reasons for an investigation including a proposal last year from the secretary of health, education and welfare that all alcoholic beverage advertising be banned or excluded from the status of a deductible business expense.

"This is not a witchhunt against the media," the chairman said, explaining that he was merely seeking answers to prevent alcohol abuse.

First to testify was Don Newcombe, former pitcher for the Brooklyn Dodgers baseball team and an alcoholic now working to inform young people of the dangers of excessive drinking. "The problem as I see it," Mr. Newcombe said, "is not that alcohol is used on television but it is used for the wrong reasons... My experience is that television helps reinforce the notion that alcohol will help people achieve what they can't achieve on their own..." While he praised public service announcements and the like, he asked television's creative people to "take a close look at the way they work alcohol into a program or a script," and urged citizen, industry and government representatives to agree on guidelines.

Mr. Newcombe said he "would not want to knock the liquor industry" and that "no one scapegoat" can take full blame for the problem.

CBS-TV's Mr. Swafford took much of his time to show "just how we exercise control over the depiction of drinking" on his network. Among the phrases that are put on the editing block, Mr. Swafford said, are suggestions "that drinking under stress is either acceptable, or desirable or necessary. He explained that "we try to eliminate the casual references to 'needing a drink.'"

Mr. Swafford noted that only 3% of the advertisements submitted to CBS-TV last year were for beer and wine—a total of 873—and that 173 were rejected. He also mentioned programs and public service announcements on the network which seek to increase awareness of the problem. Mr. Swafford said CBS aired 127 PSA's alone for three leading organizations in the field. Later, however, Senator Hathaway belittled that number as compared to the number of beer and wine advertisements.

After completing his testimony, Mr. Swafford asked the chairman whether his network should be portraying life as it is or "as we wish it should be." He also challenged a study by the *Christian Science Monitor*, which Senator Hathaway said showed drinking in 83% of 249 programs surveyed. Mr. Swafford questioned the context in which the survey was made and said his data would put that percentage at 47% during prime time last year. He disagreed with the senator's suggestion that young people go out drinking to emulate their television heroes.

As for a ban on all alcohol advertising

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**Giving testimony.** CBS-TV's Thomas J. Swafford, vice president, program practices, explains how his network approaches the presentation of alcohol in program content and commercials to...



... **Senator William Hathaway** (D-Me.), chairman of the Senate Subcommittee on Alcoholism and Narcotics. As an aide looks on, the senator questions the impact of TV on drinking habits.

on television, Mr. Swafford doubted that it would prove successful. "We all know" that cigarette consumption has gone up since cigarette advertisements were banned, he said. The senator retorted that "you don't know how worse it would be" if the ban had not been instituted.

Stockton Helffrich, director of the National Association of Broadcasters Code Authority, entered into the record an explanation of the industry's self-regulatory apparatus which he said monitors network programs on a spot-check basis.

At a meeting of the television code

review board last October, Mr. Helffrich said, guidelines were further tightened. Among the new guidelines effective next month are that beer and wine advertising should not portray or encourage use by young people who have not yet reached the drinking age; conform with general standards of safety, and not represent personal achievements as a result of drinking.

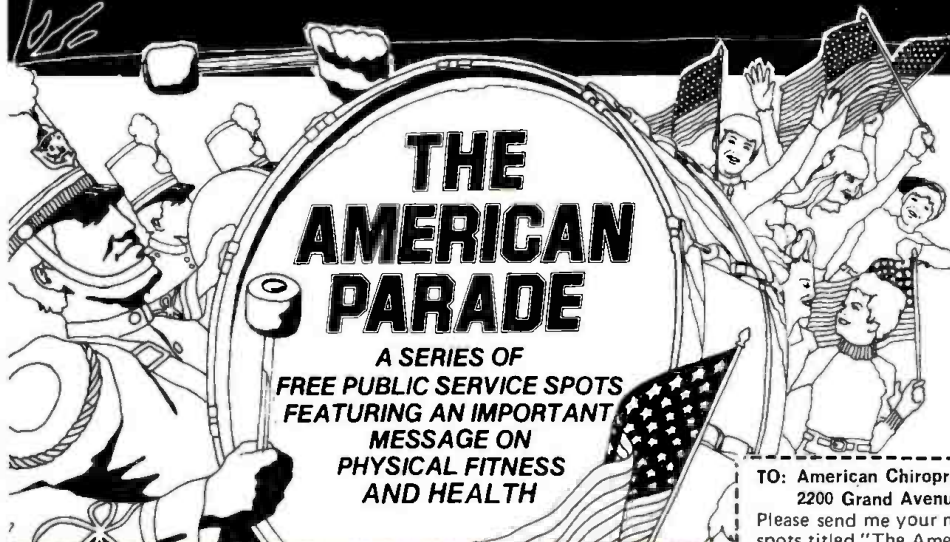
Asked by the senator why so much drinking was permitted on the CBS-TV program, *M\*A\*S\*H*, Mr. Helffrich said it represents the "tensions of war." Helffrich also mentioned that guidelines are more

stringent during family viewing hours and when children are the target audience.

Public Citizen's Sidney Wolfe said that "pictorial advertising of alcoholic beverages hinders" the alcoholic's "ability to resist the temptation to drink..." He added that a portrayal of the life-as-it-is argument is no defense of drinking in program content and that "we should move toward what we wish is true."

Benny Kass, a Washington attorney and former member of the National Advertising Review Board, said NARB "fell down on its concerns." Characterizing himself

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as absolutist of the First Amendment, Mr. Kass said he would abhor government regulation but called upon the industry itself to curtail the advertisements.

The final witness that day was Ari Kiev, clinical professor of psychiatry at Cornell University. Dr. Kiev urged the industry to develop programs with more knowledge of "the grim side . . . so people can begin to consider what the consequences really are" regarding excessive drinking. He also suggested that the Corporation for Public Broadcasting expend more funds in this area and said it is the total industry's responsibility to "educate your viewers so you know what to be skeptical about."

## Format-change rebellions hit GCC pocketbook

**Fights in Atlanta, Chicago cause financial problems that prompt need to sell elsewhere**

For most companies and individuals in broadcasting, acquiring stations is a sign of strength and a promise of ever-greater revenues. But for Alexander M. Tanger and General Cinema Corp., which he heads, things aren't working out that way.

For them, acquiring stations has meant picking up loss centers. They are paying the price of court decisions making it difficult, if not impossible, to alter program formats that have acquired dedicated and vocal followings.

So far, it has cost them the sale of two stations—the second at a cut-rate price. And if an agreement reached last week is approved by the FCC, a third station will pass from their ownership.

Their troubles began in 1971, when they acquired WGKA(AM) Atlanta. Their troubles were compounded when they acquired WEFM(FM) Chicago. Both stations had classical-music formats, and still do.

In one sense, at least, Mr. Tanger walked into the WGKA deal (which included an FM affiliate) with his eyes open. The stations became available after the

court reversed an FCC decision approving their sale by Glenkaren Associates to Strauss Broadcasting Co. without a hearing. Strauss had proposed abandoning the AM's classical music format, and a militant band of classical music devotees took the case to court.

GCC avoided problems with the populace by promising to retain the classical music format. But the station lost a total of about \$670,000 in 1973 and 1974.

WEFM was a different story. Mr. Tanger negotiated the purchase of that station from Zenith Corp. with the intention of substituting a contemporary sound for the classical music format. But a public grown attached to a format it had enjoyed for 30 years challenged that intention in court, and won a reversal of the FCC action approving the sale without a hearing. The hearing record in that case closed last month. And on the last day, GCC introduced figures indicating that the station had lost \$1,450,000 between January 1973 and October 1975 (BROADCASTING, Feb. 9).

Signs of trouble were visible last summer, when GCC filed an application for transfer of its Houston station, KRBE(FM), to Lake Huron Broadcasting for \$2.5 million. The reason given for the sale, which was approved in November, was that GCC needed the funds "as a result of the large, unanticipated operating losses" of WEFM.

Last week, the proposed sale of GCC's WGCL(FM) Cleveland to Oliva-Neuhoff Broadcasting Inc. for \$2.5 million was announced. No reason for the proposed sale was given, but it is understood that the need for funds to offset WEFM losses is a factor.

Two weeks ago, the sale of WGKA was completed. GCC wanted to sell because of the station's "substantial operating losses," it told the commission, "in order to concentrate on the other broadcast interests." But getting rid of the station was not easy.

Originally, the agreed-on price to Eathel Holley, owner of WNEA(AM) Newnan, Ga., was \$250,000, to be paid out over five years—not bad for a 1 kw daytimer that five years earlier was part of a \$75,000 package that included an FM (which is profitable) and some real estate. But the

**Correction.** BROADCASTING erred in reporting (March 8) that the Harrisburg-York-Lancaster-Lebanon, Pa., and Toledo, Ohio, markets had been dropped from the top-50 list the FCC uses in determining prime-time access. They had never been on that list. Nor is Greensboro-Winston-Salem-High Point, N.C., a new entry to that prime-time list this year; it was there last year, too.

BROADCASTING's error was caused by comparing the FCC's newest prime-time top 50 with last year's Area of Dominant Influence (ADI) rankings. They're apples and oranges. Both Harrisburg et al and Toledo remain 46th and 50th, respectively, in the ADI's.

There has been one change in that prime-time top 50: Syracuse-Elmira, N.Y., has replaced Salt Lake City.

closing, on March 5, was for \$175,000 cash.

Last week Mr. Holley said the agreement had been revised out of a mutual design for "a cash transaction." Mr. Tanger declined to discuss the matter, but it is known that Mr. Holley, taking advantage of a termination provision in the contract, wrote Mr. Tanger in February cancelling the agreement because of concern over being locked into a classical music format.

It was Mr. Holley's promise to retain the format that avoided a confrontation with the classical music fans of Atlanta. And Mr. Holley in his letter said he had no intention of dropping the format. But he expressed concern over the commission's failure to respond to a letter from a member of the local group dedicated to preserving WGKA's classical music format.

The letter urged the commission to warn Mr. Holley against attempting to use a poor financial showing as a reason for abandoning the classical music format, and to warn both buyer and seller that they would be held responsible if the sale turned out to be a scheme to release the station from its "commitment" to classical music.

Mr. Holley, in his letter to Mr. Tanger, said any licensee should be in a position to modify its format without the uncertainties of court proceedings and commission hearings if he sustains losses. He also said a future buyer should have a right to make his own choice regarding the station's format.

But although he said he was exercising his option to terminate the contract, Mr. Holley resumed closing talks with Mr. Tanger, and the final settlement, calling for a lower price, but on a cash basis, was reached in the offices of WGKA.

GCC is not likely to go broke over its losses in Atlanta and Chicago. It is a substantial company, with interests in some 300 motion picture theaters, 21 bottling and canning plants, and other enterprises, including an 85% ownership of WCIX-TV Miami. It and Mr. Tanger also still own four FM's—WIFI Philadelphia, as well as WEFM, WGZC Atlanta, and WGCL.

Mr. Tanger is unwilling to talk publicly

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about the difficulties the format issue has caused him, at least so long as the WEFM case remains in hearing. But he says the public record—the sale of KBRE and the losses reported for WGKA and WEFM—speaks for itself.

About the only cheerful note he struck in a brief conversation was, in speaking of the WGKA transaction, "Well, I got the cash."

## FCBA suggests FCC participate in 'indigent' plan

**Association urges steps to further assist those without financial resources to take part in proceedings**

The Federal Communications Bar Association has requested the FCC to adopt rules and policies that would facilitate participation in legal proceedings by people without financial means to be parties.

FCBA's recommendations for such a process are intended to complement its own legal aid program initiated last month. Under the FCBA's program, which has not yet been put to practice, attorneys are requested to volunteer their time for aiding indigent persons. Participation is voluntary

and the extent of participation is up to each lawyer.

FCBA's petition for rulemaking points out that administrative agencies, such as the FCC, must have the views of a diverse society to effectively protect the public interest. Access to the legal process and representation by counsel are basic to the judicial system, said FCBA.

Furthermore, the FCBA pointed to the ruling of the comptroller general in a case before the Federal Trade Commission (involving the American Chincilla Corp.) as a precedent for the FCC to appropriate money for necessary expenses incurred by indigent parties in a legal proceeding.

FCBA's specific recommendations on how the FCC should establish such a process parallel some of the FCBA's own guidelines for its legal aid program. Reimbursement for legal expenses would be made available only to those who are "interested" persons and "indigent." There would be two classes of interested persons—people who would be aggrieved or whose interests would be adversely affected by a proceeding, and people whose participation is likely to substantially assist the FCC in reaching a fair determination.

Any individual whose gross income is less than \$1,000 for each dependent and was not in excess of \$7,500 during the previous 12 months would qualify as indigent. Those standards should be waived in extraordinary circumstances, added

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FCBA. In cases of associations, unincorporated groups or nonprofit corporations, FCBA suggested guidelines used by long-established legal aid associations. In any case, the group must submit notarized affidavits indicating it cannot adequately pay expenses incidental to participating in FCC proceedings.

FCBA also requested the FCC to furnish a single transcript free to any indigent person, including coverage for duplication and delivery costs. Only single copies of pleadings and papers need be filed in such cases, added FCBA. The FCC should also allow for the reimbursement of witness fees and other expenses incidental to participation by an indigent whose involvement would be beneficial to the deliberations, said the FCBA. Documents made available under the Freedom of Information Act should be furnished free of

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charge to indigent parties, the FCBA noted.

In concluding, the FCBA explained the "commission should foster the public interest by taking action to assure that participation in its processes is not unduly restricted because of financial circumstances."

### Changing Hands

#### Announced

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

■ **WLW(AM) Cincinnati:** Sold by Avco Broadcasting Corp. to new local group for \$8.5 million (see "Top of the Week").

■ **WGCL(FM) Cleveland:** Sold by GCC Communications of Cleveland to Oliva-Neuhoff Broadcasting Inc. for \$2.5 million. Seller (Alexander M. Tanger, 100% common stock, and General Cinema Corp., 100% preferred stock), owns **WIFI(FM)** Philadelphia, **WEFM(FM)** Chicago, **WGZC(FM)** Atlanta and has sold **KRBE(FM)** Houston (BROADCASTING, Oct. 20, 1975) and **WGKA(AM)** Atlanta (see story page 86). General Cinema, publicly traded company based in Boston, also has 85% interest in **WCIX-TV** Miami, along with diversified interests in theater chains and bottling concern. Buyer is owned by Paul F. Neuhoff, vice president and general manager of **WERE(AM)** Cleveland, and George Oliva Jr. who has interests in **WAKA(AM)** Gainesville and **WIPC(AM)** Lake Wales, both Florida, and **WPAX(AM)** Thomasville and **WSIZ(AM)** Ocala, both Georgia. **WGCL** is on 98.5 mhz with 40 kw and antenna 600 feet above average terrain.

■ **WSAY(AM) Rochester, N.Y.:** Sold by Federal Broadcasting System Inc. to Monroe Broadcasting Corp. for \$1,255,000. Price includes \$225,000 in assets, \$250,000 noncompetition covenant and 13-year lease for studio-transmitter building and land at \$60,000 per year. Seller is owned by Gordon P. Brown who also owns **WNIA(AM)** Cheektowaga, N.Y. Buyer is owned by Midwestern Broadcasting Co. (40%), which owns **WOHO(AM)** Toledo and **WXEZ(FM)** Sylvania, both Ohio, and by **Toledo Blade** (60%) which owns **WLIO(TV)** Lima, Ohio, and cable franchise in Ottawa Hills, Ohio. **Blade** is owned by Paul Block who also owns **Pittsburgh Post-Gazette** and **WWSW(AM)**-**WPEZ(FM)** there. **WSAY** had been reported sold last year ("Closed Circuit," Sept. 29, 1975), but deal fell through. **WSAY** is 5 kw full time on 1370 khz.

■ **WAYE(AM) Baltimore:** Sold by Adler Communications Corp. to Coastal Telecommunications Corp. for \$650,000. Seller is owned by Warren Adler, licensee of **WHAG(AM)**-**WQCM(FM)** Halfway, Md. Buyer is equally owned by Stuart Frankel, retail sales director at **WJZ-TV** Baltimore, and Howard Cohen, Baltimore investor-developer. **WAYE** is 1 kw daytimer on 860 khz. Broker: Keith W. Horton Co.

■ **WLIX(AM)** Islip, N.Y.: Sold by Long Island Broadcasting Corp. to Living Communications Inc. for \$550,000. Seller is owned by Malcolm E. Smith who has no other-broadcast interests. Buyer is owned by David R. and Darlene J. Swanson who have no other broadcast interests. Mr. Swanson is executive secretary, Pro-Athletes Outreach Inc., Butler, N.J., counseling and fellowship organization. Mrs. Swanson is lecturer and concert pianist. WLIX is 250 w daytimer on 540 khz.

■ **KUBA(AM)-KHEX(FM)** Yuba City, Calif.: Sold by Cascade Broadcasting Corp. to LeRoy J. Neider and Eugene Mills for \$315,000. Seller, which is equally owned by David M. Jack and Transpac Leasing Corp., Tacoma, Wash.-based industrial leasing firm, also owns KEGF(AM) Santa Clara and KBIF(AM) Fresno, both California; KLIQ(AM) Portland, Ore., and KUDY-AM-FM Spokane, Wash. Mr. Neider is Los Gatos, Calif., attorney and Mr. Mills is Palo Alto, Calif., certified public accountant. Neither has other broadcast interests. KUBA is on 1600 khz with 5 kw day, 500 w night. KHEX is on 103.9 mhz with 3 kw and antenna 110 feet above average terrain. Broker: William A. Exline Inc.

■ **KCHE(AM)** and CP for class A FM, Cherokee, Iowa: Sold by C&H Broadcasting to Sioux Valley Broadcasting Co. for \$280,000. Seller is owned by J. Alan Cramer and Charles K. Hutchinson who have no other broadcast interests. Principals in buyer, which also owns KCOG-AM-FM Centerville, Iowa, are Michael G. O'Connor, Paul Ahrens and Ed Bock. KCHE is 500 w daytimer on 1440 khz. CP is for 3 kw on 102.3 mhz with antenna 220 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ **WRHY(FM)** Starview, Pa.: Sold by Capital Media Inc. to Harrea Broadcasters Inc. for \$204,250 plus \$10,000 noncompetition covenant. Seller is owned by Carl Fehrenbach who has no other broadcast interests. Buyer, owned by Michael M. Rea (85%) and J. Albert Dame (15%), is licensee of WKBO(AM) Harrisburg, Pa. WRHY is on 92.7 mhz with 820 w and antenna 530 feet above average terrain.

■ **KDHN(AM)** Dimmitt, Tex.: Sold by High Plains Broadcasting Co. to Plains Media Inc. for \$90,000. Seller is principally owned by Steve Taylor who has no other broadcast interests. Buyer is owned by Gerald M. Hanners, KDHN station manager. KDHN is 500 w daytimer on 1470 khz. Broker: George Moore & Associates.

■ Other sales reported at the FCC last week include: **WKEN(AM)** Immokalee, Fla., and **WMTL-AM-FM** Leitchfield, Ky. (see page 107).

#### Approved

The following transfers of station ownership were approved last week by FCC:

■ **KLAK-AM-FM** Lakewood (Denver), Colo.: Sold by Lakewood Broadcasting Service to KLAK Inc. for \$2.5 million. Seller is owned by Edward S. Scott who has donated 70% interest to Lutheran Church-Missouri Synod Foundation. Mr. Scott sold his other broadcast property,

**KAYQ(AM)** Kansas City, Mo., to Coleman American Broadcasting Co. for about \$750,000 (BROADCASTING, Sept. 8, 1975). Buyer of **KLAK-AM-FM** is subsidiary of McCoy Broadcasting Co. (Arthur H. McCoy, 85%) which owns **KHON-TV** Honolulu and its satellites, **KHAW-TV** Hilo and **KAH-TV** Wailuku, both Hawaii, and **KYXI(AM)** Oregon City-KGON(FM) Portland, both Oregon. **KLAK** is full time on 1600 khz with 5 kw. **KLAK-FM** is on 107.5 mhz with 86 kw and antenna 950 feet above average terrain.

■ **KOVO(AM)-KFMC(FM)** Provo, Utah: Sold by Kovo Inc. to First Media Corp. for \$540,000 plus \$75,000 noncompetition covenant. Price includes assumption of some liabilities and option to buy land associated with stations. Seller, equally owned by Ashley Robison and Glenn C. Shaw who have no other broadcast interests, is controlled by court-appointed receiver due to a "deadlock in management." Principals in buyer, which also owns **WPGC-AM-FM** Morningside, Md. (Washington suburb), are Richard E. (49.92%) and J.W. Marriott (30.78%), brothers, and Nancy P., wife of J.W. (18.01%). Marriott family is principal in publicly held Marriott Corp., Washington, D.C.-based hotel, restaurant, airline catering and entertainment business. **KOVO** is on 960 khz with 5 kw day, 250 w night. **KFMC** is on 96.1 with 37 kw and antenna 2,620 feet above average terrain.

■ Other sales approved by the FCC last week include: **WWJB(AM)** Brooksville, Fla.;

**WOCA-TV** Ocala, Fla.; **WKWL(FM)** Belvidere, Ill.; **WNB(AM)** Newburyport, Mass.; **WPLB-AM-FM** Greenville, Mich.; **WCNL-AM-FM** Newport, N.H.; **WCPH(AM)** Etowah, Tenn.; **KBUY-FM** Fort Worth; **WWHY(AM)** Huntington, W. Va. (see page 107).

## Slate wiped clean in Burbank, Pasadena

**FCC calls off hearing, asks fresh start with new AM-FM applications**

The FCC has vacated its Nov. 12, 1975, order that designated for hearing the renewal applications of **KROQ(AM)** Burbank, and **KROQ-FM** Pasadena, both California, and the application of San Marco Broadcasting Co. for a new station on **KROQ-FM**'s frequency. Instead, the commission dismissed the renewal applications without prejudice to their resubmission within 30 days.

Initially, the renewal applications were designated for hearing to determine the validity of issues in the applications and the basic and comparative qualifications of the applicants. The licensees had failed to report ownership changes and comply with publication requirements concerning prefilling statements. At the same time the

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FCC noted, litigation had apparently been initiated among several principals of the licensee, creditors had brought suit for unpaid bills and auctioned the stations' broadcast equipment, and vandals had damaged the antenna structure.

Both stations went off the air on July 29, 1974.

The FCC has now explained that the basis for designating a hearing "was misplaced" and that a hearing would delay, rather than expedite, the reinstitution of service. Therefore the commission dismissed the renewal applications without prejudice to their resubmission within 30 days. If acceptable renewal applications are not filed, the FCC said, the vacated facilities will be open for the filing of new applications. Renewal applications would be dismissed, said the FCC, if the parties cannot make a compelling showing that effective measures are being taken to resume broadcasting within a reasonable time.

## Split in Spokane

**CBS-TV calls off affiliation of 23 years with KXLY-TV; no official reason given**

In an unusual move, CBS-TV has served notice on KXLY-TV Spokane, Wash., that it

plans to drop the station from its list of affiliates as of Aug. 18.

A network official confirmed that KXLY-TV had been given six-months notice of cancellation of its affiliation agreement, but he would not go into detail beyond saying that the reason was "basically non-clearance" of network programs by the station, plus "some question about its audience position in the market."

There are two other commercial stations in Spokane but the CBS-TV official had "no comment at this time" as to whether either might be available to replace KXLY-TV in the CBS line-up. KHQ-TV, on channel 6, is affiliated with NBC; KREM-TV, on channel 2, with ABC. KXLY-TV is on channel 4. It is one of the Morgan Murphy group of stations.

Wayne F. McNulty, vice president and general manager of KXLY-TV, was reported to be on vacation last week and could not be reached for comment. An associate said the station had pre-empted some network programs and delayed others, but only, he thought, with CBS's approval. He said he had not previously heard the question of KXLY-TV's audience position mentioned as a factor in CBS's decision. He emphasized, however, that any official statement on the station's position would have to come from Mr. McNulty.

Network sources said the station had been a CBS-TV affiliate virtually since it went on the air in January 1953.

## CIA storm even engulfs Wiley

**He's criticized by House unit for failing to force information from overseas cable companies about government interceptions**

FCC Chairman Richard Wiley was accused by members of a House Government Operations subcommittee last Wednesday of being intimidated by and backing down to communications companies that refused to supply the commission with information about interception of overseas cable communications by government intelligence agencies.

The FCC chairman came under sharp attack during a hearing before the Subcommittee on Government Information and Individual Rights when he said the FCC is responsible for protecting the privacy of cable messages but that RCA Global and ITT World Communications refused to give the commission information it asked for last year on grounds of national security. The subcommittee chairman, Bella Abzug (D-N.Y.), charged that Mr. Wiley was "intimidated by the kind of coverup that takes place in the executive branch."

Mr. Wiley said there is a conflict between a law requiring him to protect cable communications and a law prohibiting him from investigating intelligence communications matters. That drew a heated response from another member, John Moss (D-Calif.), who said Mr. Wiley has all the power he needs to investigate abuses and if he does not know how to use it, "maybe the FCC needs a new chairman."

The subcommittee is looking into a disclosure that U.S. intelligence agencies had been reading government and private cables in and out of the United States since shortly after World War II.

## KVDO-TV sale OK'd

Dismissing charges of financial misrepresentation and a loss of religious programming, the FCC approved the sale of KVDO-TV Salem, Ore., from Corvallis TV Cable Co. to the state of Oregon's Board of Higher Education for \$200,000 (BROADCASTING, Aug. 25, 1975).

Harold F. Ramsey, a stockholder of the seller, said that Corvallis had misrepresented the value of its stock when it merged with the former licensee of KVDO. He also questioned the sale arrangements made with the state of Oregon. The FCC said it does not interfere in private matters not acted on by local authorities, but it did condition the grant on the outcome of pending civil antitrust action in which Corvallis and the state are defendants.

The objection concerning the loss of religious programming was dismissed since, the commission said, programming decisions are left up to the discretion of the licensee.

See the exciting IGM product line-up at Booth 605, NAB, Chicago.

**Down but not out.** WTMB-FM Tomah, Wis., returned to air at 5:32 p.m. March 5, after high winds and ice accumulation collapsed 406-foot tower at 9:32 p.m. preceding night and silenced station. Substitute tower was reconstructed from broken portions of structure, part of which had fallen on and damaged transmitter house. WTMB, AM adjunct at separate location, was not affected. Del Lonnquist, general manager, estimated damage in excess of \$50,000.

**Wrong in timing.** U.S. Court of Appeals in Washington has ruled that FCC cannot reject petition for reconsideration on grounds it was filed late if commission has not expressly notified party of action to which it objects. Court held that commission erred in not notifying Morris H. Gardner of decision that reversed earlier decision and ruled that WACT(AM) Tuscaloosa, Ala., did not violate personal attack rule in connection with Feb. 22, 1973, broadcast to which Mr. Gardner objected.

**Polaroid support.** Polaroid Corp. has granted \$100,000 to Public Broadcasting Service to partially underwrite costs of special programs scheduled for "Festival '76" fund raising weeks (March 7-21). Grant is first corporate contribution to PBS in support of national fund-raising project. Fifteen special programs acquired for "Festival '76" will cost PBS \$300,000. Nationwide effort, conducted by 100 PBS stations, seeks \$10 million in viewer and institutional contributions. Last year's "Festival '75" brought nearly \$6 million in contributions to stations.

**Amen.** Unlicensed 50-watt radio station on 1606 khz built by minister's 20-year old son in Charlottesville, Va., church was shut down by FCC after being monitored more than 100 miles away.

**Standing pat.** FCC has denied National Association of Better Broadcasting's request for reconsideration of Sept. 16, 1975, letter stating that agreement NABB had reached with KTTV(TV) Los Angeles might "improperly curtail" licensee's responsibility and, therefore, could not be regarded by commission as having any force or effect. Agreement committed station not to broadcast number of specific children's programs.

**Reorganization.** Commerce Department's Office of Telecommunications has undergone partial reorganization to reduce overlap between three divisions of OT's Institute for Telecommunication Sciences and clarify mission of each. No staff changes are involved except for additional titles transferred to Douglas D. Crombie, associate director for Telecommunications Sciences and William F. Utlaut, deputy assistant director for Telecommunications Sciences. Policy support division has been abolished and replaced with Analytical Support division, Washington and Policy Research division, Boulder, Colo.

## How FCC divided on five-minute political ruling

**Though it was 5-to-2 in saying WGN must sell shorter spots, majority itself disagreed over reasons for that decision**

The final word last week in the FCC's answer to the question of whether broadcasters may limit political advertising to periods of at least five minutes duration was, as expected, no (BROADCASTING, March 8). But reaching that decision, the seven commissioners split three ways.

Chairman Richard E. Wiley and Commissioner Glen O. Robinson thought the majority of their colleagues were wrong. And Commissioner Robinson wrote a dissenting statement chiding the majority for a decision which, he said, contends that stations "shall not discriminate between President Ford and Arrid Extra Dry."

The commission's decision, as communicated to WGN-AM-TV Chicago, the stations involved, was based on two provisions of the Federal Election Campaign Act of 1971—reasonable access and lowest unit charge.

But two of the commissioners in the majority, Charlotte Reid and Abbott Washburn, said their decision was based solely on the lowest unit charge. That left only Commissioners Robert E. Lee, Benjamin G. Hooks and James Quello—a majority of the commissioners voting—endorsing both provisions as reasons for the decision.

The case grew out of the effort by Campaign '76 Media Communications Inc., the advertising agency created to serve President Ford's campaign committee, to buy 30- and 60-second spots on WGN-AM-TV, to promote the President's candidacy in the March 16 primary in Illinois.

