

The broadcast equipment market:  
Catching up with the onrush of technology

# Broadcasting Nov 28

The newswweekly of broadcasting and allied arts

Our 47th Year 1977

NEWSPAPER

## DONAHUE... 10 Years on Television!

An incredible record: From a Dayton, Ohio show in 1967 to the National Emmy as America's Number 1 Talk Show Host in 1977. Now seen in 118 markets!

Congratulations, Phil.



Multimedia  
Program  
Productions, Inc.  
140 W. 9th St.  
Cincinnati, O. 45202

**DONAHUE'S  
DIFFERENT.**

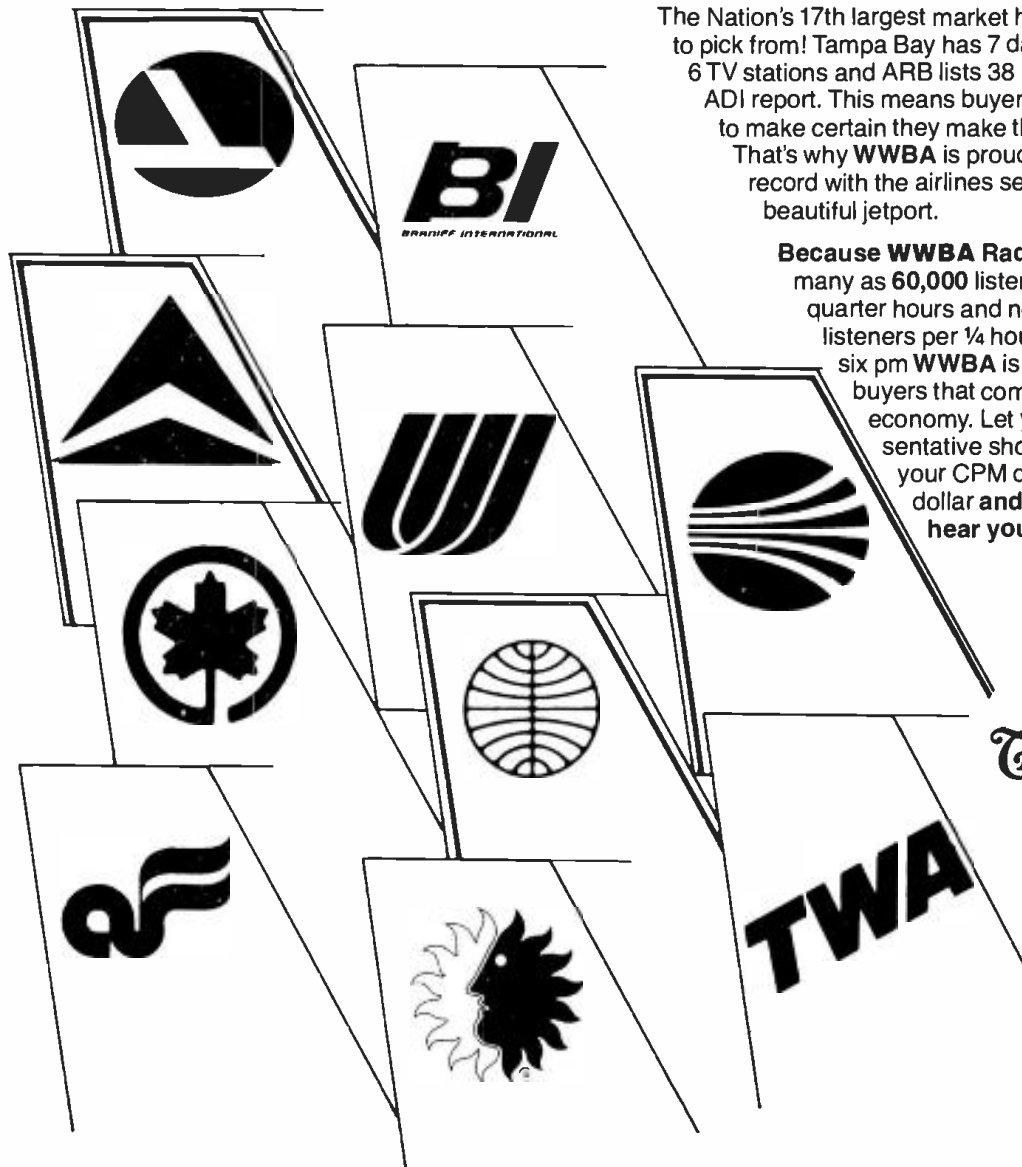
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RZK DEC/79

# 10 of the 11 Airlines\* flying from Tampa use **WWBA** Radio to fill Their Planes with Passengers!

## Keeping payloads up on today's Jet Aircraft is not easy.

The Nation's 17th largest market has a lot of media to pick from! Tampa Bay has 7 daily newspapers; 6 TV stations and ARB lists 38 Radio Stations in the ADI report. This means buyers must choose wisely to make certain they make the correct choice. That's why **WWBA** is proud of its ten out of eleven record with the airlines serving Tampa's beautiful jetport.

Because **WWBA** Radio can deliver as many as **60,000** listeners in some average quarter hours and never less than **40,000** listeners per ¼ hour from seven am to six pm **WWBA** is a favorite with smart buyers that combine reach with economy. Let your Christal Representative show you how to keep your CPM down to less than a dollar and really have people hear your message!



An Ed Winton Station  
Represented by

*The Christal  
Company*

\*Based on schedules run on **WWBA** during the past 12 months. Northwest Airlines did not use **WWBA**.  
Two additional carriers (British Airways and International Air Bahamas) also advertised on **WWBA** although they do not currently fly into Tampa.  
Source of all audience estimates is April/May Arbitron subject to qualifications listed in the report.

# The Week in Brief

**WHAT'S GOING ON HERE?** □ Confusion is the only certainty as the networks try their best to attract audiences with stunting and special programming—only to watch HUT levels dropping off. Mike Dann says the real losers are the local stations. **PAGE 23.**

**HERE'S AN IDEA** □ The president of Dallas's Tracy-Locke agency proposes that the networks add two minutes of commercial time to each hour by reducing promos, PSA's and titles. Campbell says it would mean lower prices, more profits. Networks, however, are likely to turn a cold shoulder to the idea. **PAGE 24.**

**BLUE SKIES** □ Merrill Lynch broadcast specialist William Suter forecasts an 8% gain in TV station revenues this year and a 6%-10% rise in 1978. **PAGE 24.**

**SAILING WITH SADAT** □ The TV networks chalk up another success with their inside coverage of the Egyptian president's visit to Israel. **PAGE 25.**

**SWEET TALK** □ Cereal makers and FTC bang heads in Washington, and Quaker gives way a bit, agreeing to the necessity of an investigation into TV advertising to children. **PAGE 26.**

**DIGITAL DOES IT** □ Computer technology is making its way into broadcast equipment. Result: flexibility, lower costs, increased sophistication. A look at the year's developments in TV-radio engineering. **PAGE 30.**

**NAB PRIORITY** □ The executive committee of the National Association of Broadcasters votes for an all-out fight against performers' royalties. It was but one of more than a half dozen decisions at its meeting last week. **PAGE 40.**

**CROSSOWNERSHIP** □ The FCC files its objections to the appeals court remand. It tells the Supreme Court that, among other things, there is no evidence of abuse by such owners that would warrant the sweeping divestiture that has been ordered. **PAGE 40.**

**BUCKING AT&T** □ The National Association of Broadcasters asks the FCC to reject the company's proposed revision of part-time or occasional use rates for TV stations. NAB also asks a five-month suspension of AT&T's proposed revision on newswire service rates. **PAGE 41.**

**TIMECLOCK TEMPEST** □ FCC employes formally complain to Chairman Charles Ferris about the new work schedule planned for Jan. 1. He's willing to make some concessions on hours, but refuses to budge from the general proposal. **PAGE 42.**

**STOP THAT SALE** □ A coalition of Alaskan citizen groups petitions the FCC to hold a hearing on the mass transfer of broadcast properties in that state. Conflicting interests that would preclude fair programming and improper ascertainment are charged. **PAGE 42.**

**ANOTHER SEARS STORY** □ A sequel to the agency-default story in Chattanooga is told by a Maine broadcaster. **PAGE 45.**

**CHILDREN TALK** □ The National Association of Broadcasters' Jane Cohen starts patching in the agenda for next June's conference on TV programming for the young. **PAGE 47.**

**COLLIER CALLS IT QUITS** □ The FTC member, who served as chairman up until June, says he will leave Dec. 31 after serving 20 months of his seven-year term. **PAGE 45.**

**FTC-AAAA HUDDLE** □ A second round of discussions between the trade commission and the agency association is held with the spotlight on advertising to children. **PAGE 46.**

**OPEN-DOOR ARGUMENTS** □ The broadcasters' campaign to get cameras and microphones into courtrooms gets support from a New York judge and a law professor. **PAGE 49.**

**IT'S OFFICIAL** □ Mutual Broadcasting System formally announces its plan to service network affiliates via satellite and some 500 earth stations. **PAGE 51.**

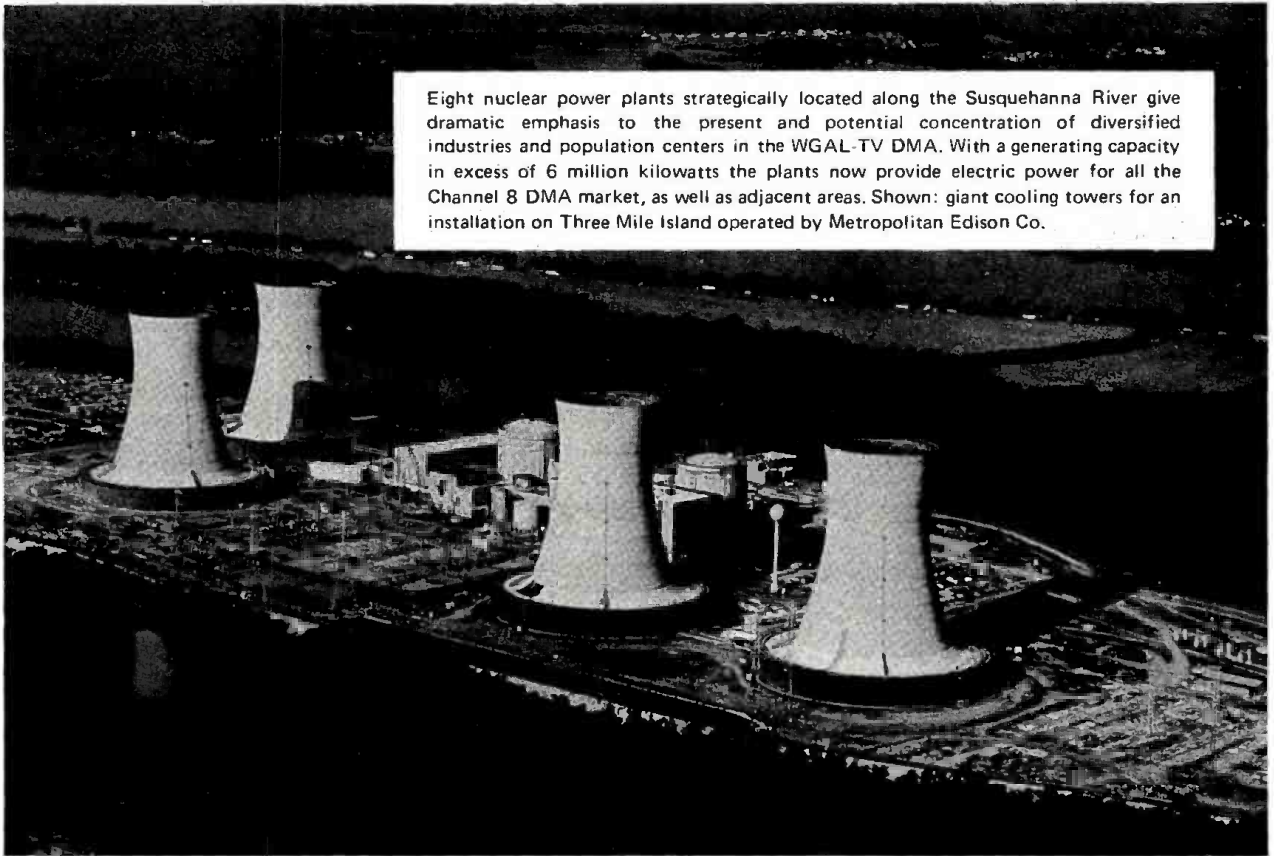
**AT LAST** □ More than 18 years after devising and coining the term, "laser," Gordon Gould is recognized for his achievement with the granting of a patent. **PAGE 52.**

**AYER'S HAGOPIAN** □ The board chairman of the 108-year-old agency has some definite ideas on broadcast advertising. And many years of experience with media have also given him a solid perspective on agency responsibility in that function. **PAGE 73.**

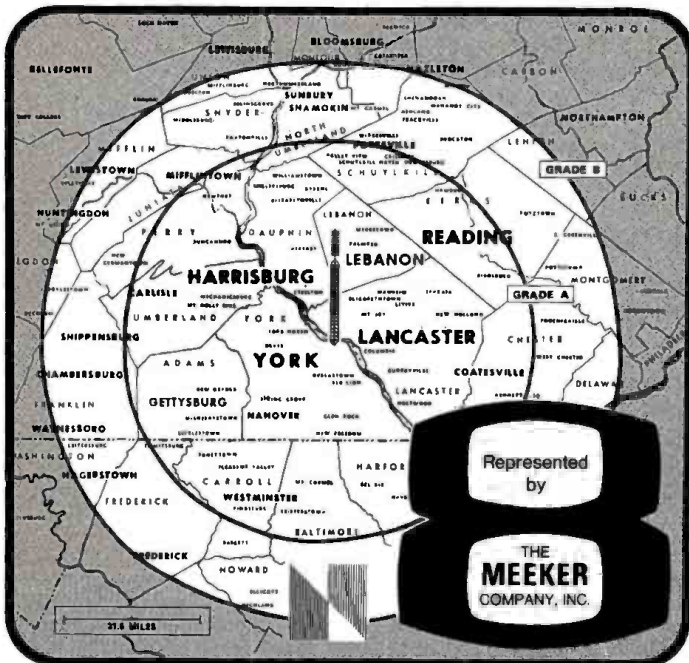
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Eight nuclear power plants strategically located along the Susquehanna River give dramatic emphasis to the present and potential concentration of diversified industries and population centers in the WGAL-TV DMA. With a generating capacity in excess of 6 million kilowatts the plants now provide electric power for all the Channel 8 DMA market, as well as adjacent areas. Shown: giant cooling towers for an installation on Three Mile Island operated by Metropolitan Edison Co.



## WGAL-TV delivers strong buying power in a diversified area



This pioneer TV station effectively covers the entire Lancaster - Harrisburg - York - Lebanon DMA. One of the country's fastest-growing areas, this prosperous market is outstanding for its economic and business diversity and resultant stability. Consider the facts: Manufacturing production \$7,407,426,000; agricultural production \$232,935,000; effective buying income \$7,536,683,000. Cash in on this outstanding buying power - include WGAL-TV in your planning.

# WGAL-TV

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

**STEINMAN TELEVISION STATIONS**

WTEV Providence, R. I./New Bedford-Fall River, Mass.  
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

## Treasurer's report

National Association of Broadcasters has net surplus of \$52,860 for first six months of 1977 fiscal year. Among reasons is surplus of \$53,329 in radio dues, largely result of association's recruiting 350 new radio members this year. Annual convention made \$12,606 more than projected and sale of new NAB legal guide, compiled this year by Erwin Krasnow, NAB senior vice president and general counsel, has netted \$36,493.

Television dues are up but are still \$47,991 under budget. Expenses falling under budget heading "general administrative" are \$58,183 over budget now, due partly to extra TV board meeting in Washington this fall and out-of-Washington June board meeting in Williamsburg, Va. (board meeting budget is \$18,596 over for first six months). Expenses for entire year are estimated at \$5,137,356. Meanwhile NAB staff has begun drafting next year's budget, and will show it to executive committee at its next meeting in Washington, Dec. 15-16.

## Later and later

Financial types interested in radio revenues, expenses and profits in 1976 will have to wait while longer for official word. Annual report had been expected from FCC in October—TV figures were released in August (BROADCASTING, Aug. 29)—but last week, glitches and bugs were still being combed out of FCC's computer. What had been expected to be final computer test run produced print-out with such exotic place names as Detroit, Ky., and Denver, Hawaii. On Friday, officials said problem had been solved and that data processing division should complete its part of job this week.

Staffers, however, said that place-name problem was only one of many that have plagued commission in producing report. Another is delinquency of some broadcasters in filing financial reports. Other problems involved difficulty in implementing new programing system this year. Some officials also talk of inferior equipment, relatively inexperienced computer specialists and heavy burden of work.

## Faulty housekeeping

General Accounting Office study of FCC regulation (BROADCASTING, Aug. 22) has uncovered information for collateral report on what appears to be sloppy record keeping at FCC. GAO investigators, in process of reviewing more than 900 applications for renewal of AM, FM and television stations, have found number of files missing. Like lawyers and paralegals

before them ("Closed Circuit," Nov. 21), GAO investigators have run into missing-files problem at public reference room. But they've also found problem throughout Broadcast Bureau.

## Breaking ground

Those studying feasibility of setting up new audience measurement service for Television Bureau of Advertising say broadcasters have several misconceptions about it. Contrary to apparently widespread belief, they say, if decision is reached to form new service, it won't be "just another rating service"; its formation will not have been influenced by Arbitron Television's current renegotiation of rates, and at least two years will be needed to get it into operation.

Other sources suggest that one feature that ought to be explored for inclusion in any new service is some way to measure viewing of broadcast programs taped on home recorder/playback units. Hugh M. Beville Jr., executive director of Broadcast Rating Council, has called such measurement critical unless broadcasters are to lose credit for what could be huge add-on audience (BROADCASTING, Nov. 21).

## Aiming higher

Two politicians with broadcast ties are making bids for high office from Colorado. Representative William L. Armstrong (R-Colo.), one of 16 members of Congress with known broadcast interests (BROADCASTING, Nov. 11), is mounting campaign for Senate seat now held by Floyd Haskell (D). Mr. Armstrong is treasurer and co-owner with his parents of Armstrong Broadcasting Corp., licensee of KOSI(AM) Aurora and KOSI-FM Denver.

Ed Scott, former station owner and host of local Denver children's show (he was "Sheriff Scotty"), wants to unseat House Communications Subcommittee member Timothy Wirth (D). In his bid for same seat last year, Mr. Scott, Republican, threw Wirth election into recount; he's convinced by starting earlier this time he can win. He sold KLAQ-AM-FM Lakewood, Colo., and KAYQ(AM) Kansas City, Mo., in 1976.

## Copies and copyrights

National Association of Broadcasters plans to fight proposed rulemaking of U.S. register of copyrights that would require broadcast stations seeking copyright protection for locally produced programs to file copy of each program with Office of Copyrights or Library of Congress. Time and money involved in making and

mailing tape duplicates will be burdensome, especially on smaller stations, NAB will argue. Exemption will be sought to permit broadcasters to register programs by merely filing forms.

Until now, broadcasters were little concerned about copyright protection for their own shows. But under new copyright law, which takes effect Jan. 1, broadcasters may be entitled to some compensation for retransmission of their shows by cable systems, which for first time must begin paying copyright royalties. Deadline for comments on proposed rule is Dec. 12.

## Corporate affairs

Herbert G. Klein, former White House director of communications, has taken on second client since leaving full-time vice presidency at Metromedia earlier this year. Minneapolis Star-Tribune Co. has retained him as media adviser, in which capacity he still serves Metromedia. In addition, he's completing book, to be published by Doubleday in early 1979. Its title: "I'll Take One More Question," his traditional line in ending news conferences during his five-year White House tenure (1969-73). Mr. Klein has established offices at 6565 Sunset Boulevard, Los Angeles 90028. Telephone: (213) 469-3161.

## No holds barred?

More and more commercial broadcasters are grumbling about alleged commercialization of noncommercial stations, but WCRT(AM) Birmingham, Ala., says process has gotten out of hand. Noncommercial WBHM(FM) Birmingham attempted to obtain rights to broadcast Texaco-sponsored Metropolitan Opera programs that WCRT now carries. And when Texaco said it was satisfied with WCRT, noncommercial station ran editorial in newsletter urging listeners to write Texaco "to express your sentiments."

WCRT filed complaint with FCC, raising question as to propriety of noncommercial station that receives public funds pitching for programing in competition with commercial station. FCC staff response was that commission has no rule prohibiting such competition.

## Inch by inch

Another milestone in movement of television toward one-inch video tape will be full one-inch editing and production facility planned by Teletronics International for its New York complex. Company plans to have construction finished by midsummer for possible editing duty on networks' fall programs as well as for commercial and independent program production.

# Business Briefly

## TV only

**AT&T** □ Company will sponsor *The Tiny Tree*, animated Christmas special, through agency, J. Walter Thompson. It will be broadcast on Sunday, Dec. 18 (7:30-8 p.m. NYT), on CBS-TV. Featured on program are voices of Buddy Ebsen (*Barnaby Jones*) and singer Roberta Flack.

**True Value** □ Hardware store chain places 40-week TV campaign starting in mid-January. Cotter & Co., Chicago, is buying spots in 45 markets during fringe and prime time. Target: men, 25-54.

**White Labs** □ X-14 instant mildew remover will be spotlighted in two TV flights starting in mid-January for 26 weeks and in mid-February for 23 weeks. Universal Media, Orlando, Fla., is placing spots in about 15 markets during day, fringe and prime access time. Target: total women.

## Rep appointments

- WLOA(AM)-WFFM(FM) Pittsburgh: CBS/FM Sales, New York.
- KPLR-TV St. Louis: TeleRep Inc., New York.
- WZAP(AM) Bristol, Va.: Dora-Clayton Agency, Atlanta.
- WLIT(AM) Steubenville, Ohio: Regional Reps Corp., Cleveland.
- WDOT(AM) Burlington, Vt., and WSPR(AM) Springfield, Mass.: Kadetsky Broadcast Properties, Boston.

**Levitz** □ Retailer of furniture schedules two TV flights beginning in early and late January, running 14 and 28 weeks. Lovett Advertising, Miami, is selecting spots in 72 markets during day, fringe and prime time. Target: total adults.

**Glidden** □ Paint manufacturer will focus on its interior and exterior paints in five-

month TV promotion beginning in February. Meldrum & Fewsmith, Cleveland, will schedule spots in 81 markets during day, fringe and prime time. Target: adults, 18 and over.

**Blue Star** □ Ointment gets 12-week TV campaign beginning in early January. Richie Hopson, Houston, is selecting spots in 35 markets during all day parts. Target: total adults.

**Pizza Hut** □ Fast-food chain launches 11-week TV push beginning in early January. Foote, Cone & Belding, Chicago, is arranging spots in about 75 markets during fringe time. Target: adults, 18-49.

**Alaska King Crab Board** □ Marketing and quality control association will place five-week TV flight, costing approximately \$160,000, starting in early January. Evans/Pacific, Seattle, will buy spots in 14 markets during fringe and prime-access time. Target: women, 25 and over.

**Kiplinger Washington Editors** □ Publisher places eight-week TV promotion for its *Changing Times* magazine. Albert Frank-Guenther Law, Los Angeles, is seeking spots in at least 100 markets during daytime. Target: adults, 50 and over.

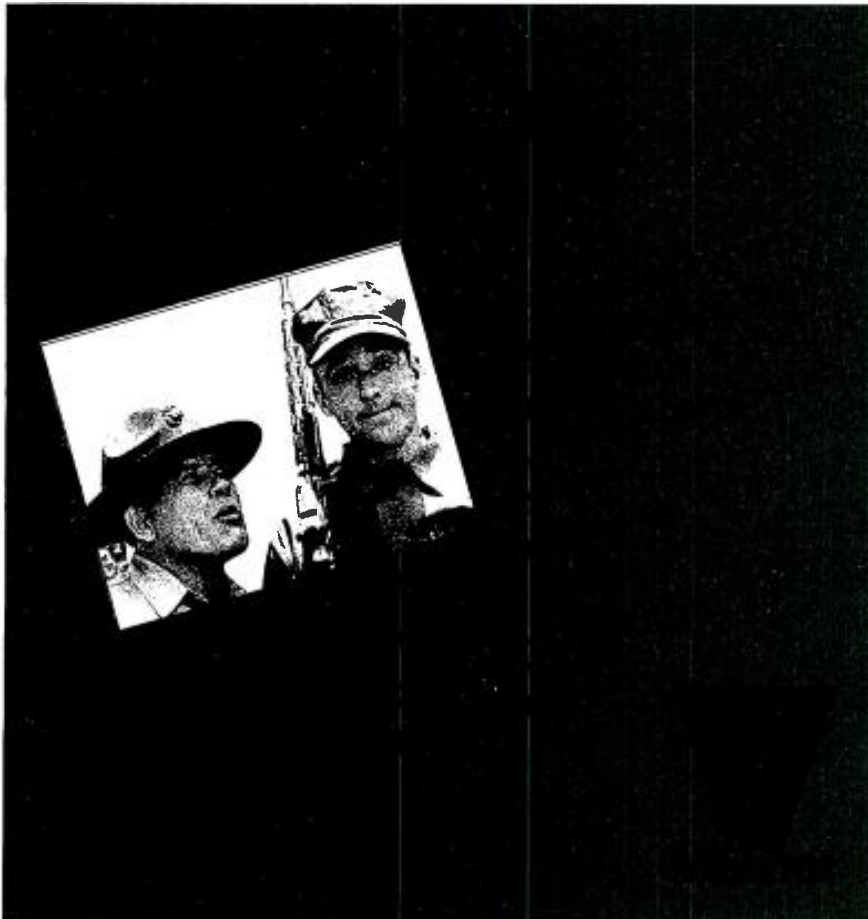
**Purex Corp.** □ Ayds diet candy is subject of two four-week TV flights beginning in mid-January and early March. Hoefer, Dietrich & Brown, San Francisco, is handling spots in about 35 markets during late fringe time. Target: women, 18-49.

**Treasury** □ Drug store chain spends approximately \$350,000 on four-week TV campaign starting in late November. Lando Inc., Pittsburgh, is placing spots in 11 markets during day, fringe and prime time. Target: total women.

**Alliance Manufacturing Co.** □ Genie garage door opener system is subject of four-week TV buy starting in early December. Jack List & Associates, Cleveland, is handling spots in at least 30 markets during prime time. Target: total men.

**Fram Corp.** □ Automotive division will feature its auto lights in four-week TV drive starting in late February. SFM Media, New York, will seek spots in four markets during news and sports time. Target: men, 18-49.

**Myers Canning** □ Grower and producer of canned mushrooms slates three-to-four-week TV promotion beginning in early January. Beaumont, Heller & Sperling, Reading, Pa., is buying spots

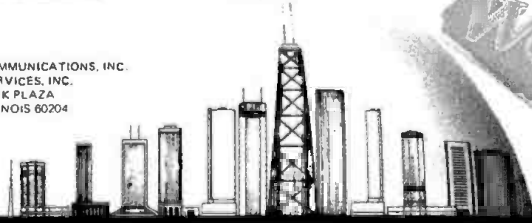


Source: NTI, 1964-71, Oct.-Apr. avg. AA ratings. Estimates subject to qualifications available on request.



# Harris MW-5 Customers Say It All...

BROADCAST COMMUNICATIONS, INC.  
BROADCAST SERVICES, INC.  
2008 STATE BANK PLAZA  
EVANSTON, ILLINOIS 60204  
312-869-8904



BIG  
Waaax 570  
AMERICAN SOUND  
9229

June 15, 1977

Harris Corporation  
Broadcast Products Division  
Quincy, Illinois 62301

Gentlemen:

I have noted your accounts of various stations' highly complimentary reactions to their new Harris MW-5 AM transmitters. Those stations probably had, in most cases, an old transmitter that had seen its better days, was fully depreciated, and ready to be retired to pasture, or at best kept for emergency purposes.

Well, our situation was different. We had a good, relatively new transmitter; we thought it was modern and up-to-date. We were not planning to buy a new transmitter, but we suddenly had no choice. We had a fire, and our existing main transmitter was destroyed.

I have already written, expressing our appreciation for the fine help that we got during the emergency, but I have now had an opportunity to evaluate the performance of the transmitter that we did not even want to buy.

Entirely within the FCC rules relating to power, modulation and directional service, the improvement over our preceding transmitter is unbelievable. You can tune across the crowded Chicago dial blindfolded and tell the difference in any of the areas that we formally deemed critical to us.

I haven't the slightest idea why our Harris MW-5 performs so well, but I would like to confirm that, in reality, it does perform.

Sincerely,

Edward A. Wheeler  
President

EAW:vr

**ANTENNA FACILITIES:**

John Hancock Center - Chicago • Mercantile Tower - St. Louis • Indiana National Bank - Indianapolis • Peachtree Plaza Hotel - Atlanta • IDS Center - Minneapolis • Independent Square - Jacksonville • BC Tower - Seattle • Hyatt Regency - Nashville • First National Building - Little Rock • U.S.F. & G. Building - Baltimore • First Wisconsin Center - Milwaukee • United California Bank - Los Angeles • Renaissance Center - Detroit

**BROADCAST:** WOJQ, Evanston-Chicago WEAW, Evanston KMO, Tacoma

For the whole story, contact  
Harris Corporation  
Broadcast Products Division  
Quincy, Illinois 62301



**HARRIS**  
COMMUNICATIONS AND  
INFORMATION HANDLING

# Novels for television most important movie



**Rich Man, Poor Man Book 1**  
chalked up the biggest sustained  
eight-day rating in the history of  
WABC TV's "4:30 movie" strip!  
The eight 90-minute movies\*  
rocked the New York market... with  
a whopping 43% jump in ratings  
over WABC's last two sweeps!

It's what we've been saying  
right along about our  
televised novels.

They'll make a healthy mov-  
strip healthier and breathe n  
life into your movie formats!

They're powerful anywhere  
on the schedule!

*Make it big*

Now being offered: "Captains and the Ki

\*Also available in six two-hour and 12-one hour formats.

Source: NSI, New York, Nov. 2-11, 1977; Feb. and May '77 sweeps. NTI, Oct. 16-18, '77. (Subject to survey limitations.)



# could just be the development in years!



Coming soon from MCA TV:  
PARK AVENUE – (averaged a  
nearly 40% share on NBC TV  
opposite TV's stiffest competi-  
tion, including the World Series).  
ASPEN, CENTENNIAL,  
HEELS, THE DRIFTERS,  
HARVEST HOME.



...with novels from

“The Eagle,” “Seventh Avenue,” “The Rhinemann Exchange.”

## MCA TV

during fringe and prime time. Target: total women.

**Arthur Treacher's Fish N' Chips** □ Fast food chain schedules three-week TV promotion beginning in late November. Bozell & Jacobs, New York, is buying spots in New York, Philadelphia and Detroit during prime, day, news, early and late fringe time. Target: adults, 18-49.

**Stokely-Van Camp** □ Specialty products division arranges three-week TV flight costing approximately \$170,000, starting in early February. Handley & Miller, Indianapolis, is scheduling spots in 31 markets during day and fringe time. Target: total women.

**Physicians Mutual** □ Insurance company slates two-week TV drive beginning in early January. Albert Frank-Guenther Law, Los Angeles, is buying spots in about 60 markets during day, fringe and prime time. Target: adults, 50 and over.

**Tech Hi-Fi** □ Retail store chain arranges two-week TV campaign starting in mid-December. Singer Media, Boston, will handle spots in Boston and New York during fringe time. Target: men, 25-49.

**Time-Life** □ Book division features its World War II library in two-week TV push starting in late November. A. Eicoff, Chicago, is scheduling spots in 50-100 markets during all dayparts. Target: total men.

**Cannon** □ Sheet and towel manufacturer will launch two-week TV buy beginning in early January. NW Ayer, New York, will select spots during all dayparts. Target: total women.

**Frank's Nursery & Crafts** □ Flower, plant and crafts chain plans two-week TV push beginning in early December. Yaffe Stone August, Southfield, Mich., is selecting spots in 12-13 markets during day, fringe and prime time. Target: women, 25-54.

**Gino's** □ Rustler's steak house division plans one-week TV promotion beginning in early December. Lewis & Gilman,

## BAR reports television network sales as of Nov. 6

ABC \$1,015,907,700 (34.3%) □ CBS \$985,929,500 (33.3%) □ NBC \$961,080,300 (32.4%)

Day parts	Total minutes week ended Nov. 6	Total dollars week ended Nov. 6	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	179	\$ 1,317,100	6,496	\$ 41,811,500	\$ 32,212,600	+29.8
Monday-Friday 10 a.m.-6 p.m.	1,042	18,518,900	44,224	651,487,800	529,530,900	+23.0
Saturday-Sunday Sign-on-6 p.m.	292	11,995,300	13,461	335,491,500	276,984,000	+21.1
Monday-Saturday 6 p.m.-7:30 p.m.	100	5,304,500	4,398	164,801,200	131,224,000	+25.6
Sunday 6 p.m.-7:30 p.m.	18	1,292,700	926	47,706,600	39,671,700	+20.3
Monday-Sunday 7:30 p.m.-11 p.m.	414	48,289,700	18,544	1,514,222,900	1,252,870,900	+20.9
Monday-Sunday 11 p.m.-Sign-off	214	6,343,200	9,225	207,396,000	180,914,400	+14.6
<b>Total</b>	<b>2,259</b>	<b>\$93,061,400</b>	<b>97,274</b>	<b>\$2,962,917,500</b>	<b>\$2,443,408,500</b>	<b>+21.2</b>

Source: Broadcast Advertisers Reports

Philadelphia, is selecting spots during fringe and prime time in four markets. Target: men and women, 18-49.

**Gillette** □ Plant division highlights its Hyponex fertilizer in first quarter TV buy beginning in January. Hill, Holliday, Connors & Cosmopolos, Boston, is buying spots in about 60 markets during fringe and daytime. Target: women, 25-49.

radio push starting in early January. Carney Duffy, St. Louis, is seeking spots in six markets including Kansas City, Mo. Target: women, 18-49.

**ITT Continental** □ Wonder bread will get four-week radio push starting in early January. Ted Bates, New York, will schedule spots in about eight markets including Cleveland and Detroit. Target: women, 18-49.

**Andrew Jergens** □ Subsidiary of American Brands focuses on its Gee Your Hair Smells Terrific shampoo and Gee You Smell Terrific cologne in four-week radio campaign beginning in late November. Cunningham & Walsh, N.Y., is placing 30-second piggyback spots in Omaha and Salt Lake City. Target: women and teen-agers.

**Zales** □ Jewelry store division launches four-week radio drive beginning in late January. The Bloom Agency, Dallas, is placing spots in about 20 markets. Target: adults, 18-49.

**U.S. Navy** □ Recruitment division schedules radio flight beginning in early January. Ted Bates, New York, is placing spots on networks and in 76 markets including Albany, N.Y., Houston, Nashville and San Francisco. Target: men, 18-24.

**Life** □ Uniforms manufacturer places one-week radio promotion starting in early January. Wm. Chollick Associates, New York, is buying spots in 12 markets including Atlanta, Dallas, Los Angeles and St. Louis. Target: women, 18-44.

**Geo. A. Hormel** □ Meat products group focuses on its Little Sizzlers in three-week radio campaign starting in late November. BBDO, Minneapolis, is seeking spots in Atlanta, Dallas and Minneapolis. Target: women, 25-49.

### Radio only

**Nissan** □ Datsun cars and trucks will be featured in eight-week radio drive beginning in early January. men, 18-49.

**Lloyd J. Harris** □ Pie company will take six-week radio buy starting in late January. J.M. Korn & Son, Philadelphia, will schedule spots in six markets including Cleveland. Target: women, 25-49.

**Martha Bell** □ Company highlights its Light Fantastic diet product in five-week

Please send

## Broadcasting

The newswEEKLY of broadcasting and allied arts

Name  Position

Company

Business Address

Home Address

City  State  Zip

**BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036**

SUBSCRIBER Service

3 years \$75

2 years \$55

1 year \$30

Canada Add \$8 Per Year

Foreign Add \$8 Per Year

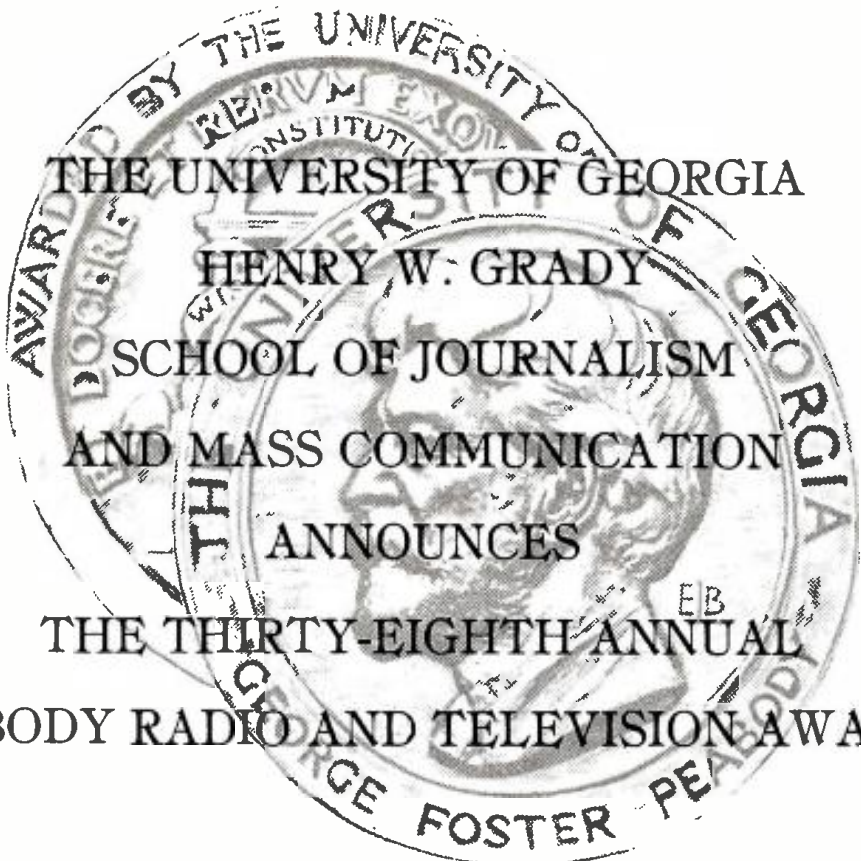
1978 Cable Sourcebook \$20.00 (If payment with order: \$15.00)

1977 Yearbook \$30.00 (If payment with order: \$25.00)

Payment enclosed

Bill me

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.



AWARDED BY THE UNIVERSITY OF GEORGIA  
HENRY W. GRADY  
SCHOOL OF JOURNALISM  
AND MASS COMMUNICATION  
ANNOUNCES  
THE THIRTY-EIGHTH ANNUAL  
PEABODY RADIO AND TELEVISION AWARDS

**PURPOSE OF THE AWARDS:** The Peabody Awards are designed to recognize distinguished achievement and meritorious public service by networks, producing organizations, stations, and individuals. The awards program is administered by the Henry W. Grady School of Journalism and Mass Communication, the University of Georgia, Athens. Selections are made by the National Advisory Board.

**WHO MAY ENTER:** Entries may be submitted by individual stations, networks, radio and television editors of newspapers and magazines, audience groups, or any person or organization wishing to direct the attention of the Peabody Board to a program, a series, a station, or an individual. An entry form is necessary.

**ENTRY FORMS** have already been mailed to all radio and television stations in the U.S. If you have **NOT** received your entry form and would like to have one please write:

Peabody Awards  
Henry W. Grady School of Journalism and Mass Communication  
The University of Georgia  
Athens, Georgia 30602

Or call: 404/542-3785

**DEADLINE FOR SUBMISSION OF ENTRIES** is January 9, 1978. Early submission is encouraged.





# In real time, it's the best helical. In slow motion, it's the only helical. VPR-1.

Ampex has the first one-inch helical VTR ever produced that records and plays back broadcast quality material in real time, slow motion or still frame.

VPR-1 is a High Band Color recorder designed to deliver the finest audio and video program material. Totally new signal concepts elevate the VPR-1 far above other helicals.

The real magic, though, comes from the optional Automatic Scan Tracking (AST) accessory. AST delivers slow motion and still-frame material, directly from tape, without a noise bar. And AST means absolute tape interchange, even across wide extremes of temperature and humidity. The pictures are sharp, color true, and just the ticket for special effects and instructional programs. AST even helps in post production editing, where the touch of a finger

unfolds a frame at a time in the manual jogging mode.

You'll want to add a TBC-1 digital time base corrector to your VPR-1 system; it's the only TBC on the market that can handle AST special effects work.

A companion unit, the new VPR-10 portable one-inch recorder, takes a full hour of battery-powered material in the field, automatically back-spaces every shot for a smooth assemble edit, and provides audio and video verification playback. VPR-10 tapes are compatible with VPR-1 tapes, so you can take advantage of all VPR-1 special effects capability.

It's been a long wait for a broadcast quality one-inch system with full special effects, but the wait is over. VPR-1 takes you all the way down to a frame at a time.



## AMPEX

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Robert A. Dwyer, president, McGavren-Guild/BMS Radio Network, New York

## A radio rep network rates the ratings

In all areas of the advertising industry, a great deal of importance is placed on the necessity and value of sound research. And rightly so. Where large budgets are at stake and the marketplace competition is tough and precise, decision-makers cannot afford to shoot from the hip.

In the case of network radio—both the conventional line networks and the rep-affiliated off-line networks—there are two recognized industrywide tools available to help the advertiser and his agency set their media buying plans into operation: RADAR, which has been with us for over a decade, and the nationwide Arbitrons, which arrived on the scene about three years ago. Both are used and both are excellent.

On the surface, it doesn't appear to matter that their methodologies differ. RADAR makes use of the telephone coincidental technique to gain its data, while Arbitron fields its information via an in-home diary. Although some buyers seem to have personal preferences for one or the other method, both systems measure the universe of U.S. listenership, and both estimate size of audience within a few percentage points of each other.

Where the two systems of research do differ, however, is in two important areas for the network radio advertiser: usage sophistication and post-analysis. Arbitron research is reported by a summation of market-by-market accumulations of listenership data, allowing for individual market breakouts, if desired. The RADAR method provides a sweep of the entire country measured as a single unit, with no market-by-market breakout possible.

Advertisers who plan regional product roll-outs find that this market-by-market knowledge can often be crucial in determining the flexibility of a product launch. It can also help them ascertain the regional weight they may want to put behind a network radio buy. After all, network radio itself has changed dramatically in the past few years and is no longer considered a single-dimensional medium, offering simply a series of mass commercial announcements broadcast indiscriminately from one end of the country to the other. Regional product market testing and roll-outs are common practice today, and, in fact, necessary in many cases of successful sharebuilding.

