The art of predicting Houston's weather takes a turn for the better.

When Doug Johnson was in knickers, KPRC TV was introducing the first weather radar to Houston's then-infant TV audience.

Nowadays, Doug is at the controls of the best weather radar in the whole country: the new SuperScan 2.

It's so sensitive, if there's a drop of rain within 300 miles, SuperScan 2 will light up like a Christmas tree.

It shows light rain in blue, moderate rain in green, heavy rain in yellow, and when the screen shows red, it's time to head for high ground. SuperScan 2 is such an advanced radar, the U.S. Weather Bureau has even ordered a few for itself.

Meanwhile, the Bureau people have joined Doug's audience, soaking up the best weather news in Houston.
TIME-LIFE TELEVISION presents
An Extraordinary Lead-In
to the Fall Season
— Ready August 20

EXCLUSIVE! FIRST RUN SYNDICATION

THE AFRICANS:

6 One-Hour programs*
portraying the current state of change and crisis affecting Africa today—as seen and told by Africans themselves

*Also available as 3 Two-Hour Programs—or 2 Three-Hour Programs

A Time-Life Television and Nine Network of Australia Production in association with Meredith Broadcasting

SOUTH AFRICA IS NOT ONE COUNTRY
— An examination of life under apartheid.

SOWETO—THE SECRET CITY
— A look at the varied and often rich life of that embattled black township.

NEW FACES
— Portraits of people and their accomplishments across the continent.

FREEDOM AND AFTER
— The social and economic changes in post-colonial Africa.

UNEASY BORDERS
— The story of Rhodesia, a nation at war within and without.

MAKING UP FOR LOST TIME
— A summing-up of Africa's own cultural identity.

TIME-LIFE TELEVISION
TIME & LIFE BUILDING
NEW YORK, N.Y. 10020
(212) 556-7783

ATLANTA
(404) 899-8550

CHICAGO
(312) 329-7335

LOS ANGELES
(213) 385-8151
employing a compact microprocessor computer, lets you start with the automation you need... today.

And add as much automation as you will need... tomorrow.

M200; a practical, building block approach to TV automation.
FERRIS'S DEBUT  □  The FCC chairman makes his maiden speech to the industry. It's something for everybody.  PAGE 29.

FACE TO FACE  □  The FCC commissioners meet their regulatees at the customary NAB session. Top of the topics: deregulation of radio, especially in the larger markets. PAGE 30.

SO MUCH TALK  □  In a "Vince and Van" session at the NAB, the association president and the Communications Subcommittee chairman debate the merits of the Communications Act rewrite. PAGE 31.

THE BIGGEST SHOW IN VEGAS  □  Exhibitors—a record 293—sprawl across the convention center. And a record number of broadcasters make the trek to see them. PAGE 33.

STATE OF THE UNION  □  In convention addresses to radio and TV members, NAB President Wasilewski urges them to stick together in the fight against government intervention in broadcasting. PAGE 36.

SPARRING PARTNERS  □  Everett Parker and Richard Wiley debate the pros and cons of the United Church of Christ's rewrite proposal. PAGE 38.

REINSCH'S ADVICE  □  Winner of NAB's Distinguished Service Award counsels broadcasters to strive for integrity in their operations. PAGE 38.

CLEARING THE AIR  □  At an NAB session, FCC staffers admit they goofed in allowing last-minute filings before the freeze on AM applications. They also say the commission is considering an EEO rulemaking for the handicapped, and, in answer to a question, say they would be lenient on stations that air indecent language during a fast-breaking news story. PAGE 40.

MINORITY ADVOCATE  □  Margita White tells those gathered at NAB in Las Vegas that diligence in EEO matters may lead to fewer cases of government regulation. PAGE 42.

HELPFUL HINTS  □  The FCC's acting head of its Complaints and Compliance division gives some tips on how to keep your broadcasting house in order prior to visits from the commission. PAGE 42. In another panel, broadcasters hear advice on what to do if a petition to deny is filed against their station. In brief: Keep your cool. PAGE 46.

MUTUAL BUYS WCFL  □  The network will pay $12 million for the pioneer Chicago AM. With it, MBS will get its first O&O and, as a licensee, become subject to the FCC. PAGE 52.

HANDLE WITH MORE CARE  □  There's much sentiment for more restraints on children's advertising at an NAB session. But not everyone is willing to blame TV for those sugar-related problems. PAGE 60.

BEATING THE DRUMS  □  TVB unveils its newest sales presentation in Las Vegas along with reports of booming business. One dash of cold water comes from a Wall Streeter who points out that the medium isn't doing as well as it thinks with retailers. PAGE 62.

SEX AND VIOLENCE  □  Producer-actor Michael Landon is the strongest voice in expressing such concerns at an NAB panel. PAGE 68.

THE FAIR WAY  □  Les Arries, chairman of committee negotiating for new music licenses, insists a flat fee is the only equitable way to charge local TV stations. PAGE 68.

BBC'S REDMOND  □  The director of engineering in London tells how the British are expanding their broadcast services. PAGE 74.

NITTY-GRITTY OF AM STEREO  □  The question is no longer "if" but "when" as managers and engineers huddle in Las Vegas. PAGE 76.

MIP-TV ADVANCE  □  Here's a look at the 14th annual event that opens next week in Cannes, what the organizers think and what the programers expect. PAGE 81. The worldwide line-up of companies that will be represented starts on that page. A fuller listing of North American programers, their product and personnel is on PAGE 86.

GREY'S REISENBACK  □  As executive vice president and director of media and programing service for the agency, he is the final link in domestic expenditures of more than $380 million. There have been a lot of pressures on Sandy Reisenbach, but his 25 years of media expertise have always given him the right answers. PAGE 113.
These are some of the people to ask when you have questions about Gulf.

Finding, producing and transporting energy are complicated jobs. Sometimes the reasons we do things one way instead of another, or do one thing instead of another, aren't clear to anybody outside the business.

But the people and the press have a right to know what we're doing and how it will affect them. So Gulf Oil Corporation has an elaborate system for supplying answers to questions about our company. The people in the picture are just a few of the people who are in charge of Gulf Public Affairs offices in various parts of the country.

Below there is a list of names and phone numbers of the Gulf people to call when you need information. We hope you'll use the system, because probably one of the most important challenges we have to meet is maintaining a free and open dialogue with the press.

1. Atlanta, Georgia
   Michael M. Kumpf - 404-897-7738
2. Boston, Massachusetts
   James T. Morris - 617-227-7030
3. Denver, Colorado
   James W. Hart, Jr. - 303-758-5855
4. Houston, Texas
   James I. Gatten - 713-750-2736
5. Raymond Snokhous - 713-682-1170
6. Los Angeles, California
   Ralph E. Lewis, Jr. - 213-553-3800
7. New Orleans, Louisiana
   Michael H. Nelson - 504-566-2667
8. Philadelphia, Pennsylvania
   Jack Galloway - 215-563-6633
9. Pittsburgh, Pennsylvania
   Thomas D. Walker - 412-263-5938
10. Santa Fe, New Mexico
    A. Samuel Adelo - 505-988-8905
11. Tulsa, Oklahoma
    Jeffrey P. Harris - 918-560-4305
12. Washington, D.C.
    Nicholas G. Flocos - 202-659-8720
Stay-at-home
Speeches like one FCC Chairman Charles D. Ferris gave National Association of Broadcasters last week (see page 29) will be rare. Unlike his predecessor, Mr. Ferris plans to stick close to Washington, with little travel and few as half-dozen out-of-town speeches per year. Former FCC Chairman Richard E. Wiley averaged some 100 appearances a year all over country.
Mr. Ferris has passed word that state association invitations will be turned down. He prefers schedule of 12-hour weekdays at office, weekends with family, and he calculates that any speech out of town costs at least two work days. Although each FCC commissioner controls own time, it’s presumed that with chairman trimming his travel, others may too, but probably not to same extent.

Double dealing
Two television station sales were reported in work last week. Meredith Broadcasting group, New York, was said to be negotiating to buy WPIT-TV Pittsburgh, independent on channel 53, for about $12 million. Station is owned by local real estate syndicate.

Although principals will neither confirm nor deny it, word is that Chicago-based WGN Continental Broadcasting group is on verge of selling its KDAL-TV Duluth, Minn., to Palmer Broadcasting group based in Davenport, Iowa. Price is said to be $7.6 million for station and real estate. KDAL(AM) isn’t involved. KDAL-TV is CBS affiliate on channel 3.

Real world
Nothing short of political miracle would induce President Carter to reappoint Republican Margiata White to another term on FCC. It couldn’t happen without consent of FCC Chairman Charles D. Ferris, who in quest of block of at least four votes he can count on. Mrs. White hasn’t fit into that category. Her term ends June 30.

Mr. Ferris has endorsed no one, but authorities say it’s politically unrealistic to expect President to give seven-year appointment to holdover, no matter how qualified—especially one who was recruited to government in Nixon administration.

Dither over diaries
Unusual venture in San Diego ended last week after local agency, said to be market’s biggest, warned it would cancel current business and buy no more for 90 days on any station that continued to participate. Venture involved messages broadcast by most if not all San Diego radio stations urging Arbitron diary panelists to fill in those diaries. Messages didn’t suggest panelists slant entries, but each station identified own call or frequency. Arbitron protested, threatened to flag rating books, but practice reportedly ceased only after Phillips-Ramsey agency issued its no-buy warning.
This approach has been tried before, but usually by only few stations in a market. On one or two occasions Broadcast Rating Council officials have suggested it might be interesting to see what would happen if all stations in a market broadcast such message equal number of times. Whether it’ll have noticeable effect in San Diego remains to be seen: Stations were said to have started broadcasting messages April 6, stopped April 10.

Vegas prices
Nearly as striking as sound of Mormon Tabernacle Choir at NAB convention last week was sight of that 325-member assemblage, transported from Salt Lake City, then returned home for supper same day (April 9). Feat was accomplished with three chartered jets, cost of which was shared by NAB. Association negotiated fee with Arch Madsen, president of Bonneville International, reportedly settled on about $35,000. Choir sang for free.

Field work
Among visitors at National Association of Broadcasters convention were three from White House—Steve Simmons of domestic policy staff, Walt Wurfel of press office, and Martha (Bunny) Mitchell, special assistant to President for special projects. Mr. Simmons’ responsibilities include communications policy; Mr. Wurfel has key role in maintaining contact with broadcasters and print journalists outside Washington, and Ms. Mitchell has been promoting minority ownership of broadcasting.
Mr. Simmons stopped off in Las Vegas after getting earful from film producers in Hollywood, who voiced familiar complaint about lack of market for their product.

Introducing . . .
Three TV networks are in final stages of planning annual affiliate conferences, and all three are scheduling special get-acquainted events to introduce key executives new to jobs since last year. In chronological order meetings line up like this:
CBS-TV, two full days (May 9-10) with Mexican Besta theme at Century Plaza hotel, Los Angeles. On display: new president of CBS/Broadcast Group, new president of TV network, new president of new entertainment division, new president of CBS Sports. ABC-TV, noon Monday, May 22, through banquet May 24. It has new president of ABC Entertainment, will be celebrating 25th year of present ownership as well as dominance in ratings, and stars will be out in force. NBC-TV, at New York Hilton, opens with reception starring newest president of all, Fred Silverman, Sunday evening, June 18. Business sessions will be limited to Monday and Tuesday mornings. Banquet Monday night will be major production built around previews of next-season prime-time shows.

Go-between
Consultant Ward L. Quaal, former president of WGN Continental, was man behind scene in $12-million sale of WCFL(AM) Chicago to Mutual Broadcasting System, which will give network its first owned-and-operated outlet (see page 52). Long-time friend of William A. Lee, president of Chicago Federation of Labor, Mr. Quaal was consulted about sale months ago. Transaction, however, will clear through broker Richard C. Crisler.

Trailing edge
“Action Track,” CBS-TV’s new technique that freezes live images as they occur—first used in Super Bowl (BROADCASTING, Jan. 16)—made golf debut during coverage of Masters on Saturday, April 8. Three-man television committee of Augusta tournament—including Cliff Kirland of Cox Broadcasting—was horrified by technique’s effectiveness: They said viewers wouldn’t believe Action Trackput-up—which looks like series of single balls dropped one by one on way to cup—was actual live shot. Under terms of network’s agreement, committee won; Action Track was confined to taped replays for rest of tournament.
Augusta has purist reputation in TV circles. It also makes CBS paint camera cables green.

Elaborate outpost
Network program executives and others close to production end of business have been watching with interest activities of Osmond family (Donny and Marie, et al). Osmonds are building up their production studios in Utah mountains.
Latest evidence of that is shopping trip representative of family made to NAB’s equipment show in Las Vegas. Purchased from Ampex were four AVR-3 video tape recorders ($152,000 each) and one ESS-2 digital production system ($121,500).
week TV flight beginning late this month. Mart Advertising, Fort Worth, will schedule spots in 45 markets during day and fringe time. Target: women and men, 25-49.

Equitable Savings □ Savings and loan group plans one-week TV and radio push beginning late this month. Colle & McVoy, Minneapolis, will seek spots in 40 radio markets and 12 TV markets during fringe and prime time. Target: total adults.

George A. Hormel □ Grocery products division focuses on its Mary Kitchen hash in four-week TV drive starting late this month. BBDO, Minneapolis, will seek spots in about 13 markets during daytime. Target: women, 25-49.

Delta Airlines □ Company schedules four-week TV flight starting last week. Burke Dowling Adams, Atlanta, will purchase spots in New York and Boston during fringe time. Target: adults, 25-49.

Wilton Enterprises □ Division of Pillsbury schedules four-week TV promotion for its Wilton supermarket product line, beginning late this month. Foote, Cone & Belding, Chicago, will seek spots in 36 markets during daytime. Target: women, 25-49.


G.D. Searel □ Consumer products division focuses on its Metamucil laxative in four-week TV promotion starting late this month. Needham, Harper & Steers, Chicago, will select spots in six markets during fringe time. Target: women, 50 and over.

T.G.&Y. Stores □ Division of City Products Corp. starts four-week TV drive beginning late this month. Grey-North, Chicago, will buy spots in 28 markets during all day parts. Target: women and men, 18-49.

Buick □ Division of General Motors begins three-week TV promotion next week. McCann-Erickson, Troy, Mich., will pick spots in three-five markets during prime and early fringe time. Target: men, 25-54.

Kinney □ Shoe company features its ankle-wrap sandal in TV promotion beginning late this month. Sawdon & Bess, New York, will buy spots in 45 markets during fringe and prime time. Target: women, 18-34.

Lincoln Curtiers □ Company begins three-week TV push for its Lincoln curtains this week. A. Eicoff & Co., Chicago, will handle spots in about 10 markets during all day parts. Target: total women.

Pennsylvania Lottery □ Instant lottery takes two-and-a-half-week TV push starting late this month. Lewis & Gilman, Philadelphia, will seek spots in six markets during day, fringe and prime time. Target: adults, 25-54.


Piedmont Airlines □ Airlines takes 13-week radio campaign starting this week. Liller, Neal, Battle & Lindsey, Atlanta, will select spots in 25 markets including Memphis and Charlotte. Target: men, 25-49.

Motors Insurance Corp. □ Division of General Motors launches four-to-six-week radio push starting in early May. Dancer-Fitzgerald-Sample, New York, will buy spots in 12 markets including Atlanta, Chicago, Miami and Milwaukee. Target: adults, 25-54.

Sunny Delight □ Orange Drink gets four-to-six-week radio push beginning in early May. Gumpertz/Bentley/Fried, Los Angeles, will buy spots in Phoenix and Tucson, Ariz. Target: total adults.

Renault □ Le Car gets four-week radio drive beginning this week. Marsteller, New York, will handle spots in eight markets including Boston, Chicago, Denver and San Diego. Target: adults, 18-34.

Emerson □ Electric appliance company features its Quiet Cool air conditioner in four-week radio campaign beginning in late May. Marsteller, New York, will schedule spots in about 36 markets including Boston, Miami, Los Angeles and St. Louis. Target: men, 25-49.

Kraft Foods □ Division of Kraft Foods schedules three-week radio push for its Kraft dinners campaign starting late this month. Foote, Cone & Belding, Chicago, will seek spots in 31 markets including Dallas, Detroit and Milwaukee. Target: women, 18-49.

Best Products □ Retail catalogue showroom plans two-week spot-radio promotion starting in early May. Webb & Athey, Richmond, Va., will arrange spots in 25 markets including Baltimore, Dallas, Houston and Los Angeles. Target: adults, 25-54.

Ace □ Hardware manufacturer arranges one-to-two-week radio flight beginning this week. D'Arcy-MacManus & Masius, Chicago, will buy spots in approximately 11 markets including Detroit, Houston and Nashville. Target: adults, 25-54.
Stay-at-home

Speeches like one FCC Chairman Charles D. Ferris gave National Association of Broadcasters last week (see page 29) will be rare. Unlike his predecessor, Mr. Ferris plans to stick close to Washington, with little travel and few as half-dozen out-of-town speeches per year. Former FCC Chairman Richard E. Wiley averaged some 100 appearances a year all over country.

Mr. Ferris has passed word that state association invitations will be turned down. He prefers schedule of 12-hour weekdays at office, weekends with family, and he calculates that any speech out of town costs at least two work days.

Although each FCC commissioner controls own time, it’s presumed that with chairman trimming his travel, others may too, but probably not to same extent.

Double dealing

Two television station sales were reported in work last week. Meredith Broadcasting group, New York, was said to be negotiating to buy WPHG-TV Pittsburgh, independent on channel 53, for about $12 million. Station is owned by local real estate syndicate.

Although principals will neither confirm nor deny it, word is that Chicago-based WGN Continental Broadcasting group is on verge of selling its KDAL-TV Duluth, Minn., to Palmer Broadcasting group based in Davenport, Iowa. Price is said to be $7.6 million for station and real estate.

KDAL (AM) isn’t involved. KDAL-TV is CBS affiliate on channel 3.

Real world

Nothing short of political miracle would induce President Carter to reappoint Republican Margita White to another term on FCC. It couldn’t happen without consent of FCC Chairman Charles D. Ferris, who is in quest of block of at least four votes he can count on. Mrs. White hasn’t fit into that category. Her term ends June 30.

Mr. Ferris has endorsed no one, but authorities say it’s politically unrealistic to expect President to give seven-year appointment to holdover, no matter how qualified—especially one who was recruited to government in Nixon administration.

Dither over diaries

Unusual venture in San Diego ended last week after local agency, said to be market’s biggest, warned it would cancel current business and buy no more for 90 days on any station that continued to participate. Venture involved messages broadcast by most if not all San Diego radio stations urging Arbitron diary panelists to fill in those diaries. Messages didn’t suggest panelists slant entries, but each station identified own call or frequency. Arbitron protested, threatened to flag rating books, but practice reportedly ceased only after Phillips-Ramsay agency issued its no-buy warning.

This approach has been tried before, but usually by only few stations in a market. On one or two occasions Broadcast Rating Council officials have suggested it might be interesting to see what would happen if all stations in a market broadcast such message equal number of times. Whether it’ll have noticeable effect in San Diego remains to be seen. Stations were said to have started broadcasting messages April 6, stopped April 10.

Vegas prices

Nearly as striking as sound of Mormon Tabernacle Choir at NAB convention last week was sight of that 325-member assemblage, transported from Salt Lake City, then returned home for supper same day (April 9). Feat was accomplished with three chartered jets, cost of which was shared by NAB. Association negotiated fee with Arch Madsen, president of Bonneville International, reportedly settled on about $35,000. Choir sang for free.

Field work

Among visitors at National Association of Broadcasters convention were three from White House—Steve Simmons of domestic policy staff, Walt Wurfel of press office, and Martha (Bunny) Mitchell, special assistant to President for special projects. Mr. Simmons’ responsibilities include communications policy; Mr. Wurfel has key role in maintaining contact with broadcasters and print journalists outside Washington, and Ms. Mitchell has been promoting minority ownership of broadcasting.

Mr. Simmons stopped off in Las Vegas after getting earful from film producers in Hollywood, who voiced familiar complaint about lack of market for their product.

Introducing...

Three TV networks are in final stages of planning annual affiliate conferences, and all three are scheduling special get-acquainted events to introduce key executives new to jobs since last year. In chronological order meetings line up like this:

CBS-TV, two full days (May 9-10) with Mexican fiesta theme at Century Plaza hotel, Los Angeles. On display: new president of CBS/Broadcast Group, new president of TV network, new president of new entertainment division, new president of CBS Sports. ABC-TV, noon Monday, May 22, through banquet May 24. It has new president of ABC Entertainment, will be celebrating 25th year of present ownership as well as dominance in ratings, and stars will be out in force. NBC-TV, at New York Hilton, opens with reception starring newest president of all, Fred Silverman, Sunday evening, June 18. Business sessions will be limited to Monday and Tuesday mornings. Banquet Monday night will be major production built around previews of next-season prime-time shows.

Go-between

Consultant Ward L. Quaal, former president of WGN Continental, was man behind scene in $12-million sale of WCFLAM Chicago to Mutual Broadcasting System, which will give network its first owned-and-operated outlet (see page 52).

Long-time friend of William A. Lee, president of Chicago Federation of Labor, Mr. Quaal was consulted about sale months ago. Transaction, however, will clear through broker Richard C. Crisler.

Trailing edge

“Action Track,” CBS-TV’s new technique that freezes live images as they occur—first used in Super Bowl (BROADCASTING, Jan. 16)—made golf debut during coverage of Masters on Saturday, April 8. Three-man television committee of Augusta tournament—including Cliff Kirtland of Cox Broadcasting—was horrified by technique’s effectiveness: They said viewers wouldn’t believe Action Track put—which looks like series of single balls dropped one by one on way to cup—was actual live shot. Under terms of network’s agreement, committee won. Action Track was confined to taped replays for rest of tournament.

Augusta has purist reputation in TV circles. It also makes CBS paint camera cables green.

Elaborate output

Network program executives and others close to production end of business have been watching with interest activities of Osmond family (Donny and Marie, et al). Osmonds are building up their production studios in Utah mountains.

Latest evidence of that is shopping trip representative of family made to NAB’s equipment show in Las Vegas. Purchased from Ampex were four AVR-3 video tape recorders ($152,000 each) and one ESS-2 digital production system ($121,500).
Conwood Corp. □ Hot Shot insecticide gets four-month TV drive starting in mid-May. Tucker Wayne & Co., Atlanta, will seek spots in 80 markets during day and fringe time. Target: women, 18-49.

Coors □ Brewery plans four-and-a-half-month TV flight starting in late April for its Coors beer. Kelly Nason, San Francisco, will schedule spots in 60 markets during fringe and prime time. Target: men, 18-34.


First Union National Bank □ Bank group arranges two-month TV campaign starting this week. Burton-Campbell, Atlanta, will schedule spots in six markets during fringe, prime and news time. Target: adults, 18-49.

Crocker National Bank □ Institutional and retail banking group arranges eight-week TV promotion starting in late May. Needham, Harper & Steers, Los Angeles, will handle spots in California markets during day time. Target: adults, 18-49.

Showerings Ltd. □ Baby champagne fruit wine gets eight-week TV push beginning in early May. D'Arcy-MacManus & Masius, San Francisco, will handle spots in about three markets during day and prime-access time. Target: women, 18-34.


Beechnut □ Baby food company starts five-week TV campaign late this month. Weightman Advertising, Philadelphia, will buy spots in 20 markets during day and early fringe time. Target: women, 18-34.

Commercial Credit Co. □ Firm features its consumer loans in four-week TV flight beginning in early May. B.B. Doner, Baltimore, will seek spots in North Carolina markets during fringe and prime-access time. Target: men, 25-54.

State of Missouri □ Department of Tourism slates four-week TV campaign beginning in early May. D'Arcy-MacManus & Masius, St. Louis, will buy spots in 21 markets during prime, early fringe and late news time. Target: men and women, 18-49 and teen-agers.

Pacific Finance □ Corporation slates four-week TV and radio buy beginning in early May. Ayer Jorgensen McDonald, Los Angeles, will seek spots in approximately 25 markets. Target: adults, 18-49.

Hebrew National □ Kosher foods group plans four-week TV flight for its frankfurters beginning this week. Scali, McCabe, Stoves, New York, will arrange spots in three markets during day, fringe and prime time. Target: women, 18 and over.

Galaxy Carpet Hills □ Carpet manufacturer features its Oleg Cassini line in four-week TV flight starting in early May. Albert J. Rosenthal, New York, will select spots in 15 markets during day and fringe time. Target: adults, 18-49.

M.B. Walton □ Roll-O-Matic mop gets four-week TV buy beginning this week. A. Elcoff & Co., Chicago, will arrange spots in 30 markets during all day parts. Target: total women.

Tandy Corp. □ Color tiles get three-
Albany, N.Y. - WTEN • Atlanta - WTCG, WSB • Baltimore - WJZ, WMAR • Bellingham, Wash. - KVOS • Birmingham, Mich. - WXON • Boston - WBZ • Buffalo - WIVB, WBEN • Cedar Rapids, Iowa - KCRC • Chicago - WICU • Cincinnati - WLWT • Dayton - WDTN • Detroit - WGPR, WWJ • El Dorado, Arkansas - KTVE • Fort Wayne, Ind. - WKJG • Grand Rapids - WOTV • Green Bay - WBAY • Hartford, Conn. - WSFB • Houston - KTRK, KHTV, KUHT • Indianapolis - WRTV • Kansas City, Mo. - KBMA • Los Angeles - KTLA, KCOP, KABC, KTTV • Miami - WCKT, WLTV • Milwaukee - WVTI, WISN • Nampa, Idaho - KIVI • Newark - WNJU • New Bedford, Mass. - WTEV • Norfolk - WVEC • Odessa, Texas - KOSA • Oklahoma City - KOCO • Orlando - WESH • Philadelphia - WPHL, KYW • Pittsburgh - WPGH • Plattsburg, N.Y. - WPTZ • Portland, Ore. - KGW, KPTV • Providence, R.I. - WJAR • Richmond, Va. - WWBT, WVTI • Sacramento - KOVR, KMUV • Saginaw, Mich. - WEYI • Salinas, Ca. - KSBW • San Antonio - KWEX • San Diego - KGTV • San Francisco - KPIX, KEMO, KGO • San Jose - KNTV • Santa Barbara - KEYT • Seattle - KOMO, KING • Sioux Falls, S.D. - KELO • South Bend, Ind. - WSBT • Springfield, Mo. - KYTV • St. Louis - KSD, KDNL • St. Petersburg - WLCY • Syracuse - WSYR • Tampa, Fla. - WFLA, WTVT • Toledo - WSPD • Washington, D.C. - WRC, WTTG • Wichita - KARD • Worcester, Mass. - WSMW

**TvAC SALUTES YOU:**

**THIS GROWING LIST OF STATIONS ARE PROVIDING THEIR COMMUNITIES WITH RESPONSIBLE AND ENTERTAINING FAMILY TELEVISION PROGRAMMING.**

**IF YOU THINK TvAC CAN HELP YOU... JUST CALL!!**

Television for All Children

6464 Sunset Boulevard • Los Angeles, California 90028
Toll Free 800-421-0597 In California 213-463-7060
week TV flight beginning late this month. Mart Advertising, Fort Worth, will schedule spots in 45 markets during day and fringe time. Target: women and men, 25-49.

**Equitable Savings** Savings and loan group states one-week TV and radio push beginning late this month. Colle & McVoy, Minneapolis, will seek spots in 40 radio markets and 12 TV markets during fringe and prime time. Target: total adults.

**George A. Hormel** Grocery products division focuses on its Mary Kitchen hash in four-week TV drive starting late this month. BBDQ, Minneapolis, will seek spots in about 13 markets during daytime. Target: women, 25-49.

**Delta Airlines** Company schedules four-week TV flight starting last week. Burke Dowling Adams, Atlanta, will purchase spots in New York and Boston during fringe time. Target: adults, 25-49.

**Wilton Enterprises** Division of Pillsbury schedules four-week TV promotion for its Wilton supermarket product line, beginning late this month. Foote, Cone & Belding, Chicago, will seek spots in 36 markets during daytime. Target: women, 25-49.

**California Almond Growers Exchange** Almond group begins four-week TV buy beginning late this month. Steedman, Cooper & Busse, San Francisco, will pick spots in 11 markets during fringe and prime time. Target: adults, 25-49.

**G.D. Searle** Consumer products division focuses on its Methamucil laxative in four-week TV promotion starting late this month. Needham, Harper & Steers, Chicago, will select spots in six markets during fringe time. Target: women, 50 and over.

**T.G. & Y. Stores** Division of City Products Corp. starts four-week TV drive beginning late this month. Grey-North, Chicago, will buy spots in 28 markets during all day parts. Target: women and men, 18-49.

**Bulck** Division of General Motors begins three-week TV promotion next week. McCann-Erickson, Troy, Mich., will pick spots in three-five markets during prime and early fringe time. Target: men, 25-54.

**Kinney** Shoe company features its ankle-wrap sandal in TV promotion beginning late this month. Sawdon & Bess, New York, will buy spots in 45 markets during fringe and prime time. Target: women, 18-34.

**Linien Curlers** Company begins three-week TV push for its linen curlers this week. A. Eicoff & Co., Chicago, will handle spots in about 10 markets during all day parts. Target: total women.

**Pennsylvania Lottery** Instant lottery takes two-and-a-half-week TV push starting late this month. Lewis & Gilman, Philadelphia, will seek spots in six markets during day, fringe and prime time. Target: adults, 25-54.

**Chrysler** Dodge Dealer Advertising plans two-week TV flight beginning in early May. BBDO, Troy, Mich., will place spots in seven New England markets during fringe and prime time. Target: men, 18-49.

**Radio only**

**Piedmont Airlines** Airlines takes 13-week radio campaign starting this week. Liller, Neal, Battle & Lindsey, Atlanta, will select spots in 25 markets including Memphis and Charlotte. Target: men, 25-49.

**Motors Insurance Corp.** Division of General Motors launches four-to-six-week radio push starting in early May. Dancey-Fitzgerald-Sample, New York, will buy spots in 12 markets including Atlanta, Chicago, Miami and Milwaukee. Target: adults, 25-54.

**Sunny Delight** Orange Drink gets four-to-six-week radio push beginning in early May. Gumpertz/Bentley/Fried, Los Angeles, will buy spots in Phoenix and Tucson, Ariz. Target: total adults.

**Renault** Le Car gets four-week radio drive beginning this week. Marsteller, New York, will handle spots in eight markets including Boston, Chicago, Denver and San Diego. Target: adults, 18-34.

**Emerson** Electric appliance company features its Quiet Kool air conditioner in four-week radio campaign beginning in mid-May. Marsteller, New York, will schedule spots in about 36 markets including Boston, Miami, Los Angeles and St. Louis. Target: men, 25-49.

**Kraft Foods** Division of Kraftco schedules three-week radio push for its Kraft dinners beginning late this month. Foote, Cone & Belding, Chicago, will seek spots in 31 markets including Dallas, Detroit and Milwaukee. Target: women, 18-49.

**Best Products** Retail catalogue showroom plans two-week spot-radio promotion starting in early May. Webb & Alhey, Richmond, Va., will arrange spots in 25 markets including Baltimore, Dallas, Houston and Los Angeles. Target: adults, 25-54.

**Ace** Hardware manufacturer arranges one-to-two-week radio flight beginning this week. D'ArCY-MacManus & Masius, Chicago, will buy spots in approximately 11 markets including Detroit, Houston and Nashville. Target: adults, 25-54.

---

**BAR reports television-network sales of March 26**

<table>
<thead>
<tr>
<th>Day Parts</th>
<th>Total Minutes Week Ended March 26</th>
<th>1978 Total Dollars Year to Date</th>
<th>1977 Total Dollars Year to Date</th>
<th>% Change from 1977</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>170 $1,157,200</td>
<td>1,734 $11,600,700 $10,287,000</td>
<td>+12.8</td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>10 a.m. to 6 p.m.</td>
<td>963 15,249,200 12,150 197,263,700 178,069,800 +10.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday</td>
<td>9:30 a.m. to 4 p.m.</td>
<td>318 9,218,700 4,035 110,831,900 108,592,400 +2.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>6 a.m. to 7:30 p.m.</td>
<td>102 4,410,500 1,212 51,291,200 46,924,900 +9.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>6 a.m. to 7:30 p.m.</td>
<td>21 1,278,500 271 17,649,000 15,005,800 +17.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m. to 11:00 p.m.</td>
<td>408 37,642,800 4,993 451,160,900 421,264,700 +7.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m. to 11:00 p.m.</td>
<td>219 3,884,200 2,543 49,573,200 49,627,500 0.1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total** 2,201 $72,641,100 26,938 $888,370,600 $829,772,100 +7.2

Source: Broadcast Advertisers Reports

**Radio-TV**

**Bahamas Ministry of Television** Spot television will be used heavily as part of $4.5-million campaign with spots running for six weeks until late July. Following two-week hiatus, campaign resumes for four weeks. Markets to be used are New York, Chicago, Detroit, Philadelphia and Miami. Spot radio on black stations will be used in Detroit, Washington, New York, Chicago and Atlanta. N W Ayer ABB International, in its first campaign for Bahamas account, has developed theme, "Endless island with endless possibilities." Target: men and women, 25 to 55.


Join TORBET-LASKER, Inc.

REPRESENTING DISTINGUISHED RADIO STATIONS IN KEY MARKETS

New York  Chicago  Detroit  Atlanta  Memphis  Dallas
Denver  Los Angeles  San Francisco  Portland  Seattle
A little tension keeps 'em tuned in

In the course of pondering what is required to lure the hasty eye to a magazine ad, I began wondering what the corresponding attributes might be needed for television commercial.

They're two different things, of course. One presents itself to the eye in its entirety, to be rejected or investigated further on the basis of a quick glance. The other reveals itself sequentially to the eye and ear, offering the viewer any number of points at which to decide to stay aboard or to abandon ship.

But there are similarities. At least I concluded so after seeking every opportunity, over a period of several weeks, to observe human behavior in television-intensive situations. (For those unfamiliar with research, that means I watched people when there was a TV set on in the room. Mostly my wife and kids.)

It seems to me that something has to happen very quickly in a commercial, much too quickly, to engage and hold the prospect. I suspect it must occur in the first five seconds.

It also seems to me (and, again, this is not dissimilar to the print experience) that the commercial must establish a tension, a sort of magnetic field compelling enough to overcome the viewer's natural tendency to discuss the preceding program material, to listen to someone else do so, to go to the bathroom or to simply disengage his mind.

In addition, it seems to me that the tension must center on, or lead quickly to, some question the viewer might want answered, some need or want or problem he suddenly recognizes or acknowledges, some insight into the reality of his life. Whichever, it must relate logically to the product or service that is being advertised.

If these conditions do not pertain, the result is quite similar to that of a magazine ad that has had its point deliberately obfuscated by an over-zealous writer or art director—the result is a flip.

But in the case of the commercial, instead of the page being flipped, it is the channel selector. Or the “on-off” switch. Or, most often, the selector switch in the viewer's mind. It is then that refrigerators, bathrooms, bedrooms, and other subjects of conversation or contemplation are visited.


There are any number of ways to create this tension at the outset of a commercial, so many that it is really inexcusable to encounter many “flippable” commercials as one does on an even evening.

One way is a situation that evokes a “shock of recognition” in the viewer. A Solarcaine commercial opens with a small, red boy in a bathing suit looking up at camera saying, “I stayed out in the sun too long and I feel like a french fry.” We have been there. The memory supplies the tension.

Another is a strong demonstration. It is in our nature to enjoy a confrontation, although we know the outcome, a certain tension compels us to hang in there and be sure. Maybe this time the DieHard battery will only start four of the five cars. The woman might choose the sock washed without Clorox. Appetite appeal is a sure-fire way to set up the tension and hold the salivating prospect to the final frame. Minutes after dinner, the viewers I observed sat transfixed as juice-laden oranges burst open in Sunkist spots; as apples were twirled through rich, melted masses of Kraft caramels; as Pizza Hut customers directed thick, cheese-festooned wedges into their eager mouths.

The fact that the particular viewers observed shared a father whose livelihood depended on those advertisers, I am convinced, little to do with their response.

Perhaps the oldest way of holding an audience through tension is to tell a story, to open with characters that engage and a situation that promises a rewarding or surprising denouement. This is the secret of our Raid commercials, and of such great Hallmark commercials as “What a Day,” “Freddie and Sam” and “Moving Day.”

There are other ways to establish tension in the opening seconds of a commercial. But my research demonstrated there are many more ways not to. As evidence I offer, in their entirety, my notes from one evening in early January:

9:16 p.m.—Commercial opens on dark streets. Announcer says, "Midnight is my favorite. Midnight is exciting. Now midnight is Cougar by Mercury." My older daughter raises her eyes heavenward and leaves room. Flip.

9:28 p.m.—A fat lady is looking at us. She says, "It's all over between Scott Towels and me." My wife opens a book. Flip.

9:47 p.m.—Someone is asking me to "Meet the clean that can take it." Flip.

10:02 p.m.—My family has fled. I am alone with the tube. A man is standing up in what appears to be a board meeting. He is saying, "Let's buy our small computer from the giant computer company." Flip.

10:17 p.m.—Man in shower: "Carrie, did you unpack your dandruff shampoo?" Lady not in shower: "No, but here's my beauty shampoo." Flip.

10:44 p.m.—There is a man suggesting I "Take a look at someone who uses Geritol." Flip.

10:58 p.m.—"How do you spell relief?" "I spell relief R-O." Flip.

2:01 a.m.—"Where am I? There is a flag waving in the breeze and a band is playing 'The Star Spangled Banner.' I'll try again tomorrow night. Flip."

Reviewing my notes the next day, I realized there was nothing terribly wrong with very few commercials, just something missing. There was no tension to hold the viewer from the opening frame to the point from where the relevance of the proposition to his life is made manifest. Without that tension a commercial is doomed. For today we not only have to give the viewer a good reason to watch our commercial, we have to have a good reason for him not to not watch it.
April 16-18—Canadian Association of Broadcasters annual meeting, Queen Elizabeth hotel, Montreal.

April 16-21—The 28th Broadcast Industry Conference of San Francisco State University—Representatives of NBC, ABC, and CBS (C-Dallie) will be banquet speakers. April 21, San Francisco.

April 17—PCC's deadline for comments on Office of Telecommunications Policy and Department of Commerce petitions to promote broadcast ownership by members of minority groups (RM-3055). FCC, Washington.

April 17—Application deadline for journalists interested in participating in National Endowment for the Humanities' summer humanities seminars. Program brings journalists together with literary scholars, philosophers and others for month of full time tuition-free study. Journalists selected receive $1,200 stipend and reimbursement for travel. Write: Proussions Program, Fellowships Division, National Endowment for the Humanities, Washington 20506.


April 18-20—Concert Music Broadcasters Association conference. CMA is trade organization for commercial classical broadcasters and this year's sessions will focus on sales opportunities. Hotel Gotham, New York.

April 19—International Radio and Television Society's sixth newsman luncheon. Former Secretary of State Henry A. Kissinger, now special consultant to NBC, will speak. New York Hilton hotel, New York.

April 19-20—Alabama Cable Television Association annual "Citizen of Year" awards meeting. Honored will be Fred Sington, force behind the establishment of Hall of Fame Bowl football game in Birmingham. Hyatt House, Birmingham, Ala.

April 19-21—Spring convention of Kentucky Broadcasters Association. Senator Wendell Ford (D-Ky) will be the principal speaker. Executive West Inn, Louisville, Ky.


April 21-22—Society of Professional Journalists, Sigma Delta Chi, region 8 conference. Holiday Directors Association region 3 conference. C'est Bon hotel, Park City, Utah.


April 21-22—Regional Intercollegiate Broadcasting System conference for students and instructors with presentations and workshops by commercial broadcasters. Bemidji State University, Bemidji, Minn.

April 21-23—Society of Professional Journalists, Sigma Delta Chi, region 10 conference. Davenport hotel, Spokane, Wash.

April 21-23—Society of Professional Journalists, Sigma Delta Chi, region 1 conference. South Coast Plaza Inn, Costa Mesa, Calif.

April 21-27—MIP-TV, 14th annual international marketplace for producers and distributors of TV programming, Palais des Festivals, Cannes, France.


April 23-27—Seventh American Institute of Aeronautics and Astronautics communications satellite systems conference, San Diego. Information: David Brown, Hughes Aircraft, P.O. Box 92919, Los Angeles 90009; (213) 648-3786.

Also in April

April 24—New date for comments in FCC rulemaking to amend Form 395 and instructions—annual employment report (Docket 21474). Old date was March 24. Reply comments are now due May 24. FCC, Washington.

April 24—Twenty-first 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, U. of Florida, Gainesville.

April 24—Women in Communications Indianapolis chapter "Matrix Dinner" Stouffer's, Indianapolis.

April 24—Symposium on television in the courtroom, sponsored by Alpha Epsilon Rho, the National Honorary Broadcasting Society, Lawson Hall, Southern Illinois University, Carbondale.