The stations refused, citing the policy of the licensee, WGN Continental Broadcasting Co., dating back to 1956, to refuse to sell time for political advertising in less than five-minute periods. WGN contends that political issues cannot be discussed in less time.

The commission, in its letter, said it respects the licensee's belief in the matter. And it said that since its decision "is novel," its action regarding the "five minute" policy does not reflect adversely on WGN's qualifications as a licensee.

But it also said it did not believe that Congress, in requiring broadcasters to give candidates reasonable access to their facilities, either on a free or paid basis, intended to allow broadcasters to overrule a candidate's determination that his political

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interests would be better served by spot announcements than by five-minute broadcasts.

As for the lowest-unit-charge provision—the aspect of the law which all five members of the majority regarded as pertinent—that was approved by Congress as a means of assuring candidate's treatment equal to that afforded a station's "most favored commercial advertiser," the commission's letter said. Accordingly, it added, a broadcaster who chooses to sell rather than give time to candidates would violate congressional intent if he refused to sell time on the same spot-time basis he makes available to commercial advertisers.

WGN last week had not yet decided whether to appeal the commission's decision. But if it does, Commissioner Robinson may have suggested some arguments in his dissent, in which he said the decision had no basis in common sense or law. As for the former, he thought a policy based on the belief that "political candidates should not be sold like deodorants" was reasonable. As for the law, he said, there is nothing in either the reasonable-access provision or the lowest-unit-charge provision to prevent a licensee from distinguishing between commercial and political advertisers for the purposes of selling time or from treating them differently as to the size of the time segments that will be made available to each.

## Southern Airways, Blue Nun comes up with winning spots

A 60-second spot for Southern Airways, entitled "Orgy" and created by McDonald & Little, Atlanta, with production by Sedelmaier Studios, Chicago, took top television honors at the 16th annual International Broadcasting Awards ceremony in Los Angeles March 4. The top radio award from the Hollywood Radio and Television Society went to a three-commercial series for Schieffelin & Co.'s Blue Nun wine and Della Femina, Travisano & Partners, its agency.

The "Orgy" spot also took first place for 60-second live action and humorous. And Blue Nun's "Movie Buff," "Tennis Camp," and "Polynesian Restaurant" also earned best series.

Other categories, and the commercials, sponsors, advertising agencies and production houses which won:

### Television:

Live action, 60 seconds, non-English language—"Cement Balloon," Denki Kagaku Kogyo (rapid cement hardener), Dentsu Advertising, Ltd., Tokyo; Rensei Creative Film Production, Tokyo.

Live action, 30 seconds, English language—"Mug-Shot," Mastercharge Credit Card, Foote Cone & Belding, Los Angeles; Chambers & Associates, Los Angeles.

Live action, 30 seconds, non-English language—"Le Chiot," Kimberly-Clark Sopalín, Lintas Advertising Agency; PAC Productions, Paris.

IDs, 10 seconds or under—"Karate," Pacific Northwest Bell Yellow Pages, Chiat/Day, Inc., Los Angeles; The Film Core, Los Angeles.

Animation—"Dinosaur," Standard Oil Co. of California.

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**And the winners.** Angie Dickinson, star of the NBC-Columbia Pictures Television series *Police Woman* is honored as Woman of the Year in broadcasting by the Hollywood Radio and Television Society. Walter Olesen (l) accepts the top radio award for Southern Airways, and McDonald and Little, Atlanta. Sydney Cohen (r) accepts for Schieffelin & Co.'s Blue Nun wine and Della Femina, Travisano & Partners for a series of commercials with Jerry Stiller and Ann Meara.

BBDO, San Francisco; Kurtz & Friends, Los Angeles. Combination—"Wachsender Keim," Mazola Oil, Maizena Markenartikel; Troost Campbell-Ewald, Dusseldorf, West Germany. Dr. Walter Brandau, Vienna. Videotape—"Beautiful Communication," Xerox 6500 Color Copier, Dentsu Advertising, Tokyo; TBS Television Films, Tokyo. Public Service—"Searching," Fire Prevention, Central Office of Information; Thomas Ketley Hugo Browne Ltd., London; Illustra Films, London. Local (one market)—"I Am An Actor," U.S. Life Savings & Loan Association; Chiat/Day, Los Angeles; Harvest Films, Los Angeles. Series (three commercials)—"Sandwich, Holstein Brothers, Gorilla," American Motors Pacer, Cunningham & Walsh, New York; Bob Giraldi Productions, New York.

#### Radio:

Musical, 60 seconds—"Saving Store," K-Mart discount stores; Ross Roy, Detroit; Scott Textor, New York. Musical, 30 seconds—"Loans," Bank Canadian National, Cockfield Brown & Co., Montreal; Paul Herriot Productions, Toronto. Humorous, 60 seconds—"Mrs. Furvil," Lawn Boy Lawnmowers, Valentine-Radford, Kansas City, Mo.; Dick & Bert, Chicago. Humorous, 30 seconds—"Fastest Man," C & P Telephone, Ketchum, MacLeod & Grove, Pittsburgh; National East Recording, New York. Open, 60 seconds—"In the Beginning," Country Legend Clothes, Morrison, Williams, Demaine, Alexandria, Va.; Chuck Blore Creative Services, Hollywood. Open, 30 seconds—"The Beginning," Snap Skin Cleaner, Cooper Labs, Ltd., Anderson Advertising, Montreal; Listen Audio Productions, Montreal. Local (one market)—"American Family," Pizza Ring Restaurants, Paddock, Smith & Aydlotte, Atlanta, Ga.; Doppler Studios, Atlanta. Public Service—"Breathe in the Beauty of Each Day," American Cancer Society, (no agency), Purcell Productions, New York.

### Advertising Briefs

**Reiner bankrupt.** S.J. Reiner Co., Carle Place, N.Y., for more than 20 years in barter advertising, media buying and promotional services, has been declared bankrupt by U.S. Bankruptcy Court in New York. Reiner had filed under Chapter 11 of Bankruptcy Act last November, listing liabilities of \$1 million but not specifying assets ("Closed Circuit," Nov. 24,

1975). Firm is in process of being liquidated. Attorney Jules Teitelbaum of New York represents trustee.

**Defense de fumer.** French government is moving toward ban on all tobacco advertising on radio, television and on movie screens. According to Health Minister Simone Veil, proposed prohibition will be in bill submitted to country's legislature. Tobacco advertisements in newspapers and magazines would be allowed but only brand, price and insignia.

## USPS continues its advertising test to increase mail use

The U.S. Postal Service, increasingly alarmed by the drop in mail use, has entered its second year of test marketing to determine the possible success of a proposed \$10 million "household correspondence program."

Three to five 30-and 60-second television spots have been tested in Atlanta, Minneapolis-St. Paul and Columbus, Ohio, since February 1975. More commercials are being prepared under the direction of Young & Rubicam, New York. Radio spots as well as print advertisements are also included in the test.

According to J.T. Ellington, senior assistant postmaster general, the proposed campaign would have the same intent as a current one by the telephone company with its theme, "It's the next best thing to being there." Mr. Ellington said that average household mailing was 3.8 first class pieces in 1972, 3.2 pieces in 1974 and 2.6 pieces as of last fall. The increase in long-distance telephone calling is said to be a factor in the decline.

Current test results, on a national scale, could bring an additional \$150 million to the Postal Service, Mr. Ellington said. However, the tests are continuing to determine if the 5% increase in mail use in test areas can be maintained with the new 13-cent letter rate.

Another postal service official expects that the campaign, if launched nationally, would be split with 73% of the \$10 million invested in television, 12% in radio and the rest to magazines. The postal service also would use its own medium to bring its message.

## Newest ad regulator

**Civil Aeronautics Board tells TWA to stop claims of superiority in on-time performance; spots are modified with qualifying phrase**

Trans World Airlines is altering the content of its ads on orders from the Civil Aeronautics Board. TWA is modifying comparative claims in its commercials dealing with on-time performance.

A TWA spokesman said that the revised commercials began running last Wednes-

day and say TWA's claims "are based on percentage of domestic flights actually flown which arrived on time or within 15 minutes as shown in CAB form 438 for 12 months through December 1975." The ads also note that "55% of TWA's available seat miles" are represented in the calculation.

Western Air Lines and American Airlines had complained that the original commercials and print advertising were misleading. The CAB, responding to the complaints, directed TWA to suspend the advertising on on-time performance. TWA notified the CAB bureau it would modify the advertising to eliminate the objections. It was not known if the TWA changes would satisfy the complainants.

American Airlines also complained to the CAB that broadcast and print advertising by TWA implied that TWA has the lowest fares in certain major East Coast and California markets, among others. American pointed out although the TWA advertisements compare its fares only to United Airlines, TWA makes the statement: "So, next time you are looking for a bargain in airlines, you know which airline to look for—TWA." American said it offers the same late-night coach fares as TWA.

A TWA spokesman said it has no plans to change its broadcast or print advertising dealing with its lowest fare claims. Wells, Rich, Greene Inc., New York, is TWA's advertising agency.

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 **NBC NEWS &  
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## ABC-TV wins eighth straight week in ratings race

**CBS-TV is close second, matching ABC-TV's three winning nights; season-to-date, CBS-TV still reigns**

ABC-TV continued its second-season ratings dominance by coming in first for the eighth consecutive week, just edging CBS-TV by one-tenth of a rating point for the week ended March 7.

The ratings for that week were 20.4 (ABC), 20.3 (CBS) and 16.3 (NBC). In the season-to-date, CBS has a 19.7 rating, ABC an 18.7 and NBC an 18.1.

ABC came up with four of the top six shows of the week (*Happy Days*, *The Six Million Dollar Man*, *Laverne and Shirley* and *Rich Man, Poor Man*), all of which logged their usual high numbers. The 25.5 rating and 37 share harvested by its *Young Pioneers* pilot (Monday, 8-10 p.m., NYT), good for a seventh-place finish, gave the program a strong leg up for a permanent family-hour berth next September, possibly as a replacement for the failing *Almost Anything Goes* series on

Saturday, according to ABC sources.

ABC won three nights: Monday (thanks to *The Young Pioneers* and *Rich Man, Poor Man*), Wednesday (with *The Bionic Woman*, *Baretta* and *Starsky and Hutch* pretty much demolishing the competition) and Sunday (helped by *The Six Million Dollar Man* and a surprisingly strong theatrical movie called "Emperor of the North").

CBS took three nights: Tuesday (an hour-long *M\*A\*S\*H* rerun gave solid support to *One Day at a Time* and *Switch*), Thursday (*The Waltons* scored its best numbers of the year—a 27.3 rating and 41 share—and *Hawaii Five-0* and *Barnaby Jones* made hay against a weak NBC made-for-TV movie, a busted pilot called "McNaughton's Daughter") and Saturday (where the comedy lineup won every time period but 8:30 p.m., when *Doc* was outpointed by the second half of *Emergency*).

Friday, as usual, went to NBC, with a 90-minute Bob Hope special marshalling a 24.4 rating and 38 share to finish eighth for the week.

## Kaiser sues to keep 'Griffin' on its Philadelphia outlet

**Four defendants named in suit in which plaintiff claims it has oral agreement to compete for renewal**

Kaiser Broadcasting Co. has gone to court to regain Philadelphia rights to *The Merv Griffin Show*, which last week moved from Kaiser's WKBS-TV (channel 48) to WPVI-TV (channel 6), owned by Capital Cities Communications Corp.

The antitrust suit, filed in U.S. District Court in Philadelphia, charges Metromedia Inc., its subsidiary Metromedia Producers Corp., Capcities and Griffin Productions with conspiracy to transfer the show which ran on WKBS-TV for the past four years.

Capcities and Griffin Productions were accused of inducing a breach of an oral agreement which allegedly gave Kaiser the right to compete for 1976 renewal. Metromedia Producers was charged with breach of contract. Kaiser is seeking injunctive relief and an unspecified amount in damages.

At midweek, the defendants had not yet been served. Frank Reel, Metromedia Producers president, however, said he could not "figure any grounds" since "our contract expired last Friday night [March 5]." But he did add that it might be a "publicity move to embarrass Capcities in Philadelphia." He claimed that Kaiser had no right of first refusal, and with that knowledge, specifically wrote in such a clause when it renewed *Griffin* rights this year for its WKBD-TV Detroit and WFLD-TV Chicago.

According to Mr. Reel, the contract with Capcities means "better than a 25% increase" in the cost of local rights, now standing at more than \$8,000 per week.

## Ford aide changes mind on interview, but it's too late

**White House counselor contends show he taped Dec. 20 strayed from planned context**

John C. Calhoun, counselor to the President for minority affairs, got tangled up with a would-be talk show host and a pilot program that resulted in a minor flap between Mr. Calhoun and WTOP-TV Washington but no new series for the station and no permanent job for the would-be host.

Mr. Calhoun taped the half-hour program for a potential series to be called *The Devil's Advocate* on Dec. 20. But as it turned out, he and some colleagues at the White House were not entirely happy with it. The host, Timothy Jenkins, a lawyer by trade who also runs a management consulting firm in Washington, swarmed all over him with questions suggesting the Ford administration's personnel policies were antiblack.

Mr. Calhoun, a friend of Mr. Jenkins, said he had been invited to appear simply to talk about his job and how he served as liaison between the White House and the black community. He thought Mr. Jenkins had not been fair.

After viewing a tape of the program and then showing it to associates at the White House, Mr. Calhoun two weeks ago asked Mr. Jenkins not to run the program. "I am denying release of my participation," he said in a memo. He said some of the information he had provided—on the number of lacks in administration jobs, for instance—was outdated. He offered to sit for another interview.

By that time, however, Mr. Jenkins' hopes of a spot as host of a weekly series on WTOP-TV had gone aglimmering. The management decided he was not ready to serve as host of a show devoted to community problems. The Calhoun show was his second pilot; an earlier one with a District of Columbia judge was regarded as not being of broadcast quality.

However, the station management thought the Calhoun interview was worth airing, and it was offered to the producers of *Harambee*, a weekly program geared to the interests of the black audience. Reggie Plummer, producer of the show, said the program was scheduled for broadcast on March 6, as a result, the request that came on March 4 to withdraw the program was "too late." "I told Mr. Jenkins we couldn't pull it back," Mr. Plummer said. "I did not find that much wrong with the program anyway."

Mr. Plummer, who was supported in his view by station officials and legal counsel made one concession to Mr. Calhoun's complaint about the alleged staleness of some of the information. The station ran a slide stating that the program was taped on Dec. 20.

Mr. Calhoun, who said he has had ex-

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perience in broadcasting, both as a civilian and in Armed Forces Radio, last week still felt he had not been treated fairly, and seemed to be trying to sort out what had happened. "When you invite someone in for a pilot, you should stick to the format," he said. "I was going to explain my role in the White House. When I got there, I found myself dealing with a devil's advocate. It was no problem, but I like to know what's coming."

## Program Briefs

**NBC gets NCAA rights.** Three-year rights to NCAA championship basketball tournaments have been awarded to NBC, following that network's two-year contract ending this year. Regional semi-finals will be added in prime time (March 17, 1977), and two doubleheaders (weekend of March 12-13) will replace one-day tripleheader televised previously. Semi-finals and championship final will be telecast from Omni in Atlanta in 1977.

**Chicano TV.** *La Raza*, series of hour-long TV documentaries on chicano experience in America, has been placed in national syndication by McGraw-Hill Broadcasting, New York. Besides four McGraw-Hill stations—WRTV(TV) Indianapolis; KMGH-TV Denver; KGTV(TV) San Diego and KERO-TV Bakersfield, Calif.—series, narrated by Ricardo Montalban, has been sold to: KABC-TV Los Angeles; KGO-TV San Francisco; KSAT-TV San Antonio, Tex.; KGUN-TV Tucson, Ariz.; WFAA-TV Dallas; KTRK-TV Houston; KOB-TV Albuquerque, N.M.; KUTV(TV) Salt Lake City; KOAA-TV Pueblo, Colo.; KCBD-TV Lubbock, Tex.; KOSA-TV Odessa, Tex., and KNDO(TV) Yakima, Wash.

**Et tu.** FCC denied request by Paul M. Roth for waiver of prime-time access rule requirements for his edited, half-hour version of old Sid Caesar, Imogene Coca *Your Show of Shows*, saying show had to be considered "off-network" rather than new programing and could not be given waiver.

**Documentary.** Six-hour Bicentennial rock music radio special, *Epic of the 70's*, is being prepared for national syndication by Century 21 Productions. Program features important contemporary music of this decade and over 50 interviews with performers. Package includes customized station jingles, promos, graphic art and sales materials. Contact Dick Starr, 8383 Stemmons, Suite 233, Dallas 75247; (214) 638-3222.

**Remembered.** Nineteen-hour "Crusade for Forgotten Children" telethon, carried for first time on KSD-TV St. Louis, Feb. 14-15, brought in record \$427,623, almost \$100,000 more than last year's total. Proceeds from 10th annual benefit, sponsored by St. Louis Variety Club and held at local hotel, go to more than 100 Greater St. Louis agencies serving emotionally and physically handicapped children.

## Cablecasting®

### Commercial hit of N.Y. cable: 'Midnight Blue'

**J channel starts with 30 hours of varied programing, but soft porn draws most talk and advertisers**

Public access programing in cable television has made the break into commercial advertising in New York and, although the costs are minimal compared to broadcasting figures, business is picking up.

The leasing of Channel J on Manhattan Cable (BROADCASTING, Feb. 16) was done to facilitate development of independent production for TV and to make a low-priced advertising medium available to local businesses. Producers and sponsors are in a trial period through May 31.

Producers lease time at \$50 an hour and are free, within legal constraints, to program as they wish. The possibilities are endless, according to Charlotte Schiff Jones, vice president of Time Inc.'s Manhattan Cable, who emphasizes that program decisions are "none of our business" since "J doesn't belong to us" as a leased channel. So far, 30 hours weekly have been sold and "interest in daytime hours on J would open a new range for us," she says. New York City gets 10% of the cable system's revenues from leasing the channels.

Advertising agencies are inquiring about leasing time for product testing, and one program, already running, is all-advertising. James Rucquoi, marketing professor at Baruch College, formerly with Benton & Bowles, produces that half-hour show, *New York Declassified*, for the Responsive Chord Video Service, charging \$42 per commercial minute.

The most talked about and probably most successful show is "soft-porn" *Midnight Blue*, produced by Al Goldstein, publisher of *Screw* magazine. Mr. Goldstein has 10 advertisers paying \$250 for one minute three times a week, renewable at \$350. The program is currently what he considers "soft X" and he promises he will "go as far as I can until I'm told to stop." Explicit as some scenes are, with frontal nudes and intimate contacts, *Midnight Blue* has been toned down for the first weeks of Channel J's trial period. The show cost \$50 per hour to produce when it ran for a year on public access Channel C (BROADCASTING, June 9, 1975), \$1,500 per show now. Mr. Goldstein claims to have spent \$80,000 for production equipment. His J channel sponsors are "Story of Joanna," X-rated movie; New Orleans and World Theater, both local pornographic movie theaters, *Club* and *Club International* magazines; for local "health and leisure spas," Underground Boutique and other sex products distributors. (An ad for *Midnight Blue*, in the March 2



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*New York Times*, caught the eye of the National Association of Broadcasters' Bill Carlisle, who reprinted and circularized it to that organization's TV executive mailing list with the comment: "There is no need for us at NAB to comment further except to wonder if your congressman and senators know about it—or would approve of it, if they did. After a quarter century of its development as a family medium, is this to be the television set's role in the wired nation scheme of things?"

More conventional producers and their sponsors include Harold Steinberg, publisher of Chelsea House, who has two programs on Channel J: *Enter Chelsea House*, a one-man talk show starring himself, and *History Machine*, narrated by Arthur Schlesinger. Two advertisers, Chelsea House and University-at-Large educational film distributors, each pay \$70 per 30-second spot.

U Can Do It Productions, Maspeth, N.Y., has two sponsors (Manhattan Bottling Corp. and Victorian House caterers) for its *Domestic Electricity* appliance repair series. Each pays \$100 per commercial minute within the half-hour show.

New York University's broadcast lab has 30 minutes at 1:30 a.m. for "video nightclub," Rick Newman's *Catch a Rising Star*, known for amateur talent discoveries. Spots will go for \$200 per minute for 11 programs, pending final agreements.

Frederic Davies is asking full sponsorships for his *Star Power Show* about

astrology. So far, the Statler Hilton hotel and I.M. International fashion consultancy are his sponsors, at "up to \$500" for the half-hour, three times a week.

Teleprompter Manhattan (which serves upper Manhattan) has 28 applications for time on its Channel J, due to begin operation April 15 for a 90-day trial period. Eleven of Teleprompter's public access users will go on J, leasing an hour for \$50, and color studio facilities are available for rent. General manager Joseph Taylor said there is some overlap with Manhattan Cable's producers and sponsors, but the largest proportion of applicants are not currently on J. His firm is "in the talking stage" with the producers of *Midnight Blue*, he said.

## Help wanted at NCTA

**Several important staff positions are vacant; Schmidt is busy interviewing applicants**

The National Cable Television Association is busy trying to plug gaps in its staff caused by several resignations.

NCTA President Bob Schmidt has interviewed 10 persons for the number-two job of executive vice president and head of NCTA's government relations depart-

ment. He is seriously considering four of them. Mr. Schmidt has also interviewed for the newly created position of vice president for subscription television.

The number-two job is said to carry a salary in the \$40,000 range, the new pay-TV executive will be paid in the area of \$30,000. Mr. Schmidt has made no firm commitment for either job, but is hopeful that both will be filled in time for the association's convention April 4-7.

Stuart Feldstein, vice president of the legal department, is also interviewing, for a new lawyer to fill the post of general counsel, vacated by Chuck Walsh, who will form his own law firm in Washington with Warner Cable's Aaron Fleischman. Mr. Feldstein is also searching for a staff attorney to replace Samuel Cooper, who is joining the law firm of Cohn & Marks.

Five other staff positions have been subject to vacancies and staff reshuffling since last fall.

Chuck Lipsen, vice president for congressional relations, along with Carol Seeger, political coordinator, were fired by Mr. Schmidt (BROADCASTING, Dec. 8, 1975). Mr. Lipsen has been retained on a part-time basis until the end of this session of Congress. Donald Andersson, vice president of planning and statistical service, resigned to join Turner Communications in Atlanta. That spot was filled by moving Kathy Hilton up from research coordinator. Gary Arlen, public information manager was another to resign, and his position has since been filled by Thomas H. Otwell (BROADCASTING, Feb. 23). Kathleen Haser, *Bulletin* editor, has also resigned to join *American Film Magazine* as assistant editor.

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## Cable Briefs

**Private financing secured.** American Television and Communications, Denver, multiple system operator, has concluded \$24 million financing agreement with seven insurance companies. Under loan agreement, ATC has issued \$24 million, 10.95% 15-year senior notes to participating lenders. Proceeds of issue will be used to retire present bank borrowings, said ATC President Monroe M. Rifkin.

**Movies for cable.** Telecommunications Inc., Denver, has signed affiliation agreement with Telemation Program Service Inc., New York, to receive 232 feature films for use over local origination channels on 13 TCI cable TV systems. Value of the transaction is about \$250,000. Among titles are "African Queen," "Man With the Golden Arm," "South Pacific," "Oklahoma!," "The Valley of the Dolls," "The King and I," "The Longest Day" and "Cleopatra."

**Candidates by cable.** Teleprompter Manhattan (New York) plans series of political programs to begin with show devoted exclusively to Presidential Primary in New York City, April 6. Five minutes air time at "minimal cost" will be offered to all candidates.

## RCA offers more clues on Sarnoff resignation and financial status

**Annual report and proxy statement tell of consultancy arrangement, retirement benefits and the like; other new contracts in 1975 revealed as well as proposals from individual shareholders**

Robert W. Sarnoff, deposed by the RCA board of directors as the company's chairman and chief executive officer (BROADCASTING, Nov. 10, 1975), was given a 10-year contract as a consultant at \$75,000 a year in settlement.

Existence of the agreement and a few new insights into the mystery surrounding his resignation, effective Dec. 31, are contained in the RCA proxy statement and 1975 annual report sent to RCA shareholders last week in preparation for the annual meeting May 4 in New York.

The proxy statement also disclosed that Mr. Sarnoff had been entitled to \$64,892 a year in retirement benefits provided at company expense but that "as permitted by the [retirement] plan he has elected to receive his benefits in a lump sum actuarially equivalent to the amount shown [\$64,892 a year]." RCA sources declined to say what the lump sum was but presumably it would relate to his life expectancy at the time of his resignation: His age then was 57 years.

The proxy statement also showed that Mr. Sarnoff was paid \$325,467 in salary—but no incentive awards—in 1975, and that as of Feb. 1 this year he had outstanding options to buy 70,000 shares of RCA common stock at an average of \$28.09 a share. The options were granted between Jan. 1, 1971, and Feb. 1, 1976. As of Feb. 1, RCA stock was selling at about \$26 a share on the New York Stock Exchange.

The 1975 proxy statement put Mr. Sarnoff's RCA stock holdings then at 79,338 shares of common. At that time he also had options to buy 70,000 shares at an average of \$28.09. These included options on 20,000 at \$16.75. The 1975 proxy put his 1974 salary at \$326,000, plus \$52,500 in incentive awards paid and \$105,000 "to be earned out." At that time it was said that his annual company-paid retirement benefits would be \$141,294 if he remained with RCA at his then current salary until age 65.

RCA President Anthony L. Conrad, who was named chief executive immediately upon Mr. Sarnoff's resignation although the resignation was not effective until Dec. 31, gave a hint of what happened at that session in his foreword to the annual report. It is the only public comment he has made on the change and, though shedding relatively little light, goes

## RCA sales and net profit by segment

(all figures in millions)

Sales and Other Revenue	1975	1974	1973	1972	1971
Electronics—Consumer Products and Services	\$1,171	\$1,130	\$1,149	\$1,098	\$ 968
Electronics—Commercial Products and Services	609	671	644	531	476
Broadcasting	796	725	684	611	566
Vehicle Renting and Related Services	715	722	677	636	597
Communications	234	195	165	137	118
Government Business	355	350	381	396	423
Other Products and Services	936	828	581	454	397
Total	\$4,816	\$4,627	\$4,281	\$3,863	\$3,545

### Net Profit

Electronics—Consumer Products and Services	\$ 25.3	\$ 11.1	\$ 48.0	\$ 57.7	\$ 53.7
Electronics—Commercial Products and Services	(48.3)	(7.4)	25.8	11.7	.2
Broadcasting	52.1	48.3	47.7	36.0	26.3
Vehicle Renting and Related Services	27.4	23.2	19.3	15.4	10.1
Communications	31.2	25.7	18.2	13.6	11.7
Government Business	3.3	3.7	3.3	3.4	5.0
Other Products and Services	19.0	8.7	21.4	20.3	21.6
Total	\$110.0	\$113.3	\$183.7	\$158.1	\$128.6

Profit information in the above table is after deduction of allocations to the respective segments of corporate expenses not charged directly to any of the reported segments and excludes discontinued general-purpose computer business for the year 1971.

NBC strengthened its position as RCA's chief profit center in 1975, accounting for \$52.1 million or 47.3% of net profit as compared with \$48.3 million or 42.6% in 1974. Its sales also were up, from \$725 million or 15.7% in 1974 to \$796 million or 16.6% in 1975. How broadcasting's performance stacked up with that of other RCA divisions is shown in these tables, from the RCA annual report distributed to shareholders last week. The report also had other details: NBC-TV network "registered record sales in every area of its schedule"; the five NBC-owned TV stations achieved record sales as a group, 8% ahead of 1974, while both national and local sales "gained significantly" and NBC-TV attracted 52 new advertisers to its roster. As for 1976, RCA President Anthony L. Conrad saw it as a "stimulating" year, "not great but good." He also cited the RCA Satcom I domestic satellite system and the RCA "SelectaVision" video-disk player "now under intensive development" as being, among others, "forerunners of technological advances still to come."

farther than any other RCA official has ventured.

"Although the board of directors recognized and appreciated Robert W. Sarnoff's many contributions to the growth of the company," Mr. Conrad wrote, "the board concluded at its November meeting that realization of the opportunities open to the company in the years ahead could be enhanced by a change of the chief execu-

tive officer. Mr. Sarnoff resigned as chairman of the board and as a director effective Dec. 31, 1975. The board has authorized a 10-year consulting contract with Mr. Sarnoff that will make available to the company his advice on matters relating to his special competence and experience acquired in 28 years with RCA and NBC."

The proxy statement goes a step farther in recognizing a quid pro quo relationship

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between Mr. Sarnoff's resignation and the consultant agreement: "In December 1975 RCA entered into an agreement with Mr. Sarnoff under which he resigned as an employee effective the last day of that month and was retained beginning Jan. 1, 1976, to furnish consultation and advice to RCA and NBC ...."

The proxy also says the agreement provides that "so long as he does not serve any interests in conflict with the businesses of RCA, NBC or RCA Global Communications he will be paid \$75,000 annually for 10 years."

Mr. Sarnoff's was not the only new contract entered in 1975. The proxy says that one with Edgar H. Griffiths, president of RCA Electronics and Diversified Businesses and executive vice president of RCA, provides for Mr. Griffiths' employment to Sept. 30, 1980, at a salary of \$210,000 a year; one with Howard R. Hawkins, president of RCA Communications and executive vice president of RCA, covers his employment to April 30, 1978, at a salary of \$135,000 a year, and one with William C. Hittinger, executive vice president of RCA, provides for his employment to Nov. 30, 1978, at \$115,000 annually.