Buyers will often target their network radio messages to certain specialized markets that conform to their prescribed distribution plans. At one time, this was solely a function of spot radio. But the



Robert A. Dwyer established McGavren-Guild/BMS Radio Network in 1974. Today, this off-line network represents 321 stations. Mr. Dwyer is president of BMS; prior to its formation, he was vice president of the Blair Radio Network for seven years. He joined Blair in 1954.

radio medium has advanced to such a stage that these flexibilities are achievable with many of the off-line networks. With market-by-market research as a basic planning tool, these flexibilities can be readily implemented.

Needless to say, not all radio networks are alike. Not all can produce the same reach, the same demographics, or the same desirable cost-per-thousand. That's why many network advertisers are mixing and matching several radio networks in their buying plans, in an attempt to generate the greatest amount of in-depth specialized coverage for their dollars. Because the Arbitron method measures each of the U.S.'s 208 ADI's individually in addition to reporting their composite strength, media people can single out strong marketing areas, along with the networks that most adequately cover them. The Arbitron usage also provides for the possible combination of spot and network radio, if desired, as this system measures both.

Of course, it is commonly agreed that each network has its own area of strength and capability. Making use of common-ground Arbitron research as the advertiser's going-in tool, all of the networks can freely solicit a portion of the buy.

RADAR research, on the other hand, limits the advertiser's freedom of choice to the line networks, as only they are measured under this system. Arbitron, which is as technically accurate, provides an industrywide platform from which all the various networks, both line and off-line, can be measured.

Where RADAR and Arbitron also differ is in their approach as to post-analysis of a radio buy. This final research consideration is important for anyone involved in the network buying process, as it reports whether or not the final schedule produced was what was ordered when the buy was first made. How, in fact, does the agency or client know that what was promised was actually delivered?

The answer, of course, is validation. And the importance of this proof-of-performance is clear. It's the advertiser's only real basis for payment.

Both RADAR and Arbitron provide for such a post-analysis proof-of-performance validation. The networks that make use of RADAR data report the results with one series of tonnage numbers for the entire country. With Arbitron, on the other hand, the advertiser receives a market-by-market summary of where his spots ran throughout every daypart. He also gets a market-by-market count of the demographic gross impressions received. Exactly as he ordered it.

There are several obvious advantages to be gained by this multimarket type of validation, measured in demographic gross impressions. If, in the buying process, the networks underdeliver in pre-established marketing areas, the Arbitron system will pinpoint those geographic weaknesses. If the post-analysis has been called for on a monthly basis, the advertiser can then direct his networks to go back into those specific markets and build up the necessary delivery before the campaign has ended.

Most important, with the use of this research tool for network radio, the advertiser benefits from the knowledge that each network's performance is being tested under a single research system, and that a combination of networks might, indeed, produce a better delivery and overall media efficiency.

Network radio is a large and ever-growing portion of many advertisers' total media programs. In fact, one recent report indicated that during the next three to five years network radio will become the fastest growing medium in today's advertising marketplace. In order to use it properly and efficiently, the medium needs to be well-presented and well-defined.

Common-ground research can help pave the way for that better understanding.



# DR. JEKYLL & MR. HYDE WILL BE ARRIVING AT 11 PM



© METRO-GOLDWYN-MAYER, INC.

11 P. M. or 2 A. M. or 2 P. M. or anytime. Because great movies and great stars are great anytime. And there are hundreds of enduring MGM Pre-48 movie classics available. We've purposely rested these classics for many years, making them first-run again.

Great achievements in movie-making include: A Day At The Races—Easter Parade—

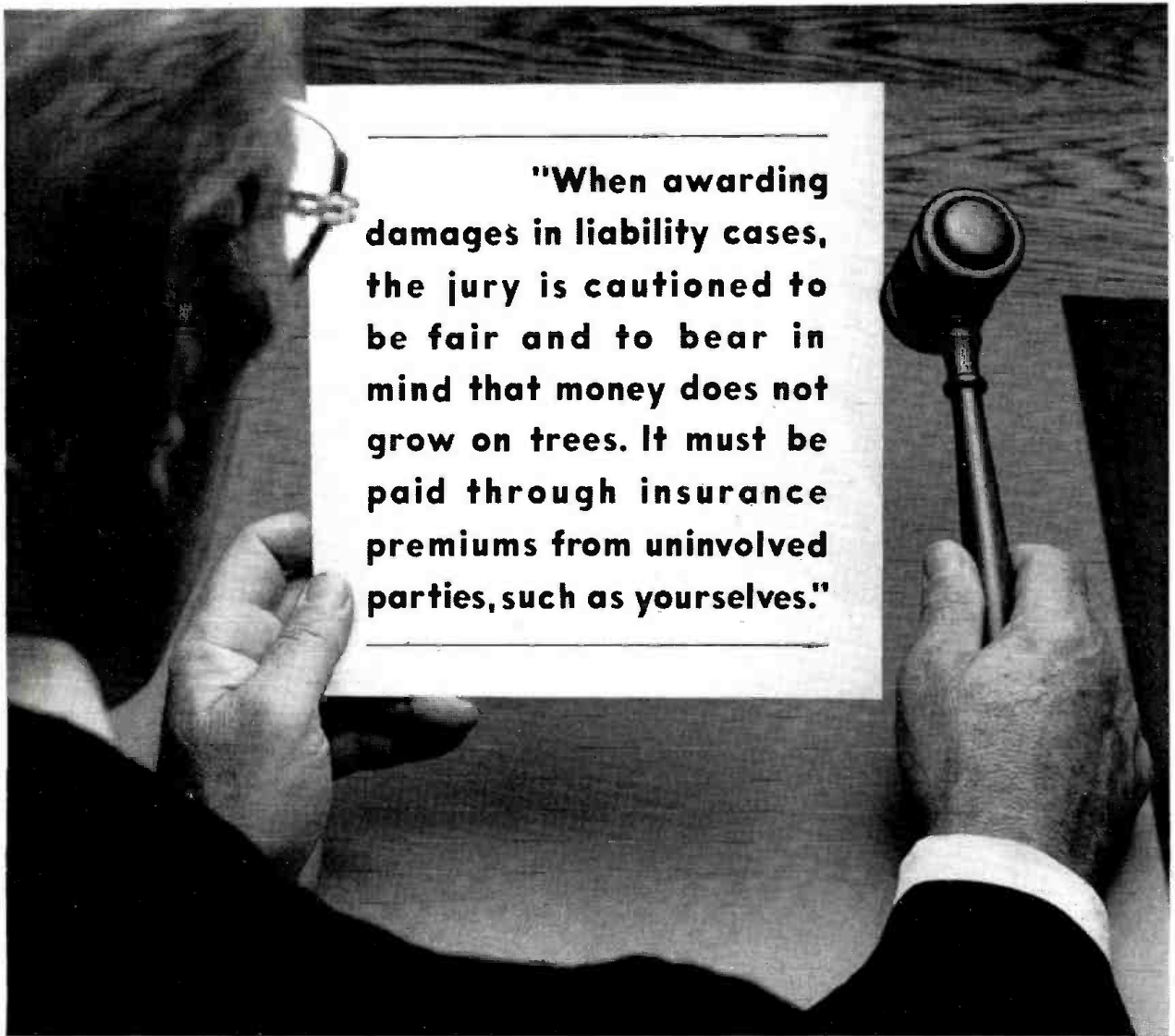
Little Women—Valley of Decision—Anna Karenina—Ziegfeld Follies—Cass Timberlane—Boom Town—Best Foot Forward—Dinner At Eight, and more.

Call your UA-TV sales representative today.

We've got the movies.  
We've got the stars.

**UA-TV**  
United Artists  
A Transamerica Company

Great  Movies Are Great Anytime.



**"When awarding damages in liability cases, the jury is cautioned to be fair and to bear in mind that money does not grow on trees. It must be paid through insurance premiums from uninvolved parties, such as yourselves."**

# **Too bad judges can't read this to a jury.**

A truck without brake lights is hit from behind. For "psychic damages" to the driver, because his pride was hurt when his wife had to work, *a jury awards \$480,000 above and beyond his medical bills and wage losses.*

A 67-year old factory worker loses an arm on the job. His lawyer argues that he should receive wages for all the

remaining years of his life expectancy. He had been earning about \$10,000 a year. The jury awards him a sum equal to almost \$89,000 a year.<sup>1</sup>

Then there's the one...but *you* can probably provide the next example. Most of us know hair-raising stories of windfall awards won in court.<sup>2</sup> Justified claims should be compensated, of course. Aetna's point is that it is time to look hard at what windfall awards are costing.<sup>3</sup>

What can we do? Several things:

We can stop assessing "liability" where there really *was* no fault—and express our sympathy for victims through other means.

We can ask juries to take into account a victim's *own* responsibility for his losses. And we can urge that awards realistically reflect the actual loss suffered—that they be a *fair compensation*, but not a reward.<sup>4</sup>

Insurers, lawyers, judges—each of us shares some blame for this mess. But it is you, the public, who can best begin to clean it up. Don't underestimate your own influence. Use it, as we are trying to use ours.

## Aetna wants insurance to be affordable.

<sup>1</sup> The man was awarded \$1,250,000, or about \$89,000 a year, for the remaining 14 years of his life expectancy. The jury awarded an extra \$500,000 to his wife for loss of "consortium"—the company, affection and services of her husband.

<sup>2</sup> A by-product of such awards

has been a quantum leap in the number of personal injury and property damage suits filed. A 1977 study in California shows such suits increasing at *five times the rate of population growth*.

<sup>3</sup> Most awards are paid by insurance, and insurance companies spend millions more defend-

ing policyholders against lawsuits. The direct result is rising premiums for automobile and other liability coverages. The *indirect* result is higher prices for goods and services—prices which are boosted to cover the skyrocketing insurance premiums of manufacturers, doctors, hospi-

tals, and others who are targets for windfall awards.

<sup>4</sup> For example, it would help if juries were simply required to take into account payments the claimant has already received for medical bills and lost wages. Under the present system, these bills may be paid all over again.

Further information may be obtained by contacting Henry L. Savage, Jr., Public Relations, Aetna Life & Casualty, 151 Farmington Avenue, Hartford, CT. 06156, Telephone (203) 273-6545.





■ indicates new or revised listing

## This week

**Nov. 27-Dec. 1**—Annual conference of *North American Broadcast Section, World Association for Christian Communication*. Representative Lionel Van Deerlin (D-Calif.) will speak Nov. 29. Towne House hotel, Phoenix. Information: Rev. Edward B. Willingham Jr., 600 Palms building, Detroit 48201.

**Nov. 28-29**—*Gospel Music Association* meetings and seminars. GMA's annual Dove Awards ceremony will be held Tuesday night, Hyatt Regency hotel, Nashville.

**Nov. 30-Dec. 2**—*Society of Broadcast Engineers (Kentucky chapter)* regional convention, and equipment exhibit. Senator Barry Goldwater (R-Ariz.) will be banquet speaker on role of engineers and proposed revamp of Communications Act. Marriott Inn, Clarksville, Ind. (Louisville area).

**Dec. 1**—FCC's new deadline for comments on proposal to add four VHF drop-ins (Charleston, W. Va.; Johnstown or Altoona, both Pennsylvania; Knoxville, Tenn., and Salt Lake City). Replies are now due Jan. 6. (Docket 20418). FCC, Washington.

**Dec. 1**—FCC's deadline for comments in inquiry examining economic relationship between cable and broadcast television, including cable demand and penetration, audience diversion, audience-revenue relationship and service to public (Docket 21284). FCC, Washington.

**Dec. 1**—Canadian broadcast seminar of *All-Canada Radio & Television Ltd.* to provide discussion of topics of broadcast interest dealing with Canada. Sheraton-Chicago hotel, Chicago.

**Dec. 1-2**—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Hilton hotel, New Orleans.

**Dec. 1-4**—*Speech Communication Association* annual convention. Speakers include Benjamin Hooks, former FCC commissioner and now executive director, National Association for the Advancement of Colored People, and Erwin Krasnow, general counsel, National Association of Broadcasters. Sheraton Park hotel, Washington.

**Dec. 2**—Meeting on "Television in New Jersey," sponsored by *New Jersey Coalition for Fair Broadcasting*. FCC Commissioner Joseph Fogarty will speak at opening morning session; Representative Andrew Maguire (D-N.J.) will be luncheon speaker. Other workshops and panels will explore broadcasters' responsibility and commitments to New Jersey public. Gateway-Hilton, Newark, N.J.

## Also in December

**Dec. 7-8**—Management conference of *Cable Television Administration and Marketing Society* to exchange information on CATV administration, management and operations, based largely on a conference topic questionnaire circulated to CTAMS members. Ramada O'Hare Inn, Chicago. Contact: Rod Thole, Complete Channel TV Inc., 5273 Tokay Boulevard, Madison, Wis. 53711.

**Dec. 10**—Broadcast service firms will discuss topics of interest including decreasing value of conventions, client credit information and music licensing problems (Broadcasting, Nov. 21). Crown Center hotel, Kansas City, Mo. Contact Bo Donovan, Tuesday Productions. (714) 272-7660.

**Dec. 10**—*Boston/New England chapter of National Academy of Television Arts and Sciences* first Emmy Awards dinner and telecast. Boston Park Plaza hotel, Boston.

**Dec. 12**—Deadline for comments on the *Small Business Administration's* proposed relaxation of its loan policy for broadcast properties (Broadcasting, Nov. 14). Associate administrator for finance and investment, SBA, Washington 20416.

**Dec. 12-13**—*National Cable Television Association's* seventh annual state presidents and executive directors meeting. Arlington Hyatt House, Arlington, Va.

**Dec. 13**—Hearing before *House Communications Subcommittee* on problems in broadcast ratings and advertising as they relate to minority-owned broadcast stations. Rayburn House Office building, Washington.

**Dec. 16**—FCC's deadline for comments in matter of FM quadraphonic broadcasting (Docket 21310). Replies are due Jan. 16, 1978. FCC, Washington.

**Dec. 21**—FCC's new deadline for comments in its inquiry into AM stereo broadcasting (Docket 21312). Reply comments are now due Jan. 23, 1978. FCC, Washington.

## January 1978

**Jan. 3**—FCC's new deadline for comments in inquiry relating to the commission's radio operator licensing program. Replies are now due Jan. 31, 1978 (Docket 20817). FCC, Washington.

**Jan. 5-8**—*Electronics Industries Association/Consumer Electronics Group* 1978 Winter Consumer Electronics Show. Las Vegas Convention Center/Hilton hotel, Las Vegas.

**Jan. 8-10**—*California Broadcasters Association* midwinter meeting. Palm Springs Spa, Palm Springs, Calif.

**Jan. 9-10**—*National Radio Broadcasters Association* board meeting. Doral Beach hotel, Miami.

**Jan. 10**—*Nebraska Broadcasters Association* annual dinner honoring the state legislature, including presentation of 1978 inductees into NBA Hall of Fame. NBA membership meeting will be held earlier in the day. Nebraska Club, First National Bank building, Lincoln, Neb.

**Jan. 10**—*Tennessee Association of Broadcasters* annual legislative reception. Nashville.

**Jan. 11**—*Winter meeting of New England Cable Television Association*. Holiday Inn, Newton, Mass.

**Jan. 15**—Deadline for entries for The 1977 Media Awards for the Advancement of Economic Understanding sponsored by *Champion International Corp.*, Stamford, Conn., and administered by Amos Tuck School of Business Administration of Dartmouth College. Total of \$105,000 in 14 media categories will be awarded reporting on economics that is stimulating and understandable and which was presented during the 1977 calendar year. Information: Program administrator, Media Awards for the Advancement of Economic Understanding, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H. 03755.

**Jan. 15-18**—*Florida Cable Television Association* midwinter management conference. Hyatt House, Sarasota, Fla.

**Jan. 16-20**—*National Association of Broadcasters* joint board meeting. Cerromar hotel, Puerto Rico.

**Jan. 16-30**—*National Association of Farm Broad-*

## Broadcast Journalism Workshops

for  
*TV-Radio News Professionals, Teachers, Students*

Four days, nine meetings, in New York  
led by top TV-Radio news professionals.  
Feb. 13, 14, 15 and 16, 1978.

### Program

- Monday.** Luncheon and keynote speaker.  
Workshop: investigative reporting.
- Tuesday.** All-day sessions on terrorism.
- Wednesday.** Morning workshop: organizing a No. 1 News Team.  
Afternoon workshop: consultants, pro and con.
- Thursday.** Morning workshop: formats and content: news, information and entertainment.  
Afternoon workshop: First Amendment.  
Evening: dinner and closing speaker.

Registration: \$250. (Number of registrations limited.)

Write for full details and application to:

**Marcotte and Jeffers Communications Associates, Inc.**

Suite 310  
134 East 22d Street  
New York City, New York 10010

Television

28

KMCC

Lubbock, Texas

**Now represented by  
Katz TV Continental**



**KMCC. Katz. The best.**

casters agricultural seminar at sea. Aboard Queen Elizabeth II, sailing from East Coast to Los Angeles. Contact: Russell Pierson, WKY(AM)-KTVY(TV) Oklahoma City.

**Jan. 17-19**—Georgia Association of Broadcasters Radio-TV Institute. Speakers will include former FCC Chairman Richard Wiley, University of Georgia, Athens, Ga.

**Jan. 18**—New Jersey Broadcasters Association mid-winter managers' meeting. American hotel and National Broadcasters Hall of Fame, Freehold, N.J.

**Jan. 19-21**—First U.S./Southeast Asian Telecommunications Conference and exhibition, sponsored by Electronic Industries Association's Communication Division. FCC Chief Engineer Raymond E. Spence Jr will be keynote speaker. Hyatt Singapore, Singapore.

**Jan. 20-21**—Radio Television News Directors Association board meeting. New Orleans.

■ **Jan. 20-21**—Mississippi Broadcasters Association annual sales seminar. MBA board meets Jan. 20 and general membership meeting will precede seminar Jan. 21. Coliseum Ramada Inn., Jackson, Miss.

**Jan. 21**—Florida Association of Broadcasters mid-winter conference featuring license-renewal seminar Errol Estate Inn and Country Club, north of Orlando, Fla.

**Jan. 21**—Mississippi Broadcasters Association sales seminar. Coliseum Ramada Inn, Jackson, Miss.

**Jan. 22-24**—South Carolina Broadcasters Association winter convention. Sheraton Inn I-85, Heaton Circle, Spartanburg, S.C.

**Jan. 22-25**—National Religious Broadcasters 35th annual convention. Washington Hilton hotel, Washington.

■ **Jan. 23**—FCC's deadline for comments on proposal to amend form 395—commission's annual employment report. Commission is considering changes in form's job categories and definitions to reflect more accurately job positions in broadcast industry (Docket 21374). Replies are due Feb. 22. FCC, Washington.

■ **Jan. 23**—FCC's deadline for comments in inquiry on problems encountered by "saturated" cable systems in complying with FCC's mandatory signal carriage rules (Docket 21472). Replies are due Feb. 22. FCC, Washington.

■ **Jan. 25**—Deadline for nominations for Sigma Delta Chi Distinguished Service Awards. Of the 16 categories, there will be three in radio and three in television: reporting, public service in journalism and editorializing. Cassettes, tapes or film and a typewritten summary, plus scripts are required. Awards will be presented April 28 in St. Louis. Sigma Delta Chi Awards in Journalism, 35 East Wacker Drive, suite 3108, Chicago 60601.

**Jan. 27-28**—Annual meeting of Northwest Broadcast News Association in conjunction with Radio and Television News Directors Association. Sheraton Ritz, Minneapolis.

■ **Jan. 27-28**—Utah Broadcasters Association convention. The Four Seasons motel and convention center, St. George, Utah.

**Jan. 28**—Hollywood Foreign Press Association's 35th annual Golden Globe Awards banquet and presentation. NBC-TV will telecast event. Beverly Hilton hotel, Hollywood.

**Jan. 28**—Deadline for entries in 10th annual Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged. Professional categories will be broadcast (radio and television), print (newspapers and magazine) and photojournalism. Cash prizes of \$1,000 will be awarded the best in each category, with an additional \$2,000 grand prize for the most outstanding of the category winners. Entries from student print, broadcast and photojournalists will be judged separately with a three-month journalism internship in Washington to be awarded. Information: Ruth Dramstadter, executive director, 1035 30th Street, N.W., Washington 20007; (202) 338-7444.

**Jan. 29-Feb. 1**—Association of Independent Television Stations fifth annual convention. Vacation Village, San Diego.

**Jan. 31**—Deadline for entries in Eastman Kodak Co. and National Press Photographers Association competition for 1977 "Television News Photographer of

## Major meetings

**Jan. 22-25, 1978**—National Religious Broadcasters 35th annual convention. Washington Hilton hotel, Washington.

**Jan. 29-Feb. 1, 1978**—Association of Independent Television Stations fifth annual convention. Vacation Village, San Diego.

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

**April 9-12, 1978**—National Association of Broadcasters annual convention. Las Vegas. Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, March 12-15, 1981; Dallas April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984.

**April 21-26, 1978**—MIP-TV 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

**April 30-May 3, 1978**—Annual convention of the National Cable Television Association. New Orleans.

**June 1-3, 1978**—Associated Press Broadcasters annual meeting. Stouffer's Twin Towers, Cincinnati.

**June 7-10, 1978**—Broadcasters Promotion Association 23d annual seminar. Radisson St. Paul, St. Paul. 1979 convention will be June 6-10, Nashville.

**June 13-17, 1978**—American Women in Radio and Television's 27th annual convention. Los Angeles Hilton. Los Angeles.

**June 17-20, 1978**—American Advertising Federation annual convention. St. Francis hotel, San Francisco.

**Sept. 17-20, 1978**—National Radio Broadcasters Association annual convention. Hyatt Regency Embarcadero hotel, San Francisco. Future conventions: Oct. 6-8, 1979, Washington Hilton hotel, Washington; Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

**Sept. 17-20, 1978**—Broadcast Financial Management Association's 18th annual conference, Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York.

**Sept. 20-22, 1978**—Radio Television News Directors Association international conference. Atlanta Hilton hotel, Atlanta; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

the Year" and "Television News Photography Station of the Year" awards. In addition, NPPA will again conduct its annual competition in the areas of spot news, general news, sports, features, minidocumentaries and documentaries. Contact: Sheila Keyes, chairman, Television News Photography Competition, NPPA, 1819 North Grismer Avenue, Burbank, Calif. 91504.

## February 1978

**Feb. 3-4**—Society of Motion Picture and Television Engineers 12th annual television conference. Sheraton-Atlanta hotel, Atlanta.

**Feb. 6-7**—South Carolina Cable Television Association annual meeting. Wade Hampton inn, Columbia. Information: Vic Nicholls, (803) 271-8526.

**Feb. 9**—Ninth annual Abe Lincoln Awards presentation of the Southern Baptist Radio-Television Commission. Dr. Billy Graham will be keynote speaker and will accept the commission's Distinguished Communications Medal. Tarrant County Convention Center, Fort Worth.

**Feb. 12-14**—National Cable Television Association board of directors meeting. Boca Raton hotel, Boca Raton, Fla.

■ **Feb. 14**—Open call-for-membership meeting of the new National UHF Broadcasters Association (Broadcasting, Nov. 21). Atlanta. Contact: Cy Bahakel, Bahakel Broadcasting, Box 2449, Charlotte, N.C. 28234. (704) 372-4434.

**Feb. 16-19**—Howard University's seventh annual communications conference. Mayflower hotel, Washington. Information: Howard University School of Communications, Washington 20059; (202) 636-7690.

**Feb. 17-18**—Nebraska Associated Press Broadcasters Association annual convention. Omaha.

**Feb. 24**—Deadline for entries by FM stations in U.S. and Canada for annual Armstrong Awards for excellence and originality in FM programming. Competition is administered by Columbia University, where late Edwin Howard Armstrong was professor of electrical engineering and researcher. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

**Feb. 24-25**—University of California at Los Angeles communications law symposium. Los Angeles.

## March 1978

**March 4-8**—National Association of Television Program Executives conference. Bonaventure hotel, Los Angeles.

**March 5-8**—Ohio Cable Television Association annual convention. Marriott inn, Columbus, Ohio.

**March 13-16**—Annual spring conference of Electronics Industries Association. Washington.

**March 17-19**—National convention of Intercollegiate Broadcasting System. Biltmore hotel, New York.

## April 1978

**April 5-8**—Annual convention of The National Honorary Broadcasting Society, Alpha Epsilon Rho. Alladin hotel, Las Vegas. Contact: Gary Lico, vice president for public information, SFM Media Service Corp., New York, (212) 682-0760.

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

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

**April 21-26**—MIP-TV, 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

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

**April 30-May 2**—Action for Children's Television seventh annual symposium on children's TV. Washington.

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

## May 1978

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

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

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

**May 24-27**—National Association of Broadcasters radio programming college. Hyatt Regency hotel, Chicago.



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

## June 1978

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

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

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

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

**June 10-13**—Summer Consumer Electronics Show of *Electronic Industries Association/Consumer Electronics Group*. McCormick Place and McCormick Inn, Chicago.

**June 13-17**—*American Women in Radio and*

*Television's* 27th annual convention. Los Angeles Hilton, Los Angeles.

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

**June 21-24**—*Florida Association of Broadcasters* 43rd annual convention. The Colony Beach & Tennis Resort, Longboat Key, Sarasota, Fla.

**June 22-23**—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Opryland hotel, Nashville.

**June 23-24**—*Radio Television News Directors Association* board meeting. Atlanta Hilton, Atlanta.

## July 1978

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

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

# Open Mike<sup>®</sup>

## Room for two more

**EDITOR:** Perhaps the most significant problem facing the advertiser today is the sharply escalating cost of television. The concern of the advertising community over these costs has been reflected regularly in **BROADCASTING** in recent months.

I have just received a letter from Norman Campbell, the president of Tracy-Locke Advertising, which addresses this issue head on. He is proposing to the three major television networks that they release an additional two minutes per hour to commercial time, and use the resultant incremental revenues to reduce prices across the board [see "Top of the Week"]. In my opinion, this proposal makes very good sense for all concerned, and I believe it deserves a thorough hearing in the advertising industry.—*Robert H. Beeby, senior vice president, Frito-Lay Inc., Dallas.*

## Wirth on Murphy bill

**EDITOR:** Your Oct. 24 article concerning the dissenting views to the House Communications Subcommittee's report on television violence contains one inaccuracy.

The article states that the dissenting view of Representatives John Murphy (D-N.Y.), Barbara Mikulski (D-Md.) and myself "endorses his [Murphy's] bill to require stations to take at least half of their programing ... from sources other than the networks. It would also require the networks to divest themselves of all but one of their TV stations."

I do not endorse either Mr. Murphy's bill or the solutions it suggests—neither does the dissent. Instead, the dissent says that "H. R. 4452 is only one approach" and expressly qualifies its discussion of the bill and its impact.

As the dissent states, there are many approaches which are worthy of study. My objection to the majority report is that it fails to call for further study of the extent to which network structure may be causally related to violence on television.

I have not made up my mind as to either (1) the relevance of structure to television violence or (2) structural solutions. While there is no question in my mind that the networks bear the primary responsibility for the unacceptable level of violence on television, I do not believe there is sufficient evidence as to the desirability or usefulness of structural change.—*Timothy E. Wirth (D-Colo), House of Representatives, Washington.*

## Amplification

**EDITOR:** I would like to explain my remarks about the 45-day clause [made before the House Communications Subcommittee; **BROADCASTING**, Oct. 24]. All I said was, "there is good and there is bad regarding the 45-day notice that ex-Commissioner Hooks proposed before the FCC for public notice of sale of property." I also said, "in my market I would be frightened of the news media finding out that I was trying to sell my facility. In the market that I am operating in, which is a secondary market and a very competitive market, and being number one in the market with a 65% black audience share, they, the news media, could construe this in a derogatory manner where it could hurt my accounts receivable with my clients."

In major markets I'm sure that does not exist, and that's the point I was trying to get across. I can, however, live with the 45-day clause if it should come to pass. On the other hand, it would force more brokers to make more stations available to blacks and other minority purchasers.—*Benjamin M. Tucker, general manager and chairman of the board, WSOK(AM) Savannah, Ga.*

## BROADCASTING PUBLICATIONS INC.

Soi Taishoff, *chairman*.  
Lawrence B. Taishoff, *president*.  
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Irving C. Miller, *treasurer*.  
Lee Taishoff, *assistant treasurer*.

# Broadcasting<sup>®</sup>

## TELEVISION<sup>®</sup>

The newsweekly of broadcasting and allied arts

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

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Founded in 1931 as *Broadcasting*—*The News Magazine of the Fifth Estate*. □ *Broadcast Advertising* was acquired in 1932. *Broadcast Reporter* in 1933, *Telecast* in 1953 and *Television* in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ Reg. U.S. Patent Office. □ Copyright 1977 by Broadcasting Publications Inc.



## THE SPECIAL SOUND IN EDUCATION

These four young musicians, the Morning Sun Combo, are making a special sound. It's an entertaining sound, but more important it has special meaning in human terms. These young men are students at the Marvin E. Beekman Center in Lansing, a special education facility of the Lansing Public Schools for persons who are severely and moderately mentally impaired.



Named after its founder, the center prepares handicappers to be integrated into the community, removing the ancient stigma of a segregated society for handicapped persons. Mr.

Beekman, now retired, was Director of Special Education for the Lansing Schools and a pioneer in the national handicapper movement. He recalls numerous occasions when WJIM-TV provided important program and news time for the center and handicappers in general. For example, when the Morning Sun Combo appeared as entertainers on a 30-minute prime-time program on WJIM-TV.

Mr. Beekman expressed the sentiments of many when he said, "Ever since the Beekman Center was started, the parents who fought to get it into operation and the Lansing Public Schools have considered WJIM-TV a strong supporter."

**"The Human Side of Broadcasting: WJIM-TV 6"**

**Gross Telecasting, Lansing, Michigan**

Top of the Week

## The rules just didn't apply to this TV season

**HUT fall-off, extraordinary schedule maneuverings have industry muttering and revive calls for longer sweeps**

A combination of declining homes-using-television levels and unparalleled injection of specials and miniseries into the networks' "regular" prime-time schedules is generating debate, conjecture—and confusion—that may be without equal in recent TV history.

Some observers see a link between the "stunting" and the lower HUT levels in prime time, although they acknowledge they have little more than gut feeling to go on. Others insist that viewers are not being turned off by the infusion of special programming—that, in fact, new viewers are being attracted by it—and ask how, if stunting is to blame, one is to account for the lower HUT levels evident in other day parts where stunting is not a factor.

Still others contend that the HUT declines do not reflect a real decline in viewing at all, but rather result from some as yet undetected technical aberration, as was the case a couple of years ago. Studies to see if this is true are under way, but the first evidence from other sources last week—comparisons of Arbitron and Nielsen October local measurements this year with those of a year ago—lends little support to the no-real-decline belief (story this page).

The stunting is creating another problem—making the local sweep measurements, now in progress, harder than ever to read as a guide to what the actual local audiences will be in post-sweep periods.

Michael H. Dann, a consultant who headed CBS-TV programming in some of that network's more successful years, is preparing a speech in which he will tell a group of broadcasters that specials and miniseries—he calls them "scheduled interruptions"—are here to stay and that, although they're a boon for audiences, networks and advertisers and for stations in other respects, they pose a serious threat to stations in terms of providing advertisers with accurate measurements of local audiences.

"The confusion that takes place within

the advertising community as a result of inaccurate sweep measurements is probably the biggest threat to a sane local station operation that exists today," he said last week.

The only answer, Mr. Dann argues—and will argue to his broadcaster audience in February—is to expand all-market sweep periods from their present four weeks to eight weeks each. With three such sweeps a year there would be 24 measured weeks in 52 and these, he feels, would provide a reasonably accurate picture of what's going on among local audiences.

Mr. Dann cited reports that in winning its first week of the 1977-78 season NBC-TV two weeks ago presented only six hours of regularly scheduled prime-time programming as against 16 hours of miniseries and specials. NBC challenges that estimate—which was first circulated by ABC officials—on grounds that it counts movie nights and the *Big Event* program as specials. But nobody argues that scheduling this year, on all three networks, has been unlike anything ever seen before.

Mr. Dann estimated, for example, that NBC has been averaging up to six or seven schedule interruptions a week, CBS five and ABC about two. "For the first time," he said, "the American viewer—in either a sweep or a nonsweep period—cannot be sure what's on any of the three networks on a given night."

His argument for longer sweeps will undoubtedly be welcome to those—most vocally, CBS—who in the past have urged

that they be lengthened to minimize the effects of hyping, which was what blockbuster scheduling during sweep periods was called before it became so widespread.

What effect it will have on opponents of longer sweeps—mostly stations and station reps, who object primarily on grounds of increased costs—remains to be seen. "Sure," one said last week, "it would be great to have longer sweeps, but who's going to pay for them?"

Mr. Dann discounts the notion that this season's heavy injection of specials and miniseries is to blame for the decline in HUT levels. To the contrary, he says, they are adding vitality to the schedules and attracting some viewers who wouldn't otherwise be watching television.

Many advertisers and agencies, if only for their own reasons, argue that the declines reflect a real dropoff in viewing. They also tend to agree that this season's stunting will make the local sweep reports harder than ever to read. But most of several agency executives canvassed by BROADCASTING last week indicated that in buying spot TV they would treat the local rating books just as they always have—with some suspicion.

Most tended to agree with Michael Moore, Benton & Bowles senior vice president and director of media management, who said there's always been some hyping that agencies have had to take into account and that even with all the changes "the principle remains the same."

## Rating services in accord on HUT falloff

The major market surveys taken in October by A. C. Nielsen and Arbitron agree in showing an average decline of 3% in the number of homes using television.

The figures from the two ratings services do not coincide exactly for every daypart, but the differences between the two are said to be within bounds of acceptable statistical variation. The main point is that the over-all trend in both surveys is clearly downward.

The level of decline found is also similar to the decline shown in Nielsen's national survey for October, Nielsen said, and to a separate analysis by Nielsen that compared the national meter responses to the local diary responses (BROADCASTING, Nov. 7, 21).

Arbitron		Nielsen	
9 a.m.-noon, M-F	-6%	9 a.m.-noon, M-F	+1%
Noon-4:30 p.m., M-F	0	Noon-4:30 p.m., M-F	-2
4:30-6 p.m., M-F	-6	4:30-7:30 p.m., M-F	-1
6-7:30 p.m., M-F	-4	6-7:30 p.m., M-F	-5
7:30-8 p.m., M-F	-4	7:30-9 p.m., M-Sun.	-3
8-11 p.m., M-F	-2	9-11 p.m., M-Sun.	-1
11-11:30 p.m., M-F	-2	8-11 p.m., M-Sun.	-3
11:30 p.m.-1 a.m., M-F	0	11:30 p.m.-1 a.m., M-F	0
8:30 a.m.-1 p.m., Sat.	-5	7 a.m.-1 a.m., M-Sun.	-3
9 a.m.-midnight, M-Sun.	-3		



## Keeping tabs on the boom in broadcasting: the Suter version

**Merrill Lynch specialist sees 8% gain in station revenues this year, 6%-10% more in 1978**

Television station revenues will increase about 8% this year over last and will rise another 6%-10% in 1978.

That's the forecast of William P. Suter, vice president and broadcasting industry specialist of Merrill Lynch, Pierce, Fenner & Smith, as offered to the National Association of Broadcasters' fall conference in San Diego Nov. 10. His 1977 estimates call for gains of 5% in national spot and 11% in local spot and also assume a 2% decline in number of minutes sold (offset, he noted, by a 2% increase in number of TV households).

For 1978 he envisions a 5%-8% increase in national spot and a 9%-12% rise in local plus a 2% increase in minutes sold.

Mr. Suter anticipates an 8% increase in station cost-per-thousand this year and a 3%-6% rise in 1978, "certainly more modest than the 24% gain in the average cost-per-thousand [for stations] in 1976."

Among the significant elements, Mr. Suter said, is "the outlook for network business, which has been excellent for two years—billings up by 23% in 1976 and an estimated 21% in 1977.

"Up-front business for the 1977-78 season was booked at sharply higher prices, said Mr. Suter, but the short-term market, namely the scatter market, became weak in the summer and has remained weak in the current quarter. Thus buyers with money have been able to negotiate meaningful discounts in relation to up-front prices, especially for prime time.

"It is hard to tell whether the weak scatter market was a fluke, possibly created by

up-front activity having drained off an unexpected and disproportionate amount of network money, or whether the weakness will continue into 1978."

Mr. Suter assumed some scatter-market weakness would carry over into next year, and that network billings for the year would rise 11%-14%, taking cost-per-thousand upward by 9%-11% after C-P-M rises estimated at 19% this year and 16% in 1976.

"The cumulative advance in cost-per-thousand for the three years 1976-78 would be 37% at the station level and 45% for the networks," Mr. Suter said.

"After a period of underpricing in the early 1970's, both station and network prices did some catching up in 1976, and the networks completed their recovery in the 1977-78 season. I believe the industry's increasingly sophisticated management techniques have helped to hold these higher prices, even though prices are, and always have been, earned by audience delivery. The difference is that in past slowdowns less price firmness was evident.

"I hope and assume that 1978 will confirm that 1976 was a period in which the industry moved to a higher base, from which it could advance and extend an enviable growth record over the longer term. In so doing, 1978 could also confirm that television is certainly not overpriced.

"Looking even further ahead, we believe that 1979 will be a particularly challenging year, especially in light of forecasts of a possible economic slowdown. In addition to maintaining prices, many station managers have shown their ability to hold down expenses when they detect a slowing rate of revenue growth. I hope that this will be the case in 1978 and, if necessary, in 1979. The resulting earnings could again prove, as they did in 1975, that the industry is able to perform relatively well in a slow economic environment."

Mr. Suter offered the following table summarizing rates of change, past and projected:

**Rates of Change in TV Station Revenues, Totals and by Components**

STATIONS	National and Local Spot Sales	Number of Minutes Sold	Price Per Minute	Number of Television Households	Cost Per Thousand
*CGR 1970-1975 Percentage Change	8.7%	2.7%	6%	2.5%	3.5%
1976/1975	+30%	+4%	+26%	+2%	+24%
1977E/1976	+8	-2	+10	+2	+8
1978E/1977E	+6-10	+2	+4-8	+1-2	+3-6

**Rates of Change in Network Revenues, Totals and by Components**

NETWORKS	Revenues	Number of Minutes Sold	Price Per Minute	Number of Television Households	Cost Per Thousand
CGR 1970-1975 Percentage Change	6.9%/yr.	1.9%	5%	2.5%	2.5%
1976/1975	+23%	+5%	+18%	+2%	+16%
1977E/1976	+21	0	+21	+2	+19
1978E/1977E	+11-14	+1	+10-13	+1-2	+9-11

Source: McCann-Erickson, Broadcast Advertisers Reports, Television Bureau of Advertising, A.C. Nielsen, FCC and Merrill Lynch estimates.

\*CGR-Compound Growth Rate per year.

## Tracy-Locke latest to ask networks for more minutes in prime TV time

**Suggestion is for two extra positions in each hour; idea is to permit lower prices per unit; networks say they won't budge**

A new appeal to the television networks to reduce prices by creating more commercial time has been issued by Tracy-Locke, a Dallas-based advertising agency.

President Norman Campbell told the networks in identical letters that in each prime time hour, up to two minutes now devoted to program promos could be converted to commercial time without subtracting from program time or adding to clutter.

This, he said, would "create the equivalent of a fourth network" if done by all three, and could permit "a 14% reduction across the board in the cost of prime time commercials" while still producing "a 15% increase in network revenues," assuming the same percentage of unsold time that currently exists.

He also offered some alternatives:

"Even an increase of one additional minute of available time could result in reducing the cost of prime commercial time by 8% while producing a 7.5% increase in network revenues.

"With the addition of one minute to the available network commercial time and another 30 to 60 seconds allocated to affiliates for local sale, similar economies would accrue to local advertisers and stations."

Mr. Campbell noted that the National Association of Broadcasters' commercial code permits nine and a half minutes of "nonprogram" time in each hour of prime time. To show that up to two minutes of commercial time could be added without changing the code structure, he cited an analysis by his agency.

This reported that in the average prime time hour, seven and a half minutes, or 13%, are devoted to network and local commercials, and six and a half minutes, or 10%, to nonprogram matter such as promos, public service announcements, titles and the like—not counting "the heavy load of program advertisements within regular commercial positions, which fill the airwaves this time of year."

"We have contemplated and theorized the pros and cons of this idea [of increasing commercial time]," the authors of the analysis reported. "The negative arguments center on such items as commercial effectiveness, competitive separation, the fear of losing media billings to the networks and the question of whether prices would be lowered temporarily, for a long period, then would just stabilize or would be affected at all.

"The point, we believe, is much simpler than the theory. Whatever the potential is

for the addition of commercial time to reduce advertising costs, it is well worth the experiment."

Tracy-Locke President Campbell, who appended a copy of the analysis to his network letters, added other arguments:

"The additional revenue [to the networks] could help amortize the inflationary pressures of your higher operating costs, increased investments in programming and rights and, not least important, add to network income.

"As advertisers and agencies step up their evaluation and testing of alternative media strategies, the toll of rapidly increasing costs on television revenues may have only begun. Potential revenues from new network advertisers are also deterred by the lack of adequate available network time at reasonable cost."

There was no formal response from the networks last week, but several network authorities noted that all three are on record, one way or another, as saying they have no intention of increasing commercial time generally.

"We're not going to do it," said James H. Rosenfield, president of CBS-TV. An NBC spokesman noted that his network was on record in the same vein. ABC officials could not be reached immediately for comment but it was noted that in the past they had called such ideas "unrealistic."

That was also the tone of network answers last spring when Louis T. Fischer, then senior vice president of Dancer-Fitzgerald-Sample (now retired), made a similar proposal (BROADCASTING, May 30).

Informally, agencies have tended to be divided, some objecting to increases on grounds of clutter—which Mr. Fischer as well as Mr. Campbell rejected—and some because they do not want to lose the promos to build audiences for shows in which their clients appear.

The Association of National Advertisers has been on record since 1964 as advocating a minimum of 51 minutes of program time per prime time hour—five more minutes than Tracy-Locke found in the average hour. Since Mr. Campbell did not propose to reduce program time, his plan does not necessarily run counter to the ANA position. However, ANA sources noted that some of its members could be expected to object strongly if threatened with a loss of program promos.

Station rep leaders predicted that any such move to expand station inventory would find reps unanimous in urging their stations to oppose it because, as one said, "all it could mean is more money taken away from spot."

These rep sources tended to think it more likely that networks would increase inventory "selectively," as in ABC-TV's decision to increase commercial minutes in *Monday Night Football* to 22 from the present 20, not to achieve lower rates as Mr. Campbell and Mr. Fischer proposed, but at a 37% increase in rates to help offset ABC's higher costs in acquiring the football rights (BROADCASTING, Nov. 21).



Begin and Sadat with the Knesset



... with Cronkite



... with Walters



... with Chancellor

## TV: middleman in the Middle East

ABC moved 58 reporters, producers and technicians from various bureaus to the Mideast. NBC used 10 electronic journalism crews—five in Israel, three in Egypt and two in Syria. CBS News's Walter Cronkite, ABC's Barbara Walters and NBC's John Chancellor accompanied Egyptian President Anwar Sadat on his unprecedented trip to Israel.