April 26-29—American Association of Advertising Agencies annual meeting. Camelback Inn, Phoenix.

April 27—Southern California Broadcasters Asso- ciation's 17th annual radio broadcasting and com- munity leadership seminar. FCC Commissioner Margita White will be keynote speaker. Baxter Hall, California Institute of Technology, Pasadena, Calif.

April 27-29—Spring meeting of the Louisiana As- sociation of Broadcasters. Diamondhead, Miss.


April 28—Revised deadline for comments in FCC notice of inquiry and proposed rulemaking regarding standards to be established in processing applica- tions for subscription television authorizations. Reply comments will be due May 26. FCC Washington.

April 28—Biannual convention of Broadcasters Asso- ciation of Puerto Rico. Condado Holiday Inn, San Juan, PR.

April 28-29—Society of Professional Journalists, Sigma Delta Chi, regions 5 and 7 joint conference, in conjunction with SDX Distinguished Service Awards ceremonies. Set Air hotel, Los Angeles.

April 28-29—New Mexico Broadcasters Association annual convention. Four Seasons, Albuquerque, N.M.


April 29—White House Correspondents Association 64th annual dinner in honor of the President. Wash- ington Hilton hotel, Washington.

April 29—Radio Television News Directors Associa- tion region four meeting. University of Texas-Arlington campus, Arlington, Tex. Contact: BCO

May 10-14, 1979; Atlanta, March 18-21, 1984, April 7-10, 1985; Kansas City, Mo, April 13-16, 1986; Atlanta, April 5-8, 1987.

Major meetings

April 21-27—MIP-TV 14th annual international marketplace for producers and distributors of TV programming, Palais des Festivals, Cannes, France.

April 26-29—American Association of Advertising Agencies annual meeting. Camelback Inn, Phoenix.

April 30-May 3—Annual convention of the Na- tional Cable Television Association, New Orleans.

May 9-10—Annual meeting of CBS TV affiliates. Century Plaza hotel, Los Angeles.

May 22-26—Annual meeting of ABC-TV affilia- te, Century Plaza hotel, Los Angeles.

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

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


Nov. 10-12—International Conference of Educa- tional Broadcasters annual convention, Sherraton Park hotel, Washington.


Broadcasting April 17 1978
We're specialists in the programming and operation of radio stations. We help stations become more successful... make their facilities more valuable... and improve their profitability.

Put the Bonneville team to work for you. Take advantage of the experience and know-how that produces a continuing track record of quality... of reliability... of success!

Use our Contemporary MOR, Soft Rock, Just Beautiful Music or Traditional MOR. Invest in Bonneville. Watch it pay off as radio works for you and your advertisers. Call or write Dick Drury... National Sales Manager.

Work it best with Bonneville!

BONNEVILLE BROADCAST CONSULTANTS

274 County Road
Tenafly, New Jersey 07670
201-567-8800

A Division of Bonneville International Corporation.
May
May 1-3—Association of Canadian Advertisers annual seminar, Royal York hotel, Toronto.
May 1-9—Eighth annual National Press Photographers Association—University of Oklahoma television workshop, Norman, Okla.
May 4-5—Spring meeting of Minnesota Broadcasters Association, Lebanon hotel, Minneapolis.
May 4-8—Annual meeting of Public Broadcasters Organization of Michigan, Beye Highlands, Mich.
May 4-8—Human resources workshop of Broadcast Financial Management Association, Waldorf-Astoria, New York.
May 5—Second media law seminar, co-sponsored by National Association of Broadcasters, Radio Television News Directors Association, Reporters Committee and Society of Professional Journalists, Sigma Delta Chi. Carl Stern, NBC, will be keynote speaker. Pittsburgh Hilton, Pittsburgh.
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 Seminars, PO. Box 22912, Nashville 37202.
May 9-10—Annual meeting of CBS-TV affiliates. Century Plaza hotel, Los Angeles.
May 10—FCC's new date for reply comments in its "saturated" cable systems inquiry (Docket 21472). FCC, Washington.
May 11—National Radio Broadcasters Association seminar on radio sales management techniques and promotion ideas. Chicago Marriott O'Hare hotel, Chicago.
May 11-14—Western States Advertising Agencies Association Western advertising conference, canyon hotel, Palm Springs, Calif.
May 12—FCC's new date for comments in its proceeding examining certain changes to the Cable Television Relay Service (Docket 21605). Replies are now due June 12. FCC, Washington.
May 12-13—UPI Ohio Broadcasters Association annual convention, Marriott hotel, Columbus, Ohio.
May 15—Legal workshop on political advertising and commercial practices by National Association of Broadcasters. Hyatt on Union Square, San Francisco.
May 16—NBC Radio Network regional affiliate meeting. Sherman Plaza, San Francisco.
May 16—National Association of Broadcasters sales seminar, New England Center, Durham, N.H.
May 17—NBC Network regional affiliate meeting. Sheraton Safari, Dallas/Fort Worth Airport.
May 17—National Radio Broadcasters Association "radio sales day." Airport Sheraton hotel, Philadelphia.
May 17-18—Ohio Association of Broadcasters spring convention. Program will include FCC Commissioners Margia While, Jack Perkins, NBC News and Tony Orlando, New Marriott East, Beachwood-Shaker Hts. (Cleveland).
May 18—Legal workshop on political advertising and commercial practices by National Association of Broadcasters. Marriott at Kansas City Airport, Kansas City, Mo.
May 18-19—Arizona Broadcasters Association spring convention. Little America, FLAGstaff, Ariz.
May 18-20—Third annual Upper Midwest Communications Conference for record people and broadcasters. Radisson Inn Plymouth, Minneapolis. Information: Box 8303, Minneapolis 55406.
May 18-20—Human resources workshop of Broadcast Financial Management Association, Marriott, New Orleans.
May 19—Missouri Public Radio Association spring meeting, Hilton Plaza Inn, Kansas City, Mo.
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, WGDN-TV Nashville will be host hotel, Nashville.
May 22-23—Virginia Cable Television Association spring meeting. Technical sessions will be set up with cooperation of Society of Cable Television Engineers. Holiday Inn, Richmond.
May 22-26—Annual meeting of ABC-TV affiliates. Century Plaza hotel, Los Angeles.
May 23—National Radio Broadcasters Association seminar on radio sales management techniques and promotion ideas. Atlanta Airport Hilton hotel, Atlanta.
May 23—Legal workshop on political advertising and commercial practices by National Association of Broadcasters. Red Roof Convention Center, Portland, Me.
May 28-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.
May 29-June 1—Canadian Cable Television Association 21st annual convention. Queen Elizabeth hotel, Montreal.

June
June 1-3—Associated Press Broadcasters annual meeting. John Chancellor, NBC, will deliver keynote address. Speakers will include Ohio Governor James Rhodes, Stouffer's Twin Towers, Cincinnati.
June 1-3—Iowa Broadcasters Association meeting. Roosevelt Royale hotel, Cedar Rapids, Iowa.
June 1-3—Human resources workshop of Broadcast Financial Management Association, Sir Francis Drake, San Francisco.
June 6—NBC Radio Network regional affiliate meeting, Logan Airport Hilton hotel, Boston.
June 6-9—Third Asian-Pacific television conference, sponsored by The Cultural and Social Centre for the Asian and Pacific Region, Seoul, Korea, with San Francisco State University as co-host. Satellite communications will be the theme. San Francisco State University, San Francisco.
June 7—NBC Radio Network regional affiliate meeting. Sheraton O'Hare motor hotel, Chicago.
June 7—Advertising Research Foundation midyear conference, Hyatt Regency O'Hare, Chicago.
June 8-10—Alabama Broadcasters Association spring convention. Gulf Park Resort, Gulf Shores, Ala.
June 8-10—Florida Cable Television Association annual convention. Dutch Inn at Lake Buena Vista, near Orlando, Fla.
June 8-11—Mississippi Broadcasters Association annual convention. MBA board will meet June 8. Sheraton-Biloxi hotel, Biloxi, Miss.
June 8-11—Combined meeting of Missouri Broadcasters Association and Kansas Association of Broadcasters. Marriott, Kansas City International Airport.
June 11-13—Montana Broadcasters Association annual convention. Fairmont Hot Springs Resort, south of Butte, Mont.
June 14—Virginia Association of Broadcasters meeting. Marriott Resort Inn, Virginia Beach, Va.
June 15-16—Oregon Association of Broadcasters spring conference. Salishan Lodge, Gleneden Beach, Ore.
June 15-17—South Dakota Broadcasters Association meeting. Holiday Inn, Mitchell, S.D.
June 18—Annual convention and awards banquet of Chesapeake AP Broadcasters Association. Hunt Valley Inn, Cockeysville, Md.
June 19-23—Workshop on community broadcasting and public access, sponsored by Department of Communication Media, Bemidji State University, Bemidji, Minn.
June 20-22—Armed Forces Communications and Electronics Association 32nd annual convention. Senator Harrison H. Schmidt (R-N.M.), member of Senate
30 ways to do it
SMALL WONDER!
The measure of a successful automation system is not size but performance. We’ve found that our Micro BIAS system (2 microprocessors, 2 CRT’s, 2 printers) is just right for many television and radio stations. But that’s no small wonder. You’ve come to expect the most advanced technology from the leader in broadcast automation. Call BIAS Sales, and let us survey your operation.

Broadcast division of DATA COMMUNICATIONS CORPORATION
901-345-3544 • 3000 Directors Row • Memphis, Tennessee 38131

Broadcasting April 17 1978 20
and do it big.

30 ways to do it... and do it big.

1. BEN HUR
2. CATLOW
3. DIRTY DINGUS MAGEE
4. GET CARTER
5. GOING HOME
6. THE GREEN SLIME
7. THE GYPSY MOTHs
8. ICE STATION ZEBRA
9. KELLY'S HEROES
10. KANSAS CITY BOMBER
11. LIVE A LITTLE, LOVE A LITTLE
12. LOLLY MADONNA WAR
13. THE MAN WHO LOVED CAT DANCING
14. THE MOONSHINE WAR
15. MORE THAN A MIRACLE
16. PAT GARRETT AND BILLY THE KID
17. PLEASE DON'T EAT THE DAISIES
18. SHAFT
19. RYAN'S DAUGHTER
20. SLITHER
21. SOYLENT GREEN
22. SPINOUT
23. THE SUBJECT WAS ROSES
24. THE SUNSHINE BOYS
25. TRADER HORN
26. WESTWORLD
27. WHERE EAGLES DARE
28. THE WIND AND THE LION
29. THE WRATH OF GOD
30. ZIG ZAG

Distributed By

United Artists
A Transamerica Company
October


Oct. 7—Florida Association of Broadcasters fall conference and management seminar. Tallahassee Hilton, Tallahassee, Fla.


Of space and time

EDITOR: There was one only thing wrong with this year’s convention of the National Association of Broadcasters: It was one day too short. Three years earlier, in the same Las Vegas convention center, the exhibits occupied 75,000 sq. ft.; this year it was 122,000 sq. ft. Three years ago there were some 200 exhibitors; this year there were around 300. It was a case of too much to do in too little time for those of us who wanted to go from wall to wall.

Something’s got to give. One more day devoted entirely to exhibits—either opening them on Saturday instead of Sunday, or keeping them open through Thursday—might be the answer for what will surely be an even larger exhibition in Dallas next year.—W. Simmons, president, Communications Co. of North Carolina, Monroe, N.C.

Father knows best

EDITOR: There’s an interesting bit of additional information about my father, Wallace Jorgenson of Jefferson—Pilot Broadcasting Co. who was the subject of your Jan. 9 “Profile.” All five of his children are following in his footsteps:

Kristin is with United Way Communications (United Way) in Washington; Peter is general manager of WBLG(AM) wKQO(FM) Lexington, Ky.; Philip is an account executive at WLOS(FM) Asheville, N.C.; Lisa is an account executive at WFMY-TV Greensboro, N.C., and I am an account executive at WLWT(TV) Cincinnati. —Mark Jorgenson.

Lost: 30 minutes

EDITOR: I would like to call to your attention an error in the “TV Usage Per TV Home Per Day” table (Broadcasting: April 3). The year to date figure in 1972 should be 6:57 instead of 6:27.—Russell Kurland, research analyst, Peters Griffin Woodward, New York.

(The Television Bureau of Advertising says it made a clerical error in transmitting the figure for a table that showed TV viewing from 1972 through the first two months of 1973.)
You've just turned to the newsman most people turn to!

Chuck Scarborough's the man people turn to when they want to know what's new... in New York, New Jersey and Connecticut. In fact, he's the most-watched* newsman in the entire tri-state area. People know that when it comes to getting and giving the news... Chuck does it first, and he does it best.

Tune in tonight to NewsCenter 4.

And if you're not already one of the people who watch the most-watched newsman... you will be.

*SOURCE: Arbitron special tabulation. Monday-Friday 5 to 7 PM. 11 to 11:30 PM. February 1978

Audience and related data are based on estimates provided by the rating services indicated, and are subject to the qualifications issued by these services. Copies of such qualifications available on request.
WE'VE DONE ZIEGFELD
THE WAY ZIEGFELD
WOULD HAVE DONE IT.

We couldn't have done it any other way.
Because that's what The Ziegfeld Follies were. And that's what Florenz Ziegfeld, Jr. was.
But it took more than Ziegfeld would have ever imagined.
It took more money than all the Follies put together.
It took 10,000 balloons, 15 musical numbers, dozens of Ziegfeld girls, 4 giant swans, 3 mistresses and 2 wives.
It took stars like Samantha Eggar, Barbara Parkins, Pamela Peadon and Valerie Perrine as the women.
And Paul Shenar as the man.
It took an executive producer like Mike Frankovich in his first production for television after a succession of major motion pictures.
It took a producer/director like Buzz Kulik who gave us the Emmy Award winning drama, "Brian's Song," and "Kill Me If You Can."
It took a writer like Emmy Award winner Joanna Lee. A choreographer like Miriam Nelson.
And it took a production designer like John de Cuir. A three time Academy Award winner who now brings his talents to television for the first time.
It took Columbia Pictures Television. And it takes 3 glorious hours on NBC-TV on Sunday night, May 21.
Ziegfeld couldn't have done it better himself.

A Frankovich Production
in association with

Columbia Pictures Television
More than 200 radio stations now enjoy the benefits of using BPI programming. Here's just a sample of their reasons why:

1. "gained control of station's programming"
2. "programming consistency"
3. "professional programming"
4. "reduction of costs"
5. "gave us a chance to fine tune our programming for our market"
6. "better technical and quality control"
7. "increased efficiency"
8. "stabilized staff turnover"
9. "freed up my time"
10. "increased profits"

Isn't it about time you found out what BPI can offer you?

Programmed Success

All BPI customers receive:

- market study and analysis
- weekly current music update
- continuing program consultation
- copy service to localize format
- aircheck evaluation service
- over 18 years of experience as the world's largest producer of programming for automated or live radio stations

10 Successful Formats

Check the formats you want to hear and mail this ad today, or call our toll-free hotline. Formats available announced or unannounced.

- MOR
- Adult Contemporary
- Bright'n Beautiful
- Easy Listening
- Concert Overtures and Encores
- Rock-AOR
- Rock-Gold
- Country
- Spectrum
- Classical

Toll Free: 1-800-426-9082
PO Box 2027
Bellevue, WA 98009

Broadcast Programming International, Inc.
ACTION ON FILM

When lighting is amateur, film should be pro.

Eastman Ektachrome video news film high speed 7250 (tungsten) is a story saver.

With its high-speed (EI 400) and force-processing capability there's plenty of room to maneuver with filters to correct for fluorescent lighting and still use lens settings that give good depth of field.

Back at the station you process it as you do Eastman Ektachrome video news film 7240. Eastman 7250 film is fully compatible with all process VNF-I procedures.

When you're covering sports, sometimes the action is a lot better than the lighting. That's when the pro reaches for Eastman 7250 film. At air time it's better to show footage than to just report the score.

For more information, write: Eastman Kodak Company, Dept. 640V, Rochester, New York 14650.
When we said “Come on in Where it’s Warm”, over 2,000,000 Pittsburghers showed up.

“Come On In Where It’s Warm,” our advertising theme during the frigid winter months in Pittsburgh, is a good example of how WPGH - TV relates to Pittsburgh in a warm, friendly way. It is this kind of station advertising along with the idea of having a choice in television viewing that has caught on, because more and more Pittsburghers are turning to WPGH - TV.

We’ve never looked better, and the January ratings prove it! We had 101,000 more households watching us this January than last January. This includes a substantial increase in the number of younger families and children. The total number of women is up to 665,000 from 592,000 and the total men has risen to 609,000 as compared to 550,000 last January. This all adds up to a weekly cume of over 2 million viewers. That’s pretty impressive progress.

The ratings show how innovative alternative programming has paid off with viewers, and these numbers are paying off for advertisers too. When it comes to reaching the important 18 - 49 age group, we’re the most efficient station in the market. Your Bolton Broadcasting representative and the WPGH - TV Sales Department have the complete story.

We’ve come a long way . . . and we’re not finished yet!

Source—Arbitron January 1976 and 1978 monthly reports
Audience measurement data are estimates only and are subject to qualifications set by the indicated service
Top of the Week

Industry-FCC status quo challenged by new chairman

Both broadcasters and bureaucrats should raise their sights, Ferris says in maiden speech before NAB; more competition, less regulation

Charles D. Ferris, who had waited six months to do so, last week took his National Association of Broadcasters convention audience on a tour of his attitudes and feelings about the medium and the commission's relationship to it. He revealed an FCC chairman whose goals broadcasters might endorse, but whose actions might give them pause.

The speech was a call for less regulation of the industry, for government respect for the integrity of programing and for broadcasters to recognize their responsibilities to the public. But it served notice that the commission will encourage "new technology and services, rather than help any vested interest to hold them back."

Nevertheless, the speech was described by NAB President Vincent Wasilewski as "well balanced." The references to new technology did not seem to disturb him. "We can handle new technologies," he said.

He was "most impressed" with the chairman's assertion that "less regulation means better broadcasting." And he seemed persuaded that the chairman is a "firm believer in the First Amendment": Mr. Ferris pledged to avoid interference in individual programing decisions. "Over-all," Mr. Wasilewski said, "he's a man of moderation."

CBS's Bill Leonard, the company's Washington vice president, also appeared favorably impressed. "It was a speech of high idealism," he said. As for the statement that broadcasters cannot have less regulation for themselves while seeking government protection against others, he said, "I couldn't agree more."

But one network representative noted conflicting ideals in the speech. "It reads well," he said. "But under the surface, there are questions. I don't see how his goals can be reached without being a super-regulator."

There was much in the speech to encourage broadcasters eager for reduction in the degree of their regulation. "I favor a policy of zero-based regulation," Chairman Ferris said. "We will rely on competition instead of rules whenever that is promising or possible." And in radio, he said, government may have reached a point where it is maintaining a regulatory framework "for ceremonial purposes alone."

But there was in the passage what some in the audience might have considered a catch, if they noticed it. The variety of references to easing the regulatory burden on broadcasters. For instance, Chairman Ferris said effective implementation of the equal employment opportunity rules "can be an effective alternative to direct FCC scrutiny of media stereotyping." The employment of minorities and women in decision-making jobs, he said, will result in an increase in diversity of program choices "without any rule or agency telling you what to broadcast."

At another point, he said, "I do believe that the consumer's interest is paramount. And broadcasting is one of the most consumed commodities in this country. But," he added, "I reject the myth that the consumer's interest and increased government intervention are identical. Less regulation means better broadcasting," he said, to one of the six bursts of applause that interrupted the speech.

If broadcasters liked the line, commission staffers who work with citizen groups liked the speech. "There was," said one, "a lot of pro-consumer material in it."

There were also some signals that the commission will take a harder line in dealing with broadcaster actions that adversely affect the public. In the past, Chairman Ferris said, the commission has sometimes been more concerned with broadcaster's abuses against commercial clients—as in fraudulent billing—than with misuse of the medium "in relation to your true clients—the public."

What's more, he indicated the commission's treatment of CBS in connection with its misleading "winner take all" Heavyweight Championship of Tennis matches is a bellwether of commission action to come. For he said the commission should "no longer" be tougher on smaller than on larger licensees. And he said he hopes the commission will be able to develop "more effective ways to invoke the sanctions available" to it.

Chairman Ferris, who spoke at the final luncheon on Wednesday, managed—along with the music of Charley Pride, who appeared after the speech—to hold most of the delegates in town until the final gavel. NAB officials estimated more than 3,000 persons were in the hall.

The chairman was given a warm and cordial reception, but the applause before, during and after the speech was not thunderous.

Whatever the message its listeners got...
Phrases by Ferris. The address last week by FCC Chairman Charles Ferris to the NAB (story page 29; full text page 46) did not produce a single phrase as memorable as, for example, "the vast wasteland" of Newton Minow or the "new ethic" of Richard E. Wiley. It produced, instead, an abundance of quotable quotes, any one of which may become memorable with the passage of time and events. Among them the following:

"With only the names of the networks changed to protect the appearance of competition:"

"That television not only show and tell, but do."

"The only place in our republic where points and point-spreads are given greater urgency than here in the casinos of Las Vegas are the corporate headquarters of the three networks in New York."

"Quantity is not synonymous with quality. More—as you and the commission have both learned in the case of regulation—does not mean better."

"Television [will not] be made fertile by overlaying it with a vast swampland of regulations."

"Communication is the most precious currency of a free society ... To a large extent, we are what we see of ourselves on television."

"Americans, worried about the quality of the air they breathe, properly worry as well about the quality of the airwaves that penetrate their homes and saturate their children's minds."

"The commission must judge those who have shortchanged advertisers and those who shortchange the public even-handedly."

"Your licenses cannot be viewed as a vested interest to be held in perpetuity. I intend to enforce the public interest standard for renewal."

"Precisely because of the pressures of society on broadcasting ... have never been more intense, the need for restraint by government has never been so great."

"Journalistic integrity means opening the medium to the many."

"I favor a policy of zero-based regulation."

"Thus we could recognize both that the radio spectrum is not so limited as it used to be, and that it is still not limitless."

"Your industry exists because of those who saw things that never were, and it will not prosper now by explaining why not to advances in communications technology."

"The Chicken Littles, who always think that..."

"Commercial broadcasting can and must represent more than the survival of the tired, the timid and the imitative."

"Broadcasting has more than profits to be proud of. It has, however, deficiencies to be remedied, technologies to be developed and alternatives to be explored."

from the chairman's first speech, the language in which it was cast frequently had the硬t of cutting edge that helps keep it in mind (see box above).

Structurally, the speech was devoted principally to a discussion of "five principles" he said should "determine how, and to what ends, the commission will move."

He cited, first, "the integrity and independence of the commission's process." That, he said, is more important than any particular decision. "No industry we regulate will be regarded as a 'constituent.' By law, the commission's only constituent is the public."

"Second, the commission will be even-handed in enforcing its rules and in enforcing the public interest." That was an introduction to his views regarding equality of treatment of small and large licensees, and of the concern to be shown for public as well as commercial victims of broadcasters' abuses of their privilege to use the airwaves.

Third, "I will not exceed my authority by intervening directly in your specific program decisions. Precisely because the pressures of society on broadcasting this past decade have never been more intense, the need for restraint by government has never been so great. However, he also stressed that broadcasters can expect "the Congress, the courts, and the commission [to] continue to require that you do not deny the public access to competing ideas."

Fourth, he said, the commission "should seek to stimulate excellence through diversity—and diversity through competition." Thus, the reference to a favored policy of zero-based regulation and to a reliance on competition instead of rules when possible or promising. In that connection, he expressed support for "a strong noncommercial television and radio service" as "another effective means of encouraging diverse services without more regulation."

But of all the "principles," the one dealing with "new technology and services" appears to be the one on which a policy of specific action can be established. And the chairman sought to reassure even as he pointed in the direction in which he said the commission should proceed.

"The Chicken Littles, who always think the antennas are about to fall, predict that satellite delivery of multiple program services, fiber optics and transmitters will make your industry obsolete," he said. "That could happen—if you regard change as an adversary and resist the chance for experimentation. "But," he said, broadcasters who can summon up the qualities of "a Sarnoff or a Paley when they put together the first networks" can profit by increasing the range of their services.

He said broadcasters could lead the nation into "an era of individual choice in communications" by following the British lead in using broadcast signals for captioned information or teletext data retrieval. Satellites hold the potential of offering broadcasters a wider choice of program material, he said. And the development of improved television sets would bring better UHF reception and more UHF channels to more people.

More sugar than spice from FCC

Commissioners, traditionally a reasonable lot in face-to-face relations with broadcasters, uphold tradition in Las Vegas

FCC commissioners who appear on a panel at a National Association of Broadcasters convention to answer questions from broadcasters aren't likely to go out of their way to cause consternation among their listeners. And the five who served that function in Las Vegas last week were no exception.

Commissioner Margita White, for instance, jumped on the first question, which asked what had happened to the commission's radio reregulation policy, to assert, "The time has come to take a look at what can be done to deregulate radio, particularly in the larger markets," where the sheer number of stations assures diversity of programming. She said she was concerned about the commission's use of percentage guidelines in reviewing a renewal applicant's programming proposals. What, she wondered, is the point in requiring a large-market station to which listeners tune to hear classical music to carry a certain percentage of news?

Commissioner White—whose term expires in June, and whose renomination by the White House is in doubt—received a solid round of applause for her comments.

As for other questions discussed:

There was the matter of the FCC's decision to exempt distant television signals that are significantly viewed within a community from the cable television nonduplication rules—an action expected to draw a dozen petitions for reconsideration. Commissioner White, who voted with the majority on the issue, said, "we approached this as a unique situation. It doesn't erode the nonduplication rules"—as some broadcasters fear it does.

Commissioner Robert E. Lee, who was in the minority, cited the action as an ex-
ample of what can happen when broadcasters who are not directly involved in an issue do not participate. "You sink together or swim together," he said. And he called for support for proposals that the FCC is now considering that would urge the 1979 World Administrative Radio Conference to expand the AM band and preserve the UHF band against efforts to require that portions of it be shared with land mobile. He noted that some broadcasters are more concerned with preventing the emergence of new competition than with preserving spectrum space for broadcasting. "Look a little bit above the bottom line," he said.

The commissioners declined to discuss the merits of a proposal to award tax certificates to broadcasters who sell their properties to minorities. The issue is one of several designed to promote minority ownership the commission will consider in May. But Commissioner Tyrone Brown said that an increase in minority ownership of broadcasting stations would benefit the industry. Regulation of broadcasters "will be lessened to the extent that industry is representative of society," he said.

Commissioner Joseph Fogarty took the occasion to compliment the NAB on its efforts, through a task force, to help minorities acquire ownership of broadcast stations: "I'm deeply impressed with the commitment of your association to see to it that the industry is no longer a white man's paradise"—the term he said former Senator John O. Pastore (D-R.I.) once used in describing broadcasting.

John Summers, NAB executive vice president and general manager, raised a question concerning the fee refunds the commission is under a court order to make to those it regulates. He asked whether the commission intended to return "as little as possible."

Commissioner Brown's response may or may not have been reassuring. He noted that the staff is attempting to determine the amount the commission is legally obliged to refund and added, "I for one intend to analyze the information and decide whether I think the proposal makes sense," he said.

Several questions dealt with equal employment opportunity matters, and Commissioner Brown, who is black, appeared to take exception when one questioner addressed his remarks to him because of this presumed special interest. He said that since joining the commission, he was "delighted to find six other commissioners interested in this area."

And when a young man who described himself as an "unemployed white male" complained about what he said was the lack of equal employment opportunity he has experienced in searching for a job in broadcasting, Commissioner Brown took the lead in responding. "Broadcasters do not have the right to discriminate against you as a white male," Commissioner Brown said. "If an employer tells you he can't hire you because you're not a woman or a chicano or black, you should take that complaint to an EEO agency."

The commissioners tried to give some reassurance to a small-market broadcaster concerned about the expense of retaining Washington counsel. Is it necessary to have a Washington lawyer? the broadcaster asked.

Commissioners Lee and James H. Quello suggested that it might not be, at least in many cases. "The Broadcast Bureau is very amenable to discussing problems with you," said Commissioner Lee. "This is an area where we can perform a service," said Commissioner Quello. And Commissioner White said the broadcasters' dependence on counsel would be lessened if the commission's rules "were translated into plain English"—a goal Chairman Ferris endorsed in his speech.

The only commissioner who expressed some reservation about a go-it-alone policy was Mr. Fogarty. "Hold on to your Washington counsel for problems that are too complex," he said—a statement that prompted an exchange with Commissioner White. It is, she said, a matter of regulations being "too complicated"—to which Mr. Fogarty responded by noting he is supporting Mrs. White in her effort to win renomination, then adding, "One problem with Margita is that she's so pretty I never win an argument."

**Vince and Van: in one ear and out the other**

Both the NAB president and the congressman stick to their acts in a 'conversation' about rewriting broadcast law

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) last week sought once again to allay broadcasters' fears about his subcommittee's rewrite of the Communications Act. In a staged "conversation" between him and National Association of Broadcasters President Vincent Wasielski at the NAB convention Wednesday, Mr. Van Deerlin chided NAB—"...on occasion [broadcasters'] doubts have been fanned from your headquarters in Washington," he told Mr. Wasielski with a smile—and then he repeated that there will probably be several plusses for broadcasters in the rewrite draft.

There will also apparently be one substantial minus—at least from the com-

---

**Tightening noose.** The majority of the countries of the world do not have free-press systems, noted Metromedia Vice President Mark Evans at a sparsely attended NAB session on international press freedom. That's cause for great concern, he said, "but the apathy is obvious in this room." The former ambassador to Finland chided broadcasters for being "mixed up in our priorities... There will be no bottom lines for anybody unless we preserve the foundation... the First Amendment." Mr. Evans moderated the Wednesday joint radio and TV session with Sig Mickelson, vice chairman of Radio Free Europe and Radio Free Liberty Inc.; Leonard Marks, former director of the U.S. Information Agency, and Eugenio Lopez, a former Philippine broadcaster and the newspaper owner who was jailed for five years when President Marcos of the Philippines declared martial law. Such a thing probably couldn't happen here, Mr. Marks said, but around the world "the free press is an endangered species."

Mr. Mickelson said that as states move to take over the media of the third world, the volume of news to this country will be cut back, with a direct impact on domestic broadcasters. All the panelists urged support of the World Press Freedom Committee, which among other activities is training foreign journalists in the U.S. news tradition. Mutual Broadcast System announced that it has donated $10,000 to the committee.

Broadcasting April 17 1976
mmercial broadcaster's way of looking at it—in the form of a “spectrum-use fee.” Asked by Mr. Wasilewski what he had in mind about this proposed “tax,” Mr. Van Deerlin replied by objecting to the label. It is not to be a tax, he said. “A tax is something that applies to a broad segment of society, not necessarily related to a benefit received.”

“Whatever we’re talking about here,” he continued, “is a quid pro quo” that would apply the same way as a fee if the government charges a logging company to harvest trees in a government forest, or if it charges a cattle grower who grazes livestock.

Beyond that, the subcommittee chairman revealed no details about the fee—how much money it would involve or how it would be spent.

(After the session, Mr. Wasilewski said the NAB remains steadfastly opposed to a tax on broadcasters, regardless of what other “euphemism” as he termed it, is used to describe it.)

Mr. Van Deerlin said he is sticking to his deadline of June 1 for dropping a rewrite bill in the House hopper. When he does, he said, the skeptics in broadcasting are likely to be surprised—at least Mr. Van Deerlin hopes they will. “I feel like I’m on the same dart board as Nick Johnson at this point,” he said.

And as he has said in the past, radio has the most cause to be optimistic about the rewrite. “I see no reason for keeping the type of regulation on radio” that exists now, he said, receiving a burst of applause. He added that he is not thinking only of repealing the fairness doctrine and equal time, as he has proposed before, but also of removing government from determinations on formats and percentages of news programming. He took a swipe at community ascertainment for radio, too, saying it accomplishes little more than to generate mounds of paper that no one at the commission ever reads.

Mr. Van Deerlin said he thinks he is in for a tough fight on repeal of the fairness doctrine and equal time. “There isn’t anyone in public life who doesn’t feel he’s been done in” by the news media at one time or another, he said, so it is not surprising to find many congressmen clinging tightly to a law like equal time, which works in their favor. But what bothers him more than other congressmen, are the broadcasters who continue to support Section 315, Mr. Van Deerlin said, as “one more shibboleth to keep on file in support of that license renewal.”

Mr. Van Deerlin also said he opposes mandatory access, a principle Mr. Wasilewski had attacked in a speech two weeks earlier. Mr. Van Deerlin says he sees no reason to subject network and local station time “to one individual’s view of what you should be hearing.” Rather, he thinks, cable is better suited to meet the demand for access.

Mr. Wasilewski did not offer to soften NAB’s position, but said Mr. Van Deerlin could be assured that NAB will at least “keep the dialogue going” with the subcommittee during the rewrite process.

Shamrock Broadcasting Co., Los Angeles, owned by Roy E. Disney family, said shareholders holding about 45% of common stock of Starr Broadcasting Inc., Westport, Conn., have given oral agreement in principle to $9.7 million merger between Shamrock and Starr. Agreement provides that Starr holders will vote their shares supporting merger under which Shamrock will pay each Starr holder $14.50 per share. There are some 1.4 million Starr shares outstanding. Shamrock was formed to buy Starr, which operates two TV stations and five AM and four FM stations. Privately held Shamrock intends to buy up additional shares if agreement is approved by Starr’s board of directors, majority of Starr stockholders and FCC. Roy Disney is substantial stockholder in Walt Disney Productions but that company isn’t involved in the deal.

Henry Geller received warm reception on Friday at Senate confirmation hearing on his nomination to be assistant secretary of Commerce in charge of new National Telecommunications and Information Administration. Senator Ernest Hollings (D-S.C.), chairman of Senate Communications Subcommittee, who presided at hearing, said he was “delighted” to see Mr. Geller, former FCC general counsel, appointed to NTIA job. But he indicated that confirmation process could be stalled as result of controversy that blew up last week regarding Barry Jagoda, adviser to President for media and public affairs. Senator Barry Goldwater (R-Ariz.), subcommittee member, had asked that Mr. Jagoda testify on reports of possible conflict between his job as media adviser and his role in telecommunications policy-making, particularly in public broadcasting. After discussing matter with Senator Hollings, Mr. Jagoda wrote letter stating that he shared their concern but that he has “no decision-making authority in telecommunications policy.” That satisfied neither senator: Senator Goldwater said Mr. Jagoda’s failure to testify would “delay action on Mr. Geller’s nomination” and Senator Hollings said that was one means available for persuading Mr. Jagoda to testify—although Senator Hollings added he did not want to “penalize” Mr. Geller. Mr. Jagoda said later he would attempt to resolve dispute in meetings with senators in their offices. If that is unsuccessful, he would leave question of his testifying to White House counsel. “I want to be as forthcoming as possible,” he said, but it is “institutional problem.”

CBS letter FCC is due to receive today Is not last commission will hear from network on subject of its Heavyweight Championship of Tennis broadcasts. But while today’s letter is to contain information designed to persuade commission not to impose short-term renewal to one or more of its stations—letter will relate steps taken to prevent recurrence of deception practiced in connection with tennis matches and actions taken to inform public of those deceptions—next one will respond to requests regarding violations of sponsorship identification rules. That one is due next week.

New public broadcasting legislation was introduced last week by chairmen of two communications subcommittees, Ernest Hollings (D-S.C.) in Senate and Lionel Van Deerlin (D-Calif.) in House. Bill provides for same level of funding as White House’s bill—$180 million first year, $200 million in succeeding years—but for only three years instead of five. It would raise authorization for public broadcasting facilities from $30 million to $40 million a year for three years and would have Department of Commerce—rather than Health, Education and Welfare—distribute it. Under President’s bill, one station would retain statutory ban on editorializing by public stations. It would also require public stations to certify adherence to EEO laws as condition of receiving funds. House subcommittee will hold hearings on this and White House bill April 18, 19 and 20; Senate subcommittee will do same May 3 and 4.

Joe Albrighton, who owns WUSA-TV Washington and is publisher of Washington Star, criticized FCC last week for providing “no clear decision” on his ownership of media properties in capital. Speaking at session of American Society of Newspaper Editors convention last Wednesday (April 12), he said “we have really broken up the media”
One-inch VTR's are standouts in a standout equipment show

Type C helical machines draw crowds to Sony, RCA, Ampex booths—not that business wasn't booming elsewhere on the floor with a record 293 exhibitors

In a word, the NAB's 1978 equipment exhibit was bursting—bursting with exhibitors, with broadcasters, with news (although unanticipated) products and, most important, with sales.

"I've managed the exhibits for 24 years," said Edward Gayou, consultant to the NAB, "and this is the greatest buying show and the greatest attendance in all those years.

There were 293 exhibitors, "a quantum leap," Mr. Gayou said, from the 213 in Washington last year and the 202 in 1975, the previous Las Vegas NAB. And if the convention's over-all attendance exceeded 20,000, at times it seemed they were all on the exhibit floor—some said they had to wait in line to talk to a salesman.

There were the inevitable complaints that the equipment show had grown too big for its own good (next year's in Dallas)

Washington. Referring to sale of newspaper to Time Inc., move that prompted FCC to reconsider its approval of now-dead $100 million WLA-
tv-woco-tv Oklahoma City swap with Combined Communications Corp., Mr. Albritton repeated his oft-stated position that decision to sell paper had not been made when commission approved station deal in January (Broadcasting, March 27). If he had agreed to sell Star before commission's action, he said, "word of mouth would have carried it all over Washington." He also said that "the group that calls themselves" the FCC only began enforcing its media ownership policy when he acquired Washington Star Communications Inc.

ABC-TV has decided to rerun controversial sitcom Soap in latenight time period; it will air at 11:30 p.m.-12 midnight on Mondays and Tuesdays beginning June 5. Network had earlier said it would put show in mothballs because its serial form wasn't suitable for rerunning; twice-weekly slot will allow all episodes to air in summer, thus maintaining continuity of story line, according to ABC Entertainment President Anthony Thompsonsoups.

Donald H. McGannon of Westinghouse Broadcasting—whose crusade against introduction of more network commercials has meant his five TV's "cover" additional ones with public-service or public-affairs announcements (Broadcasting, Jan. 16)—expects to do more substituting. In speech to National Academy of Television Arts and Sciences in New York last week, Mr. McGannon said three programs in fall 1976 exceeded three commercial minutes per half-hour standard; in fall 1977 he put total at 21 and during first three months of 1978, at 18. He added that he expects those figures look "minimal in terms of what's coming."

National Association of Broadcasters has urged FCC to reject petition of Council on Children, Media and Merchandising calling on commission to revise its license-renewal form in connection with programming and advertising practices related to children. NAB, in pleading filed with commission Friday, said proposal is "contrived and shallow concession of a relentless drive to rewrite" commission's 1974 policy statement on children's television programming. NAB said CCMM's proposal to define children's programming as that which affects children had been rejected by commission when it decided on "designed for children" and that many other proposed revisions, including one that commission ask sources and nature of children-oriented public-service announcements, run counter to commission policy.

ABC News' Barbara Walters has been named recipient of Overseas Press Club of America's 1977 Edward R. Murrow Award for "best TV interpretation or documentary on foreign affairs" for last November's joint interview with Egyptian President Anwar Sadat and Israeli Prime Minister Menachem Begin.

Petition to deny Sarkies Tarzian Inc.'s $26-million sale of WTTV(TV) Bloomington, Ind., to Teleco Indiana Inc., has been withdrawn, following agreement Teleco reached with petitioners; Herbert A. Terry, assistant professor in Indiana University's department of telecommunications. Under agreement, Teleco amended application on file with FCC to make clear its "principal commitment" is to Bloomington, which is city of license, rather than "Bloomington-indianapolis area," specified originally.

In line with March 1977 appeals court decision affecting pay cable, FCC amended its subscription television rules lifting restrictions on showing of some sports events, prohibiting commercial advertising and limiting combined amount of sports and movies to 90% of subscription station's programming. Commission noted that since court decision, subscription television was left in "vulnerable position" of being only pay television service with program restrictions.

Former FCC Chairman Richard E. Wiley, who drew heat for nomination to National Association of Broadcasters-affiliated political action committee (TARPAC), turned down election last week. Now head of Washington office of Kirkland & Ellis, he told NAB he hadn't known post involved fund-raising for political gift-having.

TOP OF THE WEEK

Washington, Referring to sale of newspaper to Time Inc., move that prompted FCC to reconsider its approval of now-dead $100 million WLA-tv-woco-tv Oklahoma City swap with Combined Communications Corp., Mr. Albritton repeated his oft-stated position that decision to sell paper had not been made when commission approved station deal in January (Broadcasting, March 27). If he had agreed to sell Star before commission's action, he said, "word of mouth would have carried it all over Washington." He also said that "the group that calls themselves" the FCC only began enforcing its media ownership policy when he acquired Washington Star Communications Inc.