President Conrad was second highest salaried RCA executive in 1975, next to Mr. Sarnoff. His salary was put at \$242,467, plus \$45,000 incentive paid and \$90,000 to be earned out, with company-paid retirements expected to total

\$148,150 a year when he reaches age 65.

Julian B. Goodman, chairman of NBC, was third highest salaried at \$180,800 plus \$30,000 incentive paid, \$60,000 to be earned out, and retirement at age 65 with company-paid benefits starting at \$112,841 a year.

Mr. Griffiths received \$173,308 in salary, \$33,333 in incentive with \$66,667 to be earned out; Mr. Hawkins, \$129,133 plus \$28,333 incentive paid and \$56,667 to be earned; Mr. Hittinger, \$115,800 plus \$21,667 incentive paid and \$43,333 to be earned; Robert L. Warner, executive vice president and general counsel, \$160,000 plus \$28,333 incentive paid and \$56,667 to be earned, and George H. Fuchs, executive vice president, industrial relations, \$110,800 plus \$25,000 incentive paid and \$50,000 to be earned.

The proxy lists several proposals by individual stockholders, including one for the creation of an ombudsman for NBC (BROADCASTING, March 8) and others to impose certain limits on RCA's employee stock option plan, to increase the RCA quarterly dividend to 30 cents a common share from the present 25 cents, and to require RCA to provide a list of all vice presidents or higher executives, consultants, lobbyists or legal counsel who have been employed by any federal, state or city government or on the staff of any congressional committee or federal agency within the past five years.

## A strong plea for broadcasts from the Capitol

**'Washington Post' editorializes for electronic coverage and carries piece by sponsor of enabling bill**

"Congress continues to live in the 19th century, barring broadcasting of its sessions and preferring to let newspaper reporters and network correspondents tell the American people what they think the Congress is about and doing. It's little wonder that many Americans don't even know who their congressmen are, what the Congress does, or even that it's a bicameral legislature."

That is the thought of Representative John Anderson (R-Ill.), sponsor of a resolution to permit live broadcast of House sessions and member of the Rules Committee ad hoc subcommittee on broadcasting that put together the proposal now leading the pack to implement a network-administered House broadcast system.

Writing on the op-ed page of the *Washington Post* last week, Mr. Anderson reviewed arguments aired many times before and expected to arise again when the resolution, H.Res. 875, is taken up by the full Rules Committee, likely within the next two weeks. More than one-third of the membership of the House has endorsed the various broadcast proposals, but, as Mr. Anderson notes, "the final vote on the pending resolution is by no means a foregone conclusion."

Mr. Anderson argued that television and radio coverage of House proceedings might help restore to Congress powers and prestige he said it has lost to the President. "The growth of the 'imperial Presidency' has been attributed in part," he said, "to the ability of Presidents to take their case directly to the American people via prime-time network television." He recalled a survey by the Congressional Research Service which found that all three networks granted 45 of 46 presidential requests for air time from 1966 to 1975 (BROADCASTING, Jan. 19).

Visibility alone, however, will not restore Congress's prestige, Mr. Anderson cautioned. "Ultimately, the public perception will be as good or as bad as our performance merits," he said, adding, "but broadcasting may well force us to perform better legislatively—to clean up our act and go about the people's business in the way they expect of us."

Representative Anderson tried to strike down the argument that congressmen will "play to the folks back home" through the cameras. He said the ad hoc subcommittee on broadcasting has found that that has not happened in the state legislatures—he said there are 44—that permit at least partial TV coverage. And he quoted a 1974 re-

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port of the Twentieth Century Fund Task Force on Broadcasting the Legislature, which said, "the experiences of states and foreign countries tend to prove that, far from making actors and demagogues of members, the presence of television improves the conduct of debate and increases the efficiency of the legislative session."

Under the ad hoc subcommittee plan, a pool comprising the three networks and the Public Broadcasting Service would run the cameras in the House. Mr. Anderson answered those who have argued that the broadcasters will carry only one side of debates, saying there are two reasons that will not happen. One is that the House could refuse renewal of the pool's annual contract if it found the coverage unbalanced. The other, he said, is that broadcasters feel the pressure under the spirit of the fairness doctrine to be fair to both sides in a debate.

The same editions of the *Washington Post* carried an editorial endorsing electronic coverage of the Congress.

## FCC rejects newsman's claim his firing was unconstitutional

**It disagrees that licensing  
makes station arm of government**

In 1972, the management of KBUN(AM) Bemidji, Minn., edited or deleted a number of stories prepared by its news director, Michael D. Bramble, and subsequently fired him. Whatever the reason for those actions, concludes the FCC, Mr. Bramble's constitutional rights were not involved.

Accordingly, the FCC has rejected Mr. Bramble's petition for reconsideration of an earlier ruling in the case, when the commission said it could find no evidence to substantiate the charge that the licensee, Paul Bunyan Broadcasting, had subordinated "public to private interest."

Mr. Bramble complained he had been fired because stories he broadcast were incompatible with the interests of local advertisers on the station. He also said he had been forbidden to broadcast news items offensive to advertisers because of management's fear they would withdraw their accounts.

In seeking reconsideration, Mr. Bramble contended that when he was hired as a broadcast newsman by a government-licensed station, the First Amendment guaranteed him a qualified right to air stories he selected or wrote. Therefore, he said, the Constitution barred the licensee from refusing to broadcast his stories or from firing him for reasons unrelated to "a valid journalistic concern" or without giving him due process of law.

But the commission rejected those First

and Fifth Amendment arguments. It measured the claim of government involvement against criteria cited by the Supreme Court in 1974 in a case involving government regulation of public utilities. And, in a unanimous decision, it held that it could not find "a sufficiently close nexus" between the government and Paul Bunyan's actions "to warrant imposition of constitutional restraints" on the licensee's actions.

The commission noted that there is a dispute as to the reasons the station fired Mr. Bramble—the station alleging he had refused to follow policy, left the station without explanation and then refused to discuss the matter with management.

But the commission said that there is no indication, "nor has it been alleged, that any governmental official participated in the actions complained of, or that this commission either ordered, requested, encouraged, cooperated in, or even approved" those actions.

The commission also said that although the licensee enjoys at least "a partial monopoly" in providing service over its assigned frequency and offers a service "affected with the public interest," those factors "do not convert licensee's actions into those of the government." At most, the commission said, its involvement with Paul Bunyan amounted "to no more than a determination that under the applicable law the licensee is afforded the discretion to make editorial and disciplinary decisions."

Accordingly, the commission said, "The facts do not warrant the conclusion that the government, through this commission, has placed its imprimatur" on Paul Bunyan's actions.

As for Mr. Bramble's contention that the station had subordinated public to private interest, the commission noted that its investigation could provide no basis for that charge.

**No pleasing the public.** WNBC-TV New York ran into the buzzsaw of hundreds of angry phone calls when it tried to run a five-part series on the local porno scene. The first segment, which WNBC-TV telecast at 6:45 p.m. on March 1 as part of *NewsCenter 4's* nightly local report (5-7 p.m.), generated 400 protesting phone calls, most of them, according to Earl Ubell, the managing editor, saying, in effect, "How can you show such horrible things when my children are watching?"

The second segment, aired at the same time on March 2, also provoked about 400 calls, with the result that the third part was re-scheduled to the 11-o'clock news on March 3. When that airing led to 150 negative calls, Mr. Ubell said the news executives decided to withhold the final two segments, each of which runs eight minutes. He insists, however, that WNBC-TV will end up putting them on the air, at a date to be announced.

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## Gasoline war waged in New York

**Mobil, WNBC-TV nose to nose over station's news series, take turns rejecting offers**

Mobil Oil Corp. and NBC's WNBC-TV New York both appeared to be standing their ground last week in their dispute over a local newscast series on gasoline prices that Mobil claimed was "inaccurate, unfair and a disservice to the people" (BROADCASTING, March 8).

Mobil said WNBC-TV rejected its offer to buy 30 minutes of time to present its side "without any editing" but that it had

renewed the offer. WNBC-TV counter-offered to have a Mobile spokesperson appear live on its newscast to make a short statement and then be interviewed by Reporter Liz Trotta, who had done the five-part series to which Mobil objected.

A Mobile spokesman denounced the counteroffer as "irresponsible" and "patently unfair because it would be impossible for Mobil to compress its response into a short statment of a few minutes in reply to five nights of one-sided editorializing totaling some 36 minutes." An NBC spokesman reiterated to reporters, however, that NBC policy calls for presentation of a balance of differing viewpoints on controversial issues through newscasts, discussions and interviews and generally does not permit the sale of time for presentation of such views.

## Journalism Briefs

**AIM rejected.** FCC has dismissed Accuracy in Media's fairness doctrine complaint against NBC's *Pensions* documentary and vacated order denying NBC review of FCC staff decision in favor of AIM. Supreme Court had refused to hear case, letting stand lower court decision (BROADCASTING, March 1).

**Push for NIS.** Rosenfeld, Sirowitz and Lawson, New York, has been retained for special advertising and promotion projects for NBC Radio Division stations that carry NBC Radio's News and Information Service (NIS) programing. Division stations carrying NIS are WNNW(FM) New York; WRC(AM) Washington; WNIS(FM) Chicago and KNAI(FM) San Francisco.

## Fates & Fortunes<sup>®</sup>

### Media

**Carl Wagner**, VP/general manager, Taft-owned WTVN-AM-FM Columbus, Ohio, named manager, Taft's WKRC(AM)-WKRC(FM) Cincinnati, replacing **Leon Lowenthal**, to be reassigned. Mr. Wagner will be succeeded in Columbus by **James Pidcock**, general sales manager, WTVN-AM-FM.



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**James A. Sowards**, general manager of CBS Television Station National Sales, New York, named VP, marketing, CBS Television Stations Division, succeeding **John McKay**, who has been appointed VP and general manager of CBS-owned KMOX-TV St. Louis (BROADCASTING, March 8).

**Rita G. Siegel**, administrator, labor relations, NBC, New York, named director, succeeding **Jeff Ruthizer**, who resigned. **Irving Brand**, attorney in NBC's labor relations department, named to newly created position of director, labor legal services. Both report to **Richard Goldstein**, VP, labor relations department.

**Dom Fioravanti**, general sales manager of WNEW-FM New York, named VP and general manager of co-owned WMMR(FM) Philadelphia.

**Leandro Blanco**, program director, WXTV(TV) Paterson, N.J., named VP/station manager of co-owned WLTU(TV) Miami.

**Gloria S. Wilson**, promotion manager, WCSC-AM-TV and WXTU(FM) Charleston, S.C., named general manager of radio stations.

**Robert Korum**, account executive, KHOW(AM) Denver, named general manager, KHOW-FM.

**Doyle A. Peterson**, general sales manager, WKTO(AM) Pittsburgh, named VP/general manager, WKTO-WSHH(FM). **Craig Wicker**, local sales manager, co-owned WHYI(FM) Fort Lauderdale, Fla., named WSHH station manager.

**Jerry Holt**, sales manager/account executive, KMAK(AM) Fresno, Calif., named general manager, replacing **John Ogden**, named general manager, KROY(AM) Sacramento, Calif.

**Robert J. Emery**, VP/general manager, WEZW(FM) Wauwatosa, Wis.-Milwaukee, named to newly created position of regional VP of owner, Sudbrink Broadcasting, Milwaukee.

**Harold Hinson**, VP/general manager and part-owner, WKQQ(FM) Lexington, Ky., named general manager, WNCI-FM Columbus, Ohio.

**Neil Mahrer**, associate director, station development support, Public Broadcasting Service, Washington, named director of new PBS administrative department. **Scott Hunt**, director, business/finance, named director of new marketing services department. **Roland Renz**, director, station development support, named director of new station relations department.

**Geraldine Wing**, executive director, NebraskaLand Days, annual North Platte, Neb., civic celebration, named general manager, KODY(AM) there.

**John W. Miller**, representative for Cape Cod (Mass.) Chamber of Commerce, and one-time program director, WOCB-AM-FM West Yarmouth, returns to stations as assistant station manager.

**Marcia West**, weather reporter/talk-show host, KOA-TV Denver, named KOA-AM-FM-TV public affairs manager.

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**New broom.** Several executive changes at CBS-owned KNXT(TV) Los Angeles following arrival of **Christopher Desmond** from CBS's KMOX-TV St. Louis as new VP and general manager (BROADCASTING, March 8): **Robert Schaefer**, news director of KMOX-TV, replaces **Jim Topping** as KNXT news director; **Arnold Brustin**, of CBS's WBBM-TV Chicago, moves to KNXT as director of broadcasting, succeeding **Joe Sands**, resigned; **Elissa Dorfman**, assistant to Mr. Desmond at KMOX-TV, named to new KNXT post of director of communications; **Alberta Hackett**, director of planning and administration, named executive assistant to Mr. Desmond and is succeeded by **Norman Bacon**, who had been director of special projects.

**Barbara Donlon**, assistant to public relations director, WBZ-TV Boston, named to newly created position of press relations manager, WNAC-TV there.

**David Simon**, retail sales development director, KBHK-TV San Francisco, named promotion manager.

**Robert L. Burch**, sales manager, KLCM-FM Lewistown, Mont., named general manager, KCFW-TV Kalispell, Mont.

**Robert W. McDermott**, general sales manager, WSPA-AM-FM Spartanburg, S.C., named general manager, WKEE(AM) Asheville, N.C.

**Nicolai S. Sarnier**, community affairs director, WLOF(AM) Orlando, Fla., named to same position, WDBO-TV there.

## Broadcast Advertising

**Howard Burkat**, VP, Berkshire Publishing Co., Ridgefield, Conn., named administrator of radio advertising, NBC, New York.

**Elissa Lebeck**, sales development staff, NBC TV Stations Division, New York, named manager, sales development/advertising/promotion for that division.

**Len Graziano**, assistant sales manager, Katz Television, New York, named VP and sales manager of Blue Team of Katz Television American. **Larry Shrum**, sales manager in Atlanta for Katz Television, named VP and sales manager there for Katz TV American. **David J. Chodikoff**, account executive with Katz TV in Philadelphia, appointed sales manager there of Katz TV American.

**Robert Taylor**, creative director, J. Walter Thompson, Chicago, named senior VP.

**Alice Greenberg**, account supervisor, Ogilvy & Mather, New York, elected VP.

**Loretta T. Wakuya**, associate creative director, Benton & Bowles, New York, named senior VP.

**Gordon R. Smith**, VP/account executive, publicity/marketing services division, Hill & Knowlton, New York, named account supervisor, public relations, Ketchum, MacLeod & Grove, Pittsburgh. **Joseph Lodato** and **Matt Anderson**, senior buyers, KM&G, New York, named media supervisors. **Marty Damin**, media buyer named senior buyer. **Joseph Schwartz**, assistant buyer, named buyer.

**Joseph J. Ptacin**, sales promotion manager, Zenith Radio Corp., Chicago, named advertising/sales promotion director, succeeded by **Howard Fuog**, merchandising services manager.

**Paul McHugh**, group head, Gaynor & Ducas, New York, named VP/associate creative director.

**Richard Plastine**, manager, daytime sales, NBC-TV, New York, appointed director, daytime program sales.

**Carol Clemens**, account supervisor, Bozell & Jacobs, Minneapolis, named VP/media director. **Barry Knight**, partner/founder, Ad Company there, named B&J account executive.

**David W. Burke**, manager of public relations programs at General Electric Co., whose responsibilities include corporate TV and radio programing, elected treasurer of Association of National Advertisers, succeeding **Robert Ficks** of Ethan Allen Inc., whose term expired.

**George Kirkpatrick**, account executive,

KOA(AM)-KOAQ(FM) Denver, named sales manager.

**Gary J. Waller**, VP/general manager, KVVU(TV) Las Vegas, named national sales manager, KMPH-TV Tulare, Calif.

**Raymond Ratajczak**, assistant production manager, WMAR-TV Baltimore, named commercial production manager.

**Jim Nesbitt**, regional account executive, WOWO(AM) Fort Wayne, Ind., named general sales manager, WYDE(AM) Birmingham, Ala.

**Laurence Sisk**, producer/executive salesman, N. Lee Lacy & Associates, Los Angeles, named to same position, Harvest Films. Hollywood-based producer of commercials.

**Grady T. Smith**, local sales manager, WHNT-TV Huntsville, Ala., named sales manager.

**Clancy Bowick**, local sales manager, WCSC-TV Charleston, S.C., named regional sales manager, succeeded by **O. Kendall Hege**, account executive.

**Richard Grear**, sales manager, WFLN-AM-FM Philadelphia, named to newly created position of director of sales. **Francis X. Murphy**, account executive, named local sales manager.

**Bill Stukaloff**, general sales manager, KGMS(AM)-KSFM(FM) Sacramento, Calif., named national sales manager. **Bud Levitt**, sales representative, KGMS, named KGMS-KSFM local sales manager.

## Programing

**Lea Stalmaster**, in talent casting, Hollywood, named VP, talent and casting, CBS-TV, New York.

**Bobby Christian**, program director, C.C. McCartney, assistant program director, and **Randy Lane**, production director, KUPD-AM-FM Tempe (Phoenix), Ariz., named to same respective positions, KHOW-FM Denver.

**Elliot Friedgen**, West Coast VP, Metromedia Producers Corp., Los Angeles, named executive producer, Metromedia's KTTV(TV) there.

**Hector Azulay**, production manager, WXTV(TV) Paterson, N.J., named program director.

**Randy West**, air personality, WHVW-AM-FM Hyde Park, N.Y., named program director, WFIF(AM) Milford, Conn.

**David C. Maurer**, operations manager, WONT(FM) Oneonta, N.Y., named program director, WKSJ(AM)-WHUG(FM) Jamestown, N.Y.

**Donna Cloyd**, production staff, WBOC-TV Salisbury, Md., named production manager.

**Harmon Killebrew**, former star of Minnesota baseball Twins, joins WTCN-TV Minneapolis-St. Paul, to handle color commentary of Twins' games and assist Joe Boyle on play-by-play.

**Pete Gross**, sports director of KIRO(AM) Seattle, named voice of the Seattle Seahawks, National Football League expansion team that begins play this summer. KIRO will be Seahawks radio outlet.

**Doris Wecsen**, co-founder, Creative Environment Center, San Francisco, and **Sherman E. Bryce**, assistant producer, ABC Sports, New York, named special project coordinators, Melvin H. Cox/Associates, Oakland, in development of black soap opera, *Between Horizons*.

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**Susan Brice**, of Pacht, Ross, Warne, Bernhard & Sears law firm, Los Angeles, named executive research/administrative assistant, Drake-Chenault, Canoga Park, Calif.

**Lillian Silvan**, assistant producer, WGHP-TV High Point, N.C., named public affairs producer, WJXT(TV) Jacksonville, Fla.

## Broadcast Journalism

**Kenneth L. Lupano**, administrator, financial studies/evaluation, NBC, New York, named business manager, electronic journalism.

**Robert L. Suffel**, general assignment reporter, KCST-TV San Diego, Calif., named NBC Radio News correspondent, based in Beirut, Lebanon.

**Lee Stausland**, project art director, Time-Life Books, New York, named art director, network news graphics, NBC News, New York.

**Meredith Lewis**, reporter/anchor WHIC-TV Pittsburgh, named reporter for NBC News Bureau, Cleveland, and network's WKYC-TV there.

**Armando Cerna**, news director, WLTW(TV) Miami, named to same position, co-owned KMEX-TV Los Angeles.

**Randy Riddle**, writer/producer, WBBM-TV Chicago, named news producer, KCBS-AM-FM San Francisco, also CBS-owned.

**Ron Engelman**, news director, KUPD-AM-FM Tempe (Phoenix), Ariz., named to same position, KHOW-FM Denver.

**Ted Landphair**, news manager, WMAL(AM) Washington, elected president, Metropolitan

Washington chapter, Radio Television News Directors Association. **Bill Greenwood**, news VP, Mutual Broadcasting, Washington, elected VP. **Dick Myers**, president/news director, WKIK(AM) Leonardtown, Md., named treasurer.

**Ray Bredemann**, producer, WRAU-TV Peoria, Ill., named news producer, WISN-TV Milwaukee.

**Rick Wals**, news director, WIZM(AM) LaCrosse, Wis., and **Bob Kirby**, weatherman, KTVC(TV) Ensign (Dodge City), Kan., named reporters, KWKH(AM) Shreveport, La.

**Joe Spencer**, graduate, Emerson College, Boston, named reporter/photographer, WGHP-TV High Point, N.C.

**Mike Cremedas**, reporter/anchor, WAVY-TV Portsmouth, Va., named news director. **David Mims**, assignment editor/producer/anchor, WTVR(TV) Richmond, Va., named WAVY-TV associate news director.

**Roger duMars**, production photographer, special news documentary unit, KOMO-TV Seattle, named cameraman/editor, special projects department, succeeded by **Connie Collins**, weekend camerawoman. **Anne Badgley**, University of Washington graduate, named news photographer.

**Gary Nelson**, news cameraman/editor/writer/producer, WBAY-TV Green Bay, Wis., named news photographer, WMTV(TV) Madison, Wis.

**Dave Allen**, assistant news director, WOOD-AM-FM Grand Rapids, Mich., named news/program director, WPHM(AM) Port Huron, Mich.

## Cable

**Michael Brandman**, production VP, Daphne Productions, New York, named program development director, Home Box Office there. **Robert N. Caird**, product manager, American Express Card division, named affiliate marketing director, HBO. **Donald R. Fleck**, local advertising manager, Merrill Lynch Pierce Fenner and Smith, New York, named marketing services director, HBO. **Ellen H. Brown**, promotion manager, Printing Developments Inc., named manager of affiliate communications, HBO. **Joan M. Bloomfield**, manager of direct mail/print/broadcast promotion, Manhattan Cable Television, named HBO assistant advertising manager.

**John Schmuhi**, assistant general manager, WSFA-TV Montgomery, Ala., named executive VP, Tower Communications, cable system under construction in Newark, Ohio, by Communications Properties, Austin, Tex.

**David C. Spallinger**, senior technician, Continental Cablevision of Michigan, Jackson, named chief technician of Continental's system under construction in Holland, Mich.

**Ed Saunders** and **Frank Munzy**, hosts/producers, syndicated *Coffee Break* TV show, named program managers, Cable-Vision, Moraga, Calif.

## Equipment & Engineering

**J. Thomas Kennedy**, VP and controller, RCA Corp., New York, appointed VP, finance, RCA Communications there. He is succeeded by **Robert C. Butler**, VP, financial analysis.

**Charles E. Beard**, executive VP, Central Dynamics Corp., Northvale, N.J., named marketing/sales director, Broadcast Electronics, Silver Spring, Md.

**Louis A. Arpino**, general marketing manager, electro-optical devices division, Amperex Electronic Corp., Slatersville, R.I., named VP/general manager, Rhode Island division.

**James Griffin**, engineering operations supervisor, WMAL-TV Washington, named assistant director of engineering, succeeded by **Francis Brewary**, shift supervisor.

## Allied Fields

**G. Woodruff Sloan Jr.**, communications consultant, named account executive, Eastern Arbitron Television sales, New York.

**William J. Thaler**, physics department chairman, Georgetown University, Washington, named to newly created position of chief scientist, Office of Telecommunications Policy there.

**John O. Gilbert**, newly named president of Telecom Associates (BROADCASTING Jan. 26), is resigning that post to return to broadcasting business. He formerly managed ABC's WXYZ(AM) Detroit and WABC-TV New York, headed ABC-TV affiliate relations and was executive VP of Pacific & Southern station group. No successor designated by Telcom. BROADCASTING's March 8 issue identified Mr. Gilbert as "James O."

**Sam Cooper**, National Cable Television Association attorney, Washington, joins law firm of Cohn & Marks there.

## Deaths

**Patrick J. Stanton**, 69, founder, WJMJ(AM) (now WRCP(AM)) Philadelphia, died at Bryn Mawr hospital there March 1. He had been announcer, program director and general manager of WELK(AM) (now WDAS(AM)) there, and press secretary of that city's former mayor, James H.J. Tate. He is survived by his wife, Mary, two daughters and one son.

**Freeman Lang**, 80, prominent in West Coast radio in the 1920's and 1930's, died Feb. 4 in Honolulu where he had lived in recent years. At one time he was associated with station that was predecessor to KMPC(AM) Los Angeles and owned radio recording studio there. He is survived by his wife, Diana; son, Robert, and daughter, Ruth.

**Norman Paige**, 60, former foreign correspondent for ABC, NBC and MBS, died in Mexico City March 2 after long illness. After World War II he established first national radio network in Philippines. At time of his death, he was government relations director, Distilled Spirits Council of U.S. He is survived by his wife, Marianna.

**Warren M. Stuart**, 55, group VP/director, Belden Corp., Geneva, Ill., died Feb. 29 while recovering from vascular disorder. He had been with Belden since 1945. Survivors include his wife, Margaret, two sons and one daughter.

**William S. Ahrbeck**, 62, VP/midwest regional sales/service manager, Nielsen Television Index, Northbrook, Ill., died after apparent heart attack Feb. 29 while attending business meeting in Florida. He had been with Nielsen 39 years. Surviving are his wife, two sons and one daughter.

**Richard W. McLaren**, 57, U.S. District Court Judge, died of heart attack, at Chicago hospital on Feb. 24. From 1969 to 1972 he was assistant attorney general in charge of antitrust division of Justice Department.