For a total of more than 24 broadcast hours, within regularly scheduled and special programming, the three commercial TV networks focused on the Mideast to cover the Egyptian president's address Sunday, Nov. 20, before the Israeli Knesset (parliament) and the events surrounding it. Coverage began before Mr. Sadat's departure from Cairo and concluded with his return.

Sunday morning, all three networks covered the addresses of Mr. Sadat and Israeli Prime Minister Menahem Begin to the Knesset. Control of cameras there was in the hands of the Israel Broadcast Authority. NBC was in charge of the transmission pool to bring the signals back to the U.S.

It was ABC's Miss Walters who received the first joint interview with the two leaders, for about a half hour in a conference room in the Knesset. The interview was another case where journalism and diplomacy went hand-in-hand.

Miss Walters previously had set up separate meetings with the two, having been turned down (by Mr. Sadat) on a joint interview. However, according to ABC, Prime Minister Begin discussed it with Mr. Sadat who later consented. Miss Walters was given time following their speeches before the Knesset. CBS's Walter Cronkite interviewed them later that afternoon, and

NBC's Mr. Chancellor had them together the following morning.

When possible, the Mideast visit was integrated into regular programming. Reports were on ABC's *Good Morning America*; NBC expanded its *Today* show from two to three-and-a-half hours and ran a special one-hour Sunday edition of its evening news. CBS took similar tacks, for example, reporting on the events during *60 Minutes*. ABC and CBS also presented Sunday late-night specials.

Guest commentator on ABC programs was Knesset member and former Israeli diplomat, Abba Eban. CBS interviewed Philip Habib, under secretary of state for political affairs, on *Face the Nation*. And while he showed up on all three networks, former Secretary of State Henry Kissinger was in the NBC studios for a live interview following the addresses by the two chiefs of state.

Despite the mass migration of personnel and equipment to the Mideast, however, it took international cooperation from elsewhere to assure live coverage. Comsat, the corporation that was to arrange for satellite time for live coverage from the Knesset, late Saturday night informed NBC that the four existing television channels in the Atlantic region were booked and that no other channel was available during the time of the speeches the following morning.

Extensive early morning discussions were held between Comsat personnel in Washington and their European counterparts. It was determined that the facilities would be converted both in the United Kingdom and Germany, with antennas in the U.S. adjusted to a new configuration.

The German conversion came first and

through an earth station there, and international signal jockeying of the live connection was made at 8:10 Sunday morning, only 35 minutes before the television channel was needed.

When there were connections, the networks weren't taking any chances on losing them. To assure itself of an audio line out of Cairo to cover Mr. Sadat's return, CBS, for example, kept correspondent Richard C. Hottelet's secretary on the telephone line for some two hours.

And on another front, travel history apparently also was made, with Miss Walters said to have taken the first civilian charter flight over the desert from Israel to Egypt. She had been working in Israel and flew to Cairo to join President Sadat and the press corps on the flight to Tel Aviv.

## More give-take between FTC and cereal makers

**TV commercials to children again argued, with Quaker conceding some reform is in order**

More than a third of the television commercials viewed by children between the ages of 2 and 11 are for sugared foods, the Federal Trade Commission said last week as it outlined its developing case against cereal manufacturers and advertisers. Representatives of three of the largest producers of ready-to-eat breakfast foods defended their products and advertising as

making a "significant contribution to the well-being of the American people."

Tracy Westen, deputy director of the FTC's Bureau of Consumer Protection, presented the commission's concerns to a packed FTC hearing room in Washington last Tuesday. Although he said he was asking his questions "without passing judgment," Mr. Westen accused the Kellogg Co. of making "flatly incorrect" statements in a newspaper advertisement it ran two weeks ago in 20 major markets defending its position. Using Kellogg's own figures, Mr. Westen said "the average American consumes over 126 pounds of sugar in various forms a year." That, he said, was a 30% increase since 1920 and a 13% rise since 1969. Children, he added, may be consuming even more than the national average.

But the cereal manufacturers didn't buy Mr. Westen's argument, and Dr. Cary M. Costley, a nutritionist and vice president of Kellogg, said cereals—either plain or presweetened—"are absolutely harmless to anyone."

"There is no truth whatsoever," said Dr. Costley, "in the hysterical allegations that ready-to-eat cereals contribute to obesity, dental caries, diabetes or heart disease in either children or adults."

And on the subject of advertising to children, another Kellogg official, Robert L. Nichols, chairman and president of Kellogg Sales Co., told the FTC that his company "continues to practice its 70-year policy of producing and disseminating truthful, informative advertisements for children."

"No company," said Mr. Nichols, "should be denied the right to advertise

good products that conform to standards of honesty and good taste and make a contribution to society."

The ranks of the manufacturers broke, however, on the issue of an FTC inquiry into children's advertising. Without conceding that presweetened cereals pose any kind of health hazard, Kenneth Mason, president of Quaker Oats Co., said his company was "in complete agreement that the time has come to make whatever changes in current television programming and advertising practices are necessary to make the children's television medium in the United States one in which all elements of our society can take pride."

Mr. Mason endorsed the idea of an FTC inquiry and said there was a need for a "fundamental change" in the way commercial television is used to "entertain and enlighten the very young." Quaker Oats, which produces a variety of presweetened cereals—Cap'n Crunch, King Vitamin, Quisp, Quaker's Quangaroos and others—is "a long-time advertiser in television time periods programmed for children's viewing." And it has, "for many years," said Mr. Mason, "expressed its disappointment and concern over the failure of commercial television . . . to achieve its enormous potential in terms of esthetic, educational and social values." The near-term solution, he said, should be to "reduce the dependence of children on commercial television for so much of their entertainment."

Another manufacturer, General Mills, told the commission that its breakfast cereals have helped to foster better nutrition among children, many of whom, their studies have shown, would otherwise skip

### In Brief

Powered by specials on all but one night of week, **NBC-TV knocked off ABC-TV in prime time Nov. 14-20**—first time latter hasn't won week since start of new season. NBC got its boosts from 43 share pulled by Tuesday's final episode of four-part *Godfather*, from 36 share by Saturday's Frank Sinatra made-for-TV flick, *Contract on Cherry Street*, and from 34 share by Sunday's *Memories of Elvis*. Ratings for week: NBC 21.2, ABC 19.8, CBS 18.4. For season to date: ABC 20.4, NBC 19.1, CBS 18.6.

New NBC-TV programming chief Paul Klein has reorganized his department. **John J. McMahon**, vice president, programs, West Coast, retains title but has been accorded "decision-making authority at the highest level," according to Mr. Klein. **Madeline David**, vice president of daytime programs, becomes vice president, program coordination, with responsibility for East Coast/West Coast liaison and program casting. **Michael Brockman**, former vice president, tape production and operations for ABC-TV, and also former head of daytime programming there, was appointed vice president, daytime programs. Mr. Brockman also is to have responsibility for Saturday morning schedule. **Josh Kane**, general program executive for NBC-TV, was named vice president, programs, East Coast. **Aaron Cohen**, vice president of program administration, takes on added responsibility of supervision of special programming.

FCC has extended Dec. 1 deadline for filing comments in inquiry **into economic relationship between cable and broadcast television**. New deadline is Jan. 2. But commission will give parties until Dec. 15 to request additional time—National Association of Broadcasters and Rocky Mountain Broadcasters had requested general extension to June 30. National Cable Television Association had said extension of half that time would be warranted.

FCC Chairman **Charles Ferris** said last week he'll "**make every effort to be there**" at National Association of Broadcasters' annual convention in Las Vegas next April 9-12. Invitation to speak was proffered by NAB joint board Chairman Donald Thurston in half hour meeting with Mr. Ferris last Monday (Nov. 21).

**Arbitron Radio**, for first time, has set **survey dates** in advance for entire **1978 calendar year**. They are: Jan. 5-Feb. 1, April 6-May 3, July 6-Aug. 2 and Oct. 19-Nov. 15.

Office of House Speaker **Thomas P. (Tip) O'Neill (D-Mass.) admitted** last week ordering architect of Capitol to proceed with televising House proceedings, in seeming contravention of resolution House passed in October (BROADCASTING, Oct. 31). **Mr. O'Neill is known to favor House control** (as opposed to network pool control) of broadcast feed for in-house closed circuit and general broadcast use, but House's resolution postpones decision on control until special House Rules broadcast subcommittee reports its recommendation Feb. 15. Representative **John Anderson (R-Ill.)**, who supports broadcaster control, wrote Speaker last week **accusing him of exceeding his authority**. At midweek spokesman in Speaker's office said Mr. O'Neill had ordered **only leasing of cameras** "so as not to prejudge the final decision." At week's end another spokesman said Capitol architect is getting ready for purchase of cameras, but won't make any buys until after Feb. 15. Issue will be discussed in meeting between Capitol architect and Rules broadcast subcommittee this Tuesday (Nov. 30).

Indications are that **ABC-TV will officially cancel San Pedro Beach Bums**, probably this week. Network's lowest rated program (25 share average) has been pre-empted three weeks in row. Also on endangered list is *Fish*, which was tried out in *Beach Bum's* time slot on Monday, Nov. 14 (along with replacement possibility *Sugar Time*), pulling 24 share.



breakfast. Arthur R. Schulze, group vice president, sided with the other companies in citing evidence that presweetened cereals have not significantly contributed to dental problems in children.

According to Mr. Schulze, "the best evidence available" indicates that the incidence of dental caries in this country "has indeed declined since the introduction of presweetened cereals" in the early 1950's. Mr. Schulze admitted, however, that the decline was more likely the result of the introduction of flouridated water and better dental hygiene. But, he affirmed, "There is absolutely no evidence that presweetened cereals represent a health hazard of any kind to anyone."

The questions raised by the commission and the presentations of the manufacturers indicated that the FTC is considering a two-pronged approach to the problem of advertising of "highly sugared" products to children. Mr. Westen's comments dealt with the impact of the breakfast foods on children's health whereas FTC Chairman Michael Pertschuk, in his brief opening remarks, said the issues before the commission "by no means" relate "to the direct health consequences of consuming cereal."

Mr. Pertschuk said there were broader issues the commission would be considering such as the "propriety" of directing commercials to preschoolers and the "cumulative impact of advertising for highly sugared products on the immature child."

Once again, the chairman assured the manufacturers and the audience that the FTC "has not the slightest interest in destroying advertising." He said the FTC

is "firmly committed" to "encouraging the free flow of advertised information."

Mr. Westen, representing the commission's staff, took a tougher stance, however. Although presenting his comments in the form of questions, Mr. Westen made affirmative statements such as: "Children between the ages of 2 and 11 watch more than 20,000 television commercials a year. Over 7,000 of those commercials are for sugared food."

In answer to manufacturers' data that a bowl of presweetened cereal contains less sugar than "an ordinary apple or banana," Mr. Westen pointed out a statistical relationship between sugar consumption and tooth decay. Furthermore, he said, "People have eaten fresh fruit for centuries, yet tooth decay appears to be largely a phenomenon of the last 150 years, since sugar consumption began to rise." Mr. Westen then added: "Perhaps more pertinently, few commercials urge children to consume fruit."

## FCC backs judge's San Diego turndown

**Review board says late filing would not have resolved KJOG-TV purchaser's status and would have disrupted hearing**

A procedural hurdle may prove insurmountable to Gross Broadcasting Co.'s proposed assignment of the construction permit of KJOG-TV (ch. 51) San Diego to University Television Inc., a subsidiary of United States International University.

The FCC review board last week affirmed the initial decision of an administrative law judge that UTI was not financially qualified to be an FCC licensee. But a key factor in the review board and administrative law judge's decisions was the judge's rejection of a late-filed financial amendment that was submitted by UTI after the application was designated for hearing.

UTI contended that the amendment would have enabled it to meet the financial issue. But ALJ David I. Kraushaar held that UTI had failed to justify the late filing and said that the filing, two days before the scheduled start of the hearing, in February 1977, would have disrupted the hearing if it had been accepted. He also said the new proposal would have required an extensive expansion of the financial inquiry.

The review board agreed. It also said the amendment failed to solve UTI's difficulties, since it raised new questions. Judge Kraushaar, the board said, was within his discretion.

UTI filed a second financial amendment on Oct. 19, after oral argument in the case, that reflected a USIU refinancing plan. It was designed to show USIU's ability to meet a \$700,000 loan commitment to UTI. But the review board rejected that amendment also, on the ground that UTI had again failed to demonstrate good cause for the late filing. The board said it was evident that acceptance would cause further disruption of the hearing.

The assignment application was set for hearing in September 1975 as the result of a petition to deny filed by Broadmoor Broadcasting Corp., licensee of KSON-AM-FM San Diego.



Baker

Werner

Shapiro

Seymour

In "Win Baker and I" memo to Westinghouse Broadcasting Co. television managers last week, Chairman and President **Donald H. McGannon** announced key changes in executive hierarchy. **Lloyd A. Werner**, executive vice president of TVAR, in-house rep company, becomes president and chief operating officer of that unit, succeeding **Steve Seymour**, who will continue staff duties as VP-television sales of TV division, with primary responsibility for development of retail advertising and of sales personnel. Mr. Seymour will report to **Mr. Baker**, who is president of TV division, and to **Marvin L. Shapiro**, who has been executive VP of Westinghouse Broadcasting and president of its station group (with charge over both TV and radio divisions), who now becomes chairman of TVAR, working with Mr. Werner and Mr. Baker but continuing to report to Mr. McGannon. Mr. Shapiro will also have responsibility for Westinghouse cable operations and liaison with Television Bureau of Advertising (of which he is now chairman; BROADCASTING, Nov. 21) and Station Representatives Association.

**Erwin G. Krasnow**, National Association of Broadcasters general counsel, was promoted last week to **senior vice president** and general counsel. Former communications attorney and partner in law firm of Kirkland, Ellis & Rowe, he joined association in October 1976.

**Maurice B. Mitchell**, chancellor of University of Denver and former broadcaster, has been chosen by **Center for Study of Democratic Institutions**, in Santa Barbara, Calif., to be its **next president**. He would succeed late Robert M. Hutchins. Mr. Mitchell, who assumed present post in 1967, had entered broadcasting with job at WTOP(TV) Washington after World War II, and eventually became station's general manager. He later served with National Association of Broadcasters as director of broadcast advertising, moved on in 1951 to Muzak Corp., then affiliate of Encyclopaedia Britannica, later to Encyclopaedia Britannica Films as president. In 1962, he was named Encyclopaedia Britannica president.

**Virgil (Mike) Hammons**, 27, news photographer for **WNGE(TV) Nashville**, was fatally shot last Monday (Nov. 21) by person robbing local record shop. Mr. Hammons had been purchasing records when robbery took place, pursued bandits when they fled.

**Dick Lawrence**, 51, executive vice president in charge of U.S. syndication for Paramount Television, New York, died of cancer last Tuesday (Nov. 22) at Mount Sinai hospital, New York. Prior to joining Paramount Television in 1973, Mr. Lawrence was executive vice president in charge of syndication and board member of Independent Television Corp. (now ITC Entertainment). He also served as vice president and sales manager for United Artists Television's syndication division.

**Roscoe L. Barrow**, 64, who headed FCC study of networks in 1950's, died last Monday (Nov. 21) in Berkeley, Calif. Barrow report, which was issued on completion of study, was most exhaustive commission had made of networks to that time, is being recalled now as commission prepares to initiate new network inquiry. Mr. Barrow, who was legal counsel for several federal agencies in 1940's, became dean of Cincinnati Law School after serving on staff of House Subcommittee on Investigations from 1961 until 1963. He joined faculty of Hastings School of Law, at University of California at San Francisco, 10 years ago.





# The Sony BVE-500A. It's the best editing decision you'll ever make.

Announcing the professional automatic editing control unit professional editors have been waiting for. The Sony Broadcast BVE-500A.

Already, the earlier BVE-500 has been accepted as the state of the art in control track editing by broadcasters around the world. In the new BVE-500A, we've made substantial improvements that increase the speed, versatility, and convenience of the editing process.

Compare these editing advantages with existing equipment, and consider the added creative capabilities you get with the Sony Broadcast BVE-500A.

**1. BIDIREX control.** The big news in the BVE-500A is BIDIREX: two self-return search dials that take the place of ordinary pushbutton search controls. Many control instructions have been built into these BIDIREX dials to allow an operator to shuttle tape in forward and reverse direction at various speeds.

BIDIREX eliminates mode selection error. And it gives Sony U-matic editing a true "film" feeling ordinary editing systems can't match.

**2. Decision Prompter.** The new BVE-500A uses lamps to prompt the operator to the mode and progress of all editing decisions.

Function lamps blink until the edit commands are made, then go automatically to "steady on." Even in a busy newsroom, with many interruptions, an operator can tell at a

glance the status of his last instruction as the BVE-500A prompts him for the next command.

**3. Automatic Entry.** The BVE-500A saves valuable time with a feature that automatically enters the "IN" point when the preview button is engaged.

If the operator has already selected an "IN" point, this auto mode has no effect; the editor may preview without disturbing his pre-selected "IN" point.

**4. New Full Time Counter.** The BVE-500A counts control track pulses from -79 minutes through 0 to +79 minutes. An operator need not concern himself with the count when he initiates an editing sequence.

**5. Short Pre-Roll.** When used with external sync, pre-roll is reduced from five seconds to three seconds, a further time-saving advantage.

**6. Cue Control.** The BVE-500A features built-in cue record and erase. This 1kHz tone is recorded on Audio 1, and is useful for both auto control systems and pre-cueing the tape to air.

These are just a few of the new BVE-500A features.

Others include auto shut-off, external interface of control logic, manual edit capability, and more. You can see them all in action when you ask for a demonstration of this versatile new editing control unit. To do that, just contact your nearest Sony Broadcast office.

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# 1977: a year when broadcast gear became so much more sophisticated

The magic wands in laboratories have been particularly successful in refining the use of digital TV; also coming on fast are AM stereo and microprocessors

As one engineer described it, 1977 has basically been a "mopping up" operation since the National Association of Broadcasters convention last spring—a time for the manufacturers to get their prototypes into production and for the users to catch up, as best they can, to the "remorseless" flow of technology.

But it has also been a year in which some of the more esoteric new technologies were broken down into different and more affordable products—particularly those products that themselves break down the television signal into bits—digital bits.

Since entering television with the introduction of Consolidated Video System's time base corrector in 1973,

digital television technology has engendered electronic news gathering and is still working to bring those techniques to maturity. But the digital black box, once opened, has not been left unexplored by the engineers, as the subsequent introduction of digital still stores, slo-mos and video special-effects devices testify.

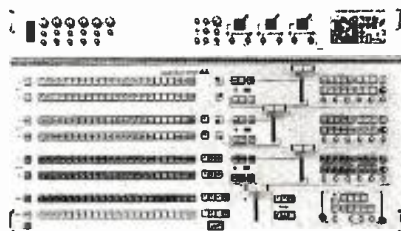
Translating television into computer language also has led to a continuing revolution in the use of microprocessors and minicomputers to complete tasks previously handled by dozens of engineers taking dozens of hours, if the tasks were possible at all. The last year has seen many developments in those fields; while the engineers have been working on yet more wondrous manipulations of the television signal, the designers too have been at work, and their products are now becoming increasingly available to all segments of the equipment market.

"I think simply the proliferation [of digital-based equipment] by the various companies is very impressive," said Charles Ginsberg of Ampex, chairman of the Society of Motion Picture and Television Engineers study group on digital television. "There is a great deal of interest, and most of the equipment is quite good."

According to John Lowry, president of Digital Video Systems, three basic levels of broadcast technology may eventually lend themselves to digital applications: taking the picture, recording the picture and sound, and processing the resulting signals. Broadcasters are beginning to have at their disposal only the third function, but the possibilities in that area alone are impressive.

The advantages of digitalization on the

**Special effects by.** At left, Micro Consultants' DFP 5000 Digital Framestore Processor, which first saw action in ABC's World Series coverage. Below, left, is Grass Valley's digital frame synchronizer and video processor, which when hooked with a Grass Valley production mixer (below, right) can produce effects such as the one pictured here. Both the Grass Valley and Micro processors are programable.



**Slow down.** Arvin/Echo incorporates digital technology in its Slo/Mo-1, a slow-motion product priced at under \$50,000. It was introduced last month.

most fundamental level are demonstrated by Thomson-CSF's digital noise reducer, which was introduced in prototype at the NAB. (With 30 units on order, Thomson began deliveries two weeks ago at \$23,000 per unit.) The noise reducer is the classic black box: about 10 inches high, 22 inches long and 19 inches across. Inside, the analog signal is disassembled into digital bits (the on/off impulses of binary computer language), noise is filtered out as a lint screen filters out bits of wool in a clothes dryer, and the improved version is put back into analog. Thomson says that an improvement of 12 db in the signal-to-noise ratio can be obtained with its product, making low-light ENG pictures usable and making it possible to clean up later-generation tapes. It also will remove noise from microwave and CATV transmissions and reduce noise in off-air reception.

The noise reducer's ability to rearrange the electronic elements of a television signal by translating it into element-by-element components is the essence of the advantages offered by digital techniques. But once those elements are broken down, why not play around with them a bit? That's the reasoning behind some of the special effects systems that appeared during the year, the results of "a learning curve" that began with time base correctors and frame synchronizers, as Herb Quilitzsch, manager of technical services for Micro Consultants Inc., put it.

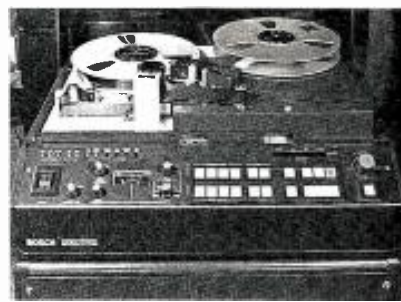
Along with Vital Industries and Grass Valley (which incorporates into its switching system a frame synchronizer developed by Nippon Electronic Co.), Micro Consultants displayed a digital video effects system at the NAB this year. Manufactured by Quantel Video of England, Micro's DPE 5,000 first saw service during ABC's World Series broadcasts last month. With it, the network was able to freeze the picture, pan it, tilt it, zoom in or out, squeeze flip and wrap around, as well as compute the size and position of a chroma key area and automatically fit a compressed picture into it, leaving the cameraman free to work his camera. The basic unit, to be delivered beginning in January, interfaces with most switchers and sells for \$65,000; a zoom expansion option that takes the picture to four times normal size costs \$35,000, and a noise reduction option costs \$25,000. Like the Grass Valley and Vital effects systems, Quantel's effects are routed through microprocessors, and thus programable.

For those whose artistic leanings are

more simply satisfied, NEC is bringing out a single input compressor in the \$20,000 range and a four-input compressor for nonsynchronous signals for about \$40,000. These options offer a midway point between a frame synchronizer and a full-blown effects system, according to Dennis Fraser, NEC's general manager of broadcast equipment—and as such represent the first step toward what he thinks will be "the next significant development: frame synchronizers and effects priced for Grand Rapids."

Besides noise reduction and signal manipulation, another advantage of digitalization is storage. Once the signal is broken down into individual elements, those elements can be encoded, stored in digital memories, recalled and electronically reproduced—technically with zero distortion. Ampex and CBS together developed the first still storer for broadcasters—the ESS graphic retrieval system—a year ago. With the capacity to store up to 1,500 stills in digitally encoded form on magnetic disk packs for retrieval in less than 100 milliseconds, the system was admired during its first public display at the NAB last spring. But at a cost of \$200,000, few broadcasters seemed anxious to plunk down a deposit.

Since then, however, basic frame store technology has grown more available for the broadcaster who doesn't have a network checkbook in his pocket (and, for



**Two ways to go.** Ampex and Sony are taking the nonsegmented route with their one-inch helical scan video recorders (Sony's BVH-1000 is pictured); Bosch Fernseh's one-inch recorder, BCN 40/50 (also pictured), is in the segmented format. Ampex and Sony, which have agreed on a standard format for their one-inch machines, will introduce them at the NAB convention next March; Bosch's hit the market at last year's.

that matter, for those who have such a checkbook). The Adda Corp. (the name stands for analog to digital, digital to analog), for example, just brought out three still store models which range in price from \$63,800 for a machine with a 200-frame capacity to \$82,000 for a 400-frame version and \$120,000 for a 1,500-frame unit (all these capacities can be doubled by adding more disk drives at additional cost). According to Adda President Bill Hendershot, the firm has commitments, including one from NBC-TV, for 10 of its frame storers, the first of which is to be installed beginning today (Nov. 28).

The most widespread anticipation in the industry during 1977, however, has doubtlessly been accorded the imminent revolution in one-inch helical scan video tape recording. Now that Sony and Ampex have agreed to a standard format for their nonsegmented VTR's, that anticipation is focused on the 1978 NAB, when both manufacturers plan to unveil standard-format machines. Bosch-Fernseh, meanwhile, plans to intensify even further at the convention its campaign, begun at the last NAB, to establish a toe-hold in the American one-inch market with its segmented one-inch recorders (BROADCASTING, April 4).

There is one point of agreement among all the manufacturers, at least, and seemingly among most users as well: 1978 will be a banner year for one-inch VTR's. In fact, one source at Bosch-Fernseh said that he feels the boom will be so great that Bosch will establish its recorders in the market if for no other reason than that Sony and Ampex will be so behind in orders, Bosch will be the only available alternative.

RCA is not expected to be out with its nonsegmented one-inch recorders, which the company will manufacture under a licensing agreement with Sony, for at least another year—another reason why the Bosch-Fernseh source is confident, since RCA also sells its format. David MacDonald, general manager of Sony's broadcast division, estimates the total prod-

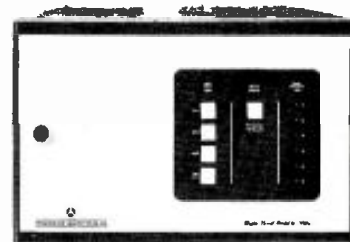
uction capacity of all manufacturers to be about 700 next year, a number high enough, he believes, to spawn a hot buyer's market in used quad VTR's.

In the meantime, the one-inch manufacturers and other companies are working on supplemental products for the helicals. Sony, for example, says it will have production models of its one-inch portable at the NAB, which Mr. MacDonald said would sell for about \$30,000. (Also planned for the NAB, he said, is the introduction of production-model U-matic portables.) Sony also hopes to have ready for NAB prototypes of a new computerized editing system for one-inch and a vertical interval time code generator, now in the field-testing stage with CBS, that will generate a time code even in stop frame and slow motion modes. The price is in the area of \$6,000. Bosch is the only one-inch manufacturer with an editing system specifically designed for its machines already in place, and thus the one-inch editing market should show some dramatic growth in the coming year, particularly with all the attention now being paid to one-inch's abilities in production and post-production (BROADCASTING, Oct. 24).

"We're in for a logarithmic increase in the need for editing control systems," said Ron Depinto, national sales manager of Convergence Corp. This will occur not only because of the expected one-inch VTR boom, he said, but also because the

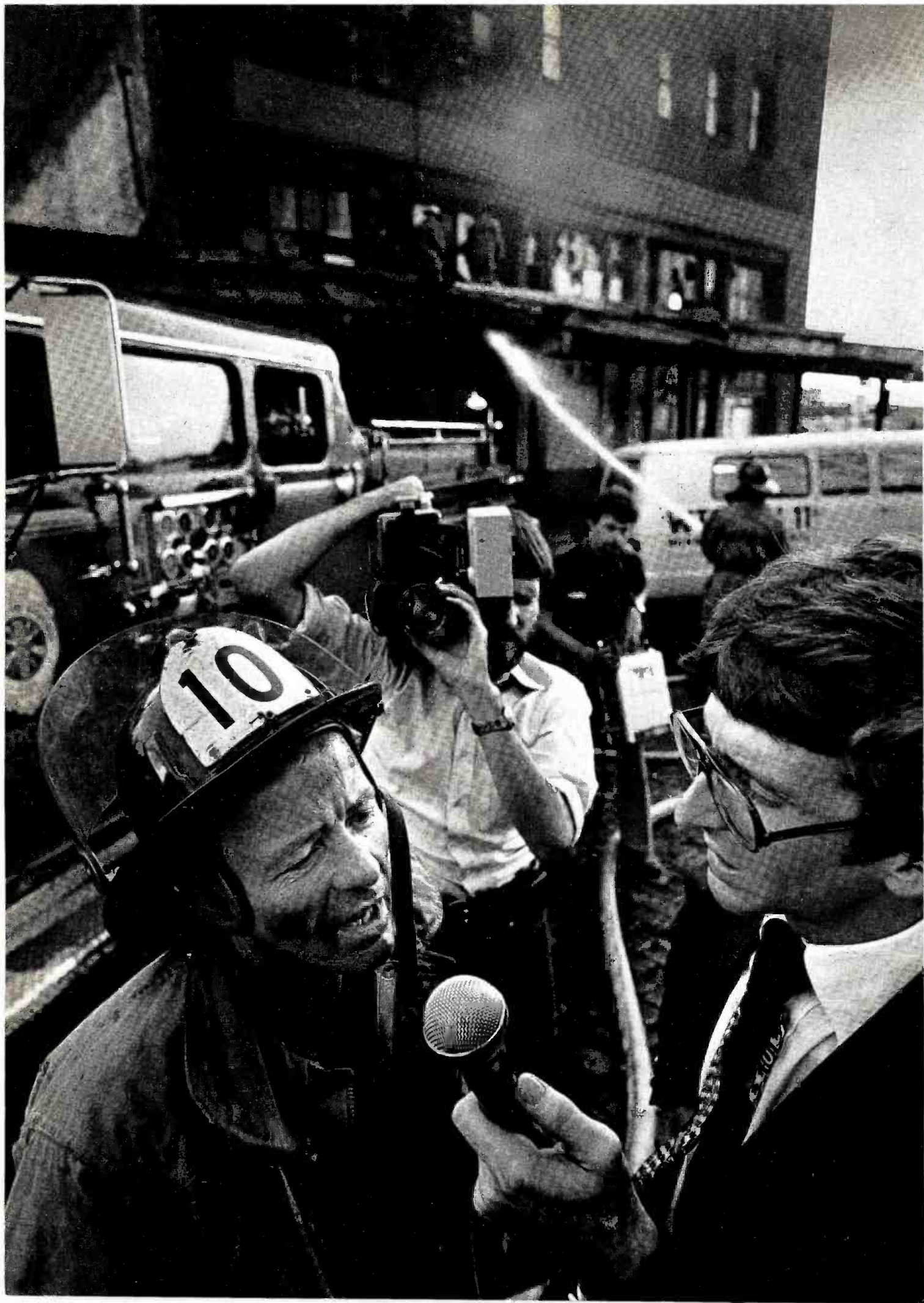


**The picture store.** Three components make up Adda Corp.'s ESP 100 still-store device, which, with add-ons, can have a 3,000-frame capacity. Prices start at \$63,800 for a 200-frame unit.



**A better face.** Thompson-CSF's digital noise reducer, says the company, ups the signal-to-noise ratio by 12 db, which makes for low-light ENG picture-taking and clean later-generation tapes.







# ONE THING ABOUT THE NEWS BUSINESS: YOU NEVER GET A SECOND TAKE.

Here's a videocassette made for the people who make the news.

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We took the same high energy oxide videotape you've used for years and fused it to an incredibly strong backing. The result is a videotape that won't twist, tear or jam in the field. An unyielding videotape that won't stretch under the strain of tape editing's shuttling modes or degrade in extended stop motion.

And to protect it even under the worst conditions, "Scotch" MBU videotape comes packed inside a high impact cartridge.

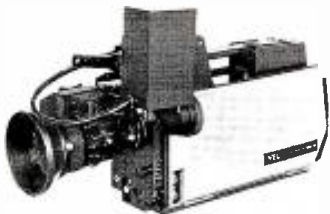
Of course, "Scotch" MBU videocassettes have the same high signal-to-noise ratio and low headwear and dropout rates of our superb quad tapes.

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## "Scotch" MBU Videocassettes.

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**A leader, a follower.** Thomson-CSF's Microcam (top) is widely considered state-of-the-art in portable camera technology. In a grudging tribute to the inevitability of ENG, a film-oriented firm, Cinema Products, has just introduced its own portable electronic camera, the MNC-71 (bottom).

price of the newest editing equipment is fast making it more affordable to all. The reason: microprocessors. "Their impact on the editing control business will be a very dramatic one in the months to come," he said.

If even half the predictions about one-inch VTR's, digital television techniques and microprocessors come true, then it may be that, come the next NAB, ENG's thunder will be stolen for the first time in several years. The medium continues to grow, of course, but it now seems as though its descendants are a bit more glamorous somehow.

Perhaps the best indication of ENG's acceptance into the technological establishment came last September, when Cinema Products, one of the staunchest defenders of film over tape, introduced an electronic news gathering and field production camera of its own—the MNC-71. Manufactured by NEC, the MNC (for "mighty nice camera," according to an NEC executive) features integrated LSI chip circuits, which Cinema Products said allows fewer individual circuit components, hence greater reliability. The camera sells for a base price of \$32,900.

Asked why Cinema Products changed its tune on ENG, company President Ed DiGiulio (who personally wrote some of the company's anti-ENG missives) said, "My main objection was bending the rules—accepting crap from ENG when you wouldn't from film. I always argued for a balanced approach." As NEC sees it, Cinema Products will now turn that philosophy around to convince the "die-hard film people" to use tape as well as film. And that market, in NEC's view, is potentially larger than broadcasting's.

In a similar fashion, Arvin/Echo hopes to help expand the slo-mo market with an economy-priced high-band model, the 20-second Slo Mo 1, introduced in October for under \$50,000. According to Bill Nichols, the company's director of marketing for commercial products, the lower price is primarily attributable to the use of a floppy video disk, which also was a factor in reducing the unit's weight to 125 pounds.

Cost drops such as these will undoubtedly become more evident wherever digital and microprocessor equipment is involved, even as the more sophisticated equipment is introduced. A number of companies are introducing less expensive time base correctors, for example. One of them is Consolidated Video Systems, which in October brought out a TBC designed specifically for nonsegmented one-inch recorders at a basic cost of \$10,500. "The broadcaster with ENG applications neither wants nor needs all the capabilities of the top of the line TBC," said Bill Miller, product manager. "So we found that by taking out some of these things, we achieved significant economies. Up to this point, you had to buy either too much or too little."

Microtime is another company with a "down to basics" TBC, introduced in September at prices from \$13,000. The company also has a new stand-alone image processor for those who find that their existing TBC's need some help, for \$7,000. Digital Video Systems is looking to span the market with its DPS-1 TBC. Introduced in prototype at the NAB and now being delivered, the DPS-1 features a modular design, meaning a station can start out with a no-frills TBC for \$14,000 that will accept add-on microprocessor circuit boards providing more features all the way up to a full frame and field store for \$36,500.

Of course, while the marketing geniuses have been busy bringing these technological breakthroughs down to earth, the technicians haven't stopped taking them farther out. But at the same time the efficiencies offered by computerized broadcasting lend an air of practicality to even the most exotic developments, especially for the more elaborate operations that can most easily afford them.

Ikegami has sold six of its computer-assisted camera set-up systems this year, for example, which sell in the area of \$75,000 for one HK-312 camera and accessories and the microprocessor set-up unit. The system provides completely au-

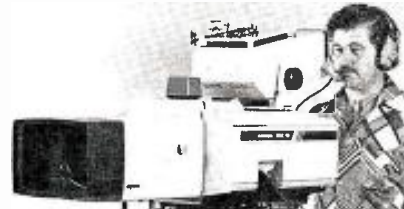
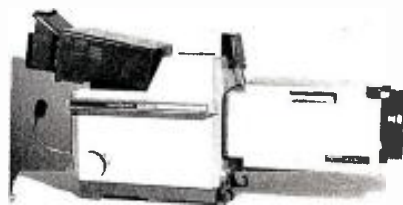


**No frills.** Digital and microprocessor technology has made possible low-cost time base correctors for the broadcaster who needs less than top of the line equipment. Two examples: Consolidated Video Systems' 515 TBC (top) and Microtime's 1020 unit. Their prices start at under \$13,000.

tomatic set-up in a maximum of 45 seconds per camera, or as many as five cameras in four minutes. Ampex plans to start deliveries in January of its BCC-10 digital remote control studio camera. Introduced during the international television symposium at Montreux last June, the BCC-10 features intelligent digital controls for such capabilities as electronic troubleshooting, on-demand anticometail and remote control through a 730-meter cable that is less than a half-inch in diameter. The camera sells with various options for between \$67,000 and \$90,000, and will gain its first major exposure in the United States at next year's NAB.

The networks and some of the larger-market TV's have been installing computerized lighting systems for their studios by Skirpan and Strand Century this year. ABC-TV has installed or is in the process of installing several of Skirpan's "autocue" systems that control in the area of 360 dimmers at the point of a light pen (the bottom price for such a system is about \$135,000). Warner Cable and others are taking a new Strand system, called "multi-cue," that is based on a modular microprocessor-based concept that starts with a two-scene manual console to which can be added drop-in circuit boards giving a top-line capacity of 200 scenes.

And, in the never-know-when-you'll-need-it category, Telemation has added an Arabian font to its computer-assisted character generator—an achievement the company is particularly proud of, since Arabians read from right to left. For those caught unprepared during recent developments in the Middle East, the unit can be had for between \$45,000 and \$64,000.



**Marriage.** Computer and camera are working together in these two pieces of equipment. At left is Ikegami's HK-312; the system allows completely automatic set-up of a camera in 45 seconds, says the company. At right is Ampex's BCC-10 camera with digital memory and intelligent, digital controls.

## AM stereo: whichever system, everyone's an optimist over it

"It's going to go like a bat out of hell," is how one engineer anticipates the reaction to AM stereo.

AM stereo got an organizational push in 1976 when the National AM Stereophonic Radio Committee was formed at the request of the FCC by representatives of the National Association of Broadcasters, the National Radio Broadcasters Association, the Electronic Industries Association and the Institute of Electrical and Electronic Engineers to test the feasibility of different systems. Last June NAMSRC finished its tests and it now is in the process of completing its report to the commission, which should be ready next month.

The commission has also issued a notice of inquiry on the matter; comments (including system proposals) are due Dec. 21. After that, the estimates vary from one to two years as to when the FCC will authorize a system.

Everyone seems to be enthusiastic



**Turn on.** Computers are also making their marks on TV studio lighting systems. The networks and some large-market TV stations have installed Skirpan's Autocue system, which has the capability to control 360 dimmers at the point of a light pen.

about AM stereo—broadcasters, engineers, set manufacturers. "It affords an opportunity to upgrade the AM service," said Ed Tingley, of the Electronic Industries Association. Indeed, most engineers agree that there's no reason that AM sound quality should not approach that of FM, which will allow AM broadcasters to compete with FM stereo stations in their markets. In addition, a large market will open up for AM stereo receivers.

"It has practically across-the-board appeal. Any place there's an FM stereo station, an AM will go stereo," said Chris Payne, assistant to the NAB's vice president for engineering, and a member of NAMSRC. "I think stations will switch as fast as possible, with real races to be the first in the market," he added.

Other proponents are manufacturers of car radios. No matter which system is chosen, AM stereo reception in cars should be superior to FM's, which suffers from multipath reflection.

A description of the principal AM stereo system proposals follows:

Belar Electronics Laboratory, Devon, Pa.—This method uses an AM-FM system with the left plus right composite signal transmitted on the normal AM car-

rier and the left minus right pre-emphasized and transmitted on an FM carrier. According to Belar President Arno Meyer, this allows a very good signal-to-noise ratio with little phase noise. Mr. Meyer also said it is a fairly simple system in terms of transmitter and receiver manufacture. While the major expense in converting a radio station to any of the systems comes in refitting a studio with stereo turntables, tape decks and so on, the actual "black box" addition to the transmitter, Mr. Meyer estimated, will run about \$1,500-\$2,000. Another advantage to stereo transmission, said Mr. Meyer, is that the signal will be about 3 db louder with stereo, with no reduction in coverage area.

Harris Corp., Quincy, Ill.—Harris is the last entrant in the AM stereo race with its Compatible Phase Multiplex system. This method uses a linear additive system that transmits two signals in the normal AM bandwidth of 30 khz which, Harris said, allows for no reduction in modulation, no increase in bandwidth or spectral density, no distortion in stereo from skywaves or fading. Price estimates for the CPM transmitter attachment run from \$3,000 to \$5,000.

Kahn Communications, Freeport, N.Y.—Leonard Kahn's company is one of the earliest firms working on AM stereo. His system uses an independent side band; two AM radios, one tuned slightly above the station's frequency and the

# One of fifteen Broadcast Electronics'...



## ...audio consoles

### Model 5BEM-100

The Model 5BEM-100 5-mixer, dual-output mono console. It features: modular, plug-in electronics . . . FET bus switching . . . professional performance. All this for \$1,050. Need stereo instead? Choose the 5BES-100 stereo version at \$1,495. Or perhaps a 4-, 5- or 8-rotary mixer, standard or deluxe model for mono, dual mono or stereo . . . is what you need. If linear attenuators "turn you on," there are 10- and 12-mixer, standard or modular, mono and stereo models to choose from. BE has all these . . . for details call or write Broadcast Electronics.

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**Transmitter control.** An RCA technician checks over components from development—RCA's BTA-5SS, a completely solid state 5 kw AM transmitter. The unit, introduced at this year's National Association of Broadcasters convention, comes in a 38-inch cabinet and has monitor and control options for full automatic operation.

other slightly below, could receive stereo. An AM stereo receiver would also be built for this system. Mr. Kahn claims up to 30 db separation, full modulation and no theoretical envelope distortion, good skywave reception (on tests at XTRA Tijuana, good stereo reception was reported in Alaska, said Mr. Kahn), and no noise bursts at negative modulation peaks. The two-set method is an important feature, said Mr. Kahn; it would allow people to start listening without waiting for new receivers to be marketed, and it would make stereo available to those who couldn't afford a more expensive receiver. Kahn has recently granted Hazeltine an exclusive right to license receiver makers. Kahn would manufacture the components for transmitters at approximately \$6,000-\$7,000, Mr. Kahn estimated, with

"very little in-house engineering needed by the station," he said.

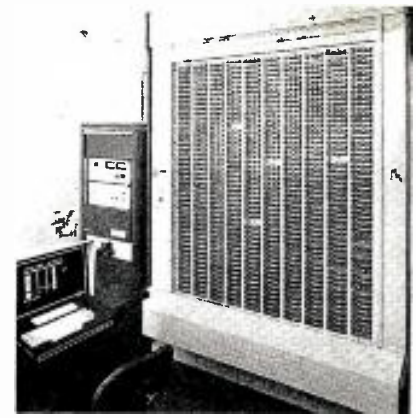
**Magnavox, Fort Wayne, Ind.**—This is an AM-PM system, with the PM standing for phase modulation. The left minus right subchannel is phase-modulated and the left plus right signal goes out on the standard channel. An advantage to this method, according to Al Kelsch, a Magnavox audio products engineer, is reduced deviation at lower frequencies. This system also transmits a subaudible 5 khz signal on the PM channel, which is used for a stereo indicator light (the Kahn and Harris systems also have a stereo light), which Mr. Kelsch feels is an important marketing feature, since people expect it with FM stereo. This 5 khz tone may also be used in the future to transmit a slow speed digital signal that would appear on the receiver as the station's call letters, in addition to a numerical readout of the frequency. Mr. Kelsch estimates a cost of \$3,000 to \$5,000 for the transmitter.