ABC-TV has decided to rerun controversial sitcom Soap in latenight time period; it will air at 11:30 p.m.-12 midnight on Mondays and Tuesdays beginning June 5. Network had earlier said it would put show in mothballs because its serial form wasn't suitable for rerunning; twice-weekly slot will allow all episodes to air in summer, thus maintaining continuity of story line, according to ABC Entertainment President Anthony Thompsonsoups.

Donald H. McGannon of Westinghouse Broadcasting—whose crusade against introduction of more network commercials has meant his five TV's "cover" additional ones with public-service or public-affairs announcements (Broadcasting, Jan. 16)—expects to do more substituting. In speech to National Academy of Television Arts and Sciences in New York last week, Mr. McGannon said three programs in fall 1976 exceeded three commercial minutes per half-hour standard; in fall 1977 he put total at 21 and during first three months of 1978, at 18. He added that he expects those figures look "minimal in terms of what's coming."

National Association of Broadcasters has urged FCC to reject petition of Council on Children, Media and Merchandising calling on commission to revise its license-renewal form in connection with programming and advertising practices related to children. NAB, in pleading filed with commission Friday, said proposal is "contrived and shallow concession of a relentless drive to rewrite" commission's 1974 policy statement on children's television programming. NAB said CCMM's proposal to define children's programming as that which affects children had been rejected by commission when it decided on "designed for children" and that many other proposed revisions, including one that commission ask sources and nature of children-oriented public-service announcements, run counter to commission policy.

ABC News' Barbara Walters has been named recipient of Overseas Press Club of America's 1977 Edward R. Murrow Award for "best TV interpretation or documentary on foreign affairs" for last November's joint interview with Egyptian President Anwar Sadat and Israeli Prime Minister Menachem Begin.

Petition to deny Sarkies Tarzian Inc.'s $26-million sale of WTTV(TV) Bloomington, Ind., to Teleco Indiana Inc., has been withdrawn, following agreement Teleco reached with petitioners; Herbert A. Terry, assistant professor in Indiana University's department of telecommunications. Under agreement, Teleco amended application on file with FCC to make clear its "principal commitment" is to Bloomington, which is city of license, rather than "Bloomington-indianapolis area," specified originally.

In line with March 1977 appeals court decision affecting pay cable, FCC amended its subscription television rules lifting restrictions on showing of some sports events, prohibiting commercial advertising and limiting combined amount of sports and movies to 90% of subscription station's programming. Commission noted that since court decision, subscription television was left in "vulnerable position" of being only pay television service with program restrictions.

Former FCC Chairman Richard E. Wiley, who drew heat for nomination to National Association of Broadcasters-affiliated political action committee (TARPAC), turned down election last week. Now head of Washington office of Kirkland & Ellis, he told NAB he hadn't known post involved fund-raising for political gift-having.

TOP OF THE WEEK

Washington, Referring to sale of newspaper to Time Inc., move that prompted FCC to reconsider its approval of now-dead $100 million WLA-tv-woco-tv Oklahoma City swap with Combined Communications Corp., Mr. Albritton repeated his oft-stated position that decision to sell paper had not been made when commission approved station deal in January (Broadcasting, March 27). If he had agreed to sell Star before commission's action, he said, "word of mouth would have carried it all over Washington." He also said that "the group that calls themselves" the FCC only began enforcing its media ownership policy when he acquired Washington Star Communications Inc.

ABC-TV has decided to rerun controversial sitcom Soap in latenight time period; it will air at 11:30 p.m.-12 midnight on Mondays and Tuesdays beginning June 5. Network had earlier said it would put show in mothballs because its serial form wasn't suitable for rerunning; twice-weekly slot will allow all episodes to air in summer, thus maintaining continuity of story line, according to ABC Entertainment President Anthony Thompsonsoups.

Donald H. McGannon of Westinghouse Broadcasting—whose crusade against introduction of more network commercials has meant his five TV's "cover" additional ones with public-service or public-affairs announcements (Broadcasting, Jan. 16)—expects to do more substituting. In speech to National Academy of Television Arts and Sciences in New York last week, Mr. McGannon said three programs in fall 1976 exceeded three commercial minutes per half-hour standard; in fall 1977 he put total at 21 and during first three months of 1978, at 18. He added that he expects those figures look "minimal in terms of what's coming."

National Association of Broadcasters has urged FCC to reject petition of Council on Children, Media and Merchandising calling on commission to revise its license-renewal form in connection with programming and advertising practices related to children. NAB, in pleading filed with commission Friday, said proposal is "contrived and shallow concession of a relentless drive to rewrite" commission's 1974 policy statement on children's television programming. NAB said CCMM's proposal to define children's programming as that which affects children had been rejected by commission when it decided on "designed for children" and that many other proposed revisions, including one that commission ask sources and nature of children-oriented public-service announcements, run counter to commission policy.

ABC News' Barbara Walters has been named recipient of Overseas Press Club of America's 1977 Edward R. Murrow Award for "best TV interpretation or documentary on foreign affairs" for last November's joint interview with Egyptian President Anwar Sadat and Israeli Prime Minister Menachem Begin.

Petition to deny Sarkies Tarzian Inc.'s $26-million sale of WTTV(TV) Bloomington, Ind., to Teleco Indiana Inc., has been withdrawn, following agreement Teleco reached with petitioners; Herbert A. Terry, assistant professor in Indiana University's department of telecommunications. Under agreement, Teleco amended application on file with FCC to make clear its "principal commitment" is to Bloomington, which is city of license, rather than "Bloomington-indianapolis area," specified originally.

In line with March 1977 appeals court decision affecting pay cable, FCC amended its subscription television rules lifting restrictions on showing of some sports events, prohibiting commercial advertising and limiting combined amount of sports and movies to 90% of subscription station's programming. Commission noted that since court decision, subscription television was left in "vulnerable position" of being only pay television service with program restrictions.

Former FCC Chairman Richard E. Wiley, who drew heat for nomination to National Association of Broadcasters-affiliated political action committee (TARPAC), turned down election last week. Now head of Washington office of Kirkland & Ellis, he told NAB he hadn't known post involved fund-raising for political gift-having.
will have to be smaller, with about half the exhibit space available), but the pace of the buying this year indicated that the customers found what they were looking for. One exhibitor said he hadn't seen so many broadcasters come to an NAB with money to spend since the "colorization" days of the late 60's.

Why was there so little kick-back and so much serious shopping? The most-often explanation seemed to be that broadcasters have had two good years and have decided to spruce up their operations—especially since the replacement cycle has come around again for so many stations ("Closed Circuit," April 3). "There were no psychological impediments to buying," said Chris Payne of the NAB engineering department. "People expect healthy business to continue. The sun is shining on broadcasting at the moment."

Other factors mentioned were the Internal Revenue Service's investment tax credit for capital improvements and the need to prepare for upcoming changes in technology, such as AM stereo, which will require a general upgrading of consoles and other equipment for many stations.

Cost effectiveness was cited as the impetus behind the good fortune this year of one new technology: one-inch helical video tape recorders. As expected, the nonsegmented, "Type C" machines manufactured by Sony and Ampex drew by far the most attention of any of the exhibits. Besides the appeal of the savings offered by one-inch, there was also the feeling that the standardization of formats—pushed through the Society of Motion Picture and Television Engineers' standards procedures in less than a year—dovetailed nicely with the period of one or two years it usually takes for any new technology to be accepted in the marketplace.

The convention's one-inch face-off was a dramatic one. Bosch-Fernseh pulled out all stops in what appeared to be a last-ditch attempt to convince American broadcasters that the advantages of its segmented, "Type B," format—among them, the immediate availability of a one-inch cassette machine—outweighed the Type C benefits.

Bosch's display came complete with dancing girls and a simulated game show called "The Reel Challenge" that took direct aim at the competition's soft spots ("Type C has brought you plenty of IOU's, lots of promises, but all in the future," warned the show's tuxedoed host). But judging purely from the crowds in the Bosch booth compared to those in Sony's and Ampex's, the campaign failed.

The consensus is that the determining factor in the Type C format's favor is the stop-frame and slow-motion capabilities it offers. Bosch has put together a combination of equipment, including a digital field store, to equal that capability, but the entire configuration runs about $110,000. Ampex's VPR-2, with its AST automatic scan tracking system for slow motion and stop frame, costs about $62,000.

Sony also had some scrambling to do at the NAB to equal Ampex's AST option. The Japanese firm unveiled a "dynamic tracking" option with similar capabilities, but had just one to display at convention time and ended up showing it not on the floor but at a suite in the nearby Hilton. The explanation for that procedure was that the company had to share its display with its licensee, RCA, which took turns with Sony in the Hilton suite.

The dynamic tracking option is to be available on Sony's machines beginning in March and can be retrofitted on machines sold before then at an additional cost of $10,000. With dynamic tracking, Sony's BVH 1,000 is to sell for $69,000. Delivery of the BVH 1,000's without the option were being promised at the show for 30 to 90 days. Ampex said it would have its VPR-2's going out by September, but that it was backlogged with orders until March. (Ampex has licensed Marconi and Phillips to sell its one-inch VTR's, receiving from Phillips in return rights to market an electronic news gathering and field-production camera.)

Ampex's AST is a mechanical function (the video head scanner adjusts to changes in the track angle), while Sony's dynamic tracking works through digital manipulation of the signal through a newly-developed 20-line window time base corrector. Among the advantages of the digital technique, Sony said, are time expansion (up to two times normal speed) and reverse slow motion; the technique also requires the purchase of a $20,000 time base corrector, although Sony executives said they plan to offer earlier buyers a price break.

Both Sony and Ampex also displayed prototypes of portable one-inch VTR's, with Ampex's to be priced between $35,000 and $40,000 and Sony's at $35,000. The remarkable interest displayed in the one-inch recorders at the convention marked not only the fulfillment of that format's much-anticipated promise, but also the continuation of the industry's over-all movement to tape. Unlike the SMPTE convention last fall (Broadcasting, Oct. 24, 1977), at the 1978 NAB there was little emphasis on marrying film and tape in the producer's creative arsenal.

One of the more startling examples of that phenomenon was the virtual explosion of computer-assisted editing equipment. Ampex and Sony both showed new systems to go along with their one-inch lines (Ampex's is manufactured by Convergence Corp.), while RCA brought one out for its TR-600 quadruplex machines. Other companies were stressing that their machines would interface with several types of VTR's. Consolidated Video Systems brought out one called Epic, for example, which interfaces with quadruplex, one-inch and 3/4 inch, while Datatron displayed a top-of-the-line Datatron 2,000 that not only works with a number of types of VTR's but also generates an editing list for film (the only editing function to date), RCA said.

Datatron also provided an example of another popular development in the editing market—a low-cost editing, decision machine to generate a preliminary edit list on punched paper tape, which is then fed into a more sophisticated editor for the final work. The "Editmate," as the company calls it, is priced at $6,000, while the Datatron 2,000 runs from $50,000 to $80,000. CMX, under a new licensing agreement with Vidtronics, announced it would begin deliveries later this year of a similar machine for $10,000.

Further evidence of the burgeoning editing market was provided by new companies entering into competition with the formerly undisputed leader in the top-of-line segment, CMX. One such company was Mach One Digital System Inc., which boldly claimed its new editor, "designed specifically for editors, by editors," would, as its salesman termed it, "put CMX out of business."

The one most indicative of the market's liveliness was the complete new line of editors introduced by Convergence Corp., starting with a $5,000 unit for single source edits, such as for ENG applications, and ranging up to a five-input $35,000 console that dedicates the switcher to the editing machine.

Tape and computer technologies also continued to merge in the camera market this year. Ikegami, formerly the only company with a microprocessor-controlled camera set-up system, was joined in the field by RCA and Ampex. RCA brought out a new studio and field camera, the TK 47, with automation features which put the conventional camera control unit into a black box connected to the camera by a small cable. The set-up unit works with any number of cameras and constantly monitors and corrects itself. The typical system runs about $100,000, according to RCA. Ampex showed its BCC-10 studio camera, also offering automatic set-up controls for about $93,000.
Voilà!

A small sample of the many outstanding Fox shows available now. Ask us for the complete list.

M*A*S*H
One of television's most honored shows, going into its 7th season.

James at 15 16
It's funny, it's sad and above all—it's real. The story of growing up in America. (22 hours)

THAT'S HOLLYWOOD!
The brightest magic of Hollywood, featuring the greatest stars of all time. (50 half hours)

Jot/ens
The sexy and funny adventures of five couples trying to cope with modern life and morals. (13 hours)

These exciting new shows in preparation for next season:

Paper Chase ★ Mother, Juggs & Speed ★ W.E.B. ★ Billy Liar

At the Palais, Stand number A-425, Zone 12, Tel. Ext 340.
Wasilewski urges unity against big brother thinking in Washington

NAB president lists association's priorities in state-of-union talks, he feels broadcasters can adapt to most criticisms and changes, but that government intrusion is more complex problem

National Association of Broadcasters President Vincent Wasilewski sounded a familiar warning to his members in Las Vegas last week, urging them to become active in broadcasting's fights in Washington or succumb to those in Washington who want to tamper with the system.

Mr. Wasilewski gave separate "state of the industry" addresses to TV and radio assemblies at the NAB convention last week, but they were essentially the same. NAB is not afraid of new technologies in communications he told the television gathering Monday: "The fact is that if we are smart enough and if our timing is right, we can adapt to the satellites and fiber optics and the like and make them work for us." Nor is the association worried about the public, he said, "The shrill critics tend to out-modulate the quiet millions" whom NAB has found to side with television.

But the government is another matter. Regardless of which party is in power, there is a tendency, he said, for officials in all three branches of the federal government "to distrust the public's judgment and substitute instead their own."

The most recent example of this is the Federal Trade Commission's proposal to ban or curtail some advertising to children. "The American people have grown skeptical of big government," Mr. Wasilewski said, "and the FCC hasn't gotten the message."

In its goals for television, defeat of the FTC proposal is an NAB priority. Another priority, for both TV and radio, is defeat of any proposal for a "special broadcasting tax." House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has proposed a "spectrum use fee" for inclusion in the subcommittee's rewrite of the Communications Act, but Mr. Wasilewski said it makes little difference what it is called: "NAB is categorically opposed to any special broadcasting tax," he said.

NAB is steadfastly opposed to suggestions of mandatory access, which have also been raised in connection with the rewrite. If broadcasters were required to set aside blocks of time for anyone to express opinions, their stations would turn into "electronic towers of Babel," Mr. Wasilewski said. Both proposals—the spectrum use fee and mandatory access—are "nonnegotiable" as far as NAB is concerned.

Mr. Wasilewski's list of priorities continued. For radio, he mentioned:

- Defeat of performer royalties legislation that would have broadcasters and other users of recorded music pay royalties to record performers and manufacturers. Such a bill, which has already undergone one round of hearings before Representative Robert Kastenmeier's (D-Wis.) Judiciary subcommittee, promises "a heated battle," Mr. Wasilewski said.

- Urging the FCC's adoption of technical standards for AM stereo.

- Getting the FCC out of business of reviewing how many commercial minutes a station has carried when it comes up for license renewal.

For television, Mr. Wasilewski listed one additional priority: winning passage of legislation to restore the FCC's authority to restrict "siphoning" of over-the-air broadcast programing by pay cable television, especially sports programing.

Looking back, Mr. Wasilewski said last year was "an exceedingly good year" for the association. NAB's membership rose to a peak of more than 4,500 radio and 550 television stations. In addition, legislation proposing restrictions on the advertising of saccharin products were defeated, prompting Mr. Wasilewski to claim it as "perhaps our industry's finest grassroots victory." A few years ago, broadcasters were "apathetic and almost totally disorganized," but the defeat of the saccharin restrictions proved that broadcasting now has an effective grassroots organization, he said.

Opening fire from Cannon

Senate Commerce chief welcomes broadcasters to his state, calls for better taste in TV programing

Broadcasters attending the opening ceremony of the NAB convention last Sunday received a welcome, followed by a lecture, from the new chairman of the Senate Commerce Committee.

Howard Cannon, Democrat of Las Vegas where the convention was held, departed from the usual you-are-the-greatest-communications-service-in-the-world welcoming address to tell the broadcasters that, like the automobile, they "have brought their own form of pollution into our world." And, he continued, "We must recognize the growing disenchantment of many Americans not simply with the violence and vulgarity too often programed for them today, but with the general banality of much of the fare they're offered every day."

Programming isn't all bad, the senator said, softening his tone a bit. "And much of it is extremely good." Nevertheless, he said, broadcasters should try to make it better. "We have gone far beyond the point where the option of switching channels or turning off the set is sufficient. The medium is here to stay and it is a public medium for which the public has a right to at least good taste, if not some variety."

Broadcasters face a grave responsibility Senator Cannon said. "No government, no other phenomenon in the history of man has had the power to make change that you enjoy." That responsibility grows heavier as technology continues to advance in broadcasting and other media—satellites, fiber optics, cable television, to name a few—that "together very likely [may bring] changes to people and to the world so profound as to shrink even the vast changes radio and television have already brought to all of us."

He urged that when the broadcasters toured the exhibits at the convention they examine the equipment "not for scientific wizardry" but for the uses it can be put to. "Think of the information and ideas it can convey even to children who don't read. Think of the force it represents for change," he said.
FRAME SYNCHRONIZER
Locks all remote signals to house sync. Network, ENG, Remote pick-ups, and satellite signals will mix with local signals with no disturbance.
Sampling video at 4 times subcarrier for superior technical standard and picture quality.

TIME BASE CORRECTOR
Will “NTSC” COLOR and sync of low cost VTR’s.

FRAME FREEZER
Will act like having another camera in the studio for still shots. Will freeze any full frame picture. Will retain last frame of interrupted incoming signal automatically until picture is restored.

VIDEO COMPRESSOR
No matter how a slide or scene comes in, you can compress and/or change its aspect ratio as you wish, down to one picture element, and position it anywhere on the screen.

You will not be locked out with one video channel “Squeezoom.” Add other channels as you wish. Too many exciting features and applications to describe. Call us toll free 1-800-874-4608.

ELECTRONIC ZOOM
See or read information not possible without zoom.
In sports, determine if ball is good, simply freeze and enlarge. Call foul plays more accurately. Zoom capability on a remote or recorded scene. Zoom while chroma key tracking.

VERY SPECIAL EFFECTS
With 2 channels or more, open new unlimited vistas of movie-type effects.

GENERATE your own effects with Vital’s pre-programmed microprocessor.
Record 4 pictures on one recorder and play back any one full screen with no perceptible degradation.
Observe or monitor 4 TV channels on one receiver; listen to any one audio.

Conceived, designed, and manufactured in Florida by Vital Industries, Inc., makers of the VIX-114 Series Switching Systems.
Together again, separately. One of the "In the Box" confrontations at the NAB convention brought together two old adversaries—Dr. Everett C. Parker (1) of the Office of Communication of the United Church of Christ and former FCC Chairman Richard E. Wiley (r), now with Kirkland & Ellis. William Carlisle, NAB vice president for government relations, was the moderator in the middle.

Parker, Wiley spar over UCC's rewrite proposals

Las Vegas provides setting for rematch of long-time opponents during latter's years as FCC chairman

Dr. Everett C. Parker, director of the Office of Communication of the United Church of Christ, took advantage of an "In the Box" appearance at the National Association of Broadcasters convention to plump for proposals the UCC has made to the House Communications Subcommittee in connection with its effort to rewrite the Communications Act (Broadcasting, Jan. 2). Former FCC Chairman Richard E. Wiley took advantage of his participation in the same "box" not only to attack the proposals as invasions of broadcasters' First Amendment rights but also to rid himself of some hostility he apparently has felt toward Dr. Parker for some time.

Dr. Parker, who described the proposals as designed to benefit broadcasters as well as the public by making clear "the rules of the game," noted they call for a requirement that the FCC set standards for public interest programming and fair employment practices. The standards would not infringe upon program content, he said, but would give broadcasters, the commission and the public "a reasonable yardstick against which to measure performance." Dr. Parker offered his proposals against a background he painted of a technological revolution that is providing the potential, at least, of new means of program transmission—satellites, cable television, pay cable and video cassettes. He suggested that time is running out on broadcasters as the public's patience with programming—with what he said was its heavy budget of sex and violence—diminishes. Broadcasters, he warned, "should heed that discontent."

But to Mr. Wiley, who left the commission last summer and now is managing partner in the firm of Kirkland & Ellis, the proposals are a recipe for government regulation of programming. Stations, he said, wouldn't be able to make major changes in operations—including formats—without commission approval; the FCC would set standards for programming and engage in a "formal rate regulation," and commission efforts to permit additional broadcast coverage of political activities within the constraints of the equal time law would be reversed. (However, later, Dr. Parker indicated UCC would support exempting presidential and vice presidential candidates from the equal-time rule.)

But, Mr. Wiley said, drawing on memories of past confrontations with Dr. Parker, "Your proposals are no great surprise to me. You have been an effective opponent of every regulatory reform proposal in the last seven years"—years during which Mr. Wiley was at the commission. He recalled the time he said Dr. Parker "showed up with a roomful of angry activists" to protest commission plans to eliminate a number of "outmoded" rules. And he recalled, too, a time when the commission was considering changes in the fairness doctrine and equal-time rules and Dr. Parker managed to have key members of the Senate "summon me to the Hill and explain my sins."

As for UCC's proposals, Mr. Wiley said he would have trouble squaring them with a desire for "reform." He said they differ on the question of the role of government in broadcasting. UCC's proposals, he said, raise the question of whether "a free society can tolerate the use of arbitrary power over broadcast speech."

Reinsch's counsel from 'the bench':

Hew to the straight and narrow

Pioneer Cox executive accepts DSA at NAB convention opening, stresses need for integrity, praises own organization's dedication to that principle

A broadcasting industry elder exercised the privilege of his rank—"as a septuagenarian, in the autumn of an exciting and sometimes tempestuous career"—to advise a younger generation of broadcasters of the responsibility they owe the medium he helped build. "You must never knowingly mislead or breach the confidence of your auditors—the great American body politic."

The speaker was J. Leonard Reinsch, the chairman of Cox Broadcasting, who was accepting the Distinguished Service Award of the National Association of Broadcasters during the opening ceremony of last week's 56th annual convention in Las Vegas. His remarks were made on the same afternoon (Sunday, April 9) that the president of the CBS/Broadcast Group was going on the air to apologize publicly for having deceived viewers about "win-net-take-all" tennis matches (Broadcasting, April 10)—an action for which CBS must account still further, to the FCC, today (April 17).

"Yours is the most important profession," Mr. Reinsch said. "You reach more people faster and with greater impact than all other media combined. Your responsibilities, as a consequence, are fearsome, ranking next to those of our elected officials and our courts . . . Loose practices," he continued, "often evolve in an affluent society."

That admonishment aside, Mr. Reinsch's basic message for his broadcast successors was one of hope and, to a degree, envy. "I must say that for the first time in my life I am unhappy being on the bench," Mr. Reinsch confided. "For as glorious as has been the past of broadcasting, the future is even more challenging for all communicators . . . And to paraphrase an eminent authority who
All the King's horses, And all the King's men, Can't do the job That Congress Can.

Only the United States Congress can adopt a National Energy Policy. Until that is done, our energy picture (like Humpty Dumpty) will remain fragmented and chaotic. A national position must be taken on developing our nuclear and solar energy potential, expanding our uses for the vast reserves of coal which exist in America, development of programs for the proper use of our dwindling supplies of oil and natural gas, and measures which insure that exploration for all energy resources continues at high levels of activity.

Once the National Energy Policy is adopted, we must continue programs that allow the individual states the right to make their own determinations on water and air quality, land reclamation and other environmental standards.

Congress must make some hard, but very basic decisions that will guide our nation into the 21st Century. The sooner these decisions are made the better for America.
made the first motion picture talk and parlayed it into radio stardom: "You ain't heard (or seen) nothin' yet!"

Mr. Reinsch closed his remarks with an expression of esteem for the Cox Broadcasting organization he has served since 1934, and particularly for James Cox Sr., the former governor of Ohio who enlarged his newspaper company to embrace broadcasting. Mr. Reinsch helped put the first Cox station, WCCO(AM) Dayton, Ohio, on the air. Last week he recalled Governor Cox's remarks at the dedication of that facility:

... that this voice will always be an instrument of dignity, culture and practical service; that it will carry the light of joy to places that are dark. That it will build a love for goodness and beauty... that in its long watches of the night and in its endless days be conscious ever of its duty to God and humanity.

---

**FCC confesses, announces and clarifies**

At NAB Q and A, staffers admit AM application freeze was a mistake, they're looking at EEO rule to aid the handicapped and probably won't act against airing of indecent language during live news coverage

Broadcasters attending the National Association of Broadcasters Convention in Las Vegas last week learned that FCC staffers can admit a mistake. They also learned that the commission may initiate a rulemaking aimed at acceding handicapped persons the same kind of equal employment opportunity protection afforded women and minorities, and that the commission is not likely to attempt to impose a sanction if a broadcaster, in covering a fast-breaking news event, permits indecent language to be aired.

These were among some of the matters discussed during the panel session in which commission staff members took questions from broadcasters in the audience. The confession of error was made by Wallace Johnson, chief of the Broadcast Bureau, in explaining the enormous backlog of AM applications—565 were filed— the commission accumulated two years ago. In an effort to get a small backlog under control, the staff recommended, and the commission imposed, a six-month freeze on applications for new and major changes in AM stations. But it gave applicants 60 days in which to file before the freeze went into effect in July. The commission, after assigning a task force to the job, is now beginning to see the last of the crush of those June 1976 applications.

"We hope we'll be through with that bunch in another week," said Martin Levy, deputy chief of the bureau.

But, said Mr. Johnson, giving notice of the freeze "was one of the biggest mistakes we ever made"; the FCC "should have closed the door the night" it announced the action.

The problem was compounded by a budget-enforced reduction in Broadcast Bureau personnel and the lack of engineers on the Civil Service roster from among whom the commission could select for vacancies on the staff—an unusual if not unprecedented situation.

Mr. Levy disclosed that the commission might soon turn its attention to affording handicapped persons EEO protection. He said the question of such protection for handicapped persons—of requiring broadcasters to make affirmative efforts to recruit them and prohibiting discrimination against them—had been discussed at a White House meeting two weeks ago at which the commission was represented. "The commission," he added, "will soon" consider issuing a rulemaking in the matter.

As for the airing of indecent or obscene language in a broadcaster's coverage of a fast-breaking story—such as a terrorist attack or the holding of hostages in a robbery—Arthur Ginsburg, acting chief of the Complaints and Compliance Division, said, "There's no way to prevent it." But he also said the broadcaster "would have to weigh the sensibility of his audience against the urgency of the situation." The commission's general counsel, Robert Bruce, sought to put minds at ease: The commission would have to give consideration to journalistic judgments made under pressure.

The matter had come up in connection with a discussion of a broadcaster's question as to whether the commission would issue a ruling regarding the kind of language that would be barred, in light of the litigation over the commission's ruling that the broadcast of the George Carlin comedy record containing the "seven dirty words" that cannot be said on television "is indecent." Mr. Bruce noted that the Supreme Court decision in the case—to be argued before the court on Tuesday—will provide "more effective guidance."

In other matters: Mr. Johnson said the staff will recommend to the commission by August or September a notice of proposed rulemaking in the clear channel radio case, to "further identify the direction" the commission will take in the

---

**Words to the wise.** Members of the FCC staff took questions from broadcasters at an NAB workshop last week. L to r: Wallace Johnson, chief of the Broadcast Bureau; C. Phyll Horne, chief of the Field Operations Bureau; Martin Levy, deputy chief of the Broadcast Bureau; Robert Bruce, general counsel; Richard Shiben, chief of the Renewal and Transfer Division, and Arthur Ginsburg, acting chief of the Complaints and Compliance Division.

Broadcasting April 17 1978 40
There are two R's in Xerox.

One is right in the middle. But the really important one is the one you probably never notice. It's the little R in a circle—like the one you see at the bottom of this ad—that tells you that Xerox is a registered trademark.

And it reminds you that our name—which is also our trademark—should only be used in connection with the products and services of our corporation. Including everything from Xerox copiers to Xerox textbooks.

So as you can see, our trademark is a very valuable one. To us. And to you, too. Because it ensures that when you ask for something you can be sure of what you're going to get.

Of course, we don't expect you to use the second R every time you use our name. But we do hope you'll give it a second thought.

XEROX® is a trademark of XEROX CORPORATION.
mater. He also said the staff would present to the commission a proposed notice of rulemaking providing for the authorization of AM stereo, by July. And C. Phyll Horne, chief of the Field Operations Bureau, said the commission may complete work on the rulemaking revamping its operator-licensing requirements by July.

Minority hiring pushed by White

FCC commissioner tells group at NAB that diligence in EEO matters may lead to fewer government regulations

FCC Commissioner Margita White urged broadcasters last week to accelerate their hiring and promotion of women and minorities. Speaking on a panel at the NAB convention, Mrs. White said it was in the broadcasters' own interests to be vigorous in affirmative actions—"not as a paper exercise to satisfy FCC obligations"—but to provide a broader public service.

If broadcasters work enthusiastically toward the goals the FCC has established for equal employment opportunities, the commissioner said, they may also move toward another goal—less government regulations.

She said, however, she had been "appalled" at the reaction to the FCC's recent notice of intended changes in the EEO reporting form. "I never thought," she said, that the revisions, undertaken to provide the FCC with more accurate information than is now available, "would unleash such paranoia."

Richard Wyckoff, assistant general counsel of the NAB, urged broadcasters to consistently apply affirmative action instead of letting interest lapse between license renewal periods. He said that EEO practices in radio and television were showing progress. The national incidence of minority employment in American business is 10.1%, he said. In broadcasting it has reached 13.8%, up from 10.6% in 1972.

Cecil R. Forster Jr., vice president and general manager of WINS (AM) New York, said he was concerned that the reverse discrimination case of Bakke versus University of California, now before the Supreme Court, could set back affirmative action if it is won by the white plaintiff who claims to have been denied admission to medical school while less qualified minorities were admitted.

Still, he said, broadcasters ought to exert more EEO effort than is now being applied, no matter what the law requires. It is, he said, good business to support affirmative action. "The black market is worth $60 billion a year," he said.

Edward Valenzuela, district director of the U.S. Equal Employment Opportunity Commission in Phoenix, described the new understanding reached by the EEOC and FCC for processing complaints against broadcasters (see page 54). Mr. Valenzuela said the new arrangement promises to expedite the settlement of broadcasting cases. EEOC now has a total backlog of 100,000 unresolved charges, he said.

The session was moderated by Timatha Pierce, EEO director of NBC, New York.

When the FCC comes knocking at your door

FCC's Ginsburg suggests ways licensees can avoid certain problems with commission; other panelists describe their frustrations in dealing with complaints and compliance unit

Arthur Ginsburg, acting chief of the FCC's Complaints and Compliance Division, called it "control." Edgar Holtz, of the Washington communications law firm of Hogan & Hartson, called it "preventive law." No one called it a "stitch in time."

But everyone on two workshops at the National Association of Broadcasters convention in Las Vegas last week was giving broadcast licensees the same message: To avoid trouble with the FCC, take great care in operating your station.

"Without control," Mr. Ginsburg said at the first of two workshops on practical pointers on FCC policies, "there is chaos." The licensee, he noted, "is responsible for everything at the station, and must exercise reasonable diligence" in technical matters as well as programming.

The first rule he suggested for maintaining control was: "Listen to your station." Watch for misleading contests, and for DJ's who might be involved in payola, and for managers who might be responsible for clipping network programing. What might be called the second rule was offered at the second of the pointers workshops in which he participated: Know commission rules and policies. He said he has found the public notices the commission sends all licensees from time to time apparently find their way quickly into the "trash can."

Mr. Holtz suggested how preventive medicine might be applied: Have some one pull a surprise full-field investigation of the station, as the FCC might do it, and turn up possible weaknesses that can be corrected. He also suggested "exit views"—to record the reasons people leave as protection against payola and equal employment opportunity complaints.

William Green, of the Washington communications law firm of Pierson, Ball & Duff, was on the first of the two workshops, managed to work both terms—control and prevention—into his remarks. He also advised broadcasters, "When in doubt, call your lawyer."

As a dose of preventive medicine, he suggested that broadcasters pay close attention to equal employment opportunity matters. As the dour panelists at other workshops, he referred to EEO as a key problem for broadcasters. "For the next year or so," he said, "the name of the game will be EEO... Be sure your EEO report looks good."

He had another bit of advice: Include in the public file only what is required. He told of a broadcaster who included in the file a letter from his lawyer expressing concern about station failings in a number of areas, including promise versus performance. When the station was sold, a reporter for the local newspaper came across the letter in the file, and used it as the basis for a story that appeared on page one.

If EEO is the issue most likely to cause broadcasters problems with citizen groups with the potential for filing petitions to deny, fraudulent billing and fraudulent contests are most likely to get broadcasters into serious trouble with the commission, according to Wade Hargrove, who is a partner in Harrington, Smith & Hargrove, of Raleigh, N.C., and executive director of the North Carolina Broadcasters Association. Indeed, he said, fraudulent billing "will get you into trouble faster than anything else; you'll lose your license for that."

Accordingly, he recommended the exercise of "reasonable diligence." Since licensees are responsible for the actions of employees to whom they delegate day-to-day operations, he said, they should make sure the employees are aware of the rules against double billing and fraudulent contests. Circulate copies of the rules for their signature, he said. "If you are sandbagged" by an employee, he said, at least you
Cetec Schafer System 7000:
Post-graduate technology, elementary operation

System 7000 is the leading-edge in radio automation: Multiprocessor architecture, plug-in firmware boards, super-clean audio circuitry, almost limitless expandability.

**Keeping it simple to operate**
System 7000 also includes another design breakthrough: human engineering. This marvelous machine is people-oriented. The sophisticated and versatile solid-state electronics are programmed for simple, step-by-step direction in plain English language.

**Powerful and expandable**
Most of all, System 7000 is a powerful broadcasting tool for any radio operation. It guarantees consistently superior audio quality, precise timing, silky smooth transitions, and enhancement of any program format.

When you're ready, the 7000 helps you grow without growing pains. Add memory, 1000 events at a time, with plug-in boards. Ditto with additional audio sources, up to 64. Add video terminals — at any time, for any remote location. Add Verified English Logging. Plug-in a "debug card" for system self-diagnosis.

**A goof-proof keyboard**
You talk to the 7000 in English on a color-coded, mode-clustered keyboard that won’t accept mis-programming errors. Your instructions are displayed on a video screen (or several video screens, if you wish). The system answers politely, in English, on the same screen(s). At any time, you can look forward or backward to verify program sequence, or real-time sequence, or to review editing-in-process.

The bottom-most line is that Cetec Schafer System 7000 can handle the toughest and most complex radio broadcast tasks easily and cost-effectively, and with built-in capability to take on tomorrow’s added jobs.

All the details are in our new, full-color 7000 product book. Write to Andy McClure at Cetec Broadcast Group, or telephone him at (805) 968-0755.
will have some evidence of having exercised "reasonable diligence" in attempting to guard against corrupt activities.

Mr. Ginsburg, who was named acting chief of Complaints and Compliance two weeks ago, to succeed William B. Ray, who retired (Broadcasting, April 3), received congratulations of broadcasters and fellow panelists at the workshops in which he participated. But he also was obliged to endure some caustic comments about the operation of the division he now heads.

"Sometimes Complaints and Compliance is wrong," said Mr. Holtz, "and I mean wrong. So don't roll over and play dead just because they come into the station," he told broadcasters in the audience. And when a broadcaster picked up on that comment to ask, "Are you guilty until proved innocent?" Mr. Holtz added, "If you tell the truth and are candid, that should be dispositive. Often it's not. That makes me mad." He said Complaints and Compliance personnel often take on the role of "judge and jury."

But the commission Mr. Ginsberg said, taking no action until "all the evidence is in." Frequently, he said, a broadcaster's response to an inquiry regarding a complaint eliminates the complaint. "We try to be scrupulously fair."

But to Mr. Hargrove, the problem often is one of lack of sensitivity. When a licensee receives an inquiry from Complaints and Compliance," he said, "he goes to the lawyer, to respond. Often, he said, the broadcaster waits "for a long time" before receiving a response which says simply the letter is being placed in the station's file for consideration at renewal time. "It's enough to give you ulcers and make you want to go back to the hardware business," he said.

Hail and farewell

Outgoing AMST President Lindow bids adieu; new officers elected

The fifty-sixth annual convention of the National Association of Broadcasters, in Las Vegas last week, marked the final appearance of Lester Lindow as president of the Association of Maximum Service Telecasters. He is retiring on Aug. 1, after 22 years, to be succeeded by Tom Paro, now AMST's executive vice president (see "Special Report," Broadcasting, Jan.16).

Mr. Lindow, in his remarks, outlined the association's purposes and goals—maintenance of an effective nationwide system of VHF and UHF television stations, "side by side," with enough spectrum to meet present and future needs, among them. The association announced that it had added its 200th member station, reaching that level of membership for the first time. And it then proceeded to elect the officers to lead it for the next year.

The officers elected are chairman, Franklin C. Snyder, the Hearst Corp., Pittsburgh; first vice chairman, Wallace J. Jorgenson, Jefferson-Pilot Broadcasting Co., Charlotte, N.C.; second vice president, Robert F. Wright, WTOP-TV Meridian, Miss.; president, Mr. Lindow; secretary-treasurer, Ralph S. Jackson, Orion Broadcasting Inc., Louisville, Ky.; executive vice president, Mr. Paro, and vice president, Roy W. Easley, AMST, Washington.


The AMST membership elected the following members of the board of directors:

Norman P. Bagwell, KTVF-TV, Oklahoma City; Charles A. Balsam, Cosmos Broadcasting Corp., Columbia, S.C.; Joel Chaseman, Post-Newsweek Stations, Washington; Mr. Ebel; Mr. Harris; Mr. Jackson; Mr. Jorgenson; George A. Koehlers Gateway Communications, Cherry Hill, N.J.; Mr. Lee; Mr. Madsen; August C. Meyer Sr., Midwest Television, Champaign, Ill.; James M. Moroney Jr., Belo Broadcasting Co., Dallas; Fred Paxton, WABD-TV Paducah, Ky.; Donald L. Perris, Scripps-Howard Broadcasting Co., Cleveland; William L. Pulnam, Springfield Television Corp., Springfield, Mass.; Mr. Snyder; Dudley S. Taft, Taft Broadcasting Co., Cincinnati; Willard E. Walbridge Capital Cities Communications, Houston; Wilson C. Wearn, Multimedia, Inc., Greensville, S.C.; Richard M. Wolfe, WABC-TV Columbus, Ohio, and Mr. Wright.


Well done. A. Louis Reid of Cosmos Broadcasting, a long-time member of the board of the Association of Maximum Service Telecasters, was honored by AMST at its annual meeting held last week during the NAB convention in Las Vegas. Presenting Mr. Reid with a resolution of appreciation was AMST Chairman Frank C. Snyder, president of the Hearst Corp. Joining in the presentation was outgoing AMST President Lester Lindow (l), who retires in August.
"We're in danger of losing our most economical source of power."

—Meredith D. Persson, Nuclear Cost Accountant

"In most areas of the country, nuclear energy is our cheapest source of electric power. On the average, electricity from nuclear energy costs 1.23 cents per kilowatt hour; but electricity from oil runs to 3.36 cents!

"Despite these figures, only three nuclear plants were started in 1977.

In many areas, nuclear energy saves customers millions of dollars.

"Nuclear plants saved customers of New England electric companies $380 million, compared to what an equivalent amount of power generated by oil would have cost. In Illinois, nuclear power saved customers $125 million; in the Carolinas, $138 million; in Iowa, $16 million.

"The price of oil itself will no doubt continue to rise. This clearly hurts the car and home owner. It also hurts in less visible ways—in higher electric rates, in the cost of energy that goes into manufactured products. But nuclear power can ease inflationary pressures while it helps us through the energy crisis.

Nuclear energy prevented disaster during the big freeze.

"During the record cold wave of '76-'77, demand for fuel shot up—while deliveries of coal, oil, and gas (to homes, businesses, and power plants) slid down. People switched to electricity to make up the fuel loss, and demands soared to record peaks. Over 20 billion kilowatt-hours of electricity were produced from more than 50 nuclear generating units. These plants, by continuing to supply electricity where others couldn't, saved an estimated 257,000 jobs, and prevented a disastrous decrease in the gross national product.

Nuclear power can't do the job alone—
we still need coal as a major source of electricity.

"Electric companies are, where feasible, converting power plants from oil and natural gas to coal. Coal may make more sense than nuclear power in certain areas—right where coal fields are located, for example.

"But remember that in some sections of the country our electric power capacity is stretching thin—dangerously thin, as the cold snap revealed."

The time to build power plants is now.