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# The Broadcasting Playlist™ Mar 15

These are the top songs in air-play popularity in two categories on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. A (▲) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

## Contemporary

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
3	1 <b>December 1983</b> (3:21) Four Seasons—Warner Bros.	2	1	1	2
2	2 <b>Theme from "S.W.A.T."</b> (4:07) Rhythm Heritage—ABC	1	3	2	1
4	3 <b>All by Myself</b> (4:22) Eric Carmen—Arista	3	4	3	3
6	4 <b>Lonely Night (Angel Face)</b> (3:17) Captain & Tennille—A&M	5	2	6	5
1	5 <b>50 Ways to Leave Your Lover</b> (3:29) Paul Simon—Columbia	4	5	4	4
8	6 <b>Dream Weaver</b> (3:15) Gary Wright—Warner Bros.	6	6	5	6
17	7 <b>Money Honey</b> (3:17) Bay City Rollers—Arista	8	8	8	7
14	8 <b>Dream On</b> (3:25) Aerosmith—Columbia	9	7	11	9
9	9 <b>Take It to the Limit</b> (3:48) Eagles—Asylum	7	10	7	12
13	10 <b>Love Hurts</b> (3:03) Nazareth—A&M	12	9	12	8
10	11 <b>Love Machine, Part 1</b> (2:55) Miracles—Tamla	10	11	9	13
7	12 <b>Breaking Up Is Hard to Do</b> (2:53) Neil Sedaka—Rocket	14	12	13	10
12	13 <b>Sweet Thing</b> (3:18) Rufus Featuring Chaka Khan—ABC	11	17	10	11
5	14 <b>I Write the Songs</b> (3:39) Barry Manilow—Arista	13	13	14	14
16	15 <b>Fanny (Be Tender with My Love)</b> (3:26) Bee Gees—RSO	16	14	15	15
11	16 <b>You Sexy Thing</b> (3:30) Hot Chocolate—Big Tree	15	15	16	16
21	17 <b>Only 16</b> (2:44) Dr. Hook—Capitol	17	18	17	18
15	18 <b>Convoy</b> (3:48) C.W. McCall—MGM	18	16	18	17
18	19 <b>Evil Woman</b> (3:15) Electric Light Orchestra—United Artists	20	19	19	19
25	20 <b>Right Back Where We Started From</b> (3:16) Maxine Nightingale—United Artists	19	20	21	22
35	21 <b>Slow Ride</b> (3:45) Foghat—Bearsville	29	32	20	20
39	22 <b>Let Your Love Flow</b> (3:16) Bellamy Bros.—Warner Bros.	21	22	24	25
23	23 <b>Golden Years</b> (3:27) David Bowie—RCA	22	23	23	24
22	24 <b>Bohemian Rhapsody</b> (5:55) Queen—Elektra	24	24	25	26
37	25 <b>Action</b> (3:29) Sweet—Capitol	32	33	22	21
38	26 <b>There's a Kind of Hush (All over the World)</b> (2:53) Carpenters—A&M	23	25	26	29
19	27 <b>Love Roller Coaster</b> (2:52) Ohio Players—Mercury	30	21	31	23
28	28 <b>Cupid</b> (3:02) Tony Orlando & Dawn—Elektra	25	26	30	32
31	29 <b>Disco Lady</b> (3:50) Johnny Taylor—Columbia	27	29	27	28
34	30 <b>Show Me the Way</b> (3:25) Peter Frampton—A&M	26	27	29	31
36	31 <b>Deep Purple</b> (2:47) Donnie & Marie Osmond—MCA	28	31	33	30
24	32 <b>Fox on the Run</b> (3:24) Sweet—Capitol	34	37	28	33
29	33 <b>Saturday Night</b> (2:56) Bay City Rollers—Arista	47	28	35	27
41	34 <b>Junk Food Junkie</b> (3:03) Larry Groce—Warner Bros.	31	35	38	37
—	35 <b>Mozambique</b> (3:00) Bob Dylan—Columbia	36	34	36	36
26	36 <b>Squeeze Box</b> (2:39) Who—MCA	33	36	34	41

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
20	37 <b>Love to Love You Baby</b> (3:12) Donna Summer—Oasis	43	40	32	42
44	38 <b>Livin' for the Weekend</b> (2:50) O'Jays—Phila. Int'l.	40	38	37	40
30	39 <b>Wake up Everybody</b> (3:39) Harold Melvin & Bluenotes—Phil. Int'l.	42	39	39	35
—	40 <b>Sweet Love</b> (3:20) Commodores—Motown	38	41	40	38
33	41 <b>Love Is the Drug</b> (3:00) Roxxy Music—ATCO	37	45	42	39
42	42 <b>Only Love Is Real</b> (3:32) Carole King—Ode Ode	41	44	41	44
32	43 <b>I Feel Like a Bullet</b> (5:30) Elton John—MCA	35	43	43	43
46	44 <b>Paloma Blanca</b> (3:27) George Baker Selection—Warner Bros.	39	47	44	45
43	45 <b>Theme from 'Mahogany'</b> (3:19) Diana Ross—Motown	50	30	*	34
—	46 <b>Looking for Space</b> (3:56) John Denver—RCA	44	48	45	50
40	47 <b>Over My Head</b> (3:17) Fleetwood Mac—Reprise	49	46	50	47
—	48 <b>Shannon</b> (3:50) Henry Gross—Lifesong	48	50	48	48
45	49 <b>Sing a Song</b> (3:26) Earth, Wind & Fire—Columbia	45	*	47	49
49	50 <b>Venus</b> (3:30) Frankie Avalon—De Lite	46	49	49	*

## Country

1	1 <b>Good Hearted Woman</b> (2:57) Waylon Jennings and Willie Nelson—RCA	2	1	2	1
3	2 <b>Till the Rivers All Run Dry</b> (3:27) Don Williams—ABC/Doc	1	2	1	2
2	3 <b>Remember Me</b> (2:50) Willie Nelson—Columbia	3	3	3	5
5	4 <b>Roots of My Raising</b> (2:44) Merle Haggard—Capitol	5	4	4	3
4	5 <b>If I Had It to Do All Over Again</b> (2:33) Roy Clark—ABC/Doc	4	5	5	4
6	6 <b>You'll Lose a Good Thing</b> (2:50) Freddie Fender—ABC/Doc	6	6	6	6
9	7 <b>You Are the Song (Inside of Me)</b> (2:50) Freddie Hart & the Heartbeats—Capitol	7	7	8	7
10	8 <b>Broken Lady</b> (2:37) Larry Gatlin—Monument	8	8	7	9
7	9 <b>Faster Horses</b> (2:51) Tom T. Hall—Mercury	9	9	9	8
8	10 <b>Angels, Roses and Rain</b> (3:14) Dickey Lee—RCA	11	12	10	13
—	11 <b>Till I Kissed You</b> (2:32) Connie Smith—Columbia	10	15	12	11
20	12 <b>If I Let Her Come In</b> (3:05) Ray Griff—Capitol	12	11	14	10
—	13 <b>Till I Can Make It on My Own</b> (3:00) Tammy Wynette—Epic	14	10	11	19
—	14 <b>Drinkin' My Baby off My Mind</b> (2:23) Eddie Rabbitt—Elektra	13	13	13	21
11	15 <b>It's Morning (and I Still Love You)</b> (2:15) Jessi Colter—Capitol	15	17	16	12
14	16 <b>Standing Room Only</b> (3:04) Barbara Mandrell—ABC/Doc	19	18	15	17
25	17 <b>Motels and Memories</b> (3:10) T.G. Shephard—Melodyland	20	14	17	14
—	18 <b>Wild Side of Life</b> (2:51) Freddie Fender—GRT	16	20	18	18
16	19 <b>I'm So Lonesome I Could Cry</b> (2:47) Terry Bradshaw—Mercury	18	19	19	16
13	20 <b>Hank Williams You Wrote My Life</b> (3:06) Moe Bandy—Columbia	17	21	20	15
—	21 <b>Sweet Sensuous Feeling</b> (2:48) Sue Richards—ABC/Doc	23	16	23	25
21	22 <b>Don't Believe My Heart Can Stand Another You</b> (2:48) Tanya Tucker—MCA	22	22	21	20
23	23 <b>Somebody Loves You</b> (2:17) Crystal Gayle—United Artists	21	23	22	22
15	24 <b>The White Knight</b> (3:57) Cledus Maggard & Citizens Band—Mercury	24	*	24	*
—	25 <b>Love Lifted Me</b> (3:38) Kenny Rogers—United Artists	25	24	*	*

# Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

**Antitrust/networks.** Justice Department antitrust suits charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refile of suits were dismissed by Supreme Court. Networks have made new effort to have suits thrown out by filing motions for summary judgment and dismissal with prejudice (BROADCASTING, Dec. 1, 1975).

■ **Broadcasting in Congress.** New resolution to permit daily live broadcasts of House floor proceedings has been voted out of House Rules Ad Hoc Subcommittee on Broadcasting (BROADCASTING, Feb. 9). Resolution (H. Res. 875), went to full Rules Committee last week (see story, this issue), would have networks and Public Broadcasting Service producing and administering distribution of broadcast feed under contract with House. Future of H.Res. 875 is uncertain; it has powerful opposition from House Speaker Carl Albert (BROADCASTING, March 1), Rules Committee Chairman Ray Madden (D-Ind.) and Jack Brooks, chairman of Joint Committee on Congressional Operations, committee whose recommendation of broadcast coverage led to current activity. Mr. Brooks has introduced resolution that provides for congressionally controlled coverage (BROADCASTING, Feb. 16). Resolution providing for broadcast coverage of Senate, pending in Senate Rules Committee since last year, has received no attention.

**Cable rebuild deadline.** FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14, 1975). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed that action in U.S. Court of Appeals in Washington. Commission also has outstanding rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. Comments on 20508 have been filed (BROADCASTING, Oct. 13, 1975).

**Canadian policies.** Canadian policy that cable systems there delete commercials from signals of U.S. stations and proposed law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC and State Department. Latest meeting with Canadians on matter resulted in some optimism on commercial-deletion matter, but not on tax law (BROADCASTING, Jan. 19). Private interparliamentary conference of members of U.S. Congress and Canadian Parliament also

produced some hope ("Closed Circuit," Feb. 9). Stations involved will meet early this month with Canadian Radio Television Commission and advance plan involving Canadian subsidiaries (BROADCASTING, March 1).

**Children's TV.** FCC's policy statement on children's television programming, adopted in 1974 (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21, 1975).

■ **Commercials contract.** Negotiators for Joint Policy Committee of Association of National Advertisers and American Association of Advertising Agencies have reached tentative agreement with American Federation of Television and Radio Artists and Screen Actors Guild on new three-year contract covering performers appearing in television commercials (BROADCASTING, Dec. 22, 1975). Proposal has been approved by governing board of unions and by membership of AFTRA (BROADCASTING, Feb. 23); ratification by SAG members followed late last month (BROADCASTING, March 8).

**Community ascertainment.** FCC has issued new rules designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, Dec. 22, 1975). Rulemaking (Docket 19816) for non-commercial stations has also been issued; comments have been filed (BROADCASTING, Oct. 20, 1975).

**Consumer agency.** Both houses of Congress have passed bills to create new agency for consumer protection (consumer advocacy is Senate's term for agency), but two bills differ in one respect significant to broadcasters: Senate bill (S. 200) has exemption that prohibits agency from becoming involved in FCC license renewal proceedings, but House bill (H.R. 7575) does not. However, committee report that accompanies House bill says agency's "active participation should be discouraged" in renewal proceedings. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. Promised veto by President apparently has stalled conference to resolve differences between two bills.

**Copyright legislation.** Senate has approved unanimously its version (S. 22) of copyright revision (BROADCASTING, Feb. 23). It provides for a compulsory license for public broadcasters and cable television. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, after lengthy hearings, has begun markup on its bill, H.R. 2223.

**Crossownership (newspaper-broadcast).** FCC order banning newspaper-broadcasting crossownership prospectively and requiring

breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. Number of parties had petitioned commission to reconsider its order, but commission denied them.

**EEO guidelines.** FCC has issued proposed rulemaking on equal employment opportunity guidelines. Comments have been filed (BROADCASTING, Oct. 27, 1975). Commission is also considering EEO policy for cable (BROADCASTING, Feb. 23).

**Fairness doctrine bills.** Senate action on two bills to eliminate fairness doctrine has gone no further than hearings conducted for five days last year by Communications Subcommittee. Although Senator William Proxmire (D-Wis.) continues to promote his bill, S. 2, on Senate floor, it is not on this year's agenda of Communications Subcommittee. Nor is other bill, S. 1178 by Senator Roman Hruska (R-Neb.). Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.) and Mr. Hruska's is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

**Family viewing suit.** Writers Guild of America, West and Tandem Productions have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (BROADCASTING, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants \$10 million damages. Court has turned down defendant's motions to dismiss (BROADCASTING, Feb. 16). Trial date in Writers Guild case is set for April 6.

**FCC fees.** Sixteen parties have appealed (Cases 75-1053 et al.) FCC's order modifying its fee schedule (BROADCASTING, Jan. 20, 1975). Oral arguments have been held (BROADCASTING, Jan. 26). More than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15, 1975). Over 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3, 1975). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4, 1975).

**Format changes.** FCC has instituted inquiry (Docket 20682) to determine if it can or should be involved in regulating program formats (BROADCASTING, Jan. 5). Comments are due April 5, replies May 5.

**Indecency.** FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15, 1975). Commission also fined WXPB(FM) Philadelphia \$2,000 for obscene and indecent broadcast, may set station's license for hearing on ground of license abdication of responsibility (BROADCASTING, Dec. 8, 1975).

**KRLA(AM).** FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (BROADCASTING, Jan. 5). Case now goes back to court.

**License renewal legislation.** House Communications Subcommittee appears to be nearing hearings on bills to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican, Lou Frey (R-Fla.). So far more than 150 representatives and 20 senators have sponsored or co-sponsored renewal bills; nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments.

**Network exclusivity on cable.** FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order.

**Pay cable; pay TV.** FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Briefs have been filed (BROADCASTING, Nov. 10, 1975). Justice Department has filed on side of cable (BROADCASTING, Feb. 9). Commission has to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (BROADCASTING, May 26, 1975); more were held in July (BROADCASTING, July 14, 21, 1975) and last December (BROADCASTING, Dec. 15, 1975).

**Payola.** Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola, and another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion (BROADCASTING, June 30, 1975). Four Brunswick Record officials have been found guilty of mail fraud and conspiracy (BROADCASTING, March 1). Several others under investigation have pleaded guilty (BROADCASTING, Jan. 26).

**Performers' royalty.** Copyright subcommittees in both houses have held hearings on

measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28, 1975). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. S. 1111 is being considered separately from Senate-passed copyright bill. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.), for possible insertion in copyright revision bill pending there (H.R. 2223).

**Public broadcasting funding.** House Appropriations Subcommittee on Labor, Health, Education and Welfare has held hearings on appropriation for Corporation for Public Broadcasting. CPB asked subcommittee to appropriate money according to ceilings provided in first-ever long-range authorization bill passed by Congress last year—\$88 million for fiscal 1976, \$103 million for 1977, \$121 million for 1978 and \$140 million for 1979. CPB would have to match every federal dollar with \$2.50 from private sources. Administration has recommended \$70 million for 1976 and '77, \$80 million for 1978 and \$90 million for 1979. CPB appropriation measure, which will be included in larger Labor, HEW appropriation package, will emerge from subcommittee sometime in April. CPB President Henry Loomis testified before subcommittee two weeks ago (BROADCASTING, Feb. 16).

■ **Ratings.** Nielsen prime-time averages season-to-date (26 weeks): CBS 19.7, ABC 18.6, NBC 18.2. Twenty-fifth week alone: ABC 21.6, CBS 19.3, NBC 18.3.

**Section 315.** FCC has voted to change its administration of equal-time law. Political debates and press conferences by presidential and other candidates will be treated as "on-the-spot coverage of bona fide news events" exempt from equal-time requirements (BROADCASTING, Sept. 29, 1975). Decision is being appealed to U.S. Court of Appeals in Washington and oral arguments have been held (BROADCASTING, Dec. 1). House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has obtained all FCC documents involved with commission's order; hearings may result (BROADCASTING, Nov. 3, 1975). Commission's action was also dealt with in oversight hearings before Senator John Pastore's (D-R.I.) Communications Subcommittee (BROADCASTING, Nov. 10, 17, 1975). Also, Senator Pastore has bill (S. 608) that would exempt presidential and vice-presidential candidates from equal-time requirements which has been considered in hearings on fairness-doctrine bills (BROADCASTING, May 5, 1975). Mr. Macdonald has introduced bill (H.R. 5600) that echoes Mr. Pastore's but it would also provide that programs like *Meet the Press* be exempted from Section 315 and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. There will be more hearings on Pastore measure before action is taken; no hearings have been scheduled yet on Macdonald bill.

**Sports antiblackout.** Legislation to renew sports antiblackout law, which expired Dec. 31, 1975, was stalled when House-Senate conferees failed to agree on compromise (BROADCASTING, Dec. 22, 1975). Conference committee will try again in another session, yet unscheduled. Experimental law provided that professional baseball, football, basketball and hockey games sold out 72 hours in advance

cannot be blacked out on home TV. Bill passed by House (H.R. 9566) would make law permanent. Senate-passed bill (S. 2554), on other hand, would extend law experimentally another three years. Both bills would reduce 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey.

**UHF.** FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor UHF antennas to be attached to sets permanently, as with VHF (BROADCASTING, Aug. 18, 1975). Both petitions are under study by chief engineer's office.

**VHF drop-ins.** In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments have been filed (BROADCASTING, Dec. 15, 22, 1975).

**WPIX(TV).** FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.

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As compiled by BROADCASTING, March 1 through March 5 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New stations

### TV actions

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: WPLG-TV Miami, to August 27 (BMPCT-7618); WOCA-TV Ocala, Fla., to August 27 (BMPCT-7616); KTCM-TV, to August 27 (BMPCT-7615). Action Feb. 27.

### AM applications

■ Pearl, Miss.—Mid South Media seeks 1190 khz, 1 kw-D. P.O. address: Box 5497, Pearl, Miss. 39208. Estimated construction cost \$46,091; first-year operating cost \$45,803; revenue \$78,000. Format: C&W, contemporary. Principals: Hiram A. Goodman (66.6%) and David B. Clark (33.3%). Mr. Goodman owns interest in WHYY(AM) Moulton, Ala. and cattle farm. Mr. Clark is attorney. Ann. March 1.

■ Dobson, N.C.—Dobson Broadcasting seeks 1560 khz, 2.5 kw-D. P.O. address: 131 Atkins St., Dobson, N.C. 27017. Estimated construction cost \$55,779; first-year operating cost \$25,000; revenue \$50,000. Format: C&W, contemporary. Principals: Lee R. Childress, Jimmie H. Davis, John W. Comer (each 33-1/3%). Mr. Childress was engineer for WSYD(AM) Mount Airy, N.C. Mr. Davis is accountant. Mr. Comer is president of furniture and real estate company. Mr. Childress' brother has interest in four radio stations. Ann. March 3.

### AM action

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: WEET Richmond, Va., to August 6 (BMP-14149). Action March 4.

### FM applications

■ Turlock, Calif.—John M. and Mary C. Hall seek 98.3 mhz, 3 kw, HAAT 159 ft. P.O. address: 2313 East Tuolumne Rd., Turlock 95380. Estimated construction cost \$16,700; first-year operating cost \$24,000; revenue none. Format: contemporary. Principals: Halls own KCEY(AM) Turlock, Calif. Ann. March 5.

■ Marietta, Ga.—Marietta Christian Schools seek 89.3 mhz, 50 kw, HAAT 461 ft. P.O. address: 1700 Allgood Rd., Marietta 30060. Estimated construction cost \$55,000; first-year operating cost \$1,200. Principal: Applicant is non-profit, educational corporation. Applicant plans to broadcast from 6 a.m. to 2 p.m. on facilities of WRFG(AM) Atlanta. Ann. March 5.

■ Jeffersonton, Ky.—J-Town Radio Co. seeks 101.7 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o Dean Harden, Box 248, Shelbyville, Ky. 40065. Estimated construction cost \$34,418; first-year operating cost \$35,000; revenue \$80,000. Format: Contemporary country. Principals: L. Dean Harden, J.B. Crawley (each 33%), Joel D. Sonnhim (24%) and Frank Schooler (10%). Mr. Harden is general manager of WCND(AM) Shelbyville, Ky.; Mr. Crawley owns all or parts of WMSK-AM-FM Morganfield, WCND Shelbyville, all Kentucky, and WPTN-AM-FM Cookeville, Tenn. Mr. Schooler is school principal; Mr. Sonnhim is operations manager of WSTM(AM) St. Matthews, Ky. Ann. March 4.

■ Superior, Neb.—Valley Broadcasting Co. seeks 103.9 mhz, 500 w, HAAT 59 ft. P.O. address: W. 8th St., Box 100, Superior, Neb. 68978. Estimated construction cost \$20,828; first-year operating cost \$1,000; revenue \$90,000. Format: contemporary. Principal: Applicant is licensee of KRFS(AM) Superior. Ann. March 4.

■ Las Vegas—Nevada Public Radio Corp. seeks 89.7 mhz, 38.92 kw, HAAT —8 ft. P.O. address: c/o Curtis C. Schultz, Box 4147, North Las Vegas, Nev. 89030. Estimated construction cost \$66,545; first-year operating cost \$180,000. Format: Variety. Principal: Applicant is non-profit corporation formed for purpose of operating proposed station. Ann. March 2.

■ Bainbridge, Ohio—Kenston Local School District seeks 90.9 mhz, 10 w, HAAT 144 ft. P.O. address: c/o Marilyn Teague, 17425 Snyder Rd., Chagrin Falls, Ohio 44022. Estimated construction cost \$6,915; first-year operating cost \$1,500. Format: variety. Principal: Applicant is non-profit, educational organization. Ann. March 5.

■ West Carrollton, Ohio—Broadcast Workshop seeks 88.1 mhz, 10 w, HAAT 35 ft. P.O. address: c/o Harold F. Parshall, 2920 S. Dixie Dr., Kettering, Ohio 45409. Estimated construction cost none, donated; first-year operating cost \$1,000. Format: Variety. Principal: Applicant is non-profit, educational organization. Ann. March 3.

■ Ontario, Ore.—Ontario Broadcasting Co. seeks 93.1 mhz, 27 kw (H), 3 kw (V), HAAT 409 ft. (H), 389 ft. (V). P.O. address: 1156 S.W. 11th Ave., Ontario, Ore. 97914. Estimated construction cost \$65,702; first-year operating cost \$43,164; revenue \$68,432. Format: MOR. Principals: Duana and Wenona Kerttula; Duane, Edith and Robert Kressly, each 20%. Kerttulas (husband and wife) own 12% of KYET(AM) Payette, Idaho and salon. Duane Kressly is insurance broker. Wife, Edith, works at car dealership. Robert Kressly, brother, owns farm. Ann. March 1.

■ Rio Piedras, P.R.—Academy Radio Corp. seeks 90.5 mhz, 4.43 kw, HAAT —104 ft. P.O. address: c/o Marshall Lopez, 501 Julio Andino St., Villa Prades, Rio Piedras P.R. 00928. Estimated construction cost \$29,310; first-year operating cost \$27,600. Format: Educational, religious. Principal: Applicant is non-profit corporation created for purposes of operating proposed station for the Metropolitan Adventist Academy, learning facility of the Seventh Day Adventist denomination. Ann. March 2.

■ Etowah, Tenn.—Ketrone Broadcasting seeks 103.1 mhz, 3 kw, HAAT —14 ft. P.O. address: Box L, Etowah, Tenn. 37331. Estimated construction cost \$23,008; first-year operating cost \$5,000; revenue \$60,000. Format: MOR, contemporary. Principals: Charles Ketrone is salesman for WETE(AM) Knoxville, Tenn. and applicant for assignment of license of WCPH(AM) Etowah. Ann. March 5.

■ Perryton, Tex.—Perryton Radio seeks 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o Jerry Garrison, Box 630, Perryton, Tex. 79070. Estimated construction cost \$26,000; first-year operating cost \$24,149; revenue \$25,000. Format: Easy listening. Principal: Jerry Garrison is owner-manager of KEYE(AM) Perryton, Tex. Ann. March 5.

■ Roosevelt, Utah—Duchesne County School District seeks 90.9 mhz, 15 w, HAAT 78 ft. P.O. address: Duchesne County Courthouse, Box 446, Duchesne, Utah 84021. Estimated construction cost \$8,290; first-year operating cost \$1,200. Format: Variety. Principal: Applicant is public school district. Ann. March 1.

■ Milton, W. Va.—WSNT Radio seeks 106.3 mhz, 128 w, HAAT 1202 ft. P.O. address: Box 266, Milton, W. Va. 25541. Estimated construction cost \$29,280; first-year operating cost \$6,000; revenue \$40,000. Format: Modern C&W. Principals: Naseeb S. (84%) and Roger G. (16%) Tweel. Tweels own percentages of WMOV(AM) Ravenswood and WNST(AM) Milton, both West Virginia. Ann. March 5.

### FM actions

■ Troy, Ala.—Troy State University. Broadcast Bureau granted 90.1 mhz, 50 kw, HAAT 284 ft. P.O. address: University Ave., Troy, Ala. 36081. Estimated construction cost \$28,500; first-year operating cost \$24,500. Principal: Ken Coslin, director of educational resources center (BPED-2036). Action Feb. 27.

■ Richland, Wash.—KUTI Communicators. Broadcast Bureau granted 106.3 mhz, 2.69 kw., HAAT —44 ft. P.O. address: Box 6127, Kennewick, Wash. 99336. Estimated construction cost \$24,500; first-year operating cost \$5,000; revenue \$12,000. Format: modern country. Principals: Donald M. Heinen (39.2%); C. Loal Smith and Clarence Jensen (both 30.4%) own KUTI-AM-FM Yakima and KOTY(AM) Kennewick, all Washington (BPH-9329). Action Feb. 27.

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: KBOP-FM Pleasanton, Tex., to June 1 (BMPH-14745).

### FM starts

■ WBPR Barrington, Ill.—Authorized program operation on 88.5 mhz, TPO 10 w. Action Feb. 23.

■ WTBI McComb, Miss.—Authorized program operation on 105.7 mhz, ERP 100 kw (H), 6 kw (V); HAAT 390 ft. Action Feb. 23.

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## FM license

Broadcast Bureau granted following license covering new station:

- WKKL-FM Cloquet, Minn. (BLH-6879). Action Feb. 27.

## Ownership changes

### Applications

■ WKEM(AM) Immokalee, Fla.—WLEQ(FM) Bonita Springs, Fla. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 95.9 mhz, 3 kw)—Seeks transfer of control of Jerome Broadcasting Corp. from C.J. Jones Jr. (60% before; none after) to Emerson McCarty (none before; 60% after). Consideration: \$36,700. Principals: Mr. Jones is selling due to financial difficulty in operating stations. Mr. McCarty owns various advertising and printing businesses. Ann. March 1.

■ WMTL-AM-FM Leitchfield, Ky. (AM: 1580 khz, 250 w-D; FM: 104.9 mhz, 3 kw)—Seeks transfer of control of Rough River Broadcasting from Evelyn Wallace, executrix (60% before; none after) to Kenneth Goff (30% before; 90% after). Consideration: \$130,000. Principals: Mr. Goff is circuit judge, lawyer and owns various real estate holdings. Ann. March 1.

■ KCMX(AM) Ashland, Ore. (580 khz, 1 kw-U)—Seeks assignment of license from C&W Broadcasters to Rogue Radio Corp. for \$350,000. Sellers are Michael M. Lochrie, Walter A. Graf III, Thomas C. Howser and Ernest L. McKie, none of whom have other broadcast interests. Buyers are F. Robert Fenton, John D. Feldmann and Arthur B. Hogan. Mr. Fenton has interests in KFIV(AM)-KITA(FM) Modesto and KTOM(AM) Salinas, all California, and Cablecom General. Messrs. Hogan and Feldmann own media brokerage firm and are principals of KOWN-AM-FM Escondido, Calif. Ann. March 1.

■ KRMH(FM) San Marcos, Tex. (103.7 mhz, 97 kw)—Seeks assignment of license from Advance Inc. to Pioneer Broadcasting Co. for \$440,000 plus \$86,000 noncompetition covenant. Seller is R. Miller Hicks, owner of KIXL(AM) Austin with interests in KJOW(AM) Shreveport, La. and KIKN(AM) Sinton and KTRM(AM) Beaumont, both Texas. Buyer is Wendell Mayes Jr. who has interests in KCRS(AM) Midland and CP for FM there, KNOW(AM) Austin, KSNY(AM) Snyder and CP for FM there, all Texas as well as various Texas cable firms. Ann. March 1.

■ KNIE(AM) Cheyenne, Wyo. (1590 khz, 10 kw-D, 1 kw-N)—Seeks assignment of license from Rumberger Enterprises to Dencolo Broadcasting for \$300,000. Seller is William J. Rumberger who has no other broadcast interests and is requesting waiver of FCC's "three-year rule." Buyer is principally owned by Robert N. Kindred, William C. Pratt and R.N. Yarbro. Mr. Kindred owns Denver advertising agency and is general manager of KGNC-AM-FM Amarillo, Tex. Mr. Pratt owns Amarillo feed and chemical manufacturing firm and Mr. Yarbro owns cattle feed, sales and fertilizer companies in Hereford, Tex. Ann. March 1.

### Actions

■ WWJB(AM) Brooksville, Fla.—Broadcast Bureau granted transfer of control of Hunter-Knight Broadcasting Inc. from purchase of stock from John J. Denning (11% before; none after) by William A. Hunter (49.37% before; 55% after) for \$10,000 (BTC-7961). Action Feb. 27.

■ WOCA-TV Ocala, Fla.—Broadcast Bureau granted acquisition of positive control of Marion Communications Corp. by Thomas P. Hicks through purchase of stock from R. Joseph Ziegler (46.72% before; none after). Consideration: \$467. Station has been non-operating with construction permit since 1974 and is experiencing financial difficulty, thus reorganization (BTC-7954). Action Feb. 26.

■ WKWL(FM) Belvidere, Ill. (104.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Belvidere Broadcasting Co. to Broadcasting Corp. of Belvidere-Rockford for \$150,000. Buyer: John J. Ambrozic (60%) and George Maris (15%) are office managers for Chicago station representatives. Jerette Earle is design engineer. WKWL has been silent since 1974 fire. Commission rejected petition by Quest for Life Inc., licensee of WOFL(FM), Rockford, Ill., to deny assignment application. Quest contended assignee intended to make WKWL(FM) Belvidere-

## Summary of broadcasting

### FCC tabulations as of Jan. 31, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,433	3	28	4,464	50	4,514
Commercial FM	2,704	0	77	2,781	117	2,898
Educational FM	764	0	48	812	62	874
Total Radio	7,901	3	153	8,057	229	8,286
Commercial TV	701	1	9	711	53	764
VHF	509	1	4	514	9	523
UHF	192	0	5	197	44	241
Educational TV	229	9	14	252	15	267
VHF	90	3	4	97	7	104
UHF	139	6	10	155	8	163
Total TV	930	10	23	963	68	1,031

\*Special temporary authorization

\*\*Includes off-air licenses

Rockford station in violation of FCC decisions and prior commitments made by licensee of WKWL(FM). It said financial data in application was inadequate and community leader survey deficient. Action Feb. 25.

■ WHBU(AM) Anderson, Ind.—Broadcast Bureau granted involuntary transfer of control of licensee corporation from C. Bruce McConnell to Marian L. McConnell and Robert B. McConnell, co-executors of estate of C. Bruce McConnell, deceased; condition (BTC-7959). Action Feb. 27.

■ WKYR(AM) Burkesville, Ky.—Broadcast Bureau granted assignment of CP from Cumberland County Broadcasting Co. to WKYR Inc. No consideration; name change due to reorganization (BAP-841). Action March 3.

■ WOMI(AM)-WBKR(FM) Owensboro, Ky.—Broadcast Bureau granted acquisition of negative control of Owensboro Broadcasting Co. by Lawrence W. Hager Sr. Control resulted from purchase of five shares of stock from former employee by company. Mr. Hager did not purchase additional shares (BTC-7962). Action March 3.

■ WBNP(AM) Newburyport, Mass. (1470 khz, 500 w-D)—Broadcast Bureau granted transfer of control of Tri-City Broadcasting Co. from Theodore Feinstein (100% before; none after) to Ensign Broadcasting Co. (none before; 100% after). Consideration: \$240,000. Seller: Mr. Feinstein owns WLYN-AM-FM Lynn, Mass. Buyer: Powell and Betty Ensign, and Robert L. Dudley. Mr. Dudley is president of Meeker Co., New York station representative. Mr. Ensign is former radio sales manager of Meeker (BTC-7899). Action March 3.

■ WPLB-AM-FM Greenville, Mich.—Broadcast Bureau granted transfer of control of Flat River Broadcasting Corp. from Pearl C. Lewis (60% before; 31.8% after) to Robert G. Lewis (30% before; 50.2% after) for \$48,000. Ms. Lewis made gift of 54 shares to each of three children, including Robert, who subsequently bought additional 200 shares from his mother. Percentages reflect gift and sale. Action March 3.

■ WCNL-AM-FM Newport, N.H. (AM: 1010 khz, 250 w-D; FM: 104.9 mhz, 2 kw)—Broadcast Bureau granted assignment of license from Eastminster Broadcasting Corp. to Northeastern Broadcasting Sound Corp. for \$120,000. Seller: Eastminster Broadcasting Corp., Samuel P. Bronstein, treasurer, also operates WOTW-AM-FM Nashua, and WDNH(FM) Dover,

both New Hampshire. Buyers: Gary L. (35%) and H.W. Livingston II (35%), et al. Gary Livingston is former station manager of WJMS(FM) Prince Frederick, Md., H.W. Livingston is business agent for Textile Workers Union (BAL-8516, BAPH-581). Action March 1.