**Motorola, Schaumburg, Ill.**—This modified quadrature system uses two double sideband signals which Motorola said provides a good signal-to-noise ratio. Motorola said, as did the others, that AM stereo should be able to achieve a frequency response of between 12-15 kc with few noise and skywave problems.

#### **Microprocessors: making automation systems better through memory**

Another innovation in radio broadcasting equipment, as in television, is the growing use of microprocessors, especially in automation equipment.

Among the microprocessor-based automation units available is the IGM Basic A, which offers the ability to program in English, a cathode ray tube (CRT) display, central processor, a 4,000-entry memory (expandable to 8,000) and English print-out logging. Basic B allows a greater



**Wall of sound.** Cuerac, by Consolidated Electronic Industries, is an automated tape library system holding 500 cartridges. Seven playback decks allow Cuerac to play the carts in any order. A minicomputer, keyboard and CRT provide the programming function with other features including off-tape logging, remote programming access via three display terminals and continuous visual display of the program.

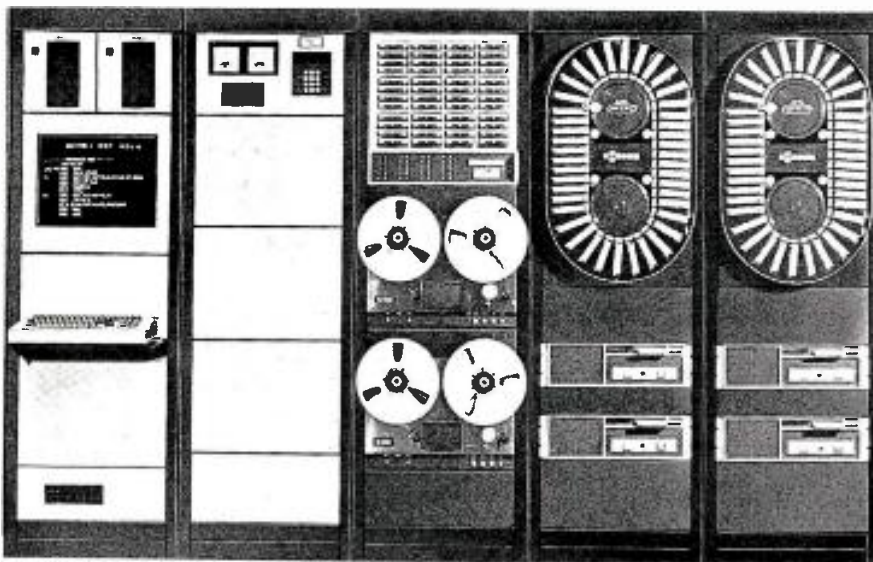
storage capacity through the use of a floppy disk memory with a dual drive that provides eight days of up to 6,000 schedule entries for each day, plus an added 8,000 subroutine events common to all days.

Systems Marketing Corp.'s entry is called the DP-2. It also is programmed via a keyboard and CRT and has a memory of 2,000 units that can be upgraded to 8,000. It comes with a 20-channel audio switcher with all the channels active. Options include a programable clock by day and date, printout logging and control via the clock of other functions such as tape recorders.

Harris Corp.'s System 90 has a portable control console which can be located up to 150 feet away from the main unit, an audio switcher with up to 16 source cards and a memory of up to 1,280 events that can be expanded to 3,840.

A relatively new development in radio automation is the cartridge library system. On command from a computer, the system picks out the correct cart and moves it to the closest of several playback slots. After the cart plays, it is rewound and cued and returned to its slot. Consolidated Electronic Industries' Cuerac is a 500-cart system using a minicomputer with a 4,000-event memory and seven two-tone cart playback units. The Cuerac can be interfaced with other automation systems and is programmed via its own keyboard and CRT. The computer can control up to five such units, giving the option of programming up to 2,500 carts. It is priced at \$73,000.

Another library system is the 1K system, soon to be introduced by ITC. Two circular units hold a total of 1,000 carts. This unit must be connected to a microprocessor unit; consequently ITC will be selling it to other firms, including Schaeffer and IGM, to market with their control units. The 1K can also be added to for a total capability of 8,000 carts. The \$40,000 price includes the 1,000 cart capacity, and 10 stereo playback units.



**It's basic.** IGM's Basic B automation system (first two units from left) features a floppy disk memory that holds up to 6,000 entries for each of eight days plus 8,000 subroutines, the ability to program commands in English via a keyboard and CRT to drive various configurations of tape cartridge or reel machines.

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Even with that confidence, the phenomenal acceptance of Plumbicon-equipped portable cameras nearly overwhelmed us, as it did everyone else. In just 18 months we have supplied almost 4000 of these tubes to U.S. broadcasters!

In a market of such magnitude, it was not unexpected that other  $\frac{2}{3}$ -inch camera tubes would arrive on the scene, sooner or later, with the usual "ours is better than theirs" claims. We feel that much conflicting and contradictory information has been given to the broadcast industry, regarding these new tubes. In the final analysis, only you, the broadcaster, can judge the *system performance* of these tubes and compare their performance *in the camera* with the Plumbicon tube.

In the meantime, we offer some of our own experience on the system performance of the Plumbicon tube compared to the Saticon (Registered trademark NHK/Japanese Broadcasting Corporation), one of these recently arrived new products.



**Sensitivity** Sensitivity is the critical parameter in ENG. In the field, where you have no control over lighting you need the Plumbicon tube's greater sensitivity to maintain an acceptable signal-to-noise ratio in your final edited news story. Even in those next-to-impossible lighting situations, you are more assured of producing a useable picture with a Plumbicon-equipped ENG camera than with the same camera equipped with the Saticon.

**Resolution** Your final, edited tape is the criterion by which you must evaluate ENG system performance, and your pick-up tube should always be selected with that fact in mind.

Resolution specifications are a good example of this principle. Plumbicon tube sensitivity gives you enough latitude for aperture correction with very little loss in S/N ratio, to achieve the required 100% modulation depth at 5 MHz, but the resolution of most ENG *systems* is limited by the video tape equipment used. From the systems performance point of view, therefore, a pick-up tube chosen solely for its resolution specifications may have no positive effect at all on picture quality!

**Lag** The Plumbicon tube has lag characteristics that are so favorable that it can be used entirely without bias light. If your camera provides bias light, it simply improves the Plumbicon's lag characteristics. The Saticon *must* use bias light or its pictures will be seriously degraded in the middle of a news event, should a bias light lamp burn out . . . . . !



# to specify $\frac{2}{3}$ -inch your ENG cameras.

## Temperature Stability

Since the Plumbicon's photoconductive layer is processed at temperatures in excess of 175°F, your Plumbicon tube can tolerate temperature excursions that may take the photoconductor to 160°F. The Plumbicon tube tolerates 160°F ambient without damage of any kind. The Saticon, however, will experience partial or complete layer destruction at these temperature levels after a few hours. It is totally conceivable that your ENG camera will experience temperatures which will cause the Saticon tube in your camera to approach a critical life condition.

**Life** Based upon actual operating experience with the Plumbicon, rather than on statistics of accelerated life testing, you can expect from 2 to 5 years of service, depending upon operating practice.

**Burn-in** The Plumbicon exhibits no, or very little perceptible picture sticking (burn-in) especially in highlights. The Saticon, on the other hand, has been observed to have a noticeable characteristic of "hanging-up" on bright highlights and also tends to exhibit picture sticking after a camera has been focussed on a scene for any length of time.

**Registration** The Plumbicon tube incorporates a precision gun assembly for controlled geometry and registration. Our final testing includes a computerized registration check which matches each tube's performance with a data base which includes readings on previously tested tubes. Should any tube fail to match up to this data base, it is rejected. This is added insurance that your camera will maintain precise registration even after you replace your original Plumbicon tubes. Needless to say, you *do not* have to replace the Plumbicon tubes in "sets."

**Storage** The Plumbicon can, of course, be stored for many months without deterioration. But why store TV camera tubes? Storage means money. Ampere service to the broadcast industry is justly famous. Delivery of replacement tubes anywhere in the USA within 24 hours is routine. In extreme emergency situations, we have shipped tubes clear across the country in as little as eight hours.

We expect you to make your own comparisons and we are sure your findings will agree with ours. One of the things that may not be apparent from your comparisons is the fact that Plumbicon TV camera tubes continue to stay abreast of the needs of the broadcast industry after more than ten years of production which has put almost 150,000 Plumbicon tubes into broadcast stations around the world.

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## Media

### FCC disputes appeals court's rationale in crossownership case remand

**Filing at the Supreme Court  
claims there is no evidence  
of abuse or undue influence to  
warrant such sweeping divestiture**

If the U.S. Court of Appeals in Washington were right in asserting that crossowned stations do not serve the public interest, then the FCC has violated the Constitution, the Communications Act "or its own guiding principles every time it has renewed the license of a crossowned station, or adopted a multiple ownership rule calling for less than total diversification."

But such a proposition is, of course, "absurd. Consistent and long-standing agency, judicial and congressional action belie such an interpretation."

The FCC makes that argument in the brief it filed with the Supreme Court seeking reversal of the appeals court ruling that the commission, in adopting its newspaper-broadcast crossownership rules, erred in grandfathering existing situations in which newspapers and stations in the same community are commonly owned. The court directed the commission to initiate a rulemaking aimed at breaking up all such crossownerships.

A number of publishers and licensees filed their briefs in the case two weeks ago (BROADCASTING, Nov. 21). Still to be heard from are the Department of Justice and the National Citizens Committee for Broadcasting, which appealed the commission's decision in the rulemaking. Both oppose the grandfather provision, but Justice has already said it believes the appeals court exceeded its jurisdiction when it "purported" to decide the crossownership question in advance of its consideration by the commission on remand (BROADCASTING, Oct. 3).

The commission rule bans the creation of new newspaper-broadcast combinations in the same community in the interest of increasing diversity of media voices. And it requires also the break-up of 16 existing combinations—in which the only newspaper in a community is commonly owned with the only television station or, if there is no television station, the only radio station—considered to represent "egregious" monopolies.

But the commission held that to order across-the-board divestiture would be unwarranted. It said there was no evidence of abuse or of undue influence by interests with crossownership. Accordingly, the commission said, the "possible benefits of such drastic action"—divestiture—"were

outweighed by certain consequences which would adversely affect" service to the public. The commission said its decision to grandfather was consistent with previous actions in adopting rules advancing the cause of diversification as well as in other areas. The commission also said its decision to order the break-up of the 16 combinations because of prima facie evidence of the effective monopolies involved "was also consistent with judicial precedent."

The commission, like most of the parties and friends of the court that have already filed, said that, in reversing the commission for failing to order divestiture across the board, the court improperly substituted its judgment for the agency's. And the order to the commission to adopt a rule requiring divestiture, the commission added, usurped the agency's administrative function.

The commission also said the court erred in vacating the rule requiring divestiture in the 16 markets. The court had argued that the markets might have no less diversity, even if they did have fewer voices. But the commission noted that the court had affirmed the prospective ban on new crossownerships and ordered across-the-board divestiture because of the assumption that more voices mean greater diversity, and added:

"These contradictory approaches make it clear that the court was not really testing the rationality of the commission's decision, but was simply disagreeing with the particular policy balance struck by the commission."

The Supreme Court last week also heard from the Times Mirror Co., owner of the *Dallas Times Herald* and KDFW-TV Dallas, in a friend-of-the-court brief. It argued that the commission's authority to grandfather existing situations is well established and that the court's action in sending the case back to the commission with precise instructions on how to deal with it intrudes on the commission's authority.

### Network antitrust suit creeps farther along

**Justice proposes going to trial  
against ABC and CBS in a year,  
urges acceptance of settlement  
with NBC in latest filings**

The Justice Department's antitrust suit against the networks has moved forward a notch as the department filed new pleadings with the U.S. District Court in Los Angeles. With Justice and NBC attempting to settle the suit in which that network is a defendant, Justice asked the court to consolidate the CBS and ABC cases, and to reactivate a pretrial agenda. But no end to the case is in sight.

Justice says pretrial discovery could be completed by June 30, 1978, and proposes a pretrial agenda that calls for trial beginning Oct. 16, 1978. The suits now pending were filed three years ago, but they have

their roots in cases that were initiated in April 1972 and later dismissed.

In another pleading, Justice responded to a supplemental memorandum filed by pay cable parties opposing the proposed settlement of the NBC case on the ground that it does not include any restriction on NBC network exclusivity against pay cable. The pay cable parties say such a restriction is necessary particularly in view of the FCC decision on Sept. 23 to terminate a proceeding dealing with program exclusivity without adopting any rule.

Justice, however, noted that the exclusivity provision that had been in the agreement was withdrawn after being attacked by various parties, including the pay cable companies, as meaningless. And, Justice said, the public interest would be served by the court's acceptance of the proposed settlement. It said that would preserve the rights of the government and private parties to litigate the pay cable issue against NBC, "and would permit the fashioning of appropriate relief after due consideration of the impact of the FCC's abandonment of its rules on pay cable exclusivity."

## NAB asks for delay in AT&T tariff pleas

### Occasional-user rates in TV, newswire charges at issue in phone company proposals

The National Association of Broadcasters has filed petitions with the FCC in opposition to two AT&T tariff proposals. In one, the NAB asked the commission to reject AT&T's proposed revision of part-time or occasional use rates for television stations. In the other, NAB asked the commission to suspend for five months—the statutory limit—AT&T's proposed revisions of newswire service rates.

The proposed changes in part-time or occasional use rates for television service have already drawn criticism from a number of broadcasters, sports associations and specialty networks that call the increased changes "unreasonable discrimination" against part-time users (BROADCASTING, Sept. 12).

NAB said there are two "fundamental reasons" for rejecting the proposed part-time revisions: that AT&T has erred in its reliance on a 1976 study as a basis for projecting revenue needs and, second, that the proposed rate will generate revenues "greatly in excess of the prescribed earnings ratio." NAB contended that "adequate earnings will materialize at present rates" as the result of a "massive cost reduction program."

AT&T has proposed to increase the cost of interexchange channel service from 75 cents to \$1 per mile, per hour, and of station connection service from \$80 to \$100 per hour, per connection.

And NAB said the higher costs would reduce the diversity of programming. Since much of the programming of independent

stations is at the break-even point, NAB said, "substantial cost increases in these instances" may force some programs off the air.

In its filing in the newswire proceeding, NAB said the proposed increases "cannot be absorbed in bulk by many subscribing radio stations and will likely impair their continued provision of meaningful and vital news service to their communities." It also said that the "very survival of the newswire service itself" may be at stake.

NAB cited the presentation in the proceeding of the 17-member Iowa Radio Network, which said that under the proposed rates it will face a rate increase of 42% and actual cost increases from \$3,055 to \$4,337. "Other regional networks will fare even worse," NAB said.

The new tariff would end Telpak end link service, now available to newswires on a basis of uniform nationwide rates, and require them to pay tariffs which provide for higher charges in low density areas and lower ones in high density areas. The tariff was filed in response to an FCC order requiring an end to what it called illegal discrimination between the two services. That order was affirmed on appeal.

The new tariff providing for high and low charges—Multi-Schedule Private Line service (MPL)—had been suspended for three months as a result of customers' complaints it would have a disastrous effect on users in low density areas. However, the suspension has ended, and AT&T wants to end Telpak end link service to newswires on Jan. 23.

NAB said a five-month suspension would postpone the tariff revision's "staggering impact upon the dissemination of news and information" and permit the commission to investigate "the lawfulness of the MPL rate structure."

## NAB puts performers' royalty near the top of hit list

### Executive committee marks it as principal target during meeting last week at which White House aides hear grievances

The executive committee of the National Association of Broadcasters, meeting in Washington last Tuesday, voted to give "top priority" to fighting creation of performers' royalties that broadcasters and other users of recorded music would have to pay record manufacturers and artists.

The issue is dormant on Capitol Hill pending a recommendation from Barbara Ringer, the U.S. register of copyrights, as to whether Congress should create performers' royalties. If the register recommends the new class of copyrights—and many broadcasters in Washington anticipate she will—legislation would likely be introduced next year. The register's report is due in January.

During its all-day session, the NAB ex-

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# RCA









**Confrontation.** Opponents of FCC Chairman Charles Ferris's plan to change the commission's workday were heard from last Monday at an extraordinary meeting that overtaxed the meeting room's facilities and had to be relayed by closed circuit TV to other locations within the building. **At left:** employe spokespersons James Albert, of the Cable Bureau, and Margie Sharp, an FCC procurement agent and chairman of the Employe Representative Board. **At right:** Chairman Ferris.



on them and of problems in getting to night school classes on time. There was also glancing mention of a problem previously unpublicized: that of getting away early enough to work at other, "moonlighting," jobs. Only one employe, Richard Engleman, supported the chairman's position. He said not all employes opposed the plan, that some "are quite willing to change hours."

But in the two hour-and-40-minute meeting, which ended at 4:40 p.m., the employes failed to budge Chairman Ferris. He turned aside suggestions that the commission reconsider its decision to change the hours and a compromise, originally suggested several weeks ago by Commissioner James Quello and offered by Margie Sharp, head of the employe board, at the close of the meeting, that the hours be changed to 8:30 a.m.-5 p.m.

The chairman, instead, opted for a plan designed to reduce if not eliminate the burden the change in hours might impose on employes.

Actually, according to figures compiled by the FCC executive director's office, of the 1,500 commission employes in Washington, the plan would require some 100 employes to work hours not of their choice. (The employes' figure is 150.)

As described by the chairman, the changeover plan does not call for all employes to remain on duty until 5:30 p.m. A skeleton crew presumably would be sufficient after 4:30 p.m., and some 192 employes—143 professionals and 49 support personnel—now work until 5 p.m. or later, and of those, 82 work at least until 5:30 p.m. Another 200-plus employes would be required to provide the minimum force believed required, and some 100-plus employes have said they would voluntarily change their hours.

Thus, Chairman Ferris said, the problem involves some 100 employes. The chairman has instructed bureau chiefs to permit employes who wish to continue working their present hours to continue to do so to the extent possible. They would take advantage of a "flexitime" policy. However, the complaints heard at the meeting indicated the modified time policy would not be administered uniformly—or fairly, some suggested. (Some bureau chiefs were said to have proposed solving

the problem of choosing among several employes seeking modified hours by rotating the modified hours among them—a plan the commissioners indicated they would not approve.)

Accordingly, the chairman instructed Executive Director Richard D. Lichtwardt to develop precise guidelines for implementing the flexitime policy—and to accept comments from the employes in the process—and to draft an appeals procedure to be used by those who feel their requests for modified hours have been rejected without good reason. Mr. Lichtwardt said he could complete the assignment in time for the commission's Nov. 30 meeting, "depending on the input we get" from the employes.

"We're going to focus on every one of the concerns expressed," Chairman Ferris said. "If we do that, we'll be able to accommodate them. That's the hope of the commission."

## No discouraging words on broadcast future from NAB's TV VP

**Jane Cohen tells Arizona broadcasters that all's well, at least for next decade**

Apart from potential problems with a Democratic-dominated FCC and the House Communications Subcommittee's rewrite of the Communications Act, the future of radio and television is extremely bright, according to the National Association of Broadcasters vice president for television, Jane Cohen.

In a Nov. 18 speech to the Arizona Broadcasters Association, Ms. Cohen predicted several technological and programing developments in store for broadcasting. Television, she projected, "will still be the dominant telecommunications medium" through the next 10 years. And cable, although bigger and better at the end of the next decade, will "still [be] looking for the key to success."

The biggest obstacle to cable's development, she said, is cost. "The thing cable does best is to multiply broadcast signals,

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# RCA





but that service is needed least where the costs of providing it are the highest—in the big cities which already have four, five or six good local signals,” she said.

Her remarks also took in pay cable, which also “will run headlong into the fact that the average family has relatively little to spend for entertainment,” she said. “There will be pay cable service, but I doubt if it will manage to offer more than a couple of channels or movies, a couple more of sports not on TV, and very little else.”

Nor has television much to fear from the increasing popularity of the home video cassette recorder, she said, quoting one commentator who predicted the device would increase TV viewing and slow the growth of new services competitive to TV.

Ms. Cohen also foresaw television programming changing in the future to accommodate an increasing population of old people and a decreasing number of women daytime viewers.

Radio, too, will still be “alive and growing,” Ms. Cohen said, enhanced by FM quadrasonics and AM stereophonics, which she said will soon be in general use. She said the possibility of linking stations by satellite will open new programming options to stations, but that cable could become a strong competitor in some markets by 1985. The degree of that impact may depend, however, on how the government regulates cable, she said.

## Media Briefs

**Reagan on tap for NAB.** Former California Governor Ronald Reagan will be speaker at National Association of Broadcasters 1978 convention in Las Vegas (April 9-12). Mr. Reagan, who continues syndicated radio program *The Ronald Reagan Commentary*, is scheduled to address radio luncheon Tuesday, April 11.

**Sitting it out.** Frank Lloyd, administrative assistant to FCC Chairman Charles D. Ferris, will not advise him on matters relating to access proposal U.S. Court of Appeals in Washington has sent back to commission for further consideration (BROADCASTING, Sept. 21). Mr. Lloyd, as public interest lawyer, had represented Committee for Open Media which had made proposal to commission in its fairness inquiry and appealed commission's decision to reject it. Mr. Lloyd said he had not thoroughly researched question as to whether he would be legally barred from participating in matter at FCC.

## Changing Hands

### Announced

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

■ KMWX(AM)-KFFM(FM) Yakima, KONA-

AM-FM Kennewick, both Washington: Sold separately by Northwest Broadcasting Co. to De Von Inc. and Dean-Mitchell Inc. for \$330,000 and \$420,000, respectively. Seller is principally owned by Thomas C. Bostic (60%), who is selling his interest to minority partners, Monte O. DeVon and Dean W. Mitchell (20% each). Mr. Bostic is retiring and has no other broadcast interests. Mr. DeVon is vice president and general manager of KMWX-KFFM, which he is buying. Mr. Mitchell is general manager of KONA-AM-FM, which he is buying. Neither buyer has other broadcast interests. KMWX is on 1460 khz with 5 kw full time. KFFM is on 107.3 mhz with 100 kw and antenna 904 feet above average terrain. KONA, licensed to Kennewick-Richland-Pasco, Wash., is on 610 khz with 5 kw full time. KONA-FM is on 105.3 mhz with 100 kw and antenna 1,180 feet above average terrain.

■ KWRB-TV Riverton, Wyo. (Thermopolis): Sold by Washakie TV to Strang Telecasting Inc. for \$650,000. Seller is owned by Joseph P. Ernst and his wife, Mildred, owners of KRTR(AM) Thermopolis. Buyer is owned by Stuart Strang, Toledo, Ohio, private investor with various business holdings but no other broadcast interests. KWRB-TV is CBS primary affiliate (ABC secondary) on ch. 10 with 58.9 kw visual, 8.7 kw aural and antenna 1,630 feet above average terrain. Broker: Dan Hayslett & Associates.

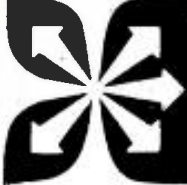
■ KWAV(FM) Monterey, Calif.: Sold by A-B Chemical Corp. to James E. Brown & Associates Inc. for \$550,000. Seller is wholly owned subsidiary of National Distillers & Chemical Corp., New York. Drummond C. Bell is chairman, and Frederick Fahnoe is vice president for broadcasting of publicly-held firm that has no other broadcast interests. Buyer is owned by James E. Brown, who formerly owned Cincinnati manufacturing firm. Mr. Brown, who has no other broadcast interests, now lives in Phoenix. KWAV is on 96.9 mhz with 18 kw and antenna 2,570 feet above average terrain. Broker: Blackburn & Co.

■ KOKN(AM) Pawhuska, Okla.: Sold by Coleman Broadcasting Co. to Dawn Broadcasting Inc. for \$125,000. Seller is owned by Lewis W. Coleman, who has no other broadcast interests. Buyer is owned by Thomas Neill (Zeke) Jackson, McMurray, Pa., businessman. Mr. Jackson formerly was program director of WARO(AM) Canonsburg, Pa., but has been out of broadcasting for two years. KOKN is 5 kw daytimer on 1500 khz. Broker: Dan Hayslett & Associates.

■ Other station sales announced last week by the FCC include: WECQ(FM) Geneva, N.Y., and WYVA-FM Yorktown, Va. (see page 57).

### Approved

■ Station sales approved last week by the FCC include: WGOK(AM) Mobile, Ala.; WESY(AM) Leland, Miss.; WKOR(AM) Starkville, Miss.; WPTM(FM) Roanoke Rapids, N.C., and WSMY(AM) Weldon, N.C. (see page 58).



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11/28



## Ex-Chairman Collier will call it quits at Federal Trade

**Commissioner, who had given no earlier indication of plans to leave, will take off Dec. 31 after 20 months of seven-year term**

Calvin J. Collier, a member and former chairman of the Federal Trade Commission, will leave his post there Dec. 31. In a brief announcement of Mr. Collier's decision, the FTC cited "personal reasons" for his leaving the commission after serving only 20 months of a seven-year appointment.

According to Mr. Collier, a "variety of reasons" led him to decide to leave. He called his action a "personal decision" prompted by no one incident. He indicated, however, that "differences of opinion" between himself and other commissioners were one reason for his resignation.

"When I joined it was to be chairman," Mr. Collier said. He served on the FTC in that capacity from March 1976 to last April, when Michael Pertschuk assumed

that office. Mr. Collier was the FTC's general counsel before receiving his appointment from former President Gerald Ford.

At this point, Mr. Collier said he has "no plans and I won't make any until I get out of here" at the end of December. Until then, he said, he will be devoting his time at the commission to finishing up projects he has already begun and trying "to get the commission to put more emphasis" on areas of his "particular interest." Mr. Collier would not elaborate on those areas, but he said there are several issues now before the commission he would like to see dealt with before he leaves.

## Another sad tale of Sears agency emerges from Maine

**As in Chattanooga case, stations were stuck when retailer's ad shop sank financially**

Stations in the Southeast stuck with unpaid bills because of the bankruptcy of a local Sears, Roebuck & Co. advertising agency in Chattanooga (BROADCASTING, Oct. 24 et seq.) can take small comfort in learning that TV and radio outlets in Maine suffered a similar fate last year.

One TV station operator reported last



**Assist for spot TV.** Signing contract making Blair Television first station rep subscriber to full service of TGI/MMI (Target Group Index/Major Market Index) is William A. Morris, vice president and director, sales strategy division, while looking on is Avery Gibson, director of client services, MMI. In attendance at meeting formalizing rep firm's arrangement for use of product and media reports of TGI/MMI are Blair executives—(l to r) Richard Coveny, director of agency development; Walter A. Schwartz, president, station division and Gordon Sulzer, vice president and director of client development.

RCA presents "The Teleproducers".

## TK-28/FR-35: the transfer system for true colors, real economy.

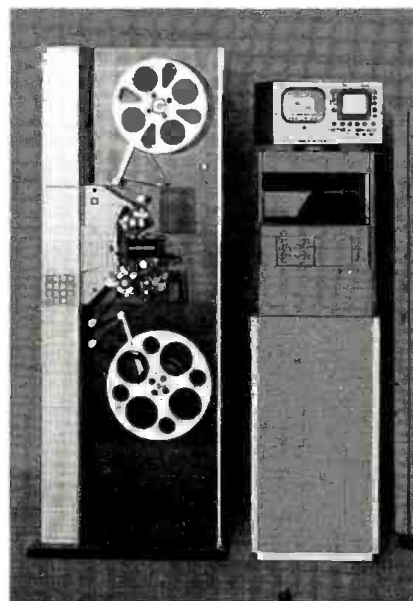
The idea of film-to-tape transfers is to improve color quality, simplify editing and shorten completion time at reasonable cost.

The RCA TK-28 color telecine camera lets you correct film density, poor color saturation and film base errors. The attractively priced TK-28 helps you get high quality even from 16 mm. dailies.

The RCA FR-35 servo-controlled 35 mm. projector speeds production with such features as fast shuttle, instant stop-start, variable speed, 0-48 fps cueing on frame, freeze frame, and more.

To improve your production values, ask your RCA Representative about all "The Teleproducers". Or contact RCA Teleproduction Systems, Bldg. 2, Front & Cooper Sts., Camden, NJ 08102. (609) 963-8000.

# RCA



week after reading of the bankruptcy of Lindsey, Bradley & Johnston, agency for Sears's Memphis zone, that similar developments took place in Maine about a year ago. Sears's agency in that area, Cohen & Kelly, Manchester, N.H., went broke, he said, and left unpaid bills in Maine amounting to at least \$75,000 at seven TV stations and an undetermined number of radio stations.

Bruce McGorrill, station manager of WCSH-TV Portland, said Sears's new agency, Goldman, Tillman & Walters, Albany, N.Y., sent a notice and release form to stations that stipulated Sears would not be responsible for future liability. WCSH-TV refused to sign the release, Mr. McGorrill said.

"We took the position that no other agency in the country asks us to sign a release and we realize that the American Association of Advertising Agencies policy is not to require advertisers to pay delinquent bills of agencies. So why do we have to sign an agency release?"

"We haven't had a nickel's worth of business from Sears since then. It would seem to us that any efficient media plan in our state would make use of WCSH-TV."

Efforts to ascertain whether Sears headquarters in Chicago has an official position on payment or nonpayment of media bills in the event of a local agency's bankruptcy proved fruitless. One advertising executive there said he knew of no blanket policy and added: "You must remember we have more than a hundred local agencies and

these situations are rare. I've checked in the department and there seems to be no official policy. It seems to be the decision of the local zones."

## Katz on the move

**Rep firm opens new offices for TV in Cleveland, for radio in Boston as regional advertising continues growth**

The trend toward increased spot television and radio billings from cities other than New York has prompted the Katz Agency, New York, to open a new television sales office in Cleveland and a new radio sales office in Boston.

The representative firm said last week it now has 16 spot television sales offices and 12 spot radio branches. Katz has added six television and three radio offices since 1970.

Katz reported that in 1970, 57% of its spot TV billings originated in New York and 43% in the 10 branch offices, while in 1977, New York accounted for 40% and 16 branch offices, 60%. Radio has shown a slightly different pattern although the trend is the same: In 1970 New York contributed 40% of the billings and nine branches, 60%, while in 1977, New York slipped to 34% and the 12 branches rose to 66%.

The new office for Katz Television opened on Nov. 14 at Cleveland Plaza

Office Towers, Cleveland 44115. Telephone is (216) 621-7924. John Morris, who has been on the Katz TV sales force in Detroit since 1973, has been named manager in Cleveland.

Katz Radio opened its new sales office last Monday (Nov. 21) at 1014 Statler office building, Boston 02116. Telephone is (616) 426-7290. Ed Gottman, a senior salesman in Katz Radio's New York office, has been named manager of the Boston office.

James L. Greenwald, president of the Katz Agency, said the company intends to continue expanding its regional sales operations, and added: "We'll be opening a Portland, Ore., office and we are expanding our Seattle operation after the first of the year. And we're examining other areas as well. We believe regional spot volume will continue to grow and we're set up to go after it for the stations we represent."

Katz Radio also named three new vice presidents last week: William Keys, Southwest regional manager in Dallas; William H. Aaron Jr., Southeast regional manager, and Jack Marino, manager of the Philadelphia office.

## AAAA group gives FTC glimpse of real world

**Pertschuk repeats concern over children's commercials**

A second round of discussions between the Federal Trade Commission and the American Association of Advertising Agencies was held at the FTC's Washington offices last week. Unlike their meeting last month (BROADCASTING, Oct. 17), the agencies this time did the talking and the regulators did the listening.

What Chairman Michael Pertschuk and staff members Albert H. Kramer and Tracy A. Westen of the Bureau of Consumer Protection heard amounted to a how-to course in advertising. In one of his few statements made at last Monday's meeting, Chairman Pertschuk tried somewhat to soften some of his more recent pronouncements on advertising in general and children's ads in particular. The FTC has "real concerns" about children's ads, Mr. Pertschuk said, "but we do not consider ourselves enemies of the advertising system."

That was said toward the end of the hour-and-a-half meeting with the AAAA's government relations committee. The meeting was held to provide the bureau with some answers to specific questions about how television commercials are created and researched and the decisions reached by clients and agency personnel before a commercial is aired.

On the chairman's pet subject—children's advertising—however, the agencies had some definite opinions. Parents have a "responsibility to say no" to their children, said committee member Leonard Matthews, who conceded commercials "are probably good and bad." But the decision whether or not to allow

## NOAA Warning Alarm Receiver

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*The sole government-operated radio system for communicating attack or disaster warnings directly to the general public!*

Use the "institutional grade" receiver most used by NOAA, and designed and built by the same manufacturer as the NOAA WEATHER RADIO transmitters. Under NOAA contract 6-35384 and previous contracts, SRS provides the transmitters, antennas, and receivers for over 300 weather radio stations in the U.S. SRS has also supplied the receivers under separate orders to the Defense Civil Preparedness Agency, radio broadcast stations, Army Corps of Engineers, municipalities, NASA, power companies, etc.

- 162.40, 162.475, 162.55 MHz
- Warning Alarms
  - Single Tone
  - Up To Five Dual Tones (Sequential Or Simultaneous)
  - Relay Contacts For External Alarm
- AC With Internal Rechargeable Battery
- Optional Vox/Monitor Alarm
- Optional Field Strength Meter

SR-401 RECEIVER



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children to watch certain television messages is, he said, the "responsibility of parents" and not of the government.

Mr. Pertschuk agreed that ultimate responsibility did belong to parents, but he retorted by asking whether the advertiser has a "particular responsibility" to the preschool child toward whom he is directing his commercial.

"Yes," came the quick answer from one participant, "to tell the truth."

### Westen for comparatives

Comparative advertising found a friend in Tracy A. Westen, deputy director of the Federal Trade Commission's Bureau of Consumer Protection. He told the annual meeting of the National Advertising Review Board in New York that such advertising fosters competition, generates improved information for consumers and may encourage less FTC intervention. Saying he was expressing his own opinion and not necessarily the FTC's, Mr. Westen indicated that, given the proliferation of products in the marketplace, consumers need all the help they can get.

### Advertising Briefs

**DDB's net climbs.** Doyle Dane Bernbach, New York, reported net income for first nine months of year increased to \$3,259,000 (\$1.74 per share) from \$2,850,000 (\$1.57 per share) in last year's period. Revenues for 1977 nine months totaled \$49,478,000, up from \$43,118,000 last year.

**Test out test markets.** Ira Weinblatt, senior vice president and director of media planning for Dancer-Fitzgerald-Sample, New York, urged cautious screening of test market sites to avoid testing in locales that may have been saturated by advertising. He told meeting of Marketing Executives Club in New York that Seattle-Tacoma has been dropped from D-F-S's list of recommended markets because TV costs there exceed national average by "unacceptable level." He suggested care be exercised also in four other heavily used markets: Denver, Milwaukee, Phoenix, and Syracuse-Elmira, N.Y.

**The competition lays it on.** Broadcasters spent more on newspaper advertising in the first nine months of 1977 than in all of 1976, the Newspaper Advertising Bureau reported last week. The nine-month total came to \$69.4 million, up 37.3% from the same period of 1976 and 6% more than 1976's 12-month total of \$65.2 million—which itself represented a 34.7% gain over 1975. Newspaper spending by the entire publishing and media category during the first nine months rose 25.8% to \$113 million, the bureau said. It put total national advertising in newspapers at \$1.1 billion for a 12.5% increase over the first nine months of 1976.

## Programing

### NAB outlines agenda for spring session on children's programs

Jane Cohen is coordinating plans for three-day conference in June

Children's television programs—how they are made, how much they cost and where the ideas come from—are the subject of a National Association of Broadcasters conference next June 4-6.

Meeting in Washington last Monday,

the NAB children's TV committee sketched the outline for the three-day national conference, which is designed to showcase many of the best examples of children's shows in production now. The committee said it will begin in mid-January to solicit programs for the screenings.

In addition to the screenings there will be workshops, working titles for which include: foreign children's films, parent participation, children's news program, "today's sophisticated child," a session likely to feature a child psychiatrist, local children's programs and a session on "preschoolers—how they can help with programing."

Jane Cohen, NAB TV vice president, is coordinating the program. Members of the

# Beaucart 4D.



When we first introduced our four-slot Beaucart® 4D cart machine, it was, frankly, with some trepidation. Sure, our 4D had enough product advantages to knock the standard three-slot machine right out of the running. But could we counter the headstart they had on us, we wondered?

Well, we needn't have worried at all. Our 4D, with its individual tape drive motor for each slot, has become a runaway best seller. Broadcasters have been quick to recognize that the single motor and shaft of a three-deck machine make operating specs impossible to maintain from slot to slot. And the 4D's 25% extra capacity means that three slots are still on-the-air if one machine is down for service.

There's a lot more to the Beaucart 4D story. Built-in recorders, stereo, fast forward, and on and on. For the whole picture, write today for Bulletin 102 or call us at (203) 288-7731. We're the Broadcast Products Division, UMC Electronics Co., 460 Sackett Point Road, North Haven, Connecticut 06473.

# UMC®



children's TV committee are Kathryn Broman, Springfield Television Broadcasting, Springfield, Mass., chairman of the NAB TV board; Thomas Bolger, WMTV(TV) Madison, Wis., TV board vice chairman; Robert Bennett, WCVB-TV Boston; Robert Gordon, WCPO-TV Cincinnati (although neither Mr. Gordon nor Mr. Bennett were present last week); William Dilday (represented at the meeting by Joyce Hughes), WLBT(TV) Jackson, Miss.; Lynn McIntyre, WTOP-TV Washington, and George Heinemann, NBC, New York.

## John Dean's new cap

### Former Nixon aide to do barter radio series on current topics

Watergate figure and former presidential adviser John Dean will assume a new role of radio personality Jan. 2 when the Los Angeles-based Broadcast Works Inc. launches its initial offerings in the syndication market.

Called *The Right to Know*, the daily barter show went on the selling block last week, with local stations offered three minutes of Mr. Dean's program in exchange for running one minute of national advertising. A 52-week schedule is planned and, according to the company president and owner, Pat Shaughnessy, na-

tional advertiser contracts await a station line-up.

Mr. Shaughnessy, vice president and general manager of KIQQ(FM) Los Angeles and former executive vice president and general manager of Drake Chenault Enterprises, added that Mr. Dean will be paid a percentage of the gross.

Mr. Shaughnessy explained that the Dean program will center on government and politics but will also include subjects running the gamut from Arab gambling in London to travel safety. Actualities are to be included in Mr. Dean's reports, which Mr. Shaughnessy said will not be partisan.

Broadcast Works last week also began selling another barter product for a Jan. 2 start, *Between the Grooves*. This weekly series will feature hour interviews with recording artists discussing the world's social ills. While national advertising time in this program is expected to vary from market to market, Mr. Shaughnessy said he generally is looking for two minutes in each hour, with additional time in other dayparts. Here, too, Mr. Shaughnessy said, it is too early for advertising contracts to have been signed.

## Classic opportunity

Concert Music Network, New York, has been formed to permit national advertisers to buy into a group of 30 classical music

stations throughout the country.

CMN operates under the aegis of Concert Music Broadcast Sales Inc., a national representative for the past year of classical stations. Its partners are Peter Besheer, a former marketing executive, and Peter Cleary, who was a vice president of RKO Radio Sales in New York.

CMN is offering advertisers two basic packages: one of 10 one-minute commercials per week on all 30 stations for \$7,500 and a second of 15 spots costing \$10,500. Mr. Besheer said stations generally are in top markets but several are in smaller areas.

CMN and Concert Music Broadcast Sales are located at 15 East 26th Street, New York 10010. Telephone: (212) 889-8650.

## Program Briefs

**Round one.** All-Industry TV Stations Music License Committee told American Society of Composers, Authors and Publishers that station's ASCAP music fees should no longer be based on station revenues and should be reduced substantially. ASCAP countered that fees have not kept up with inflation and should be increased. Thus negotiations on new ASCAP contract for stations, to replace

## HAVE YOU EVER HEARD A RAINBOW?

The TANNER MUSICAL SPECTRUM offers the broadcaster all formats for automated or semi-automated systems with a RAINBOW OF SOUNDS.

- BEAUTIFUL MUSIC is Pacific Green, not background but foreground music.
- MOR is Bright Blue in three distinct formats.
- CONTEMPORARY comes in Red Satin Rock designed especially for the 18-34 market.
- COUNTRY is our TANNER Country with all the country hits from 1949 through today!

OUR MUSICAL SPECTRUM comes in these four beautiful colors...you can add "PROFITABLE BLACK" to your SALES RAINBOW! Call Kurt Alexander or Keith Lee collect at (901) 320-4340.

 WILLIAM B. TANNER COMPANY, INC.

one that expires end of this year, got under way Nov. 18 at what was described as friendly meeting in New York between all-industry committee, led by Leslie G. Arries Jr. of WBEN-TV Buffalo, N.Y., and members of board and staff of ASCAP, headed by President Stanley Adams. Participants said further meetings would be held, though no date was set.

**Make it in America.** Representatives of unions ranging from Screen Actors Guild to American Federation of Television and Radio Artists are planning as-yet-unscheduled meeting on President Carter's proposed legislation on public broadcasting. Word came from Sam Robert, executive coordinator, Conference of Motion Picture and Television Unions, following address by Corporation for Public Broadcasting Chairman W. Allen Wallis to New York chapter of National Academy of Television Arts and Sciences luncheon. "We're going to make our voices heard," Mr. Robert said from audience, complaining that public television too often leaves country for product and talent.

**And Susan too.** Susan Ford, daughter of former President, will be regular on daily barter series *Jim Nabors Show*. Variety hour, produced by NTR Productions Inc. and distributed by Syndicast Services Inc., is said to have been sold thus far in more than 50 markets, with 60% coverage of

U.S. homes. Production is to begin this month, with premiere on most stations Jan. 9. Among national advertisers are Warner Lambert, Playtex, General Foods, Ex Lax and Vick Chemical.

### Growth of program choices predicted for next century

An expansion in programing selection and additional services will characterize home television and radio in the 21st century, according to George Jacobs, director of engineering, U.S. Board for International Broadcasting, Washington.

In a talk before the annual meeting of the Radio Club of New York, Mr. Jacobs said that the advent of optical fibers, broadcasting satellites and video cassettes and disks will turn the family television receiver into a home communications center. Families will be able to use channels providing electronic mail, visual newspapers, information retrieval and two-way dialogue, he predicted.