By 1988 America will need 40% more electricity just to supply all the new people and their jobs. New power plants—both nuclear and coal—are urgently needed and must be started at once to be ready in time. For facts on your energy options, just send in the coupon.

Edison Electric Institute
for the electric companies

Edison Electric Institute
P.O. Box 2491, General Post Office
New York, N.Y. 10001

Please send me free information about nuclear energy and the energy crisis.

Name __________________________________________

Address _________________________________________

City ____________ State __________ Zip ____________

Phone __________________________

28/4/78
Protection from petitions to deny

NAB panel tells broadcasters not to lose their cool when challenges to licenses arise

That old tale about the lack of a nail leading to the loss of a war may have its counterpart in the saga of a negotiation between some women’s groups and a broadcaster. A blow-up of negotiations over a proposal that the station pay babysitting costs while the women attended meetings of an advisory committee they wanted the station to create led to the filing of a petition to deny which included a break-up of a media concentration that once included radio, television and newspaper properties.

That, at least, was the anecdote Charles Firestone, formerly with the Citizens Communications Center of Washington, and now a professor of communications law at the University of California at Los Angeles, related during a panel session at the National Association of Broadcasters convention in Las Vegas last week. The session was devoted to informing broadcasters how to avoid petitions to deny, and Mr. Firestone told the story to illustrate a point he and fellow panelist Michael Bader, of the Washington communications law firm of Haley, Bader & Potts, had made: Broadcasters confronted with a citizen group that is contemplating a petition to deny should not lose their cool.

There is no way a broadcaster is going to win if he is uptight, inflamed and just up and down,” said Mr. Bader.

Mr. Firestone did not identify the broadcaster involved in his story, but the facts

The climactic event of the NAB convention was its closing address by the chairman of the FCC. The news account of that event begins on page 29. The complete text follows.

Remarks of Charles D. Ferris
Chairman, Federal Communications Commission, before the 56th Annual Convention of the National Association of Broadcasters

I learned from Newton Minow that as he was leaving the podium after his first—and most famous—speech to the NAB, a delegate walked up and told him: “I didn’t think that was a very good speech.”

When Minow was half way out of the room, the same broadcaster accosted him again and said: “I didn’t like that speech one bit.”

Minow kept moving, but the broadcaster caught him a third time at the exit. Excoriously, he shouted at Minow: “That was the worst speech I ever heard in my whole life.” Then he turned and stalked away.

A few minutes later, another broadcaster who had witnessed these encounters approached Minow with a comforting comment. “Mr. Chairman,” he said, “I wouldn’t pay any attention to that fellow. Everyone knows he has no mind of his own. All he ever does is repeat whatever he hears.”

Well, each new chairman of the FCC seems doomed to repeat as well what the NAB has heard from his predecessors.

In 1965, Bill Henry spoke of the FCC’s aim “to make room for as many diverse ideas in television as possible.” Today too much programming is still the same from hour to hour, and channel to channel, with only the names of the networks changed to protect the appearance of competition.

In 1969, Rosel Hyde urged that television show “what it means to walk in the shoes of the poor, the hungry, and the disadvantaged.” Today, a year after Roots—a program that brought a sense of heritage, a glimpse of history, and a means of understanding to millions of Americans—the commission is firmly committed to enforcing a policy that television not only show and tell, but do; that a medium which in law belongs to all the people should not exclude the minority who are not white and the majority who are women from full participation in the lifestyle of national communication.

In 1970, Dean Burch conceded that FCC procedures needed to be “revised and simplified.” Today, as the new chairman of the FCC, I am determined that we will solve that problem. The commission’s rules should be written in plain English. A non-lawyer should be able to read and understand them. Those who regulate communications at least ought to be able to communicate clearly. It might even mean fewer dollars for legal services and more money for program excellence.

Seventeen years ago, in 1961, Newton Minow worried about “competition for even higher ratings.” Today, the tyranny of Nielsen’s numbers has strengthened its hold. The only place in our republic where points and point-spreads are given greater urgency than here in the casinos of Las Vegas are the corporate headquarters of the three networks in New York.

That arrangement cannot be acceptable to the American people and must not be acceptable to professional broadcasters. For as we have all learned, quantity is not synonymous with quality. More—as you and the commission have both learned in the case of regulation—does not mean better.

For if television had—or has—its vast wasteland, it will not—and cannot—be made fertile by overlaying it with a vast swampland of regulations. Shortly after coming to the commission, I instituted a study of the delays in license and comparative renewal cases. We need to establish procedures that are both faster and fairer—and we will.

Thus, much of what I have to say will contribute to the tradition of past chairmen that it is not only television that puts on reruns. The speeches of FCC chairmen, like your own industry, tend to the truth that the more things change, the more they stay the same. Living color cannot give life to programs that are reruns in all but title. Decades of invention and innovation in broadcasting have not resolved issues that were there from the start—from that first night when KDKA cracked across the airwaves with the election returns from the Harding-Cox campaign for President in 1920.

By this point, I’m sure, it’s clear that one other thing has not changed about an FCC chairman’s speech to the NAB. As one of my predecessors put it 12 years ago: “My work is cut out for me today. You will not agree with everything that is said.”

Indeed, I may not agree with all I say at this year from now, I intend to be open-minded—and independent. I do not have rigid preconceptions—but I do have convictions. And I do believe that all of us who are responsible for a communications medium that reflects, shapes, alters and informs the national consciousness need convictions that transcend the bottom line of writing regulations, or of counting profits and ratings.

The commission’s decisions on telephone tariffs have a far greater immediate economic impact on every American than our rulings about television and radio. But in terms of their social, psychological, and ultimately their economic effects, broadcasting’s images and words are not cheap.

Communication is the most precious currency of a free society. It is not just a matter of billion dollar sales, but of over two hundred million minds: To a large extent, we are what we see of ourselves on television. We are content or we dissent because its technological permits us as never before in history to know or to disguise ourselves. Seeing, far more than reading, is believing.

Without broadcasting, Americans would not have witnessed Bull Connor, Birmingham or the march on Selma—and America might not have two of the most noble and fulfilling legislative achievements of this century, the Civil Rights Act of 1964 and the Voting Rights Acts of 1965. Without broadcasting, America would not have heard the gunfire and seen the casualties at Kent State and Hamburger Hill—and young Americans who are alive today would be dead in a longer, even more bitter war.

Without broadcasting, the Watergate hearings and the impeachment proceedings might have been a matter of record, not reality—and the country might never have reached a consensus that the issue was a matter of principle, not partisanship.

News is the easy case to demonstrate the power of broadcasting. CBS News, the most recent beneficiary of the broadcast license as an instrument of social progress, is the prime example. The Ed Sullivan Show than in all the live concerts that Ed Sullivan ever broadcast. But the advances which are the prime cause of the people. But entertainment also informs us, in more subtle ways, about our lifestyles, our attitudes and our possibilities.

More people saw Elvis Presley in three appearances on The Ed Sullivan Show than in all the live concerts that he performed over the next 20 years. And what they saw influenced and expressed the feelings of the next generation. More people saw a single opera performance live from Lincoln Center last year than have seen the entire performances in history. And that too may influence our national culture.

Your business is the business of America. Your role is so central that you can share credit for some of the best of our lives—from civil rights to political reform. And you also get blamed for much of the worst—for social problems ranging from violent street crime to lower college test scores. The average American citizen spends literally years of a lifetime watching or listening to television and radio. Your effect on values—and on institutions such as the school and the family—has become a national
appeared to fit those in the case of the Steinman Stations. After a number of women's groups petitioned the FCC to deny the license renewal of WGBL-TV Lansing, Michigan's news service and $100,000 for scholarships for women interested in careers in broadcasting [Broadcasting, July 4, 1977].

The problem, Mr. Firestone said, was "child care." The women wanted to be paid for the cost of leaving their children at home while they attended meetings of the advisory committee that is working to establish. Later, he said, there were other issues being discussed, but child care was "the final straw" that caused the breakdown in the talks. "That was an extreme example, he said, "but it happens."

Besides keeping a firm leash on temper, Messrs. Firestone and Bader, along with a third panelist, Richard Shiben, chief of the FCC's Renewal and Transfer Division, had other advice for broadcasters interested in avoiding petitions to deny. "Put yourself in the petitioners' shoes," Mr. Firestone said. "Be sensitive to their needs. But the best prevention of a petition to deny is to provide no basis for complaints. Remember," he said, "the airwaves belong to the people, and ask yourself, what have you done to serve the public."

Mr. Bader also talked of the need for sensitivity—the need for "comprehension and understanding of the potential petitioners," as he put it. But he offered some specific hints as well: Use the ascertainment process to detect would-be petitioners from the American people directly. In fact, as well as in theory, your licenses cannot be viewed as a vested interest to be held in perpetuity. I intend to enforce the public interest standard for renewal.

**A free hand and an open mike**

Third, while I will carry out my responsibility under the law, I will not exceed my authority by intervening directly in your specific program decisions. Precisely because the pressures of society on broadcasting this past decade have never been more intense, the need for restraint by government has never been so great. Perhaps today the best definition of democracy is that it resists the temptation and the pressure to control the mass media, even when they are controversial.

Instead we ought to encourage controversy. Broadcasters have the power to give access to competing ideas—and you can expect that the Congress, the courts, and the commission will continue to require that you not deny the public access to those ideas. But this does not mean that broadcasters must bend with every breeze of public opinion. Your role as an independent and critical voice is too vital for that. You must, however, be sensitive to viewpoints and opinions of those who do not have FCC licenses.

The New York Times does not compromise its journalistic integrity by opening an op-ed page to alternative editorials. To an even greater extent in broadcasting, the most pervasive form of communication—journalistic integrity means opening the medium to the many.

More local stations are offering that openness. And one network—CBS—recently started a program featuring viewer feedback. This convention has itself sponsored panels where minorities, women and consumer representatives have had their say. None of this marks the completion of the process. But it is perhaps the midpoint of a good beginning. Eventually television and radio can offer the technological equivalent of a New England town meeting.

**Many voices, many rooms**

Fourth, the FCC should seek to stimulate excellence through diversity—and diversity through competition. We need more than marginal improvements and minor adjustments in present regulations and procedures.

I favor a policy of zero-based regulation. We will rely on competition instead of rules whenever that is promising or possible. The marketplace can stimulate innovation, reduce costs, diversify audiences and raise the quality of your medium.

I do believe that the consumer's interest is paramount. And broadcasting is one of the most consumed commodities in this country. But I reject the myth that the consumer's interest and increased government intervention are identical. Less regulation can mean better broadcasting. It can mean that you spend less time on needless procedures—and more time on improved programming. It can mean fewer dollars for legal services—and more money for consumer services.

Government does more harm than good when it maintains a regulatory framework for ceremonial purposes alone. In regulating radio, we may be at that point. In some markets over 50 stations broadcast across a band of tastes as well as megacycles. By moving the dial an inch a listener can hear all the way from Rachmaninoff to Led Zeppelin—from stations featuring all news to those preaching their own good news about religion. I doubt that regulation was the primary cause of this diversity. We must seriously consider replacing the current regulation of radio content with a structural, marketplace mechanism that still yields a public dividend for the privilege of having a place on the radio band. Thus we could recognize
The condenser microphone system that doesn't stop with the microphones.

Electro-Voice System C.

It's many systems in one. A system of systems with interchangeable components, developed in the real world of the audio professional. Electro-Voice System C groups four high-performance condenser elements with two versatile preamps. And we know that a microphone is virtually useless to a professional unless accompanied by support equipment that works. That's why we sell these microphones in Packaged Systems.

Everything the professional needs with his microphone is included with the individual mike in a rugged, foam-lined case. Windscreens, shock mounts, and even a handle for our shotgun mike. And it's like getting all the "extras" free, because Electro-Voice packaged systems sell for about the same price as our competitor's mikes alone.

System C offers these four packaged systems—each, a ready-to-use, complete system.

**CH15E Hypercardioid Head**

- Response: 55-13,000 Hz
- With 315A windscreen

**CH15S Hypercardioid System**

- Includes CH15E head, PE15 preamp, 315A windscreen, 312A stand clamp, 15' cable with connector

**CO15F Omni System**

- Includes CO15E head, PE15 preamp, 315A windscreen, 312A stand clamp, 15' cable with connector

**CO15E Omni Head**

- Response: 20-20,000 Hz
- With 315A windscreen
line tube. Maintains sibilance if the "talent" gets a bit off-mike.

**The CH15S Hypercardioid System.**

It's two extreme nulls—in excess of 35dB at 120° off axis—create a tighter frontal pickup pattern than conventional directional microphones. We're actually more directional than a "mini" shotgun mike, in a package half the size. And our element and preamp were designed together for boom and fishpole use. Lightweight. Under 4 inches long. Compatible with phantom and AB power. And all with a ready-to-go shock mount.

The **CS15P Single-D Cardioid System.**

It loves the stage, has the best gain-before-feedback in the business, and puts sex appeal in any singer's voice with its bass-boosting proximity effect. And the shaped high-frequency response makes the CS15S equally at home in the recording studio. The phantom powerable preamp has wideband response and high sound pressure level capabilities (140dB SPL for 1% THD at 1kHz)—ideal for the most demanding close-up vocal and instrument miking applications.

**The CO15P Omni System.**

It extends response to the very limits of audibility—20 to 20,000 Hz. Response that registers the deepest sonorities of a great pipe organ, mirrors all-the subtlety of solo instruments. Does full justice to a symphony orchestra. And unlike even the most highly respected omni's the CO15P is truly omnidirectional at the very highest frequencies. Provides a spectral balance faithful in both close-ups miking and distant pickups.

Electro-Voice includes all four of these high-performance, packaged systems in its...

**Exclusive Warranty System.**

Electro-Voice backs up its System C with the only unconditional warranty in the business: for two years, we will repair or replace your System C microphones at no charge—no matter what caused the damage!

We can do it because System C, with its structural integrity through turned- steel cases, and positive mechanical nesting of internal components, more than meets the E-V standards for ruggedness. You'll experience less downtime, and prompt service if anything does go wrong. Prompt because we don't have to send things back to Europe for repair. Prompt because our modular design simplifies repair. Prompt, because we care.

We don't think the professional should accept anything less.

For complete information including an in-depth technical paper on Electro-Voice System C, just write to Electro-Voice, Inc., 600 Cecil Street, Buchanan, Michigan, 49107.
tioners before they make their demands, and be sure persons of divergent opinions—"the reactionary, the unwashed"—are contacted. And top station executives, he said, will deal with groups likely to file petitions; that is not a job for officials of lesser rank.

What is the most common cause of petitions to deny? According to the panelists, it is probably equal employment opportunity complaints; at least they rank near the top of the list. "Today," said Mr. Shiben, "anyone in his right mind is paying more attention to minority and women in hiring, and will continue to do so. This is a major area of concern."

But the panel produced more than a strategy for avoiding petitions to deny. Mr. Shiben tried to put into perspective the effect of the citizen movement that over the past six or seven years led to the filing of petitions to deny against more than 500 stations.

Most petitions, he said, "have accomplished a social objective." For while citizen groups have lost most of the battles—in seeing the commission reject their petitions—they are on the verge of winning a major portion of the war. Minority and women's groups, he said, figure more prominently today than they once did in broadcasters' ascertainment processes, programming proposals, and employment policies.

Furthermore, he said, "minority and women's groups will continue to be knocking at your door... They're going to ask about ascertainment and programming. Listen to them; if their suggestions are good, try to do something about them."

But whatever broadcasters do, the word was last week, they should not—repeat not—lose their cool. They could wind up losing a station.

both that the radio spectrum is not so limited as it used to be, and that it is still not limitless.

Other reforms can blunt efforts to regulate television content. Some of that pressure expresses legitimate concerns. The commission's rules against employment discrimination, for example, can be an effective alternative to direct FCC scrutiny of media "stereotyping." When you hire blacks, women, Hispanics, and Asian Americans in responsible jobs, then the diversity of program choice will increase without any rule or agency telling you exactly what to broadcast.

I intend to enforce equal employment opportunity vigorously—and to urge a reasonable equal chance for minorities and women to hold broadcast licenses as well as broadcasting jobs.

A strong noncommercial television and radio service is another effective means of encouraging diverse services without more regulation.

Out of the iron grip of the ratings, where a single point within the range of statistical error can kill a show, public radio and public television can satisfy needs and audiences that you do not reach. They can create a "Sesame Street," cover the Senate debate of the Panama treaties, and carry the Metropolitan Opera from Lincoln Center to Lincoln, Nebraska. Public broadcasting has also pioneered in satellite delivery and captioning for the deaf.

You should recognize the contributions public broadcasting has made, and can make in the future, to stimulate a healthy national communications service and a free broadcast marketplace. Public broadcasting can increase viewers' choices by meeting specialized needs not fully satisfied by an advertiser-based system.

A well funded system of noncommercial television and radio can reduce the unbridled greed for profits of broadcasting in general. It can also provide a useful "marketplace yardstick" and a competitive prod to you as commercial broadcasters to strive for excellence and experiment with new ideas and formats.

By setting its own high standards for children's programming, public television can raise the public's and your awareness of television's potential in the development of a new type of broadcasting. We have a golden opportunity to build a new kind of public broadcasting, as well as a strong commercial broadcasting system.

An open door policy to technological advance

Finally—and perhaps most importantly—I believe that the FCC should encourage new technology and services, rather than helping any vested interest to hold them back. Your industry exists because of those who saw things that never were, and it will not prosper now by explaining why not to advances in communications technology. These advances do present a challenge to you. But they are also a great opportunity—for broadcasting and for the public.

No one clearly envisions the sights, and sounds, and the possibilities of all the new technology. But we cannot look to the past, backwards to a passing status quo. We have to re-examine old ideas and apprehensions. Technology will make us more—not less—dependent on the electronic transmission of information—the life line of a free society.

Electronic journalism and print journalism must strive to stand on an equal footing as we approach the end of the century. The pace of technological change is so quick and our dependence upon electronic news is increasing so rapidly that we must assure the independence of the electronic media from government control. We owe a commitment to this goal to our children and their children, for television will shape their lives even more than it has shaped ours.

But editorial freedom and independence go hand in hand with competi-
CP-16/A Cameras and Angenieux Zoom Lenses... Winning Combinations at Unbeatable Prices!

Put a lid on ever-escalating equipment costs with spectacular savings on camera/lens combinations from Cinema Products.

Upgrade your TV-newsfilm operation. Retire your antiquated 16mm cameras and lenses (whatever their condition), and trade up to the standard of the industry — CP-16/A news/documentary cameras, with a choice of four of the finest Angenieux lenses available:

1. Angenieux 9.5-57mm AV30 zoom lens. The lightweight, ultra-fast (T1.9), wide-angle 6×1 zoom lens permits close focusing at 24” from the film plane.

2. Angenieux 12-240mm AV30 zoom lens. The ideal 20×1 zoom lens for any situation requiring wide-angle as well as telephoto coverage, such as sports events, political gatherings, etc.

3. Angenieux 12-120mm AV30 DA zoom lens. The outstanding 10×1 zoom lens with Automatic Iris Control.

4. Angenieux 12-120mm AV30 zoom lens. The “workhorse” of the television news gathering industry.

Free 3XL-IAZ Magnetic Head
All CP-16/A cameras (with built-in Crystasound amplifier) included in this offer are supplied with a 3XL-IAZ magnetic record head — featuring individual record and playback azimuth adjustment — at no extra charge.

Trade-in any 16mm camera and lens for the following CP-16/A camera/zoom lens packages:

<table>
<thead>
<tr>
<th>Package</th>
<th>List Price</th>
<th>Save</th>
<th>Pay</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$9695</td>
<td>2295</td>
<td>$7400</td>
</tr>
<tr>
<td>2</td>
<td>$13665</td>
<td>3065</td>
<td>$10600</td>
</tr>
<tr>
<td>3</td>
<td>$10810</td>
<td>3160</td>
<td>$7650</td>
</tr>
<tr>
<td>4</td>
<td>$9110</td>
<td>1660</td>
<td>$7450</td>
</tr>
</tbody>
</table>

Also Available
Trade-in any 16mm camera (no matter how old), and move up to a brand new CP-16/A for the incredibly low price of $4650. You'll save $1120 off list!

Please call your local CP-16 dealer for special trade-in prices and savings on standard CP-16 camera/zoom lens combinations.

Special Two-Year Warranty and Free “Loaner”
This special offer is covered by an extended two-year factory warranty on all mechanical and electronic components when you purchase your camera from your authorized local CP-16 dealer.

Your local dealer will also provide you with a free CP-16 “loaner” for any down time on a warranty-covered repair.

Offer Good Through June 30, 1978
So, don't wait. See your local CP-16 dealer now. And save!
Mutual blows into the Windy City

Network signs agreement to buy WCFL for $12 million

The Mutual Broadcasting System announced last week that it has reached an agreement in principle to buy WCFL(AM) Chicago. The 800-plus affiliate radio network that has never owned a radio station in its 48 years of existence will reportedly pay $12 million for the station—owned since 1926 by the Chicago Federation of Labor and Industrial Union Council.

The announcement was made by Richard DeVos, president of Mutual's parent, Amway Corp., at a reception held at the National Association of Broadcasters convention in Las Vegas last Monday (April 10). Amway bought Mutual last year for $18.5 million, according to Mutual sources (BROADCASTING, Aug. 15, Sept. 26, 1977).

William A. Lee, president of the labor union—the only one to own a broadcast outlet—said that he expected "continued growth and development and added service of the station under the leadership of the world's largest radio network."

Mr. DeVos, who owns WCFL, a "landmark in our industry," and Jay Van Andel, chairman of the AdA, Mich., manufacturer and distributor of personal and health-care products, said the purchase "is another in our steps to further enhance the growth of the network.

The sale, which is subject to FCC approval, will put Mutual among the ranks of FCC licensees. As such, Mutual will now be subject to closer FCC scrutiny than in the past, and will be obliged to file public reports not heretofore available. For the first time its ownership will presumably be revealed. At present it is believed that Mr. Van Andel and Mr. DeVos are the sole owners of the network.

WCFL has reportedly been up for sale since last year ("Closed Circuit," Aug. 8, 1977), when the union was said to be asking $15 million for the 5 kw, 1000 kzh full-time facility.

Changing Hands

Announced

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

- WCFL(AM) Chicago: Sold by Chicago Federation of Labor and Industrial Union Council to Mutual Broadcasting System for reported $12 million (see story, this page).
- KIFI-FM-KTVV(TV) Austin, Tex.: 70% of Kingstrip Communications Inc., licensee, sold by John R. Kingsberry, Henry B. Tippie and others to LIN Broadcasting Corp. for approximately $4.5 million. Sellers have no other broadcast interests. LIN, major group owner, is paying $13.75 a share for 70% of 462,435 outstanding shares of Kingstrip. Publicly held, LIN owns WAND(TV) Decatur, Ill.; WIL-AM-FM St. Louis; WBFM(AM)-WMJO(FM) Rochester, N.Y.; WFLA(AM)-WUSL(FM) Philadelphia; KXAS-TV Fort Worth; KILT-AM-FM Houston, and WAWY-TV Portsmouth, Va. Donald A. Pels is president and chairman of New York-based firm. KIFI-FM is on 98.3 mhz with 1.3 kw and antenna 420 feet above average terrain. KTVV is NBC affiliate on channel 36 with 5,000 kw visual, 500 kw aural and antenna 1,290 feet above average terrain.
- KSky(AM) Dallas: Sold by Sky Broadcasting Service to Sky Broadcasting Corp. for $1,575,000. Seller is owned by estates of A.L. and Leonore H. Chilton. Sam A. Winstead and First National Bank of Dallas are co-executors. Estates have no other broadcast interests. Buyer is owned 5% by F. Andrew Bell, general manager of station, and 95% by Development Capital Corp., Connecticut limited partnership of 22 individuals and firms without other broadcast interests. KSky is 10 kw daytimer on 660 kzh.
- WBIA-TV Binghamton, N.Y.: Sold by WBIA-TV Inc. to Philip D. Marrella for $840,000. Seller is owned by Empire Television and Radio Inc., which, in turn, is owned by Oliver Lazare, his cousin, Paul Lazare, and Jules Hessen. They have no other broadcast interests. Buyer is vice president for operations of LIN Broadcasting Corp., major group owner based in New York (see above). WBIA-TV is ABC affiliate on channel 34 with 204 kw visual, 39.8 kw aural and antenna 900 feet above average terrain. Broker: Chapman Associates.
- KGCL-AM-FM Miami, Okla.: Sold by Miami Radio Inc. to Ottawa County Broadcasting Corp. for $252,000. Seller is owned by L.C. Jeffries, who has no other broadcast interests. Buyer is owned by Jeryl L. Smith and his wife, Deann, who own KBTC-AM-FM Houston, Mo. KGCL is on 910 kzh with 1 kw full time. KGCL-FM is on 100.9 mhz with 3 kw and antenna 265 feet above average terrain.
- KPIK(AM) Colorado Springs: Sold by Western Broadcasting Co. to Area Broadcasting Corp. for $350,000. Seller is principally owned by David P. Pinkston, who also owns KLO(AM) Colorado Springs and KDAM(AM) Lubbock, Tex. Mr. Pinkston is also applicant for new FM at Lubbock. Buyer is owned equally by George L. James, Laurence C. Lively and Bruce E. Shepard. Messrs. James and Lively are general manager and operations manager, respectively, of KPIK-KILO. Mr. Shepard is Colorado Springs developer. KPIK is 5 kw daytimer on 1580 kzh.
- WALK-AM Union City, Tenn.: 70% of Perkins Broadcasting Corp., licensee, sold by Edgar R. Perkins to Reelfoot Broadcasting Inc. for $304,500. Mr. Perkins, who has operated the broadcast station for 30% ownership. Buyer is owned by William L. Pope, Harold D. Butler and Verne A. Brooks. Messrs. Pope and Butler

EAST

$800,000

Profitable daytimer with good dial position in a very populous growth area. Primary coverage includes major market. Little direct competition. All cash required.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1785 K Street, N.W.
(202) 391-8700

CHICAGO 60601
332 N. Michigan Ave.
(312) 348-6460

ATLANTA 30301
400 Colony Square
(404) 892-9855

BEVERLY HILLS 90210
9465 Wilshire Blvd.
(213) 274-8151

4/17/78
WLR-FM is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

Other station sales announced last week include: KNBT(AM) Norton, Kan.; WAYV(FM) Atlantic City and WWSJ(FM) Johnstown, Ohio (see page 98). Approved

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

- WLAK(FM) Chicago and WKYV(FM) Miami: Sold by Sudbrink Broadcasting Inc. to Storer Broadcasting Co. for, respectively, $4,25 million and $5,56 million, plus $540,000 consulting agreement. Approval of sales leaves Sudbrink, owned by Robert W. Sudbrink and his wife, Margaretta, with only WWIS(AM) (formerly WFUN) South Miami, Fla. Sudbrink recently received FCC approval of sales of WINS(AM) Atlanta to Clinton County Radio Inc. (subsidiary of San Juan Racing Association) for $750,000; WPCH(FM) Atlanta to Meredith Broadcasting for $3,2 million, and WEZV(FM) Wauwatosa, Wis. (Milwaukee) to Multimedia Inc. for $3 million. Storer, Miami-based group owner, is publicly traded owner of WAGA-TV Atlanta; WSUK-TV Boston; WJKY-TV Cleveland; WBEK-TV Detroit; KTNQ(AM)-KGBS(FM) Los Angeles; WGBS(AM) Miami; WITI-TV Milwaukee; WHAM(AM) New York; KCST-TV San Diego, and WSPD-AM-TV Toledo, Ohio. Bill Michaels is chairman and chief executive officer. Peter Storer is president. WLAK is on 93,9 mhz with 6 kw and antenna 1,530 feet above average terrain. WLYF is on 101,5 mhz with 100 kw and antenna 810 feet above average terrain.

- KNR(AM) Conroe, Tex.: Sold by Family Group Enterprises to Jimmy Swaggart Evangelistic Association for $803,750. Seller is owned by Rigby Owen and family, owners of KIRI(AM) Conroe. Buyer is nonstock, nonprofit religious association headquartered in Baton Rouge. Jimmy Swaggart is president of group which owns WYMI(AM) Pensacola, Fla.; WUXI(AM) Baton Rouge; WYMI(AM) Bowling Green, Ohio; KGIL(AM) Bethany, Okla., and KFRN(AM) Amarillo and KSWF(AM) Arlington, both Texas. KNR is on 106.9 mhz with 100 kw and antenna 240 feet above average terrain.


Selling ENG: what's common to broadcasters may be new to viewers

A Monday morning, promotion-oriented NAB convention session, “Making ENG Work for You,” reminded broadcasters that while electronic newsgathering may be old hat to them, it isn’t to their audiences.

“Never let go of the idea that the viewer is excited by ENG, even if there are four stations with ENG in your market,” said Marjorie Schmidt of KBTIV(C) Denver. “That still doesn’t make it commonplace for the viewers.”

ENG can be a strong selling point for a station, contended Ms. Schmidt, but it has to be sold right. “Consistent promotion is the key,” she said, both on air and in the print media. But the mobility of ENG equipment makes it a uniquely promotional item. It’s “one of the few things that can be in actual operation and promoting itself at the same time.” That ENG van, she said, “is an exhibit, a moving billboard.” Her station, she says, looks for opportunity to give its “ActionCam” van maximum public exposure—at fairs, parades and rodeos. The van crew is supplied with brochures that explain the electronic newsgathering process. On-air ENG promotions are done live on street corners with heavy pedestrian traffic and run in prime advertising slots. “On-air is

Northeast

Fulltime AM serving medium market. Needs aggressive owner/operator to improve on present gross of $200,000/yr. Well-equipped technically; good image in community. Price includes significant real estate—$450,000. Terms available to qualified buyer.

A Confidential Service to Owners & Qualified Buyers
effective when you let it be effective," she said.

Another panelist, Lou Zaccheo of KYW-TV Philadelphia, however, questioned whether on-air promotion of ENG is always effective. His own "informal poll," he said, revealed that it is—if the station doing it is the first in its market with electronic newspapering equipment. When a market is saturated with ENG-equipped stations, he said, promotions there for ENG "tend to cancel each other out," he said.

Michael Davis, of New York Film & Video Tape Communications, a firm specializing in news research and promotion, agreed with Ms. Schmidt's assessment of the public's knowledge of ENG and disagreed with Mr. Zaccheo's contention that ENG promotion can sometimes be wasted. "ENG is an extremely complex subject to deal with," he said. Station ENG promotions should "reduce it to its simplest possible terms" in order to say "what do I—the average viewer—get out of ENG?" Promotions for an ENG-equipped news operation should stress the speed in which a story may be put on the air and the capability to put it on live. But, he cautioned, there are very few stories that can go live during scheduled half-hour newscasts. In stressing live capability, he said, "promise a capability, not a delivery."

As for competing ENG stations in one market, contended Mr. Zaccheo, who showed tapes of his company's efforts on behalf of several stations, "it is possible, through advertising, to co-opt the ENG market."

Moderating the session was Clarence Martin of KYTV Springfield, Mo., and a member of the Broadcasters Promotion Association, who reminded those attending the session that ENG cameras don't have to remain in the hands of the newsroom only. They're excellent for the production of public service spots and public affairs programs, he said, and can be profitable when used for commercials production.

Working together

The FCC and the Equal Employment Opportunity Commission have tentatively agreed to a memorandum of understanding outlining procedures they will follow to coordinate activities. A draft of that memorandum, which first surfaced in a report a task force of representatives of several federal agencies submitted to the House Communications Subcommittee in January (Broadcasting, Jan. 30), has been issued for comment. The deadline is today (April 17).

However, the National Association of Broadcasters has asked for a 30-day extension. It says the memorandum raises questions about the relationship between the FCC and the EEOC that are of interest to the broadcasting industry. NAB also says the originally granted 20-day period for comment is inadequate, particularly since there are three major commission rulemakings with comment deadlines by May 1.

Highlights of the draft memorandum include the sharing of information between agencies, the EEOC's provision of technical assistance and guidance to the FCC in cases outside the EEOC's jurisdiction, the FCC's referral to the EEOC and state agencies of charges of discrimination and the FCC's notification to a broadcaster that a referral has occurred. The agreement also calls for coordinated enforcement activity where there is reasonable cause to believe that discrimination has occurred.

Stating the case against performer royalty legislation

Using terms designed to stir up "grassroots" enthusiasm, NAB's senior vice president for government relations, Donald Zeifang, lectured a convention radio assembly last Tuesday on why the National Association of Broadcasters has made defeat of performer royalty legislation its first priority this year. The music business is much larger than radio, yet performer royalties would have radio stations "subsidize" recording artists and manufacturers, Mr. Zeifang said. That would be "an act of travesty" by his thinking. Furthermore, radio's importance to the record industry is demonstrated by the manufacturers' own actions, he said. The manufacturers "do everything possible to get airplay on radio—and sometimes not too legitimately at that."

The target of Mr. Zeifang's strident remarks is H.R. 6063 by Representative George Danielson (D-Calif.), a bill to create a new class of copyright protection that would have broadcasters and other users of recorded music pay royalties to the record manufacturers and performers. Assessing an average of 1% of the annual ad revenues of all but small stations, it could cost the radio industry more than $50 million a year, he said. The bill, which has undergone one set of hearings in the House this year before Representative Robert Kastenmeier's (D-Wis.) Judiciary subcommittee, stretches the principle of copyright protection too far, Mr. Zeifang argued, by proposing protection for works that are "re-creations" and "renditions" rather than original music scores. "It would legitimize an illegitimate principle," he said.

FCC cracks EEO whip over five

The FCC has sent similar letters to five licensees expressing the commission's displeasure with their equal employment opportunity efforts. One station, WYEN-FM Des Plaines, Ill., was granted only a short-term renewal because of the "absence of minority employees and the station's apparent failure to follow a meaningful EEO program."

The letters, written at the direction of the commission by William J. Tricario, secretary, on Feb. 22, were released two weeks ago. Other broadcasters receiving the notices were KXMB-TV Bismarck, N.D.; noncommercial KRWG-TV Las Cruces, N.M.; WMBI-AM-FM Chicago, and KVOY(AM)-KJKQ(FM) Yuma, Ariz.

In the WYEN letter, the strongest of the five, the commission also notified the licensee, Wall-West Enterprises Inc., that it was being required to "immediately develop and submit a written EEO program."

The other stations were also ordered to develop similar programs.
Our nation's capital is a strong, vigorous television market, with some 1,344,000 TV households, according to the latest ARB ADI figures. And it's a market that skews toward youth when compared to national demographics. For example:

<table>
<thead>
<tr>
<th>Total U.S. Population</th>
<th>Washington D.C. Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women 18-34 15%</td>
<td>Women 18-34 17%</td>
</tr>
<tr>
<td>Women 18-49 23%</td>
<td>Women 18-49 26%</td>
</tr>
<tr>
<td>People 12-34 42%</td>
<td>People 12-34 44%</td>
</tr>
</tbody>
</table>

WDCA-TV delivers this young market—and then some. According to Arbitron; in the critical 6-8PM, Monday-Friday period, WDCA-TV ranks either first or second in viewer density among managers, high-income families, stock and income property owners, and heavy grocery spenders.

That's important.

But there's more. WDCA-TV also delivers sports minded men and women with exclusive coverage of Caps and Bullets games, and a heavy schedule of top-flight movies.

The message is clear. In the Washington, D.C. market, WDCA-TV is a force. And now it's sold nationally by Spot Television's most dynamic selling force.

As of March 13, 1978
WDCA- TV, Washington, DC... sold nationally by

RKO TELEVISION REPRESENTATIVES, INC.

"SPOT TELEVISION'S MOST DYNAMIC SELLING FORCE"
- New York - Chicago - Los Angeles - San Francisco - Atlanta - Detroit

*Source: Arbitron National Television Audience Profile—1977*
AAAAs likes Carter ideas to expand minority chances for ownership

Association expresses itself in comments to the FCC, but warns policy should not set up a battleground

The American Association of Advertising Agencies has endorsed a Carter administrative proposal to promote increased minority ownership in the broadcasting industry. Expanding in part on many of the White House's specific recommendations, AAAA took its stand in comments filed at the FCC last week supporting a "total cooperative and committed effort by the industry, private financial institutions ... for the promotion of greater broadcast ownership opportunities for members of minority groups ("Closed Circuit," April 10).

The association told the commission "that any policy established to promote minority ownership should and must be national in scope without any express or implied limitation regarding the size of the minority population in the particular area."

But, AAAA warned, any policy eventually adopted by the commission should not lead "into an administrative quagmire of "minority v. nonminority" confrontation." To avoid that, AAAA said, many of the White House recommendations that are aimed at minorities should become commission policy "for all broadcasters."

(Among the proposals endorsed by the administration that AAAA would like to see extended to all applicants were a six-month, rather than one-year, showing of the availability of working capital; relaxed standards allowing the assumption of some first year revenues; reliance on less than fully liquid assets, and greater reliance on a seller's judgment of a buyer's ability to operate a station.

[BROADCASTING, Feb. 6])

If the commission broadened the suggestions of the administration, AAAA said, any revisions "would most certainly be of benefit to minority applicants."

AAAA also recommended that the FCC should work closely with the Small Business Administration "in a cooperative effort through conferences, seminars and panels to affirmatively encourage banks and other lending institutions to understand the importance of the goal of achieving greater minority ownership in the industry and the facilitation of bank and other financing for minority group members seeking to purchase broadcast property."

AAAA generally supported reduced sale prices for stations involved in non-competitive revocation or renewal hearings, saying it "could be particularly helpful to minority as well as all potential broadcast purchasers."

Las Vegas hustings. Ronald Reagan, denying he has made up his mind about 1980 but looking like the presidential candidate he is expected to become, took his campaign against big government to the NAB convention last week. To the repeated applause of a large audience of radio broadcasters, he called for a reduction of federal size and power and a return of authority and revenue sources to the states.

He also reminisced about his early training as a sports announcer on WHOAM Des Moines, Iowa, but he criticized the media for their current portrayal of business and businessmen. He said news reports emphasize high prices and high profits while ignoring countermainting reports. As to drama, "we never see a production in which a businessman is anything but a money-grubbing monster." Children grow up with a distorted understanding of business, he said.

"If business loses its freedom," Mr. Reagan told the broadcasters, "there isn't going to be any free press."

Down on the up side. These three panelists were more in favor of high-level advancement for minorities and women than optimistic of their achieving it in the near future. L to r: Mary Jean Parson of ABC, Gilroye Griffin of CBS, moderator Darryl Dillingham of NAB, and Thomas Gwyn of Pacific Management Services.

'Select the best,' ABC's Parson says

Minorities and women excluded from top management; lack of experience, connections cited

"There are only 300,000 people in all of the broadcasting industry," the NAB convention was told last week by Mary Jean Parson of ABC Leisure Attractions Inc. during a panel designed to answer the question: "Is There Room at the Top for Minorities and Women?" Her conclusion in terms of hiring: "We should select the best, not our buddies."

That relative scarcity of professional positions—Miss Parson contrasted it to General Motors, with over 700,000 people in one company alone—is another of the difficulties that minorities, women and, deed, all aspirants face when they go looking for jobs in broadcasting. The problem is being compounded by the "flood," as it was described, of graduates emerging from communications schools each year—thousands of them, presumably doomed to disappointment. A better question might be, Miss Parson noted at another point, "Is there room at the bottom?"

A fellow panelist, Gilroye Griffin of CBS Inc., rephrased the question, "Is there room in the middle?" Obviously, he said, there's plenty of room at the top, in that almost none of the jobs at that level is filled by either minorities or women. They won't be, he said, until those two categories are represented in the ranks of middle management, where there are opportunities to train for top-level leadership.

The key technique, in the jargon of those who specialize in the field, is "fast tracking"—that is, identifying talented individuals and designing their career experience to move them upward at a rate faster than the norm. Mr. Griffin recommended in-house apprenticeship programs, even after hours, as a useful approach to that end.

Thomas Gwyn of Pacific Management Services, San Francisco, listed a number of difficulties in the way of advancement for minorities. Because their numbers in the work force are so few, there's an "ab-
When you lead all oil companies in patents, you have to be discovering a lot more than oil.

Phillips developed the oil furnace process for making carbon black. The unique substance that allows automobile tires to resist abrasive wear and increases tread life by thousands of miles.

A unique anti-icing jet fuel additive developed by Phillips Petroleum in the mid 1950's for the U.S. Air Force is now sold commercially, allowing today's business jets to fly at altitudes where temperatures often drop to -70°F Fahrenheit.

A special surgical mesh, patented by Phillips, is used by surgeons to help close large-sized incisions following abdominal surgery. This remarkable material interlaces with the patients' own body tissue, giving it added strength as it heals. As a result, patients are less likely to face a return to surgery because of the failure of an incision to close properly.

A unique water-based asphalt developed and marketed by Phillips virtually eliminates the polluting smoke and fumes created by conventional asphalt paving methods, and saves energy by using 30% less petroleum to surface a highway.