■ WDHO-TV Toledo, Ohio—Broadcast Bureau granted involuntary transfer of control of licensee corporation from The Overmeyer Company Inc. to The Overmeyer Company Inc., debtor-in-possession (BTC-7939). Action Feb. 26.

■ KFMJ(AM)-KRAY(FM) Tulsa, Okla.—Broadcast Bureau granted transfer of control of KFMJ Inc. from Bessie R. Kravis (60% before; a 45% after) to George Kravis (45% before; 60% after). No consideration: Mr. Kravis is Ms. Kravis' son (BTC-7956). Action Feb. 27.

■ WCPH(AM) Etowah, Tenn. (1220 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from McMinn Broadcasting to Ketron Broadcasting for \$110,000. Buyer: Charles R. Ketron is president and sole owner of Ketron Broadcasting. Mr. Ketron is on the staff of WETE(AM) Knoxville, Tenn. (BAL-8581, BALRE-2959). Action March 3.

■ KBUY-FM Fort Worth (93.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from John B. Walton Jr. to Latin American Broadcasting Co. Consideration: \$450,000. Buyer: Marcos A. Rodriguez, Nicolas Soto and Aida M. Morosini have no broadcast interests. Mr. Rodriguez is general manager of KBUY-FM (BALH-2222). Action March 3.

■ KOVO(AM)-KFMC(FM) Provo, Utah (AM: 960 khz, 5 kw-D, 250 w-N; FM: 96.1 mhz, 37 kw)—Broadcast Bureau granted assignment of license from KOVO Inc. to First Media Corp. for \$540,000 plus \$75,000 covenant not to compete. Price includes assumption of some liabilities and option to buy land associated with stations. Seller: Ashley Robinson (50%) and Glenn C. Shaw (50%), controlled by court-appointed receiver due to "deadlock in management." Buyer: Richard E. (49.92%), J.W. (30.78%), Nancy P. (18.01%) Marriott, et al., own WPGC-AM-FM Morningside, Md. (BAL-8554, BALH-2206, BASCA-714, BALRE-2937, BALST-283). Action March 1.

■ WWHY(AM) Huntington, W. Va. (1470 khz, 5 kw-D)—Seeks transfer of control of Ohio River Broadcasting Corp. from Husco Broadcasting and Electronics Corp. (100% before; none after) to Richard H. Husted (none before; 100% after). Consideration: forgiveness

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of debt, exchange of stock, \$10,000 a year for five years advertising allowance. Principal: Mr. Hustead is president, director and 24% shareholder of WWHY (BTC-7875). Action Feb. 18.

## Facilities changes

### AM applications

- WLIS Old Saybrook, Conn.—Seeks CP to increase daytime power to 1 kw. Ann. March 1.
- WRHC Coral Gables, Fla.—Seeks CP to add nighttime operation with 250 w; change hours of operation to unlimited, DA-2; change type and location of trans. Ann. March 1.
- WRNG North Atlanta, Ga.—Seeks CP to add nighttime operation with 10 kw-U, DA-N; change hours of operation to unlimited. Ann. March 3.
- WXLW Indianapolis—Seeks CP to change station location to Speedway, Ind.; add nighttime power with 5 kw; change hours of operation to unlimited, DA-2; Ann. March 1.
- KCOB Newton, Iowa—Seeks CP to increase power to 5 kw, DA-D. Ann. March 5.
- KLUC Las Vegas—Seeks CP to add nighttime operation with 2.5 kw, DA-N; change station location to North Las Vegas, Nev.; change hours of operation to unlimited; change trans. location. Ann. March 3.
- WOBL Oberlin, Ohio—Seeks CP to change frequency to 1320 khz; change power to 500 w-D, 1 kw-N. Ann. March 1.
- WKMC Roaring Spring, Pa.—Seeks CP to increase power to 5 kw, DA-D; change type trans. Ann. March 5.
- WRSC State College, Pa.—Seeks CP to increase daytime power to 2.5 kw. Ann. March 1.
- WETB Johnson City, Tenn.—Seeks CP to increase daytime power to 5 kw; change type trans. Ann. March 5.
- WSLW White Sulphur Springs, W. Va.—Seeks CP to change ant.-trans. location. Ann. March 1.

### AM actions

- KXOA Sacramento, Calif.—Broadcast Bureau granted CP to change trans. location to 310 10th street, Sacramento; install new ant.; make changes in ant. system; change ERP to 27.5 kw (H&V); ant. height 420 ft.; remote control permitted (BPH-9571). Action Feb. 27.
- WDCF Dade City, Fla.—Broadcast Bureau granted CP to add nighttime operation with 500 w-DA; change hours of operation to unlimited and redescribe studio and trans. location to 2100 Highway 301, South, Dade City, Fla. (BP-19863). Action Feb. 26.
- WTCR Ashland, Ky.—Broadcast Bureau granted modification of CP to change ant. system; ant. height 302 ft.; conditions (BMP-14145). Action Feb. 27.
- \*KEOL La Grande, Ore.—Broadcast Bureau granted CP to change trans. location to 2nd floor at Eastern Oregon State College library, install new trans.; make changes in ant. system (BPED-2184). Action Feb. 27.

### FM application

- \*KTCU-FM Fort Worth—Seeks CP to change frequency to 88.9 mhz; ERP 10 kw; HAAT 118.63 ft. Ann. March 4.

### FM actions

- KCTY-FM Salinas, Calif.—Broadcast Bureau granted modification of CP to change ant. height to -135 ft. (H&V) (BMPH-14741). Action Feb. 27.
- \*WIUM Macomb, Ill.—Broadcast Bureau granted CP to install new ant.; ERP 2.85 kw (H&V); ant. height 280 ft. (H&V) (BPED-2206). Action March 2.
- WLKI Angola, Ind.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 300 ft. (BLH-6843). Action Feb. 27.
- WLYN-FM Lynn, Mass.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 180 ft. (BLH-6886). Action Feb. 27.
- WMRV Endicott, N.Y.—Broadcast Bureau granted license covering operation on 105.7 mhz (ch. 289) in accordance with BRH-2561 and Doc. 20081; ERP 35 kw; ant. height 570 ft. (BLH-6850). Action Feb. 27.
- WLSE-FM Wallace, N.C.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 295 ft. (BLH-6911). Action Feb. 27.

■ \*WGTR-FM Toledo, Ohio—Broadcast Bureau granted modification of CP to change trans.; change ant.; ERP 30 kw; ant. height 570 ft.; remote control permitted (BMPED-1363). Action Feb. 27.

■ WKBJ-FM Milan, Tenn.—Broadcast Bureau granted CP to install new ant.; change ERP to 42 kw; ant. height 160 ft.; condition (BPH-9779). Action March 1.

■ \*KCB Dallas—Broadcast Bureau granted modification of CP to change trans. location to First International Building, Elm and Field Sts., Dallas; change trans. and ant.; make changes in ant. system; ERP 1.5 kw (H&V); ant. height 660 ft. (H&V); remote control permitted (BMPED-1346). Action March 1.

■ \*WMRA Harrisonburg, Va.—Broadcast Bureau granted license covering changes; ERP 19.5 kw; ant. height 730 ft. (BLED-1472). Action Feb. 27.

■ WLIP-FM Kenosha, Wis.—Broadcast Bureau granted license covering changes; ERP 4.5 kw; ant. height 330 ft. (BLH-6894). Action Feb. 27.

### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WKQK Lexington, Ky. (BPH-9630), Feb. 12; WFVA-FM Fredericksburg, Va. (BPH-9690), Feb. 19; WGAL Lancaster, Pa. (BPH-9222), Feb. 19.

## In contest

### Designated for hearing

■ WAMA (AM) Selma, Ala., **renewal proceeding**: Vogel-Hendrix Corp. (Doc. 20722)—Commission designated for hearing. Dallas County Progressive Movement for Human Rights petitioned to deny WAMA's renewal application contending Vogel-Hendrix did not adequately ascertain needs and interests of Selma's black community. Action Feb. 19.

### Case assignment

■ WWLE (AM) Cornwall-on-Hudson, N.Y., **renewal proceeding**: WWLE Inc. and WMVI (AM) Mechanicville, N.Y. **license proceeding**: Mechanicville Broadcasting Co. (Docs. 20591-2)—Due to withdrawal of presiding judge from this proceeding, Chief ALJ Chester F. Naumowicz designated ALJ Thomas B. Fitzpatrick to serve as presiding officer. Action March 2.

### Procedural ruling

■ \*WXP (FM) Philadelphia, **renewal proceeding**: Trustees of University of Pennsylvania (Doc. 20677)—ALJ Walter C. Miller set hearing in Philadelphia for Sept. 13. Action Feb. 27.

### Review board decision

■ Burbank and Pasadena, Calif., **renewal and FM proceeding**: George E. Cameron Jr. Communications Inc. (KROQ-AM-FM) and Stanfield Gates Radio Co. competing for 106.7 mhz (Docs. 20629-31)—FCC Review Board ordered that condition be attached to any grant of application of George E. Cameron Jr. Communications for renewal of license for KROQ. Condition will prohibit renewal of KROQ's license from becoming final until partial proof of performance is submitted demonstrating KROQ is adjusted to protect KSTP (AM) St. Paul. Action March 2.

### FCC decision

■ WKPA (AM) New Kensington-WYDD (FM) Pittsburgh, **license proceeding**: Gateway Broadcasting Enterprises (Doc. 19452)—Commission ordered Gateway Broadcasting Enterprises, licensee, to forfeit \$10,000, for knowingly engaging in fraudulent billing practices. Action Feb. 25.

## Fine

■ KSRM (AM) Soldotna, Alaska—Broadcast Bureau notified licensee that it incurred apparent liability for forfeiture of \$500 for failing to have licensed operator in charge of transmitting system between July 29, 1974 and April 17, 1975. Action March 4.

## Other actions

■ KQXI (AM) Arvada, Colo.—Commission renewed license for remainder of its license term—April 1,

1977. It admonished licensee, Media Enterprises to be more careful in future dealings with commission based on its lack of candor with regard to apparent conflict on time KQXI switched from "country and western" to "gospel" format. Action Feb. 11.

■ WJVA (AM)-WRBR (FM) South Bend, Ind.—Commission granted short-term renewals to Booth American Co. until April 1, 1976. Renewals were conditioned on licensee submitting list of local organizations, community leaders, schools and colleges with which it will maintain systematic communications, with emphasis on female referrals, and as part of its 1976 renewal application, statement detailing affirmative action undertaken to seek and encourage female applicants for each job opening (including promotional opportunities) arising since date of order. Commission dismissed petition of Mexican-American Council (MAC) to deny WJVA renewal and petition of People for Progressive Radio in South Bend (PPR) to deny WRBR (FM) renewal. The petitioners asked that petitions be dismissed after Booth entered into formal agreements with them resulting in compromises agreeable to all parties. Action Feb. 19.

■ WJMS Ironwood, Mich.—Broadcast Bureau granted modification of license covering change of corporate name to Roberts Broadcasting Inc. (BML-2574). Action March 1.

■ WCNL (AM) Newport, N.H.—Broadcast Bureau granted renewal of license to Eastminster Broadcasting Corp. subject to condition that assignment of license be consummated within sixty days of grant and that grant is without prejudice to action resulting from Docs. 19564-5. Action March 1.

■ KFMCC (FM) Provo, Utah—Broadcast Bureau renewed license, subject to condition that assignment of license be consummated within sixty days of grant. Action March 1.

■ FCC announced it closed an unauthorized radio station in Charlottesville, Va. Station, using call letters WHGC, was operating with 50 watts power on 1606 frequency, at top of radio dial. It was located in Holy Temple Church of God and Christ, and had been home-built by John Brown, 20-year-old son of the minister, FCC agents reported. Action March 5.

■ WJMT (AM) Merrill, Wis.—Broadcast Bureau granted modification of license covering change in corporate name to Roberts Broadcasting Inc. (BML-2575). Action March 1.

■ WMAD-FM Middleton, Wis.—Broadcast Bureau granted request to identify as Middleton-Madison, Wis. Action Feb. 24.

## Allocations

### Petitions

FCC received following petitions to amend FM table of assignments on date shown:

- Kernville, Calif.—Broadcast Bureau proposed assignment of 102.3 mhz (ch. 272A). Reinstatement of channel recently deleted was proposed by Kern River Broadcasting Co. Action Feb. 25.
- Operation Outreach, Washington—Requests amendment to assign ch. 200D to Washington as non-commercial educational assignment. Ann. March 1.
- KTJS (AM) Hobart, Oklahoma—Requests amendment to assign ch. 290 to Hobart and delete ch. 257A from Hobart. Ann. March 1.
- Sterling Recreation Organization, Bellevue, Wash.—Requests assignment of ch. 235 to Richland, Wash. Ann. March 5.
- Broadcast Bureau proposed following assignments: 100.1 mhz (ch. 261A) to Plymouth, Ohio; 102.3 mhz (ch. 272A) to Randolph, Vt.; 105.5 mhz (ch. 288A) to Chariot, Iowa; 95.3 mhz (ch. 237A) to Honesdale, Pa.; and 100.9 mhz (ch. 265A) to Clyde, Ohio (RM-2605, 2610-13, 2620, respectively). Action Feb. 27.

### Actions

- Waynesville, N.C.—Broadcast Bureau assigned ch. 285A (104.9 mhz) as community's first FM assignment. Action was proposed in response to petition by Jefferson Lowe Watts requesting assignment of channel to Waynesville and Canton, N.C., on hyphenated basis. Action Feb. 27.
- Gilmer, Tex.—Broadcast Bureau assigned 95.3 mhz (ch. 237A). Action was in response to proposal by KHYM (AM) Gilmer for assignment. Action March 1.

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## Rulemaking

### Actions

■ Joseph F. Hennessey, Washington—Broadcast Bureau denied amendment of procedures concerning extension of time in which to file exceptions. Ann. March 4.

■ FCC determined that additional locally oriented television program service to New Jersey is required and decided to request comment on various proposals to provide such greater local coverage. Commission's staff has been directed to specify proposals on which FCC will seek comment. While such proposals have not been finalized, they will include requirement that Philadelphia and New York City stations establish local "presence" in New Jersey. Action March 4.

■ Commission denied request by Paul M. Roth of New York for waiver of prime time access rule requirements as applied to material from program "Your Show of Shows." Roth stated his group, including Caesar and original producer of program, intended to take excerpts from original programs and combine them into series of new half-hour programs, each containing from 3 to 5 comedy sketches from earlier shows. Action March 3.

■ Commission added new section to its rules defining specialty station as commercial television broadcast station that generally carries foreign-language, religious, and/or automated programming in one-third of average broadcast week and one-third of weekly prime-time hours. Commission said specialty stations no longer will be considered independent stations and will not be counted against quota of independent signals that cable system may carry. However, it said, as local stations, they will retain their "must carry" prerogatives. There will be no limit on number of specialty stations cable system may carry. Commission also said carriage of special-format programming from any station now is permissible. No limit will be imposed on amount of such specialty programming system may carry. Action Feb. 26.

■ Commission denied three petitions for reconsideration of its action revising rules governing cross-ownership between broadcast television stations and cable television systems. The petitioners were KSWO-TV Lawton, Okla., operator of cable system at Lawton; KTEH-TV Ada, Okla., operator of cable system at Ada; and commonly-owned North Platte Multi-Vue Systems, operator of cable system at North Platte, Neb., and KNOP-TV North Platte. In September action, commission modified divestiture requirements that prohibit cross-ownership interests between television stations and cable systems within predicted Grade B contour of television station. Under modified rule, divestiture would be required by August 10, 1977, only in cases where cable system is owned, operated or controlled by nonsatellite television station that places principal city grade contour (signal that serves 90 percent of the people 90 percent of the time) over community and there is no other commercial nonsatellite station placing such a contour over community. Action March 4.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (Stations listed are TV signals proposed for carriage):

■ Storer Cable Communications, for Ashburn and Sycamore, Ga. (CAC-06132-3): WTCG Atlanta.

■ TV Cable of Tennessee, for Manchester, Tenn. (CAC-06134): WZTV Nashville; WTCG Atlanta.

■ Warner Cable of Marietta, for Marietta borough, Pa. (CAC-06135): Requests certification of existing operations.

■ Muskegon Cable TV Co., 700 W. Broadway, Box 978, Muskegon, Mich. 49443 for Fruitport township, Mich. (CAC-06136): WOTV, WZZM-TV, WGVC, Grand Rapids, Mich.; WKZO-TV Kalamazoo, Mich.; WUHQ-TV Battle Creek, Mich.; WKBD-TV Detroit; WSNS, WGN-TV, Chicago; WMVS Milwaukee.

■ Village Cable, 80 Main St., Depew, N.Y. 14043 for Depew Village, N.Y. (CAC-06137): WGR-TV, WBEN-TV, WKBW-TV, WNEC-TV, WUTV, Buffalo, N.Y.; CFTO-TV, CBLFT-TV, Toronto, Canada; CHCH-TV Hamilton, Can.

■ Highland Video, for Derry borough, Derry township, Unity township, Ligonier borough, and Ligonier

township, all Pa. (CAC-06147-51): WOR-TV New York.

■ Burnsville TV Cable Co., 126 Pearl St., Iuka, Miss. 38852 for Burnsville, (town of) Miss. (CAC-06152): WREC-TV, WMC-TV, WHBQ-TV, Memphis; WDBJ-TV Roanoke, Va.; WTUV-TV, Tupelo, Miss.; WOWL-TV Florence, Ala.; WCBI-TV Columbus, Miss.; WMAE Booneville, Miss.

■ Escondido Cablevision Co., for Escondido, Calif. (CSR-985): Petition for special relief ordering TM Communications Co. to permit access on its system serving Escondido, Calif. filed by Pacific Cablevision Co.

■ Central Plains Cable TV, for Mitchell, S.D. (CSR-986): Petition for special relief for carriage of KTVI, KCAU-TV, Sioux City, Iowa.

■ Armstrong Utilities, for Boardman township, Ohio (CAC-06153): WEWS, WJW-TV, WKYC-TV, Cleveland.

■ Mt. Oliver Cable TV Co., for Mt. Oliver borough, Pa. (CAC-06154): WOR-TV New York; WSTV-TV Steubenville, Ohio and delete WKBF-TV Cleveland.

■ Buffalo Televents, for Buffalo, Wyo., and Johnson county, (unincorporated areas) Wyo. (CAC-06155-6): KWGN-TV, KOA-TV, KMGH-TV, KBTW, KRMA-TV, Denver; KYCU-TV Cheyenne, Wyo.

■ Central Cable System, for Clinton, Ill. (CAC-06157): WSNS Chicago, Ill. and delete: KPLR-TV St. Louis.

■ Colorcable, for Renton, Wash. (CAC-06138): KTVU Oakland, Calif.

■ TelePrompter of Seattle, Tukwila, Des Moines, Normandy Park, and Issaquah, all Wash. (CAC-06139-42): same as above.

■ Valley Cablevision, for Kent, Wash. (CAC-06143): same as above.

■ New Paltz TeleCable Corp., for New Paltz Village, N.Y. (CAC-06144): Requests certification of existing operations.

■ Highland Video, for Latrobe borough, and Youngstown borough, Pa. (CAC-06145-6): WOR-TV New York.

■ National Cable Television Corp., for Mt. Pleasant township and E. Huntington township, Pa. (CAC-06120-1): WOR-TV New York, and delete WKBF-TV Cleveland.

■ Armstrong Utilities, for Butler, Butler township, and Center township, Pa. (CAC-06122-4): same as above.

■ Bethel Park TV Cable Co., for Bethel Park, Pa. (CAC-06125): same as above.

■ Dynamic Cablevision, for Homestead borough, W. Homestead borough, Whitaker borough, Munhall borough, Pleasant Hills borough, and W. Mifflin borough, all Pa. (CAC-06126-31): same as above.

■ Washington Channels, for Washington, North Franklin township, East Washington borough, Canton township, South Strabane township, and Arwells township, all Pa. (CAC-06111-6): WOR-TV New York, and delete: WKBF-TV Cleveland.

■ National Cable Television Corp., for Scottsdale borough, Mt. Pleasant borough, and Everson borough, Pa. (CAC-06117-9): same as above.

### Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance:

■ Connecticut, Northwest Cablevision Inc.—Cable Television Bureau granted applications for certificates of compliance to carry signals of WOR-TV New York, WSMW-TV Worcester, Mass., WCBS-TV, WNBC-TV, WNEW-TV, and WPIX, all New York on its cable systems in Goshen, Barkhamsted, Harwinton and New Hartford, Conn. (CAC-5687-90). Action Feb. 27.

■ Bethalto, Hartford, Roxana and Godfrey township, Ill., Madison County Cablevision Co.—Cable Television Bureau granted applications for certificates of compliance to begin cable television service and authorized to carry signals of KMOX-TV, KSD-TV, KTVI, KPLR-TV, KDNL-TV, \*KETC St. Louis; \*WSIU-TV Carbondale, WGN-TV and WSNS Chicago. Dismissed oppositions by KSD/KSD-TV Inc. (CAC-05154-05157). Action Feb. 27.

■ Cottonport, La., Cable TV of Cottonport.—Cable Television Bureau granted applications for certificates of compliance to carry signals of KALB-TV Alexandria, La., KATC Lafayette, La., KLFY-TV Lafayette, La., WAFB-TV Baton Rouge, and \*WMAU

Bude, Miss. (CAC-4211). Action Feb. 27.

■ Negaunee township, Mich., Telesystems Corp. (Iron Range Cable TV).—Cable Television Bureau granted application for certificate of compliance to extent that new cable system may carry signals of WLUC-TV, \*WNBB, Marquette, WJMN-TV, Escanaba, WKBD-TV, Detroit and WLUC-TV, Green Bay, Wis., and denied waiver of signal carriage rules to carry WBAY-TV Green Bay. Granted objection by WLUC-TV Inc., to limited extent (CAC-3482). Action Feb. 27.

■ Hastings, Neb., Hastings Multi-Vue TV Systems Inc.; Kearney, Neb., Kearney Multi-Vue TV Systems Inc.; Grand Island, Neb., Grand Island Multi-Vue TV Systems Inc.—Cable Television Bureau granted requests for special relief and authorized to carry nonnetwork programming of KETV Omaha, until signal of KWGN-TV Denver, becomes available by microwave. Carriage of KETV will be in accordance with non-duplication requirements of rules. Denied oppositions by Cornhusker Television Corp., Bi-States Co. and Nebraska Television Corp., (CAC-03558-60). Action Feb. 27.

■ Courtdale borough, Pa., Teleservice Co. of Wyoming Valley—Dismissed applications for certificates of compliance at request of applicant. Action Feb. 25.

■ Sudden Valley, Wash., Sudden Valley Cablevision Inc.—Cable Television Bureau granted application for certificate of compliance to carry signal of KSTW Tacoma, Wash., on existing cable system. Dismissed opposition by KVOS Television Corp. (CAC-05158). Action Feb. 27.

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Magic Valley Cablevision, for Twin Falls, Kimberly, and Filer, Idaho (CAC-04773-5); Melhar Corp., for St. Louis (CAC-04972); Warner-CCC, for Hilliard, Ohio (CAC-05343); Warner Cable of Columbus, for Upper Arlington, Columbus, and Franklin county, Ohio (CAC-05459-61); American Television and Communications Corp., for Delaware, Ohio (CAC-05490); All American Cablevision Co., Columbus, Ohio (CAC-05491); Coaxial Communications of Columbus, for Columbus, Ohio (CAC-05504); Coaxial Communications of Franklin county, for unincorporated areas of Franklin county, Ohio (CAC-05505); Coaxial Communications of Whitehall, for Whitehall, Ohio (CAC-05506); Circleville Cablevision Assoc. for Pickaway township, Circleville township, Circleville, and Washington township, Ohio (CAC-05508-11); Fairfield Cablevision Assoc. for Berne township, Pleasant township, Greenfield township, Hocking township, and Lancaster, Ohio (CAC-05516-20); Magic Valley Cablevision, for unincorporated areas of Twin Falls county, Idaho (CAC-05597); Bounce Cable Assoc. for Edinburg (town of), Va. (CAC-05750); Quaker CATV, for Lisbon, Ohio (CAC-05795); Forsyth Cable TV Co., for Forsyth, Mont. (CAC-05869); TelePrompter Corp., for Simi Valley, Calif. (CAC-05910); Copper Belt Cablevision, for unincorporated areas of Pinal county, Ariz. (CAC-05915); Sheridan Cablevision for Sheridan, Wyo. (CAC-05916); K&K Cable TV Corp., for Devils Lake, N.D. (CAC-05919); Alexander City Cablevision Co., for Alexander City, Ala. (CAC-05921); Nation Wide Cablevision, for Millbrae, Calif. (CAC-05928); Cablevision of Chickasha Co., for Chickasha, Okla. (CAC-05931); Cumberland TV, for Cumberland, Ky. (CAC-05932); Beaumont Cablevision, for Beaumont, Tex. (CAC-05944); Midwest Cable Television, for Holyoke, Colo. (CAC-05946); Harbison Development Corp., certain specified unincorporated areas of Richland county known as Harbison, S.C. (CAC-05950); Elizabeth City Video, for Elizabeth City, N.C. (CAC-05951); Elizabeth City Video, for specified unincorporated areas of Pasquotank county, N.C. (CAC-05952); Citizens Cable of Allen County, for St. Joseph township, Ind., New Haven, and Adams township, Ind. (CAC-05953-5); Southern Communications Corp., d/b/a Roanoke Rapids Telecable for Weldon, N.C. Gaston (town of), and Roanoke Rapids, N.C. (CAC-05982-4); Bagley City Cable TV, for Bagley, Minn. (CAC-05991); T.V. Cable Services, for Valley Head (town of), Ala. (CAC-04515); Centre Video Corp., for Rostraver township, and Monongahela, Pa. (CAC-05257R-9R); Burdett Community Development Corp., for Burdett, Kan. (CAC-05745); Lindsborg Cable Television, for Lindsborg, Kan. (CAC-05806); Platteville Cable T.V. Corp., for Platteville, Wis. (CAC-05813); Muncy TV Corp., for Muncy borough, Pa. (CAC-05887); Coaxial Co., for Franklin, Pa. (CAC-05888); Cablesystems South, Limited, for Ponchatoula, La. (CAC-05894).

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**Assistant General Manager** in charge of Broadcasting for Illinois Publishing Company must have proven ability to work with university students, have at least a Bachelor's degree and combination of broadcasting and business administration experience. Candidates should be familiar with FCC regulations and knowledge of license renewal procedures. Person will supervise permanent staff and work with student management and staff for 24 hour commercial FM operation. Other duties would include general assistance to company manager. Salary to be negotiated. By March 24 send resume with references to Richard Sublette, Box 2966, Station A, Champaign, IL 61820. An Affirmative Action EOC Employer.

**Opportunity** for aggressive individual as an account executive for Southeastern New England's number one adult music station, WLKW AM & FM. Tremendous potential for the right person to move up, fast! Contact Gene Lombardi, 401-331-7810. E.O.E.

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**Metro Ohio FM** Easy Listening Stereo looking for experienced at least 5 years, salesperson to cover regional sales area. Start up salary open with incentive commissions. Please send resume covering experience. We are Equal Opportunity Employer. Box Q-206, BROADCASTING.

**If you want** to learn sales and become part of a stable, people oriented organization you may be our person. Experience not important! Drive, desire to succeed and willingness to learn important. We're located in Indiana and want to hear from you! Box Q-214, BROADCASTING.

**Tiger!** The only radio station in county. Only full time facility between Helena, Butte & Missoula. Looking for experienced salesperson with management potential. Applicants should now be employed in small to medium market. No calls, please. Reply with complete resume in confidence KDRG, PO Box 539, Deer Lodge, MT 59722.

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**Immediate sales position** open in the top economic city in America with the original country and western music station. Living costs are low and air is clean. We rarely have an opening. So hurry if interested. Contact: Charlie Phillips, KZIP-AM, Box 5905, Amarillo, TX, 806-374-3796.

**WGLO**, one of South Florida's giant radio stations seeks knowledgeable, aggressive salesperson. Your potential within 18 months is \$25,000. Write, WGLO, PO Box 5333, Fort Lauderdale, FL 33310 or call 305-563-4236.

**Sales persons**, WPAL-AM-WWWZ-FM, Charleston. South Carolina top draw-commissions with proven sales record, excellent benefits. Contact: Ken Goodman, PO Box 3437, Charleston, SC 29407.

**We lost a salesman** to a client, making immediate opportunity for RAB-oriented salesman or woman. Call 1-703-343-4447 Burt Levine or write WROV, PO 4005, Roanoke, VA 24015.

**Account Executive** to handle important list of local accounts. Excellent earnings potential. Must have good record in sales. WSAV, Savannah, GA.

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**Expanding small market** group accepting applications, sales representatives. Moberly Method programming, sales being implemented. Galen Gilbert, 3537 Wooten, Fort Worth, TX 76133. EOE.

**Grass Roots** American Radio Inc. an expanding chain of small market radio stations offers opportunity to women & men who are reputable and willing to get a sales job done. Gene Newman, Longhorn Pass, Hartselle, AL 205-773-2558.

**Growing AM/FM** in Central Nebraska needs fulltime salesperson; some announcing. Call Ron Swanson 402-463-1314. E.O.E./M.F.