Mr. Jacobs, who was given the Radio Club's fellowship award, prophesied some changes in radio, saying the family or car AM receiver is likely to have more channels, spaced closer together, and stereo capability. The FM radio of the future, he continued, is expected to provide quadraphonic sound, and the television set may have stereo sound, three-dimensional display and the ability to receive direct broadcasts from satellites.

## Broadcasters gain other allies in campaign to cover courts

**Judge and law professor, in law journal article, cite numerous reasons to allow media into legal proceedings**

More than one broadcast journalist has argued that broadcasters should be permitted to cover developments in court with their cameras and microphones. Now, that argument is being advanced by a number of the judiciary and a law school professor in the October issue of *Judicature*, the journal of the American Judicature Society, whose purpose is "to promote the effective administration of justice."

The thrust of the article by U.S. Judge Jack B. Weinstein, of the eastern district of New York, and Diane L. Zimmerman, an assistant professor of law at New York University, is that the courts are becoming increasingly foreign and inaccessible to the public. The authors contend, as the title of the article says, that the time has come to "let the people observe their courts."

And, they say in that connection, the time has come "to reconsider allowing the

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**HARRIS**  
COMMUNICATIONS AND  
INFORMATION HANDLING

**MAXIMUM** signal loudness and performance...  
minimum distortion...with Harris MSP-100 AM/  
FM/TV Audio Processor.

Extremely flexible, the MSP-100 optimizes your signal no matter what the format. A tri-band AGC processes separate segments of the audio spectrum.

A sophisticated limiter program sampling circuit automatically selects the proper attack/recovery times.

Ease of adjustment and repeatability of settings is assured by use of precision step switches.

Peak reading output...rugged modular construction...simplified maintenance...LED's for monitoring and troubleshooting.

The MSP-100 has it all, and packs a powerful sound. Write: Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.

broadcast media—radio commentators and especially television newspeople—to record and air appeals, hearings and trials.”

The authors see no reason why there could not be live or taped coverage at the appeals court and motion levels. Indeed, they say it would have been “fascinating” for the public to witness, through radio and television, the arguments in the Supreme Court on abortion and capital punishment. “The public debate on the issues would have been conducted on a much higher level had the sophisticated argument on the diverse considerations been seen and heard across the country,” the authors say.

And while the Sixth Amendment guarantee of a fair trial must be considered in connection with the broadcast of criminal trials, they add, “constitutional or practical considerations do not warrant the

current absolute barriers to broadcast of civil or criminal trials.”

They note that courts in several states have chosen not to be governed by the American Bar Association canon barring broadcast or recording of trials and have permitted such activities. And they say the Billie Sol Estes case is no longer grounds for prohibiting broadcast coverage.

When the Supreme Court reversed Mr. Estes’s conviction in 1965, four out of the five justices who made up the majority said that use of television in a criminal trial was per se a violation of the Constitution. But, the authors of the *Judicature* article say: “The presence of television in a court is not inherently subversive of a fair and dignified trial.” They say that in 1965 television equipment was “cumbersome” and the medium was unsure of how to conduct itself as a disseminator of the news. But if the court’s suspicions of television were

justifiable then, they say, “television has grown up.”

And that, they contend, is the most important consideration. Not only is television technologically advanced, but it has also “caught up psychologically with its sudden prominence as one of society’s major means of communication.” The authors acknowledge that television has “sinned grievously in the past,” but point out that in many of its excesses it was aided and abetted by law enforcement officials and the courts. “The remedy for official misbehavior,” they say, “is control of officials, not of the press.”

What’s more, they say, it was not Congress, the courts or the President that stopped the late Senator Joseph McCarthy, “it was showing him to the public that did it.” In light of that kind of history, they say, “barring television from the courts seems increasingly archaic and arbitrary.”

# The State of the Fifth Estate

## An issue for all seasons

BROADCASTING’s editors will have more reason than most to celebrate the new year. They’ll have just gone to press with the eighth—and most ambitious yet—annual yearend double issue.

So double, in fact, that it may be a triple.

First, we’re expanding **Where Things Stand**, the keeping-up-with-everything department that readers have come to expect in their first issue each month. That feature will have a once-a-year difference on Jan 2: Each subject therein will be amplified to incorporate (1) the major developments of 1977 and (2) the editors’ best judgment of what to expect in 1978. What it will amount to: our best reading on the unfinished business of electronic communications.

That will be Part I of Jan 2.

Part II will come under the heading of **Editors’ Choice**, a selection of special reports on subjects ready for comprehensive treatment. The working titles range from “The Who, What and/or Why Not of President Carter’s Communications Policy” to “Has Cable TV Peaked?” to “The Case for Film” to a broadcast advertising/economics roundup that will seek to answer the question, “How Much Higher the Broadcast Balloon?”

Part III, by no means incidentally, will be the regular budget of breaking news that makes BROADCASTING basic.

Come along for the rides.

## You belong in Broadcasting Jan 2



## Moving up from the back of the bus

**SDX convention hears calls to rid broadcast journalism of 'second-class' status and grant coverage parity with print**

Equal reporting rights for broadcasters were among the major resolutions to come out of Detroit as the Society of Professional Journalists, Sigma Delta Chi, held its 68th annual convention in the Renaissance Center's Plaza hotel there.

For the more than 1,000 persons attending various sessions Nov. 16-19, the message was clear. Keynoter Sam Donaldson, ABC News White House correspondent, summed it up when he said that broadcast journalists have "second-class" status due to limited access. He urged that courts and legislative sessions be opened up for broadcasters. And later in the week the convention passed a resolution to that effect—encouraging courts, legislatures and all public meetings to allow broadcast equipment in.

Press freedoms were also factors in a variety of other resolutions. One applauded the decision to permit broadcast coverage of House of Representatives floor debates but claimed that control should be in the hands of journalists, not the Speaker of the House, "so there can be no question that the House seeks full, fair and free news coverage."

Other resolutions urged the repeal of the equal time law for broadcasters, called for the establishment of shield laws for reporters where they haven't yet been enacted and urged that sanctions against the press throughout the world (and in South Africa in particular) be lifted.

Convention delegates elected two broadcasters to the SDX national board: David Lieberth, WHLO(AM) Akron, Ohio, for region four, and Julie Nicolay, a broadcast student at the University of Kansas, Lawrence, as student representative. There are now three broadcasters on the SDX board of 17.

The society also honored former CBS

**Nina's secret past.** A National Public Radio correspondent, Nina Totenberg, told the Senate Subcommittee on Administrative Practice that she laughed when she found information in an FBI file on her contained little more than a photograph of her being congratulated for her Supreme Court coverage by Chief Justice Warren E. Burger. Miss Totenberg said she had made a Freedom of Information Act request for the FBI file and was denied access. After a lengthy court fight and spending \$5,000 in legal fees to overturn the FBI's refusal, she was shown the file. "When I read it [the suppressed information], all I could do was laugh," she said. Justice Department and FBI officials also testified at the hearing, but they refused to comment on Miss Totenberg's story.

News editor and retired American University (Washington) broadcast journalism professor Ed Bliss with the Distinguished Teaching in Journalism Award.

Other subjects of specific interest to broadcasters ranged from a luncheon address by NBC *Today* show co-host Jane Pauley on women in the industry to a panel discussion on the "role of media in terrorism and violence."

## WBBM-TV corners mayor on taxi fare scandal

What is said to be first potential scandal directly involving Chicago Mayor Michael A. Bilandic is credited to WBBM-TV anchorman Walter Jacobson on that station's 6 p.m. newscast Nov. 15. Since that newscast, the story has dominated the three major Chicago newspapers and other broadcast stations in town.

The controversy, which involves alleged fraud in a taxi cab fare increase negotiated last July, received so much play in the Chicago media the day the story broke that the mayor made a last-minute decision (20 minutes before air time) to defend himself against charges on WBBM-TV's 10 p.m. report. He was interviewed by Mr. Jacobson and co-anchorman Bill Curtis who, according to one Chicago newspaper, "peppered him with good, tough questions."

Both federal and local investigations into the fare-increase negotiations have been opened.

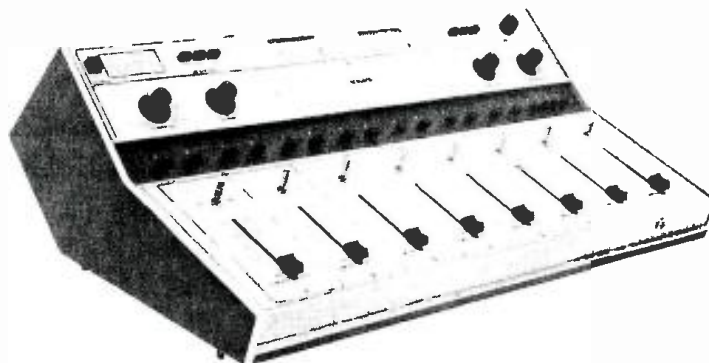
## Mutual makes it official on satellites

**California Microwave will get contract for some 500 earth stations at \$10,000 each; first sites could be ready next July**

Mutual Broadcasting System made it official last week: The 780-affiliate radio network will begin constructing its own satellite distribution system. Mutual officials said the move will thrust commercial radio "into the space age" and, "for the first time in the 51 years of network transmissions," a network "will meet the capabilities of radio transmissions." With speedy FCC approval, construction of earth terminals could begin in the Northwest as early as next July.

In making its announcement, Mutual confirmed reports that its \$3.5 million contract for construction of "a minimum of 400" earth stations went to California Microwave Inc., Sunnyvale, Calif. ("Closed Circuit," Nov. 14). Mutual said the cost of the complete system—including a \$6.5-million seven-year agreement with Western Union—was in the neigh-

## MCMARTIN 1000 series CONSOLES



**... the new breed.**

The new breed of McMartin audio consoles ... styled for flexibility and professional operation ... designed with gold plated electronics, used where it counts ... engineered with a functional interior for uncompromised performance. McMartin consoles feature

**Vertical or Rotary attenuators  
Five or Eight channels  
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borhood of \$10 million.

Under the terms of the agreements, CMI will build an eventual 500 stations and Western Union will install and maintain them. According to Gary J. Worth, Mutual's executive vice president, the per-unit cost of the receive-only stations, including installation, will be "under \$10,000."

Mr. Worth and C. Edward Little, president of Mutual, said they will file an application with the FCC early next month to begin constructing the satellite system. Mr. Worth said they expected to file a "pilot application" for the transmitting facility and about a dozen earth stations. Upon FCC approval of that application, Mutual will request that the commission grant a "blanket approval" for the remainder of the system. Although Mutual's initial contract with CMI calls for the construction of 400 stations, Mr. Little said they have "negotiated" with CMI for more stations. The agreement with CMI is open-ended, Mr. Little said, "with no cap" on the number of stations that may eventually be built.

The system will work like this:

From a transmitting station to be built at or near the network's Arlington, Va., headquarters, signals will be beamed to Western Union's Westar I satellite 22,300 miles above the equator. The signals will then be beamed back to the ground stations in Alaska, Hawaii, Puerto Rico, the Virgin Islands and the continental United States. Some of the terminals will serve

only one affiliate while others, primarily in densely populated areas such as the Northeast, may serve several. Stations not having their own hook-ups will be linked to the system through various means, including land lines and microwave.

Surprisingly, said Mr. Worth, the new system will not provide a "tremendous cost reduction" for the network. He said there "eventually" will be a savings, but the new system has "high" start-up costs. At present, according to Mr. Little, Mutual spends approximately \$2.75 million a year leasing land lines from AT&T and other carriers.

Both Mr. Worth and Mr. Little said Mutual was devoting itself to "quality" broadcasting with the new system. Mr. Little said the satellite's flexibility and the "super high fidelity" offered by the system will provide Mutual listeners with "more and better programing."

The CMI stations will carry two 15 khz full fidelity channels to Mutual's affiliates. The receive terminals will operate in the 3.7-4.2 ghz band, and they will provide 50-15,000 hz output at a signal-to-noise ratio greater than 65 db and a total harmonic distortion of less than 1%. The earth stations will use small aperture (10-foot) dishes with CMI's frequency conversion and audio program channel equipment.

According to Mr. Worth, the satellite system will allow the network to transmit "FM stereo quality" signals to its affiliates—something, he added, no radio net-

work has been able to do over land lines. Another plus for the new system, he said, would be the capability to eventually transmit six different programs simultaneously. Initially, he said, only three channels will be used, and programing will be staggered for the mountain and Pacific, central and Eastern time zones. The system will also make it possible for Mutual to transmit to mini-networks for regional sports events and the like.

Mr. Little said the system will enable the network to offer simultaneous feeds of sporting events and news programs, along with stereo music broadcasts and special events such as congressional hearings and "all talk, all news" programs the present system prohibits the network from airing.

## Gould's claim to laser wins patent backing

**It took 18 years for recognition, but Maryland inventor may finally cash in on technical breakthrough; optical fibers, which many see as key to wired nation, are among developments utilizing technique**

More than 18 years after devising the concept and coining the term, "laser," Gordon Gould has finally been recognized for his achievement with the granting of U.S. patent 4,053,845 covering optically pumped laser amplifiers.

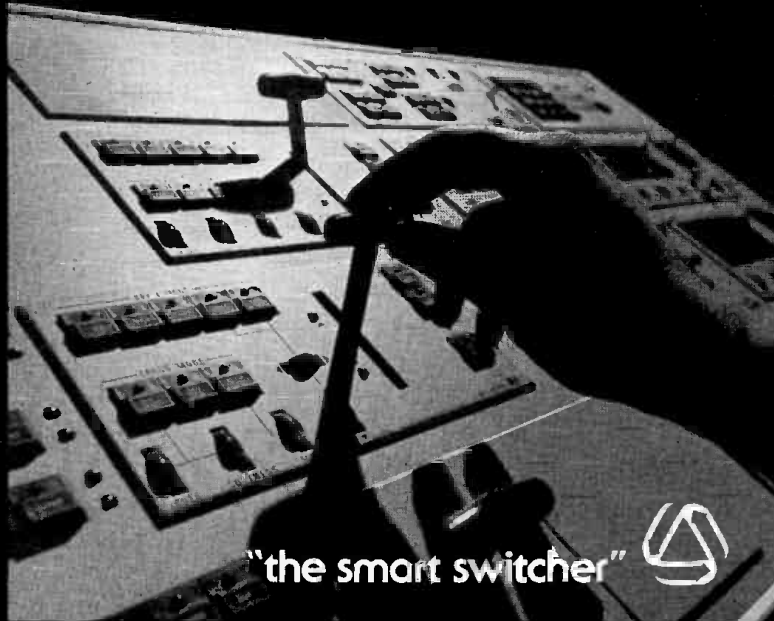
A laser (an acronym for light amplification by stimulated emission of radiation) is basically a device that amplifies light into a powerful straight-line or parallel beam that can be transmitted to distant points with minimum diffraction. It can be focused to a fine point and, as desired, generate heat in a concentration higher than that of the surface of the sun and can be controlled to apply enormous light intensity or work with extreme delicacy. Among its applications: as the signal source for optical fibers, which some consider the key component of a wired nation.

Mr. Gould began development of his laser theory in 1957 while working on his doctorate in physics at Columbia University. He came up with a concept for a laser oscillator that would produce an ultra-narrow band of light radiation (fewer than 1,000 cycles per second). Until then the narrowest known source of light radiation had a bandwidth of 100 million cycles per second.

Due to a misunderstanding between Mr. Gould and a patent attorney, his claims were not filed before those of Charles Townes and Arthur Schawlow, who had published similar findings and were granted a patent in 1960. In finally winning the patent, Mr. Gould proved, through notebooks that had been notarized in 1957 and 1958, that he came up with the idea independently and first.

The patent just issued is only one of many Mr. Gould is seeking on various aspects of lasers. About one-third of the

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lasers in use are covered by it: those that use a solid substance, such as a ruby, to release the intense light beam. Another (pending) covers lasers using a gas for this purpose. Still others involve a number of applications, including heating, melting, evaporating, measuring distance and in optical radar.

The firm that licenses Mr. Gould's patent, Refac Technology Development, predicts that when all the patent matters are resolved, Mr. Gould will have patents covering 90% of all lasers manufactured, sold or used in the U.S. That's an industry with a current sales level estimated at \$1 billion and projected at \$5 billion for 1984. In the 17 years a patent is valid, Mr. Gould obviously stands to become a rich man.

Since many companies have already paid royalties on the Townes-Schawlow patent, however, it's expected there will be court tests of Mr. Gould's patent.

Mr. Gould is now vice president of Optelecom Inc., a Gaithersburg, Md., manufacturer of lasers and optical fibers. While his work now involves communications systems primarily for specialized industrial and military uses, he sees a number of applications of lasers and fiber optics for broadcasting.

One of the furthest along technically, is the use of fiber optics to replace conventional cable in CATV systems. Several companies are at work developing fiber and lasers and some small test systems have been constructed. "It's moving a hell



Gould, laser and optical fiber

of a lot faster than I thought it would. I wouldn't be surprised to see it in use in a system in a year," Mr. Gould said, including the use of fiber for drops into individual homes.

Mr. Gould sees still another application of fibers—although using light-emitting diodes instead of lasers—as a replacement for coaxial cable used in TV production,

especially between cameras and control rooms. (LED's are used in situations where the distance between the transmitting and receiving points are not great or when there's a need for unattended operation.)

Telephone line replacement with fiber is another communications use that's under development. "While the Japanese are the furthest along" in this area, Mr. Gould said, "I think there will be regular installations of trunk lines in two years with the ideal use between exchanges not more than 10 miles apart, such as in New York." One fiber can handle about 1,000 conversations without using repeaters. "That's not possible with coax."

A development that's further down the line is using lasers instead of microwaves to transmit signals to satellites. It's a tricky technical matter, but possible, according to Mr. Gould, with the advantage that a laser can be aimed much better than microwave. "Light is the way to pinpoint," he said, while microwave covers a very wide area. Another plus for laser transmission to and from satellites is that only a very small receive antenna is needed—probably about one meter in diameter—instead of the four-, five- or 10-meter dishes now used in receive stations.

Do the small dishes coupled with the ability to pinpoint signals present a possible means of direct satellite-to-home broadcasting? Maybe, said Mr. Gould, but if it comes, it's still a long way off.

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# The Broadcasting Playlist Nov 28







## Contemporary


<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
1 1	<i>Don't It Make My Brown Eyes Blue</i> □ C. Gayle	United Artists
2 2	<i>You Light Up My Life</i> □ Debby Boone	Warner Bros.
3 3	<i>Boogie Nights</i> □ Heatwave	Epic
5 4	<i>How Deep Is Your Love</i> □ Bee Gees	RSO
4 5	<i>Nobody Does It Better</i> □ Carly Simon	Elektra/Asylum
7 6	<i>We're All Alone</i> □ Rita Coolidge	A&M
8 7	<i>Baby, What a Big Surprise</i> □ Chicago	Columbia
6 8	<i>Theme from "Star Wars"</i> □ Meco	Millennium
10 9	<i>Blue Bayou</i> □ Linda Ronstadt	Asylum
9 10	<i>Heaven on the Seventh Floor</i> □ Paul Nicholas	RSO
12 11	<i>You Make Lovin' Fun</i> □ Fleetwood Mac	Warner Bros.
11 12	<i>It's Ecstasy . . .</i> □ Barry White	20th Century
14 13	<i>Native New Yorker</i> □ Odyssey	RCA
19  14	<i>It's So Easy</i> □ Linda Ronstadt	Asylum
15 15	<i>Back in Love Again</i> □ LTD	A&M
28  16	<i>Your Smiling Face</i> □ James Taylor	Columbia
21 17	<i>Help Is on Its Way</i> □ Little River Band	Capitol
16 18	<i>Just Remember I Love You</i> □ Firefall	Atlantic
22 19	<i>Baby Come Back</i> □ Player	RSO
25  20	<i>Isn't It Time</i> □ The Babys	Chrysalis
13 21	<i>I Feel Love</i> □ Donna Summer	Casablanca
26 22	<i>Sentimental Lady</i> □ Bob Welch	Capitol
20 23	<i>We Just Disagree</i> □ Dave Mason	Columbia
23 24	<i>Daybreak</i> □ Barry Manilow	Arista
27 25	<i>Gone Too Far</i> □ England Dan & John Ford Coley	Big Tree
24 26	<i>Swingtown</i> □ Steve Miller Band	Capitol
32  27	<i>Come Sail Away</i> □ Styx	A&M
29 28	<i>Short People</i> □ Randy Newman	Warner Bros.
31 29	<i>We Are the Champions</i> □ Queen	Elektra
17 30	<i>Brick House</i> □ Commodores	Motown
30 31	<i>She Did It</i> □ Eric Carmen	Arista
18 32	<i>That's Rock 'n' Roll</i> □ Shaun Cassidy	Warner Bros.
34 33	<i>She's Not There</i> □ Santana	Columbia
35 34	<i>Turn to Stone</i> □ Electric Light Orchestra	UA/Jet
36 35	<i>Here You Come Again</i> □ Dolly Parton	RCA
40 36	<i>Hey Deanie</i> □ Shaun Cassidy	Warner Bros.
33 37	<i>Keep It Comin' Love</i> □ K.C./Sunshine Band	TK
37 38	<i>Slip Sliding Away</i> □ Paul Simon	Columbia
38 39	<i>You're in My Heart</i> □ Rod Stewart	Warner Bros.
41 40	<i>You Can't Turn Me Off</i> □ High Energy	Gordy/Motown
43 41	<i>Run Around Sue</i> □ Leif Garrett	Atlantic
42 42	<i>Desiree</i> □ Neil Diamond	Columbia
47 43	<i>My Way</i> □ Elvis Presley	RCA
44 44	<i>Send in the Clowns</i> □ Judy Collins	Elektra
45 45	<i>Swaying to the Music</i> □ Johnny Rivers	Big Tree
39 46	<i>Cold as Ice</i> □ Foreigner	Atlantic
— 47	<i>Serpentine Fire</i> □ Earth, Wind & Fire	Columbia
48 48	<i>The Way I Feel Tonight</i> □ Bay City Rollers	Arista
49 49	<i>Calling Occupants</i> □ Carpenters	A&M
50 50	<i>I Go Crazy</i> □ Paul Davis	Bang

## Playback

**Two for teens.** The under-18 segment of radio listeners are hearing more from two of their own on the airwaves these days: Both Shaun Cassidy and Leif Garrett are back with follow-ups to their last top-40 hits. *Hey Deanie* (Warner Bros.), Shaun's latest single, was written by Eric Carmen, as was *That's Rock 'n' Roll*, an earlier Cassidy top-40 success that reached 4 on "Playlist". (*Da Doo Ron Ron* was his first, and that reached number 3.) Dan Ingram of WBSR(AM) Pensacola, Fla., summarized his reason for playing *Hey Deanie*: "He has had two hit records in a row. Why should this one be any different?" Leif's recording track record includes just one previous single, *Surfin' USA* (Atlantic). His current release, *Runaround Sue* (at 41 on "Playlist"), may appeal to adults as well as teenagers, says Colleen Cassidy of WHY(AM) Miami: "The 18-34 group remembers the record from 1961 when Dion had a hit with it. It brings back memories. But for the teens . . . he could just stand there and hum and they would fall over." **No confusion.** The Animals 1960's hit, *Don't Let Me Be Misunderstood*, is back on some radio charts, and is approaching "Playlist's" top 50 (just below today's list). The remake is by Leroy Gomez, a session player (saxophonist) who has decided to pursue a solo career. This American-born artist, now living in Europe, played on Elton John's *Yellow Brick Road* LP and has recently toured with Tavares in Europe. His LP, called *Santa Esmeralda Casablanca*, features *Don't Let Me Be Misunderstood* as an entire side. The condensed single version has "a Latin beat. You can feel an MOR flavor in there, too," says Chuck Bear of WCOQ(FM) Columbus, Ga.

## Country

<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
3 1	<i>The Wurlitzer Prize</i> □ Waylon Jennings	RCA
18  2	<i>Love Is Just a Game</i> □ Larry Gatlin	Monument
5 3	<i>More to Me</i> □ Charley Pride	RCA
2 4	<i>Here You Come Again</i> □ Dolly Parton	RCA
1 5	<i>Blue Bayou</i> □ Linda Ronstadt	Elektra
11  6	<i>Roses for Mama</i> □ C.W. McCall	Polydor
19  7	<i>You Light Up My Life</i> □ Debby Boone	Warner Bros.
6 8	<i>Come a Little Bit Closer</i> □ Johnny Duncan	Columbia
13 9	<i>From Graceland to the Promised Land</i> □ M. Haggard	MCA
4 10	<i>I'm Just a Country Boy</i> □ Don Williams	ABC/Dot
9 11	<i>Fools Fall in Love</i> □ Jacky Ward	Mercury
17  12	<i>I'm Knee Deep in Loving You</i> □ Dave & Sugar	RCA
10 13	<i>Shame on Me</i> □ Donna Fargo	Warner Bros.
12 14	<i>Still the One</i> □ Bill Anderson	MCA
7 15	<i>One of a Kind</i> □ Tammy Wynette	Epic
8 16	<i>Heaven Is Just a Sin Away</i> □ Kendalls	Ovation
14 17	<i>Let Me Down Easy</i> □ Christy Lane	GRT
22 18	<i>Everyday I Have to Cry Some</i> □ Joe Stampley	Epic
23 19	<i>Don't Let Me Touch You</i> □ Marty Robbins	Columbia
—  20	<i>Hold Me</i> □ Barbara Mandrell	ABC/Dot
—  21	<i>Take This Job and Shove It</i> □ Johnny Paycheck	Epic
25 22	<i>Georgia Keeps Pulling on My Ring</i> □ Conway Twitty	MCA
20 23	<i>You Ought to Hear Me Cry</i> □ Willie Nelson	RCA
— 24	<i>Chains of Love</i> □ Mickey Gilley	Playboy
— 25	<i>Middle Age Crazy</i> □ Jerry Lee Lewis	Mercury

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played. A  indicates an upward movement of five or more chart positions between this week and last.

## Media

**Kenneth R. Mosher**, VP-assistant treasurer, Storer Broadcasting, Miami Beach, Fla., promoted to VP-treasurer.

**Ross Blederman**, general manager, American Cable Network, Traverse City, Mich., named manager, co-owned Midwestern Broadcasting Co. there, operator of five AM and three FM radio stations.

**James M. Rupp**, executive VP and chief operating officer of Midwest Radio-Television, licensee of WCCO-AM-FM-TV Minneapolis-St. Paul, assumes additional responsibilities as WCCO-TV general manager, replacing **Paul M. Hughes**, VP-general manager, who resigned Nov. 23. **Paul Jay**, general manager, WCCO-FM elected VP of licensee.

**Michael J. Plumstead**, general manager, Rust Craft Broadcasting's WWOL-AM-FM Buffalo, N.Y., named to same post, co-owned WRCP(AM)-WSNI(FM) Philadelphia. He is succeeded by **Kenneth A. Dodd**, WWOL general sales manager.

**Douglas W. Brown Jr.**, general sales manager, WHK(AM) Cleveland, named general manager of co-owned KEY-AM-FM Minneapolis-St. Paul.

**William J. Brooks**, assistant station director, WPTV(TV) West Palm Beach, Fla., named station manager.

**John Russell Snee**, program host, KDAL(AM) Duluth, Minn., and VP of licensee, KDAL Inc., named KDAL station manager.

**James E. Damron**, station manager, WSCW(AM) South Charleston, W.Va., and part-owner-operator of WVRC(AM) Spencer, W.Va., named WVRC VP-general manager.



Martin

**Robin B. Martin**, most recently special assistant to chairman of National Transportation Safety Board, Washington, and former aide to President Gerald Ford, joins Outlet Co., Providence, R.I., as director of corporate affairs. Mr. Martin is also 51% owner of proposed buyer of WRUN (AM)-WKGW (FM)

Utica, N.Y. (BROADCASTING, May 9) and his family has principal interest in six AM's and three FM's of Regional Broadcasters Group.

**Bill Schickler**, assistant controller, Golden West Broadcasters, named director of planning, GWB's KTLA(TV) Los Angeles.

**Phyllis R. Leibert**, research director for RKO's owned stations division and its rep firm, RKO Radio Sales, New York, joins NBC Radio division as manager, owned stations research.

**Bill Todd**, from Burkhart-Abrams, programing consultants, Atlanta, appointed operation manager, KRLY(AM) Houston.

**Mel Oye Soo Hoo**, assistant public service manager, WTEV(TV) New Bedford, Mass., named public service director. **Mary J. Delaney**, assistant promotion manager, appointed promotion director.

**Larry Lowenstein**, program director, WRNG(AM) North Atlanta, Ga., promoted to director of community affairs and public relations.

**Mark London**, chief of development, New Jersey Public Television, Trenton, named director of department of development.

## Broadcast Advertising



Steenberg

**Richard Steenberg**, director of special programs sales, CBS-TV, promoted to vice president-special programs sales.

**Edward Butler** and **Theodore Shalne**, associate creative directors, Marschalk Co., New York, elected senior VP's.

**Jim Cerasani**, account supervisor, Needham, Harper & Steers, Chicago, elected VP.

**Gerald R. Kerr**, VP-advertising and public relations, Midas-International Corp., Chicago joins Shaffer/MacGill Associates, advertising and public relations firm there, as executive VP.

**Arthur C. Stringer**, VP-New York sales manager, Blair Television's market division, named VP-national sales manager of division. **Richard W. Morris**, regional sales manager, WCBD-TV Charleston, S.C., joins Blair Television's market division NBC team, New York, as account executive.

**Norman Stahl**, VP and group creative director, Ted Bates & Co., New York, named senior VP. **John Colombaris** and **Nick Vitale**, art directors, and **Patricia Stokes**, creative supervisor, appointed VP's.

**Millie Olson**, VP-associate creative director, Needham, Harper & Steers, Chicago, joins J. Walter Thompson there as associate creative director. **Laura Kaiser**, copywriter for Draper Daniels advertising there, joins JWT in same capacity.

**Donald W. Cantin**, senior VP-management supervisor, marketing director and research director at Levine Huntley Schmidt Papler & Beaver, New York joins Bozell & Jacobs there as senior VP-management supervisor.

**John Cross**, associate creative director, Benton & Bowles, New York, joins Needham, Harper & Steers there as group creative director.

**Joel Fisher**, media research manager; **John F. Mennis**, controller, and **Richard H. Baty**, manager of data processing, Compton Advertising, New York, elected VP's. **C. Dana Red-**

**man**, manager of media planning and evaluation, General Foods Corp., White Plains, N.Y., joins Compton as director of media and programming. **John R. LaCroix**, VP-account supervisor, NCK Sports, joins Compton in same post.

**Dean Crebbin**, copywriter, Grey Advertising, New York, joins Cunningham & Walsh there as senior copywriter.

Staff additions, Tatham-Laird & Kudner Advertising, Chicago: **David Ayers**, copy supervisor for Albert J. Rosenthal & Co. there, joins as copywriter; **Carol Lang**, producer from Clinton E. Frank there, joins in same capacity, and **David Huey**, art director for Wainwright, Spaeth & Wright, named to same post at TL&K.

**John T. Greening**, manager of marketing services, management division, Touche Ross & Co., joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., as project director, media and marketing services department. **Wanda K. Horton**, buying supervisor, Glenn, Bozell & Jacobs, Dallas, joins DM&M St. Louis as media buyer.

**William K. Borden**, from WCMH-TV Columbus, Ohio, joins Byer & Bowman advertising there as TV producer.

**N. Don Brown**, media director, Smith, Smith, Baldwin & Carlberg advertising, Houston, named VP-media director and member of executive committee.

**Suzan Pierce**, media planner, Ogilvy & Mather, Los Angeles, joins Cunningham & Walsh, San Francisco, as media supervisor.

**Georgia Breza**, research presentation writer, ABC-TV Spot Sales, New York, appointed manager, research and sales development department.

**Gary Harbison**, media supervisor, Kenyon & Eckhardt, Detroit, joins TeleRep there as account executive.

**Marge Meyer**, account executive, Meeker Co., New York, joins H-R Television One sales group there.

**Ted Van Erk Jr.**, account executive for TeleRep, joins New York office of MMT Sales in same capacity.

**Linda B. Packer**, local saleswoman, WFLD-TV Chicago, and **Nancy Merryman**, sales assistant, RKO Radio Sales, San Francisco, appointed RKO Radio Sales representatives for Chicago and San Francisco, respectively. **Richard Ramirez**, local salesman for RKO's WROR(FM) Boston, joins RKO Radio Sales, New York.

**Paula Mittleman**, member of sales department, Savalli Gates, New York, joins Marv Roslin, rep firm there, as account executive.

**Pam Dillon**, from Walpert Advertising, Cherry Hill, N.J., joins Kelly, Scott & Madison, Chicago-based media service organization, as buyer-planner. **Karen Matthes**, from Telerep, named KS&M assistant TV buyer.

**Elizabeth C. Ray**, media director, Jan Gardner

& Associates, advertising and public relations agency, Memphis, elected VP.

**Jeanette Leverrier**, former assistant media director, Kal, Merrick & Salan Advertising, Washington, named media director, Loewenthal, Walker & Heimberg, advertising and marketing agency, Rockville, Md.

**J. Roy McKechnie**, VP-associate creative director, Ogilvy & Mather, New York, joins Gallagher Group there as creative director of agency.

**Mike Schwager**, writer-analyst, CBS Broadcast Group's audience services, appointed broadcast media specialist with Burson-Marsteller, public relations/public affairs firm, New York.

**Robert G. Romanko**, announcer, KDAL(AM) Duluth, Minn., named sales manager.

**Bill Lorln**, sales manager, KDES-AM-FM Palm Springs, Calif., joins KMLO(AM) Vista, Calif., in same post.

**Gary Hodges**, account executive, WGRD(AM) Grand Rapids, Mich., joins WTRX(AM) Flint, Mich., in same post.

## Programing

**John Tierney**, Chicago attorney, joins Dick Orkin Creative Services there as president, and its allied program sales and syndication company, Chicago Radio Syndicate, as chief executive officer.

**Lenore Cantor**, manager, NBC program research, New York, named director, program research, West Coast.

**George C. Reeves**, business affairs, ABC Television, based in Los Angeles, named VP for program and talent acquisition.

**Phillip C. Lancer**, associate director of business affairs, Columbia Pictures Television, Burbank, Calif., promoted to director of business affairs.

**John Walden**, associate research director, Harrington, Richter & Parsons, New York, joins 20th Century-Fox Television, Beverly Hills, Calif., as research director.

**Mel Harris**, marketing director, Paramount Television Service, New York, appointed VP, research.



**Master in Memphis.** William B. Tanner (2d left), president of William B. Tanner Co., radio program producer-distributor, Memphis, was named recipient of the 1977 Memphis Junior Achievement, Master of Free Enterprise award Nov. 21. Among those present at the banquet held in his honor were (l to r): Finn Caspersen, of The Beneficial Corp., Mr. Tanner, Kemmons Wilson of Holiday Inns Inc., and Ronald Terry of First Tennessee National Corp.

**Mary Anne Harrison**, from California attorney general's office, joins Buena Vista Distribution Co., subsidiary of Walt Disney Productions, Burbank, Calif., as general counsel.

**Dave Watkins**, operations manager, WRNG(AM) North Atlanta, named program manager.

**Blake Brodersen**, from KWFM(FM) Tucson, Ariz., joins KDKB-AM-FM Mesa, Ariz. (Phoenix), as production manager.

## Broadcast Journalism

**Jeff Gralnck**, senior producer of weekend news programing, ABC News special events, named director and executive producer of special events. **Robert Slegenthaler**, executive producer of instant news specials, named director of special events planning.

**John D. Emmert**, sports reporter-producer, WKCT(TV) Miami, named assignment editor for WKYC-TV and NBC News bureau, Cleveland, succeeding **Peter Menkes**, promoted to WKYC-TV news producer. **Coleen Cook**, reporter-anchor, KTAR-TV Mesa, Ariz. (Phoenix), joins WKYC-TV and NBC News Cleveland bureau in same capacity.

**Scott Lynch**, news producer, KDKA-TV

Pittsburgh, named assistant news director.

**David Marshall**, member of news department, WJZZ(FM) Detroit, promoted to news director.

**Mary Jane Mruczek**, news producer, WGR-TV Buffalo, N.Y., joins WKBW-TV there in same capacity.

**Bill Perry**, from KDFW-TV Dallas, joins WAVE-TV Louisville, Ky., as news producer. **Walt Williamson**, from KOIN-TV Portland, Ore., joins WAVE-TV news department as photographer.

News staff additions, WCMH-TV Columbus, Ohio: **Natalea Brown**, producer from WPVI-TV Philadelphia, executive producer; **Gregory Guise**, chief photographer from WTAS-TV Altoona, Pa., special projects producer; **Mariana Popp**, reporter from WCIV-TV Charleston, S.C., reporter; **Steven A. Ference**, associate of Duhamel Broadcasting, Scottsbluff, Neb., news producer, and **Roland W. March**, freelance photographer from Washington, photographer.

**Bob Salter**, anchorman, KARK-TV Little Rock, Ark., joins KTAR-TV Mesa, Ariz. (Phoenix), as reporter. Both are Combined Communications stations.

**Ralph Lawler**, sports director, WCAU(AM) Philadelphia, named sports reporter for co-owned WCAU-TV there.

**Jack Hawkins**, news director-anchorman, WCTI-TV New Bern, N.C., joins WWLP(TV) Springfield, Mass., as anchorman.

**Denise Richardson**, reporter-public affairs coordinator, WXLO(FM) New York, named reporter-anchor, WOR(AM) there.

**William A. Dorsey Jr.**, photographer, KING-TV Seattle, joins news and public affairs department, KVOS-TV Bellingham, Wash., in same post.

**Linda Winslow**, senior producer, Public Broadcasting Services's *MacNeill/Lehrer Report*, Washington, named director of news and public affairs, noncommercial WETA-TV there.

## Cable

**Dennis H. Ashcroft**, Midwest regional sales manager, Texscan/Theta-Com Corp., and **Robert W. Mason**, sales manager of earth stations, cable communications division of Scien-

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tific-Atlanta, named central and Southern regional marketing managers, respectively, for Showtime, pay TV subsidiary of Viacom International.

**John Doren**, program manager, American Cable Network, Traverse City, Mich., named national sales manager.

**Roger D. Plence**, assistant regional engineer, UA-Columbia Cablevision, northern New Jersey, joins Arlington Telecommunications Corp. (Artec), Arlington, Va., as chief engineer.

**Richard S. Howe**, director of field marketing, American Television & Communications Corp., Denver, joins Artec as director of marketing. Artec is scheduled to begin cable television service in spring 1978.

## Equipment & Engineering



Taber

tain View, Calif., as senior VP-systems and equipment group.

**Herbert Taber**, director, international marketing, RCA picture tube division, Lancaster, Pa., appointed staff VP, marketing planning, RCA corporate staff, New York.

**Thomas A. Sherby**, senior VP-operations, Dataproducts Corp., joins Fairchild Camera and Instrument, Moun-

**John E. Leonard Jr.**, marketing VP, Moseley Associates, Goleta, Calif., manufacturer of transmitter remote control and oral studio transmitter link equipment, named VP-general manager. **Mark G. Fehlig**, sales engineer, appointed broadcast products sales manager. **K. Fred Zimmermann**, manager of customer service, promoted to customer service VP.

**Bob Grassi**, field service manager for Panasonic, joins Philips Test & Measuring Instruments, Mahwah, N.J., as product manager, TV test equipment.

**Peter K. Onnigian**, president, Cetec Jampro Antenna Co., Sacramento, Calif., assumes additional responsibility for worldwide marketing of firm's circularly polarized antennas. **Robert G. Parks**, corporate director of engineering for Cetec in El Monte, Calif., appointed VP-general manager of Jampro's engineering, manufacturing and test range facility.

**Duane Tuttle**, regional sales manager, Consolidated Video Systems, Sunnyvale, Calif., joins Adda Corp., Campbell, Calif., manufacturer of electronic still-store devices, as Southeastern district manager.

**Douglas A. Light**, systems design engineer and distribution products sales specialist, Scientific-Atlanta, based in Atlanta, named regional sales representative, based in mid-Atlantic regional office, Leonia, N.J.

**Robert Van Buhler**, chief engineer, KDKB-AM-FM Mesa, Ariz. (Phoenix), assumes additional duties as director of engineering for licensee, Natural Broadcasting System.

**Charles Chester**, director of technical operations, CBS Broadcast Center, New York, named to same position, CBS-owned KNXT(TV) Los Angeles. **Erk Dison**, with co-owned KNX-AM-FM technical department, named director of technical operations.

**James B. Perkins**, coordinator of remote and video tape facilities, ABC, Los Angeles, appointed chief engineer, WSPA-TV Spartanburg, S.C.

**Gerry Meinders**, WREX-TV Rockford, Ill. engineer, promoted to assistant chief engineer.

## Allied Fields

**Rita E. Hauser**, New York lawyer, and **Frank Marcoc Jr.**, executive VP of Warner-Lambert, have been nominated by President Carter to serve on Board for International Broadcasting, which oversees Radio Free Europe and Radio Liberty. If confirmed by Senate, they will fill out terms of, respectively, **John P. Roche**, which ends on April 28, 1980, and **Foy Kohler**, which ends on May 20, 1980.

**Theodore Karonias**, account executive, A.C. Nielsen's Atlanta office, elected VP.

**H.D. (Bud) Neuwirth**, director of sales development and New York office manager, Mutual Broadcasting Network, joins Arbitron Co. there as Eastern television station sales manager.

**Marjorie H. Pickens**, manager of client services, Compu/Net, New York, promoted to product manager, Los Angeles office.

# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Nov. 14 through Nov. 18.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.

## New stations

### AM licenses

■ Broadcast Bureau granted following license covering new station: WNLB Rocky Mount, VA (BAL—9161).

### FM licenses

■ Broadcast Bureau granted following licenses covering new stations: Traverse City, MI (BPED—2347); Borrego Springs, CA (BPED—2411).

### FM starts

■ \*KAZU Pacific Grove, CA—Authorized program operation on 90.3 mhz, TPO 10 w. Action Oct. 6.

■ \*WGAG-FM Orlando, FL—Authorized program operation on 89.3 mhz, TPO 10 w. Action Nov. 2.

■ KNZA Hiawatha, KS—Authorized program operation on 103.9 mhz, ERP 3 kw, HAAT 300 ft. Action Aug. 17.

■ \*WXMN Monticello, ME—Authorized program operation on 89.5 mhz, TPO 10 w. Action Nov. 2.

■ \*KRSH Overland, MO—Authorized program operation on 90.1 mhz, TPO 10 w. Action Nov. 2.

■ KTRX Tarkio, MO—Authorized program operation on 93.5 mhz, ERP 3 kw, HAAT 235 ft. Action Aug. 19.

■ KBMS Billings, MT—Authorized program operation on 98.5 mhz, ERP 25.5 kw, HAAT 400 ft. Action Aug. 5.

■ \*WPNR-FM Utica, NY—Authorized program operation on 90.7 mhz, TPO 10 w. Action Oct. 19.

■ \*WFSS Fayetteville, NC—Authorized program operation on 88.1 mhz, TPO 10 w. Action Sept. 21.