Impact absorbing guard rails already in place across 25 states use a patented shatter-proof plastic, developed by Phillips Petroleum, to help save lives and reduce crash damage on our highways.

Leading the way in innovative new ideas, while we make fine products for your car. That's performance. From Phillips Petroleum.

The Performance Company
How Jerry Cregan and Tracy Cunniff help ad agency simplify spot radio planning.

A major ad agency needs a fast, flexible system for trending spot radio audiences.

Katz Radio sales manager Jerry Cregan and account executive Tracy Cunniff tune-in the problem. They ask the media department for the market list and demographics of an upcoming buy.

Katz Radio Research contributes a computer program. It calculates ratings and impressions for the target demos, by dayparts, for all stations in the selected markets ... then averages performance, by station, over two rating periods.

Cregan and Cunniff match the data to the agency's buy.

Result: a quick, customized planning guide. Two sweeps at a glance, plus a trend. No wonder this agency now asks Katz for a trend report before each of its spot radio buys.

Media planners save hours previously devoted to manual computations.

Call Katz for an assist in planning your next spot radio campaign. Every sales office is on-line to computerized research.

Customized spot radio planning guides: just one of the resources you need to be the best in the rep business. Katz has them all.

Katz. The best.
Majority of NAB panel leans toward restraints on ads for children

However, attorney Buc is not convinced that commercials and sugar consumption are related; programing to the young also analyzed at separate session by ACT's Charren, broadcasters

Broadcasters were treated to both sides and a middle ground in a session on TV advertising to children at the NAB convention last Tuesday.

The session, "Should We Rid Kidvid of Spots for Tots?," followed a workshop in which other panelists assessed, also with differing results, programing for children.

The advertising session brought out these basic views:

- In a speech highly critical of both food advertising and television's portrayal of women, Dr. Joan Gussow, a nutritionist, writer and associate professor at Columbia University's Teachers College, said she could see no alternative to the elimination of commercials for children.

- Nancy Buc, a Washington attorney and former Federal Trade Commission attorney, contended that television did not cause the problem that the FTC's proposed restrictions on children's advertising are designed to solve and that therefore the restrictions would not solve it. She also saw the proposed limitations as a breach of the First Amendment.

- FCC Commissioner Abbott Washburn said, as he has indicated before, that broadcasters should give serious consideration to further reductions in the amount of advertising on children's shows." But he denied that self-regulation has failed, and maintained that banning advertising on shows watched by a significant number of children—what is currently proposed by Action for Children's Television—would amount to "throwing the baby out with the bathwater."

Dr. Gussow said that "I hesitate to urge that commercials for children ought to go off the air, because I think those dollars to sell them will all go elsewhere which may be even harder to deal with, but I simply don't see any other solution to what is a disturbing situation from the standpoint of what we are teaching about food."

"If there were nothing else wrong with the products advertised on KidVid," she said later, "they would still be troubling because they are contributing so powerfully to children's out-of-touchness with real food."

At another point Dr. Gussow said that "I might like to see television abolished for what it's done to our heads, but I don't campaign for that." This was in response to Commissioner Washburn, who said that "when you watch [television] with a child and guide what he sees, it's tremendously enriching."

Mr. Washburn also asked whether, if the products advertised to children represent a real problem, the solution lies in banning advertising in only one medium and to only one group, or whether the problem itself should be regulated.

Dr. Gussow conceded the question was not easy to answer. The fundamental problem, she said, is that all viewpoints don't have equal access to the airwaves. She felt there should be some way in which all points of view could be expressed "with equal sophistication."

Ms. Buc said there is no evidence that television has increased the consumption of sugar, which she said has in fact remained stable for years, and that most sugar "by far" is contained in other food products where it is not itself advertised.

How, she wanted to know, can television be blamed for increasing sugar consumption if sugar consumption has not increased? "If there is no [television] problem," she said, "the rule won't work. A rule that won't work isn't a valid rule."

Ms. Buc also felt that television advertising is a way of helping children to learn about decision-making. "Let children learn to make decisions in a protected framework," she said.

Dr. Gussow challenged the contention that sugar consumption has not increased. She said an unpublished study at Teachers College showed that "obese people are triggered to eat by TV commercials," but that nonobese people are not.

In proposing that broadcasters consider further reductions in advertising to children, Mr. Washburn noted that the NAB code in 1976 reduced nonprogram time to nine minutes per hour on Saturday and Sunday morning and 12 minutes an hour in weekday children's programs.

Despite the cutback, he noted, advertisers spent a record $450 million on commercials for children last year, and a 1974 FCC economic study indicated that networks could cut the time to seven and a half minutes an hour—on weekday as well as weekend children's shows—without affecting profitability.

He also noted that Westminster and Post-Newsweek stations have cut nonprogramming time in children's programs to six minutes per hour, and though he wasn't prepared to say six minutes would be a feasible maximum for all TV broadcasters, he said it was worth serious consideration.

He also advocated "special protection" for preschool children.

Commissioner Washburn said several former FCC members, including six former chairmen, agreed with him that the time has come for the industry to consider cutting advertising on children's shows below present levels.

In the children's programing workshop,
The best of both worlds for your AM station.

LIVE
Your local personalities are important to your station because:
1. They communicate.
2. They're local.
3. They know the audience.
4. They tie everything together.
5. They talk about your city.
6. They make people laugh. Sometimes.
7. They make people respond. Always.
8. They sell.

TAPE
A Peters format is an important addition to your station because:
1. It provides real music control.
2. It doesn't quit.
3. It never plays the wrong record.
4. It never gets sick.
5. It sounds consistent. Every day.
7. It lets the personality have time to plan.
8. It never needs a vacation.

These are all solid reasons for combining your strong local personalities with a quality music format from Peters Productions, Inc. Join the growing list of forward looking AM stations. Improve personality presentation and your station's sound with a format from PPI. Our formats are specifically designed to meet the realities of 1978 AM radio. Your personalities will have the time needed to really communicate effectively. Your station will sound great with the consistency needed to stay competitive. Our tape formats. Your personalities. The strongest way to win on AM! Let us explain how it can work for you. Call for details and a demo tape today. Our programming pros have a format to fit.
Peggy Charren of Action for Children's Television proposed that NAB members voluntarily reduce weekday children's advertising to 9½ minutes an hour now and shoot for six minutes an hour in the long run. She also called for more diversity in prime-time access periods, 'better' scheduling of network specials for children and higher quality of programming.

Mrs. Charren said that ABC has shown "concern about children" in its programming but that NBC, based on press releases it has issued, has shown concern about becoming number one "or maybe number two" in children's programming.

Squire Rushnell of ABC Entertainment called ACT "the most significant grassroots program in America" and said he thinks of it as an ally, not an adversary. He said there has been a positive evolution in children's programs with such developments as elimination of violence on Saturday-morning programs, introduction of quality drama, greater attention to sexist stereotypes and minority role models and greater respect for property.

These changes, he said, have had no appreciable effect on audience sizes.

Sanford Fisher, executive producer of "Marlo and the Magic Mouse Machine", said that a serious attitude toward children's programming requires that sufficient time be made available for such programs and that it be recognized that "a considerable amount of money" is necessary to produce programs that children will watch. He said the FTC's proposed restrictions have led some advertisers to drop out of children's television and others to move to other program formats. He also speculated that the FCC may initiate a rulemaking to require stations to make a commitment to children's programming at license-renewal time, and added that he would favor such a move.

Mr. Fisher also predicted that the day will come "when we will have children's access programming."

Chuck Larsen of WNBC-TV New York suggested that, though there are exceptions, "in general" he felt that stations should not produce local programs for children. Too often when they do, he said, "we're cheating the children."

It usually would be better, he explained, to "put that money into syndicated product or group development" where better programs—"programs that children will watch"—are more likely to result.

A. R. Van Cantfort of WSB-TV Atlanta, president of the National Association of Television Program Executives, was moderator of the program workshop, Brenda Fox of NAB the advertising session.

TVB's quest: to make good business even better

Session at NAB convention cheered by good business reports, but one Wall Street says medium isn't getting enough of extra money from retailers; Rice unveils association's new presentation, and Shapiro discusses some disquieting trends

Good gains in television billings thus far this year, projections of good gains for the full year and plans for a major new presentation taking aim at TV's print competition marked the Television Bureau of Advertising session at the NAB convention last week.

Marvin L. Shapiro of Westinghouse Broadcasting Co., TVB chairman, said a recent TVB survey of a cross-section of 45-50 television stations found their national sales for the first quarter were up by an average of 18.8% over the same period of 1977, while their local sales were up 18.1%.

The same stations, he said, projected second-quarter increases of 11.9% in national sales and 12.2% in local sales.

A Wall Street specialist, William P. Suter, vice president and broadcasting industry specialist of Merrill Lynch, Pierce, Fenner & Smith, projected that for the full year 1978 national and local spot TV sales would increase 10%-13% and that network revenues would increase 11%-13%, on top of 1977 increases of 9% in national-local spot and 21% in network.

The TV broadcasters also heard another Wall Street specialist, Ellen Berland Sachar, vice president of Mitchell, Hutchins Inc., suggest that they concentrate on future opportunities rather than reflect on past gains.

Some of the major categories of local television advertising, she said, increase their annual newspaper spending by almost as much as their entire spending in TV. She said all major retailing categories, for instance, spent a total of $488.4 million in local TV in 1977—over 30% of total local TV expenditures that year. But comparable stores spent $41 million in newspapers in 1977, and their increase over 1976—$320 million—"was equal to nearly two-thirds of their total expenditures in local television."

"There are a lot of retail advertising dollars out there," Ms. Sachar said. "Unquestionably, the majority of them will remain with newspapers, but every incremental dollar gained by television will reflect handsomely on your bottom lines."

"The best way to assure the continued health of your business is to focus on new growth areas. That accomplished, all talk of the volatility and unpredictability of the broadcasting business is bound to fade."

Merrill Lynch's Mr. Suter had some good words in addition to his projection of revenue increases:

"You and your industry continue to offer advertisers a highly cost-effective medium—so much so that they are not only willing to stay in television but to expand, often dramatically, their use of it. At this time last year you were hearing cries of anguish about prices and threats of being abandoned by advertisers.

After a period of relative price stability in 1977, however, the heat appears to have dissipated or to have been redirected toward the networks."

Beyond that, Mr. Suter said, broadcasters have shown increasing sophistication in management and improved pricing strategies that have served them well and "will be a continuing benefit when the cycle slows again—as it probably will in 1979—as well as in good times—as 1980 should be. All in all, I expect continued good long-term growth for the industry."

Roger D. Rice, TVB president, described plans for a new, hard-hitting presentation designed, he said, to expose myths and misconceptions about media and pricing—to show, for instance, that the most selective magazines lack reach and the magazines with the greatest reach lack frequency.

A sequel to last year's "Television: The Sum of the Alternatives," the new presen-

Bargain or bad buy? January and February are low months for TV advertising, and the pros and cons of that situation were debated in an NAB convention "in the Box" feature last Tuesday. David Johnson (c) of ABC Television Spot Sales claimed that by concentrating their buying to largely avoid those months—and also to a great extent July and August—and by focusing heavily on 4 or 4:30 p.m. to midnight, advertising are continuing most of their dollars to less than 25% of the time available and thus are running the prices up for the favored periods, overlooking what may be even more efficient buys in other dayparts. Allen Banks (l) of Dancer-Fitzgerald-Sample, New York, agreed there are good reasons to use TV during the light months but said there are more compelling reasons for many advertisers not to. Moderator was John J. Walters Jr. (r) of Harrington, Righter & Parsons, longtime advocate of January-February TV values.
Why settle for anything less!

If you're interested in an outstanding video production switcher, compare the following—against any other switcher.

Operation: Simple. At last the operator will have an efficient and easy-to-use control panel. Spend more time being creative with the many outstanding special effects available on the CD-480 and spend less time fighting a maze of buttons, knobs and switches.

Features: Everything you would expect to find on a first-rate production switcher. Most standard, with an assortment of options such as rotary wipes, quadplexer, and many more. Even the smallest CD-480 will surprise you.

Technology: The latest. Providing unprecedented and outstanding operation, while ensuring the highest reliability available.

Your Requirements: No problem, various models are available. The CD-480 is modular and can be configured to meet your individual needs.

Expansion: A snap. The modular construction allows features to be added at any time, usually on a plug-in basis. Even on the control panel.

Price: A real bargain. Likely no more than you would expect to pay for a run-of-the-mill outdated switcher.

We Deliver: Switchers are presently in use in many areas of the world including 8 of the top 12 U.S. markets.

Why wait? Call us now.
tation will be called "Television: The Competitive Medium" and is expected to be completed by midyear.

"Millions of dollars are being spent in other media that I believe should be spent in television by advertisers you and I know need television," Mr. Rice declared. "As television salespeople, we need to become more competitive, not just with each other but with media other than television."

"We must convince advertisers that to grow, they too must become more competitive and that television is not the only competitive medium, it is the only competitive medium."

A new study by the R.H. Bruskin research firm, Mr. Rice said, shows that television has increased its lead as the medium people spent most time with. In 1975, he said, Bruskin found that people spent 10.5% more time with TV than with newspapers, magazines and radio combined, whereas the 1978 study shows they spend 11.5% more with TV (174 minutes a day with TV, 156 with newspapers, magazines and radio).

In addition, he said, A.C. Nielsen figures on viewing during March will establish this year's first quarter as "the highest-viewing quarter in television history."

TVB's Chairman Shapiro meanwhile had some somber words to offer, among them warnings about the effects of network expansions in commercial and program time, the Federal Trade Commission's proposals to restrict advertising of sugared products and advertising to children and Procter & Gamble's experiments with 45-second commercials (Broadcasting, March 20, et seq.).

He said he understood P&G has 16 products using the 45-second spots in combination with 15-second public-service announcements, and that the results have been "favorable." He warned, however, that the best interests of the public, advertisers and broadcasters would suffer if a 15-second commercial emerged and became established.

Mr. Shapiro also said the TVB board had asked NAB to give the FTC advertising threat a high priority for floor discussion at last week's convention and was disappointed that the NAB board had not done so. But he said the TVB board hoped that NAB President Vincent Wastiewski's denunciation of the FTC proposals in his ad-

dress (story page 36) would be "a forerunner of action to come."

Another name in the ratings game

RAB's new radio numbers service, TRAC-7, explained at NAB panel

TRAC-7, the new technique for measuring radio audiences that was developed through the Radio Advertising Bureau, was held out last week as a superior method that would also lead to improvements in existing services.

A panel of broadcasters and researchers traced the development of TRAC-7, described its methodology and suggested its potential at a session during the NAB convention. The panel consisted of Cary Simpson, president of WTRN(AM) Tyrone, Pa.; Jack Thayer, president of NBC Radio; Richard J. Montesano, RAB senior vice president, marketing and research, and John Dimling, NAB research vice president.

Mr. Simpson, from a market of less than 10,000 population, told the broadcasters that "like it or not, the age of numbers is coming for all of us in radio. It will be as important for us in the smaller markets as it is for the larger markets that radio audience measurements are done with accuracy and with one thing more—with the capability of helping us create more radio advertising dollars instead of being merely a device for carving radio up in thinner and thinner slices."

TRAC-7—the name stands for Telephone Radio Audience Cumulation, with the 7 representing the number of days each respondent is interviewed during a week—was designed to develop information not only on listening patterns but also on product usage and on time spent with newspapers and television, providing a base for selling against competitive media rather than against other radio stations. Interviewers work from computer-linked cathode ray tubes that supply the phone numbers to call and the questions to ask and enter responses directly into the computer.

TRAC-7 was developed, Mr. Simpson noted, after an RAB-NAB survey found that more than 75% of the responding broadcasters felt there should be more than one radio audience measurement service with wide advertiser-agency acceptance. Arbitron Radio is currently the dominant syndicated service.

Audits & Surveys Inc., an independent research firm that conducted feasibility studies on the new techniques, has since announced plans to offer it on a syndicated basis, under the name A&S/TRAC-7, starting in four markets in the fourth quarter of this year and expanding to other markets in 1979 (Broadcasting, March 20). Mr. Thayer told the broadcasters that the TRAC-7 name and technical advice on the methodology are also available to "any interested company."

Arbitron officials were in the audience at the TRAC-7 presentation. Afterward, one commented: "How about that? Getting the whole damn industry for a sales force."

TRAC-ing. The new TRAC-7 radio audience measurement technique was described at an NAB convention panel session by (l to r) John Dimling, NAB; Jack Thayer, NBC Radio; Richard Montesano, RAB, and Cary Simpson, WTRN(AM) Tyrone, Pa.
This year only two TV reporters in Chicago received the coveted Jacob Scher Award for investigative reporting.

We’re proud they’re both part of our team.

Russ Ewing for his investigation of credit policies at Goldblatt’s Department Stores.

Jim Cummins for his investigation of the death of a teenage boy in the emergency room of Northwest Hospital.
Aim for the top
RAB’s David stresses the need for radio to work with his group to push the medium’s sales power to advertisers

Miles David, president of the Radio Advertising Bureau, called last week for heads of radio stations to join RAB in a team effort to sell radio’s values in top-level presentations to major corporations.

In a speech at the NAB convention he said such a joint effort was needed as a natural supplement to a new coalition in which, for the first time, RAB and the Station Representatives Association will undertake a coordinated sales-development program for national spot radio.

The SRA-RAB venture was described earlier last week by Arthur W. Carlson of Susquehanna Broadcasting, RAB chairman, and Sal Agovino of Katz Radio, chairman of SRA’s radio executive committee.

“In the past,” they said, “RAB and station representatives have worked together informally, mainly in exchanging information. Under this newly developed plan for national spot radio sales development, cooperative efforts will be formalized. Joint sales committees will be set up comprised of members of both associations. Additional cooperation will enable RAB to draw more fully on the resources of station representative firms, such as computer runs, to sell spot radio as a marketing medium for targeting national advertiser accounts.”

In his NAB speech, Mr. David explained the need for such joint selling ventures as stemming in part from reluctance on the part of many agencies to advocate the use of radio, perhaps because they consider radio less profitable than other media to their own operations.

“If there’s an economic problem affecting the agency’s bottom line when it buys a lot more radio,” he said, “isn’t that something for agencies to work out with clients? If they need something they can’t be expected to give radio objective consideration on its merits, isn’t it time for agencies to lay it on the line with clients and work out new fee systems to cover costs of handling radio?”

“Lay it on the line with clients is what we in radio have to do. In a businesslike way, but tough enough to make our points stick.

“We need a new strategy in radio sales development that realistically recognizes that it is top management of advertiser companies who have to be sold radio to a greater degree than ever before in an era in which agencies are more conscious of their own profits than ever before.”

“RAB and others doing sales development in radio have always emphasized the advertiser as our main target. But we can all do a bigger sales-development job if we can involve more of the industry.”

Mr. David also played two of the five new self-radio spots developed for RAB by Dick & Bert, award-winning commercial producers, and urged stations to play them generously on air to get radio’s advertising values across to potential advertisers (Broadcasting, April 10).

Advertising Briefs

Talking.Latest Federal Trade Commission developments on children’s advertising, media antitrust actions and domestic satellites will be among subjects at media law conference at New York University’s Communications Media Center May 11-12. Co-chairmen of seminars will be Erwin Krasnow, general counsel of National Association of Broadcasters, and Scott Robb, attorney for firm of Robb & Reukauf, New York.

Togetherness. Liller Neal Battle & Lindsey and Weltin Advertising Agency, both Atlanta, will merge into Liller Neal Weltin Inc. with 82 employees and billings in excess of $16 million annually. Howard Axelberg, chairman of LNB&L, will be chief executive officer and chairman of executive committee of new agency headquartered in Life of Georgia Tower. Richard Hodges, president of LNB&L, will be chairman of board and W. Lawrence Weltin, who founded Weltin in 1971, will be president. In addition, James D. Gonia and Merrill Williams of LNB&L, and Lucian Kapuscinski and Richard Hemsley of Weltin will continue as vice presidents of new organization.
Call some weight "real people" from "real people." Stan Spero, vice president of Los Angeles; Charles Murdoch, WINK, Cincinnati; and Gerald Blum, WXXM, Atlanta. Although they complained that going directly to their advertisers is often necessary to combat negative agency attitudes toward radio, they also noted that preponderance of their business comes from agencies. They became even more conciliatory when, toward the end, agency man James Duncan of Gilmore Enterprises, Kalamazoo, Mich., rose to express his concern at some of their attitudes—and to point out that his agency, a S6-million shop, spends about $1 million a year in radio. "Most of our clients," Mr. Duncan said, "don't want to see media people. They want us to do it for them."

### AT&T goes to the air in big way

**Company is spending $3 million in network radio, $14 million on TV to push long distance**

AT&T Long Lines Department is allotting a record-breaking $3 million to network radio in 1978 as part of a $19 million expenditure to increase the number of long distance calls this year. Philip Shyposh, advertising supervisor of Long Lines, and Frederick K. McClafferty, vice president and account supervisor at NW Ayer ABH International, New York, said last week in an interview that the radio campaign is the most extensive they could recall, amounting to 60 30-second commercials per week for 52 weeks on ABC Entertainment, ABC Information, NBC Radio, Mutual, the Mutual Black Network and the National Black Network.

As in the past, network television will be the prime thrust of the 1978 effort with about $14 million allocated to all networks for commercials in prime time, daytime and early and late fringe programs. The remainder will be spent on national magazines.

This year's advertising strategy focuses on the emotional rewards to be gained from a long-distance call, with the emphasis on friendship conversations but with some weight still applied to family calls. The advertising is targeted for residence calls rather than business calls which constitute a separate project tied to magazine advertising.

In a departure from former years, Long Lines is now placing strong emphasis on "real people" (a recent mother) in its 30-second TV commercials rather than celebrities. The company is continuing to use "Feelings," an emotion-filled pop tune, as its musical theme.

But Long Lines is not giving up on celebrities altogether. It has tapped Ed McMahon and Doc Severinson as spokes persons on NBC-TV's Tonight show and Gene Shalit on the same network's Today program. The copy is less emotion-laden than the "real people's" and stresses the ease, convenience and economy of long-distance calls, particularly in off-peak hours.

The audio portions of the "real people" TV commercials have been used on radio.

Mr. Shyposh of AT&T said both the TV and radio commercials have been supplied to the company's 22 operating companies for their use on the local level.

He estimated that this year's advertising budget tops 1977's by about 30% and added: "We're already planning for 1979 and we're sure the budget will be higher than this year."

### Emphasis on retailers

**Television Bureau of Advertising will hold a one-day retail orientation workshop May 2 at the Waldorf-Astoria hotel in New York.**

Roger Rice, president of TBA, said the retail workshop this year will differ from those in previous years in that the speakers will be exclusively retailers. In the past broadcasters and production companies had been represented. Among the subjects to be discussed: what stores think of TV, store organization and marketing concepts, types of retail promotions, the retail advertising budget, the department store in-house agency and TV-versus-newspaper co-op. The price, including continental breakfast and luncheon, will be $75 per person.
Unsexy, nonviolent NAB session on TV sex and violence

Low-key panel concludes that both sex and violence are a factor in television, but criticism comes mostly from Landon

Sex and violence are here to stay on television, the three members of a panel at last week’s NAB convention agreed. One of them, however, said the violence depicted on television is unreal and is desensitizing children.

Sir Brian Young, director general of England’s Independent Television Authority, said that “conflict and sexual feelings” were basic ingredients in life and “belong on any broadcast service that is having a serious go at drama.”

This does not mean, he emphasized, that television should resort to sex and violence as “cheap substitutes for imagination.”

It was Michael Landon, producer and star of NBC-TV’s Little House on the Prairie who professed concern about the impact of television violence on the young. Sex, said Mr. Landon, “is too new on television to be a problem now.”

Violence, however, troubles him. “No one cares about someone being killed on television,” he said. As a result youngsters get a detached view of acts of cruelty.

Mr. Landon also worries about excessive viewing by the young. “We are creating a passive society,” he said.

Roy Danish, director of the Television Information Office, said that print media had exaggerated public aversion to televised sex. The criticism arising directly from the public in such forms as letters to broadcasters is too generalized to be meaningful, he said.

Violence, however, is subject to more definite complaints, he said. Broadcasters are responding to such organizations as the American Medical Association and the PTA, which have made televised violence a cause by reducing violent acts on television.

During a question session, a woman in the audience decried both violence and sex and said she had removed the television set from an accessible location in her home to a room over the garage where her four children’s viewing could be police. Asked by Mr. Danish, star of the Multimedia-syndicated show bearing his name and moderator of last week’s panel session, to name a specific act of violence or reference to sex that had upset her, she said none came to mind. She was later identified as Nancy Epperson, wife of Stuart Epperson, who owns KCP(KC)FM Tulsa, Okla.; WKB(A)AM Chapel Hill, N.C.; WKB(A)AM Roanoke, Va., and KMPF(FM) San Antonio, Tex.

Near the end of the session, Mr. Donahue asked Mr. Danish whether, in his role as spokesman for the broadcasters, there was “anything that troubles you about TV.”

Yes, said Mr. Danish, “the cost of programming is too high and risk-taking too perilous.” As a result innovation suffers. Also, he said, was “sorry there isn’t a greater hunger among viewers for program diversity.”

Arries insists flat fee for music is only equitable way for local TV’s

Chairman of license negotiating committee promises court action if costs are not reduced; he contends stations now pay more than networks and get less, claims present system is illogical carryover from radio

The committee negotiating new music licenses for television stations will seek court action if necessary to get music costs reduced, Leslie G. Arries Jr. of WIV(TV) Buffalo, N.Y., chairman of the committee, told a television session at the NAB convention last week.

Mr. Arries, chairman of the All-Industry Television Stations Music License Committee, cited figures to support his contention that TV stations are paying far more for music than networks pay, and don’t get much in return.

One goal of the committee, he said, is to get station payments changed from a percentage of station revenues to a flat-fee basis in the current negotiations with the American Society of Composers, Authors and Publishers and Broadcast Music Inc.

But he said that when this change was recently proposed to ASCAP, that organization turned it down and also rejected a committee proposal that the “declining stairstep formula” in current contracts be substantially reduced.

“We intend to provide ASCAP and BMI every reasonable chance to meet the needs of TV broadcasters before proceeding further,” Mr. Arries asserted. “But if suitable and appropriate progress cannot be achieved by negotiation, the committee expects to recommend litigation to its member stations.”

Stations’ total payments for music, he said, rose consistently from $36.7 million in 1969 to $59.2 million in 1976, a 61% increase, attributable entirely to increases in station revenues even though “music played little or no role in causing the increased station revenues.”

Linking TV stations’ music payments to revenues, he explained, is a carry-over from the practice in radio, which uses music “much more extensively” than television. In the meantime, he said, networks have negotiated a change to a fixed-fee basis of payment and their total outlays have declined: from $11.2 million to $8.7 million in the same 1969-76 period in which stations’ payments rose by 61%.

In further breakdowns, Mr. Arries said...
that in 1976 stations paid for music about four and a half times as much as networks per dollar of revenue, almost six times as much as networks per dollar of expense and twice as much as networks per dollar of income.

"In short," he continued, "comparisons with the networks provide the strongest evidence that stations pay far too much for music. The linking of local television music fees to program revenue makes little sense because most local and national spot revenue is from programing with little or no music.

"Music—one of the least important elements of station programing—is one of the most costly, the only program element linked to station revenue and the only element of program cost over which stations have no control. Unlike the purchase of rating services or news services, you have no local negotiation privilege to keep music costs in line."

The committee's annual surveys of stations' music use indicate a 14% decline between 1972-73 and 1976-77, with feature music used in only about 4% of the local broadcast day, Mr. Arries said. He noted that sports and news are among the principal revenue producers and that these revenues, although the programs use little or no music, "go right into the music fee calculations."

Although "little progress" has been made in negotiations with either ASCAP or BMI, Mr. Arries said, the committee will continue to try. But, if it comes to litigation, he told the broadcasters, "we will need your active support and strong financial backing," and "I know we can count on each and every one of you."

Both the ASCAP and BMI licenses expired last Dec. 31 but were extended for six months to permit negotiations to continue. The extensions are due to expire June 30.

Church for Sanger

Storer executive assumes helm of radio music negotiating group locked in litigation, talks with ASCAP and BMI

Abiah A. Church of Storer Broadcasting Co. was elected chairman of the All-Industry Radio Station Music License Committee at a meeting in Las Vegas last week during the NAB convention. He succeeds Elliott M. Sanger, retired head of WORX-AM-FM New York, a member of the committee since its formation 20 years ago and chairman for the past 11 years, who asked to be relieved of the chairmanship but will serve as a vice chairman.

Robert E. Henley of WGN Continental Broadcasting also was elected a vice chairman. James A. Stabile of Metromedia Inc. and J. Allen Jensen of KID Broadcasting Corp., Idaho Falls, Idaho, were re-elected treasurer and secretary, respectively.

The committee currently is in litigation with ASCAP in quest of a new ASCAP radio-station music license to replace the one that expired Feb. 28, 1977. Negotiations also are proceeding along with the litigation. In addition the committee is negotiating with Broadcast Music Inc. for a new BMI station license to replace the one that expired last Dec. 31. Both the ASCAP and BMI licenses have been extended, subject to retroactive adjustment when new contract terms are set.

U.S.-Australian combine plans African miniseries

Time-Life Television and Network Nine of Australia have joined forces with Meredith Broadcasting to coproduce The Africans, a six-hour miniseries geared for U.S. play in late August and early September as a lead-in to the Broadcasting April 17 1978 season.

The series, said to amount to at least a $500,000 investment each from Time-Life and the Australian network, is being offered in flexible form: six one-hour, three two-hour or two three-hour programs.

Described as taking a "comprehensive look at the life styles and thoughts of today's Africans," the programs focus on South Africa, Kenya, Rhodesia, Tanzania and Zambia.

Back—and forth—to 'Roots.' The man who gave television its most-watched program and the people of that medium finally got together last Monday (April 10) as Alex Haley, author of "Roots," addressed a TV luncheon at the NAB convention. He looked back at the broadcast of the ABC-TV miniseries created from the book: "It gave millions a new experience of a people. It seemed to make such an impact—and a very positive impact." And he looked forward to the broadcast of "Roots—the Second 100 Years", which begins filming next week and is scheduled to be broadcast on ABC next January. Mr. Haley said the show would be at least 12 hours long, possibly 15, and would have the original cast members except Ben Vereen (Chicken George) and in addition include Henry Fonda and ex-Walton star Richard Thomas. And Mr. Haley anticipated the rerun—this August, he said—of the original "Roots." The mild-man-nored author also had a plea for his audience of broadcasters—the overwhelming number of them white—to do all they could, as "custodians of one of the most powerful forces in our culture," in contrast to "the enormous potential abilities of minorities" are not "poured down the drain." "Roots," he said, "is a symbol of the minority potential that is not being used." He added: "I'm not challenging what's being done. I'm just asking you to think about what could be done to produce better books and other materials through the talents of ethnic minorities and women."
Cincinnati,
Jan. 12, 1978

While WSAI's Traffic Manager was snowbound, we went in and worked for her.

A blizzard hit Cincinnati, and WSAI's traffic manager was snowed in at home. Only three people were at the station: the chief engineer, a receptionist and an announcer. The traffic manager desperately needed Saturday and Sunday logs for both her AM and FM stations. She placed a call to Station Business Systems in Los Angeles.

Station Business System's client service representative prepared the logs and called the station. The chief engineer answered, was told what he had to do and had no difficulty retrieving the Saturday and Sunday logs.

This is the kind of service you can expect from our on-line business automation system. If WSAI AM/FM had an in-house, stand-alone system, the logs would simply not have been available. Someone trained to use a stand-alone system has to be physically present to operate it.

Station Business Systems—formerly Compu/Net. Only our name has been changed, not our way of giving you service.

Contact: Susan Dingethal (212) 262-5293, Jack Baker (213) 642-2211.

STATION BUSINESS SYSTEMS
formerly Compu/Net.
We changed our name but not our service.
WGA hails best in radio-TV writing

Fifteen awards in television and radio have been presented by the Writers Guild of America for creative achievements in 1977.

Categories and winners: TV documentary script, current events, to Marc Siegel for The Panama Canal—A Test of Conscience (ABC-TV); TV documentary script, other than current events, to George Crie III for The CIA's Secret Army (CBS-TV); television news script to Mary Earle, Allison Owings, Sandor M. Polstor, Lee Townsend and Charles L. West for CBS Evening News (CBS-TV); daytime serial, television, to Claire Labine, Paul Avila Mayer, Mary Ministeri and Judith Pinsky for Ryan's Hope (ABC-TV); children's script, television, to Art Wallace for Little Vic (ABC-TV); graphic animation, to Alan Epstein for Opening Doors (WCBS-TV New York); original anthology script, television, to Carol Sobieski, "Christmas Sunshine," on NBC World Premiere; anthology adaptation script, television, to Steven Gethers for "A Circle of Children," CBS movie; dramatic episodic script to Mark Rodgers for "Pressure Point," on Police Story (NBC-TV); comedy episodic script, television, to Larry Rhine and Mel Tolkin for "Archie Gets the Business" on All In The Family (CBS-TV).

Radio documentary script to Joan Martin Burke, Frank Dalecki Jr., Norman S. Morris and Joseph Williams for The American Man (CBS); radio dramatic script to Allan Sloane for A Very Special Place (CBS) and radio news script to Gil Longin for Voices in the Headlines—March 13, 1977 (ABC).

ABC captures another week and claims the season

ABC-TV proclaimed itself the winner last week of the prime-time ratings race for the 1978-79 season.

Based on Nielsen figures, ABC-TV computed it would win the next with a 20.8 rating and a 33.7 share; followed by CBS-TV (18.7 rating and 30.4 share) and NBC-TV (17.9 rating and 29.0 share).

Though there's no official end to the season, an ABC-TV spokesman pointed out that virtually all programing is in rerun except for specials and that the first 30 weeks seemed an appropriate place to call a halt.

ABC-TV captured the 30th week (ending April 9) with a 20.3 rating and a 34.1 share, leading NBC-TV, 17.5 rating and 29.4 share, and CBS-TV, 16.7 rating and 27.9 share.

ABC-TV's telecast of the Oscar awards was the number one show of the week ending April 9, racking up a 36.3 rating and 68 share for what the network called a record audience of more than 70 million.

Program Briefs

Royalty rebuttal. Proposed legislation to create performer royalties that broadcasters and other users of recorded music would have to pay is "unconstitutional" because record performers and manufacturers who would benefit are not "authors," NBC says. Furthermore, royalties would only enrich manufacturers and "star" performers, not low-paid musicians whom bill's sponsors say are chief beneficiaries, according to network. NBC submitted comments in statement to House Judiciary Subcommittee on Courts and Administration of Justice, which held hearings three weeks ago in Los Angeles (Broadcasting, April 3).

By George. CBS-TV has signed Phyllis George to long-term contract to star in specials, made-for-TV movies and episodes of series on network. She also will be hostess of Time-Life's upcoming series hopeful for CBS, Peoples (as in People magazine).

New game. ABC Sports will televise final rounds of new tennis tournament under long-term agreement signed with World Championship Tennis. Invitational Men's Tennis Championships, scheduled for July at Forest Hills Stadium In New York, features $300,000 in prize money—$100,000 for winner—making event "among the richest in the world," ABC said.

Granted. National Public Radio has received $20,000 grant from Mary Reynolds Babcock Foundation, Winston-Salem, N.C., for demonstration project to improve and expand coverage of education at community level. Funds will be made available to NPR member stations to develop and test new local educational programming formats.

Chicago purchase. Teleprompter Corp. has bought CineVideo International's MATV (about 1,500 subscribers) and pay-TV (about 5,000) operations in Chicago for undisclosed price. Main reason for purchase was said to be Teleprompter's desire to cultivate multipoint distribution pay service. CineVideo had there.

Up. Number of households watching public television on weekly basis in February increased by 8.6% from year ago, according to A.C. Nielsen Station Index. Prime-time viewing of public television jumped 11.8%, Public Broadcasting Service announced.

 Arbitron's answer. Arbitron reported it has filed counterclaim seeking $10 million from KBOZ(AM) Bozeman, Mont., on pay-TV (about 5,000) operations in Chicago for undisclosed price. Main reason for purchase was said to be Teleprompter's desire to cultivate multipoint distribution pay service. CineVideo had there.

 Up. Number of households watching public television on weekly basis in February increased by 8.6% from year ago, according to A.C. Nielsen Station Index. Prime-time viewing of public television jumped 11.8%, Public Broadcasting Service announced.

 Arbitron's answer. Arbitron reported it has filed counterclaim seeking $10 million from KBOZ(AM) Bozeman, Mont., on pay-TV (about 5,000) operations in Chicago for undisclosed price. Main reason for purchase was said to be Teleprompter's desire to cultivate multipoint distribution pay service. CineVideo had there.

 Up. Number of households watching public television on weekly basis in February increased by 8.6% from year ago, according to A.C. Nielsen Station Index. Prime-time viewing of public television jumped 11.8%, Public Broadcasting Service announced.

 Arbitron's answer. Arbitron reported it has filed counterclaim seeking $10 million from KBOZ(AM) Bozeman, Mont., on pay-TV (about 5,000) operations in Chicago for undisclosed price. Main reason for purchase was said to be Teleprompter's desire to cultivate multipoint distribution pay service. CineVideo had there.

 Up. Number of households watching public television on weekly basis in February increased by 8.6% from year ago, according to A.C. Nielsen Station Index. Prime-time viewing of public television jumped 11.8%, Public Broadcasting Service announced.

 Arbitron's answer. Arbitron reported it has filed counterclaim seeking $10 million from KBOZ(AM) Bozeman, Mont., on pay-TV (about 5,000) operations in Chicago for undisclosed price. Main reason for purchase was said to be Teleprompter's desire to cultivate multipoint distribution pay service. CineVideo had there.

 Up. Number of households watching public television on weekly basis in February increased by 8.6% from year ago, according to A.C. Nielsen Station Index. Prime-time viewing of public television jumped 11.8%, Public Broadcasting Service announced.

 Arbitron's answer. Arbitron reported it has filed counterclaim seeking $10 million from KBOZ(AM) Bozeman, Mont., on pay-TV (about 5,000) operations in Chicago for undisclosed price. Main reason for purchase was said to be Teleprompter's desire to cultivate multipoint distribution pay service. CineVideo had there.

 Up. Number of households watching public television on weekly basis in February increased by 8.6% from year ago, according to A.C. Nielsen Station Index. Prime-time viewing of public television jumped 11.8%, Public Broadcasting Service announced.

 Arbitron's answer. Arbitron reported it has filed counterclaim seeking $10 million from KBOZ(AM) Bozeman, Mont., on pay-TV (about 5,000) operations in Chicago for undisclosed price. Main reason for purchase was said to be Teleprompter's desire to cultivate multipoint distribution pay service. CineVideo had there.

 Up. Number of households watching public television on weekly basis in February increased by 8.6% from year ago, according to A.C. Nielsen Station Index. Prime-time viewing of public television jumped 11.8%, Public Broadcasting Service announced.

 Arbitron's answer. Arbitron reported it has filed counterclaim seeking $10 million from KBOZ(AM) Bozeman, Mont., on pay-TV (about 5,000) operations in Chicago for undisclosed price. Main reason for purchase was said to be Teleprompter's desire to cultivate multipoint distribution pay service. CineVideo had there.

 Up. Number of households watching public television on weekly basis in February increased by 8.6% from year ago, according to A.C. Nielsen Station Index. Prime-time viewing of public television jumped 11.8%, Public Broadcasting Service announced.

 Arbitron's answer. Arbitron reported it has filed counterclaim seeking $10 million from KBOZ(AM) Bozeman, Mont., on pay-TV (about 5,000) operations in Chicago for undisclosed price. Main reason for purchase was said to be Teleprompter's desire to cultivate multipoint distribution pay service. CineVideo had there.

 Up. Number of households watching public television on weekly basis in February increased by 8.6% from year ago, according to A.C. Nielsen Station Index. Prime-time viewing of public television jumped 11.8%, Public Broadcasting Service announced.

Ask the more than 65 radio stations that have already increased theirs!