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**Metro Ohio FM** Easy Listening Stereo looking for mature, experienced announcer, minimum of 2 years, with production ability and 3rd class license. Salary open. Send resume. Equal Opportunity Employer. Box Q-207, BROADCASTING.

### HELP WANTED ANNOUNCERS CONTINUED

**Our station** is a team effort! Join this Central Indiana small market station and get security, challenge and above average income. What are your talents? Announce, Production, Sales, News, etc. Box Q-213, BROADCASTING.

**We are a growing** Midwestern powerhouse looking for a heavy personality/communicator to join a happy family of winners. Your warmth, ability to communicate and humor will net you a permanent position with us. Send tape, resume, refs, first letter. Bob Rose, KFEQ, Box 879, St. Joseph, MO 64502.

**Classical Announcer** for top-rated, major market concert music station. Must be relaxed and friendly on the air, with professional delivery and command of foreign pronunciation. Solid, imaginative commercial production and tight board needed. Send tape and resume to John Proffitt, Program Director, KLEF, 1401 South Post Oak Road, Houston, TX 77056. EOE/MF.

**Morning announcer**, music director for country music. First phone preferred. Mail tape & resume to KMRN Radio, Box 1360, Cameron, MO 64429. Telephone 816-632-7201. Write or phone immediately, opening April 1, 1976.

**Immediate opening** for announcer with first ticket. Send tape, resume and wage demands to WAMD, Aberdeen, MD 21001.

**Wanted alive!** Contemporary personality. Production a must. Good staff. Hustle and move up with group station. Third. Joe Langworthy, WDEC, Box 1307, Americus, GA 31709. 912-924-3681.

**Enthusiastic announcer wanted.** Number 1 medium market station. 3rd endorsed required. Competent in pop & AOR. Good production a must. Midnight shift. Send resume and tape. No phone calls. WDIF, 135 South Prospect, Marion, OH 43302.

**Michigan**, 10,000 watt contemporary/MOR seeks morning personality (who could be music director). Immediate opening for experienced talent only. Equal Opportunity Employer. Rush tape-resume to Paul Pigeon, WKXN, 5200 State Street, Saginaw, MI 48603.

**Musicradio WLAM** needs 7 midnite Top 40 personality. 5000 watt fulltime in Central Maine. Aircheck, resume to Don Zihlman, Box 929, Lewiston, ME 04240. EOE.

**Immediate opening** experienced mature announcer with production skills. Good pay, benefits and future for ambitious creative person. Send tape and full details to WMNB, Box 707, North Adams, MA 01247.

**Mid-day personality** plus sports and P.B.P. Tape of all three plus news and commercial to: "Announcer" Suite 4160, Greenville Postal Plaza, Greenville, DE 19807.

**Needed immediately!** Country jock for top-rated country music station in mid-Atlantic area. Must know country music. Call 1-302-422-7575, ask for program director.

**Contemporary MOR Announcer**, heavy on production, PBP desirable. Good chance for advancement. Contact Dave Callaway 912-283-1230.

### HELP WANTED TECHNICAL

**Chief Engineer.** Top Ten major market AM/FM. Strong on maintenance, have thorough knowledge of FCC rules and regulations. Box Q-33, BROADCASTING.

**Chief Engineer.** AM-FM. Directional experience. Multi-station chain, midwest. Excellent salary and advancement opportunities. Equal Opportunity Employer. Box Q-48, BROADCASTING.

## HELP WANTED TECHNICAL CONTINUED

**Opportunity!** Chief Engineer to hear technical operation directional AM, automated FM. New plant, pleasant surroundings, mid-Atlantic location. \$12,000 to start for responsible, experienced worker. EOE. Inquire Box Q-111, BROADCASTING.

**Small market,** Southeast, directional daytime needs chief operator with maintenance background and knowledge of FCC rules. On-air experience preferred. Salary \$130-\$150/week. Equal Opportunity Employer. Box Q-131, BROADCASTING.

**Chief Engineer,** Midwest major market full-time AM. Solid experience in all phases of transmitter and studio maintenance and complete knowledge of FCC rules. Creativity and ambition a must. EOE. Box Q-182, BROADCASTING.

**New York Metropolitan** Audio/Visual hardware company seeks technicians/engineers for operation/maintenance of non-broadcast equipment on a per-diem basis. Resumes to Box Q-194, BROADCASTING.

**Chief Engineer** heavy on maintenance wanted for WDEW in Westfield and WARE in Ware, Massachusetts. Growing chain, good money and excellent benefits. Contact Mr. Vaughan or Mr. Roberts at WARE.

**Aggressive engineer** itching to become C.E. for AM/FM Stereo operation. Must be strong in processing, studio design, and maintenance. Major improvements planned. Number one in market with State University and beautiful clean air. Can you make us best sounding operation in country? Garry Bowers, WCLG, Morgantown, WV. 304-292-2222.

## HELP WANTED NEWS

**Experienced newperson** for aggressive news department at leading radio station in larger Florida market. Apply Box Q-161, BROADCASTING.

**Experienced Play-By-Play** sportscaster/news director needed by Southern California 5-kilowatt fulltime country station. Send football, basketball and baseball aircheck to Mike Thomas, KBBQ, Ventura, CA.

**Opening for second news person** at top rated station with a commitment to news. Tapes to Kevin Brennan, News Director, KTRM Radio, PO Box 5425, Beaumont, TX 77702.

**WIRE, Indianapolis** needs a news director with imagination and ability to direct people. Send resume and air check to Don Nelson, GM, WIRE, PO Box 88456, Indpls, IN 46208.

**The Newperson we want** is working now, in a major market, but is ready to move to an O&O in California. She or he is committed to covering local news (and not just the major's press conference). This person can write news so it doesn't sound as if it came off a wire service. On the air, she or he sounds like a human being talking to other human beings. If you are ready to move to a top ten market and join a vigorous, competitive news team, send an aircheck and resume to News Director, PO Box 1008, New York, NY 10019. An Affirmative Action Employer.

**News Director** wanted for public radio station in community of 300,000. MA preferred. Send letter, vita, and references to Prof. R. Smith, Chmn., Dept. of Speech Communications, Wichita State University, Wichita, KS 67208. Affirmative Action Employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program and promotional director,** who can positively build great numbers. We want to be number one, and stay there. Possible air shift, position requires community involvement. Salary open, benefits. Box P-189, BROADCASTING.

**Program Director,** strong production, Top 40 production. Experienced PD improve situation or top-flight jock moves up to programming. Call Albert Johnson, KLOU, Lake Charles, LA. 318-436-7277.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

**WHEN/Syracuse** has an immediate opening for a production director. Experienced, creative, organized, with a good voice. Position involves creative development of commercials, promos, etc. Some air work. Good bucks for the right person. Contact Bob Carolin, WHEN, 980 James Street, Syracuse, NY. 315-474-8511.

**Experienced wordsmith** who can make words march, sing, inspire, sell. Man or woman with ingrained feel for radio, music & sounds produced professionally. Burt Levine, WROV, Roanoke, VA 24015.

## SITUATIONS WANTED MANAGEMENT

**General Manager.** Aggressive outstanding sales leader. Experienced executive. Proven record of success. Impeccable background that will stand very close scrutiny. Minimum \$25K. Prefer Florida, but will consider all areas. Background includes radio, CATV, television. Box Q-31, BROADCASTING.

**Aggressive GM** available. Impressive track record in medium and major southeast markets. Ability to coordinate sales, programming and engineering phases to develop strong marketing vehicle. Young, creative, enthusiastic, goal-oriented, RAB, degree. Box Q-47, BROADCASTING.

**Five years** of solid experience. Desire medium market Top 40 Program Directorship. Experience in all market sizes. Well informed in music, promotion, production, FCC, personnel, engineering, agency rapport, PA, audience data, license renewal, image building, network, etc. Box Q-178, BROADCASTING.

**13 years** radio experience; management, sales, production, announcing, PBP. Reliable. Aggressive. Looking to settle Northwest. Small or medium market. Box Q-188, BROADCASTING.

**Highly qualified manager.** Fifteen years sales and management experience. Seeking executive position with young, expanding company. Top references and outstanding track record. Will consider investment opportunity. Box Q-193, BROADCASTING.

**Sales Manager,** excellent record small to medium markets, local, regional, agency sales. Resume. Box Q-203, BROADCASTING.

**General Manager,** excellent track record & references. Proven performance in sales, administration and programming. Box Q-212, BROADCASTING.

**Broadcast veteran** 30 with college education seeks creative programing or manager position. I've done both successfully. Medium or large market. Call John, 813-259-1318.

**Jack of all trades,** 10 years radio-TV exp., B.A., want GM, PD, Op. D. in Midwest. Elliott Smith, 1501-23 Ave NE, Mpls, MN 55418, 612-781-7365.

**Gray Ingram,** manager, salesman, engineer, automation consultant will be available upon FCC approval of sale of station. 919-637-4450. PO 1056, New Bern, NC 28560.

**PD & Air staff** with great major market track record desire to relocate. Entire staff plus 100% record service. Will work for less than \$1000 monthly. Any market size. 213-464-0174.

## SITUATIONS WANTED SALES

**13 years,** radio experience; management, sales, production, announcing, PBP. Reliable. Aggressive. Looking to settle Northwest. Small or medium market. Box Q-188, BROADCASTING.

## SITUATIONS WANTED ANNOUNCERS

**DJ, 3rd phone,** tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**Young D.J.,** announcer, 3rd phone seeking break, anywhere, know music. Inexperienced but willing. Joseph Sarica, Box P-195, BROADCASTING.

**Air shift** plus sales or program director position! Lots of experience. Now employed in Midwest. Box Q-113, BROADCASTING.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Announcer** wants DJ shift, rock or MOR, 1½ years experience, 3rd endorsed, good board, good production, Midwest preferred. Box Q-125, BROADCASTING.

**Flop out,** that's what my P.D. would do if he saw this! Experienced music director and jock. Write Box Q-150, BROADCASTING.

**Punch or purr** PM or AM, pleasant or mayhem. Box Q-162, BROADCASTING.

**Knowledgeable sportscaster,** available in May, seeks Midlands market. Six years broadcast experience. BA, 3rd endorsed. Box Q-165, BROADCASTING.

**Small market** MOR personality seeks move up. Good voice and delivery, tight board. Experienced in news, sports, pbb, production, copywriting. Married, dependable, previous employers recommends. 300 week and fringe. Equal Opportunity Employee. Reply Box Q-166, BROADCASTING.

**Who's hankering** to hire haggard Hal, who's hurtin', who, huh? Box Q-167, BROADCASTING.

**Dynamic, creative,** up tempo rock nite-man. Experienced, & employed. Excellent med. or major only. Box Q-171, BROADCASTING.

**Help major** shakeup in progress, I may be next. Experienced announcer/program director/sports director/excellent play-by-play man/production man/salesman/copywriter. Not a clock watcher. Third phone with endorsement. Married man willing to relocate. Immediate reply please from a station offering opportunity and growth. Box Q-172, BROADCASTING.

**How is your** all-night show doing? 12-year veteran wants to put his oldies concept to work. Big numbers proven. Excellent credentials, production, 1st phone. Box Q-176, BROADCASTING.

**First phone,** Top 40 jock. Recently worked in large Southwestern market. Former production director and d.j. at college station. 3 years experience. 312-439-2884 or Box Q-179, BROADCASTING.

**6 years experience,** strong production, first phone. Looking for good progressive or album rock station. Tape and resume on request. Box Q-185, BROADCASTING.

**13 years** radio experience; management, sales, production, announcing, PBP. Reliable. Aggressive. Looking to settle Northwest. Small or medium market. Box Q-188, BROADCASTING.

**Dependable announcer** with 3rd, and endorsement. Tight board, good news, production and commercials. Pt. time experience in 74 and 75. Go anywhere. Now! Box Q-197, BROADCASTING.

**D.J. Young** mature needs break. Great news, commercials, tight board. 3rd phone anywhere now. Box Q-199, BROADCASTING.

**Communicator** Top 40 jock. No. 2 would like to relocate to the Virgin Islands. Prefer St. Thomas. Box Q-200, BROADCASTING.

**Attention East Coast:** Super Top 40 jock and sports director with 8 years exper. college and H/S PBP. First phone. Available April 15. Tape & resume on request. Box Q-216, BROADCASTING.

**Communicator** wants combo air shift/sales. Fine voice. DJ/news, copy writing. Solid man for good local operation. John Anderson, 9902 Alto Dr., LaMesa, CA 92041. 714-463-3387.

**Professionally trained announcer** with some experience desires full-time position as DJ/announcer where I can learn and grow. Young, third phone, good references. James Prange, D-28 Brown Ave., Cornwells Heights, PA 19020. 215-638-1814.

**Award winning sports** writer-announcer with five years experience looking for sports information director's or assistant's job. Contact Bob Jackson at 214-369-9176 or write PO Box 15203, Dallas, TX 75201.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Experienced classical announcer**, excellent languages, nationally known via syndicated symphony broadcasts, will provide taped announcements, soft-sell commercials, for your classical programs. 215-287-8919.

**Looking:** East or west, 26, experience AM/afternoon/ nights, News, production, AFRT vet, seeking contemp Top 40/MOR, 3rd endorsed. Available after March 20. Robert E. Starbuck, 432 Eureka, Ripon, WI 414-748-2021.

**Contemporary** major or medium stations. Charley Donovan 713-789-1532. 3737 Hillcroft. No. 160, Houston 77057.

**No skirt chaser**, boozier, games or roles, just worker, first ticket, entertainer, writer-sales. Responsible, mature quality voice, degreed six months experience, but eager. Executive material. Wayne Badger, General Delivery, Phoenix, AZ.

**Looking** for a young jock with a good voice; personality and experience? Look no more! Dial 716-873-0706.

**3 years experience.** Station going automation. Seeking East Coast rocker. Resume and tape, Paul Nicoletta, 504-872-6828 10 AM-4 PM. Third endorsed.

**Station Manager's Attention!** Can you use hard working young man with some broadcast experience? Good D.J., news, copywriter. Will be an asset to your station. Andre, 725 N. Fig. No. 1, Escondido, CA 92025. 714-743-5599 or 714-747-0829 nights.

**I'm currently employed**, but seeking a change. Mature, stable, polished D.J. seeking full-time position at contemporary station. Also news, copywriting, production skills. Dedicated employee. Available immediately. 3rd endorsed. Aircheck available. Call Bob Alexander. 212-799-9190, 9 AM - 5 PM. Florida or northeast preferred, but all top 150 markets considered.

**Experienced DJ** seeks contemporary progressive personality oriented 3rd. Endorsed. After 6. 915-653-4971.

**Sportscaster-Newscaster** play-by-play all sports, strong baseball, football, basketball. Writer, college graduate. Commercial experience. Excellent references. Phone 408-422-9675. Johnson, 1623 Los Gatos Way, Salinas, CA 93901.

**Experienced professional.** Announcer/production/ traffic. 2 years. Top 40 or contemporary. Box 71, Park Forest, IL 60466. 312-747-8060 evenings.

**Personality jock** experienced, creative production. First phone, married and stable. Available now. Todd 608-257-8515.

**First phone** heavy air man! Big bands, etc. Relocate. All markets. 219-436-8781 mornings.

**Black Gospel** jazz D.J. Sales exec. References. Experienced. Bro. James 7 Exton, Somerspoint, NJ. 609-927-9283.

**Experienced young announcer**, 3rd endorsed. Good news, commercials, sales experience. Dependable. Will relocate immediately. North Eastern states only, including New England. Richard Goodman, c/o B. Marchese, 3755 N.E. 167th Street, North Miami, FL 33160.

**Top ratings** in small market, degree, experienced in all phases, ready to move up. Glenn Verheyen, 544 Brooklyn Lot 33, Jacksonville, IL 62650.

**Canned** for being Honest John: Contemporary personality, experienced. Innovative production, degree, third. 217-787-3295.

## SITUATIONS WANTED TECHNICAL

**Chief Engineer** experienced all phases AM-FM, excellent references, desires change. Box Q-119, BROADCASTING.

**First phone**, tight board, three years college radio, experienced news-production-announcing. Desire Radio or TV. East or Southeast. Box Q-170, BROADCASTING.

## SITUATIONS WANTED TECHNICAL CONTINUED

**Chief Engineer** experienced in multitower AM, FM Stereo, SCA, digital remote control, microwave, automation, construction and network operation, seeks stable position in NY, NJ or Conn. Write Box 252, Brightwaters, NY.

## SITUATIONS WANTED NEWS

**Newsman-Announcer**, recent Missouri BJ. Commercial experience, 3rd endorsed. Gather, write, report. Strong on-air. Box P-146, BROADCASTING.

**Play by play** all sports. Currently employed medium market radio TV. Five years experience. Ready to move up. Box Q-130, BROADCASTING.

**Australian**, 9 years radio, switching from music to news. Can write, deliver authoritatively. Must have field reporting and feature opportunities. TV or radio. Box Q-147, BROADCASTING.

**Looking ahead?** I am. Currently working in pleasant small market doing sports, news, music, production and jock work. Would like to do university-level p-b-p. Four years experience, super talent, excellent voice. Box Q-163, BROADCASTING.

**Good local news.** B.S. Broadcasting, minor journalism, 3rd endorsed. Experience as newscaster, writer, reporter, news director, sales. Box Q-184, BROADCASTING.

**I dig news.** Also write and air quality newscasts. 4 1/2 yrs. commercial radio. BA, 26, third. Prefer east of Mississippi River. 502-368-2231 or reply Box Q-196, BROADCASTING.

**News Director**, highly experienced, take charge professional. Your major-medium market can benefit from my solid broadcasting background. 1st phone. Can double on telephone talk show, programming, sports, production, music, announcing. Box Q-202, BROADCASTING.

**Metro market** sports director/newsman seeks PBP, news, production in solid medium/major Midwestern market. Box Q-211, BROADCASTING.

**Experienced newsman** available. B.A. Speech. Third endorsed. Married, stable. Mid East preferred. 717-352-3313.

**Young aggressive** hard-working individual looking to break into broadcasting as a radio newscaster in a small market station. Junior college graduate, A.S. Degree in broadcasting. Available immediately. Will relocate. Richard Chabot, 7 Fiske Road, Lexington, MA 02173, 617-862-0979.

**Los Angeles** area only. Major market pro, former ND, seeks return to home town. Heavy studio and street work. EOE. Box 1521, Hollywood, CA 90028.

**Six years experience** in News and sports PBP in small market. Looking to get ahead with station on the move in the Midwest preferably in Indiana-Ohio area. 25, single, hard worker and dedicated. Write Steve Watson, PO Box 746, Seymour, IN 47274.

**Responsibility** is as important as aggressiveness. Thinking Journalist, BA, MS, broadcast journalism, third endorsed, one year experience, seeks small to medium market. Rich Peacock, 33 Cogswell Ave., Cambridge, MA 02140. 617-547-2788.

**Frustrated with** 14 hour day non-radio work. Looking for first break in news. Six months experience. Write Rod Morrison, 308 Hollis Street, Framingham, MA 01701.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Experienced, Program Director**, news director, announcer and sportsman looking to move up from small market station. Box Q-98, BROADCASTING.

**Idea, promotion**, sales oriented program director. 5 years experience. Now employed in Midwest. Box Q-114, BROADCASTING.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

**Combo man** 1st phone, 18 months, major market experience. Program/Music Director, extensive audio production. Some announcing. Relocate anywhere. Phone 212-252-2830. Neil Miller. Box Q-158, BROADCASTING.

**A programmer** who inspires people to do their very best and makes them love it! I can guide your station through the new era of radio. Major and medium markets. For results, not excuses, write Box Q-177, BROADCASTING.

**Mediocre, middleaged** dilettante. Female. Experienced PD. producer/director, writer. Public affairs, talk, news, children's format. Degreed, 5 yrs. broadcasting. Why hire me? I'm humble! Call: 617-263-0713.

## TELEVISION

### HELP WANTED MANAGEMENT

**Local Sales Manager**, top 25 midwest market, management experience preferred. Write Box Q-103, BROADCASTING.

### HELP WANTED TECHNICAL

**Immediate opening** for assistant chief at growing UHF. Must have 1st class radiotelephone license with experience in studio and transmitter maintenance. An Equal Opportunity Employer. Write Box Q-201, BROADCASTING.

**Manager of Engineering** wanted. Good market, station and opportunity. 1st Class ticket, personnel administration experience preferred. An Equal Opportunity Employer. Write Box Q-218, BROADCASTING.

**Management Engineering Assistant** to join staff of public television Engineering Department. Must have three to five years professional experience in engineering management position. Require excellent digital logic experience along with top technical skills and demonstrated administrative ability in union shop. Resumes only to Jay Rayvid, WQED-TV, 4802 Fifth Avenue, Pittsburgh, PA 15213. WQED is an Equal Opportunity Employer.

**Studio Maintenance Eng.** Must have 1st class license, 3 yr. color studio maintenance. Reply Vince O'Connell, W5VA-TV, Rawley Pike, Harrisonburg, VA 22801. 703-434-0331.

**Maintenance Engineer(s)** Short-term requirement to maintain RCA Color Studio (TR70TK45/TK28) monitors daily, tuners and misc. B & W camera equipment. 7:30 AM - 3:30 PM daily, Monday thru Friday for period now thru November, 1976. Requirement also includes two hour call-up, seven days a week. Location: Arlington, Virginia. Salary excellent. Equal Opportunity Employer. Call or write Michael Wetmore, Peirce-Pheps, Inc., 2000 N. 59th Street, Philadelphia, PA 19131. 215-879-7171.

**Director of Engineering.** Group broadcaster seeks experienced chief with strong administrative abilities for major west coast market. Starting salary \$30,000, plus benefits. Call or write to Dave Boylan, Ron Curtis & Company, 5725 East River Road, Chicago, IL 60631, 312-693-6171. Confidentiality assured.

### HELP WANTED NEWS

**Fastest growing market** in the nation is in need of an experienced reporter familiar with all aspects of "film package" reporting. You must be a self starter who can deliver. Position also includes weekend news anchor. Box Q-134, BROADCASTING.

**It's called Thunderstorm** Alley, and we need a professional who can deliver the weather with a punch. We'll do our part with full weather radar, weather fax printer, wire service and full instrumentation. You must blend in with a top rated news and sports anchor team and be willing to accept new ideas. Duties also include reporting in all environmental factors in our viewing area. Only experienced need apply. Box Q-135, BROADCASTING.

**We are looking** for an experienced anchor who can communicate. Medium market television, strong news staff, excellent company. Equal Opportunity Employer. Please send resume and picture to us. We will ask for tape. Box Q-155, BROADCASTING.

## HELP WANTED NEWS CONTINUED

**Anchor salary** that will match any market larger than number five or network correspondent's pay. A station with a very good news reputation is looking for the right person who can move a newscast in a friendly and responsible way. Excellent benefits and job guarantees. We are only interested in top candidates with the experience to prove it. Box Q-173, BROADCASTING.

**Major Market East Coast** station needs strong TV reporter who can also cover weekend sports shows. Send resume and picture. An Equal Opportunity Employer. Box Q-183, BROADCASTING.

**News Director**, Medium market, network UHF with 12 person news department. ENG knowledge helpful, but not required. Respected group ownership. Starting salary commensurate with experience. All benefits. An Equal Opportunity Employer. Send complete resume to Box Q-198, BROADCASTING.

**Professional Meteorologist**. Lost our last two meteorologists to Los Angeles and San Francisco stations. Seeking replacement. KOB-TV, PO Box 1351, Albuquerque, NM 87103.

**Wanted:** Newperson to anchor late news and do general reporting. Previous experience preferred. Apply WCTI-TV, Box 2325, New Bern, NC 28560. An Equal Opportunity Employer.

**Newsperson**, to co-host noon show and do general reporting. Must be able to write, and shoot and edit film. Contact News Director, WEAU-TV, 1907 S. Hastings Way, Eau Claire, WI 54701. 715-832-3474.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Producer-Director** for large Midwest market UHF. Must have strong news and commercial directing experience. Two (2) years minimum experience required. Box Q-137, BROADCASTING.

**Program Director**. Wanted for Pay TV firm located in New York. Experience must include feature film purchasing & scheduling. Please forward resume. Box Q-175, BROADCASTING.

**Executive Producer**. Top 25 market. Stage and television experience; writing, coaching, research. Work on cities top local entertainment show, program development opportunities. Good crew, good facility. Will interview at NAB. Write Box Q-195, BROADCASTING.

**WGBH-TV, Boston** requires a staff producer to work full-time on the NOVA documentary series shown nationally on PBS. Qualifications: Proven ability to produce full-length film documentaries, including supervision of subject research, film direction, supervision of film editing, script writing, and budget management; developed interest in the sciences, technology and medicine. The successful candidate will be expected to move to the Boston area, and be prepared to undertake extensive national and international travel. Salary will be in the range of (\$25,000-\$30,000), plus fringe benefits. Resumes and examples of previous work should be sent to Douglas Smith, Unit Manager, NOVA, 125 Western Avenue, Boston, MA 02134. WGBH-TV is an Equal Opportunity Employer.

**Production Manager** to join staff of public television production center. Must have three to five years professional experience in major contract production. Require top skills in client relations, administrating, and budgeting. Resumes to Jay Rayvid, WQED-TV, 4802 Fifth Avenue, Pittsburgh, PA 15213. WQED is an Equal Opportunity Employer.

**Asst. Producer**. News gathering, on-air, portapak taping and editing experience. Will generally work alone on assignment. Need characteristics of a producer, director, newperson, camera operator and air talent. Will work with an aggressive, professional news team. Send resume to President, WSKG, Public Television, PO Box 97, Endwell, NY 13760. An Equal Opportunity Employer.

## SITUATIONS WANTED MANAGEMENT

**General Manager**, sales manager, programming for medium to large market. Thoroughly experienced all phases: station-ownership, management, sales management - sales (local and national), programming, film-buying, promotion and network announcing, news reporting. Leader in industry and community affairs. 21 years in television, 8 prior years in radio. Total broadcasting experience: 29 years. Age 46. A professional, quality, aggressive competitor. Accustomed to formidable challenges and much responsibility. Can increase, substantially, your profits and prestige. Box Q-164, BROADCASTING.

**Controller/Business Manager** position. Young, female, with experience in major TV market. Experienced in EDP. B.S. Accounting. Box Q-204, BROADCASTING.

## SITUATIONS WANTED TECHNICAL

**Experienced** chief engineer, BSEE, excellent technical background. Box Q-105, BROADCASTING.

**Maint. Tech.**, first phone, AM-FM-TV, transmitter desired, capable all. Box Q-108, BROADCASTING.

**Engineer. Present** Chief and Tech Instructor looking for progressive position. Experienced in maintenance, repair, construction, rules, directional/non-directional, VTR, CCTV, etc. With leadership and teaching abilities. Settled dependable, mature family man. Only offers of \$15,000 plus will be considered. Box Q-169, BROADCASTING.

**First phone** radio chief 7 years. Want to learn all phases of television operation and engineering. Contact Stan Jarvis, 5151 4th St. N Lot 328, St. Petersburg, FL 33703. 813-527-7403.

## SITUATIONS WANTED NEWS

**Energetic newsmen** seeking reporter's position. Writer-Producer for two years in major market. BA in broadcast news, minor in political science. Excellent references, aircheck available. Call 504-394-3589 or Box Q-76, BROADCASTING.

**Currently reporter/producer/anchor** in top 60 market. Ready to move up to regular co-anchor/anchor position in the top 25. Eight years experience, dedicated journalist, have the numbers, B.S., M.A. Box Q-140, BROADCASTING.

**Reporter/Anchor** desires challenging position. Presently employed in Mid 50's market. Contact Box Q-187, BROADCASTING.

**Top 40 sports**, I'm number one where I am now, but I'm not satisfied. If you're looking for the best, you'll find it here, but don't bother if it's not Top 40. Five years experience in all phases of sports on TV. 30 year old college graduate. Loves to travel. Box Q-192, BROADCASTING.

**Filmmaker**, experience TV News/film-ENG/editor/reporter. Female, M.A., wants position in documentary production. Write Box Q-205, BROADCASTING.

**Weathercaster** with unique on-camera cartooning format seeking position. AFRTS background. Bron Smith, 213-796-7441.

**Los Angeles** area only. Reporter/Anchor. Major market pro seeks return to home town. Awards, ratings. EOE. Box 1521, Hollywood, CA 90028.

**Assignment editor**, 4th market, looking to relocate. 5 years experience including writing, radio reporting, wire service and print. 8201 Henry Ave., D-14, Phila., PA. 215-487-1661.

**TV news producer**, studying law, wants summer job writing, producing. Videotape, resume. Joe Garrity, 5511 Forest Glen, Chicago, 60630.

**Photographer**, 5 years Top 30 market. Trustworthy, conscientious worker who deals effectively with public. Tel. 617-322-2951.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Mature young man** seeking a position in studio operations in television for a small market. Would relocate. School training. Very dependable, reliable, ambitious and eager. Box Q-186, BROADCASTING.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHER, CONTINUED

**Young, experienced** producer-director presently employed, with heavy production schedule. Ambitious and innovative with VTR, remote, film ENG, editing. Box Q-189, BROADCASTING.

**Productions Manager** with degree and 9 years commercial experience, 2 years major market, seeking challenge in management or creative production directing. Willing to relocate, available mid-April. Box Q-210, BROADCASTING.

**Beginning position** desired. Have B.A. in radio/TV communications, working on M.A. Currently audiovisual technician. Lawrence Benesch, PO Box 151, Dumont, NJ 07628.