■ \*KPSU Goodwell, OK—Authorized program operation on 91.7 mhz, ERP 380 w, HAAT 120 ft. Action Oct. 14.

■ WMCC Etowah, TN—Authorized program operation on 103.1 mhz, ERP 3 kw, HAAT minus 14 ft. Action Sept. 12.

■ KMHT-FM Marshall, TX—Authorized program operation on 103.9 mhz, ERP 3 kw, HAAT 300 ft. Action Aug. 18.

■ KBLW-FM Logan, UT—Authorized program operation on 92.9 mhz, ERP 29.5 kw, HAAT minus 720 ft. Action Aug. 19.

■ KSXT Walla Walla, WA—Authorized program operation on 97.1 mhz, ERP 50 kw, HAAT 1340 ft. Action Aug. 17.

■ KYBO Yakima, WA—Authorized program opera-

tion on 98.3 mhz, ERP 700 w, HAAT 560 ft. Action Aug. 19.

■ WEMI Neenah-Manasha, WI—Authorized program operation on 100.1 mhz, ERP 3 kw, HAAT 300 ft. Action Sept. 9.

## Ownership changes

### Applications

■ WYNF(FM) Tampa, FL (94.9 mhz, 100 kw)—Seeks assignment of license from WLCY Inc. to Taft Broadcasting Co. for \$2,000,000. Seller: wholly owned subsidiary of Rahall Communications Corp., publicly held group broadcaster principally owned by brothers, Farris E., N. Joe and Sam G. Rahall (70%). Seller is merging with Gulf United Corp. Buyer is publicly held group owner. Ann. Nov. 16.

■ WECQ(FM) Geneva, NY (101.7 mhz, 3 kw)—Seeks assignment of license from Buccaneer Broadcasting Ltd. to Astro Radio Communications Ltd. for \$153,000. Seller: Principal owner is Francis C. Shoupe Jr., who has no other broadcast interests. Buyer is owned equally by nine members of family of Joseph Weinfeld, Newton, MA. Mr. Weinfeld is representative of Stanton, MA, manufacturer. His son, David C., vice president of buyer, is general manager of WKST (AM) New Castle and WFEM (FM) Elmwood City, both Pennsylvania. They have no other broadcast interests. Ann. Nov. 16.

■ WYVA-FM Yorktown, VA (94.1 mhz, 50 kw)—Seeks transfer of control of Cradle of Democracy Broadcasting Co. from William H. Eacho Jr. and others (73.1% before; none after) to Frederick Exter and others (26.9% before; 100% after). Consideration: \$1 per share (65) plus assumption of \$186,691.18 in

liabilities and \$2,400 payment of present shareholders' notes. Five of seven present stockholders are selling interests in station. Mr. Eacho (28.1%) is president and largest stockholder. None of sellers has other broadcast interests. Buying group is principally composed of members of families of David L. Wever Jr. and his cousin, by marriage, Carole Exter Wever. Mr. Wever is sales manager of station. None of 14 buyers has other broadcast ownership interests. Ann. Nov. 16.

■ **KONA-AM-FM Kennewick, WA** (AM: 610 khz, 5 kw-U; FM: 105.3 mhz, 100 kw)—Seeks assignment of license from Tri-Cities Communications Inc. to Dean-Mitchell Inc. for \$420,000. Seller: Subsidiary of Northwest Broadcasting Co., which is principally owned by Thomas C. Bostic and Monte O. DeVon (see below for interests). Buyer is owned by Dean W. Mitchell, 19% owner of seller and general manager of KONA-AM-FM. Ann. Nov. 16.

■ **KMWX(AM)-KFFM(FM) Yakima, WA** (AM: 1460 khz, 5 kw-U; FM: 107.3 mhz, 100 kw)—Seeks assignment of license from Northwest Broadcasting Co. to DeVon Inc. for \$330,000. Seller: Thomas C. Bostic, Dean W. Mitchell and, buyer, Monte O. DeVon. Mr. Bostic, retiring, is selling stations and KONA-AM-FM Kennewick, WA, to managers. Mr. Bostic has no other broadcast interests. Mr. DeVon, vice president of seller, has no other broadcast interests. Ann. Nov. 16.

### Actions

■ **WGOK(AM) Mobile, AL** (900 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from WGOK Inc. to Roberds Broadcasting Inc. for \$200,000. Seller: Jules J. Paglin, owner of WGOK-FM Mobile. Buyer is owned by Jay Dickie Roberds and his cousin, C. Alvin Roberds Jr. J.D. Roberds is Mobile businessman and his cousin has real estate interests in Atlanta. Neither has other broadcast interests (BAL-9072). Action Oct. 31.

■ **WESY(AM) Leland, MS** (1580 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Anthony E. Zuccaro and Mrs. Marie Zuccaro Perkins to PTC Inc. for \$150,000, plus \$5,000 covenant not to compete. Sellers: Mrs. Perkins owns 49% of WNAT(AM)-WQNZ(FM) Natchez, MS. Buyer is principally owned by Wallace D. Hoy and his wife, Barbara, former owners of WTAL(AM) Tallahassee, FL (BAL-9087). Action Nov. 7.

■ **WKOR(AM) Starkville, MS** (980 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Golden Triangle Radio Corp., owned by Charles Kenneth Irby, to Charisma Broadcasting Co. for \$256,000. Mr. Irby is retiring from broadcasting. Buyer is owned by Mr. and Mrs. Charles B. Cooper (69%), Donald Ray De Priest (30%) and George E. Donovan III (1%). Mr. Cooper is general manager of WKOR. Mr. DePriest is Columbus, MS, manufacturer of textiles and surgical products. Mr. Donovan is Jackson, MS, consulting engineer (BAL-9160). Action Nov. 9.

■ **WNYS-TV Syracuse, NY** (ch. 9)—Broadcast Bureau granted assignment of license from WNYS-TV Inc. to WNYS Acquisition Corp. for \$11 million. Seller: Outlet Co. (80%) and Syracuse TV (20%) to newly formed group headed by Larry H. Israel for \$11 million ("Closed Circuit," June 13). Outlet is major group owner based in Providence, RI, which also owns WDBO-AM-FM-TV Orlando, FL; WCMH-TV Columbus, OH; WJAR-AM-TV Providence, and KSAT-TV San Antonio, TX. Outlet is also major department store chain and clothing retailer in East and Midwest. Bruce G. Sundlun is president of publicly traded company. Principal in Syracuse TV is John M. Shaheen, who, through various corporations, has interests in WFBL(AM) Syracuse and WSMB(AM) New Orleans. Buyer is owned (51%) by Coca Cola Bottling Co. of New York. Other principals are Larry H. Israel and Stephen Kumble. Mr. Israel is former president of Washington Post. Co. Mr. Kumble is New York attorney (BALCT-661). Action Nov. 15.

■ **WPTM(FM) Roanoke Rapids, NC** (102.3 mhz, 3kw)—Broadcast Bureau granted transfer of control of Smiles of North Carolina to W. Orson Woodall for \$325,000. Seller is owned by Norman J. Suttles, Derwood H. Godwin (46% each) and John E. Ingraham (8%), who also own WVBS(AM)-WPJC(FM) Burgaw, NC; WFOG-AM-FM Suffolk, VA; WRNC(AM) Raleigh, NC, and WDIX-AM-FM Orangeburg, SC. Buyer, Mr. Woodall, is president and owner of WGAF(AM) Valdosta, GA (BTC-8441). Action Nov. 11.

■ **WSMY(AM) Weldon, NC** (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of

Halifax County Broadcasting Inc. to group headed by W. Orson Woodall for \$225,000. Seller is equally owned by William Pruden, W. Ennis Taylor and Cecil McCoy, who have no other broadcast interests. Buyers, other than Mr. Woodall, are his brother, Allen H. Woodall, and Timothy W. Moran. They have purchased, WSMY(AM) Weldon, NC for \$325,000 (see above). Orson Woodall is president and owner of WGAF(AM) Valdosta, GA, and Mr. Moran is a former employee there. Allen Woodall is 25% owner of WGRA(AM) Cairo, GA (BTC-8442). Action Nov. 11.

## Facilities changes

### TV application

■ **WMVW Hanover, NH**—Seeks MP (BPCT-4983) to change ERP to vis. 1230 kw (max.), aural 40.7 kw (h); type trans.; type ant.; make changes in ant. structure (increase height); and HAAT: 480 ft.

### TV actions

■ **KFTV Hanford, CA**—Broadcast Bureau granted CP to make changes in transmitting equipment (BPCT-5051). Action Nov. 9.

■ **WHNB-TV New Britain, CT**—Broadcast Bureau granted CP to change ERP to vis. 3020 kw (max.), aural 135 kw (h); change TL, type trans. and type (BPCT-5094). Action Nov. 4.

■ **WQRF-TV Rockford, IL**—Broadcast Bureau granted mod. of CP to change ERP to vis. 302 kw (max.), 263 kw (h); change TL, type trans. and type ant.; ant. height 570 ft. (BMPCT-7706). Action Nov. 9.

■ **WBZ-TV Boston**—Broadcast Bureau granted CP to install aux. ant. at site approximately 200 ft. from main power structure (BPCT-5066). Action Nov. 9.

■ **WLOS-TV Asheville, NC**—Broadcast Bureau granted mod. of CP to change ERP (BMPCT-7703). Action Nov. 9.

■ **\*WXXI Rochester, NY**—Broadcast Bureau granted CP to change ERP to vis. 1580 kw (max.), 724 kw (h); change type ant.; ant. height 450 ft. (BPET-572). Action Nov. 9.

### AM applications

■ **KNCR Fortuna, CA**—Seeks CP to make changes in ant. system (increase height). Ann. Nov. 11.

■ **KYON Napa, CA**—Seeks mod. of CP (BP-19,451) to make changes in MEOV's. Ann. Nov. 11.

■ **KCLM Redding, CA**—Seeks CP to install new alt. trans. 5 kw and start operating pre-sunrise authority at 500 w. Ann. Nov. 14.

■ **KDTA Delta, CO**—Seeks CP to make changes in ant. system (increase height). Ann. Nov. 11.

■ **WAVS Fort Lauderdale, FL**—Seeks CP to change ant. system from four to three towers and change directional array. Ann. Nov. 14.

■ **WSNY Jacksonville, FL**—Seeks CP to make changes in ant. system. Ann. Nov. 11.

■ **WNTU Naples, FL**—Seeks mod. of CP to change TL (same site). Ann. Nov. 11.

■ **WXLM Savannah, GA**—Seeks CP to install new trans.; new ant.; change TPO; ERP: 100 kw (h&v) and HAAT: 471 ft. (h&v). Ann. Nov. 11.

■ **KWMT Fort Dodge, IA**—Seeks CP to make changes in ant. system. Ann. Nov. 11.

■ **KTGA Fort Dodge, IA**—Seeks CP to change TL; install new ant.; make changes in ant. system (decrease height); change TPO; ERP: 3 kw (h&v) and HAAT 190 ft. (h&v). Ann. Nov. 11.

■ **WYMC Mayfield, KY**—Seeks CP to change type trans.; and change daytime pattern from directional to nondirectional. Ann. Nov. 11.

■ **WLEW Bad Axe, MI**—Seeks CP to make changes in ant. system (increase south tower height to support new ant.). Ann. Nov. 11.

■ **WZND Zeeland, MI**—Seeks mod. of CP to change ant.; make changes in ant. system (increase height); change TPO; ERP: 2 kw (h&v) and HAAT: 83.65 ft. (h&v). Ann. Nov. 11.

■ **KSAB Liberty, MO**—Seeks mod. of CP (BPH-9702, as mod.) to change trans.; make changes in ant. system (increase height); change HAAT: 830 ft. (h&v). Ann. Nov. 11.

■ **KEZK St. Louis**—Seeks CP to install new ant. Ann. Nov. 11.

■ **KOKO Warrenburg, MO**—Seeks CP to install aux. trans. at main trans. site. Ann. Nov. 14.

■ **WBT Charlotte, NC**—Seeks CP to make changes in nighttime MEOV's in direction of KFAB Omaha, NE. Ann. Nov. 11.

■ **WTAB Tabor City, NC**—Seeks CP to increase height of present tower to 420 ft. Ann. Nov. 11.

■ **KOB Albuquerque, NM**—Seeks mod. of CP (B5-P-2783) to specify nighttime DA pattern and theoretical parameters. Ann. Nov. 11.

■ **WBWC Berea, OH**—Seeks CP to make changes in ant. system. Ann. Nov. 14.

■ **KADS Elk-City, OK**—Seeks CP to install new aux. trans. at main trans. site. Ann. Nov. 14.

■ **KAGM Klamath Falls, OR**—Seeks CP to install new trans.; ant.; change TPO and HAAT: 405.5 ft. (h&v). Ann. Nov. 11.

■ **WEKO Cabo Rojo, PR**—Seeks CP to change TL and SL; make change in ant. system (nighttime ant.). Ann. Nov. 11.

■ **WPRO Providence, RI**—Seeks CP to make changes in nighttime DA pattern and add MEOV's around pattern. Ann. Nov. 11.

■ **KLOZ El Paso, TX**—Seeks CP to change TPO; ERP: 57.3 kw and HAAT: 1189 ft. Ann. Nov. 11.

■ **WYKR Wells River, VT**—Seeks CP to increase ant. input power and delete radiation limitation. Ann. Nov. 11.

■ **WDVA Danville, VA**—Seeks CP to make changes in MEOV's. Ann. Nov. 11.

■ **KTAC Tacoma, WA**—Seeks CP to change daytime radiation pattern and change type trans. Ann. Nov. 11.

### FM applications

■ **\*KALX Berkeley, CA**—Seeks CP to change type trans. and make changes in ant. system. Ann. Nov. 14.

■ **KLRB Carmel, CA**—Seeks CP to redescribe TL; change TPO; ERP: 800 w (h&v). Ann. Nov. 15.

■ **WDRG-FM Hartford, CT**—Seeks CP to change TPO and ERP: 19.4 kw (h&v). Ann. Nov. 15.

■ **WMFQ Ocala, FL**—Seeks CP to change TPO and ERP: 3 kw (h&v). Ann. Nov. 15.

■ **WTOC-FM Savannah, GA**—Seeks CP to install former main trans. as aux. from main TL; to be operated on 94.1 mhz; ERP: 46.8 kw (h&v) and HAAT: 1315 ft. (h&v). Ann. Nov. 11.

■ **WVH Arlington Heights, IL**—Seeks CP to change TL (same site); install new trans.; ant. Ann. Nov. 15.

■ **WBNQ Bloomington, IL**—Seeks CP to install new trans.; ant.; change TPO and add circular polarization to ERP: 50 kw (h&v) and HAAT: 460 ft. (h&v). Ann. Nov. 15.

■ **WNIB Chicago**—Seeks CP to install new trans.; ant.; change TPO and ERP: 9 kw (h&v). Ann. Nov. 15.

■ **KSMB Lafayette, LA**—Seeks CP to install new trans.; change TPO and ERP: 50 kw (h&v). Ann. Nov. 15.

■ **\*WMEM Presque Isle, ME**—Seeks CP to change type ant. Ann. Nov. 14.

■ **WOEL-FM Elkton, MD**—Seeks mod. of CP (BPED-2246) to change trans.; ant.; change TPO and transmission line. Ann. Nov. 15.

■ **WMYS New Bedford, MA**—Seeks mod. of CP (BPH-10574) to change trans.; ant. Ann. Nov. 15.

■ **WTBR-FM Pittsfield, MA**—Seeks mod. of CP (BPED-2328) to change trans.; make changes in ant. system (decrease height); change transmission line. Ann. Nov. 15.

■ **WROQ Charlotte, NC**—Seeks CP to install new aux. ant. from main TL; for aux. purposes only; ERP: 11.61 kw (h&v), HAAT: 239 ft. (h&v). Ann. Nov. 15.

■ **WYYD Raleigh, NC**—Seeks CP to change aux. TL; use aux. trans. with ant.; for aux. purposes only. Ann. Nov. 15.

■ **WVNI-FM Newark, NJ**—Seeks CP to change aux. TL for use with aux. ant.; change ERP: 4.49 kw (h&v) and HAAT: 500 ft. (h&v); for aux. purposes only. Ann. Nov. 15.

■ **WPAT-FM Paterson, NJ**—Seeks CP to change TL; install new trans.; ant.; make changes in ant system (increase height); change TPO; ERP: 3.97 kw (h&v)

and HAAT: 1373 ft. (h&v). Ann. Nov. 15.

■ WNEW—FM New York—Seeks CP to change TL; install new main and aux. trans.; ant.; make changes in ant. system (increase height); change TPO; ERP: 3.63 kw (h&v) and HAAT: 1418 ft. (h&v). Ann. Nov. 15.

■ WCTO Smithtown, NY—Seeks mod. of CP (BPH—10,689) to change ERP: 3.0 kw (h&v) and HAAT: 276 ft. (h&v) and make changes in ant. system. Ann. Nov. 15.

■ WQAL Cleveland—Seeks mod. of CP (BPH—10,601) to change ERP: 7.1 kw (h&v); change type trans.; HAAT: 1079 ft. (h&v). Ann. Nov. 15.

■ WSRD Youngstown, OH—Seeks CP to install new trans.; change TPO; ERP: 50 kw and HAAT: 125 ft. Ann. Nov. 15.

■ WKBN—FM Youngstown, OH—Seeks CP to change TPO and ERP: 5.4 kw (h&v). Ann. Nov. 11.

■ WKOV—FM Wellston, OH—Seeks CP to change SL; delete RC; install new ant.; change TPO; ERP: 3 kw (h&v) and HAAT: 106 ft. (h&v). Ann. Nov. 11.

■ KJIL Bethany, OK—Seeks CP to change TL; install new ant.; make changes in ant. system (increase height); change TPO and HAAT: 353.7 ft. (h&v). Ann. Nov. 15.

■ KOKF Edmond, OK—Seeks mod. of CP (BPED—2343) to make changes in ant. system (decrease height). Ann. Nov. 15.

■ KLCC Eugene, OR—Seeks mod. of CP (BPED—2198, as mod.) to change TL; make changes in ant. system (decrease height); change ERP: 9.514 kw and HAAT: 719 ft. Ann. Nov. 15.

■ KBOY—FM Medford, OR—Seeks CP to install new trans.; change TPO; ERP: 3 kw and HAAT: minus 357 ft. Ann. Nov. 11.

■ WIOQ Philadelphia—Seeks CP to increase ERP: 29.5 kw (h&v). Ann. Nov. 14.

■ WZVS—FM Vieques, PR—Seeks mod. of CP (BPH—8256, as mod.) to make changes in ant. system (decrease height) and change HAAT: 752 ft. (h&v). Ann. Nov. 11.

■ WZEE Nashville—Seeks CP to install new aux. trans. and ant.; ERP: 1.5 kw (h&v) and HAAT: 277 ft. (h&v) for aux. purposes only. Ann. Nov. 15.

■ WNOR—FM Norfolk, VA—Seeks CP to change transmission line. Ann. Nov. 11.

■ KREM—FM Spokane, WA—Seeks CP to install aux. trans. at proposed TL; ERP: 6 kw (h&v) and HAAT: 2090 ft. (h&v) for aux. purposes only. Ann. Nov. 15.

■ WYXE Sun Prairie, WI—Seeks CP to change TL and SL; install new trans.; ant.; make changes in ant. system (increase height); change TPO. Ann. Nov. 15.

#### FM actions

■ WBYG Kankakee, IL—Broadcast Bureau granted CP to change TL; install new trans.; make changes in ant. system (increase height); ERP (max.): 50 kw (h&v); ant. height 500 ft. (h&v); conditions (BPH—10390). Action Nov. 7.

■ KEBC Oklahoma City—Broadcast Bureau granted CP to change TL; change SL; install new trans.; make changes in ant. system (increase height); ERP: 100 kw (h&v); ant. height 440 ft. (h&v) (BPH—10385). Action Nov. 7.

■ WOYE—FM Mayaguez, PR—Broadcast Bureau granted CP to change TL; install new trans.; new ant.; make changes in ant. system (increase height); change TPO; ERP: 25.0 kw (h&v); ant. height 1960 ft. (h&v) condition (BPH—10,130). Action Nov. 7.

■ WTGM Norfolk, VA—Broadcast Bureau granted CP to change TL; SL/RC; make changes in ant. system (increase height); change ERP: 23 kw (h&v); ant. height 630 ft. (h&v), condition (BPED—2420). Action Nov. 7.

### In contest

#### Designated for hearing

■ Silverado Canyon, Trabuco Canyon and Modjeska Canyon, CA, Orange County Cable TV, **certificate of compliance proceeding**: (Doc. 21426)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Byron E. Harrison to serve as presiding judge; scheduled prehearing conference for Jan. 3 and hearing for Feb. 13. Action Nov. 11.

■ Kalamazoo and Portage, MI, WHW Enterprises Inc., Radio Portage Inc., The Air-Borne Group Ltd. and Sear Broadcasting Co., **FM proceeding**: (Docs. 21374-7)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ James K. Cullen Jr. to serve as presiding judge; scheduled prehearing conference for Dec. 22 and hearing for Feb. 6. Action Nov. 10.

■ Virginia Beach, VA, Payne of Virginia Inc. and Virginia Seashore Broadcasting Corp., **FM proceeding**: (Docs. 19095-6)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Thomas B. Fitzpatrick to serve as presiding judge. Action Nov. 9.

#### Procedural rulings

■ Carrollton, GA, Radio Carrollton and Faulkner Radio Inc. (WLBB), **AM proceeding**: (Docs. 19636-7)—Chief, Office of Opinions and Review granted request by Faulkner and extended to Nov. 21 time to respond to Broadcast Bureau's petition to reopen record and enlarge issues. Action Nov. 14.

■ Lexington, KY and Portsmouth, OH, **TV proceeding**: (Doc. 21392)—Chief, Broadcast Bureau extended to Jan. 3 time for filing reply comments in matter of amendment of television table of assignments. Action Nov. 14.

■ Camp Lejeune, NC, **FM proceeding**: (Doc. 21383)—Chief, Broadcast Bureau extended from Nov. 16 to Nov. 28 time for filing comments and from Dec. 7 to Dec. 19 time for filing replies in matter of amendment of FM table of assignments. Action Nov. 11.

■ Deer Lodge, MT, Deer Lodge Broadcasting Inc. (KDRG), **renewal proceeding**: (Doc. 21398)—ALJ Daniel M. Head set certain procedural dates and scheduled hearing for March 14. Action Nov. 11.

■ Terrell Hills, TX, Reding Broadcasting Co., et al., **FM proceeding**: (Docs. 21307-9)—ALJ Walter C. Miller set certain procedural dates and scheduled hearing for Feb. 13 in lieu of Nov. 14. Action Nov. 11.

#### Dismissed

■ Chilton and Oshkosh, WI, Calumet County Broadcasting Co., **TV proceeding**: (Doc. 21210)—Chief, Broadcast Bureau dismissed petition for assigning ch. 22 to Chilton, and substituting ch. 68 for ch. 22 in Oshkosh. Action Nov. 15.

#### Initial decisions

■ Tuscaloosa, AL **AM proceeding**: (Doc. 20463)—ALJ Byron E. Harrison in summary decision granted application of New South Radio Inc. for renewal of its license for WACT(AM) Tuscaloosa. Ann. Nov. 11, becomes effective in 50 days.

■ Vero Beach, FL, **FM proceeding**: (Docs. 20922-4)—ALJ Reuben Lozner in summary decision determined that no genuine issues remain with respect to application of Robert T. Rowland for new FM station at Vero Beach. Action Nov. 17, effective in 50 days.

#### Review board decision

■ Homewood and Birmingham, AL, Chapman Radio and Television Co. and Birmingham Broadcasting Co., **TV proceeding**: (Docs. 15461, 16761)—Chief, Office of Opinions and Review granted request by Bir-

mingham and extended through Nov. 17 time to file exceptions to supplemental initial decision released Sept. 30. Action Nov. 15.

#### FCC decisions

■ WRLP(TV) Greenfield, MA—Commission denied request for special relief by Springfield Television Broadcasting Inc., licensee of WRLP(TV) Greenfield. However, relief was granted to extent that five out of 19 New England cable TV systems serving some 38 communities must begin carriage of WRLP within 30 days if they are not carrying its parent station, WWLP(TV) Springfield, MA. Action Nov. 9.

■ Springfield, MA—Commission granted application of Margaret S. Downey, Springfield resident, for CP for new 100 w UHF translator station to serve Springfield. FCC also denied petitions by three area cable TV systems opposing application. Action Nov. 9.

■ WOTW-AM-FM Nashua, NH—Commission granted MFP Corp. authority to continue operating stations WOTW-AM-FM until Jan. 15. MFP had been operating on temporary authority to expire Nov. 15. Action Nov. 14.

■ Federal Appellate Court generally affirmed FCC's 1974 Fairness Report, product of inquiry into policies underlying fairness doctrine and their implementation. Ann. Nov. 14.

### Fine

■ WCWA(AM)-WIOT(FM) Toledo, OH—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for apparent repeated violations of commission's rules including failure to list person(s) who paid for commercial announcements for concerts. Action Oct. 31

### Allocations

#### Petition

■ Cocoa, FL, Astor Enterprises—Chief, Broadcast of TV table of assignments to reserve ch. 52 in lieu of ch. 18 at Cocoa for noncommercial use and issue order amending pending application of Astro to specify ch. 52 in lieu of ch. 18 (RM-2975). Ann. Nov. 14.

■ KMMJ Grand Island, NE—Requests amendment to FM table of assignments to assign ch. 299 to Grand Island (RM-2992). Ann. Nov. 14.

#### Actions

■ Augusta, AR—Broadcast Bureau proposed assigning ch. 249A to Augusta as community first FM. Proposal was response to petition by Service Communications, licensee of daytime-only KMCW(AM) Augusta. It sid it would apply for channel if assigned. Comments due Dec. 27, replies Jan. 16. Action Nov. 10.

■ Leesville, LA—Broadcast Bureau proposed assign-

## Summary of broadcasting

### FCC tabulations as of Oct. 31, 1977

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,485	6	17	4,508	47	4,555
Commercial FM	2,904	1	81	2,986	124	3,110
Educational FM	893	0	21	914	87	1,001
Total Radio	8,282	7	119	8,408	258	8,666
Commercial TV	721	1	5	727	50	777
VHF	513	1	2	516	6	522
UHF	208	0	3	211	44	255
Educational TV	242	3	14	259	6	265
VHF	93	1	7	111	3	104
UHF	149	2	7	158	3	161
Total TV	963	4	19	986	56	1,042
FM Translators	198	0	0	198	76	274
TV Translators	3,439	0	387	3,826	0	3,826
UHF	1,063	0	211	1,274	0	1,274
VHF	2,376	0	176	2,552	0	2,552

\*Special temporary authorization

\*\*includes off-air licenses



ing ch. 221A to Leesville as community's second FM. Proposal was response to petition by Pene Broadcasting Co., licensee of daytime-only KLLA (AM) Leesville. It said it would apply for channel if assigned. Comments due Dec. 27, replies Jan. 16. Action Nov. 10.

■ Cocoa, FL, Astor Enterprises—Chief, Broadcast Bureau dismissed petition proposing to amend rules by reserving ch. 52 at Cocoa for noncommercial use (RM-2975). Action Nov. 10.

## Translators

### Applications

■ Ryndon and Starr Valley, NV—Elko Television District seeks chs. 2, 4 with 1w rebroadcasting KOLO-TV, KTVB(TV), Elko, NV and Boise, ID, respectively. Ann Nov. 14.

■ L/S Ranch, Severance Ranch and vicinity, OR—Paulina Telecasters seeks chs. 2,6 with 1 watt rebroadcasting KATU(TV), KGW-TV, respectively, both Prineville, UT. Ann Nov. 15.

■ K77AJ Millard county, Delta and West Millard county, UT—Seeks CP to change principal community; add amp. to present equipment and make changes in ant. system. Ann. Nov. 14.

### Actions

■ K249AM Broadus, MT—Broadcast Bureau granted CP for new FM translator station to rebroadcast signals of KRCS Sturgis, SD (BPFT-387). Action Nov. 4.

■ K249AN Bison, SD—Broadcast Bureau granted CP for new FM translator station to rebroadcast signals of KRCS Sturgis, SD (BPFT-384). Action Nov. 4.

■ K249AL Dupree, SD—Broadcast Bureau granted CP for new FM translator station to rebroadcast signals of KRCS Sturgis, SD (BPFT-390). Action Nov. 4.

■ K280AR Rapid City, SD—Broadcast Bureau granted CP for new FM translator station to rebroadcast signal of KRCS Sturgis, SD (BPFT-391). Action Nov. 4.

■ K296AF Hurricane, UT—Broadcast Bureau granted CP for new FM translator station to rebroadcast signal of KDXU-FM St. George, UT (BPFT-442). Action Nov. 4.

■ K10KE Plain and Lake Wenatchee area, WA—Broadcast Bureau granted CP to change primary TV station of VHF translator to KAPP(TV) Yakima, WA and change to K69BF Stemilt, Colocum and Wenatchee area, WA (BPTTV-5875). Action Oct. 31.

■ K296BD Newcastle, WY—Broadcast Bureau granted CP for new FM translator station to rebroadcast signal of KOLL-FM Gillette, WY (BPFT-438). Action Nov. 4.

■ K280AS Sundance, WY—Broadcast Bureau granted CP for new FM translator station to rebroadcast signal of KRCS Sturgis, SD (BPFT-385). Action Nov. 4.

## Cable

### Applications

■ Following operators of cable TV systems requested certificates of compliance, FCC announced Nov. 17 (stations listed are TV signals proposed for carriage):

■ Pine Belt Cablevision, for East Brewton, Brewton, both Alabama (CAC-09747-8); certificate of compliance.

■ Tele-Media Co. of Addil, for Barnsville, OH (CAC-11042); interim authorization.

■ Pioneer Valley Cablevision, for Monsom, MA (CAC-11089); interim authorization.

■ Continental Cablevision of New Hampshire, for Pembroke, Allenstown, both New Hampshire (CAC-11090-1); interim authorization.

■ Citrus County Cablevision, for Hernando, Homosassa, Homosassa Spring, Beverly Hills, Crystal River, Inverness, all Florida (CAC-11092-7); interim authorization.

■ Escondido Cablevision, for San Diego (CAC-11098); interim authorization.

■ Continental Cablevision of New Hampshire, for Portsmouth, NH (CAC-11099); interim authorization.

■ Century Cable of Southern California, for Redondo Beach, CA (CAC-11100); interim authorization.

## Call letters

### Applications

Call	Sought by
	<b>New TV's</b>
WTKK	National Capital Christian Broadcasting, Manassas, VA
WLRE	TV 28 Inc., Green Bay, WI
	<b>New AM</b>
KLTC	Roughrider Broadcasting, Dickinson, ND
	<b>New FM's</b>
WKEA	Tri-County Broadcasting, Eupora, MS
KRIX	El Rio Broadcasting, Brownsville, TX
KDEY	Darrell E. Yales, Lufkin, TX
	<b>Existing TV</b>
KRIV-TV	KDOG-TV Houston
	<b>Existing AM's</b>
KNSE	KSOM Ontario, CA
WWKR	WNIC Dearborn, MI
WXGR	WPUP Bay St. Louis, MS
WOXZ	WSTH Taylorsville, NC
WJZA	WHBT Harriman, TN
WUEZ	WBLU Salem, VA
	<b>Existing FM's</b>
KOYT	KRFM Phoenix
WNOC	WNTU Naples, FL
WKKI	WMER Celina, OH
WKQB	WLAC-FM Nashville
KSFI	KSL-FM Salt Lake City
WLPX	WISN-FM Milwaukee

### Grants

Call	Assigned to
	<b>New AM</b>
WMLM	Sielker Broadcasting, St. Louis, MI
	<b>New FM's</b>
KHVN	Christian Voice of Alaska, Anchorage
KKBL	Monell Broadcasting, Monett, MO
*KZUM	Sunrise Communications, Lincoln, NE
KLCJ	K.N.F.T., Bayard, NM
KOMW-FM	KOMW Inc., Omak, WA
	<b>Existing TV</b>
WIVB-TV	WBEN-TV Buffalo, NY
	<b>Existing AM's</b>
KFLT	KOPO Tucson, AZ
KXXV	KRYT Colorado Springs, CO
WMFL	WTBJ Monticello, FL
WMYQ	WBKN Newton, MS
KATT	KLPR Oklahoma City
	<b>Existing FM's</b>
WKSJ	WXLK Prichard, AL
WDNL	WMBJ Danville, IL
WVYX	WVYX-FM Highland Park, IL
KVOX-FM	KIDA Moorhead, MN
KOOZ	KOPR-FM Great Falls, MT
KXRT	KTAS Taos, NM
KATT-FM	KATT Oklahoma City
WILQ	WILQ-FM Williamsport, PA

■ Better Vision Cable, for Roanoke, AL (CAC-11118); interim authorization.

■ WGN Electronic Systems, for Los Angeles, Quartz Hill, Palmdale, Lancaster, California City, all California (CAC-11120-4); interim authorization.

■ Stoier Cable TV of Florida, for Nokomis, FL (CAC-11125); interim authorization.

■ Cablevision of Mt. Airy, for Mt. Airy, Toast, both NC (CAC-11128-9); interim authorization.

■ Blue Ridge CATV, for Akron, Adamstown, Ephrata, Denver, Manheim, West Earl, Warwick, Penn, Lititz, East Cocalico, all Pennsylvania (CAC-11130-40); interim authorization.

■ Powhattan Point Cable, for Powhattan Point, OH (CAC-11141); interim authorization.

■ State TV Cable, for Chico, CA (CAC-11142); interim authorization.

■ Blytheville TV Cable, for Blytheville, AR

(CAC-11144); interim authorization.

■ Anco TV Cable, for Butler, AL (CAC-11145); interim authorization.

■ Western TV Cable Inc., for South San Francisco (CAC-11146); interim authorization.

■ Willapa Harbor Cablevision, for Raymond, South Bend, Pacific, all Washington (CAC-11147-9); certificate of compliance.

■ Centre TV, for Warwood, WV (CAC-11150); interim authorization.

■ Tele-Media Co. of Addil, for Cresson, Gallitzin, Lilly, Tunnel Hill, Washington, Sankertown, Casandra borough, all Pennsylvania (CAC-11151-9); interim authorization.

■ American Television and Communications, for Contra Costa, Danville, Diablo, Lafayette, Moraga, Orinda Village, Walnut Creek, all California; Chillicothe, MO; Columbus, Falls City, both Nebraska; Churchill, Fallon, Yearning, Weed Heights, all Nevada; Tonkawa, Woodward, both Oklahoma (CAC-11160-75); interim authorization.

■ Cable Television Co., for Ponca City, Kay, both Oklahoma (CAC-11176-7); interim authorization.

■ Yarkin Valley Cablevision, for Elkin, Arlington, Jonesville, all North Carolina (CAC-11178-80); interim authorization.

■ Clear Pictures, for Wooster, OH (CAC-11181); interim authorization.

■ King Video Cable, for Newhall, Kagel Canyon, Lodi, all California; Gooding, ID (CAC-11184-7); interim authorization.

■ Meadville Master Antenna, for Meadville, Conneaut Lake, East Farfield, Hayfield, Sadsbury, Saegerstown, Vernon, West Mead, Summit, Woodcock, all Pennsylvania (CAC-11188-97); interim authorization.

■ Micro Cable Communications Corp., for Omak, Okanogan, both Washington (CAC-11198-200); interim authorization.

■ Schuylkill Valley Trans-Video, for Brockton, Cum-bola, Mary D, Middleport, New Philadelphia, Leacock, all Pennsylvania (CAC-11201-6); interim authorization.

■ Breckenridge TV Cable, for Breckenridge TX (CAC-11207); interim authorization.

■ TV Cable Co., for Guntersville, AL (CAC-11208); interim authorization.

■ Canyon Cable TV, for Aspen, Pitkin, both Colorado (CAC-11209-10); interim authorization.

■ Laurel Community Antenna System, for Laurel, MS (CAC-11213); interim authorization.

■ Southern Television Systems, for Easton, Olden, both Texas (CAC-11215-6); interim authorization.

■ Pulaski Multiple Channel Cable Systems, for Giles, TN (CAC-11217); interim authorization.

■ Apple Valley TV and Cable, for Apple Valley, CA (CAC-11218); interim authorization.

■ National Cable of the Adirondacks, for Booneville, Port Leyden, Lyons Falls, Constableville, Leyden, Lyonsdale, West Turin, all New York (CAC-11232-45); interim authorization.

■ Liberty Television, for Liberty, KY (CAC-11226); interim authorization.

■ Centre Video, for McDonald, North Fayette, both Pennsylvania (CAC-11229-30); interim authorization.

■ Cambria TV Distribution, for West Carroll, Spangler, Barnsboro, Patton, Susquehanna, East Carroll, Elder, Hastings, Barr, Cherry Tree, Clearfield, Ebensburg, Cambria, Carrolltown, all Pennsylvania (CAC-11232-45); interim authorization.

■ Teleprompter Corp., for Frenchville, ME (CAC-11248); interim authorization.

■ Audubon Electronics, for McGuire AFB, NJ (CAC-11249); interim authorization.

■ Monadnock Cablevision, for Peterborough, Jaffrey, both New Hampshire (CAC-11251-2); interim authorization.

■ Continental Cablevision of New Hampshire, for Concord, Boscawen, both New Hampshire (CAC-11253-4); interim authorization.

■ Century Cable of Northern California, for Benicia, CA (CAC-11263); interim authorization.

■ Colby Multi-Vue-TV System, for Colby, KS (CAC-11175-5); WTGC Atlanta, WYAH-TV Portsmouth, VA.

# Professional Cards

<p><b>ATLANTIC RESEARCH CORP.</b> Jansky &amp; Bailey Telecommunications Consulting Member AFCEE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p><b>EDWARD F. LORENTZ &amp; ASSOCIATES</b> Consulting Engineers 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCEE</p>	<p><b>A. D. Ring &amp; Associates</b> CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFCEE</p>	<p><b>COHEN and DIPPELL, P.C.</b> CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 Member AFCEE</p>
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<p><b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCEE</p>	<p><b>VIR JAMES</b> CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 DENVER, COLORADO Member AFCEE</p>	<p><b>E. Harold Munn, Jr., &amp; Associates, Inc.</b> Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p><b>ROSNER TELEVISION SYSTEMS</b> CONSULTING &amp; ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>
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<p><b>Satellite Telecom Services, Inc.</b> Management and Engineering Consulting Services 2971 Flowers Rd. So. Atlanta, Ga. 30341 404-455-8369</p>	<p><b>KESSLER ASSOCIATES</b> Consulting Engineers AM-FM-TV-Microwave Systems 1511 N.W. Sixth Street Gainesville, Florida 32601 (904) 376-3157 • (904) 373-5225</p>	<p><b>DON'T BE A STRANGER</b> To Broadcasting's 157,000+ Readers Display your Professional or Service Card here. It will be seen by the decision-making station owners and managers, chief engineers and technicians, applicants for AM, FM, TV and buyers of broadcasting services *1977 Readership Survey showing 4.4 readers per copy</p>	<p><b>contact</b> <b>BROADCASTING MAGAZINE</b> 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>

## Attorneys

**LAUREN A. COLBY**  
Attorney-at-law  
15 N. Court Street  
Frederick, Md. 21701  
Tel. 301-563-1086  
*Specializing in matters involving the Federal Communications Commission*

## Services

**COMMERCIAL RADIO MONITORING CO.**  
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SPECIALISTS FOR AM-FM-TV  
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Cambridge, Mass. 02138  
Phone (617) 876-2810

# Classified Advertising

## RADIO

### HELP WANTED MANAGEMENT

**General Manager** wanted who is good on the street and in local sales for growing Western Massachusetts station. Excellent opportunity. Box P-46.

**General Manager** for AM station in progressive Northwest Arkansas area. Must have strong sales background and successful experience in operating a station. Good growth opportunity. Send resume and salary history. Box P-67.

**General Sales Manager** for group-owned Radio Station in major Mid-Western market wanted. Adult music format. Good fringe benefits. Person must be able to find, train and motivate local sales staff, supervise national sales. Long established station. Excellent working conditions. Send resume, references, salary requirements to Box P-75.

**Sales Manager** for AM/FM in Midwest Capitol City. Handle key local/regional accounts and provide leadership to sales team. Competitive market, excellent living conditions, Big Ten college town. Group ownership, stable. If you're a pro, your earnings will exceed \$25,000 the first year. EOE. Contact in confidence, Box P-77.

**Are you a sales manager** looking for ownership? AM/FM station seeking a young, eager manager for Ohio station which really needs awakened. Send resume and track record to Box P-70.

**New Suburban** Peoria Radio Station seeks Sales Manager/Station Manager. Grow and Profit with our first station. Send full details including references to WTAZ, P.O. Box 3498, Peoria, IL 61614. All replies held confidential.

**General Manager** to organize, motivate excellent staff of 16. Powerful AM-FM, top regional acceptance. New, modern plant. Requires strong GM, solid ideas, heavy community involvement. Excellent salary, benefits. Send complete resume to: WKOK, Box 1070-R Sunbury, PA 17801.

**GM for full-time** top-ten market AM station. Send complete resume to Box P-89.

**Sales Manager.** Beautiful Music 100,000W FM station in the Sun Belt. Metro: 500,000; No. 2 in 18-station metro with an incredible sales growth pattern. Only those able to show proof of success need apply. Equal Opportunity Employer. Send resume to Box P-98.

**Top Station** in Top 50 Market needs an experienced dynamic Sales Manager. If you can sell and lead a Sales Department, send a complete resume immediately. Excellent fringe benefits. Equal Opportunity Employer. Box P-111.

**Broadcasters (experienced),** KVPR-FM (non-commercial/public) now taking resumes for the following positions: General Manager, \$9,000. Program Director, \$8,700. Development Director, \$8,700. Membership Services Director, \$8,400. Music Director, \$8,700. Send resumes to KVPR, 1515 Van Ness, Fresno, CA 93721.

**Sales Manager**—Adult Contemporary, CBS, Sports active, AM station is looking for progressive, experienced sales person to manage established sales team. Send resume, qualifications, objectives to: Ed Jaure, Manager, WJAR, Box 927, Fall River, MA 02722. Equal Opportunity Employer.

**General Manager** needed for Beaumont-Port Arthur AM/FM Combination purchased by Clear Channel Communications (WOAI, KELP). Extensive sales and programming experience preferred. Rush resume to John W. Barger, Vice President, Clear Channel Communications, 1031 Navarro, San Antonio, TX 78205. 512-226-9331. E-O-E.

### HELP WANTED SALES

**Florida Metro Gulf Coast.** Fulltime Sales Person. Must be a pro, a self starter and a proven, successful producer. At least 2 years fulltime experience selling radio advertising. Substantial base plus commission. All replies confidential. An Equal Opportunity Employer. Send complete resume to Box N-122.

**WNVY, Pensacola, Florida,** needs experienced street fighter. Good list, above average incentive plan. Send resume, billing history. 2070 N. Palafox, Pensacola 32501. EOE.