Ask WOR New York:
"...The Wall Street Journal Business Report is an important segment of WOR-AM's 'Rambles with Gambling'... reads well, and the response of my audience has been extremely positive."
John Gambling

Ask WBBM Chicago:
"We have had market reports on Newsradio 78 for many years, but never a succinct, well-written report of up-to-date business news until now. It's a real plus."
John Hultman
Director, News Operations

Ask WEEI Boston:
"We include among our listeners a good number of business and government leaders, educators and other professionals... the kinds of people who want ready access to the type of information The Wall Street Journal Business Report provides. In short, it's good for our listeners; therefore, good for us."
Michael C. Ludlum
Director, News and Programming

Ask KMBR Kansas City:
"We find The Wall Street Journal Business Report a very valuable feature on KMBR. It's very much in line with 'the need to know' attitudes of KMBR's listening audience."
Bill Goen
Sales Manager

Ask WTOP Washington, D.C.:
"It's the finest service I have to keep the Nation's Capital up-to-the-minute in business and financial news."
Bob Dalton
Business and Financial Editor

Ask WSOC Charlotte:
"The Wall Street Journal Business Reports are prepared in an interesting and concise manner and fit our format well... And we're happy to add that we have several satisfied clients and sponsors..."
Lee Morris
Vice President and General Manager

Ask KIRO Seattle:
"...the greatest broadcast source available for telling folks what's happening on the business front in terms they can understand."
William Wippel
Director, News and Programming

Ask KXRX San Jose:
"The Business Report provides balanced and informed reporting to our listeners, and has become a staple of the San Jose business community."
Vic Bremer
News and Program Director

Ask WEAN Providence:
"...We are extremely enthusiastic with the response from this feature... the reports are particularly well-written."
Lincoln W. N. Pratt
General Manager

Ask WILM Wilmington:
"...an excellent source of business and business-related news... news that is especially important to an all-news operation such as WILM."
Sally V. Hawkins
President/General Manager

Get the competitive edge in your market. Imagine getting eight timely and authoritative newscasts every business day prepared by the editors of The Wall Street Journal and wired directly to your station via The Journal's own communications circuits. And you'd be the only station in your market to broadcast them!

Exclusive business news coverage that builds your audience.
The Business Report ranges over a broad spectrum of business and business-related topics, and includes stock market highlights. It gives listeners a real incentive to tune in to your station — and to stay tuned.

Eight opportunities a day to boost business.
Lots of advertisers are eager to reach the upscale audience attracted to the Business Report. And you'll be able to sell those prospective clients with morning and afternoon drive-time newscasts, and with six newscasts (on an hourly basis) in between.

It won't cost you a cent in cash.
We're now expanding our base to include all of the top 150 radio markets. In exchange for exclusive rights to the Business Report, we're looking for a credit line with each newscast, and air time (to be negotiated) for commercials promoting The Wall Street Journal.

Send for a free information kit which spells out all the details and includes samples of actual newscasts. Write Donald F. Sur芬 or call him collect at (609) 452-2000.
League of B'nai B'rith claimed last week it had evidence of anti-Semitic origin of attempt to halt telecast of Holocaust, nine-and-a-half hour docudrama on Nazi genocide, NBC-TV, which started yesterday (April 16) and continues through Wednesday (April 19). Special ADL research report said spearhead of campaign was Christian Defense League of Baton Rouge, which it described as "small, extremist, anti-Semitic group." Its president and director is James K. Warner, who was identified as official of Ku Klux Klan and former official of American Nazi Party.

Roots-bound. WPBT(TV) Miami, Public Broadcasting Service affiliate, received $76,000 grant from National Endowment for Humanities to research and develop one-hour pilot for dramatic series on history of slavery in America. Project will be headed by station’s executive producer for national program development, Shep Morgan. Kirk Browning (Omnibus, Hallmark Hall of Fame, Theater in Americas) and Stan Lathan (Sesame Street, Sanford and Son, Barney Miller) will direct pilot.

Correction. Royal Victorians, series of 13 half-hours that SFM Media Service Corp. plans to place for Mobil Oil Corp. under new title for airplay beginning next January, was produced by ITC Entertainment, not NBC as reported in March 20 BROADCASTING.

Atlantis found. Twelve original episodes of canceled series, Man From Atlantis, are to be run off by NBC-TV in various time slots this spring and summer. Star of show, Patrick Duffy, is now appearing on CBS-TV as well, in short-run tryout of Dallas.

Good news is coming

Dr. Norman Vincent Peale, the 79-year-old author of “The Power of Positive Thinking,” has launched a new phase of his career as radio stations began airing The American Character, a daily 90-second series reporting: "good news." The vignettes - each telling a "truly moving and inspiring story about something good somebody did" - and dealing with everyday people, according to Dr. Peale - are being offered free to stations (one to a market) by IIT. First-year investment for IIT was said to run from $100,000 to $150,000.

Over 100 stations in 39 states were said to have taken the series. One general manager planning to air it said it the first 80 seconds with Dr. Peale would be recorded for FCC purposes as public service, with the remaining 10-second tag ("funded in the public interest by IIT ...") as commercial time.

The series is being produced by Infocom Broadcast Services Inc., a company headed by John Scott, who is on sabbatical from his newsmen duties at WOR(AM) New York.

No stranger to the airwaves, Dr. Peale’s sermons from the Marble Collegiate Church in New York currently are available on both radio and television.

---

**BBC’s Redmond tells how British are expanding broadcast horizon**

Electronic newspapers and letters. Quadruphonic radio. A special information service for motorists that would give them up-to-the-minute reports on traffic conditions in their areas.

These and other new functions for radio and television - already in use or in development in England - were outlined by Sir James Redmond, director of engineering for the British Broadcasting Corp., during a luncheon address to the NAB’s engineering conference last Tuesday. Moreover, Sir James sketched a future scenario in which broadcasting may usurp many of the services now provided by other media - a future the BBC is already working toward.

“Where we succeed [with these ventures],” he said, “will enrich the lives of our listeners by keeping them better informed, entertained and educated. We will also be developing industries and so be creating more jobs and more wealth.”

Changing social conditions that will encourage new broadcasting services include, Sir James said, the increasing need of the individual to be informed about the conditions which may affect him or her, the growing complexity of industry which will require a better educated labor force and the likelihood that leisure time will increase as technology reduces working hours (while at the same time changing viewing habits).

To meet those needs, Sir James believes broadcasters will have to acquire two essential resources: more broadcast frequencies (or more efficient uses of those available) and money. “From the manufacturers point of view,” he said, “a new development involves risk capital, and from the public’s point of view it represents a new claim on income.” But the success of the record industry proved that if desirable new technologies are offered, the public will find a way to pay for them, in Sir James’s view. He therefore considers it the broadcaster’s role, at least in part, to bring those services into existence.

Sir James explained several areas currently being explored by the BBC (and by broadcasters in the U.S.) to improve radio and TV’s existing services. These included pulse code modulation, microprocessors, large scale integrated circuits, full field storage of TV pictures, more reliable standards converters and digital noise reducers. He also described some innovations developed by the BBC that go beyond U.S. broadcasting’s existing boundaries. They were:

- **CEEFAX.** An information service transmitted with common TV signals by using two spare lines in each vertical interval. In a quarter of a second, Mr. Redmond said, a page of text can be transmitted to an information storage and decoder unit within the TV set. Viewers simply dial the CEEFAX channel to receive the infor-

---

**Thinking ahead**. Anticipation of the World Administrative Radio Conference beginning in Geneva next September brought these specialists together for an engineering workshop at the NAB convention. R to l: James D. Parker of CBS-TV (standing), the moderator (who said that WARC’s outcome “will cast our industry into cement for the next two decades” and that “everyone wants a slice of the tenderloin”); Donald G. Everist, Cohen & Dinen, Gary Hess, WJMD(FM) Bethesda, Md.; John Serafin, ABC; A. James Ebel, KOIN-TV Lincoln, Neb.; George Jacobs, Board of International Broadcasting, and Neal McNaughten, FCC. They reported on the progress of a number of working groups preparing recommendations for the U.S. to make during negotiations that will cover, in Mr. McNaughten’s phrase, “everything from direct current to 3000 ghz.”

---

**Equipment & Engineering**

NAB luncheon speaker explains how new technologies, changed living conditions are prompting innovations

Broadcasting April 17, 1978

74
Spring is a perfect time to do something about rust. Rusting is a year-round problem, and corrosive conditions have become a lot worse in the last five years.

If you live where salt is used to melt ice on the roads, that is speeding up corrosion on your car. If you live in the country, it's the calcium chloride that's spread on dirt roads to hold down dust. And corrosive chemicals in the air are causing rust in every part of America.

We're doing something to help prevent rust on the new cars we're building. Meanwhile, you can do something about reducing rust on your car.

It's important to wash your car often. Use a mild soap and lukewarm or cold water.

Please don't neglect the underside of your car. The worst rusting happens from the inside out. That's because salt, slush, and even mud tend to collect in the crevices underneath the car, in the door creases, and inside the fenders. Moisture gets trapped in those places and causes rust. So try to wash the underside of your car, too. In winter, if you can, and at the first opportunity in spring. Even if it's only a few times a year, that would help some.

If your car gets dented, scratched, or chipped, try to get it repaired as soon as possible. Even a "small" scratch is bad. Because once a car starts to rust, the damage spreads fast. The paint around a dent or scratch can look okay, but rust is spreading underneath. In the long run, it's cheaper to fix the car right away.

A lot of people think that parking a car in a heated garage during the winter will help prevent rust. But it's just the opposite. Cold slows down the rusting process, as it does most chemical reactions.

We're doing more now to protect GM cars from rust. For one thing, we're using more rust-resistant materials, including different types of zinc-coated steel, in places where rust usually occurs. Also, our new paint primers and the way we apply them are designed to provide a thorough finish, even on some parts of the car you can't see.

Our goal is to protect your car so that it lasts longer and gives you the most value. And fighting rust helps.

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

General Motors
People building transportation to serve people
mation. An expansion of that system, to begin in 1979, is "Viewdata," which will enable subscribers to dial through their sets for information or messages they would like to receive. The messages would be returned by the telephone company for TV display.

II) Quadruphonic radio. A quadruphonic system has been tested nationally by the BBC for more than a year, Sir James said. Some improvements have been made during that time, "and we think it unlikely that anyone can find a better formula since we've exploited all the options... The main lesson that we have learned is that the results depend less upon the system than on the skill with which the system is used in production. We have built a very good vehicle and in our second year we hope to learn to drive it."

A special radio information service for motorists. Proposed by the BBC to the English government, it would use low-power medium frequency radio stations, all operating on the same fixed frequency, but using time division multiplex to prevent stations from interfering with one another. An FM keying system would insure that drivers heard only stations appropriate to the area in which they were driving. A special receiver in the car radio might also interrupt regular broadcasts if there was a specific message for the area the driver was in. The BBC's proposal for that system is expected to be approved soon for testing in a limited area, according to Mr. James.

---

Getting down to the nitty-gritty on AM stereo.

The question is no longer 'if' but 'when' as station managers and engineers discuss how much the switch will cost and the technical problems involved.

There were two NAB convention sessions titled "Getting Ready for AM Stereo." One was for engineers, one for managers. The NAB engineering department's Chris Payne, moderator of the sessions, summed them both up in opening the manager's version when he noted an enthusiastic element of the preceding sales workshop that wouldn't clear the room. "I guess that last session had to do with making money," said Mr. Payne.

"This one has to do with spending money." Indeed, that is where AM stereo stands now: it's no longer a whether, it's now only a when—and it may be very soon.

Mr. Payne told the sessions he is hopeful the FCC will issue a rulemaking proposal for AM stereo late this summer and possibly make a decision on an AM stereo system by late this year or early next.

"When we talk about getting ready for AM stereo," he said, "there's good reason to get ready." His opinion is that AM stereo will come on much faster than FM stereo; receiver manufacturers, he said, are gearing up now to meet expected consumer demand. By their numbers alone at the sessions, engineers and managers seemed to be in agreement with Mr. Payne's assessments.

At the engineer's session, several technical experts presented their thoughts on what a station will have to do to convert to stereo. They all emphasized that it is possible to change over in a relatively inexpensive fashion. But they all also urged the engineers to go for high-grade set-ups, and the engineers, on a show of hands, overwhelmingly agreed.

Some of the particulars the panelists noted:

W.D. Mitchell of Continental Electronics, Dallas, said that "transmitters, no matter how old, can probably be made to work for AM stereo" at a cost of about $10,000.

Ed Edison of Hammet & Edison, San Francisco, said that as for antennas, the "worst case" in terms of converting to AM stereo is a directional antenna for a station at the low end of the band; the "best case" a nondirectional antenna at the high end.

David G. Harry of Potomac Instruments, Silver Spring, Md., said that monitors for AM stereo can be as simple or as complex as a station desires or the FCC requires. He would prefer to let the marketplace decide, but, noting the increasing audio sophistication of the radio audience, he urged that monitoring be done at levels consistent with superior sound.

Jim Loupas of James Loupas Associates, Chesterton, Ind., spoke of the studio conversion necessary for AM stereo. A stereo console and a stereo processor, he said, are the necessary additions. Other adds, he said, "depend on the commitment of the station." Turntables, preamps, cartridges and tone arms also must be replaced, he said.

Indifference to automatic FM gear

FCC disappointed that few avail themselves of such transmitters; it could affect commission's thoughts about like concessions

For years, broadcasters had pressed the FCC to authorize the use of automatic transmitters. Finally, two years ago, at the time of the National Association of Broadcasters convention in Chicago, the commission adopted rules permitting the use of automatic transmitters with FM and nondirectional AM stations. What has been the broadcasters' response? According to commission staff members, only three applications have been granted. The automatic transmitter, Dennis Williams, assistant chief of the FCC's Broadcast Facilities Division said, is "not a big seller."

The issue of the automatic transmitters came up at two panels last week—a technical one, on which FCC staff members and industry personnel sat and one on which commission staff members answered broadcasters' questions.

Some broadcasters at both sessions had theories for the failure of the automatic transmitters to take hold. "The control is complicated, and the expense is high," said one broadcaster. "And if something goes wrong, it takes you off the air—some—
thing that does not happen with a live operator." Another broadcaster said the automatic transmitter "doesn't provide financial relief for the station."

The automatic transmitter's lack of acceptance by FM and nondirectional AM broadcasters is a disappointment to the commission staff, as it prepares drafts of orders authorizing the use of automatic transmitters for television and directional AM stations, John Taft, assistant chief of the Rules and Policy Division, said. The order authorizing the use of the transmitters with directional AM stations is due to be acted on in July, and the one authorizing the use of the transmitter with television stations, in September. But before reaching that stage, staff members had hoped to have gained some solid experience in the operation of the transmitters with FM and nondirectional AM stations.

Is there a commercial future for shortwave?

BIB's Jacobs sees great possibilities if medium can overcome propaganda image

The determination of most of the world's nations to limit satellite transmissions to the country of their origin leaves shortwave radio the only viable international broadcasting medium, in the opinion of George Jacobs, engineering director of the U.S. Board for International Broadcasting.

Speaking at a luncheon gathering of the NAB's engineering conference last Monday (April 10), Mr. Jacobs said that if "broadcasting's stepchild" is ever to achieve its potential as a communications and even a commercial force, it must overcome its current limitations of spectrum space and the general perception of its function as that of a "propaganda machine."

There are 1,500 shortwave transmitters in more than 100 countries, Mr. Jacobs said, and attempts to "squeeze" that many signals into the eight international bands allocated has left them "virtually bursting at the seams," with interference due to competing transmitters "often intolerable." The World Administrative Radio Conference in 1979 will deal with the problem, Mr. Jacobs said.

He defined propaganda as basically information or entertainment "you don't want to hear," or that certain countries don't want their citizens to hear. One alternative to the latter problem, he suggested, would be to offer air time for reply from countries whose objections to positions of, say, a Voice of America broadcast, were deemed "to have merit."

Governments remain the principal users of shortwave, despite "stirrings" of interest in its use as a commercial medium, Mr. Jacobs said. He cited a recent Gallup poll finding that 18 million Americans said they listened to a shortwave broadcast every week. "That's a very juicy market," in Mr. Jacobs' view, both for advertising and for "promoting our free enterprise system."

Look, up in the sky. Mutual Broadcasting's announcement earlier this year that it will shift its network service from land lines to satellite prompted this workshop, "Satellite Distribution of Radio Programming." It was a primer on satellite technology, with Mutual representatives and hardware suppliers describing the workings of uplinks, downlinks, low-noise amplifiers, downconverters, demodulators, transponders, small dishes and large dishes. Mutual Executive Vice President Gary Worth noted the benefits that satellite networking will allow—multiple program feeds and improved sound quality. He didn't note the costs involved, but CBS Radio's Ralph Green did. For CBS to install receivers at each of its radio affiliates, as Mutual intends to do, he estimated a $4.5 million-$6 million capital outlay and $1.5 million annually for maintenance. But he added, "when the day comes, we will probably go" with satellites. He also contended Mutual may not easily get the blanket approval it is seeking for 500 earth stations. Since Mutual is not indicating the location of most of these terminals now, said Mr. Green, they will need an FCC waiver for approval. That, he said, may not be as automatic as might be expected because of potential interference problems in locating earth stations. L to r at the session are Mr. Worth, S.N. Verma of Western Union, Andrew Inglis of RCA Americom, Guy Beakley of Scientific-Atlanta, Mr. Green and J. Walter Johnson of California Microwave.
Sound thinking: Engineers debate radio audio quality

Some suggest AM has ironically decreased its audience in trying to expand it with louder signal.

Have AM stations, by pushing their transmission equipment to the limit in trying to obtain the widest possible reach, driven listeners to FM?

The panel on an April 12 NAB engineering panel called “AM-FM: Quality vs. Coverage” think so. And they think the problem may have been exacerbated by an over-all deterioration in the quality of AM receivers over the years, especially those incorporated into systems with FM receivers, record players and stereo tape decks. To make matters worse, they say, AM stereo may drive up the demand for AM quality, thus allowing listeners, as one participant put it, to hear “all the junk we’ve been putting out.”

One example of the degradation problem in AM came from a member of the audience who said that a recent survey of the listenerhip of his AM and FM simulcast station found that 80% of his audience listened on FM, and that 70% of that audience were tuned in a monaural mode.

Asked if any hard research exists connecting viewer tuneout to sound quality, panel member James Loupas of James Loupas Associates said the best indication was the Arbitron ratings book, which he said, often show relatively new FM stations stealing the audience from well established AM’s. Harvey Rees of Carl T. Jones Associates said that he has been an engineer for several stations in large markets where he complied with management requests for a louder sound only to be “embarrassed” by its quality. “If the dynamic range is there and is pleasing, people will not tune away, and I think that’s what we’re all looking for,” he said.

“Some loudness and some distortion is going to have to be sacrificed.”

The panel members also agreed that the choices are bound to get more difficult for stations as the medium advances to AM stereo. Dick Schumeyer of Capital Cities Communications envisioned a sort of double-bind situation developing: On the one hand, listeners with stereo receivers will demand a higher quality sound, while on the other, listeners sticking with their existing equipment may be lost as loudness and over-all coverage decrease. “It’s going to be a very hard decision for some operators to make,” he said.

Jack Williams of Pacific Recorder and Engineering Corp. agreed “it’s going to be a very interesting transition in the next two or three years,” he said, “it’s going to be fun for all of us to live through.”

Eric Small of Eric Small Associates, noted that an FCC notice of inquiry is expected to be issued soon concerning the general status of audio quality, measure-ments and processing. The results, he believes, “may have as much if not more effect on us in the next five years as AM stereo.” Speaking to the problems of FM, Mr. Small suggested that the presumed relationship between modulation rates and occupied bandwidth may in fact be attributable to “a set of very arbitrary and capricious modulation rules.” If research was devoted to the subject, Mr. Small said, stations may find they can kick up their transmission peaks—and tone down processing—without threatening bandwidth integrity.

NAB wants the FCC to get moving on TV tuners

The National Association of Broadcasters is urging the FCC to resolve promptly a proceeding initiated in March 1977 focusing on the problem of providing for UHF and VHF tuning comparability in television sets. In a letter signed by its general counsel, Erwin Krasnow, NAB said a continuing UHF/VHF “compatibility gap” 15 years after the enactment of the all-channel TV receiver law is largely attributable to the “snail-like” pace of the commission proceedings dealing with the issue. Presently pending is a notice of inquiry. Mr. Krasnow said that if the commission feels a rulemaking is needed, it should promptly issue one providing for a 30-day period for comments and another 10 for replies. He said the record in the proceeding is already “exhaustive.”

Justice Dept. says added tax on imported TV’s would be unfair

Zenith, backed by U.S. groups, is seeking reversal of lower court

The Department of Justice has asked the Supreme Court to uphold a U.S. Court of Customs and Patent Appeals decision that a Japanese remittance of its commodity tax on exported television sets is not an unfair international trade practice. Justice’s brief was filed in the eight-year court battle waged by Zenith Radio Corp. to impose countervailing duties on Japanese sets sold here.

Justice said that if the U.S. imposed the duties, intended to counteract price differences caused by a foreign country’s granting of a bounty or grant on exported products, it “would lead to double taxation” on the goods sold in this country.

That would put foreign goods at a disadvantage in addition to the disadvantage already imposed by tariffs and transportation costs. That is not the purpose of the countervailing duty statute,”

“The countervailing duty statute is intended to offset the advantage conferred by a subsidy, not to require the U.S. to collect the same sort of tax that Japan desires to impose on goods consumed there.”

Justice’s opinion said, in effect, that Japan’s decision not to impose its domestic taxes on exported television sets was not the same as subsidizing them.

“There is a fundamental difference,” the court ruled, “between the failure to tax a good and the provision of a subsidy.”

“The failure of any state or nation to collect an indirect tax on exported goods is not a bounty or grant,” the brief said.

Zenith’s position in the case—that Japan was, indeed, subsidizing television set exporters—was backed by friend of the court brief filed by a number of industry groups and manufacturers: the Committee to Preserve Color Television, United States Steel Corp., Ford Motor Co. and Bethlehem Steel Corp.

The Treasury department opposed Zenith and said that a ruling in the manufacturer’s favor “would risk a significant breakdown in international trading agreements.”

Zenith had asked the Supreme Court to overturn a 3-to-2 July 1977 appeals court decision that, itself, reversed an earlier district court ruling favoring the countervailing duties.
From The Declaration Of Independents.

Article VI

Arbitron confirms: The audience of independent television stations is on par with network affiliates.

No television spot buyer can ever again be asked to believe that network stations have higher quality audiences than independents.

A milestone Arbitron study was recently commissioned by the Association of Independent Television Stations, Inc., at a cost of $123,000. It measured 23 markets consisting of 142 counties, and included 12,084 personal interviews.

This study proved conclusively that independent audiences are on par in quality with network audiences in every way measured:

- Income
- Occupations
- Education
- Value of homes
- Cars owned
- Major appliances purchased
- Investments
- Credit cards
- Airline trips

The results of this Arbitron survey are just one part of THE DECLARATION OF INDEPENDENTS, the comprehensive fact-book from Bolton Broadcasting which outlines the important strengths of independent television in today's advertising marketplace.

Contact any Bolton Broadcasting office for your copy of THE DECLARATION OF INDEPENDENTS.

Here's the tabulation of just one key yardstick of audience quality — income.

<table>
<thead>
<tr>
<th>COMBINED YEARLY INCOME OF HOUSEHOLD</th>
<th>EARLY FRINGE/EARLY NEWS</th>
<th>PRIME</th>
<th>LATE NIGHT</th>
<th>WEEKEND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $10,000</td>
<td>19</td>
<td>22</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>$10,000 - $14,999</td>
<td>18</td>
<td>16</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>$15,000 - $19,999</td>
<td>19</td>
<td>17</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>$20,000 - $24,999</td>
<td>44</td>
<td>43</td>
<td>44</td>
<td>45</td>
</tr>
<tr>
<td>$25,000 +</td>
<td>29</td>
<td>27</td>
<td>28</td>
<td>28</td>
</tr>
</tbody>
</table>

SOURCE: Arbitron National TV Audience Profile, 1977

Bolton Broadcasting Ltd.
The independent television sales specialists

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • DETROIT • ATLANTA

645 Madison Ave. (212) 371-6400
360 N. Michigan Ave. (312) 332-4218
6200 Sunset Blvd. (213) 463-7106
1913 Webster St. (415) 921-8411
26400 Lahser Rd. Southfield, Mich. (313) 353-8050
6400 Powers Ferry Rd. (404) 955-4411
Border war flares up again

CRTC orders cable systems to stop carrying Buffalo FM because it receives advertising from Canada; one is also told to delete commercials from signals of three U.S. TV stations

Problems involving Canadian cable television systems' carriage of U.S. broadcast signals haven't gone away, as news out of Ottawa makes clear.

The Canadian Radio-Television and Telecommunications Commission (CRTC) has ordered cable systems in Toronto and Hamilton to stop carrying the signals of WBEN-FM Buffalo, and has directed two of the cable systems to continue within two years multiple distribution of three Buffalo television stations.

And what concerns U.S. broadcasters perhaps more than the order to stop multiple distribution is the order to one system to delete commercials from the American stations' programs and substitute "suitable replacement material." This, the Americans feel, would be an abandonment by Canada of an agreement with the U.S. that set aside, if it did not solve, the major problem—deletion of commercials—involved in Canadian cable systems' carriage of U.S. signals.

The CRTC order banning the carriage of WBEN-FM, imposed as a condition of renewal of the cable systems' three-year licenses, was based on CRTC policy, adopted a year ago, aimed at discouraging U.S. FM stations from soliciting advertising in Canada. Carriage of the signals of stations that seek Canadian advertising, the agency policy says, will be prohibited.

Multiple distribution of television signals involves the carriage of a television station's signals on two channels—one in the basic service (channels 2-13) and the other in so-called mid-band service, which is available only with the aid of a converter in the home. The aim is to make room on the basic service for local Canadian stations.

The order to cease multiple distribution within two years was imposed as a condition of renewal of the licenses of systems carrying the signals of three Buffalo stations—Capital Cities Communications Inc.'s WKBW TV, Western New York Educational Television Association's WNED-TV and Taft Broadcasting Co.'s WGR TV. Some Canadian cable industry representatives privately question whether the government will insist on compliance in two years; they note they have already had a grace period of about two years in which to bump U.S. stations.

What is particularly disturbing to the Americans, however, is a sentence not included in the order renewing the license of one of the systems—Rogers Cable TV Ltd. As is true of all renewals of Canadian cable systems, the order conditions renewal on the system deleting commercials from U.S. stations and substituting "suitable" material. But in all other cases—and in line with the U.S.-Canadian agreement—the orders carry a sentence saying the condition need not be implemented until further notice. The aim is to enable the government to determine the effectiveness of a law designed to stop the flow of advertising dollars south across the border to U.S. stations and publications (Broadcasting, Jan. 26, 1977).

The executive director of the CRTC, Michael Shoemaker, and an official of Rogers, Philip Lind, do not see the lack of the until-further-notice sentence as changing anything. They note that Rogers for the past several years has been following a policy of random deletion of U.S. commercials. Rogers, both said, will simply continue doing what it has been doing.

The order for the Buffalo stations affected—WKBW TV, WKBW-TV and WGR-TV—are not reassured. Alan Naftalin, counsel for WGR-TV said the stations are considering filing a complaint with the State Department and the Canadian government.

One other non-multiple distribution aspect of the CRTC has some Canadian cable systems worried—a decision generally not to approve the carriage of U.S. television signals which "essentially duplicate signals already carried." The CRTC implemented that policy in orders renewing the licenses of two systems in the Toronto area by ordering the deletions by Oct. 1 of specific network-affiliated stations—in Rochester, N.Y. (WROC-TV), and Erie, Pa. (WJET-TV, WSEE-TV, and WQLN TV) whose network programming duplicates that of the Buffalo stations being carried.

Cable system operators indicate the nonduplication order would be adversely affected in cases where systems are obliged to drop signals that are available off the air. In the cases where the policy was implemented, the Buffalo stations are the ones available. "Cable companies want to be able to carry what's off the air," Rogers' Mr. Lind said.

RCA posts highs despite NBC slippage

Griffiths notes network's declines in prime time, says company is no longer so dependent on TV

Despite an "appreciable decline" in net income by NBC, RCA Corp. last week reported record earnings and sales for the first quarter of 1978.

Chairman Mr. Griffiths, president and chief executive officer, said net income for the period March 31 mounted to $48.5 million, or $1,504.0 billion, up 10% from the 1977 period.

In color television, Mr. Griffiths said, RCA achieved the highest first-quarter unit sales in its history. Other record sales were achieved by the Hertz Corp., RCA Records, Coronet Industries, Oriel Food Group, Solid State, Commercial Systems and Picture Tubes. Improved performances were turned in, he said, by Consumer Electronics, RCA Global Communications, Government Systems and Random House.

"With gains on such a broad front," Mr. Griffiths pointed out, "we are more than offsetting the slippage we anticipated in this year's NBC earnings as a result of weak prime-time ratings in the television season now ending. NBC is still profitable, of course, and we are optimistic for its long-term future after its new management takes hold. But it is indicative of RCA's diversified progress that we are no longer as dependent on NBC as in the past.''

Warner TV chalks up highs in revenues, profits

Warner Communications Inc.'s 1977 annual report claims "new records for revenues and profits" for Warner Bros. Television, with revenues at $99.6 million, up 57% from 1976's $63.5 million.

TV series revenue jumped from $21 million to $60 million; revenue from theatrical films in TV distribution declined from $42.5 million to $39.6 million, but nevertheless WCI said "profits from this sector set a new high.''

Warner Cable Corp. revenues rose 8% from $51.6 million to $55.7 million; operating income declined from $12 million to $8.6 million, attributed to the $7.1-million development expense for its two-way Qube system in Columbus, Ohio. Total capital expenditures for Qube through 1977 were put at about $10 million. Over-all, WCI revenues broke this billion-dollar mark for the first time, up 38% to $1,143,792,000; net income rose 16% to $70,766,000 and fully diluted earnings per share rose 33% for a record of $4.91.
MIP-TV Advance

Springtime in France and thoughts turn to TV programing

The international market is booming as the 14th annual MIP opens this week with largest number of countries on hand and predictions of record sales

The simple facts of this week’s 14th annual MIP-TV international program market tell the story.

The 1978 Marche International des Programmes de Television in Cannes, France, will run seven days (April 21-27) instead of the previous six. Stand space taken at the Palais des Festivals is up 20%. And for the first time, MIP-TV organizers are looking for international representation to break the 100-country mark (up from 92 last year), with more than 2,000 television professionals on hand.

It’s a reflection of business which, from the U.S. standpoint alone, is booming. If the $180 million estimate for U.S. program sales abroad in 1976 seemed healthier than ever (Broadcasting, April 18, 1977), the 1977 estimate—between $235 million and $245 million—can only be further reason for enthusiasm.

Although there is some thought that 1977 may have been an unusual year in terms of feature licensing and blockbuster specials sold abroad, the beat is up. The contribution of foreign transactions to over-all sales revenues may have dropped from 24% in 1976 to less than 20% last year. However that is a reflection of the big gains made domestically.

Not that all worldwide sales are written up in the south of France. Far from it. Contracts usually are signed only with the smaller and less accessible markets which sales representatives are hard-pressed to reach. For the larger, more lucrative, markets, a MIP-TV screening and contact may only be the beginning of the sales process. Public relations also draws distributors there.

As Bruce Gordon, Paramount Television’s senior vice president for worldwide distribution, said, and most distributors agree: It is “the most important and active market for television in the world today.” With booth after booth next to each other, Mr. Gordon compared the MIP-TV to a “motorcar show or boat show . . . It isn’t a convention, there are no prizes . . . It is a marketplace.”

“The trick to the international marketplace is not to think of it as an international marketplace,” explained Art Kane, Viacom’s vice president for international marketing.

In other words, what’s enthusiastically received in Canada might never get past the broadcaster’s door in Japan. “We have to deal with each country on an individual basis,” added Mr. Gordon, “You can’t just go to MIP with a bag full of features” and expect everyone to grab it.

Still, for those programs that will cap-

Worldwide line-up

The final projections didn’t come out of Cannes, France, by last week but what had was the word that “all the records will be beaten” at the 14th annual Marche International des Programmes de Television, the MIP-TV that means topping last year’s 92 countries (said to amount to 380 million television sets), 220 television corporations and channels, 4,484 production and distribution companies, 1,979 participants 2,397 TV programs and 24 international organizations, ministries and embassy officials. Following is a list of the companies, outside of the U.S. and Canada, that will be on hand, broken down by countries.

Algeria
Radiodiffusion Television Algérienne
Radio Télévision Algérienne

Angola
I.P.A. Televisao Popular de Angola
Argentine
Centelba S.A.
Custel S.A.
Diprom S.A.
Direction General de Radio Television Argentine
Disargental, S.A.C.I.E.
Rivadavia Television, s.a.c.i.

Australia
Amalgamated Television Services Pty.
Artis Film Production Pty.
Astoria Televisin Pty.
Australian Film Commission
Crawford Productions
Film Centre Pty.
General TV Corporation Pty.
Hanna Barbera Productions Pty.

Herald Sun Television Pty.
Paramount Pictures
R.A. Becker and Co. Pty.
Reg Grundy Productions Pty
SAS Channel 10 Adelaide South Australia
Swan Television and Radio Broadcasters
Telepix Pty.
Teleprograms Pty.
Viacom International Pty.
Victorian Film Corporation
Willard King Organisation Pty.
Wordvision Enterprises of Australia

Austria
Jupiter-Film Verleih-u Vertriebsges.
O.R.C., Oesterreichischer Rundfunk
Satel
Bahamas
All Sport
Novension
Belgium
Alligator Films
Belgiscne Radio en Televisie, B.R.T.
Celebaut
CibetcfaDecima
Clinic Films
Dupuis Films
GAF-Viewmaster
Georges Lecterq
Meuter-Titra
Micro-Makko
NIP
Nussleifeldinfs
ODEC-KIO Cartoons
Oliver Films
Pierre Films
Radio Television Beige, R.T.B.
S.E.P.
SDER-SOFIDOC
Studio Eaupe
Unitel Films
Weinbross
Brazil
Embratfilme-Empresa Brasileira de Filmes S.A

Fox Film Do Brazil
Fox Film Do Brazil
T.V. Globo Network
Congo
Secretariat General d’Information
Cyprus
Cypres Broadcasting Corp.
Czechoslovakia
Ceskoslovensky Filmexport-Prague
Cheskoslovak Television-Teleexport
Denmark
Denmark Radio
Ecuador
Cadena Ecuatoriana de Televisin, Canal 10
Egypt
Egyptian Broadcasting and Television
Finland
Helsinki Cable TV
Helsinki Televisio Oy
Oy-Mainos TV Reklam Ab.
Oy-Yleisradio Ab. The Finnish Broadcasting Co.
France
ADITEC
ADITEC
A.D.P.F., Association pour la Diffusion de la Pensee Francaise
Agence Francaise d’Images
Ambassade du Senegal
Antenne 2
Artistes Associes (Les)
Artmedia
Bavaria Atelier
Camera Group SA
Cap Films
Catsu Films
Cella Film
Centre National de Documentation Pedagogique
C.I.C. Television
Cinevend
CIP-Video
Compagnie Francaise de Televisin
Consulat de Grande Bretagne
Costa Renoul

Broadcasting April 17 1978
ture the interest of the major markets—Canada, Australia, the United Kingdom, Japan, Brazil, France, West Germany among them—a solid hour series can mean over-all revenues of $150,000 per episode. A blockbuster could pull in up to $200,000, but as one distributor mentioned, "it's a rare occasion" when a show is "acceptable to all foreign markets."

Just as countries' tastes vary, so do the prices, from perhaps $70 per hour episode in a small African market to $12,000 for a high-demand hour in Canada (a half-hour is generally half the price). Then there's the negotiation depending on the value of the dollar against foreign inflation, with consideration of rate cards and viewers.

The obvious reason for the demand for U.S. programing, distributors said, is quality. Paramount Television's Mr. Gordon talked about a "flare for pace and production." While Richard Harper, 20th Century-Fox's vice president for international sales, noted the import quotes that some countries have and the "understandable desire" for more local production, he added that U.S. programing abroad is "still the biggest bargain in the industry." Ralph Franklin, MCA TV's vice president in charge of international sales, agreed: "No place can they duplicate the quality at the price."

MCA TV, the top-grossing American syndicator, had another record year in foreign sales in 1977, up to $42.8 million from $37.2 million in 1976. Among others, Viacom also was up, at $8.8 million from $7.5 million.

What percentage of business MCA TV, Viacom or other distributors can attribute to MIP-TV directly would be difficult, if at all possible, to determine. At Columbia Pictures Television, however, it's easy to tell: zero. Norman Horowitz, CPT's senior vice president in charge of worldwide distribution, viewed his company's absence, now for the sixth year, as a sign of strength. He said his company already covers every market individually through an international sales operation with a budget of $4 million.

If he ever leaves Columbia and becomes "involved in independent distribution, I'll go to MIP," Mr. Horowitz said, calling it the best place to see the most people in the shortest time.

Video Films, helicopters, and sports already in the can, distributors have prepared for their place at the Palais. They'll also be there to pitch some possibilities—those pilots that may become network series next season. (While some orders have been firmed up, network schedule announcements generally don't come until after the MIP-TV.)

Worldvision Enterprises not only is returning this year but has arranged for a second screening booth to accommodate the largest number of network prime-time series it has ever taken to the MIP-TV: six-and-a-half hours worth.

In addition to an inventory ranging from the nine-and-a-half hour series, Holocaust (which premiered on NBC-TV April 16), to movies, Worldvision will be offering Little House on the Prairie (said to have played already in 70 markets), M.A.S.H., Young Pioneers, Project UFO, Dallas and the half-hour Sam.

Viacom, also no stranger to the MIP-TV, will set up formal shop with screenings for the first time, having rented the office of Bernard Chevry, the international trade fair promoter who established MIP-TV 14 years ago (and earlier this year was named a Chevalier of the Legion of Honor by the French government).

Viacom's inventory amounts to some 150-160 series, 40 specials and 250 feature films, Mr. Kane estimated. Aside from Quinn Martin action series, movies and the such perennial favorites as Perry Mason, Viacom will be screening the pilots for two new syndicated properties: Please Stand By and The Love Experts.

FREQUENCY COORDINATION.

The first thing you need for an earth station ... The last thing you need to worry about.

Every year the microwave environment becomes more complex. What can you do to sort out your potential interference conflicts? Call COMSEARCH.

COMSEARCH provides the full range of coordination services—interference analysis, earth station siting, frequency coordination, RFI measurements—in the United States and every corner of the globe. Our filing package is all you'll need for compliance with the FCC coordination rules.

We take a personal interest in your earth station project. Let us worry about all your frequency coordination problems.

For more information about our comprehensive coordination services, call or write Harry Stemple or Ken Tanck at: 2936 Chain Bridge Road, Oakton, VA 22124. (703) 281-5550.

Booth 207 at the NCTA
Southeast Asia, Canada, Brazil and to some extent Europe.

Mr. Kane admitted that sitcoms generally need a hard sell, except perhaps in Canada and are "hardly salable in Japan." In the case of game show, the $250,000 Pyramid, for example, Mr. Kane will sell format rights and earlier this month he was trying to put together such a deal for Germany.

Viacom also will be at the MIP-TV to look at product, for possible coproduction and packaging and for play on its Showtime pay cable service in the U.S.

MCA TV's list runs through the likes of Baretta, Kojak, Six Million Dollar Man, Bionic Woman, Rockford Files, Quincy, Best Sellers, Emergency and Operation Petticoat ("We could go on and on," Mr. Franklin remarked).

Mr. Franklin is especially high on the prospects for the three new Operation Prime Time II projects—two-hour episodes each of John Jakes' The Bastard, Irwin Shaw's Evening in Byzantium and Howard Fast's The Immigrants. Based on the track records of Rich Man, Poor Man, the OPT 1 Testimony of Two Men and other programs, Mr. Franklin is expecting substantial sales.

As for programming trends, Mr. Franklin said that the "abiding interest" continues in westerns and that drama, action and police stories still do well although foreign markets are "a little more shy about violence." Following an increased U.S. demand, Mr. Franklin claimed there is more interest abroad in science fiction. In that category Mr. Franklin has a pilot for Buck Rogers, a possible series on NBC-TV next fall, and Galactica, a made-for-TV movie for ABC-TV.

Indicative of the continuing interest in westerns is MGM's sales of How the West Was Won, which is presently in 60-70 foreign markets, according to John Spires, vice president for international sales. Aside from the episodes already available, Mr. Spires said ABC-TV has ordered another 22 one-hour episodes of the series. He was waiting for the word on new production for Lucan and Chips.

Two old shows from MGM that have "done remarkably well," according to Mr. Spires, are Hondo (15 episodes) and Maya (17 episodes), the latter ordered for its third rerun in Brazil, for example. Mr. Spires said they are in demand because of their emphasis on animals and "neutral background."

With Charlie's Angels, Starsky and Hutch and Family sold in all of the major territories, according to Klaus Lehmann, Metromedia-Producers Corp.'s vice president for international sales, the company is looking toward Fantasy Island which he expects will be "bigger than any of them." There are 12 episodes from this season and Mr. Lehmann said ABC-TV has ordered another 22 for next season.

Mr. Lehmann said that Fantasy doesn't have the competition of say, police-show types since there aren't shows like it, and with a story line and characters changing each week, he said that "allows a tremendous amount of leeway."

Although Mr. Lehmann said that MPC is "continuing to have a super season," he claimed that U.S. programming is "no longer the only game in town" and "no longer in the driver's seat" as production capabilities increase abroad.