**Experienced with degree**. Director/Producer radio and television. Good ideas for commercial production. Understand film and V.T.R. production methods. All format announcing F.C.C. endorsed. Will relocate. Rod D. Schar, 1340 W. Touhy Ave., Chicago, IL 60626. 312-465-4552.

**College grad** BFA film No. 2 D.J. Jacksonville Fla. WCAU TV wake up! Commercial production, copywriting, creative, funny & zany. Looks like Ernie Kovacs. Get me out of N.J.! 201-747-4677.

## BUY-SELL-TRADE

**Selling Kodak Film** 7240M-400. New, \$31.00 continuous supply. Raw Stock Center, 9 E. 37 St., NY. 212-679-1218.

## WANTED TO BUY EQUIPMENT

**TEK 149A NTSC** Signal Generator. Contact Tor Liholt, 516-273-7111. LNR Communications Inc., 180 Marcus Boulevard, Hauppauge, NY 11787.

## FOR SALE EQUIPMENT

**Stereo generator**, Sparta 682, CBS 4110 stereo Volumax limiter; CBS 4450A stereo Audimax AGC. All in use, excellent condition, available May. Each \$1050 or offer. Bib Venditti, KZAP, Box 511, Sacramento, CA 95803. 916-444-2806.

**Ikegami TK-355 Camera System**: 10-1 Zoom Lens, tripod-dolly, 100-ft. cable, Waveform monitor. Used only as demonstrator. For sale below rep. cost. Contact Mr. Ed Milling, Taft Broadcasting Corporation, 713-622-1010, Houston, TX.

**35mm Norelco** telecine motion picture projector. All options current price well over \$17,000.00. Never used, mint condition. \$8500.00 will consider some trade. Write, wire or phone International Cinema Equipment Company, 13843 Northwest 19th Avenue, Miami, FL 33054. 305-681-3733.

**Gates BC-1F**, 1kw/250w AM transmitter 1230 khz good condition, removed from service Jan. 76, \$2,000. Contact Bill Brown 912-265-5980.

**One stop** for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer Company, Box 8057, Pensacola, FL 32505.

**Gatesway II** audio console, excellent condition \$1500. UREI Modulimiter, new \$425; Criterion 80, mono, like new \$400. WNOE, New Orleans. 504-523-4753.

**5 KW AM Transmitters**: Collins 820-D2, Collins 21-E, RCA BTA-5H, Gates BC-5-P2, RCA BTA-5R-1, ITA AM-5000-D. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

**New Sparta** 680 Exciter, list price \$2,350 only \$1,800. Telephone 813-391-9994 for details.

**Gates Executive**. 10 channel simulcast solid state console, new stereo line amplifiers, \$2500; complete Marti M-3 Dual STL with transmitter remote control, tuned up to 943.15 mhz and 942.85 mhz, includes: antenna transmission line, spare tubes and crystals, \$2500; Spectronics Compilimiter, \$275; Collins PB 150 Mono playback cartridge machine, \$150; Fairchild Conax FM limiter \$50; McMartin TBM-2000 FM SCA Monitor and relay receiver, \$100; Marti SCG-67 Sub Carrier Generator, \$75; 12" Microtrak tonearm, \$45; 4 - 72" equipment racks, make offer. Call Ray Thomson, Chief Engineer, KDKB 602-833-8888.

## FOR SALE EQUIPMENT CONTINUED

**1 KW Collins FM Stereo transmitter**, will tune and test your frequency, perfect: 4,500. 601-362-2790 after 5 PM.

**Collins 20 V AM transmitter**, 1000/500 watts on 1480 khz. \$1,000. Gates GTM-88s Stereo FM Modulation Monitor \$600. WRSW AM-FM, Times Building, Warsaw, IN 46580. 219-267-3111.

**1 KW FM Transmitters**: Collins 20-V, RCA BTA-1-R1, Gates, BC-1G, Raytheon RA-1000, CCA AM-1000-D. Communication Systems, Inc., Drawer C. Cape Girardeau, MO 63701. 314-334-6097.

**For Sale**: Channel 60 antenna and 400' guyed tower. Exc. cond. Will trade for? 312-357-1211.

## COMEDY

**Deejays**: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

**Deejays**: 'Conversations' are super fun! And they score! Free demo from Hip Pocket Productions, Box 2585, Columbus, OH 43216.

**Capitol Comedy** zaps the politicians. Over 40 one-liners every 10 days. 3 months trial \$15. Sample \$2. Jack Posner, 220 Madison Ave., N.Y., NY 10016.

## 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.

**TV job seekers**: Color vtr or film audition \$60.00 plus stock. L.A. area. 213-885-0533.

## PROGRAMING

**Nationally known management consultant** is available for programing on consultation basis. Can build and promote all formats. Market analysis and counter programing. Bill Elliott & Associates 305-967-8838.

## INSTRUCTION

**REI teaches electronics** for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Class begin March 29, May 10.

**REI**, 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

**REI**, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

**Omega State Institute**, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-321-9400. 235 East Grand Avenue, Chicago, IL 60611.

**Job opportunities** and announcer-d.j.-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

**FCC license** through correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

**Get your first** to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

**Institute of Broadcast Arts**, 75 East Wacker Drive, Chicago, 4730 West Fond Du Lac, Milwaukee. Current FCC license updates. Approved for Veterans Benefits, financing available. Lowest prices in the Midwest, 312-236-8105 or 414-445-3090. Results guaranteed.

**First Class FCC license** in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

## INSTRUCTION CONTINUED

**No: tuition, rent!** Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

**1st Class FCC**, 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**Cassette recorded** first phone preparation at home plus one week personal instruction in Boston, Philadelphia, Atlanta, Detroit, Chicago, Seattle, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266, telephone 213-379-4461.

**No FCC license?** Tried every way but the right way? It's time for Genn Tech., Free catalog. Home study. 5540 Hollywood Blvd., Hollywood, CA 90028.

**Effective commercials** give more sales, better income. Learn how. Complete course. Sample \$5, refundable. Fuller, Box 692, Cincinnati, OH 45201.

## RADIO

### Help Wanted Management

**O'Connor Creative Services seeking regional sales managers. For personal interview during NAB Convention visit Suite 1724 Conrad Hilton.**

Or write

**O'Connor Creative Services  
Box 8888  
Universal City, California 91608**

### Help Wanted Technical

**AUDIO-DIGITAL DESIGN ENGINEER—UNIQUE OPPORTUNITY IN A GROWTH COMPANY** with minimum 8 years experience in audio and related digital control circuitry. Background in task and supervisory responsibility and knowledge of reel-to-reel, cartridge and console audio control design required. Micro-processor and broadcast engineering experience a strong plus. RUSH resume in confidence including salary history and requirements to: Nick Solberg, IGM, 4041 Home Road, Bellingham, WA 98225. Interview by appointment at NAB Chicago, March 21-24.

**Exceptional Chief Engineer wanted for exceptional opportunity.** Initially, you'll be chief of AM/FM combination in major Southwest market. Position will quickly lead to Director of Engineering for group broadcasters. To qualify you must have an E.E. Degree or equivalent, three years fulltime radio experience, at least one year as a Chief Engineer and experience with both FM stereo and AM directional stations. Send resume to John Gorby, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Suite 285, Chicago, IL 60631.

**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**

## Help Wanted Management Continued

### Major Radio Broadcast Equipment Manufacturing Group

**has opportunities for experienced RF, Audio and Automation Sales Engineers for Domestic and International Assignment.**

**See at NAB or send resume to:**

**Jack Lawson  
VP-Marketing  
Sparta Electronics  
Division of Cetec  
Corporations  
Sacramento, CA 95828**

### Help Wanted News

#### ALL - NEWS EDITOR

**We're going to hire one who knows news, how to get it, how to write it, and how to direct those who get it on. CBS all-news experience? So much the better!**

Send resume to: News Director, WTOP Newsradio, Broadcast House Northwest, Washington, D.C. 20016

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### Employment Service

**WE HAVE THE JOBS !!!  
Subscribe To:**



Box 61, Lincolnville, N.Y. 10540  
Number "One" in Weekly Nationwide  
Employment Listings for Radio,  
TV, DJ's, PD's,  
News, Announcers, Sales & Engineers.  
\$15.00 3 mo. (12 issues); \$30.00 12 mo.  
(50 issues) No C.O.D.'s, Please

### Situations Wanted Management

**Aggressive general manager looking for major market problem station.** Present station just sold. Leader in sales, programing, accounting, with engineering skills both AM/FM major markets. Specialize converting problem operations to winners. Complete knowledge FCC rules, expert at collections. Excellent credentials. Known nationally. Can attract and work with best programing & sales staff available. Last station increased yearly billing from \$200,000 to \$1,500,000 in four years. Complete broadcast background including ownership AM/FM major market. First Class License. 20 years broadcasting. Ready for new challenge. Let's discuss management position major market. Box Q-118, BROADCASTING.

**GM or GROUP EXEC.** Through the ranks experience. Last 12 years top local management and national consulting. Decision maker. Act but also delegate. Strong sales trailer. Personnel specialist. Excellent record, references. Available interview NAB Chicago or prior. Confidential. Box Q-132, BROADCASTING.

## Situations Wanted Management Continued

### LIBERATION FOR GROUP OWNERS

Unburden yourself from the day-to-day detail work and devote your energies to larger concerns. Like increasing revenues and scouting new properties. Hire an extra right hand.

Attached to a young lawyer and broadcasters, your new hand is equally comfortable in french cuffs and shirtsleeves. It writes labor contracts, sales orders and renewal applications. It firmly grasps soldering guns and P+L statements. Dials deadbeats and handles people, too. More important, it searches out problems and instinctively points to solutions. In short, it's got a feel for the pulse of the business.

Currently signing the name of a major market group, it could be freeing your hands for bigger things ... right now.

BOX Q-208, BROADCASTING.

### MONEY - EXPERIENCE - ABILITY

.....available for investment in medium to large market. Successful General Manager with extensive experience in large and medium markets, wants equity position and active management. Excellent record with heavy sales experience. Successful management of Major station in Major market producing record profits, revenues and ratings. Available late April.

Box Q-209, BROADCASTING.

## Situations Wanted Announcers

Country Western or adult graveyard shift sought. 26 years old, single, first, six years experience. Available after May 20. Let's talk now. Will be available for a personal interview. Want a permanent position with friendly staff. All inquiries answered.

Box Q-160, BROADCASTING.

Sportscaster. Broadcaster for both local high school basketball teams. Field reports & updates on football games, currently sports information director in intermediate market. Very interested in basketball, football and baseball play-by-play. College grad with production experience, also some music announcing, 3rd endorsed, willing to travel. Call (213) 681-4165 after 6 p.m. 2515 Vista Laguna Ter., Pasadena, CA. 91103.

### HELP! BEING HELD CAPTIVE IN...

Total Concept - AM Drive. No. 1 All Demos. Sincere, warm personality. Characters, humor, phones, interviews, community involvement. Believability. Proven track record. Larger and major markets only. Race to your phone. Call for Ray Tings. 314-727-8721.

## Situations Wanted Technical

Is there a station in a larger-market looking for an engineer who has 9 years of AM-FM broadcasting experience, has done audio and R.F. proofs, construction, directional antenna experience, all phases of maintenance, and has a good ear for good sound? If you know of such a station, let's get together.

Box Q-190, BROADCASTING.

## Situations Wanted Technical Continued

### AVAILABLE APRIL FIRST

Director of Engineering of seven SE stations. Experienced all phases of radio and television engineering including high power, automation design and programming, management, directional, construction, PDM transmitters, audio processing for contemporary formats. Will consider combo management/engineering or pgm/engineering. Have resume, references, and ratings on request. Box Q-215, BROADCASTING.

## Situations Wanted Programing, Production, Others

### HIRE A WINNER

One of America's best known radio disc jockey's is available. Former Program Director with sales experience will be an asset to your station or chain. Resume and tape awaiting your inquiry.

Box Q-181, BROADCASTING.

### SEEKING PROGRAM DIRECTOR POSITION

I've spent the past 5½ years listening and learning, while doing morning and afternoon drive shows in good markets. I'd like to put that knowledge to use as Program Director with a solid medium market station. Stable, mature college grad with production and music director experience. Reply Box Q-191, BROADCASTING.

## TELEVISION Help Wanted Management

### NEWS MANAGEMENT

Dynamic, creative person with solid TV news experience who wants to move to top management. Master's Degree, plus broad knowledge of TV news operations, ability to work with people, make decisions, think and work hard a must. Management oriented reporters, producers and executives are preferred. Resume to Box Q-37, BROADCASTING.

### V.P. Administration

Turn to our ad on page 102 in today's issue.

Box Q-217, BROADCASTING.  
An Equal Opportunity Employer M/F

T.V. BROADCASTING MANAGEMENT  
VICE PRESIDENT ADMINISTRATION  
See our display ad in this issue on the  
FATES & FORTUNES page  
ROBERT MURPHY ASSOCIATES  
(212) 661-0460

## Help Wanted Sales

## TELEVISION BROADCAST SALES

*Aggressive, results-oriented sales professionals needed!*

International Video Corporation, one of America's leading manufacturers of broadcast equipment is currently seeking sales professionals for both U.S. and International markets.

Ideal candidates will possess a minimum of 5 years experience in Broadcast Television and/or Broadcast Sales. You must be aggressive and enjoy the competition of the Broadcast industry.

This is an excellent growth opportunity for the right individual. IVC offers company-paid benefit package with an excellent compensation program.

For immediate confidential consideration, please send your resume with salary requirements indicating geographic location preference to, International Video Corporation ATTN: Al Sanders, 990 Almanor Avenue, Sunnyvale, CA 94086. No telephone calls please! An Equal Opportunity Employer M/F.



**International Video Corporation**

## Help Wanted Sales Continued

### SALES MANAGER

For domestic and international antenna sales. Two years minimum broadcast equipment sales experience required.

Work with Cetec domestic sales group and foreign reps selling VHF-UHF.

Television antennas and patented FM antennas enjoy delightful climate and excellent corporate fringe benefits. Excellent base pay with commission. Mail complete resume in confidence or drop.

Into NAB Booth 615 Chicago.

Peter Onnigian, President

Jampro Antenna Company

Subsidiary of Cetec Corporation

6939 Power Inn Road

Sacramento, California 95828

## Help Wanted Technical

### GRASS VALLEY GROUP

We are looking for experienced engineers in the following categories:

● **CIRCUIT DEVELOPMENT.** Applicants should be thoroughly familiar with the latest solid state devices and techniques. BSEE and at least 5 years of experience required.

● **TV SYSTEMS ENGINEERS.** Applicants should be thoroughly familiar with television systems. Minimum of 5 years of TV experience required.

● **TV SALES ENGINEERS.** 5 years of TV broadcasting experience required.

● **TV FIELD SERVICE ENGINEERS.** BSEE required. Applicants should be willing to travel in the US and abroad for a 2-year period before becoming permanently assigned to the plant in Grass Valley.

Send resume and salary requirements in confidence, to: Robert L. Cobler, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, California 95945.

Arrangements can also be made for an interview at the NAB exhibition - Chicago, March 21-24.

An equal opportunity employer

**Leading video switching company needs design and maintenance engineers. Experience in color video preferred.**

Contact: Mr. Buzan Vital Industries, Inc.

3700 N.E. 53rd Avenue

Gainesville, Florida 32601

Phone: 904-378-1581

## Financing

**IMMEDIATE  
CASH AVAILABLE  
WE WILL PURCHASE  
YOUR**

### ACCOUNTS RECEIVABLE

Money is provided to you on a nonrecourse basis—therefore, your Financial Statement is not needed. Our funding does not require a long term commitment or contract that will tie you down.

JUSTIN-BRADLEY ASSOCIATES, INC.

Tower 1-Four Ambassadors

999 South Bayshore Drive

Miami, Florida 33131

305-374-3222.

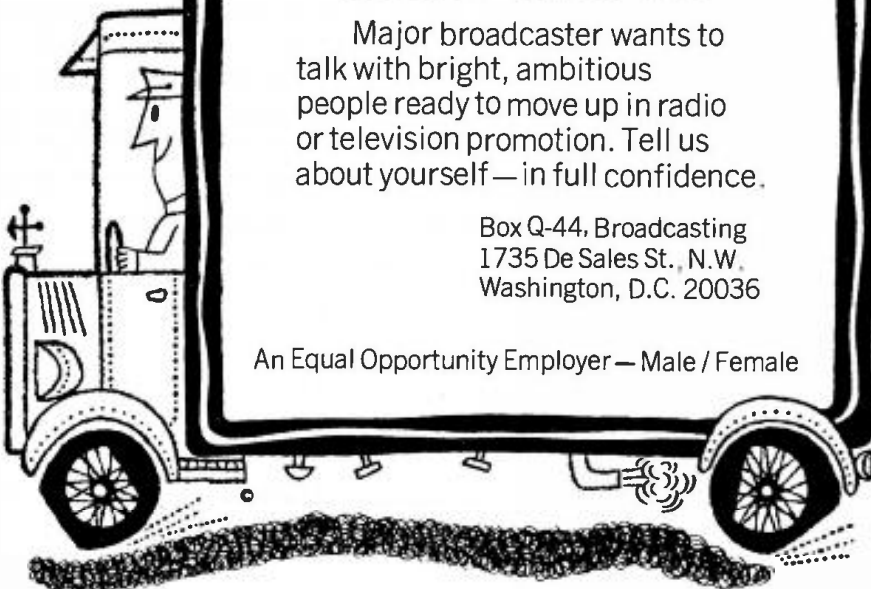
## Help Wanted Programing, Production, Others

## PROMOTION PEOPLE READY FOR A M-O-V-E

Major broadcaster wants to talk with bright, ambitious people ready to move up in radio or television promotion. Tell us about yourself—in full confidence.

Box Q-44, Broadcasting  
1735 De Sales St., N.W.  
Washington, D.C. 20036

An Equal Opportunity Employer — Male / Female



## Situations Wanted Management

Key, young executive at Major N.Y. Rep., solid broadcasting experience with network and advertiser, seeks top level management position offering growth with right station. Performance oriented, self motivated, hard working. B.S. and M.A. top school. Best industry references.

Box Q-174, BROADCASTING.

## News Service

3-min. Washington reports for small/medium markets. Features, analysis, profiles by working accredited pro. \$5-10 each, 3 weekly. Actualities, local call letters. Locally saleable. Suite 4, 1726 Corcoran St., N.W., Washington, D.C. 20009.

## Miscellaneous

## BUILD A BETTER STUDIO

Call Aderhold Construction Company. A complete construction management team of architects, builders, engineers and designers. No problem too large or too small. 404/233-5413.



## Aderhold Construction Company

3384 Peachtree Rd. NE/Atlanta, Georgia 30326

## Placement Service

### RADIO-TELEVISION-CATV STATION OWNERS & MANAGERS

We will recruit your personnel at no charge to you. Call the "PERSONNEL HOTLINE"

305-967-8838

## Audience Research

### FIND OUT WHAT'S HAPPENING IN AUDIENCE RESEARCH

Visit our Hospitality Suite  
722-723

at the CONRAD HILTON

while you're at the NAB **NATIONAL**

**RESEARCH**

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SUITE 3000

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DALLAS, TEXAS 75201

## Tower Service

**SWAGER TOWER CORPORATION**  
CABLES PRESTRESSED FOR TALL  
TOWERS SOCKETS ATTACHED  
All work supervised by Certified  
Engineer  
Box 656, Fremont, Indiana 46736  
219-495-5165.

## For Sale Stations

Daytime AM, Class C FM, Gulf Coast,  
medium market \$375,000 terms  
Medium Arkansas market, Daytime AM  
Ethnic format, priced less 2 times bill-  
ings, \$265,000

Norman Fischer & Associates, Inc.  
P.O. Box 5308, Austin, Tx 78763  
(512) 452-6489

## RALPH E. MEADOR

Media Broker  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544  
See you NAB, Conrad Hilton

## HAWAII

10,000 watts, Full Time  
AM radio station, Island of Oahu  
Price reduced for Fast Sale  
\$195,000. - Cash or \$225,000. - Terms  
Tremendous Future Potential  
Continual Growth Pattern  
FRED B. LIVINGSTON, RADIO K-LEI  
P.O. BOX 15397, HONOLULU, HI 96815  
(808) 922-2045

## NAB:

## CONRAD HILTON

Atlanta—Boston—Chicago—Dallas  
New York—San Francisco



**CHAPMAN ASSOCIATES®**  
nationwide service

5 Dunwoody Park

Atlanta, Georgia 30341

**NORTHWEST:** Breakeven Class IV, single  
station market at \$205,000 with soft terms.  
**COASTAL:** Class A FM, College town, \$100,-  
000 with 20% down and 10 years on balance.  
**WEST COAST:** 5KW daytime with PSA.  
Cash flow will service price of \$225,000 with  
29% down.  
**CALIFORNIA:** Fulltime, profitable, with tre-  
mendous potential, \$300,000 cash for best  
opportunity in years.

**NAB ADDRESS:**  
**THE PICK CONGRESS HOTEL.**

*William A. Exline, Inc.*

31 CARROLL COURT, SAN RAFAEL, CA 94903  
(415) 479-0717  
MEDIA BROKERS - CONSULTANTS

**AM California \$160,000**

**AM California \$ 90,000**

During the NAB at The Ritz Carlton  
John Grandy  
Western Business Brokers  
773 Foothill Boulevard  
San Luis Obispo, California  
805-541-1900

## For Sale Stations Continued

## AT NAB—Pick Congress

Let's Talk About

Available **FLORIDA STATIONS**  
**REGGIE MARTIN** Media Broker  
(305) 361-2181  
731 S. Mashta, Key Biscayne, Fla. 33149

## GOING TO THE NAB?

Ben Larson and Bill Walker  
will be at the  
Conrad Hilton

Stop by to see them to discuss  
Sales or Acquisitions

## LARSON/WALKER & COMPANY

Los Angeles  
213/277-1567

Washington  
202/223-1553

## For Sale Stations Continued

## NAB Convention ★ Headquarters ★ Pick Congress Hotel

**MEDIA BROKERS  
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435 NO MICHIGAN AVE • CHICAGO 60611

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to the  
Communications Industry

**THE KEITH W. HORTON COMPANY, INC.**  
200 William Street • Elmira, New York 14902  
P.O. Box 948 • (607) 733-7138

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired.  
Television or Radio, Help Wanted or Situations Wanted, Man-  
agement, Sales, Etc. If this information is omitted we will deter-  
mine, according to the copy enclosed, where the ad should be  
placed. No make goods will be run if all information is not in-  
cluded.

The Publisher is not responsible for errors in printing due to il-  
legible copy Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue.  
Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box  
Number, c/o BROADCASTING, 1735 DeSales St., N.W., Wash-  
ington, D.C. 20036.

Since January 1, 1974, **BROADCASTING** no longer for-  
wards audio tapes, transcriptions, films or VTR's.  
**BROADCASTING** cannot accept copy requesting audio  
tapes, transcriptions, films or tapes to be sent to a box  
number.

Rates, classified listings ads:

—Help Wanted, 50c per word—\$10.00 weekly minimum.  
(Billing charge to stations and firms: \$1.00).  
—Situations Wanted, 40c per word—\$5.00 weekly  
minimum.  
—All other classifications, 60c per word—\$10.00 weekly  
minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.  
—All other \$45.00 per inch.  
—More than 4" billed at run-of-book rate.  
—Stations for Sale, Wanted to Buy Stations, Employment Agen-  
cies and Business Opportunity advertising requires display  
space.

Publisher reserves the right to alter Classified copy to  
conform with the provisions of Title VII of the Civil  
Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des  
Moines) or of state (New York) counts as two words. Zip Code  
or phone number including area code counts as one word.  
(Publisher reserves the right to omit Zip code and/or abbreviate  
words if space does not permit.) Count each abbreviation, in-  
itial, single figure or group of figures or letters as a word. Sym-  
bols such as 35mm, COD, PD, GM, etc. count as one word. Hy-  
phenated words count as two words.

Name \_\_\_\_\_

Phone \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_

# Stock Index

Stock symbol	Exch.	Closing Wed. March 10	Closing Wed. March 3	Net change in week	% change in week	High	Low	1975-76	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>											
ABC	ABC	N	29 5/8	27 7/8	+ 1 3/4	+ 6.27	29 5/8	13 1/8	16	17,187	509,164
CAPITAL CITIES	CCB	N	49	49 1/2	- 1/2	- 1.01	52 1/4	22	16	7,208	353,192
CBS	CBS	N	55 1/4	57 5/8	- 2 3/8	- 4.12	57 5/8	20 1/2	13	28,313	1,564,293
COX	COX	N	34	34 3/4	- 3/4	- 2.15	36 1/8	10 1/4	14	5,852	198,968
GROSS TELECASTING	GGG	A	12	11 5/8	+ 3/8	+ 3.22	12	6 7/8	9	800	9,600
LIN	LINB	O	16	16 1/4	- 1/4	- 1.53	16 3/4	2 5/8	12	2,382	38,112
MOONEY	MOON	O	3 3/4	3 3/4	-	.00	3 7/8	1 1/4	10	385	1,443
RAHALL	RAHL	O	4 3/4	5	- 1/4	- 5.00	6 1/4	2 1/4	12	1,297	6,160
SCRIPPS-HOWARD	SCRH	O	25 1/2	23	+ 2 1/2	+ 10.86	25 1/2	14 1/4	11	2,589	66,019
STARR *	S8G	M	3 3/4	3 3/4	-	.00	7	2 3/4	2	1,091	4,091
STORER	S8K	N	20	20 3/8	- 3/8	- 1.84	21 1/4	12 1/8	12	4,548	90,960
TAFT	TFB	N	26	26 3/4	- 3/4	- 2.80	28 1/2	11 5/8	10	4,042	105,092
TOTAL										75,694	2,947,094

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	4 3/4	4 1/2	+ 1/4	+ 5.55	4 3/4	3/4	15	1,250	5,937
AVCO	AV	N	10 7/8	10 1/8	+ 3/4	+ 7.40	10 7/8	2 3/8	4	11,481	124,855
BARTLELL MEDIA	BMC	A	1	7/8	+ 1/8	+ 14.28	1 5/8	1/2	4	2,257	2,257
JOHN BLAIR	BJ	N	10 1/4	8 5/8	+ 1 5/8	+ 18.84	10 1/4	3 7/8	15	2,403	24,630
CHRIS-CRAFT	CCN	N	6 5/8	6 1/8	+ 1/2	+ 8.16	6 3/4	2 1/8	6	4,167	27,606
COMBINED COMM.	CCA	N	16	17 1/4	- 1 1/4	- 7.24	17 1/4	5	10	4,899	78,384
COWLES	CWL	N	9 5/8	9	+ 5/8	+ 6.94	9 5/8	4 1/8	10	3,969	38,201
DUN & BRADSTREET	DNB	N	29 7/8	30 1/4	- 3/8	- 1.23	33 1/2	18 3/4	19	26,527	792,494
FAIRCHILD IND.	FEN	N	9 7/8	8 5/8	+ 1 1/4	+ 14.49	9 7/8	3 3/4	14	5,708	56,366
FUQUA	FQA	N	7 5/8	7 1/2	+ 1/8	+ 1.66	8	3 1/4	191	8,689	66,253
GANNETT CO.	GCI	N	39 1/4	39 5/8	- 3/8	- .94	39 5/8	23	22	21,108	828,489
GENERAL TIRE	GY	N	22 1/4	22	+ 1/4	+ 1.13	22 1/2	10 5/8	8	21,954	488,476
GLOBETROTTER	GLBTA	O	2 1/4	2 1/4	-	.00	3 5/8	7/8	11	2,783	6,261
GRAY COMMUN.	G	O	6 1/2	6 1/2	-	.00	7	6	5	475	3,087
HARTE-HANKS	HMN	N	24 3/8	23 1/2	+ 7/8	+ 3.72	24 3/8	6 1/4	14	4,369	106,494
JEFFERSON-PILOT	JP	N	28 7/8	29 1/8	- 1/4	- .85	38 3/4	26 1/4	12	24,068	694,963
KAISER INDUSTRIES	KI	A	11 3/4	11 1/4	+ 1/2	+ 4.44	11 3/4	4 5/8	7	27,575	324,006
KANSAS STATE NET.	KSN	O	4 5/8	4 5/8	-	.00	4 3/4	2 7/8	6	1,815	8,394
KINGSTIP	KTP	A	7 3/4	8 3/8	- 5/8	- 7.46	8 3/8	1 7/8	5	1,154	8,943
KNIGHT-RIDDER	KRN	N	36 1/8	36 1/4	- 1/8	- .34	36 1/4	14 1/4	19	8,305	300,018
LEE ENTERPRISES	LNT	A	16 3/4	23 3/8	- 6 5/8	- 28.34	24 5/8	12	7	3,352	56,146
LIBERTY	LC	N	16 1/2	15 7/8	+ 5/8	+ 3.93	16 1/2	7 1/8	7	6,762	111,573
MCGRAW-HILL	MHP	N	15	15 1/4	- 1/4	- 1.63	16 5/8	6	11	24,601	369,015
MEDIA GENERAL	MEG	A	18 3/8	18 1/4	+ 1/8	+ .68	19 1/8	9 3/8	9	7,221	132,685
MEREDITH	MDP	N	17 1/8	14 1/2	+ 2 5/8	+ 18.10	17 1/8	8 3/8	8	3,041	52,077
METROMEDIA	MET	N	21 5/8	21 7/8	- 1/4	- 1.14	21 7/8	5 1/4	13	6,553	141,708
MULTIMEDIA	MMED	O	18 3/4	18 3/4	-	.00	18 3/4	8 3/4	12	4,390	82,312
NEW YORK TIMES CO.	NYKA	A	15 5/8	16 1/8	- 1/2	- 3.10	16 1/4	7 1/2	11	10,938	170,906
OUTLET CO.	OTU	N	17 1/2	17 5/8	- 1/8	- .70	19	8	6	1,387	24,272
POST CORP.	POST	O	10 3/4	11	- 1/4	- 2.27	11	3 1/4	4	871	9,363
PSA	PSA	N	8 1/2	8 5/8	- 1/8	- 1.44	9	3 3/4	3	3,181	27,038
REEVES TELECOM	R8T	A	1 7/8	1 7/8	-	.00	2 1/4	3/4	13	2,376	4,455
ROLLINS	RDL	N	26 1/8	25 3/4	+ 3/8	+ 1.45	26 7/8	11 1/4	17	13,404	350,179
RUST CRAFT	RUS	A	8 7/8	9	- 1/8	- 1.38	9 3/4	4 3/4	7	2,328	20,661
SAN JUAN RACING	SJR	N	8 1/8	8 1/2	- 3/8	- 4.41	14 1/4	5 3/4	7	2,509	20,385
SCHERING-PLOUGH	SGP	N	51 1/2	50 1/4	+ 1 1/4	+ 2.48	67 1/4	44 1/2	21	53,956	2,778,734
SONDERLING	SOB	A	11 3/4	12 3/8	- 5/8	- 5.05	12 3/8	4	7	727	8,542
TECHNICAL OPERATIONS	TO	A	4 7/8	4 3/4	+ 1/8	+ 2.63	6 1/4	2 3/8	11	1,344	6,552
TIMES MIRROR CO.	TMC	N	21	21 7/8	- 7/8	- 4.00	22 5/8	10 1/4	15	33,823	710,283
WASHINGTON POST CO.	WPO	A	29 3/4	29 1/2	+ 1/4	+ .84	31 3/8	16 7/8	12	4,751	141,342
WOMETCO	WOM	N	17 3/8	17 3/4	- 3/8	- 2.11	18 3/8	6 5/8	9	6,332	110,018
TOTAL										378,803	9,314,360