**Salesperson**—Opportunity for programmer/production type to move up to sales with 50 kw FM regional powerhouse in beautiful Western Maryland. Good voice and production capability a must. Unlimited potential for aggressive broadcaster. Will train. E.O.E. Call Ed Enderle at 301-724-2400.

**If you're a pro** and can really sell... we'll pay you like a pro. Good active account list available, salary plus commission. Send resume to: Philip Weiner, WUPE AM & FM, Pittsfield, MA 01201, an equal opportunity employer.

**Successful South Florida** station is seeking an experienced aggressive sales person. Professional operation in beautiful expanding market. Send resume to Larry Baronoff, General Sales Manager, WSTU, Stuart, FL 33494. Equal Opportunity Employer.

**Western New York**—In one year, this contemporary AM has moved from nowhere to strong number one, 18-49. I need a salesperson who wants to grow with us. Guarantee plus commission, eventual sales management for right person, big list, FM pending. Write Mike Ameigh, WMNS, Olean, NY 14760.

**Indian River Broadcasting** Company has an opening for a radio advertising salesperson. Person should be aggressive and resourceful, and have a good personality. Must have a high school education or equivalent and must own a car. Must be experienced in sales, preferably time sales. Please send resume indicating starting salary to Jim Chaplin, PO Box 3032, Fort Pierce, FL. We are an Equal Opportunity Employer.

**We've got it all.** University Town. Fast growing area. Survey rated number one station. In Virginia's beautiful Shenandoah Valley. Fifteen thousand a year to start. Good growth potential with aggressive young group operation. Send resume to Tom Manley, WKCY, P.O. Box 1107, Harrisonburg, VA 22801. EOE.

**Sales—Major Eastern** Market broadcaster needs dynamic, experienced Account Executive with proven track record of sales ability. Excellent commission. An exciting challenging position in the communications field is yours if you can produce. Send resume to Box P-88.

**Kansas radio station** needs experienced salesperson. Four figure monthly guarantee with good commission, car allowance and fringe benefits. EOE. Send resume and sales record. Box P-112.

**Salesperson,** RAB oriented, small market. Expanding sales team. Top-flight training offered. Experience helpful. WBGR, Paris, KY 40361.

**Fast Moving** Contemporary sound, Southern Cal Radio with openings for several sales persons. Call Don Brown 714-737-1370.

**\$18,000 Account List** waiting for an aggressive, young radio salesperson to build it even bigger. Move up to the Quad Cities (Moline, Davenport, Rock Island, East Moline) and earn the bucks you deserve. This list became available when present salesperson was promoted to sales manager within our corporate chain. Get the picture? I will interview experienced salespersons only. This is a sales position. Order-takers need not apply. Call John R. Dombek at WQUA Radio for an interview. 1-309-764-6277.

**Needed: Aggressive,** self-motivated salesperson. Established list with excellent growth potential. Send resume to Kevin Wodlinger, KTYD-AM/FM, 1216 State Street, Santa Barbara, CA 93101. EOE.

**Regional/Sales Manager.** Salesperson now working in the Southeast to headquarter in Atlanta and to cover Southeastern states for the world's best ad medium-Radio. Able to sell, teach, and organize. Fascinating range of assignments, from selling radio as a medium to regional and national accounts in your area of responsibility; to coordinating this vital activity with the individual efforts of radio broadcasters. You favorably influence the future (and present) of radio. Speaking and presenting skills essential. Opportunity for continuing growth and exposure to total range of radio and all of advertising's fascinating facets. Salary open depending on experience and potential. Incentives based on performance. Send letter and resume to Joe Vincent, Radio Advertising Bureau, 555 Madison Avenue, New York, NY 10022.

**General Sales Manager** for Beaumont-Port Arthur AM/FM Combination purchased by Clear Channel Communications (WOAI, KELP). Extensive concept sales experience and management preferred. Rush resume to John W. Barger, Vice President, Clear Channel Communications, 1031 Navarro, San Antonio, TX 78205. 512-226-9331. E-O-E.

**Radio Broadcaster** wanting new horizons. Installers needed immediately for AUTOTRON, the fastest growing broadcast business computer system in the world! Sales, Traffic, and Billing background a must. Computer background optional. We'll train you and pay your expenses as you travel nationwide teaching broadcasters how to use AUTOTRON. If you know the business of radio, call Automation Electronics, Inc., Lafayette, IN at 317-423-2472.

### HELP WANTED ANNOUNCERS

**Immediate opening** for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

**Major Beautiful Music** FM Station owned by major company, top Western market, needs announcer who takes pride in smooth, consistent, disciplined performance. Air and some production. 3rd required. Replies in total confidence. EEO. Resume to Box N-129.

**Top rated adult** station in major Ohio city needs experienced, mature announcer who can project warmth within a tightly structured format. Must be skilled in production and news. EOE. Send resume and salary requirements to Box P-54.

**Combo Person.** First Ticket. Philadelphia. Reply Box P-59.

**If you're** a solid announcer, one who's Program Director material, we'd like to hear from you. Must have strong voice and reading ability. Send tape and resume to KLMR, Box 890, Lamar CO 81052.

**Announcer that's strong** of production for area's most exciting station. Tape and resume to: Bob Catan, Program Director, WUPE AM & FM, Pittsfield, MA 01201, an equal opportunity employer.

**Sports PBP**—Your break into the major leagues (NASL). Must relocate. Send resume, cover letter. Box P-108.

**Experienced**—Beautiful Music Announcer with warm, friendly, natural sound. Send tape, resume, salary requirements to WWSH, 555 City Line, Bala Cynwyd, PA 19004. E.O.E.

**Leading Small Market** Country station in the West needs an announcer for air shift. Good production and some experience required. Our last three announcers have all moved to Larger markets. Call Dick Grogg 1-307-265-2727.

**Quality owner-operated** adult MOR in excellent community has immediate opening for commercially experienced sign-on announcer. Good salary, bonus, fully paid insurance, excellent working conditions with other professionals. Send air check, resume, salary requirements. WAWK, Box 37, Kendallville, IN 46755. EOE.

**First Phone, Announcer** wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. E.O.E. Box D-125.



## HELP WANTED TECHNICAL

**Chief Engineer**, New Jersey Daytimer. Must have working knowledge of directional arrays, studio and transmitter maintenance, Rules and Regulations. Must be able to handle any type of engineering assignment, including remotes. Five years broadcasting experience required. E.O.E. Box N-78.

**Great Opportunity** for progressive, creative, hard-working Chief Engineer at relatively new, very successful FM. Excellent pay and benefits. Transmitter, studio equipment, preventive maintenance, and operational duties required. Send resume to WDFI, P.O. Box 524, Marion, OH 43302.

**Chief Engineer** needed for Medium Southern market. Must have experience with all phases AM, AM Directional, stereo FM, Automation, Studio, Rules and Regulations. Send resume and references to Box P-65.

**Assistant Chief Engineer**—major Midwest market, beautiful music station. Must be experienced in electronic equipment maintenance techniques and have First Class ticket. Good working conditions, salary and benefits. An excellent opportunity to get started with a successful large market radio station. Send resume with complete description of experience and salary history to Box P-73.

**Immediate opening** for Chief Engineer of small California chain. AM, FM, Live and Automated. First Phone required. Excellent technical background desired. Starting salary, expenses and benefits. Call Ross W. Forbes 916-673-7677.

**Chief Engineer**—Quality oriented—for AM Directional and high power FM station. Formal electronics training required. Send detailed resume and salary requirements to Director Engineering, Box 6002, Roanoke, VA 24017.

**South Florida Coastal Station** has opening for Chief Engineer—Announcer. Must be capable of maintenance both RF and Audio, including 20kw Gates FM and 1kw-BC-1 Gates AM transmitters. Delightful place to live by the sea. Opportunity for advancement with small public chain. Excellent medical plan, good schools, among lowest cost of living areas in nation. 12,000 to 15,000 annually. Can start now or in January. We are an Equal Opportunity Employer. Send resume and salary requirement Box P-92.

**Top Rated Southeastern AM/FM Contemporary** operation looking for experienced Chief Engineer. Good ears, automation experience, and RF knowledge essential. EOE. M/F. Apply to Box P-113.

**Chief Engineer**, WYSO-FM, public and community radio for the Dayton, Ohio area. Transmitter and studio maintenance; FCC 1st class desirable. Salary \$6500. Excellent opportunity for experience and community service. Send resume by December 12 to Mark Mericle, Station Manager, WYSO, Yellow Springs, OH 45387 or call 513-864-2022. An Equal Opportunity/Affirmative Action Employer.

**Immediate Opening** for Assistant Chief Engineer for AM-FM in Lexington, Kentucky. Previous Experience not required, must have First Phone. J. Franklin 606-233-1515.

**Just You and Me** and the FCC. Chief Engineer WAKE 1500 mhz 1Kw D-DA, WLJE 105.5 mhz 3Kw Stereo, Auto, STL, total engineering responsibility. Excellent salary for a CE that wants a station to love, in Valparaiso, Indiana ... just an hour drive on the super slab from Chicago. Contact Len Ellis 219-462-8125.

**1st Phone Engineer**, capable of handling an AM 5 KW and small FM. Please call 606-886-2050, 886-6191.

**Chief Engineer** for full-time AM station in major Midwestern market. Seeking person with experience in DA, FCC regulations, transmitter maintenance. Group owner. Health insurance, pension plan benefits. Excellent working conditions, opportunity for growth with broadcast-oriented company. Phone collect to Mr. Jerry Irvine, 618-259-1800, or write WRTH Radio, Room 306, 135 North Meramec, St. Louis, MO 63105.

## HELP WANTED NEWS

**Natural, conversational newstyle.** Want news reader and interpreter—not a preacher. Pleasant voice important. Send tape and resume to Jim Miller, KFOR, Box 80209, Lincoln, NE 68501. Equal Opportunity Employer.

**50 KW-AM/100 KW-FM** in No. 25 market has News/Public Affairs position opening in Mid-December. Requires experience and good delivery. EOE. Tapes and resumes only to: Doug Larsen KWJJKJB, 931 S.W. King Ave., Portland, OR 97205.

**\$10,000 a year**, for news, production, promotion, and play-by-play. Good living. Automated contemporary Tape and resume to WOXO/WXIV, Box 72, Norway, ME 04268.

**News Director** for Alaska Public FM station. Will have responsibility to establish and operate local and regional broadcast news department; gather, write and report news stories; develop local-area oriented news and public affairs programming. \$1,000 per month. Resumes must be received by November 25, 1977, and must include a statement explaining your concept of community broadcasting, writing samples, and audition tape. EOE employer. Send resumes to: Manager, KRBD-FM, 2415 Hemlock, Ketchikan, AK 99901.

**News person.** Immediate opening for a news reporter/announcer. Send tape and resume to the General Manager, WBBQ, Box 2066, Augusta, GA 30903. Minority applications are encouraged.

**Journalism Teacher.** Distinguished Eastern graduate school of journalism seeks teacher of reporting and writing. Candidates should have professional background in newspapers, magazines, television, or radio—preferably more than one—and teaching experience. Equal opportunity/affirmative action employer. Box P-114.

**News Director** needed for Beaumont-Port Arthur AM/FM Combination purchased by Clear Channel Communications (WOAI, Kelp). Extensive supervisory experience in Adult or News Talk Radio preferred. Send resume and tape to John W. Barger, Vice President, Clear Channel Communications, 1031 Navarro, San Antonio, TX 78205. 512-226-9331. E-O-E.

**Help Wanted:** Experienced person to take over fast pace news department in Jackson Hole, Wyoming. Minimum 3 years broadcast experience. Send tapes and resumes to KSGT Radio, Box 100, Jackson Hole, WY 83001.

**The American University School of Communication** in Washington, D.C., seeks graduate assistants to work in teaching and professional positions while earning a Masters Degree in its Program in Journalism and Public Affairs. Tasks include writing and airing newscasts over WAMU-FM, 50,500-watt public broadcast station, direct involvement with television news bureau operations in Washington, and writing for our American News Service. This is a one-year fulltime program. For information, write Dean, School of Communication, The American University, Washington, DC. Graduate print and broadcast journalism sequences accredited by the American Council on Education for Journalism. An Equal Opportunity/Affirmative Action Employer.

**News Director Wanted.** 5 kw Northeast. Experience, good on-the-air presentation a must. Send tape and resume to Program Director, WVMT Radio, Burlington, VT 05401.

**Billboard Top Five** finalist for Contemporary Rock station seeks News Director. One year experience, energetic conversational delivery, informal writing, instinct to gather news that people talk about. 5 day week, 9:30am-6:30pm. WKYX, Paducah, KY 42001. EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director.** 100,000 watt automated FM-24HR Contemporary. Top production capabilities—Promotion minded, good voice. Must be organized! Initiative and follow-through a must. Send resume, salary requirements. Box N-120.

**Teaching position** open fall 1978. Ph.D. or ABD in broadcasting, college teaching experience, previous student station advisement, and professional radio experience essential. Assistant or Associate rank. Faculty Advisor, KTXF-FM. Apply to Dennis A. Harp, Director of Telecommunications, Box 4710, Texas Tech University, Lubbock, TX 79409. An Equal Opportunity/Affirmative Action Employer.

**Competitive, automated** Kansas City FM with "live" sound looking for communicating production person who is promotable to Production Director. Automation experience helpful. Third Class license required. Please send tape and resume to, Operations Manager, KUDL-FM, P.O. Box 758, Shawnee Mission, KS 66202. KUDL-FM, a Starr Broadcasting Station, is an equal opportunity employer.

**Adult contemporary** Illinois automated AM seeks creative production director with good voice, initiative and follow-through ability. Finest production aids, equipment. Stable operation. Excellent starting pay. Many fringe benefits. Don Hoover, 815-937-2750. EOE.

**Teaching Position** open fall 1978. Ph.D. or ABD in broadcast journalism, college teaching experience, professional broadcast news experience essential. Assistant or associate rank. Position involves active participation in faculty services, extensive counseling, publishing and research. Apply to Dennis A. Harp, Director of Telecommunications, Box 4710, Texas Tech University, Lubbock, TX 79409. An Equal Opportunity/Affirmative Action Employer.

**Experienced Broadcaster** for Operations Director position 100,000-watt Public Radio Station. Candidates with Masters Degrees preferred. Salary: \$10,000-11,000. Send resume and audition tape to: Larry Miller, General Manager, KOSU-FM, Oklahoma State University Stillwater, OK 74074. Application deadline December 16, 1977. EOE.

**Radio Producer.** WTGM-FM, the growing public radio station in Southeastern Virginia, has a full-time position available for a Radio Producer. Bachelor's degree in the communications field or liberal arts, FCC 3rd Class License with broadcast endorsement, and three year's on-air experience (preferably in public radio) required. Must also have demonstrated working knowledge of classical music (preferably jazz and traditional folk), and the pronunciation of classical music titles, composers and performers. High quality air voice and personality required. Must have ability to interview persons in a variety of fields, express thoughts and ideas in writing for broadcast, work with in-house and remote production and taping equipment including editing. Experience in remote recording of music desirable. Good employee benefits. Send tape, resume and three references to the Business Manager, 5200 Hampton Boulevard, Norfolk, VA 23508. Deadline for applications is December 16, 1977. Equal Opportunity Employer.

**News Director**, responsible for all news programming for commercial University station. Supervises staff of twenty students. Degree or equivalent experience in Broadcast Journalism. Send resume and tape to: Office of Personnel Services, University of Oklahoma, 905 Asp, Room 152, Norman, OK 73019. Applications accepted until December 6. Salary \$9,700 up depending on qualifications. AA/EEO Employer.

**Program Director** needed for Beaumont-Port Arthur AM/FM Combination purchased by Clear Channel Communication (WOAI, Kelp). Extensive supervisory experience in Contemporary or Adult formats required. Send resume and tape to John W. Barger, Vice President, Clear Channel Communications, 1031 Navarro, San Antonio, TX 78205. 512-226-9331. E-O-E.

**Beautiful Colorado Springs** AM-FM needs good voice, creative production skills, some news. Tape resume to: Dave Rose, P.O. Box 1457, Colorado Springs, CO 80901.

## SITUATIONS WANTED MANAGEMENT

**General Sales Manager** in Top 20 market wants to move up to GM. Top experience with top company. Box N-159.

**Known Group Owner** killed and reorganization and sale makes proven G.M. available immediately. Consider G.M. or S.M. position with growth potential. Bob Schneider, Box 513, Albert Lea, MN 56007. 507-377-1866.

## SITUATIONS WANTED SALES

**Copywriter**—Account Executive. I can write and sell commercials. Los Angeles only. 213-391-1411.

## SITUATIONS WANTED ANNOUNCERS

**Capable and Professional** sounding basketball and hockey PBP Available immediately. Will also do news, production. Have tapes, resume. Box P-109.

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**SITUATIONS WANTED ANNOUNCERS  
CONTINUED**

**Personality and Experience.** with Top 40, MOR & AOR. Living in Maryland but will relocate for the right job. Great with production, commercials, and news. Call Paul 301-942-2614.

**D.J., News, Production.** Experienced seeking position in Eastern NC. Box P-118.

**3rd Phone, 12 years** experience Top 40 FM Stereo Rock, MD, looking for either Top-40 or FM Rocker. Contact: Dan Marks 804-946-2259.

**D.J. Prog-MOR-AOR** young, single versatile. B.A. copy-production news. Will relocate to good local station. Bill Legge, 415-563-1195, 2871 Clay, San Francisco, CA 94115.

**Dan Saultman Show.** Creative 3rd phone. Broadcast School trained and college degree. FM rock, hard or mellow, or similar. Excellent delivery, news, ads, interviews. Will relocate. Available now! 415-349-5237, 676 Magnolia Dr. San Mateo, CA 94402.

**Announcer, Six Years,** broad Radio experience, strong production, sales experience, personable, First Class License, Write Dick Andrews, 608 Second Street, Golden, CO 80401.

**Personality Seeks** move up. Med/Large Market, AC/MOR, any shift, top production. John Dial 814-948-4825 after 11 a.m.

**Los Angeles Pro—**Manager, sales, PD., D.J., First Phone. Rt. 1, Box 618, Seguin, TX 78155. 512-557-6715.

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**SITUATIONS WANTED TECHNICAL**

**Engineering Management—**15 years experience. 50 kw AM directional, high power FM, stereo, microwave, all phases. Want to remain in major market. Reply Box P-63.

**Chief Engineer/Announcer—**8 years experience in total broadcast facility planning, construction, and maintenance. Give me 30 days with your station and the competition will use you as the market's standard. Also experienced in top 40, mor, beautiful music, modern country, talk, news, and public affairs. Lets talk, write me at Box P-122.

**As a Radio Station Engineer** I'm looking for that Radio Station who appreciates a dedicated engineer. A station who will give its full support to that engineer. There are a lot of experienced engineers but it takes more than that to do a good job. If you believe in what I say contact me for a resume. Robert King, 506 West Centennial Blvd. No. 48, Springfield, OR 97477 or 503-726-5834.

**Experienced Chief Engineer** seeks position with quality station. Box N-104.

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**SITUATIONS WANTED NEWS**

**Can't afford** Howard Cosell. Sportscaster 27, seeking challenging new position. 2 years play by play, color commentary, sportscasts, actualities. B.A. Degree. Will relocate. Call 714-435-2574.

**Experienced Sportscaster,** formerly Director of Media Relations and PBP-Announcer for Minor-League Baseball Team desires position with radio station or sports team. Will relocate immediately. Write or call Ian (Jack) Phillips, 559 Alvarado St., Brisbane, CA 94005, 415-467-3973.

**Sports Director** six years experience all play by play, will relocate call 305-666-3615.

**Newsman ... Organized** administrator, knowledge of Public Affairs, leadership skills. Ready for challenging career opportunity. Box P-119.

**Newspaperman, 7 years** experience, seeks job in broadcast industry, newsroom or promotions. Strong writer, editor, manager. Experienced in new product development. David Hollis, 714 E. "D" St., Belleville, IL 62221. 618-235-5852 or 618-234-1000.

**Sports—Exciting** communicator ready, willing and available. 4 years experience Radio, TV, PBP, Photography, Reporting. Relocate anytime, anywhere. Contact George after 5. 312-743-5828.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION AND OTHERS**

**No. 1 Rated Communicator** and Music Director seeks PD or Assistant PD job with an aggressive country station. 12 year professional, 1st. Family man. Call 319-365-9431. 9AM-5PM.

**15 Years Experience.** Top 20 Program-News Director Seeks Competitive situation where sales are made with good programming. East Coast Medium/Major Markets. Call Karnes 717-322-7916.

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**TELEVISION**

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**HELP WANTED SALES**

**Experienced Account Executive** with ABC Affiliate in growing Mid Central market. The retail growth and low unemployment in market will assure your growth. Equal opportunity employer, M/F. Send confidential, detailed resume to Box P-14.

**National Sales Manager.** Group owned VHF network affiliate in fast growing, most appealing top 25 markets. Unexcelled life style, weather and outdoor recreation facilities. Must be aggressive, mature, responsible. ... good follow through. Want an achiever to work with major rep firm and on sales management team. Box P-15.

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**HELP WANTED TECHNICAL**

**Television Maintenance Engineer** for Miami Market. Minimum three (3) years experience in maintaining 2" VTR's or UHF transmitters. Apply directly to Director of Engineering, WLRN-TV, 1410 N.E. 2 Avenue, Miami, FL 33132. 305-350-3163.

**We are looking** for a first rate experienced technician capable of caring for a wide range of modern equipment in a large network affiliate. Must have a solid technical background and be heavy on Experience in most of the following: cameras, switchers and production facilities; transmission equipment and microwave; quad and helical VTR; audio mixing and recording equipment; digital devices; E.N.G.; etc. 1st Phone required. Swing and some night shifts. Send full resume to Bob Plummer, KOMO-TV, 100-4th Ave. No., Seattle, WA 98109. 206-223-4027. Equal Employment Opportunity Employer.

**TV Engineer—EE** or Electronics graduate (or equivalent military). Experienced all phases. Start as Assistant Engineer. Consideration for chief in future. 3-5 years experience. Career opportunity. Excellent benefits. Contact C.A. Perkins, Box 8887, Jackson, MS 39204. Phone 601-372-6311. Equal Opportunity Employer.

**We are presently** seeking a competent maintenance technician to occupy a supervisory position at our remote controlled transmitter. Studio experience helpful; professionalism necessary. Call 304-525-7661. Equal Opportunity Employer.

**Help Wanted (Male/Female).** Broadcast Engineer, 1st Phone, experienced in Remote, Studio and XMTR operations and maintenance. Send resume to Director of Engineering, WNET-TV, P.O. Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

**Instructional Television Engineer.** Assume responsibility for completing conversion of monochrome system to color, including design and modifications, etc. Well-versed in maintenance of quad, helical and small format VTR's and familiar with Norelco color camera system. EE Associate Degree or equivalent. Three years related experience necessary. First class FCC license preferred. Norelco schooling opportunity. 22 days vacation, excellent benefits, competitive salary. Send resume to Personnel Department, St. Louis Community College, 5801 Wilson, St. Louis, MO 63110. An Affirmative Action/Equal Opportunity Employer.

**Growing Deep South** UHF seeks qualified studio maintenance engineer, minimum experience five years. Must have knowledge of RCA VTRS, TR-60, TR-70, TS 40 and RCA Cameras (TK-44). Also Sony 3/4 inch machines helpful. EEO Employer Please send resume to Box P-117.

**Maintenance Engineer.** First Phone. UHF transmitter and studio experience preferred. WOPC, Altoona, PA 16803.

**Radio-TV Station Engineer.** School district needs Radio-TV Station Engineer for FM radio station and 2500 MHz television station. Two year college level radio/TV electronics course and one-year maintenance and operating experience. FCC license required. Salary \$1237-\$1455 monthly. Send resume to: Classified Personnel, Long Beach Unified School District, 701 Locust Avenue, Long Beach, CA 90813.

**Immediate opening** for Television Maintenance Engineer. Send Resume and Salary requirements to Eugene Rader, Dir. of Eng., KBIM-TV, P.O. Box 910, Roswell, NM 88201. An equal opportunity employer.

**Chief TV Engineer** position available at Northern Illinois University. Responsibilities include direct supervision of technical staff involving: daily studio productions, remotes, campus R-F distribution system, equipment maintenance, video tape playbacks and television systems design and technical guidance. Phone: 815-753-0171, Ext. 80.

**Chief Engineer.** East Coast Public Radio/Television station has a responsible and challenging full-time managerial position available for experienced broadcast engineer. Applicant must be able to demonstrate leadership ability and assume responsibility for managing the daily operation and maintenance program for the Engineering Department. Required qualifications also include First Class FCC License and knowledge of FCC regulations, high school diploma, minimum of five years of broadcast engineering experience with at least two years as a supervisor or chief engineer, experience in the maintenance of UHF/VHF transmitters, STL, antennas, studio/remote equipment, and quadruplex VTR's. Experience in facility development and budget planning helpful. Salary commensurate with experience and qualifications. Excellent employee benefits. Send resume, salary requirement, and references to the Personnel Director, WHRO-TV/WTGM-FM, 5200 Hampton Boulevard, Norfolk, VA 23508. Deadline for applications is December 31, 1977. Equal Opportunity Employer.

**Field Service Engineer.** Here is a rare opportunity for right person to join one of the world's oldest television broadcast equipment manufacturers while enjoying a stable work environment and comprehensive benefits. Applicant must have a minimum of five years maintenance experience specializing in State-of-Art Quad Video Tape equipment. This position requires extensive worldwide travel. Send resume with salary requirements in strictest confidence to Central Dynamics Corporation, 331 W. Northwest Hwy., Palatine, IL 60067. Attn: R.W. Faulkner.

**Director of Engineering—**Centrally located Top Fifty Market Equal Opportunity Employer. AM-FM-TV with subsidiary production company. Ideal career opportunity for number two person in major market who is now ready to assume complete responsibility for the total Radio-TV technical operation, including supervising a staff of fifty-five. A degree and a minimum of five years experience in technical management of Radio and TV are required. Salary is commensurate with experience. Excellent fringe benefits. Position is available immediately. Send a complete resume detailing experience, education, technical qualifications and salary requirements to Box P-123.

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**HELP WANTED NEWS**

**Weekend TV Anchor.** Progressive Midwestern TV-AM-FM Operation looking for weekend editor/anchor with general assignment reporting on weekdays. Prior TV experience a must. Equal Opportunity Employer. Send resume to Broadcasting, Box P-96.

**Southeast ABC Affiliate** adding an investigative unit. We need two people. One, an experienced reporter with the ability to do investigative reports, series, and specials. Also, an experienced photographer who knows film and ENG to work heavily in investigation. EOE. Resume only to: Jim Collins, News Director, WTVC, Box 1150, Chattanooga TN 37402.

**Major market station** seeking weathercaster, weekend weathercaster, Noon News co-anchor, Consumer Reporter, general assignment reporter, writer and producer. Equal Opportunity Employer. Box P-99.

**Reporter/Anchor** for major-market VHF/NBC Affiliate. Experienced only. Equal Opportunity Employer. Reply Box P-100.

**Executive Producer,** News for major-market VHF/NBC Affiliate. Experienced only. An Equal Opportunity Employer. Reply Box P-102.

**Anchor-producer** for early and late news. Medium N.E. market. Must be strong on-air personality with journalism background. A little humor and warmth also helps. Send resume, writing samples. Box P-110.

#### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Help Wanted** (male/female). Coordinator of ITV. Experience in broadcast program scheduling, producing teacher guides, and ITV utilization. Send resume to WNED-TV, P.O. Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

**Promotion Manager** for network affiliated VHF station in Top 50 Southeast market. Minimum five years experience in Promotion/Production, prefer broadcast related degree. Equal Opportunity Employer. Submit resume to Box P-105.

**Program Manager**—a minimum of five years experience in all phases of programing including administration of programing and promotion, negotiation of syndicated programs and features, FCC regulations, Traffic, Production, familiarity with ENG and working knowledge of sales. An Equal Opportunity Employer, send complete resume to: Ray J. Chumley, WSTV-TV, 320 Market St., Steubenville, OH 43952.

**Asst. Production Manager**, Responsible for news directing and commercial production. Fast growing Florida market. Send resume to: Steve Cook, WMBB-TV, Box 1340, Panama City, FL 32401.

**Promotion/Operations Assistant** needed immediately. Must have college degree in Broadcast Journalism or Tel Arts or Marketing degree with Journalism or TV minor. Must have demonstrated ability in still photography & 16 MM film animation, creative writing & knowledge of TV production techniques. Excellent pay, fringes in 63rd market. Send complete resume to Promotion Manager, WOI-TV, Ames, IA 50011. E.O.E.

**Producer-Reporter**, WSRE-TV. Minimum Qualifications: High school graduate, 4 years producer experience or a B.A. in broadcasting, journalism or related field and 2 years producer experience. Acceptable on-air voice and appearance. ENG experience helpful, reporter on nightly news program. Annual Salary: \$11,460.80. Apply: Personnel Department, Pensacola Junior College, 1000 College Blvd., Pensacola, FL 32504. Application deadline: December 9, 1977. Female and minorities encouraged to apply. Equal Employment Institution.

**Producer/Director/Announcer** needed at number one ranked independent Television station in California. Must have minimum of 3 years Commercial TV experience. Must be able to produce/write/direct programing and commercials. Must have actual hands-on experience w/Switching and Editing. Must have floor experience. Must have on-air experience and audio/video announcing. Send tape and resume to Sam Dalton, KMPH TV, 2600 S. Mooney Blvd., Visalia, CA 93277. Women and Minorities are encouraged to apply. E.O.E.-M/F.

**Executive Producer** for 18 months beginning January 1978 to conceive, design, produce state-wide public TV programs. Must orchestrate eight Ohio PTV stations in concerted effort to demo Ohio's duplex interconnection network. Headquarter in Columbus with extensive travel throughout state. Salary to \$24,000 per annum depending on credentials. Send full resume, references, credits and say why you are the person to do this to R. D. Smith, WGTE-TV, Toledo 43604. Equal Opportunity Employer.

**Director of Program Information** for University of Wisconsin-Extension Telecommunications Center, Madison, Wisconsin. Responsible for all public and internal information functions for the Center, which includes WHA Radio-TV. Supervises creation, production and distribution of information materials about Center programs to the print and broadcast media. Must be knowledgeable in management and supervision of information programs and personnel. Bachelor's degree in an information related area required plus three years experience in writing and editing. Supervisory experience and knowledge of the broadcast medium preferred. Deadline of December 31, 1977 for completed applications. Minimum salary of \$15,000 per year. For an application write: Ronald C. Borstein, General Manager, WHA Radio-TV, 821 University Ave., Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.

#### SITUATIONS WANTED MANAGEMENT

**General Manager** with outstanding credentials! Television 20 years; Radio 12 years; Management 17 years. Thoroughly experienced all aspects: acquisitions, ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in broadcast industry. Very competitive. Produced sales and profits records, plus prestige. Achieved revitalization and rapid turnarounds. Can build group. Can produce outstanding ratings, sales, profits and prestige! Box P-95.

#### SITUATIONS WANTED SALES

**Experience and enthusiasm** available. Former TV local Sales Manager. Qualified all facets of broadcasting. All markets considered. Write Broadcasting Box P-51.

**Sales Position Wanted:** Experienced in news and would like to apply aggressive, hard driving efforts into selling instead of news gathering. Box P-116.

#### SITUATIONS WANTED ANNOUNCERS

**Mature Voice, B.S.** First Phone now in TV. Will consider Radio. Write Robert Kier, 464 Olive Ave. No. 1, El Centro, CA 92243.

#### SITUATIONS WANTED NEWS

**Desire Switch** to Television as sports or news reporter-anchor, after 1/2 years as Radio-News Director in medium market 1st ticket, B.A. degree, National Amateur Boxing champion, good-looking, dedicated. Box P-5.

**Sharp Female**, major market experience, writer, assistant producer, research, on-air. Check me out! Box P-58.

**Now anchoring** and producing six and eleven news nightly. Personable heavyweight with network producing and reporting background and ND potential seeks larger challenge and market. Salary secondary to opportunity and market size and location. Confidential. Box P-66.

**Enthusiastic, Aggressive.** Female with five years broadcast experience seeks entry level position in television news. Contact Beth Harlan, 513-281-8020.

**Federal TV Reporter**, woman, seeks challenging reporting job. Shoots and edits film and videotape. Box P-104.

**Street reporter** 3 years, film and ENG. 9 years prior radio. Seek medium market challenge. Box P-107.

**Ability is here.** Reporter in 70's market seeks opportunity. ENG, anchor, print, wire service experience. Want major market political beat or medium ND. VTR, resume immediately. Box P-120.

**Top 40 Bureau Chief** desires change A.S.A.P. In-depth, features, doc's, combo/tape and film. Good track record and references; hardworking; third endorsed. Serious? Call 803-268-4027/242-4404.

**Experienced reporter**, anchor and producer. Available immediately anywhere. Steve Kremer 301-797-0126 or 301-585-4120.

**Field Reporter**, photographer. Young, energetic reporter looking for small or medium market. Experienced in film and ENG. Write: Fred Schuh, 313-A Ninth Avenue, Oshkosh, WI 54901. Will relocate.

**Sports position sought** in medium market. Four years experience Sports Director top 30 radio market. Young, innovative. 602-934-4824 or 846-0949. VTR available immediately.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

**Directing assignments** sought by experienced tech. 12 years. cameraman, audio, videotape. Heavy community theater. Prefer drama, musicals, NY area. Box P-22.

**Director with three** years experience at network affiliate, BA TV Production seeks position/relocation to intermountain West or West. Box P-79.

**Young TV Director/Announcer** B.A. Degree, First Phone with engineering experience, 2 years TV, 3 years Radio experience, 1 year part-time experience with CBS affiliate in medium California market. Seeking growth opportunities with major company. Aggressive with "can do" attitude. Phone Steve Sims 714-875-6968.

**Currently employed** creative production person with commercial and educational production experience. Electronic field production, helical editing, motion and still photography, switching, staging and lighting. Seeks producer/director position. Box P-91.

**Help! Female stuck** in deadend in medium market. 2 years production experience for commercial and public television stations in multi-faceted positions. BS in telecommunications plus graduate work in same and special education. Prefer position on Eastcoast/Midwest in programming or as associate PD but will consider anywhere. Box P-94.

**Thanksgiving is over**, but if turkey productions are still occurring, the solution is simple... me! When 7 years experience (Producer-Director/Production Specialist) eats away those problems, the rest is gravy. Graham Brinton, 215-664-3346.

**Hardworking Male**, seeks entry level position in television production and/or Engineering. 1st Class License. Experience and training in remotes, camera work, on air talent, newswriting, producing and directing. Television Production Degree. Will work hard for your stations future. Call Bill Martin at 914-941-2937.

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000, and 5,000 watt AM FM** transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**10 or 20KW FM** Transmitter under 10 years old in good operating condition. Call Jim Somich 216-781-1420.

**RCA TVM-1 watt microwave** equipment or equal, with dishes, feeds, etc. Mr. Sussman 212-978-5896.

**Wanted: Ampex VR2000**, 1200, 1100 or AVR series to rent for at least six months or to buy. We will move, install and return machine. Mr. Lindsey, One Pass Video, Inc., 900 Third Street, San Francisco, CA 94107. 415-777-5777 collect.

#### FOR SALE EQUIPMENT

**Videotape Recorder** Ampex VR3000 under 100 hours, spare head \$35,000 available Now. Box P-35.

**One—RCA TR4 MI43301A1** Serial No. 40207, Two headwheel panels MI40760. Contact Carland, Inc. 816-842-6098.

**5" Air Hellax**—Andrews HJ9-50. Can be cut and terminated to requirement. Basic Wire & Cable Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL. 312-266-2600.

**Two Ampex VR-3000** Portable High Band Videotape Recorders, with three video heads, battery packs, battery chargers and body braces. Top operating condition and sensibly priced. Videocom 617-329-4080.

**For Sale:** Gates FM-5B transmitter, with two Phelps Dodge Low Pass Filters 1-5/8". Can purchase with Sparta 680 Exciter and 682 Stereo Gen. Ed Tomlin, CE or John Ferm GM, KAGM, Klamath Falls, OR 97601. 502-882-2551.

**RCA TTU-1B UHF** Television Transmitter. Tuned to channel 31. Antenna included. Stored in Indiana. \$2,500. Call Bill Kitchen. 904-837-2798.

**RCA TR-70B High Band Quad VTR's**, two available, both have DOC, CAVE, Monitor, one wired for Editor one unit has RCO Editor, exclusively available from MATEC, 205-956-2200.

**Used Automation Systems:** Gates SC-48; Schafer 800; Schafer 902; IGM 750. Call or write. Eastern Broadcast Supply: 42 Main St., Leominster MA 01453. 617-534-0441.

**Stereo Generator Harris** for TE-3 New in factory box, \$600. WFAR, Farrell, PA 16121.



## FOR SALE EQUIPMENT CONTINUED

**Systematics Raim 1000** TBC, Panasonic NV-2121 VCR, Panasonic NV-2110M VCR, Sony Betamax w/ tapes, case of DuPont 60min 3/4" videocassettes. All never used, must sell, KIOQ 714-873-5861.

**TK-42 RCA color** cameras,—4 each,—good operating condition—tubes recently installed—cable, power supply, etc. \$5,900. ea. LDH-1 heads—new—\$6,500. ea. Tel.: 212-978-5896.

**Gate Stereo Limiter** Package. Two solid statesman AGC's, model No. 994-6629-006, and two solid statesman FM Peak limiters, model No. 994-6631-006. Very Good condition, with manuals—\$2000. or best offer. Jerry Bellairs, WXR, Woodstock, IL. 815-459-7000.

**Extel Tele-Printer**, like new. Call Jerry Bassett, Consultant, 702-736-3437 Las Vegas, NV.

(1) **Collins No. 830 F-1**, 8 yrs old—10KW-FM with Stereo Generator and SCA Generator. (1) Sparta No. 610, 1-1/2 yrs old—10KW-FM with Stereo Generator and SCA Generator. International Electronic Enterprises, 305-994-0686.

**Mobile TV Van**—With 3 ton hot gas by-pass air conditioner, 17.5kw gasoline generator, 1964 aluminum Boyertown body on GM chassis, outside length 27' x 10'6" height, inside cargo length 20'. \$12,000, call E. J. Stewart, Inc., PA. 215-543-7600, Ask for Hal Lipman.

**Belar Model AMM-2** AM Modulation Monitor, 125% modulation. Used only a few days while old one was repaired; still under warranty. List Price: \$850. First \$700, check received gets it! 615-374-2111.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

**"Free" D.J. Catalog!** Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

**Hundreds Renewed Again!** Guaranteed funnier! Current issue \$4.00. Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

**Bionic Boffos:** Funny, Intelligent, Affordable! Free sample: Bionic Boffos, Box 457 Capitola, CA 95010.

**FRUITBOWL:** world's leading weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. Dept. "C", Box 382, Fair Oaks, CA 95628.

## MISCELLANEOUS

**Have a client** who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

## MISCELLANEOUS CONTINUED

**Over 100,000** cartridges repacked, and still going strong. May we help you? Broadcast Equipment Rebuilders, Box 458, Windsor, CO 80550. 303-686-2791.

**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.

**THE PRIZE CABINET** supplies name brand merchandise for your next contest. Cost - 20% of retail. Call collect (319) 326-2023. Write: THE PRIZE CABINET, 304 Union Arcade, Davenport, IA 52801.

**Program Logs Analyzed** Experienced. From \$150. Elizabeth Jatman, 1901 Pennsylvania Ave., N.W., Washington DC 20006. 202-785-2720.

**Need toll-free numbers** for recorded news sources such as agriculture, education, etc. in every state. Can you help? Broadcast Equipment Rebuilders, Box 458, Windsor, CO 80550.

## INSTRUCTION

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 3, February 13. Student rooms at each school.

**REI 61 N. Pineapple Ave.**, Sarasota, FL. 33577. 813-955-6922.

**REI 2402 Tidewater Trail**, Fredericksburg, VA 22401. 703-373-1441.

**"Tests-Answers"** for FCC First Class License. Plus "Self-Study Ability Test." Proven! \$9.95. Free Brochure. Command, Box 26348-B, San Francisco 94126.

**1st class FCC**, 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**OMEGA STATE INSTITUTE**, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

**Don Martin School**—40th Yr. providing training in FCC 1st Class License. 4 mo. course-Jan., May, Sept. 8 wk. course-Jan., July, Nov. Complete XMTR., studio. Radio & TV courses start every mo. 7080 Hollywood Blvd., LA 90028, 213-462-3281.

**Free booklets** on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

**Cassette recorded First phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

**San Francisco**, FCC License, 6 weeks 1/16/78. Results guaranteed, Veterans approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St. 94102. 415-392-0194.

## Help Wanted Announcers

### STAFF ANNOUNCER

for Automated Beautiful Music. Requires Production EXCELLENCE and good news delivery. Tape and resume to Joe Ferguson, KUPL AM-FM, 6400 S.W. Canyon Ct., Portland, OR. 97221. EO/EM-F

## Situations Wanted Management

### ALL-NEWS DEAD?

Not in my book. Experienced all-news editor, producer and manager (all experience major market, including network management) wants opportunity to take major market station all-news, or to revive a sagging all-news operation. If the prospect of paying a news manager 35+ horrifies you, then do NOT reply in confidence to Box P-101.

## Situations Wanted Sales

### NEOTHYTE

Seeking a sales position in broadcasting. Self starting with a sincere desire to learn. Management oriented, with six years outside sales experience. Willing to accept challenges, while striving for advancement. Ready, willing, and able to relocate. Resume plus personal references upon request. CONTACT: John P. Stane, 4723 Ridgeawn Place, Peoria, IL 61614, 309-688-3398.

## Situations Wanted Programing, Production, Others

### Program Director

with a solid seventeen year broadcasting background, and heavy administrative experience, seeking a new position with a solid professional organization. All replies kept strictly confidential.

Box P-124.

## TELEVISION Help Wanted Programing, Production, Others

## Program Manager

A BA degree is desired with 5 to 7 years experience in broadcasting with at least 3 years of the total as a television producer and studio director. Considerable knowledge of public relations plus general supervisory skills are necessary. Salary: commensurate with experience. Excellent benefits. Apply at the University of New Mexico, Personnel Office, 1717 Roma NE: Albuquerque, NM 87131

an equal opportunity employer m/f

## Producer/Copywriter Promotion Dept.

TV and Radio production experience. Some print and on-air copywriting necessary. TV promotion background preferred but not essential. Send resume including salary requirements and samples of your work to Personnel Manager, WTVJ TV, PO Box 010787 Miami, Florida 33128

Equal Opportunity Employer

## RADIO Help Wanted Management

## GREAT OPPORTUNITY News Director

One of the West's top Radio News Operations. Only those with Major Market (Top 30) News Supervision experience will be considered. Reply to Box P-103.

An Equal Opportunity Employer.