One country frequently mentioned as difficult to sell is Japan. According to Viacom's Mr. Kane, it "produces 95% of what's seen" on its airwaves. "We are competing with the rest of the world for that 5%," Also referring to Japan in particular, MGM's Mr. Spires said that "the international market is not the bed of roses everybody thinks it is."

The trend Paramount's Mr. Gordon stressed is that "these miniseries have become a major item." As for both the six- and-a-half hour Moneychangers and the 10-hour Washington: Behind Closed Doors, Mr. Gordon said that "we underestimated their tremendous success." He added that Paramount also was able to get "enormous prices."

(The forthcoming network season, however, Mr. Gordon said, doesn't look as if it will have as many miniseries as the last.)

The consecutive-night miniseries from the U.S. also influenced foreign viewing habits, he continued. In the case of Japan, where he said there are generally no pre-emptions, Moneychangers was bought and the government NHK system wanted to play it over six weeks. Paramount objected, Mr. Gordon explained,
claiming that if spread out, the "whole thread would be lost." As a result, NHK will be airing it on consecutive nights, May 5 and 6, he said.

In the case of Washington Behind Closed Doors, Mr. Gordon said that "everybody underestimated the interest of foreign countries to look into Washington." Despite initial rejections from Korea (because of the "Koreagate" scandal) and from Japan (because of the programs’ mention of the Japan/Lockheed scandal within the show), Mr. Gordon said, "each came over."

This year’s list of new programming that Paramount is bringing to the MIP-TV ranges from Szeyazyn to Julie Farr M.D., a series based on the three Having Babies made-for-TV movies Paramount handled for ABC-TV.

Twentieth Century-Fox will be at the MIP-TV with four series pilots that could make it to the networks next season: Mother, Jugs and Speed, Billy Liar (both half hours), and The W.E.B. and The Paper Chase (both hours). Then there’s Husband, Wives and Lovers, The Olympiad, That’s Hollywood (now up to 31 markets after being picked up by Spain) and the consistently successful M*A*S*H (54 markets), among others.

One Fox show that is in an "extraordinarily good" 60 markets in reruns, Mr. Harper said, is Peyton Place which has 540 episodes. On the talk show front, Dinah! can be watched in such places as Canada, New Zealand, Australia, Hong Kong and Brunel (Borneo).

The success of Roots, which broke new ground in mass audience when it aired on ABC-TV in January 1977, wasn’t limited to the U.S., according to Charles McGregor, president of Warner Bros. Television Distribution. "It repeated itself all over the world," he said, adding that it was sold in more than 35 markets and in Australia, "for one, it is the top-rated program ever.

Mr. McGregor said he already has sold 12-15 hours of Roots II to Canada, Japan, Australia, the United Kingdom and West Germany for 1979 play. Other Warner products available at the MIP-TV include another miniseries, The Awakening Land, and series, the Waltons and Wonder Woman, among others.

While a good deal of Time-Life Television’s attention is on the Africans, six one-hour shows co-produced by Time-Life with Nine Network of Australia in association with Meredith Broadcasting (see story, page 70), Time-Life also will have its list of Wild World of Animals. That already has been sold in 30-40 markets ranging from Japan to Bahrain to Kuala Lumpur, according to Wynn Nathan, president for worldwide syndication.

Time-Life also will be offering World War II: A Soldier’s Diary (A.G.I. Diary in the U.S. but changed so there will be no confusion abroad), On Our Own, and the pilots for People and Tom and Joanna. Time-Life also has announced an expansion of its international operations beyond its principal activity as the BBC’s exclusive distributor in Latin America. Special meetings are planned at the MIP-TV to discuss new domestic productions, international co-productions, newly acquired films and properties of David Susskind, the company’s senior executive producer. Among them is a planned miniseries based on John Dean’s "Blind Ambition."

Among those that will be new to the MIP-TV this year is Norman Lear’s TAT/Temand Syndication, with 1,300 situation-comedy half-hours available. The range is from Sanford and Son to Mary Hartman, Mary Hartman (Viacon distributes All in the Family internationally.)

It’s no secret to syndication division President Robin French that sitcoms are generally far from a hot form abroad. However, he said, "We’re going to see if we can change that." He added: "There are situation comedies and there are situation comedies.” Currently Mr. French said the most international sales of Lear shows with TAT/Temand rights are for Sanford and Son in about a half-dozen market countries including Canada, Australia and Holland.

As to whether he may have to go the rewrite route that Fox did for M*A*S*H, (firing writers to tailor the humor abroad) Mr. French claimed that is among the primary reasons the company is going to Cannes. "That’s what we are going to find out."
North American line-up

The following is a list of U.S. and Canadian firms that will be joining in on the festival that runs the gamut of programing from NHK International's (Japan) specials on post-Mao China to CST-Telesexport's (Czechoslovakia) children's series. Those that have booths at the Palais des Festivals are indicated by the number of the booth; others can be reached at various hotels. New shows are indicated by an asterisk (*).

### ABC Sports
**Carlton**
1330 Ave of the Americas, New York 10019
**Personnel:** Peter Dimmock.

**Air Time** 022
919 Third Avenue, New York
**Product:** Unknown War.
**Personnel:** Fred Weinert, Al Sussman, Alan Zoretzky.

### Alan Enterprises
**Majestic**
26170 Pacific Coast Highway, Malibu, Calif. 90265
**Product:** 25 features, Felix the Cat (260), The Mighty Hercules (130).
**Personnel:** Alan Gleitsman, Sherri Rescheau.

### American International Television
**B483**
9033 Wilshire Boulevard, Beverly Hills, Calif. 90211
**Product:** Feature packages: Winning Hand (33), World of Macabre (6), Gnouli-A-Rama (16), Fantastic Sci-Fi Theater (14), New Science Fiction (13), Amazing Sci-Fi (17), Amazing Sci-Fi III (27), Young Adult Theater (26), Films of the '70s (26), Star Time (17), Children's Show Time (6), Hollywood Book of Fables (7), Top Secret Adventures (5), New Color Adventure (31), Strong Men of the World (23), Adventure I (9), AIP I (26), Selma Films (42), AIP-Selma Sci-Fi and Horror (31), Sinbad Jr cartoons (130), Prince Planet (52), C'mon Back (26) *.
**Personnel:** Hal Brown.

### ARP Films
**Martinez**
342 Madison Avenue, New York 10017
**Product:** Spiderman (52), Captain America (13), Sub-Mariner (13), The Hulk (13), Mighty Thor (13), Iron Man (13), Rocket Robin Hood (52), Max The 2,000 Year Old Mouse (104), Strange Paradise (195), Brothers Grimm Fairytales (two 90-minute specials).

### Canadian Broadcasting Corp.
**TBA**
Box 500, Station "A", Toronto, M5W 1E6

**Lyne Carter Co.**
9301 Wilshire Boulevard, Beverly Hills, Calif. 90210.

### Claster TV Productions
**Eden Roc**
660 Kenilworth Drive, Towson, Md. 21204
**Personnel:** John Claster, Steven Hassenfeld.

### Films Inc.
**Moulin de Moug en**
1144 Wilmette Avenue, Wilmette, Ill. 60091
**Personnel:** Charles Benton.

### Flimtel
**Grand**
71 Vanderbilt Avenue, New York
**Personnel:** Peter Peich, Charles Hayden.

### Filmways International
**A-335**
1800 Century Park East, Los Angeles 90067
**Product:** King*, Second City Revenue (52)*, Seventh Sense (26)*, Big Hawli*, David Steinberg Show (25), Apollo Presents (2), Mike Douglas Show (129), Peter Marshall Variety Show (19), Coral Jungle (8), Call It Macaroni (24), Celebrity Concert specials (12), Norman Corwin Presents (26), Adventures of Gumbo (130), Creedence Clearwater Revival music special (1), Ralph Story Special (1), Flowers from Horseback (1), Six American Families (6), Green Acres (170), Mr. Ed (143), Debbie Reynolds Show (27), Adventure in High Grass (26), Bear Cats.
**Personnel:** Edward Cooper, Merrill*; Heater, Robert Quigley.

### Four Star International
**Majestic**
400 South Beverly Drive, Beverly Hills, Calif. 90212
**Product:** Monty Nash, The Big Valley, Wanted: Dead or Alive, Towards the Year 2000, Ferrante & Teicher, Rocky Marciano, Target the Impossible, Tashie musical Specials, Contest of the Sea, Australia For the Fun of It, New Zealand For the Fun of It, Wil Rogers' U.S.A., Wonderful World of Magic, The Lohman and Barkley Show, Nixon: Checkers to Watergate, San Francisco Serendipity Singers Special, 20 Years of Rock & Roll, The Three Misfits, Alice Cooper & Friends.
**Personnel:** David Lafollette.

### Sandy Frank Film Syndication
**TBA**
555 Madison Avenue, New York 10022
**Product:** Sandy Frank.

### Fremantle International/ Talbot TV
**3196-3202**
555 Madison Avenue, New York 10022
**Product:** Adventures of Black Beauty (52), Swiss Family Robinson (26), Woobinda: Animal Doctor, Who's Afraid of Opera, The New Candi Camera, Witness to Yesterday, Classics Dark and Dangerous, Western Civilization Majesty and Madness, Galloping Gourmet, Take Kerr, It's Fun To Be Fooled, Romper Room, Kidsworld, Diana (15), Hopalong Cassidy, The Cisco Kid, Goodson-Todman game shows (Britain and Europe), Ryan's Hope, As the World Turns, The Racers.
**Personnel:** Really Rosie, Free To Be...You and Me, Tiny Tree, National Geographic Specials.
**Personnel:** Paul Talbot, David Champlaton, Russ Becker, Tony Gruner.

### Gold Key international
**B-393**
665 North Cahuenga Boulevard, Hollywood 90038
**Product:** Once Upon a Brothers Grimm*, The Alpha Chronicles (15)*, The Walt Wagner Show*, Rainbow Outdoor Adventures (4)*, Pinocchio, Scream Theatre (14), Awards Theatre (75), Abbott and Costello cartoons (39), In the Attic, Dick Tracy features (4) and serials (4).
**Personnel:** Jerry Kurtz, Ben Barry, Bill Cooke.

### Marvin Goodman Associates
**Majestic**
40 East 62nd Street, New York 10021
**Personnel:** Marvin Goodman.

### Group W
**Carlton**
90 Park Avenue, New York 10016
**Personnel:** Edward Cooper.

### Alfred Haber, P.A.
**C 050**
321 Commercial Avenue, Palisades Park, N.J. 07650
**Product:** Frank Sinatra* & Friends*, Circus of the Stars I and II*, Perry Como ... Music from Hollywood*, Perry Como ... Easter by the Sea*, People's Command Performance I and II*, All Star Tribute to John Wayne*, All Star Tribute to Elizabeth Taylor*, Disco Magic (27)*, Glen Campbell Music Hour (6)*, Kimberly Jim*, Rockin' In the U.S.A.*, 20th Anniversary of Rock

King Features *Cartoon 235 East 45th Street, New York 10017. Product: Popeye (220), Kool McCool (20), Beattie Bailey (50), Krazy Kat (50), Barnie Googie (50), Snuffy Smith (50), Beatles (39), Flash Gordon (40), TV Time Capsules (2,000). Personnel: Sam Gang.


MCA-TV *Majestic 445 Park Avenue, New York 10022 Product: Operation Prime-Time II*, The Incredible Hulk*, The Centennial*, Richie Brockleman*, Buck Rogers*, Marvel Super Heroes*, Testimony of Two Men (6), American Flyer (1), Bionic Woman (future release), Best Sellers (30), Rich Man, Poor Man Book 1 (12), Six Million Dollar Man (future release), Universal Star Spangled 33 films (33), Emergency (148), Adam-12 (174), Marcus Welby M.D. (172), Ironside (198), Rod Serling’s Night Gallery (97), Bold Ones (98), Name of the Game (78), It Takes a Thief (65), Universal film packages (706), Horror Great films (77), Abbott and Costello films (29), Comedy Festival films I (26), and II (26), Western Roundup films (28), Boris Karloff Presents Thriller (67), Alfred Hitchcock Presents (268), Dragnet (98), The Virginian (225), Run for Your Life (85), Suspense Theatre (53), Munsters (70), Jack Benny Show (104), Leave It To Beaver (234), Mc Hale’s Navy (138). Personnel: Roger Cordjoh, Claude Perrier, Karl devogt, Franz Elendendorf, Iffan Hamaoui, Tim Vignoles, Ralph Franklin.

Mediavision 387 1709 Bloor Street West, Toronto Product: Behind the Scenes with Jonathan Winters (47), Friends of Man narrated by Glenn Ford (45), Fabulous Talking Time Machine (52), Professor Moffett’s Science Workshop (28). An Element of the Unknown: The Sea narrated by Leonard Nimoy (one-hour special), Magical Mountain: Java narrated by Noel Harrison (one-hour special), Talk of the Devil (one-hour special), Invisible Influence (one-hour special). Personnel: Jo Ellen Frostad, Wyn Macken.


Office de Radio-Telediffusion du Quebec TBA (Radio-Quebec) 1000 Rue Fullum, Montreal

Office National du Film du Canada TBA Box 6100, Station A, Montreal


Paramount Television *Majestic One Gulf and Western Plaza, New York 10023. Product: Julie Farr MD*, Mulligan Stew*, Serpico*, Ted Knight Show*, Szysznyk (15)*, Jacksons (12)*, Hansel and Greipel*, Superlunt*, Dog and Cat, Westside Medical, Future Cop, Brady Bunch, Musical Specials, Chopper Squad, Blansky’s Beauties, Busting Loose, Trick and Treat (130). Jr. All Stars (50), Serpico (15), Mission Impossible (168), Star Trek (79), Love American Style (102), Mannix (193), Magician (21), Immortal (15), Petrocelli (44), Longstreet (23), Kate McShane (10), Barbary Coast (13), Love Story (12), Coronet Blue (13), Untouchables (118), Desilu Playhouse (47), Young Lawyers (24), Shane (17), Spyforce (42), Archer (6), Defenders (132), Fair Game (15), Doctors and Nurses (30), Nurses (68), Happy Days (115), Laverne and Shirley (62), Brady Bunch (117), Odd Couple (114), Paper Moon (13), Lucy Show (160), Me and the Champ (13), Cop and the Kid (113), Funny Face (13), Sandy Duncan Show (13), Barefoot in the Park (12), Star Trek animation (23), Odd Couple animation (18), Brady Kids (22). I Am Joe’s ... (4), Harigan and Son (34), Vacation Playhouse (11), Texan (80), Fair Exchange (13), Glynis (13), Guestward Ho (38). Personnel: Bruce Gordon, Patrick Stanbaugh, Jean Pullen, Peter Cary, Malcolm Vaughn, George Mooratoff, Ramon Perex, Malcolm Orama.


McMARTIN PERFORMANCE in a WORD

CLEAN!

DJs say it about our outside. Engineers say it about our insides. Listeners and advertisers say it about our sound.

McMartin 1000 Series consoles are part of McMartin’s “New Breed” of broadcast equipment. High performing. Reliable. Easy to work with.

- Vertical or rotary attenuators
- Five or eight channels
- Mono or stereo
- Gold plated contacts used where it counts
- Tantalum capacitors
- State-of-the-art ICs
- Newest design on the market

MCMARTIN

4500 South 76th St • Omaha, Nebraska 68127 • (402) 331-2000 Telex 484845

Broadcasting April 17 1978 87

Product(s)
TBA
2055 Rue Peel, Montreal
Personnel: Jean-Claude Tremblay, Francoise Bukovich.

Societe Radio Canada
TBA
1400 Est Boulevard Dorchester, Montreal H3C 3A8

D.L. Taffner Ltd.
Carton
1370 Avenue of the Americas, New York 10019

SIX FIGURE CCA/36 NEW CLIENTS/HEAT-UP COLD YOUNGSTOWN 1ST-QUARTER

"Attest our predictions, we have 36 top-flight advertisers (17 renewals) and we grossed $102,226, upping our net $12,938.36 over our first CCA campaign last year", said WKRN General Manager in a letter to Community Club Awards' founder, John C. Gilmore. 52 years under single family ownership and you can understand our retention in taking-on an "outside-promotion", continued William.

"What pleases me most, Joha, about CCA is the fact that the promotion really works for the vast majority of clients. Since community involvement and service has always been a major factor with the KBN stations, CCA has provided us a way to extend community service; attract new advertisers and doing it all profitably. We look forward to a good CCA sell here in Youngstown, Ohio", J.D. Williamson concluded.

COMMUNITY CLUB AWARDS
CALL COLLECT
AREA CODE 203/226-3371
P.O. BOX 151
WESTPORT, CONN. 06880

Personnel: Don Taffner, John Fitzgerald.

Teft H-S International/Hanna-Barbara Martizez and Majestik Essex House, 160 Central Park South, New York 10022
Product: Captain Caveman (24), CB Bears (13), Hey It's the King (13), Dynomutt (20), Scooby-Doo (24), Man From Atlantis (20), Happy Hour, Made for TV Movies, The Smurfs, The Beasts Are Loose, Magnificent Hustle, variety series. Personnel: Willard Block (Mar- tinez), Regina Danesis (Majestik), Stanley Moldow (Martinez), Bud Getzler (Carlton), Don Stapelton (Majestik).

Tele Metropole
TBA
1600 Est Boulevard de Maisonneuve, Montreal

Television InterAmericana (S.A.)
TBA
4547 Ponce de Leon Boulevard, Coral Gables, Fl. 33146

Television Representatives Carlton
333 South Beverly Drive, Beverly Hills, Calif 90212

Time-Life Television
A-125
Time & Life Building, New York 10020

20th Century-Fox Television
A425
10501 West Pico Boulevard, Los Angeles 90035
Product: The Adventures of Mohamed Ali-animated (13), Animals, Animals, Animals (48), Barney (58), Baggy Pants and the Nit-Wits (16), Batman (120), Blue Light (17), Breakaway (8), Broken Arrow (72), Circus (52), Dobie Gillis (147), Dr. Doolittle (17), Fantastic Voyage (17), Pelony Squad (53), The Ghost & Mrs. Muir (50), Hardy Boys (17), Incredible World of Adventure (31), Journey to the Center of the Earth (17), Julia (86), Legend of Jesse James (31). The Loner (26), The Man Who Never Was (18), MASH (approx. 175), My Friend Flicka (39), Nancy and the Professor (54), Peyton Place (54), Return to Peyton Place, Room 222 (113), Nunevo Uno (13), Orso Wells Great Mysteries (26), Saity (20), Shari Show (24), That's Hollywood (50), Valentines Day (34), Adventures in Paradise (91), Brackens World (41), Bus Stop (25), Daniel Boone (165), Dinah (52 weeks, 60 & 90 minute versions). Five Fingers (16), Follow The Sun (30), Fortunes Of Nigel (5), Hong Kong (26), Husband, Wives & Loveram (13), Jack The Ripper (6), James At 15/16 (22), Journey to the Unknown (17), Juud for the Defense (50), Lancer (51), Land of the Giants (51), Long Hot Summer (26), Lost In Space (83), Monroes (26), The Olympians (17), The Pathfinder (5), Starlost (16), Time Tunnel (30), 12 O'Clock High (78), Voyage to the Bottom of the Sea (110), Young Dan'l Boone (8). Life Goes to the Movies, W.E.B., Life Goes to War, Richard Rodgers; The Sound of His Music, Olympic Richards. Personnel: Sy Saikowitz, Russ Barry, Richard Harper, William Saunders, Elie Wahba, Ray Lewis, Jerold Ross.

United Artists International
Majestic
729 7th Avenue, New York 10019

UPA Productions
Carton
4440 Lakeside Drive, Burbank, Calif. 91505
Personnel: Henry Saperstein, Millard Segal.

Viacom Enterprises
Majestic
1211 Avenue of the Americas, New York 10036

Viacom Enterprises
Majestic
1211 Avenue of the Americas, New York 10036

Warner Bros. Televison Distribution
Majestic
4000 Warner Boulevard, Burbank, Calif. 91522

Worldvision Enterprises
A103
660 Madison Avenue, New York 10021
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.

<table>
<thead>
<tr>
<th>Last week</th>
<th>Title ▲</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 1</td>
<td>Night Fever</td>
<td>Bee Gees</td>
<td>RSO</td>
</tr>
<tr>
<td>2 3</td>
<td>Can't Smile Without You</td>
<td>Barry Manilow</td>
<td>Arista</td>
</tr>
<tr>
<td>3 3</td>
<td>Living After You</td>
<td>Bee Gees</td>
<td>RSO</td>
</tr>
<tr>
<td>4 4</td>
<td>Emotion</td>
<td>Samantha Sang</td>
<td>Private Stock</td>
</tr>
<tr>
<td>5 5</td>
<td>Lay Down Sally</td>
<td>Eric Clapton</td>
<td>RSO</td>
</tr>
<tr>
<td>6 6</td>
<td>If I Can't Have You</td>
<td>Yvonne Elliman</td>
<td>RSO</td>
</tr>
<tr>
<td>7 7</td>
<td>Jack and Jill</td>
<td>Raydio</td>
<td>Arista</td>
</tr>
<tr>
<td>8 8</td>
<td>Dust in the Wind</td>
<td>Kansas</td>
<td>Kirshner</td>
</tr>
<tr>
<td>9 9</td>
<td>Our Love</td>
<td>Natalie Cole</td>
<td>Capitol</td>
</tr>
<tr>
<td>10 10</td>
<td>Ebony Eyes</td>
<td>Bob Welch</td>
<td>Capitol</td>
</tr>
<tr>
<td>11 11</td>
<td>The Closer I Get To You</td>
<td>R. Flack/D. Hathaway</td>
<td>Atlantic</td>
</tr>
<tr>
<td>12 12</td>
<td>Love is Thicker Than Water</td>
<td>Andy Gibb</td>
<td>RSO</td>
</tr>
<tr>
<td>13 13</td>
<td>With a Little Luck</td>
<td>David Gates</td>
<td>Elektra</td>
</tr>
<tr>
<td>14 14</td>
<td>Running on Empty</td>
<td>Jackson Browne</td>
<td>Elektra/Asylum</td>
</tr>
<tr>
<td>15 15</td>
<td>We'll Never Have to Say Goodbye</td>
<td>Dan &amp; Coley</td>
<td>Elektra</td>
</tr>
<tr>
<td>16 16</td>
<td>Goodbye Girl</td>
<td>David Gates</td>
<td>Capitol</td>
</tr>
<tr>
<td>17 17</td>
<td>Dance With Me</td>
<td>Peter Brown</td>
<td>DR-TK</td>
</tr>
<tr>
<td>18 18</td>
<td>You're the One That I Want</td>
<td>Travolta/Newton-John</td>
<td>RSO</td>
</tr>
<tr>
<td>19 19</td>
<td>Sweet Talkin'</td>
<td>Wanda Electric Light Orchestra</td>
<td>UA/Jet</td>
</tr>
<tr>
<td>20 20</td>
<td>Just the Way You Are</td>
<td>Billy Joel</td>
<td>Columbia</td>
</tr>
<tr>
<td>21 21</td>
<td>Count on Me</td>
<td>Jefferson Starship</td>
<td>Grunt/RCA</td>
</tr>
<tr>
<td>22 22</td>
<td>More Than a Woman</td>
<td>Bee Gees</td>
<td>RSO</td>
</tr>
<tr>
<td>23 23</td>
<td>Too Much</td>
<td>Mathis &amp; Williams</td>
<td>Columbia</td>
</tr>
<tr>
<td>24 24</td>
<td>Feeling So Good</td>
<td>Chuck Mangione</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>25 25</td>
<td>Movin' Out</td>
<td>Billy Joel</td>
<td>Columbia</td>
</tr>
<tr>
<td>26 26</td>
<td>Sometimes When</td>
<td>We Touch</td>
<td>Dan Hill</td>
</tr>
<tr>
<td>27 27</td>
<td>Werewolves of London</td>
<td>Warren Zevon</td>
<td>Asylum</td>
</tr>
<tr>
<td>28 28</td>
<td>Imaginary Lover</td>
<td>Atlanta Rhythm Section</td>
<td>Polydor</td>
</tr>
<tr>
<td>29 29</td>
<td>Disc Inferno</td>
<td>Trammps</td>
<td>Atlantic</td>
</tr>
<tr>
<td>30 30</td>
<td>On Broadway</td>
<td>George Benson</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>31 31</td>
<td>Thank You for Being a Friend</td>
<td>A. Gold</td>
<td>Asylum</td>
</tr>
<tr>
<td>32 32</td>
<td>Shadow Dancing</td>
<td>Andy Gibb</td>
<td>RSO</td>
</tr>
<tr>
<td>33 33</td>
<td>I Go Crazy</td>
<td>Paul Davis</td>
<td>Columbia</td>
</tr>
<tr>
<td>34 34</td>
<td>Dance Dance</td>
<td>Chic</td>
<td>Atlantic</td>
</tr>
<tr>
<td>35 35</td>
<td>Hot Legs</td>
<td>Rod Stewart</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>36 36</td>
<td>Thunder Island</td>
<td>Jay Ferguson</td>
<td>Asylum</td>
</tr>
<tr>
<td>37 37</td>
<td>Before My Heart Founds Out</td>
<td>Gene Cotton</td>
<td>Ariola</td>
</tr>
<tr>
<td>38 38</td>
<td>Falling</td>
<td>LeBran &amp; Cory</td>
<td>Big Tree/Atlantic</td>
</tr>
<tr>
<td>39 39</td>
<td>More Than a Woman</td>
<td>Tavares</td>
<td>RSO</td>
</tr>
<tr>
<td>40 40</td>
<td>Always and Forever</td>
<td>Heatwave</td>
<td>Epic</td>
</tr>
<tr>
<td>41 41</td>
<td>It's a Heartache</td>
<td>Bonnie Tyler</td>
<td>RCA</td>
</tr>
<tr>
<td>42 42</td>
<td>Fooling Yourself</td>
<td>Styx</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>43 43</td>
<td>Pegs</td>
<td>Steely Dan</td>
<td>ABC</td>
</tr>
<tr>
<td>44 44</td>
<td>This Time I'm in It for Love</td>
<td>Player</td>
<td>RSO</td>
</tr>
<tr>
<td>45 45</td>
<td>Fantasy</td>
<td>Earth, Wind &amp; Fire</td>
<td>Columbia</td>
</tr>
<tr>
<td>46 46</td>
<td>Rock You're the Champions</td>
<td>Queen</td>
<td>Elektra</td>
</tr>
<tr>
<td>47 47</td>
<td>Deacon Blues</td>
<td>Steely Dan</td>
<td>ABC</td>
</tr>
<tr>
<td>48 48</td>
<td>You Belong to Me</td>
<td>Carly Simon</td>
<td>Elektra</td>
</tr>
<tr>
<td>49 49</td>
<td>Happy Anniversary</td>
<td>Little River Band</td>
<td>Capitol</td>
</tr>
</tbody>
</table>

Lightning bolt. Peter Brown's Dance With Me (DR-TK) bolts to 16 on "Playlist" its first week on the chart. "It's a disco hit," says Sony Jones, music director, WRIG/Y New York, where the record came on at 13. Roxy Myzal, music director, WLIW/FM New York, says "it's a smash record...the growth is phenomenal; sales have been jumping by leaps and bounds." The song is "more mass-appeal disco" than other disco records now being played, she says. Carly's cooking, Carly Simon makes a comeback on "Playlist" at 49 with her new single You Belong to Me (Elektra) drawn from the album Boys in the Trees. "It looks like it will be an across-the-board smash," says Rick Ryder of WFMK/M Manchester, N.H.; "I'm picking it to go all the way." When the song was added there last week, the response was "instant," he says. "It has an incredible hook...very mass appeal." Dave Brown of WWDQ/FM Washington says You Belong is "one of the best she's done in quite some time." The song, which falls somewhere between medium and up tempo, was written by Ms. Simon and Mike McDonald and was previously recorded by the Doobie Brothers. Last single, Nobody Does It Better, made it to the top of "Playlist" in November Good and long. Streely Dan, whose Peg has been on "Playlist" since January, charts another, Deacon Blues, at 48 this week. "It's a great record," says Roger Davis of WWOZ/Ohio, "it deserves to be a hit." But, he says, "the length [about six minutes] may hold it back" R.J. Reynolds of WSM/Madison, Wis, says the lyrics are real good...it's good sounding on the air. He agrees the length may pose a "potential problem. It's hard to program as often as you might like."
Paul J. Paulson, senior VP-managing director and member of board of directors of Compton Advertising, New York, joins Doyle Dane Bernbach there as executive VP for client services.

C. Anthony Wainwright, president, Wainwright, Smyth & Wright, Chicago, joins Marschalk Co., New York, as executive VP.

Sean Kevin Fitzpatrick, creative director, Columbia Pictures, Los Angeles, joins Dancer-Fitzgerald-Sample, Torrance, Calif., as VP and creative director.


Charles Hitchins, manager of Blair Television’s Chicago ABC sales unit, named VP.

Joseph M. Friedman, manager of San Francisco office of Avery-Knodel Television, appointed VP, Pacific Coast manager.

Gerard Hackett, administrator of audience promotion, WNBC-TV New York, named manager of advertising and promotion administration.

Al Cohen, presentation writer, ABC-TV New York, appointed manager, sports sales promotion.

Ernie Kovacs, retail sales manager, KFRC(AM) San Francisco, joins XETRA(AM) Tijuana, Mexico (San Diego), as general sales manager.

Bozell & Jacobs, New York, names five VP’s from its New York media department: Bob Berg, Harry B. Glass and Roy D. Minster, all associate media directors; Ronald F. Thomas, media research director, and John J. Guadelanis, director of local broadcast.

Philip N. Baker, associate research director, D’Arcy-MacManus & Masius, St. Louis, appointed director of research.


Named VP’s, Waring & LaRosa, New York: Susan Fehlinger, director of broadcast services; Irwin Levy, account supervisor, and Howard Tittle, creative supervisor.

Marc W. Morgan, Midwest sales manager, ABC Radio Spot Sales, Chicago, named sales manager of ABC-owned WFLD-FM New York.

Mark M. Freedman, account executive, WWDC-FM Washington, named local sales manager, WWDC-AM-FM.


Larry Wheeler, VP-program director, Sears-Roebuck Foundation, Chicago, joins Tracy-Locke Advertising, Dallas, as public relations account supervisor.

Rich Hughes, associate creative director, Welbin Advertising, Atlanta, elected VP. Mark F. Semmelmayer, assistant account executive, Hart-Conway Advertising, Rochester, N.Y., joins Welbin as account executive. Lydia C. Jones, controller, Interlude International Travel of Boston joins Welbin in same capacity.

Rotha Maddox, account executive, CBS-TV national sales, New York, named sales manager of Detroit office.

George Lange, Robin Spoelting and Mary Struble, media, planning trainees, J. Walter

Media

Derk Zimmerman, program manager, KBIK-TV San Francisco, named general manager, WFLD-TV Chicago. Both stations are owned by Field Communications.

Clifford E. Ford, director of sales, WKYC-TV Cleveland, appointed station manager.


Jim Putney, sales manager, KEZI-TV Eugene, Ore., named general manager.


Phil Burgess, sales manager for Manchester, Conn., fuel oil firm, named general manager, WMLB(AM) West Hartford, Conn.

Tom Kenney, program manager, KHOV-Houston, named to newly created position of director of broadcast operations.

John W. Fogler, director of graphics department, KCRA-TV Sacramento, Calif., named director of graphics and design, WCCO-TV Minneapolis-St. Paul.

Tim Roessler, promotion-continuity assistant, KMEX(AM) Sioux City, Iowa, appointed promotion manager.

Ken Danielson, audit manager of certified public accounting firm, Coopers & Lybrand, Miami, joins Storer Broadcasting there as director of accounting.

Robert C. Crowell and Felix W. Ozielowski, assistant treasurers for public accounting firm of Ernst & Ernst, Providence, R.I., join Outlet Co. there as treasurer and controller, respectively.

Barry Smith, audience promotion manager, KYW-TV Philadelphia, named director of advertising and promotion, KMGM-TV Denver.

Randy Kelser, director, WNOO-TV New Orleans, named director of promotion/advertising.

Corys Kennedy, from Bloomington, Ind., school system, named promotion manager for WNDU-TV South Bend, Ind.

Tom Raindon, general sales manager, KAAT-AM-FM Oklahoma City, named general manager.

Broadcast Advertising

Stanley Winston, executive creative director, Ogilvy & Mather’s direct response, New York, elected senior VP.

Wayne Fickinger, executive VP, J. Walter Thompson, Chicago, named chairman of company’s operations committee, New York.
ADVERTISING AGE ANNOUNCES "RADIO TODAY."
A SPECIAL PULL-OUT SECTION MAY 29, CLOSING MAY 15.

What's going on in radio these days? What's that new rating system all about? Which programming trends are re-shaping the business? Who's doing the best commercials? What should every first-time advertiser know?

More than 70,000 Ad Age subscribers will find out when they open their May 29 issue. Because our special insert, Radio Today will tell them. It's being written by a special staff of radio experts—and is designed to be pulled out and saved for easy referral every time a question about radio comes up.

That's why if you're in radio, you belong in this insert. It's your single best way to reach radio-conscious decision makers at every level.

Tell them about your radio station, your market, your creative talent, your syndicated series, your great repping ability—tell them where you figure into radio today.

At a cost of as little as $250 for a 5-inch ad, it's very affordable. Just like radio itself. So don't be left out. For all the information and an early space reservation—use the coupon today. Or save time by calling.

New York (212) 986-5050, Chicago (312) 649-5305, Los Angeles (213) 651-3710.

Advance praise from Miles David, President, Radio Advertising Bureau:

"With increasing advertiser and agency interest in radio, we're pleased to see Advertising Age expand its coverage of radio with your planned special radio section. We at Radio Advertising Bureau have been happy to help provide information on radio. We want to make sure that as many informational tools as possible are made available to agencies and their clients. We're very enthusiastic about increased Advertising Age coverage of radio, as we are about all of the many forms of increasing business media attention radio is now receiving."

Dane Hahn
Advertising Age "Radio Today"
708 Third Avenue
New York, N.Y. 10017

I'm interested in being a part of Radio Today, the special pull-out section of Advertising Age publishing May 29. Please rush me all the information.

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company</td>
<td>Address</td>
</tr>
<tr>
<td>Cell</td>
<td>State</td>
</tr>
<tr>
<td>Phone (Area)</td>
<td></td>
</tr>
</tbody>
</table>
Thompson, Chicago, named media planners.

Forest R. Miller, account executive, Ketchum, MacLeod & Grove, Pittsburgh, named VP, account manager.

Stephen J. Youlitis, account executive at CBS-owned WBMB(AM) Chicago, joins CBS Radio Spot Sales there in same capacity.

Frank DiCicco, salesman, WBYM(AM) New Britain, Conn., joins WMLB(AM) West Hartford, Conn., as sales manager.

Stephen M. Vall, account executive, Modern Talking Picture Service, New York, joins Norman, Craig & Kimmel there in same capacity.

Bill Mendell, account executive and television producer for Norman, Navan, Moore & Baird/ West, Los Angeles, joins Crosse & Doppler there as creative director.


Steve Johnston, account executive, KMCI(AM) El Cajon, Calif., joins KOME(FM) San Jose, Calif., in same capacity.

Programing

Roger R. Smith, director of investor relations, Warner Communications, New York, named VP.

Peter Grad, director of program development, Paramount Television, named director, West Coast development, Time-Life Television, Los Angeles. Appointment marks first step toward establishing Los Angeles production office by June 1 (and renting facilities at Studio City). David Susskind, senior executive producer, along with rest of Time-Life staff will remain in New York.

Irwin Moss, chief, New York business affairs department, ICM (talent and literary agency which is division of Marvin Josephson Associates), named executive VP national business affairs, Los Angeles.

Walter J. Wood, director of New York City's Office for Motion Pictures and Television, joins International Distribution and Production, New York, as president.

Terry P. Hourigan, director of broadcast services, Cosmos Broadcasting Corp., and general manager, WISAM both Columbia, S.C., joins Mutual Broadcasting System, Arlington, Va., as director of programming.

Leonard J. Grossi, manager, Metro TV Sales, New York, joins Paramount Television, New York, as director of operations.

Jo Anne Wallace, general manager, noncommercial KPPA(FM) Berkeley, Calif., joins noncommercial WGBH(FM) Boston, as program director.


Gail Flannigan, associate field producer, WTVJ-Boston, joins WJLA-Washington as associate producer.


Martin Garcia, director, program cost analysis, CBS-TV, New York, appointed to newly created position of controller, CBS/Entertainment.

Robert J. Sheehan, assistant controller, financial planning and analysis, CBS News, New York, named to new position of assistant controller with CBS/Entertainment.

Gerald L. Dhesse, executive in charge of production, Bill Burrd Productions, Los Angeles, named VP and assistant to president.

Kenneth Badish, assistant media director, Benton & Bowles, New York, joins Home Box Office there as manager of film acquisition.

Jim Kirby, general manager, Media Music, Los Angeles, and Bobby Magic, VP-program marketing, Media Music, join O'Connor Creative Services, Hollywood, as Western and Eastern regional VP's-sales.


Tom Zarecki, disk jockey, WRK(KFM) Brookfield, Conn., named program director.

Himan Brown, producer-director of CBS Radio Mystery Theater; awarded distinguished service award in communications by Brigham Young University, Provo, Utah.

Broadcasting Journalism


Named anchors at KYW-TV Philadelphia: Jane Crawford, general assignment reporter; Beverly Williams, weekend anchor, and Jim Hickey, general assignment reporter. In addition, Jeelu Billimoria, associate producer of public affairs program, named producer. She is succeeded by Eislei Linley-Pocock, associate producer in public affairs unit. Joining station as field producer is Tim Hawthorne from WCCO-TV Minneapolis-St. Paul.

Jack L. Margraves, from WCAU-TV Champion, Ill., named editorial director, WFAA-TV Montgomery, Ala.

Phyllis Furst, traffic manager, WCAU-AM-FM Philadelphia, named manager, broadcast operations.

Jan Harrison, weekend anchor, KGTW-TV San Diego, joins KHRO-TV Seattle as anchor.

Jackie Brockington, general assignment reporter-weekend anchor, KLUX-TV Green Bay, Wis., joins KGTW-TV San Diego as weekend weather report.


Tom Taube, sports editor, WKZO-AM-TV Kalamazoo, Mich., named sports director.


Equipment & Engineering

Leonard Wolff of Bosch-Fernshe, Houston, named to head new Houston facility of Ikegami Electronics. Irwin Wald, VP-sales manager, Glen Industrial Communications, Washington, named sales manager for Ikegami, New York.

John C. O'Donnell, associate director, operations planning, CBS-TV, New York, appointed director, technical services, New York production operations.

Fred Scobery, VP-engineering, Deluxe Laboratories, Hollywood, Calif., named presi-
In the summer of 1969, the Jefferson Pilot Broadcasting Corporation went out on a limb.

Instead of asking an established computer company to design a corporate general accounting system, they asked a number of us at Jefferson to do the job.

The venture was so successful, they decided to have us branch out by developing a distributive traffic service for the Jefferson Pilot stations. A service that would custom blend hardware and software to fit their exact needs at the time, as well as any future needs.

After all, who's in a better position to design a system for broadcasters than broadcasters?

Within two years, four Jefferson-Pilot properties, two radio and two TV, were flourishing from the program we designed.

The Post-Newsweek Corporation got wind of our escapades and became curious. They wanted to know which division of Jefferson-Pilot had developed this software.

Division? We didn't even have a name. But we got one quick. And before we knew it, seven Post-Newsweek stations were Jefferson Data clients.

Up until now we hadn't really told anybody about our product. But it was obviously time to start. We got in quite a few doors.

And we sold quite a few systems. Thirty-five in three years. But the startling fact was that forty percent of our clients had tried another computer service before switching to one of our custom blended systems.

So, if you're thinking about investing in a computer service, before you find yourself up a tree, talk to Bill Jennings, Jefferson Data Systems, Executive Plaza, 501 Archdale Drive, Charlotte, N.C. 28210, (704) 374-3631.

And wind up doing business with a good bunch.

EXPERIENCE YOU CAN DEPEND ON FROM BROADCASTERS YOU TRUST.
dent.

Jack Calaway, director of engineering, Vidtronics Co., Hollywood, elected VP, research and development.

Albert T. Montemuro, leader, systems engineering, RCA Broadcast Systems, Camden, N.J., named manager, systems engineering and custom repair and engineering shop.

Cable

Regina Schewe, administrative assistant to National Cable Television Association President Robert L. Schmidt, Washington, named assistant to president and director of office administration.

Allied Fields

Avery Gibson, director of client services for Major Market Index, New York, named VP of Audits & Surveys Inc., New York, and marketing director of A&S/TRAC-7, firm’s new radio audience measurement syndicated service (“Closed Circuit,” April 3).

Elliot Maxwell, counsel, Senate Select Committee on Intelligence, Washington, joins FCC Office of Plans and Policy in senior staff position as principal adviser on policy matters involving privacy, unauthorized interception of messages and communications security.