## Cablecasting

AMECO**	ACO	O	3/8	3/8	-	.00	1 7/8	1/8		1,200	450
AMER. ELECT. LABS	AELBA	O	1 7/8	1 7/8	-	.00	2 3/8	1/2	38	1,672	3,135
AMERICAN TV & COMM.	AMTV	O	21 3/4	21 1/4	+ 1/2	+ 2.35	21 3/4	6	27	3,322	72,253
ATHENA COMM.**	A	O	1/2	1/8	+ 3/8	+ 300.00	2 1/4	1/8		2,125	1,062
BURNUP & SIMS	BSIM	O	5	5	-	.00	7 3/4	3	250	8,351	41,755
CABLECOM-GENERAL	CCG	A	8 3/8	8 1/8	+ 1/4	+ 3.07	8 3/8	1 5/8	8	2,560	21,440
CABLE FUNDING	CFUN	O	7 1/4	7	+ 1/4	+ 3.57	7 3/4	4 1/4	60	1,121	8,127
CABLE INFO.	C	O	1/2	1/2	-	.00	1 1/4	1/4	1	663	331
COMCAST	C	O	3	3	-	.00	3	3/4	13	1,708	5,124
COMMUNICATIONS PROP.	COMU	O	3 3/8	3 1/4	+ 1/8	+ 3.84	3 1/2	1 1/4	13	4,761	16,068
COX CABLE	CXC	A	17 1/2	18 1/8	- 5/8	- 3.44	18 1/8	4 3/8	22	3,560	62,300
ENTRON	ENT	O	1 3/4	1 3/4	-	.00	1 3/4	5/8	13	1,358	2,376
GENERAL INSTRUMENT	GRI	N	12 3/4	12	+ 3/4	+ 6.25	31 1/2	7 1/2	32	7,201	91,812
GENERAL TV	G	O	1 1/4	3/4	+ 1/2	+ 66.66	1 1/4	1/4		1,000	1,250
SCIENTIFIC-ATLANTA	SFA	A	16 1/2	15 3/4	+ 3/4	+ 4.76	18	11 1/8	14	1,374	22,671
TELE-COMMUNICATION	TCOM	O	5	4 3/4	+ 1/4	+ 5.26	5	1	2	5,181	25,905
TELEPROMPTER	TP	N	9 7/8	8 3/4	+ 1 1/8	+ 12.85	9 7/8	1 1/2	28	16,604	163,964
TIME INC.	TL	N	63 1/4	63 1/2	- 1/4	- .39	67 1/2	24 3/4	14	9,975	630,918
TOCOM	TOCM	O	3	2 3/4	+ 1/4	+ 9.09	3 1/4	1 5/8	7	617	1,851

	Stock symbol	Exch.	Closing Wed. March 10	Closing Wed. March 3		Net change in week	1. change in week		1975-76 High	Low	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)
UA-COLUMBIA CABLE	UACC	O	12 3/4	12 1/2	+	1/4	+	2.00	13	4 5/8	14	1,714	21,853
UNITED CABLE TV	UCTV	O	2 1/4	2 1/4				.00	4 1/8	1 1/4	1	1,879	4,227
VIACOM	VIA	N	11 5/8	10 7/8	+	3/4	+	6.89	11 5/8	2 3/4	14	3,654	42,477
VIKOA**	VIK	A	2 1/2	2 1/4	+	1/4	+	11.11	2 3/4	5/8	4	2,534	6,335
TOTAL												84,134	1,247,684
Programming													
COLUMBIA PICTURES	CPS	N	7	7 1/4	-	1/4	-	3.44	9 5/8	2 3/8	8	6,748	47,236
DISNEY	DIS	N	60 1/4	59	+	1 1/4	+	2.11	62 1/4	21 1/4	28	30,977	1,866,364
FILMWAYS	FWY	A	9	9 1/2	-	1/2	-	5.26	10 1/8	2 3/4	8	1,792	16,128
FOUR STAR			1/2	1/2				.00	1/2	1/4	1	666	333
GULF + WESTERN	GW	N	25 5/8	26	-	3/8	-	1.44	26 5/8	18 1/4	6	30,058	770,236
MCA	MCA	N	66 3/4	66 5/8	+	1/8	+	.18	89 1/8	27 3/4	6	8,672	578,856
MGM	MGM	N	14 1/8	14 3/4	-	5/8	-	4.23	18 3/4	12 1/4	7	13,118	185,291
TELETRONICS INTL.		O	8 1/2	8 3/4	-	1/4	-	2.85	9 1/4	1 3/8	12	831	7,063
TRANSAMERICA	TA	N	11 1/4	10 1/2	+	3/4	+	7.14	11 1/2	6	10	64,947	730,653
20TH CENTURY-FOX	TF	N	13 3/8	12 1/2	+	7/8	+	7.00	15 1/2	5 1/8	6	7,562	101,141
WALTER READE**	WALT	O	3/8	3/8				.00	3/8	1/4		4,296	1,611
WARNER	WCI	N	22 7/8	23 1/4	-	3/8	-	1.61	23 3/4	8 1/4	8	16,718	382,424
WRATHER	WCO	A	5 3/4	4 3/4	+	1	+	21.05	5 7/8	1 1/2	17	2,229	12,816
TOTAL												188,614	4,700,152
Service													
8800 INC.	8800	O	20 1/4	20 1/4				.00	20 3/4	11 1/8	8	2,513	50,888
COMSAT	CO	N	29 1/8	28 7/8	+	1/4	+	.86	46 1/2	24 1/2	6	10,000	291,250
DOYLE DANE BERNBACH	DOYL	O	11 1/2	11 1/4	+	1/4	+	2.22	13	6 1/4	6	1,816	20,884
FOOTE CONE & BELDING	FCB	N	13 1/8	12 7/8	+	1/4	+	1.94	13 1/8	5 1/2	8	2,130	27,956
GREY ADVERTISING	GREY	O	9 3/4	9 5/8	+	1/8	+	1.29	9 3/4	5 1/2	6	1,213	11,826
INTERPUBLIC GROUP	IPG	N	24 3/4	24 3/4				.00	24 3/4	8 5/8	8	2,290	56,677
MARVIN JOSEPHSON	MRVN	O	9 1/2	9 1/4	+	1/4	+	2.70	10 3/8	2	16	1,962	18,639
MCI COMMUNICATIONS	MCIC	O	2 3/4	2 7/8	-	1/8	-	4.34	3 7/8	1 3/8	1	13,339	36,682
MOVIELAB	MOV	A	2 1/4	1 7/8	+	3/8	+	20.00	2 3/8	5/8	9	1,407	3,165
MPO VIDEOTRONICS	MPO	A	2 3/4	2 7/8	-	1/8	-	4.34	4 1/8	1	28	537	1,476
NEEDHAM, HARPER	NDHMA	O	6	6				.00	6 3/4	3 7/8	6	853	5,118
A. C. NIELSEN	NIEL8	O	23 1/2	24 1/8	-	5/8	-	2.59	24 5/8	10 5/8	19	10,598	249,053
OGILVY & MATHER	OGIL	O	23 1/4	22 3/4	+	1/2	+	2.19	24 3/4	11 1/2	8	1,805	41,966
J. WALTER THOMPSON	JWT	N	12	12 1/8	-	1/8	-	1.03	12 1/2	4 1/8	48	2,649	31,788
TOTAL												53,112	847,368
Electronics/Manufacturing													
AMPEX	APX	N	8	7 3/8	+	5/8	+	8.47	8 1/8	2 5/8	160	10,885	87,080
CETEC	CEC	A	2 3/8	2 1/2	-	1/8	-	5.00	2 1/2	1	20	2,319	5,507
COHU, INC.	COH	A	3 1/2	3 1/2				.00	3 5/8	1 1/4	32	1,617	5,659
CONRAC	CAX	N	23 3/8	24 1/4	-	7/8	-	3.60	30 1/4	3 1/2	9	1,282	29,966
EASTMAN KODAK	EASKD	N	110 1/4	107 1/4	+	3	+	2.79	115	63	28	161,347	17,788,506
FARINON ELECTRIC	FARN	O	9 1/4	10	-	3/4	-	7.50	14 3/4	6 1/4	17	3,937	36,417
GENERAL ELECTRIC	GE	N	51 7/8	52	-	1/8	-	.24	54 3/4	32 3/8	16	182,885	9,487,159
HARRIS CORP.	HRS	N	43 3/4	44 5/8	-	7/8	-	1.96	44 5/8	14 1/2	12	6,066	265,387
HARVEL INDUSTRIES *	HARV	O	6	6				.00	9	3	38	480	2,880
INTERNATIONAL VIDEO	IVCP	O	3 1/8	3 1/8				.00	3 3/4	3/4	1	2,711	8,471
MICROWAVE ASSOC. INC	MAI	N	16 3/8	17 3/8	-	1	-	5.75	26 7/8	9 3/4	11	1,320	21,615
3M	MMM	N	59 1/8	59 1/4	-	1/8	-	.21	66 7/8	46 1/8	26	114,240	6,754,440
MOTOROLA	MOT	N	47	45 3/4	+	1 1/4	+	2.73	57 7/8	33 3/4	40	28,198	1,325,306
N. AMERICAN PHILIPS	NPH	N	29	28 5/8	+	3/8	+	1.31	32 1/4	12 3/8	15	12,033	348,957
DAK INDUSTRIES	DEN	N	9 5/8	9 3/4	-	1/8	-	1.28	11 1/2	5 1/2	13	1,639	15,775
RCA	RCA	N	27 5/8	25	+	2 5/8	+	10.50	27 5/8	10 3/8	20	74,547	2,059,360
ROCKWELL INTL.	ROK	N	27	27 3/8	-	3/8	-	1.36	28 7/8	18 7/8	9	31,200	842,400
RSC INDUSTRIES	RSC	A	2 1/8	2 1/4	-	1/8	-	5.55	2 1/2	1 1/4	11	3,440	7,310
SONY CORP.	SNE	N	9 5/8	8 3/4	+	7/8	+	10.00	13 1/4	5	39	172,500	1,660,312
TEKTRONIX	TEK	N	57 3/4	54 1/4	+	3 1/2	+	6.45	59	18 1/8	18	8,671	500,750
TELEMATION	TIHT	O	3/4	3/4				.00	1 1/2	3/4	4	1,050	787
VARIAN ASSOCIATES	VAR	N	16 3/8	16 3/8				.00	18 1/2	6 1/2	14	6,838	111,972
WESTINGHOUSE	WX	N	17 1/4	17 1/4				.00	20	9 3/4	9	87,091	1,502,319
ZENITH	ZE	N	39 3/8	38 3/8	+	1	+	2.60	39 3/8	10	37	18,797	740,131
TOTAL												935,093	43,608,466
GRAND TOTAL												1,715,450	62,665,124

Standard & Poor's Industrial Average 113.5 112.3 +1.2

A American Stock Exchange  
M Midwest Stock Exchange  
N New York Stock Exchange  
O Over the counter (bid price shown)  
P Pacific Stock Exchange

\*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

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.

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.

**Less active stocks.** Trading in the following issues is too infrequent for weekly  
reporting. This listing reports the amount and date of the last known sale:

Cumtcon Industries	18	10 2/4
CCA Electronics	18	11 20/4
Concert Network	14	6 4/5
Elkus Institute	18	11 20/4
Limb Communications	14	3 6/4
Tele Tube	14	2 5/5
Universal Communications	14	4 2/5
Woods Communications	12	1 29/5

## A pioneer's lifetime in engineering earns homage for Dr. Kear

Like doctors and lawyers and other practitioners of what sometimes seem black arts, engineers are a breed apart. Their work is expected to be perfect—a bridge attracts attention only if it collapses, a television picture if it breaks up—and the skills involved are something only other engineers appreciate. Even the language in which they communicate—laced with mathematical equations and with words like ohms and capacitors—is foreign to outsiders. So when engineers pick one of their own to honor, the rest of us should pay attention.

And next week, at the National Association of Broadcasters convention in Chicago, it will be Frank G. Kear who will receive the NAB 1976 Engineering Award in recognition of the high regard that broadcasting engineers have for him. The presentation will be made at luncheon Tuesday.

The award has been a long time in coming. Now 72, Dr. Kear is largely retired, although he is listed as a partner in the broadcast engineering consulting firm of A.D. Ring & Associates, which has taken over the practice of the old Kear & Kennedy firm. His active days ended four years ago, when he left the consulting firm he had founded in 1945 with the late Robert E.L. Kennedy.

But mention Dr. Kear's name to a broadcast engineer today, and you'll see eyes light up and hear a special tone in the voice. "Ah yes, Doc Kear, the doctor of the Empire State building antennas," Ben Wolfe, Post-Newsweek Stations' vice president for engineering, says. "An engineer's engineer." Finally, he gives up English for French and its word for engineer—"ingenieur, a man of ingenuity," he says. That, he feels, describes Dr. Kear.

Indeed there was in Dr. Kear, a tall, courtly man, unassuming and gentle in his approach (except for times in the old Kear and Kennedy days, when an employee was guilty of sloppy work), a quality of ingenuity. It was evident in the ability to solve technical problems that seemed to be beyond solution, an ability that excited a sense of wonder in engineers.

The Empire State building job illustrates the point. When the owners hired him in 1949 to serve as chief consultant on the project to locate the city's television antennas on a 220-foot mast atop the skyscraper, the problems seemed, if not unsurmountable, at least awesome; no one knew, in those early days of television, whether more than two or three antennas could be located in a confined space with-



Frank Gregg Kear—partner, retired, A.D. Ring & Associates, consulting engineers; b. Oct. 18, 1903, Minersville, Pa.; EE degree (cum laude), Lehigh University, 1926; SM, Massachusetts Institute of Technology, 1928; ScD, MIT, 1933; physicist, staff of National Bureau of Standards, 1928-33; chief engineer, Washington Institute of Technology, 1933-41; lectured in electrical communications, University of Maryland, 1936-41; holder of numerous patents in communications U.S. and England; U.S. Navy, bureau of aeronautics, chief of radio section, 1941-45; Kear & Kennedy, senior partner, 1945-1972; A.D. Ring & Associates relationship began in 1974; member, Society of Motion Picture and Television Engineers, Association of Federal Communications Consulting Engineers, Eta Kappa Nu, Tau Beta Pi, Phi Beta Kappa, and Sigma Xi; m. Virginia G. Leach, Jan. 30, 1940; children—Nancy Graham, Walter Leach, Frank Gregg III, Rhys Graham.

out the images they transmitted becoming hopelessly scrambled.

Dr. Kear repeated that performance in Chicago, when the Chicago Broadcast Antenna Committee hired him in the late 1960's to assist six of the city's television stations in moving their antennas to the top of the John Hancock building, which until the Sears Tower went up in Chicago was the world's tallest building, and in San Francisco, when the city's stations moved their antennas—eight television and four FM—to the complex candelabra atop 950-foot Mount Sutro.

Dr. Kear has done more to leave his mark on broadcast engineering than find ways in which groups of stations can locate their antennas in confined areas. On a number of occasions, he participated in FCC proceedings designed to advance the frontiers of broadcast engineering knowledge. In 1949, for instance, after the FCC had frozen television applications as a result of complaints by Dr. Kear and others that it was licensing television stations without adequate knowledge of the

service areas they would cover, he served on an ad hoc committee created by the commission to develop techniques for predicting television field intensities.

Dr. Kear drifted into broadcast engineering after helping the Navy develop instrument-landing and air-navigation aids—a chapter in his life that at the time seemed that it might be his last. He worked on the project while with the National Bureau of Standards in the late 1920's and early 1930's, and in the 1930's, while with the Washington Institute of Technology, had an opportunity to test the equipment he had helped develop; as project officer, he flew with test pilots in hooded cockpits to simulate darkness. Landings were made at an airfield in College Park, Md., and on carriers—including the U.S.S. Langley, the old converted coaler that served as the nation's first flat-top—in the Pacific. He was, he admitted later, "scared most of the time."

The Navy was not the institute's only customer. Broadcasters and would-be broadcasters sought it out for engineering assistance. And Dr. Kear and another young engineer, Robert E.L. Kennedy, were assigned to help them.

The knowledge Dr. Kear gained in his work for the Navy is regarded by broadcast engineers today as having had a profound effect on the growth of AM broadcasting. For the instrument-landing project involved the development of a practical means for stabilizing the directional pattern of a complex antenna array, a skill sorely lacking among broadcast engineers at the time. Before Dr. Kear, one communications engineer said the other day, directionalized antennas were "a toy."

Today, Dr. Kear keeps in touch with developments through an occasional visit or letter to the A.D. Ring office, and by monitoring the work of government-industry committees the FCC has established to aid in development of the U.S. position for the World Administrative Radio Conference in 1979.

But he has time for reflection. And he thinks often of his late partner, and with affection—"we were like brothers"—and of the pleasures their work in the arcane field of engineering brought them. "It was a lot of fun," Dr. Kear says of the days he and Bob Kennedy spent on the mind-bending problems that would come their way. "My partner used to say, 'It's a lot better than working for a living.' And it was."

Those who know Dr. Kear remark on that zest for his work. If it hadn't been his career, it would have been his hobby, said a friend. It was probably what helped set him apart and make of him what Mr. Wolfe refers to as an "ingenieur, a man of ingenuity."

## Convention questions

It is in an atmosphere of vague unrest that the National Association of Broadcasters is to assemble next week for its annual convention and trade show. There is no talk of defections, but the general feeling seems to be that the association ought to offer a stronger presence in Washington.

There are radio broadcasters who continue to believe that their interests are subordinated to television's. There are television broadcasters who wonder whether the NAB is doing as much for them as, say, the National Cable Television Association is doing for its members. Those questions have not been put to rest by the insertion of more radio-only sessions in next week's convention agenda or by the NAB's mass presentation of its case against cable de-regulation before the FCC last Feb. 17.

It just may be that under present policy and structure the NAB staff is doing as well as can be expected. With a membership as diverse as daytime AM's in the hamlets and VHF O&O's in New York City, station relations become as important to the tenure of the NAB staff as government relations. The NAB president who does not keep his fences mended from Radio City to East Over-shoe risks trouble in contract renewal. Yet time spent with the constituency is time taken from the main job of cultivating the broadcasting cause at the headquarters of governmental power. As some NAB presidents of the past have discovered, the demands are contradictory.

Nor is the role of NAB chairman emerging in the image that some of its architects had in mind, despite the proficiency and dedication of such occupants as the incumbent, Wilson Wearn of Multimedia. It is unrealistic to assume that a working executive with heavy corporate responsibilities can also establish a towering reputation in Washington in the two years that are the NAB chairman's maximum term.

The job descriptions of NAB president and chairman may be due for reappraisal, and the same may be said for other parts of the trade association apparatus that the broadcasters have created over the years.

A question that must occasionally come to mind as broadcasters send off their dues to the Television Information Office is whether that agency has succeeded in its assigned mission of turning down the critical heat. Does it suffer or gain from its quasi autonomy as an \$800,000-a-year "service" of the NAB?

Still other questions go to the basic design of an association versus a federation, as has been discussed in the past. History suggests that those questions will remain unanswered, and indeed unaddressed, unless the broadcasters engage disinterested counsel.

A survey made by an outside firm without broadcast ties and with experience in organizational design might buy the broadcasters better representation at less cost. Isn't it worth the investment?

## True or false?

The alleged solution of the mystery surrounding last year's drop in network TV ratings leaves some loose ends dangling. This may be unavoidable, but it is also regrettable.

The Nielsen company explains the slippage as being the product of not one factor but of several procedural differences (BROADCASTING, March 8). In general this tends to confirm the conclusions and speculations of networks and others most closely involved in the search, and certainly we lack the expertise or for that matter the desire to challenge it.

What we do question is the desirability of letting it rest right

there. The way it stands, we have a ratings decline that, though attributed to mechanical origins, will be everlastingly cited as "evidence" of a decline in network audience, resulting from submediocre programing, of course.

No less a media sophisticate than Ted Bates & Co.'s Dick Pinkham suggested a few weeks ago in a reference to TV programing that "maybe this is why the HUT numbers are flat and the ratings down" (BROADCASTING, March 1). The same view has been expressed in more inflamed language by critics without number. And yet there is nothing in the Nielsen report to imply that audiences themselves declined. Indeed, Nielsen thinks it conceivable that, given identical measurement conditions in both 1974 and 1975, "any decline in 1975 probably would have been insignificant, at least in prime time."

Perhaps we shall have to be satisfied with that—and with the apparent fact that prime-time ratings have long since returned to their old-time levels. Broadcasters may be thankful, too, that Nielsen did not document an actual decline in audiences, and in contemplating very small favors they may also remember that last year's declines will make increases just a little easier to come by in the corresponding weeks of 1976.

## Either way

We have laid claim to no understanding of the copyright laws as they apply to broadcasting and cable television since the Supreme Court ruled that cable systems were without copyright liability for any broadcast signals they pick up. Simple equities, however, suggest that WLYH-TV Lebanon, Pa., was equally without liability when it broadcast a cable system's originated coverage of a basketball game (BROADCASTING, March 8).

George A. Koehler, president of the licensee, Gateway Communications, gets this week's gold star for originality in deciding that the cable programing is as fair game for broadcasters as broadcast programing is for cable TV. The thought might even be carried farther.

If, for example, a copyrighted motion picture broadcast by a television station may be transmitted at no liability by a cable system, why can't a copyrighted motion picture played on pay cable be picked up for broadcast by a television station? Where does it say in the copyright law that a broadcaster bears a higher liability than cable bears?

It would be interesting to see how the Supreme Court would answer that one.



Drawn for BROADCASTING by Jack Schmidt

"We're breaking into ENG."

The South Made History in the American Revolution.

# The Greenville-- Spartanburg-- Asheville Market Is Still Making It.



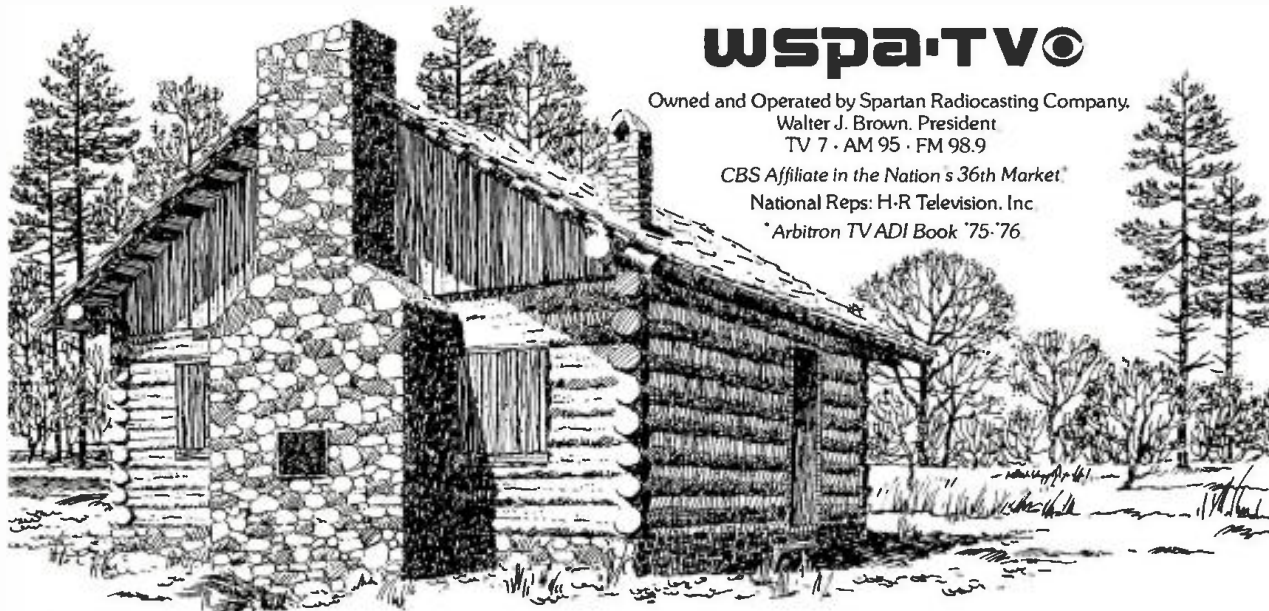
## ***Bicentennial Note:*** **This Frontiersperson Gave Women's Lib an Early Start**

The Indians called Nancy Morgan Hart "War Woman" — with good reason. A historical marker which directs visitors to Elbert County's Nancy Hart

State Park, where a replica of the Hart Revolutionary-times log home stands, amplifies: "Six feet tall, masculine in strength and courage, Nancy Hart was a staunch patriot, a deadly shot, a skilled doctor and a good neighbor. A spy for the Colonists, she is credited with capturing several Tories." Georgia honored the Revolutionary heroine by naming Hart County after her.

Elbert and Hart Counties are in WSPA-TV's Area of Dominant Influence, 481,800 TV households\* in 31 counties in the Carolinas and Georgia.

The area is rich in Revolutionary War history — and contemporary buying power. Modern-day Nancy Harts and their families make the Greenville-Spartanburg-Asheville market 36th\* in the nation. They enjoy work opportunities offered by textile mills, rubber, chemical, electrical and ready-to-wear factories, productive farmlands, and flourishing tourism. Market size and dominant CBS programming plus WSPA-TV's well-watched local programs provide high exposure in this regional market at efficiently low cost. For availabilities, check our national reps.



## **WSPA-TV**

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CBS Affiliate in the Nation's 36th Market\*

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\* Arbitron TV ADI Book '75-'76

# *"I had the budget to build any kind of FM station I wanted..."*

KBWD's Jim Laird explains what Precision Monitoring can add to broadcast capability



## *"TFT was a must, right from the start."*

It's a rare event when a Chief Engineer gets to design his dream station from the ground up. Management's confidence in Jim Laird was amply rewarded, however, with perhaps the most modern, efficient FM station in southwest Texas. The TFT FM Frequency and Modulation, Modulation Only and Stereo Monitors were key ingredients of the new facility. Here are a few of Jim's reasons why:

### **On Selecting TFT**

"... when you've got an opportunity to buy the best, why not go for it. I've been reading the broadcast books for a long time, and it seems that TFT gear is a cut above the rest. You get what you pay for, and they (TFT) just put a lot more into the system."

### **On Coverage**

"... TFT gives us the extra edge we need so we can use our transmitter to its maximum ability without worrying."

### **On Accuracy**

"... very darn good when it comes to proof of performance. If I have an error, I look at the transmitter, not the TFT monitor ... I have the utmost confidence my TFT is telling the truth."

### **On Design**

"... they seem to be more easily operated as far as the way you set the thing up. And the fact that they can be located right here at the studio is one thing we really like."

### **On The Frequency and Modulation Monitor**

"... FM was a new adventure for us, and I needed good readout of our pilot. The TFT 723 was right on the money then and we're using it all the time now."

### **On The FM Stereo Monitor**

"... It does have the extra human engineering to make it easier to operate. I feel the thing is considerably more stable than others too."

### **On Confidence**

"... well, we got our FM gear based on our experience with the TFT AM monitor. Now, after checking out the FM, I envision having TFT at all the stations we own."

### **On Price**

"... sure it costs more, but even if I'd been on a tight budget, I wouldn't have scrimped on the TFT monitors ... it's the only way I can keep my transmitter honest ... do everything I want it to do and get a little bit more out of it."

### **On Engineering**

"... TFT is No. 1 ... there's no doubt about it."

Jim Laird, and many knowledgeable engineers like him can speak from experience on the reliability of TFT systems. And, when it comes to quality engineering, our specs will speak for themselves. Call or write for a set today.

## **TFT Monitors: The Chosen Ones**

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