**Help Wanted Programing,  
Production, Others Continued**

**TALK  
VARIETY SHOW  
PRODUCER**

WCVB seeks a successful major market talk variety show producer. The individual we are looking for may now be the associate producer on a national show who would like to take over the No. 1 spot as producer of our top rated morning show. The right person must be able to combine an understanding of local television operation with a flair and style of national production.

*Qualified candidates should send resume (no telephone calls please) to: Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192. An Equal Opportunity Employer M/F.*

**Help Wanted Technical**

**VITAL HAS A FUTURE  
FOR YOU**

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

**Sales Engineer**

The Grass Valley Group, Inc. has an opening for a Sales Engineer for the western states. We are looking for a capable and creative individual to work out of our LA sales office. This key sales engineering position requires an individual with a solid technical background in broadcasting. Preference will be given to individuals with proven sales performance.

Our compensation package includes excellent company benefits in addition to our salary and commission programs.

Interested applicants, please submit a resume in confidence to Val Marchus, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

A Tektronix Company

**The  
Grass Valley Group**

**PSSST, WANT TO GET INVOLVED?  
ASSISTANT CHIEF ENGINEER/  
TECHNICIAN**

for Northern New England television station. This is a "hands on" position, applicant must be able to work on two inch, one inch and three-quarter videotape, studio cameras and transmitter plant operation. First class FCC license a must. Supervisory experience preferred; position involves supervision of 15 operating and maintenance technicians. Sal. comm. with ability. An equal opportunity employer. All applications in strict confidence. Resumes to: Box P-93.

**Help Wanted Technical Continued**



**FIELD SERVICE  
ENGINEER**

One of the world's leading manufacturers/distributors of highly advanced TV equipment including KCK cameras and BCN videotape equipment has an immediate opening in the greater Los Angeles area for a Field Service Engineer. To qualify for this challenging growth opportunity in our FERNSEH division, you must have a minimum of 3 years successful experience in the broadcasting industry. A BS degree or equivalent, camera and VTR experience are pluses. In return, we offer an excellent fringe benefit package. Send your resume with earnings history in confidence to:

**MR. FRED BUNDESMANN  
NATIONAL SALES MANAGER**

An Equal Opportunity Employer m/f

**Robert Bosch Corporation**

279 MIDLAND AVENUE

SADDLEBROOK, N.J. 07662

**TELEVISION  
ENGINEER**

KNMT-TV, Walker, Minnesota, NBC affiliate has opening for Engineering Supervisor. Person must be fully experienced in maintenance of studio, transmitter and microwave equipment. Permanent position in beautiful lake area. Excellent benefits. Address resume and salary requirements to Carl Iverson, Chief Engineer, KCMT-TV, Alexandria, Minnesota 58308. An Equal Opportunity Employer.

**A BRIGHT RED, FULLY EQUIPPED  
VAN**

is waiting in Indianapolis for the right maintenance engineer

Unique statewide telecommunication system, now in its eleventh year of service to institutions of higher education in Indiana, has immediate opening for experienced engineer to plan and execute a maintenance program for its television and special electronic systems (ITFS, MICROWAVE, VTR's, MICROPROCESSORS). Work with university personnel, latest technology. Requires First Phone, Digital Experience helpful. Salary \$14,500-15,500 plus excellent university benefits.

Contact: Jim Potter, Dir. of System Development  
Indiana Higher Education Telecommunication System  
Indiana University  
1100 West Michigan Street  
Indianapolis, Indiana 46202  
EEO/AA Employer

**BOOKS**

417. **GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING** Robert C. Sailer. A practical, self study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. **\$9.95**

405. **BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages **\$12.95**

419. **HOW TO BECOME A RADIO DISC JOCKEY** by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated **\$9.95**

please send me book(s) numbers \_\_\_\_\_  
my check in the amount of \_\_\_\_\_ is enclosed.

**Broadcasting Book Division  
1735 DeSales St., NW  
Washington, DC 20036**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_



# SALES ENGINEER

Due to continually innovative expansion of a world leader in the manufacture/distribution of highly advanced TV equipment, we are seeking a Sales Engineer for the eastern region to work out of our Saddlebrook, New Jersey office. Qualified applicants have experience calling on broadcasters and production houses as well as with all other areas of the industry. A BS degree or equivalent, camera and VTR experience are pluses. We offer an excellent fringe benefit package. To arrange a confidential interview, send your resume complete with salary history to:

**MR. FRED BUNDESMANN**  
National Sales Manager

*An Equal Opportunity Employer m/f*

**Robert Bosch Corporation**

279 MIDLAND AVENUE • SADDLEBROOK, N.J. 07662

## TV News Director

Professional Journalist with proven management skills and rating history. Currently top 30 market.

Box P-6B

## Employment Service

## Job Leads

### FREE SAMPLE COPY!

Many of our exclusive radio & TV jobs went unfilled again last week. Please, we need qualified job seekers now for top-paying positions in markets of all sizes: Air Talent, News, TV Production & Direction, Sports PBP, Sales, Technical, Management...all categories. If you've not seen our bulletin packed with listings, write for your FREE sample copy today!

JOB LEADS, Suite 1113-EM  
1680 Vine Street, Hollywood, CA 90028

## Help Wanted News

### CREATIVE PERSON Needed for the Wide Open Spaces

Somewhere West of the Hudson and East of Sunset Boulevard we have a very good television station. We're looking for a very good creative person to reinforce and improve its position as No. 1 in its market. This person will be responsible for everything that goes into our promotion package—newspaper ads, TV Guide ads, TV spots, billboards, the whole shooting match. The best candidate for this position is someone with experience in either television promotion or advertising. The salary we are offering is respectable but not farfetched. All letters will be kept completely confidential. An equal opportunity employer. M/F. Box P-125.

# Wanted

Resumes and video cassettes from experienced anchors, sports reporters, weathercasters, street and feature reporters, news directors, assignment editors, producers and photographers.

We are a leading company in the broadcasting industry. We do not hire or place talent, but we are often asked by leading television stations to recommend experienced news people. If you qualify, you will be on file and available to TV station management seeking news talent.

Material will be returned on request. Send your resume and/or video cassette to P.O. Box 3474, Grand Central Station, New York 10017.



## Radio Programing



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
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11 VISTA DRIVE  
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Phone (501) 378-0135

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**Gunsmoke**  
The Original Radio Network Series  
starring William Conrad  
**BACK ON THE AIR!**

Now available for local purchase:  
**CHARLES MICHELSON, Inc.**  
8350 Wilshire Blvd., Beverly Hills, Ca. 90212 - (213) 278-4546

## Miscellaneous

### ARE YOU READY

to own an interest in a broadcast property? Tired of watching the company getting richer? I am a broadcast executive putting together an organization to purchase a profitable property. Outstanding potential. I need 3 (possibly 4) broadcasting specialists—Sales, Programming & Engineering, who are able to invest up to \$25,000 and contribute their expertise for equal shares of equity and profits. Send detailed outline of background and experience in strict confidence to Box P-115.

## Cable

TV SLIDES: \$6<sup>EA</sup>

- \* HAPPY THANKSGIVING
- \* SEASON'S GREETINGS
- \* CHRISTMAS GREETINGS
- \* MERRY CHRISTMAS
- \* HAPPY NEW YEAR

SEND FOR COMPLETE LIST  
BOB LEBAR FILMS 240 E. 55 ST. NYC 10022



## Consultants

### TV GENERAL MANAGERS ONLY

We can save your station money and make your on-air look sparkle. Our system includes a complete review of operations personnel and procedures. We provide necessary creative input. Small and medium market stations our specialty. We will make you the best looking station in your market. Market exclusively guaranteed. Write us for free evaluation. Our service is confidential. For details write Box P-106.

Radio station publishes own paper! Paper makes profit, boosts radio revenues.

Send for free copy!  
**HOTCHKISS-OLIVER, INC.**  
Radio Management Advisors

P. O. Box 5124  
Boise, Idaho 83705  
(208) 376-4088

### Wanted To Buy Stations

#### PUBLIC COMPANY

interested in acquisitions  
and/or mergers.

T.V.—Radio.

Profitability not a factor.  
Reply Box E-69.

#### INVESTMENT GROUP

seeking good Broadcast properties. Must have \$500k or better gross with positive cash flow. Cash or terms. Reply Box P-97.

## For Sale Stations Continued

- Powerful Fulltimer in Central Arizona. \$900,000. Terms.
- Daytimer, Sou. Calif. Exclusive programming. Billing \$200,000. Positive cash flow of \$65,000. County pop 350,000. \$520,000. Liberal terms.
- Powerful ethnic daytimer with good billing. Central Georgia metro area. \$810,000. Assume corporate note.
- AM/FM near major Northeastern metro market. Cash billing about \$800,000. Pop 2 1/2 million. Real Estate Excellent buy for \$2,000,000. Terms.
- Daytimer. Sou. Central Florida. Power increase and nighttime available. Good buy. \$180,000. 15 year terms.
- Fulltimer. Near coast of Maine. FM on file. Billing \$80,000. Real estate. \$160,000.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Powerful stereo. Near Canada. Solid investment. \$400,000. Assume note.
- No down payment. Covering big S.E. Tenn. city. 1,000 watt daytimer. Payment \$3,965 per month.
- Oregon fulltimer. Profitable. \$180,000. Terms.
- AM/FM Utah. 11,000 city. 30,000 trade area. \$230,000. First two years pay \$1100 per month. \$30,000 d.p.
- Class "C" Stereo. Central Texas. 30,000 pop trade area. Good billing. \$260,000.
- Class "C" Stereo covering Jackson, Miss. \$435,000. Liberal terms.
- Fulltimer within 50 miles of Orlando. Only fulltime AM in 30,000 pop. trade area. Real Estate. Billing about \$140,000. \$395,000. \$70,000 d.p.
- Stereo Station metro area of Oklahoma City. Collected about \$250,000. \$585,000. Terms
- Fulltimer. Has FM CP. Single Station market. North Central Calif. Good buy for \$480,000. Liberal terms.
- Fulltimer. Major metro area of Tenn. Good billing. A bargain at \$560,000. Extremely liberal terms.
- \$95,000 for FM in small town in Mo. Possibility of powerful AM. Terms.
- Fulltimer with real estate. Billing about \$100,000. About 50,000 Pop. in county. Southern W.Va. \$230,000.
- Daytimer. Within 25 miles of Albany, Ga. Billed \$85,000 with no salesmen. \$265,000. Terms.
- Powerful fulltimer in New Mexico. \$725,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
615-894-7511 24 HOURS

## For Sale Stations

**THE ACTION IS HERE!** *The experienced, reliable Horton team sells more broadcast properties in the northeast than any other media brokerage firm. The creative and specialized service which has pleased so many sellers and buyers is now available in every area—North, South, East and West. Call us at the Horton Company for a confidential discussion of your needs.*

**THE KEITH W. HORTON CO., INC.**  
Post Office Box 948 · Elmira, NY 14902 · (607) 733-7138  
**BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.**

Kenneth Chapin  
1100 Malden Rd.  
Syracuse, N.Y. 13211  
(315) 454-4144

William S. Cook  
Box 425  
Newark, Del. 19711  
(302) 737-4772

Robert I. Kimel  
Box 270  
St. Albans, Vt. 05478  
(802) 524-5963

Elmira Office  
Keith W. Horton  
Richard Kozacko  
Keith Horton, Jr.

**For Sale Stations Continued**



STATIONS				CONTACT			
Plains	SM	AM	\$160K	\$47k	David Kelly	(414) 499-4933	
South	Sm	Profitable	\$215k	Terms	Bill Chapman	(404) 458-9226	
West	Med	FM	\$235k	\$88k	Bill Hammond	(214) 387-2303	
NE	Maj	Fulltime	\$650k	29%	Art Simmers	(617) 846-4893	
West	Met	FM	\$323k	\$323k	Ray Stanfield	(213) 363-5764	

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Ga., 30341.

**H.B. La Rue, Media Broker**  
RADIO · TV · CATV · APPRAISALS

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WEST COAST: 1204 RUSS BUILDING · SAN FRANCISCO, CALIFORNIA 94104  
 415/673-4474

EAST COAST: 210 EAST 53RD ST., NO. 5D, NEW YORK 10022  
 212/888-0737

**MEDIA BROKER, APPRAISER...**  
**318-865-8668**

**JOHN MITCHELL**  
 P.O. Box 1065 Shreveport, LA 71163

**RADIO STATION—FM**

Class A Stereo San Francisco suburb! Rich turf! Millions in coverage area. Heard in San Jose/San Francisco. Active/inactive with \$25,000 min. If active please include resume. Group situation. Box P-126.

**NORTHWEST:** Profitable non-direction 1kw daytimer with valuable real estate offered at 1 1/2 times gross. Competitive market is healthy and amenities are excellent. Currently absentee owned, firm price is \$300,000 with 29% down and Seller to carry balance at 8%. Financial qualifications requested in response.

*William A. Exline, Inc.*  
 31 CARROLL COURT, SAN RAFAEL, CA 94903  
 (415) 479-0717  
 MEDIA BROKERS - CONSULTANTS

**LARSON/WALKER & COMPANY**  
 Brokers, Consultants & Appraisers

Los Angeles      Contact:      Washington  
 William L. Walker  
 Suite 417, 1730 Rhode Island Avenue, N.W.  
 Washington, D.C. 20036  
 202-223-1553

**MEDIA BROKERS APPRAISERS**

RICHARD A. SHAHEEN INC.  
 435 NORTH MICHIGAN • CHICAGO 60611  
**312-467-0040**



**BOOKS**

413 **DESIGNING & MAINTAINING THE CATV & SMALL TV STUDIO—2nd Edition**, by Kenneth B. Knecht. Completely updated edition of this simplified, yet detailed guide on the installation and maintenance of production facilities for CATV, CCTV, ITC and broadcast TV studios. 288 p. 100 ill. **\$12.95**

428 **ORGANIZATION & OPERATION OF BROADCAST STATIONS** by Jay Hoffer. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. **\$12.95**

458 **JOURNALIST' NOTEBOOK OF LIVE RADIO-TV NEWS**, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 p., 29 ill. **\$12.95**

453. **TV LIGHTING HANDBOOK**, by Dr. James A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and aquaint producers, directors, anyone involved in production, with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out. 228 p., including 4-color section. **\$12.95**

**BROADCASTING BOOK DIVISION**  
 1735 DeSales St., NW  
 Washington, DC 20036

Please send me book(s) \_\_\_\_\_  
 my check in the amount of \_\_\_\_\_ is enclosed.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_

**BROADCASTING'S CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television or Radio. Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

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.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Stock Index

Stock symbol	Exch.	Closing Tues. Nov. 22	Closing Wed. Nov. 16	Net change in week	I change in week	1977		PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
						High	Low					
<b>Broadcasting</b>												
ABC	ABC	N	42 1/4	41 7/8	+ 3/8	+ .99	46 3/4	35 3/4	8	18,152	766,922	
CAPITAL CITIES	CCB	N	59	57 1/2	+ 1 1/2	+ 2.60	59	44 3/4	12	7,481	441,379	
CBS	CBS	N	52 3/4	52 3/8	+ 3/8	+ .71	52	47 1/8	8	28,100	1,482,275	
CJX	COX	N	33 1/4	33 3/4	- 1/2	- 1.48	33 3/4	25 1/2	9	6,360	211,470	
GROSS TELECASTING	GGG	A	14 1/2	14 1/2			15 1/2	13 5/8	7	800	11,600	
KINGSTIP COMMUN.	KTVV	O	5 3/4	5 3/4			5 3/4	3 7/8	10	462	2,656	
LIN	LINB	O	23 5/8	21	+ 2 5/8	+ 12.50	23 5/8	16 1/2	9	2,745	64,350	
MONEY	MDUN	O	2 5/8	2 5/8			2 5/8	1 7/8	33	425	1,115	
RAHALL	RAHL	O	18 3/4	18 1/2	+ 1/4	+ 1.35	19	8 5/8	20	1,231	24,018	
SCRIPPS-HOWARD	SCRP	O	33 1/2	33 1/2			37	31 1/2	8	2,589	86,731	
STARR**	SPG	M	6 1/8	6 1/4	- 1/8	- 2.00	7	3 1/2		1,418	8,695	
STORER	SRK	N	21 5/8	21	+ 5/8	+ 2.97	26 7/8	19 3/8	5	4,976	105,443	
TAFT	TFJ	N	32 3/4	31 3/8	+ 1 3/8	+ 4.38	33 7/8	24 5/8	8	4,071	133,325	
										TOTAL	79,760	3,340,469

## Broadcasting with other major interests

ADAMS-RUSSELL	AAK	A	6	5 3/4	+ 1/4	+ 4.34	6	3 3/4	8	1,232	7,392	
AVCO	AV	N	17	16	+ 1	+ 6.25	17 7/8	13 1/8	3	11,656	198,152	
JOHN BLAIR	BJ	N	17 7/8	17 7/8			19	11 1/8	5	2,432	43,472	
CHRIS-CRAFT	CCN	N	7 7/8	7 1/2	+ 3/8	+ 5.00	9 3/8	4 1/2	6	5,810	45,753	
COMBINED COMM.	CCA	N	28 1/8	27 3/8	+ 3/4	+ 2.73	28 1/8	19	9	6,799	191,221	
COWLES	CWL	N	16 5/8	16 3/4	- 1/8	- .74	16 3/4	12 1/2	19	3,969	65,984	
DUN & BROADSTREET	DNB	N	29 7/8	30 3/4	- 7/8	- 2.84	30 7/8	25 1/4	15	25,356	787,385	
FAIRCHILD IND.	FFN	N	16 1/2	15 1/4	+ 1 1/4	+ 8.19	16 1/2	9 1/2	13	5,708	94,192	
FUQUA	FQA	N	9 1/8	8 5/8	+ 1/2	+ 5.79	13	8	6	9,396	85,738	
GANNETT CO.	GCI	N	37 7/8	35 1/4	+ 1 5/8	+ 4.48	40 3/4	32 3/4	16	22,430	849,536	
GENERAL TIRE	GY	N	23 1/2	23 1/4	+ 1/4	+ 1.07	29 1/4	22 3/8	5	22,242	522,687	
GLOBE BROADCASTING**	GLBTA	O	4 1/8	4 1/8			4 3/8	2 1/8		2,772	11,434	
GRAY COMMUN.	GO	O	10 1/2	10 1/2			12 3/4	5	5	4,987	4,987	
HARTE-HANKS	HAY	N	32 5/8	29 3/4	+ 2 7/8	+ 9.66	32 7/8	26	12	4,477	146,062	
JEFFERSON-PILOT	JP	N	30 3/8	30 5/8	- 1/4	- .31	32 3/8	26 5/8	10	23,400	710,775	
MARVIN JOSEPHSON	MRVM	O	13 1/4	12	+ 1 1/4	+ 10.41	17 1/4	10 1/4	6	1,931	26,248	
KANSAS STATE NET.	KSN	O	7 1/4	7 1/4			9 1/2	4 3/4	8	1,715	12,441	
LEF ENTERPRISES	LNT	A	24 3/4	24 1/2	+ 1/4	+ 1.02	29 1/8	22 1/4	11	5,010	123,997	
LIBERTY	LC	N	24 3/4	23 1/8	+ 1 5/8	+ 7.02	24 3/4	18	8	6,762	167,359	
MCGRAW-HILL	MHP	N	19 1/2	19 1/2			19 5/8	15 5/8	10	24,675	481,162	
MEDIA GENERAL	MEG	A	14 5/8	15 1/8	- 1/2	- 3.30	20	13 5/8	7	7,277	106,426	
MEREDITH	MOP	N	26	24 5/8	+ 1 3/8	+ 5.58	26	17 3/8	7	3,074	79,924	
METROMEDIA	MET	N	32 3/4	32	+ 3/4	+ 2.34	32 3/4	25 1/4	7	6,707	219,654	
MULTIMEDIA	MMED	O	25 3/4	24 3/4	+ 1	+ 4.04	25 3/4	21 1/2	10	4,394	113,145	
NEW YORK TIMES CO.	NYKA	A	19 3/8	19 3/8			19 1/2	15 3/4	9	11,207	217,135	
OUTLET CO.	OTU	N	20 3/4	19 3/4	+ 1	+ 5.06	24 1/4	16 5/8	8	2,140	44,405	
POST CORP.	POST	O	23 1/2	23 1/2			23 1/2	16 1/4	8	867	20,374	
REEVES TELECOM	RRT	A	2 7/8	2 3/8	+ 1/2	+ 21.05	3	1 3/4	29	2,381	6,445	
ROLLINS	RJL	N	20	19 5/8	+ 3/8	+ 1.91	24 1/4	17 1/8	11	33,000	660,000	
RUST CRAFT	RUS	A	22 1/2	21 7/8	+ 5/8	+ 2.85	23 1/2	8 1/2	14	2,291	51,547	
SAN JUAN RACING	SJR	N	9 5/8	11 5/8	- 2	- 17.20	11 3/4	7 5/8	12	2,509	24,149	
SCHERING-PLOUGH	SSP	N	32 1/8	31 3/4	+ 3/8	+ 1.18	44 3/4	28 1/4	10	54,084	1,737,448	
SONDERLING	SDB	A	11 1/4	10 1/2	+ 3/4	+ 7.14	12 7/8	8 3/8	5	1,103	12,408	
TECH OPERATIONS**	TC	A	4	4 1/8	- 1/8	- 3.03	4 3/4	2 3/8		1,344	5,376	
TIMES MIRROR CO.	TMC	N	24 1/2	25 1/4	- 3/4	- 2.97	25 3/8	20 3/4	10	33,911	830,819	
WASHINGTON POST CO.	WPD	A	33	33 1/2	- 1/2	- 1.49	33 1/2	21 3/4	10	8,545	281,945	
WOMETCO	WOM	N	13 3/8	12 1/8	+ 1 1/4	+ 10.30	13 3/8	10 7/8	9	9,404	125,778	
										TOTAL	373,536	9,113,385

## Cablecasting

ACTON CORP.	ATN	A	6 3/4	7	- 1/4	- 3.57	7 3/8	3 1/8	6	2,710	18,292	
AMECO**	ACD	O	1/8	1/8			1/2	1/8		1,200	150	
AMERICAN TV & COMM.	AMTV	U	31 1/2	30 1/4	+ 1 1/4	+ 4.13	32	19 3/4	19	3,856	121,464	
ATHENA COMM.** *	ATV	O	3/8	3/8			3/8	1/8		2,125	796	
BURNUP & SIMS	BSIM	O	4 3/8	4 1/2	- 1/8	- 2.77	4 3/4	3 1/8	22	8,309	36,351	
CABLE INFO.**	CI	U	5/8	5/8			7/8	1/2	3	663	414	
COMCAST	CO	O	4 7/8	5	- 1/8	- 2.50	5 1/4	3 3/4	7	1,651	8,048	
COMMUN. PROPERTIES	COMU	D	7 1/4	7	+ 1/4	+ 3.57	7 3/4	3 5/8	19	4,761	34,517	
ENTRON*	ENT	O	2 1/4	2 1/4			2 1/4	7/8	2	979	2,202	
GENERAL INSTRUMENT	GRI	N	20 3/8	19 7/8	+ 1/2	+ 2.51	23	17 5/8	9	7,504	152,894	
GENEVE CORP.	GENV	O	11 1/2	9	+ 2 1/2	+ 27.77	11 1/2	7 1/2	77	1,121	12,891	
TELE-COMMUNICATION	TCOM	O	6 3/4	6 1/4	+ 1/2	+ 3.00	7 3/8	2 7/8	42	5,281	35,646	
TELEPRINTER	TP	N	8 3/8	7 7/8	+ 1/2	+ 5.34	9 3/8	5 3/4	25	16,793	140,641	
TEXSCAN	TEXS	O	1 3/4	1 3/4			2	1 1/4	10	786	1,375	
TIME INC.	TL	N	34 1/4	34	+ 1/4	+ .73	38 1/4	31 3/4	9	20,349	696,953	
TCCO*	TCCM	O	3 5/8	3 5/8			4 5/8	2 1/4	8	632	2,291	
UA-COLUMBIA CABLE	UACC	O	23 1/4	22	+ 1 1/4	+ 5.68	23 1/2	15 1/2	16	1,679	39,036	
UNITED CABLE TV	UCTV	O	7 1/4	6 7/8	+ 3/8	+ 5.45	7 1/4	3 7/8	181	1,880	13,630	
VIACOM	VIA	N	19 5/8	20	- 3/8	- 1.87	20	9 1/2	16	3,750	73,593	
										TOTAL	86,029	1,391,184



Stock symbol	Exch.	Closing Tues. Nov. 22	Closing Wed. Nov. 16	Net change in week	% change in week	High	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)			
<b>Programing</b>													
COLUMBIA PICTURES	CPS	N	19 1/8	18 1/2	+	5/8	+	3.37	19 1/8	7 3/8	11	6,748	129,055
DISNEY	DIS	N	40 3/4	40 3/8	+	3/8	+	.92	47 5/8	32 1/2	17	31,894	1,299,580
FILMWAYS	FWY	A	8 3/8	8 1/2	-	1/8	-	1.47	9 7/8	6 7/8	7	2,275	19,053
FOUR STAR			1 1/4	1 1/4					1 1/4	3/4	13	666	832
GULF + WESTERN	GW	N	11 3/8	11 5/8	-	1/4	-	2.15	18 3/8	10 1/4	3	48,215	548,445
MCA	MCA	N	36 3/4	35 7/8	+	7/8	+	2.43	42 3/4	32	8	18,554	681,859
MGM	MGM	N	22 3/4	22 5/8	+	1/8	+	.55	24 1/8	16	9	13,102	298,070
TELETRONICS INTL.			4 3/4	4 1/2	+	1/4	+	5.55	6 1/2	3 1/2	7	1,718	4,835
TRANSAMERICA	TA	N	15 3/8	15 1/4	+	1/8	+	.81	16 1/2	13 5/8	7	66,928	1,029,018
20TH CENTURY-FIX	TF	N	22 3/4	22 3/8	+	3/8	+	1.67	25	10	8	7,684	174,811
WARNER	WCI	N	30	29 7/8	+	1/8	+	.41	32 1/2	25 3/4	7	14,352	430,560
WRATHER	WCO	A	7 7/8	7 1/2	+	3/8	+	5.00	8 3/8	4 1/2	11	2,243	17,653
TOTAL												213,579	4,633,881

### Service

3BDO INC.	3BDO	D	27 1/2	27 3/4	-	1/4	-	.90	29 3/4	22 1/2	3	2,513	69,107
COMSAT	CO	N	36 1/8	35	+	1/8	+	.34	36 3/4	28 3/4	11	10,000	351,250
DOYLE DAVE BERNBACH	DOYL	J	19 3/4	20	-	1/4	-	1.25	22	16 3/4	6	1,866	36,853
FOOTE CONE & BELDING	FCB	N	17	16 3/4	+	1/4	+	1.49	18	14 3/4	7	2,304	39,168
GREY ADVERTISING	GREY	O	30	22 3/4	+	7 1/4	+	31.86	30	16 1/2	6	821	24,630
INTERPUBLIC GROUP	IPG	N	28 3/4	27 7/8	+	7/8	+	3.13	39 1/4	24 1/2	6	2,387	68,626
MCI COMMUNICATIONS**	MCIC	J	2 7/8	2 7/8					3 1/4	7/8	41	20,137	57,893
MOVIELAB	MOV	A	1 1/8	1	+	1/8	+	12.50	3	1	6	1,410	1,586
MPD VIDEO ELECTRONICS	MPD	A	6	5 1/4	+	3/4	+	14.28	9	4	9	520	3,120
A. C. NIELSEN	NIELB	D	22 1/2	22 1/8	+	3/8	+	1.69	22 1/2	18 7/8	13	10,762	242,145
OGILVY & MATHER	OGIL	O	40 1/2	39 1/2	+	1	+	2.53	40 1/2	31	8	1,805	73,102
J. WALTER THOMPSON	JWT	N	23	22 1/4	+	3/4	+	3.37	23	15 1/8	9	2,649	60,927
TOTAL												57,174	1,038,407

### Electronics/Manufacturing

AEL INDUSTRIES	AELBA	D	4 3/8	4 5/8	-	1/4	-	5.40	6	2 3/8	6	1,672	7,315
AMPEX	APX	N	9 3/4	9 3/4					11	7 3/8	11	10,924	106,509
ARVIN INDUSTRIES	ARV	N	20 3/4	20 5/8	+	1/8	+	.60	20 3/4	14 1/2	5	5,959	123,649
CCA ELECTRONICS*	CCA	O	5/8	5/8					5/8	1/8	3	397	560
CETEC	CEC	A	2 7/8	3 1/8	-	1/4	-	8.00	3 1/4	1 3/4	10	1,654	4,755
COMU	COH	A	3 1/4	3 1/4					3 1/2	2 1/8	12	1,779	5,781
CONRAC	CAX	N	22 1/4	21 7/8	+	3/8	+	1.71	27 1/4	19 5/8	8	1,803	40,116
EASTMAN KODAK	EASKD	N	53	52 3/4	+	1/4	+	.47	85 3/4	49 7/8	14	161,369	8,552,557
FARINON	FARN	D	9 1/4	9 3/4	-	1/2	-	5.12	12	8	10	4,628	42,809
GENERAL ELECTRIC	GE	N	52 3/8	51 7/8	+	1/2	+	.96	56 5/8	45	12	184,581	9,667,429
HARRIS CORP.	HRS	N	41	41 3/4	-	3/4	-	1.79	41 7/8	28	13	12,164	498,724
HARVEL INDUSTRIES*	HARV	D	4 1/4	4 1/4					5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.**	IVCP	D	7/8	7/8					2 3/8	1/4		2,701	2,363
MICROWAVE ASSOC. INC	MAI	N	27 1/8	27 3/4	-	5/8	-	2.25	27 3/4	20 1/4	11	1,320	35,805
3M	MMM	N	49	49 1/2	-	1/2	-	1.91	57	46 1/4	15	115,265	5,647,985
MOTOROLA	MOT	N	36 7/8	38 1/4	-	1 3/8	-	3.59	56 7/8	36 3/4	11	28,544	1,052,560
N. AMERICAN PHILIPS	NP4	N	28 3/4	29	-	1/4	-	.86	36	28 1/4	6	12,033	345,948
OAK INDUSTRIES	OAK	N	15	15 3/4	-	3/4	-	4.76	17 7/8	9 5/8	14	1,597	25,455
RCA	RCA	N	28 5/8	28 5/8					31 3/4	25 3/8	11	74,812	2,141,493
ROCKWELL INTL.	ROK	N	29 5/8	29 1/4	+	3/8	+	1.28	36 3/4	28 1/4	7	32,700	968,737
RSC INDUSTRIES	RSC	A	2	1 7/8	+	1/8	+	6.66	2 3/8	1 5/8	9	2,690	5,380
SCIENTIFIC-ATLANTA	SFA	A	23	22 1/8	+	7/8	+	3.95	23 1/2	16 3/4	14	1,646	37,858
SONY CORP.	SVE	N	7 3/8	7 5/8	-	1/4	-	3.27	10 3/8	7 3/8	14	172,500	1,272,187
TEKTRONIX	TEK	N	39 1/8	39 5/8	-	1/2	-	1.26	68 1/2	28 1/4	15	16,267	636,446
TELEMETION	TEMT	O	7/8	7/8					1	1/2	1	1,050	918
VARIAN ASSOCIATES	VAR	N	19 1/2	19 1/8	+	3/8	+	1.96	21	14 3/4	13	6,838	133,341
WESTINGHOUSE	WX	N	18 7/8	18 1/4	+	5/8	+	3.42	22	16 1/4	7	87,492	1,651,411
ZENITH	ZE	N	15	14 5/8	+	3/8	+	2.56	28	13 5/8	8	18,818	282,270
TOTAL												964,283	33,292,401
GRAND TOTAL												1,773,461	52,809,727

### Standard & Poor's Industrial Average

105.0 104.9 +.1

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.  
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

\*Stock did not trade on Wednesday, closing price shown is last traded price.  
\*\*No P/E ratio is computed, company registered net loss.  
\*\*\*Stock split.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.

## Ambitious for himself and for N W Ayer: Lou Hagopian

Lou Hagopian's interest in the media stretches back 35 years to when he was a high school student in Birmingham, Mich., and harbored dreams of becoming a radio announcer.

Mr. Hagopian, who is board chairman and chief executive officer of N W Ayer ABH International, New York, recalls his early ambition and explains his career detour this way:

"I went so far as to enroll in the radio and speech curriculum at Michigan State in my freshman year in 1942-43, and then I went into the Navy. I happened to run across a number of radio announcers during my Navy tour, and they told me that those in announcing were poorly paid and insecure. That turned me off, and when I returned to college in 1946, I decided to major in business administration."

Mr. Hagopian, a tall, sturdily built man of 52 with a friendly but direct manner, is candid in saying he long had a strong drive to excel, to carve a niche for himself in society. He decided that the business sector, rather than the arts or entertainment world, offered the most attractive opportunities.

His early upbringing, he says, was a motivating factor in fueling his determination to succeed. Louis Thomas Hagopian was born in the blue-collar town of Pontiac, Mich., to parents of Armenian background. They moved to the affluent Detroit suburb of Birmingham when he was in the 10th grade to provide their children with a quality education and environment.

"We were one of the poorer families in town," Mr. Hagopian recalls, "but the exposure to large homes and people of means and education inspired me to set high goals."

After his release from the Navy, he returned to Michigan State, earned his degree in business administration and, in 1948, accepted a post with the Pontiac Division of General Motors as a management trainee. He worked in various offices of Pontiac as a claims adjuster, service representative and district manager until 1953 when he joined the Dodge Division of Chrysler as administrative assistant to the general sales manager.

"I made the change because I had been exposed to advertising and marketing while at Pontiac," he says, "and the post at Dodge involved me more directly in those areas."

He left Dodge in 1956 to become vice president and director of advertising for Plymouth Division of Chrysler and in 1960 he shifted to the agency side, joining Ayer as account supervisor on Plymouth.



Louis Thomas Hagopian—chairman, N W Ayer ABH International, New York; b. June 1, 1925, Pontiac, Mich.; U. S. Navy, 1943-46; released as lieutenant, junior grade; BA, business administration, Michigan State College, 1947; management trainee, claims adjuster, service representative and district manager, Pontiac Division of Chrysler Corp., Pontiac, Mich., 1948-53; administrative assistant to general sales manager and national sales promotion manager, Dodge Division, 1953-56; vice president and director of advertising for Plymouth Division, Detroit, 1956-60; account supervisor, N W Ayer, Detroit, on Plymouth, 1960-1962; vice president, account supervisor and manager of Detroit office, 1962-67; executive vice president and manager of New York office, 1967-1973; vice chairman, 1973-76; chairman and chief executive officer since 1976; m. Joanne Kelly, 1955; children—Susan, 20; Thomas, 19; Matthew, 14.

In the decade between 1956 and 1966 Mr. Hagopian's career was in high gear. But in 1966 it appeared that he had run into a roadblock when Plymouth dropped Ayer as its agency and, in the process, removed about \$30 million in billings, said to be the largest account defection at that time.

But it wasn't a roadblock at all for Mr. Hagopian. Ayer transferred him to New York in the spring of 1967 as executive vice president in charge of the office and placed him on the board of directors. He was elevated to vice chairman in 1973 and was tapped for chairman and chief executive officer in 1976.

Mr. Hagopian directs an agency founded 108 years ago in Philadelphia and considered the oldest U.S. agency. It moved its headquarters to New York from Philadelphia only seven years ago, reflecting what Mr. Hagopian calls "an emphasis

on aggressiveness and competitiveness."

The agency employs 950 staffers in the U.S. in offices located in New York, Chicago, Los Angeles, San Francisco, Seattle and Philadelphia. Billings this year will be about \$250 million, of which more than \$70 million will be in broadcast.

Mr. Hagopian is delighted with the progress of new business in 1977, noting that about \$25 million in annual billings have been acquired this year. New clients include Chicken Of the Sea, First Boston Corp., Vespa, Avon and the Bahamas Ministry of Tourism.

He notes that most of the new clients are involved in broadcasting, as are such other Ayer accounts as Kraft, Nestle's, General Motors (corporate), Dr. Scholl, Olympia beer, Econ Laboratories and AT&T. The last is a jewel in Ayer's diadem, having been a client since 1908.

In 1908, however, AT&T and N W Ayer didn't have to contend with today's media. Issues abound now, and Mr. Hagopian speaks to some of them:

Like many of his agency confreres, he is concerned with television's "constantly rising costs." On the other hand, he says, television does bring in the audiences and, on balance, is an effective and efficient medium.

He agrees with many of his agency colleagues that some television programs lack quality, but adds: "To expect levels of excellence every hour of every night is impossible. In any given week there are a number of fine programs on the air."

Mr. Hagopian is adamantly opposed to agencies and advertisers becoming directly involved in television programming. He feels such a move could lead to censorship. "I can remember when agencies produced a large number of programs and many of them were bad," he says. "I think, on the whole, the networks are doing a good job of catering to a mass audience."

This does not mean, Mr. Hagopian says, that networks should be the sole medium of visual communications to the home. He is watching developments in the cable TV field very closely, he notes, and is particularly interested in Warner Cable's Qube project in Columbus, Ohio.

"As an ad agency we would be remiss in our obligation to our clients if we ignored cable," he says. "Cable is going to open up many choices to the viewer. It will, of course, result in fractionalization of the audience, but if cable can bring something to the public that it wants there will be no way to stop it."

Mr. Hagopian likes to keep in trim by playing golf and tennis. He is a music buff of the big-band era and collects recordings from that period.

His long range professional ambition, he says: "to leave Ayer in better shape than when I came here."

## The real thing?

The experts are looking into it and presumably will find out, sooner or later, whether this year's decline in homes using television, as measured by A. C. Nielsen Co., reflects a real decline in viewing or, instead, is the result of some sort of technical fluke.

We hope it is the latter, of course, but the evidence suggests otherwise. Nielsen finds declines in its October diaries generally corresponding to those in its national meter sample ("Closed Circuit," Nov. 14). Arbitron's October diaries show similar declines, as reported elsewhere in this issue.

While waiting for the definitive word, we suggest that broadcasters—and especially broadcast programmers—assume for a moment that the decline is real. The question then becomes: Why did it happen? Addressing that question can be profitable. Time spent trying to make programming better suit the needs and wishes of audiences is never wasted—not even if done on an assumption that everybody hopes will be proved wrong.

## Journalism practiced here

The preservers of musty traditions in the legal fraternity may cringe at the idea, but Richard S. Salant, president of CBS News, made a lot of sense when he suggested that the U.S. Supreme Court admit television to cover arguments (BROADCASTING, Nov. 21). How better to illuminate the great issues that go before the court than to broadcast the arguments, which must treat and clarify the essentials?

Mr. Salant, however, was speaking more as a lawyer, which he also is, than as a journalist when he questioned the worth of broadcast coverage in lower court trials. His colleagues in broadcast news will prefer the arguments for courtroom access as advanced by a New York district judge and law professor in an article described elsewhere in this issue.

Television journalists are as professionally competent to cover the courts as print journalists are, and television equipment is no longer obtrusive. It is simply a question of persuading the judiciary that old ways are not necessarily best.

When television becomes the dominant journalistic force during the historic mission of an Egyptian president to Israel, it has surely earned the right to cover a police court in Peoria.

## Pressures on prices

Norman Campbell, the president of Tracy-Locke Advertising, has begun a campaign to open more commercial time in network television schedules as a means of lowering advertising prices. It's just possible that Mr. Campbell will attract support from an advertising community that has been groping for a way to arrest television's rising costs.

As Mr. Campbell explains it, the plan is simple enough. The networks, according to his calculations, can easily divert two minutes an hour from such uses as program promotion and make them available for sale, without increasing the volume of non-program material now being broadcast. The enlargement of inventory would be accompanied by a reduction in unit rates.

Advertisers may be receptive to the Campbell plan. Networks may even find some appeal in it, provided they can compute a way to sell out the enlarged inventory at prices that generate increased profits. Network affiliates, however, may be expected to regard it as another threat to spot.

The Campbell plan would mean a 33 1/3% increase in the time available for network sale in prime time. Networks that are now

collectively selling some 420 minutes a week in those hours would have some 560 to sell. Although none of that time would be taken from existing station inventory, according to Mr. Campbell's proposal, the networks would inevitably claim a larger part of national advertising budgets at the inevitable expense of spot.

There is another process by which network prices may be adjusted. At a meeting of security analysts two weeks ago, Fred Pierce, president of ABC Television, said in answer to a question that Procter & Gamble had reduced its business with ABC-TV in objection to current rates. The process of adjustment may already have begun.

## A shared perception

On occasion this page has carried criticism of the evolution of "noncommercial" television into a system with, to say the least, commercial overtones. Invariably that criticism provokes outrage among the pure of heart who work for the noncommercial system, as readers of the "Open Mike" department may have noticed in recent issues.

In that context we were especially interested in a column appearing in Nov. 18 editions of the *Washington Post*, and presumably in other papers to which he is syndicated, by Nicholas von Hoffman. Mr. von Hoffman, a certified antiestablishment man, will never be accused of speaking for commercial broadcasting.

Mr. von Hoffman opened on a note of praise for *I, Claudius*, the Mobil Oil Co.'s British import on the Public Broadcasting System, which the columnist described as "so much finer than any of the dull dramatizations of trash fiction on commercial TV." He noted that the program had been underwritten by Mobil and then observed: "It appears that what PBS has become is a very inexpensive way to do institutional advertising to a group with premium demographics: high income, high status, high educational types who've been bored by commercial TV too often to watch it any more. Advertising on noncommercial TV is very cheap. Not only is there no profit, but taxpayers and individual small donors pay 99% of the freight. Then a company such as Mobil can move in for a couple of hundred grand and get the credit."

Mr. von Hoffman's details may be subject to refinement, but his main point is clear. Please remember that he said it; BROADCASTING didn't. Not this week.



Drawn for BROADCASTING by Jack Schmidt

"This is one of those times that I wish we hadn't been so speedy in settling the strike."



# Meet America's Only Major Market UHF Independent News Team



KTXL-TV Sacramento/Stockton now in its third year of news has established itself as America's pioneer Independent UHF nightly news service. TV40 has seventeen news people backed by full ENG capabilities, plus the world wide facilities of ITNA News Service in which KTXL-TV is the only UHF member.

America's only Major Market UHF Independent News Team!  
Sixty minutes nightly - Monday through Friday.



**KTXL-TV40**



# WHIO-TV Is The Leader

Across the Miami Valley, when people need fast, factual news information, they turn to Television 7. WHIO-TV keeps a full-strength team

of professional reporters in the field at all times, and with Dayton's only live cam on continual call, the Television 7 news team is in position to cover any story at any time. When news breaks, the people need a witness on the scene; Television 7 not only provides a witness, but with Scoop, our personality-plus live cam, we take the people to the scene as well. People in the Television 7 viewing area have come to rely on both the immediacy and dependability of

Newscenter 7, making the 11:00 newscast, for example, the most highly rated, late night newscast nationwide.\*

\*May '77 ARB reports.

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