Bill E. Brock, president of Columbia School of Broadcasting, Hollywood, named chairman of board of Broadcasting Training Inc., which operates school.

Tom Boone, Midwestern manager, Community Club Awards for past three years and before that manager of KSLX(Am)-KMWM(FM) Pittsburgh, Kan., is candidate for Democratic nomination to U.S. House of Representatives in primaries to be held Aug. 1. Mr. Boone, 28, is one of five competing for seat now held by Joe Skubitz (R-Kan.) who is retiring at end of this term.

Deaths

Long John Nebel, 66, who conducted all-night radio talk shows in New York for more than 20 years, died there April 10 of cancer. At his death, Mr. Nebel was co-host with his wife, Candy Jones, of midnight to 3 a.m. program on WMCA(AM) New York. Starting in 1956, Mr. Nebel initially was on WOR(AM) New York.

For the Record

As compiled by BROADCASTING for the period April 3 through April 7 and based on filings, petitions and other actions announced by the FCC.


New stations

AM Start

* KAGC Sherman, Tex.—Authorized program, operating authority on 1510 kHz, 250 w. Jan. 11, 1978.

FM Starts

*KAYN Nogales, Ariz.—Authorized program, operating authority on 98.3 mhz, 215 w. March 22, 1978.

* KMDX Parkville, Mo.—Authorized program operating authority on 99.3 mhz, 3 kw. March 30, 1978.

*KZLO Pueblo, Colo.—Authorized program operating authority on 100.7 mhz, 100 kw. March 27, 1978.

**KMSC Sioux City, Iowa—Authorized program operating authority on 88.3 mhz, 10 m. March 27, 1978.

**WOES Elsie, Mich.—Authorized program operating authority on 91.3 mhz, 10 kw. March 21, 1978.

*KTJJ Farmington, Mo.—Authorized program operating authority on 98.5 mhz, 100 kw. March 31, 1978.


TV applications

**Guasti, Calif.—Petrojet Industries Inc. seeks ch. 46 (662-668 mhz); ERP 69.5 kw vis., 37.15 kw aud., HAAT 2865 ft.; ant. height above ground 131 ft. PO. address: 601 West 5th Street, Suite 101, Los Angeles 90017. Estimated construction cost $200,000; first-year operating cost $150,000; revenue $300,000. Legal counsel Re- R. Paul, Alexandria, Va. Principals:

San Francisco—K L & L Communications Inc. seeks ch. 26 (542-548 mhz); ERP 2,499 kw vis., 250 kw aud., HAAT 1,381 ft.; ant. height above ground 255 ft. PO. address: 390 Carrera Drive, Mill Valley, Calif., 94941. Estimated construction cost $1,599,551; first-year operating cost $500,000; revenue $550,000. Legal counsel A. Harry Becker, Washington; consulting engineer Raymond E. Rhrer. Principals: Lawrence M. Turet, Norman D. Taylor and Cufford K. Meldman.

San Francisco—K L & L Communications Inc. seeks ch. 52 (698-704 mhz); ERP 734.5 kw vis., 73.5 kw aud., HAAT 827 ft.; ant. height above ground 846 ft. PO. address: 1918 Miller Avenue, Winter Park, Fla., 32789. Estimated construction cost $1,321,000; first-year operating cost $225,000; revenue $1,300,000. Legal counsel James A. Gammon, Washington; consulting engineer George Tramper. Applicant is nonprofit corporation. Roy Hashem is president.

* For Myers, Fla.—University of South Florida seeks ch. 30 (566-572 mhz); ERP 614 kw vis., 122 kw aud., HAAT 968 ft.; ant. height above ground 988 ft. PO. address: 4202 Fowler Avenue, Tampa, Fla., 33620. Estimated construction cost $915,524; first-year operating cost $225,000; revenue $1,300,000. Legal counsel James A. Gammon, Washington; consulting engineer George Tramper. Applicant is nonprofit corporation. Roy Hashem is president.
How to Become Your Company's Top Salesman Through Showmanship

By DONALD N. MANN

Salesmen blow their minds before they meet the prospect. Here's a rapid-fire reference that tells you how to prepare, plan and close the sale with extra showmanship tips required to land the deal. Chicago's John H. Mann is manager of special projects and senior account executive of WBWM in Chicago.

Enclosed is check for $ for copies of "How to Become Your Company's Top Salesman Through Showmanship" at $3.50 each plus $3.50 shipping and handling for each copy. I am a member of National Association of Basketball Coaches. No refunds except on returns with postage. If check is returned, I will be billed.

Name

Company

Address

City State Zip

How to Become Your Company's Top Salesman Through Showmanship

CRAIN BOOKS/740 RUSH STREET/CHICAGO, ILLINOIS 60611

Broadcasting April 17 1978

$3.50

ONLY

EXCLUSIVE OFFER FOR DJ'S
seeks Box Walnut, cost $43,260; revenue $45,000. Format: standard pops.

Broadcasters seeks deleted Manchester, 480032, Los Angeles 90048. Applications 106.1

construction has seeks 91.5 of first Nancy Ark.

first-year operating cost $41,455; revenue $69,680; revenue $13,100; first-year operating cost $11,875; revenue.

seeks 92.7 of first-year operating cost $13,100; first-year operating cost $67,911; others.

Mr. Berman is operations manager of Texas Rangers Network baseball broadcasts Mr. Anderson is assistant treasurer of Control Data Corp.

*New Orleans* — Radio for the Blind and Print Handicapped inc. seeks 98.3 mhz, 53.6 kw, HAAT 603 ft. PO. address: 123 State Street, New Orleans 70118. Estimated construction cost $77,400; first-year operating cost $140,000; revenue not given. Format: informational/variety. Principal: is nonprofit, tax-exempt corporation founded to operate broadcast facility.

*Eastport, Me.— Shedd Memorial High School seeks 91.7 mhz, 0.1 kw PO. address: McKinney Street, Eastport 04631. Estimated construction cost $57,000; first-year operating cost $175,000, revenue not given. Format: informational/variety: Principal: is an independent school for blind and deaf children. Mr. Deering is control manager.

*Houghton, Mich. — Desnitz Broadcasting Co. seeks 97.7 mhz, 75 kw, HAAT 538 ft. PO. address: Route 2, Box 253, Chassell, Mich. 49916. Estimated construction cost $44,867.73; first-year operating cost $60,900; revenue $149,400. Format: adult contemporary. Principal: Harvey L. Desnitz, former sales manager, announcer and marketing consultant at various stations.

*Houghton, Mich.— Great American Communications Co. seeks 97.7 mhz, 1 kw, HAAT 475 ft. PO. address: Box 93 Houghton, Mich. 49931. Estimated construction cost $48,863; first-year operating cost $41,600; revenue $50,000. Formats: pops/country/top-40. Principals: Donald J. Backus and Martin J. Pennoni, each 50%. Mr. Backus is an announcer/producer at WNMU-FM, Las Vegas, Mich. as is Mr. Pennoni. Neither has broadcast experience.

International Falls, Minn.— KGLH Inc. seeks 94.3 mhz, 3 kw, HAAT 123 ft. PO. address: Box 591 International Falls, Minn. 56649. Estimated construction cost $48,900; first-year operating cost $22,470; revenue $30,000. Format: country/mountain/top-40. Principals: Daniel D. and Karen N. Grant, each own same per cent of ownership. Mr. Cooper owns remainder.

Norfolk, Neb.— Central Radio Inc. seeks 94.7 mhz, 100 kw, HAAT 650 ft. PO. address: 1515 Glenmore Road, Norfolk, Neb. 68701. Estimated construction cost $196,239; first-year operating cost $90,000; revenue $120,000. Format: adult contemporary. Principals: Gene A. Koehn, Gorden D. Adams and Herb D. Feidler, each 33.1/3%. Mr. Koehn is Norfolk retailer, Messers. Adams and Feidler are Norfolk retailers.

Boulder City, Nev.— Montage Inc. seeks 105.5 mhz, 0.8 kw HAAT 1627 ft. PO. address: 3890 Swenson St., Las Vegas, 89109. Estimated construction cost $56,911; first-year operating cost $54,118; revenue $114,160. Format: classical/jazz/MOR. Principals: Robert H. Ruark (51%), Paul Jankauer (22%), Ralph A. Koehn, Gorden D. Adams and Herb D. Feidler, each 16.67%. Mr. Jankauer is an attorney and Mr. Ruark an attorney, both in Las Vegas. Mr. Jankauer is president and 50% owner of Roberts Advertising, Chicago, and has held various broadcast positions most recently VP, general manager of WGN (AM) in Chicago.

Mr. Koehn is former GM of Roberts Advertising, 1/3 owner of Sales Unlimited, Airco and Nationwide Television Research as is Mr. Jankauer.

Nashua, N.H.— Soundpro Inc. seeks 106.3 mhz, 3

Broadcasting April 17 1978

96
T403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Elkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. By 11”, illustrated. $9.95

T417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING by Robert C. Stiller. A practical, self-study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. $9.95

T418. HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words on 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, By 11” bound in long-life binding. $30.00

T419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fishel. Essentially a course in showmanship this book teaches all the techniques needed to become a successful broadcast announcer for disc jockey. 256 pages, illustrated $12.95

T420. HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production. From TV commercials to feature-length films. Jammed with facts covering every aspect of estimating costs. Tells how to estimate every cost associated with any size production: including the production location, cast, crew, and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing, and processing fees, personnel, creative, technical, and talent, scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, plus a host of miscellaneous expenses such as trailer fees, animatronics, special effects requirements, and insurance. Also included are typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages. $12.95

T421. HOW TO SELL RADIO ADVERTISING by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect, you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportune moment," and how to convert a "No" to a "Yes." 320 pages.

T423. MANAGING TODAY'S RADIO STATION by Jay Hotte. Outlines principles evolved by the author during his 20 years as a broadcaster. 268 pages, illustrated. $12.95


T434. RADIO PRODUCTION TECHNIQUES by Jay Hotte. Here's an all-round book for everyone in radio—performers, producers and directors, sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound." In fact, every creative aspect of today's radio... with special emphasis on sales. Tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers sound screening, jingle use, news, on-air promotion, public service, contests, public affairs, spots, talk, and farm shows, etc. Practical data on sales includes idea development, writing, and how to create more effective commercials. 240 pages, illustrated. $14.95

T437. RADIO STATION SALES PROMOTION by Jack Macdonald. 300 merchandising-moving ideas! A compendium of creative selling ideas designed exclusively for radio stations—sales tools that work. A vast supply of ready-to-use ideas for producing sales in 43 categories, from air conditioners to washing machines. 72 pages. By 11” $10.00

T443. DIRECTIONAL BROADCAST ANTENNAS: A Guide To Adjustment, Measurement & Testing by Jack Layton. A complete and practical—but nontechnical—book about installing, adjusting, and maintaining directional antennas. Describes the directional antenna and its construction from the ground up. This is one book every station should have, and every DA must have. 210 pages, 50 illustrations. $12.95

---

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

Send the books whose numbers are indicated at right. Payment must accompany your order.

Name

Address

City State Zip

Book No. | Price
--- | ---

---

Total $
kw. HAAT 300 ft. P.O. address: 58 Fieldstone Drive, Londonderry, N.H. 03053. Estimated construction cost $98,655; first-year operating cost $11,140; revenue $200,000. Format: Oldies."
Buyer is owned by Marvin B. Korosky; 50% Miriam and Howard Warsaw; 25% each. It also owns KMAX(FM) Arcadia and KPCC(FM) Pasadena, both California; KEST(FM) San Francisco; KUXL(FM) Golden Valley, Minn.; WTHEL(M) Mineola, N.Y.; WARO(AM) Canonsburg, Pa.; WVVX-FM Highland Park, Ill. and WYLO(AM) Jackson, Wyo. Action March 30.

KHAP(AM) Aztec, N.M. (1340 khz, 1kw-D, 250 WAT) - Broadcast Bureau granted assignment of control from San Juan Broadcasting of Louis C. Erck (90% before; none after) to David J. Waits (100% after). Consideration: $125,000.25. Principal K. Neill Jackson, president and 100% owner of Dawn Broadcasting, is selling because of his and wife's failing health. Thomas Neill Jackson, president and 100% owner of Dawn Broadcasting, was program director and engineer of WAKO(AM) Canonsburg, Pa. Action April 3.

WXYH(AM) Athens Tenn. (1390 khz, 500 w-D) - Broadcast Bureau dismissed application for transfer of control of J's Broadcasting Co. Action March 31.

WSIM(FM) Red Bank, Tenn. (94.3 mhz, 3 kw) - Broadcast Bureau granted assignment of license from Ray P. Dean to WSI.M. Inc. for $450,000. Seller: has no other broadcast interests and is restructuring finances subsequent to period of poor health. Buyer is new corporation with no other broadcast interests wholly owned by Fred and Marilyn Brennan. WSI, Inc. is principally owned by W.B. Eben's Jr., 43, 39, and his immediate family. Action March 31.


KPRE(AM) Paris, Tex. (1250 khz, 500 w-D) - Broadcast Bureau granted assignment of license from Action Broadcasting Inc. for $260,000. Seller: is principally owned by Michel H. Halbouty, chairman of board. Buyer: Bob Davis, Bell is 100% owner. Neither party has other broadcast interests. Action March 30.


KWYA-FM Yorktown, Va. (94.1 mhz, 50 kw) - Broadcast Bureau granted transfer of control of Cradle of Democracy Broadcasting Co. from William H. Exton and others (77.1% before; none after) to Frederick Exton and others (26.9% before; 100% after). Consideration: $1 per share (65) plus assumption of $166,691 in liabilities and $2,400 payment of present shareholders’ notes. Five of seven present stockholders are selling interests in station. M. Exton (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. Weaver Jr. and his cousin, by marriage, Carol Exton Weaver. M. Weaver is sales manager of station. None of 14 buyers has other broadcast ownership interests. Action March 31.

WLYF(AM) Miami (1015 mhz, 100kw) - Broadcast Bureau granted assignment of license from Sudbrick Broadcasting Inc. to Storer Broadcasting for $3,560,000 plus $540,000 consulting agreement. Seller: principally owned by Robert W. and Margareta S. Sudbrick and family. Sudbrick also owns two AM's and five other FM's. Buyer is publicly-traded group owner of five AM's, one FM and seven TV's. Action April 5.

Facilities changes

AM actions

KFJA Carmichael, Calif. - Broadcast Bureau granted mod. of CP to change ant. and TL, and type trans., conditions (BMP-14,541). Action March 23.

WNBH New Bedford, Mass. - Broadcast Bureau granted mod. of CP to change TL and make change in ant. system, conditions (BMP-14,500). Action March 30.


KZJIP Amarillo, Tex. - Broadcast Bureau granted mod. of CP to make changes in ant. system, conditions (BMP-14,544). Action March 28.

WOXY Milwaukee - Broadcast Bureau granted mod. of CP to make changes in ant. system, conditions (BMP-14,498). Action March 30.

FM actions

WWSM-FM Bay Minette, Ala. - Broadcast Bureau granted CP to install new trans., new circular polarized ant., change TPO, ERP: 2.3 kw (h/kw) and antenna height 340 ft., conditions (BPH-10,867). Action March 23.

WHOO-FM Orlando, Fla. - Broadcast Bureau
granted CP to make changes in transmission line, ERP: 98 kw (h.v), ant. height 460 ft. (h.v), remote control permitted, conditions (BPH-10,936). Action March 29, 30.

- WSOJ-FM Jesup, Ga.—Broadcast Bureau granted CP to make changes in transmission line, change ant.- change TPO: ERP: 3 kw (h.v), ant. height 300 ft. (h.v) (BPH-10,943). Action March 23.


- WYCA-FM Hammond, Ind.—Broadcast Bureau granted CP to replace damaged transmission to main ant. and increase TPO, ERP: 30 kw (h.v&v), ant. height 1,010 ft., conditions (BMPH-15,209). Action March 19.

- WSBA-FM York, Pa.—Broadcast Bureau granted CP to install new trans., install new DA, make changes in ant. system, change TPO, ERP: (main max.) 12 kw (h.v&v), ant. height 980 ft. (h.v&v), (aux.) 750 ft. (h.v&v), conditions (BPH-10,868). Action March 24.

- KIEL-FM Beaumont, Tex.—Broadcast Bureau granted PO, to delete control change TPO, ERP: 60 kw (h.v), ant. height 220 ft. (h.v) (BPH-10,863). Action March 23.

- KYUX-FM Seattle—Broadcast Bureau granted CP to change TPO, ERP: $1 kw (h.v&v), ant. height 1,220 ft. (h.v&v) (BPH-10,935). Action March 23.


- Cleveland, SJR Communications, Inc. (WQLJ(FM)), renewal proceeding: (BC Doc. 78-94) — ALJ David I. Kraushar rescheduled prehearing conference from May 8 to May 12. Action March 28.


Review Board decisions

- San Diego, TV proceeding: (Doc. 20130) — Review Board dismissed pending pleadings. Action April 5.


FCC decisions

- Commission authorized AM, FM and TV stations to rebroadcast weather transmissions originated by National Weather Service on 162.4 and 162.550 mhz freq. Commission put four conditions on the plans unless the licensees agree to do.(1) messages must be rebroadcast within 1 hour of receipt from National Weather Service; (2) if commercials are aired in connection with weather rebroadcast they must not convey an endorsement by Government of products of services advertised; (3) credit must be given to National Weather Service, and station may not rebroadcast transmissions of personal radio services stations. Action April 3.


- WLBT-TV Jackson, Miss.—Commission authorized Communications Improvement Inc. interim operation of a station to use part of stations net profits toward construction and operation of new independent noncommercial FM there. Action April 6.

- WDOG-TV Houston—Commission granted exception to its top-50 market policy and approved assignment of license of UHF station from Crest Broadcasting Co. to Metromedia Inc. Metromedia is licensee of six TV’s and was granted exception of FCC policy which prohibits common ownership in top-50 market of more than three, two of which may be VHF because Metromedia said in order to be competitive WDOG-TV’s technical facilities must be improved and new programing acquired. Action April 6.

Complaints

- Total of 3,347 broadcasting complaints was received from public in February, decrease of 348 from January. Other comments and inquiries for February totaled 2,794, decrease of 127 from previous month. Commission sent 1,772 letters in response. Action March 31.

- WNH(E)AM Porstmouth, Va.—Commission notified licensee of apparent liability for $5,000 for misleading public during “Mr. Treasure” Contest. Action April 5.

- WLS(A)AM Beckley, W. Va.—Broadcast Bureau notified licensee of apparent liability of $250 for repeated failure to install at remote control point equipment to monitor and control fm. phase monitor at site, on various dates. Action March 27.

Allocations

Actions

- Green Valley, Ariz.—Commission denied request by Graham Broadcasting Co. of Tucson for review of staff action June 18, 1976, denning ch. 29A from Tucson and assigning it to Green Valley. Action March 28.

- Baxter Springs, Kan.—Broadcast Bureau assigned ch. 29A as community’s first FM in response to petition by John R. Maxton. Action March 31, becomes effective May 16.

- Brewster, Me.—Broadcast Bureau assigned ch. 26A as community’s first FM in response to petition by Bangor Broadcasting Co. Action March 31, becomes effective May 16.

- Salisbury, Md.—Broadcast Bureau proposed assigning UHF ch. 47 as community’s second commercial TV, in response to petition by MDV Television Co. Comments due May 26, replies due June 15. Action March 27.

- Spring Grove, Minn.—Broadcast Bureau proposed assigning ch. 25A as community’s first FM in response to petition by John W. White. Comments due May 26, replies due June 15. Action March 27.

- Grand Island, Neb.—Broadcast Bureau proposed assigning ch. 29A as community’s third FM in response to petition by KMMJ Inc., licensee of daytime only KMMJ(AM) there. Comments due May 26, replies due June 15. Action March 27.

- Las Vegas.—Broadcast Bureau proposed assigning

In context

Petitions to deny


- Wildwood, NJ—Atlantic City TV Corp. petitioned to deny license assignment of WCMC-TV. Action March 31.

Procedural rulings

- Mobile, Ala.—Sound Broadcast Corp. (WLPR(FM)) and Mobile Broadcast Service Inc., FM proceeding: (BC Doc. 78-74-75) — ALJ James K. Cullen Jr. granted request by Broadcast Bureau and extended to April 14 time to respond to motion to enlarge issues. Action April 3.

- Gainesville, Fla.—Gainesville Media Inc., FM proceeding: (Docs. 206-22-4) — Chief, Office of Opinions and Review granted petition of Gainesville Media and extended time for filling opposition to applications for review until 40 days after Review Board has acted on petition for reconsideration. Action April 3.

- Miami, Bartell Broadcasting of Florida, Inc. (WMXJ(FM)), renewal proceeding: (Doc. 20826) — Chief, Office of Opinions and Review granted motion by Broadcast Bureau and extended to April 28 time to file replies to Bartell’s exceptions and supporting brief to initial decision released Jan. 18. Action March 31.


- Tupelo, Miss., Lee Broadcasting Corp. (WTUP), renewal proceeding: (Doc. 21430) — ALJ John H.

CHLADEK & ASSOCIATES
Cable Origination/Access/MD.S.
(212) 475-1550
110 East 23rd St., New York, N.Y. 10010

Broadcasting April 17, 1978 100

CHLADEK & ASSOCIATES
Cable Origination/Access/MD.S.
(212) 475-1550
110 East 23rd St., New York, N.Y. 10010
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATLANTIC RESEARCH CORP.</td>
<td>Jansky &amp; Bailey</td>
<td>5309 Champion Avenue</td>
<td>(703) 354-3400</td>
</tr>
<tr>
<td>CARL T. JONES ASSOC.</td>
<td>(Formerly Gauthney &amp; Jones)</td>
<td>3990 Telstar Ct., Suite 405</td>
<td>(703) 560-6800</td>
</tr>
<tr>
<td>STEEL ANDRUS &amp; ASSOCIATES</td>
<td>2029 K Street, N.W.</td>
<td>Washington, D.C. 20006</td>
<td>(301) 827-8725</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>8200 Snowville Road</td>
<td>Cleveland, Ohio 44141</td>
</tr>
<tr>
<td>JOHN H. MULLANEY</td>
<td>Consulting Radio Engineers, Inc.</td>
<td>9616 Pinkney Court</td>
<td>Potomac, Maryland 20854</td>
</tr>
<tr>
<td>DAWKINS ESPY</td>
<td>Consulting Radio Engineers</td>
<td>Applications/Field Engineering</td>
<td>P.O. Box 3127-Olympic Station 92012</td>
</tr>
<tr>
<td>KESSLER ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>AM-FM-TV-Microwave Systems</td>
<td>5151 N.W. Sixth Street</td>
</tr>
<tr>
<td>LAUREN A. COLBY</td>
<td>Attorney-at-law</td>
<td>15 N. Quay Street</td>
<td>Philadelphia, PA 19106</td>
</tr>
<tr>
<td>A. D. RING &amp; ASSOCIATES</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>1234 G St., N.W., Suite 500</td>
<td>Washington, D.C. 20005</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>Consulting Engineers</td>
<td>8701 Ga. Ave., Silver Spring, MD 20910</td>
<td>(301) 599-6898</td>
</tr>
<tr>
<td>DON'T BE A STRANGER</td>
<td>To Broadcasting's 157,000+ Readers</td>
<td>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.</td>
<td>*1977 Readership Survey showing 44 readers per copy</td>
</tr>
</tbody>
</table>

**Contact:** BROADCASTING MAGAZINE | 1735 DeSales St. N.W. | Washington, D.C. 20036 | for availabilities | Phone: (202) 638-1022 |


- Forks, Wash.—Broadcast Bureau assigned ch. 280A as community's first FM in response to petition by Ben E. and Marjorie C. Howard, licensee of KVCAM (AM) there. Action March 31, becomes effective May 16.

Rulemaking

Petitions


Actions

- Commission amended rules to clarify technical requirements for monitoring modulation levels of AM-FM radio by clarifying wording but imposed no additional burdens. Action March 28, becomes effective April 14.

- Commission announced it would hear panel of experts beginning May 10 on whether to reduce maximum UHF noise figure for television sets and if so, how far. Action May 4.

In response to request by National Association of Broadcasters, Chief, Broadcast Bureau extended from April 7 to May 8 time for filing response to petition of Action for Children’s Television for rulemaking looking toward elimination ofsponsorship and commercial content in children’s programming and establishment of weekly 14-hour quota of children’s TV programs. Action March 24.

Summary of broadcasting

FCC tabulations as of Feb. 28, 1978

<table>
<thead>
<tr>
<th>Cable</th>
<th>Licensed</th>
<th>On air STA*</th>
<th>CPs on air</th>
<th>CPs not on air</th>
<th>Total</th>
<th>Total automated**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,898</td>
<td>6</td>
<td>27</td>
<td>4,522</td>
<td>43</td>
<td>4,565</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2,945</td>
<td>69</td>
<td>3,019</td>
<td>3,118</td>
<td>60</td>
<td>3,178</td>
</tr>
<tr>
<td>Educational FM</td>
<td>804</td>
<td>19</td>
<td>924</td>
<td>866</td>
<td>178</td>
<td>1,044</td>
</tr>
<tr>
<td>Radio</td>
<td>8,342</td>
<td>7</td>
<td>134</td>
<td>8,483</td>
<td>235</td>
<td>8,718</td>
</tr>
<tr>
<td>Commercial TV</td>
<td>724</td>
<td>1</td>
<td>1</td>
<td>723</td>
<td>72</td>
<td>795</td>
</tr>
<tr>
<td>Educational TV</td>
<td>211</td>
<td>1</td>
<td>211</td>
<td>210</td>
<td>41</td>
<td>251</td>
</tr>
<tr>
<td>Total TV</td>
<td>935</td>
<td>2</td>
<td>135</td>
<td>950</td>
<td>220</td>
<td>1,170</td>
</tr>
<tr>
<td>FM Transmitters</td>
<td>212</td>
<td>0</td>
<td>212</td>
<td>212</td>
<td>0</td>
<td>212</td>
</tr>
<tr>
<td>Transmitters</td>
<td>3,476</td>
<td>0</td>
<td>3,476</td>
<td>3,476</td>
<td>0</td>
<td>3,476</td>
</tr>
<tr>
<td>VHF</td>
<td>1,082</td>
<td>0</td>
<td>1,082</td>
<td>1,082</td>
<td>0</td>
<td>1,082</td>
</tr>
<tr>
<td>VHF</td>
<td>2,394</td>
<td>0</td>
<td>2,394</td>
<td>2,394</td>
<td>0</td>
<td>2,394</td>
</tr>
</tbody>
</table>

*Includes air-stations licensed under Part 15 of the FCC Rules and Regulations.

**Includes air-stations licensed under Part 15 of the FCC Rules and Regulations.

Broadcasting April 17, 1978
**RADIO**

**HELP WANTED MANAGED**

*Need mature news oriented operations manager for growing regional AM/FM in Midwest agriculture area. Organizational and leadership qualities must. Excellent modern facilities, City of license 15,000. Please send resume and references. Box D-151.*

**General Manager** for AM and FM combo in Top 30 market. Sales and programming experience a must. Consider strong salesperson ready to move up. Fringe benefits. Send complete resume, account history, current earnings to General Manager, WITY, Box 142, Danville, IL 61832. Equal Opportunity Employer.

**Southern Georgia Country** operation has immediate opening for sales representative. Position requires person with experience for combination position. Active list waiting for the right person. Send tape and resume to WJEM, Box 38B, Valdosta, GA 31601.

**Sales manager** for biggest billing Small Market station in the Carolinas. Must be professional, RAB, top pay, profit sharing, advancement opportunities with growing group. EOE. Box E-12.

**Exceptional opportunity** to earn. Professional radio sales person for unique Middle Market Connecticut Radio Station. Box E-47.

**Top rated** country station in the Capital City has opening for a real pro, for a full time DJ. If you are ready to move up, call PD, or G.M. 217-528-3033 E.O.E.

**Automated, Beautiful Music Station** has opening for experienced Announcer with good voice and production skills. Send resume and audition tape with news and commercials to WLIN, PO Box 12247, Jackson, MS 39211.

**Top rated modern country** station in Capital City has opening for a real pro, for a full time DJ. If you are ready to move up, call PD, or G.M. 217-528-3033 E.O.E.

**Hunt valley, good location. Top paid.** Sales training provided. Send air check and resume to: Station Manager, WOCL, Princess Anne, MD 21853.

**I Sure Would Like** to know where all the experienced Contemporary Communicators are. Needed immediately—AM communicator from 6-9 with top production. E.O.E. Tapes and resumes to Doug Shackett, Electromagnetic Corp. 221 Washington Street, Claremont, NH 03743.

**Experienced announcers** needed for progressive growing station in beautiful Northern Wisconsin. Need strong production—potential for sales and program director position. Send tape, resume and salary requirement to Roger Uhrenheir, PO. Box 310, Antigo, WI 54409.

**PM, drive air personality for Contemporary M.O.** Experience and good production a must. Salary commensurate with ability. Send air-check, production samples and resume to: Jeff Topps, WBNR, Box 511, Marion, KY 42950.


**Top small market station in Midwest seeks experienced announcer for information-minded radio. News and sports background helpful. Box E-45.**

**Midwest Modern Country**, wants to give break to Small or Medium Market talent, ready to move up. If your production and air work is good let's talk. Send tape and resume to Box E-51.

**KLOK Radio, San Jose** is looking for a permanent part-time jock to work the daily 10 to midnight shift. Male or female send tapes and resumes to Bill Weaver, PO Box 21248, San Jose, CA 95151. KLOK is an Equal Opportunity Employer.

**Modern Country Station** seeks experienced announcer. Immediate opening salary above average. Delightful place to live by lake area in warm climate, exceptional schools, excellent medical plans, send resume indicating starting salary requirement and tape. Jeffrey Millar care WKUL, PO Drawer 968, Culim, AL 35055, Equal Opportunity Employer.

**Announcer, MOR Format. Sales position also available. Sales training provided. Send tape and resume to: WLRB, Box 254, Rehoboth Beach, DE 19971. EOE.**

**Experienced Announcer** with FCC First Class License. Duties include on the air announcing shift, announcing styles suitable to MOR format, including hosting a no-news delves commercial production and recording; and assisting Chief Engineer in technical maintenance. Send tape and resume to WGBR Radio, PO Box 207, Goldsboro, NC 27530. An Equal Opportunity Employer.

**Afternoon Announcer needed for Country Format. Some experience necessary. Send resume and non-returnable tape to Operations Manager, WFGF Box 38, Sumter, SC 29150. No phone calls. EOE.**

We're looking for a strong personality pro for mid-days who wants to work for a top rated station in a market that has all of the advantages of a big city with none of the problems. Immediate opening. Send tape and resume to: John Zuckar, WGGE, 115 South Jefferson, Green Bay, WI 54301. EOE.

**Personality Jock** ... Midwest Modern Market. Must have experience in news, sales, and some production. Send air check and resume to: Station Manager, WOCL, Drawer 968, Rehoboth Beach, DE 94893. EOE.

**Eastern NC AM/FM** rebuilding staff. Need program director, personalities, business director, and engineer for AM top 40 and FM automated MOR. Young progressive management and ownership. Send tapes and resumes to Mr. Richard Oakley, Century Communications, Box 170, Wilson, NC 27893. EOE.

**Country Disc Jockey** — Music Director with production capabilities. Some news, 3rd Endorsed. Send resume and tape to: KNZA Box 104, Haskell, KS 66434.

**Unique Air Personalities** wanted. Buddy Holiday, formally of KLIF, WOOG and KLFU is back in Houston-programming the newest and most exciting music formats: Contemporary religious music, highest quality, Great variety Thoroughly exciting. Unique career opportunity. Join us. Send tape and resumes to Buddy Holiday, KFMK-FM, 1900 Medical Towers, S. Main & Dryden, Houston, TX 77030.

Where has all the Talent gone? Need Air PersonalityMusic Director now, for Top Rated Modern Country. 303-542-5572 Doug Wilson.

**Radio Stations** KBCL AM, Shreveport, Louisiana needs announcer for mid-day shift. Must be top in production. Experience with two to three years helpful. Send recent air check and resume in production work to: KBCL, 227-1220 Shreveport, LA 71101 (505 Lane Building).
HELP WANTED TECHNICAL

If you are a technical crackjacker who would like to spend his time in a pleasant well-equipped lab, 35 miles from Chicago, with a view of a 5000-watt full-time AM station and a 100-mile (soon to become 250) sophisticated CATV system (microfilm, too!), call Louis Seltzer, 312-384-2100 or write to WOJ/ Cable TV of Chester County, PO Box 231, Coatesville, PA 19320. E.O.E.

Engineer Wanted for 2 sick day-timer in the Midwest. Complete maintenance background, all FCC regulations plus Novice Fringe plus profit sharing. Send complete resume to: Box D-121.

Chief Engineer who understands both AM and FM. Mid West Combo needs experienced pro with ears. Good equipment and facility Chance for advancement with growing, ambitious group. Immediate opening. Resume to: Perry St. John, VP GM, KSO, KGKO, 3900 N.E. Broadway, Des Moines, IA 50317.

Chief Engineer for Midwestern FM University station. College Degree required with experience in FCC regulations. Will maintain and repair broadcast equipment. Teach course in basic electronics, EOE. Send resume to Box E-19.


Engineer needed for AM/FM, separate IGM automation systems. Salary negotiable. Call Station Manager, WRSW, Warsaw, IN 219-267-3111.

HELP WANTED NEWS

Illinois. Small town or rural background. Obtain, write, and air local news. Resume, Box D-144.

Broadcast Journalist for Midwest AM/FM. Excellent news room facilities, regional coverage. We place a high value on getting a hold on public affairs. Growth with us. Please send resume, tape and references to WILO AM/FM, Frankfurt, IN.

Mid Atlantic Regional with strong news commitment needs experienced professional. Must have talk show experience. Proven ability to develop and there’s room to grow. An Equal Opportunity Employer. Forward complete resume to Box E-4.

Broadcast school newspaper wanted for radio station in Worcester, MA Must have knowledge of radio newspaper duties. Please send resume to Box E-11.

Newsperson. Immediate opportunity for a newcomer with polished delivery. Excellent working conditions and salary, salary oriented. Send tape and resume to Red Pillrich, News Director, WJL, Box 30181, Lincoln, NE 68503.

News oriented station in size 32 Market looking for a young aggressive newcomer. Must have strong delivery ability to write and report, and be innovative. Send tape and resume to: WJRO, Box 1100, Nashville, TN 37203.

Southern East Coast. Adult/Contemporary looking for powerful News Director. Top salary benefits, and future with excellent company. Plus sunshine the year round. Tape must include: 623 Oakes Hollow Road, Jacksonville, FL 32211.

News/Spots Position open at one of America’s most professional small market stations, and one of the finest plants anywhere. Enjoy Great East Texas family lifestyle in proud, vibrant community. Above average pay and benefits. Excellent advancement opportunity on stable, congenial staff. Equal Opportunity Employer. Send tape, writing samples, including sample news interview, resume and references. KEBE/KOOI Radio, Box 1648, Jacksonville, FL 32206.

Expanding news staff. Opportunity for newspaperer with at least one year experience to join active news department in prime locations. One of the finest markets. Send tape and resume to Tim Tyson, News Director, WBHP Radio, Box 547, Huntsville, AL 35804.

Adding another morning anchor. Looking for an individual with experience in dramas, comedies, possessing outstanding journalistic skills and sports interest. Tapes and resumes to: Jess Peterson, News Director, WKLO, 307 West Walnut, Louisville, KY 40202. E.O.E.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Program Director for Adult-MOR Community-Oriented group station in Sunbelt. Good pay plus profit sharing. EOE Box E-13.

Major Programming Syndicator looking for experienced operations and/or production persons to assume those positions. Contemporary—Adult/Contemporary Beautiful Music client stations. Also considering applications from those with successful experience in programming/production. Send resume and sample music and have the technical ability to master tapes. Confidentially assured. Send resumes to: Box E-33.

Wanted: Program Director for small market, for new FM station in Western Oklahoma. MOR-CW format, heavy emphasis on agriculture. Quintron Jenkins or Peggy Bryan, 405-323-1953.

SITUATIONS WANTED MANAGER

Station Manager who can lead sales & programming to No. 1 position in your market is looking for career position. Must be good, sound, solid growth position, I’ll bribe my way out of it.

Your manager may be a great salesperson who can’t make your station successful because he doesn’t understand programming. I am a sales-oriented programmer who can. Let me show you. Box D-141.

General Manager/SALES Manager—Radio or TV. Qualified professional 30+ years experience. Management, administration, sales, co-op specialist, announcing. Will consider any size market. Looking for challenge and reward. Box E-7.

Experienced Broadcasting Executive. AM FM CATV sales, finance, acquisition, union negotiation, available now. Box E-41. EEO.

Experienced Manager/ Sales Manager: Eleven years experience, all phases radio. Large and small markets. Extensive sales background with excellent track record. Top references. Box D-72.

Streetlighting hustler who knows community involvement and how to sell it aspires to management (Sales). Box E-38. Send resume and sales oriented. Small or medium market in cool climate only. Box D-77.

SITUATIONS WANTED SALES

On the Air 20 years now want full time sales. Ambitious, aggressive, dependable. Box E-25.


SITUATIONS WANTED ANNOUNCERS

Seeking First Break or Job in Radio. Thoroughly experienced in all phases. Third Endorsed. Ready to relocate. For tape and full resume, call 312—358-6390 or after 5 till 9 p.m. 312—373-3000 or write: Craig Stevens (Ginsburg), 5843 W Main Street, Bloomington, IL 61705.

Air personality superbly trained seeking first job in radio. Available immediately. For resume and tape call 312—762-0055 6 p.m to 7 am or James Sykes, 1250 S. Independence, Chicago, IL 60623.

Male 26 with 3rd endorsed, expertly trained, seeking break in radio, available immediately, will relocate, tape-resume upon request. 312—978-4981 after 5 p.m. Samuel Garrett, 9011 South Dante Ave., Chicago, IL 60619.

Seeking first job in radio, professionally trained in all phases. Will relocate immediately. For tape and full resume call 312—573-9047 between 5 and 11 pm and write Mark Jay Muler, 9047 Crawford, Sokie, IL 60076.

Superbly trained Air Personality seeking first job in Radio. 3rd endorsed, available immediately. For resume and tape call 312—438-1835 between the hours 3p.m.—midnight, or write David Cox, 6840 So. Bell, Chicago, IL 60636.

Doctor Rock is ready to roll! Professionally trained, 3rd endorsed, full of ideas! Tapes and resume available immediately. Will relocate. Call 312—422-2788 or write: Doctor Rock, P. O. Box 404, Oak Lawn, IL 60453.

Full position all Southern California Radio stations. Male, 22, 3rd endorsed, experienced in Top-40, News and Major Market experience in sports reporting. Seeks full or part-time position in any of the above. Moving to Southern Cal, contact Mr. P. O. Box 25062, Phila., PA 19147. Tape and resume available.

Experienced DJ & News, Contemp, MOR or Top 40, 3rd, BA. Avail Now, Small or Mid Mkt. 703—243-5936.

Third Endorsed with experience in MOR. Looking to move to Medium Market MOR or Top 40. My tape will speak for itself Box D-109.

Broadcasting school graduate, very well trained in D.J. announcing and production, tight board, eager to learn, will relocate. Call 312—248-5871 between 6 p.m. and 10 p.m. Doni L. Reed, 626 West Waveland, 2D, Chicago, IL 60613.


10 years experience, 1st phone, 38, single. AdultContemporary and News only. Box E-20. Seeking an opportunity in the Southwest with a secure future. For further information call Bob Peacock, person to person at 214—630-1011 and leave word.


Announcer First Class Eng. Looking for full time air shift, New England. EASY going, crackjack production work, immediately. Box D-76.

Sportscaster—Play-By-Play football basketball, baseball. 6 years experience, major college conference level. Available immediately Box E-6.
SITUATIONS WANTED TECHNICAL

First Phone Announcer, 32, seeking part-time employment in South Florida. Experienced in AM, FM, and TV. Box E 26. Personality — 4 years experience, Top 40 and Adult Contemporary Creative, solid sound, good production. First phone. 308-381-0622.

D. J. Strong on commercials and news. Available now! Honest, energetic, hard working, 3rd Endorsed. All markets. Nick Iltisanus, 2729 N. Troy St., Chicago IL 60647. Call: 312 — 384-3105 between 6 A.M. to 1 P.M.


Help! 90 days in working place after good track record in C&W programming, copywriting, production 6 years exp. 1st ticket. Have family will travel Jim 303-338-2515.

Broadcast School Grad, 3rd Endorsed looking for first job. Phone weekdays 716 — 834-4457.

Funny, Entertainment, No. 1 Contemplative personality looking for move to any market. Top production. 5 yrs exp. PM drive exp., loco. 413-753-5254.

One to One MOR Personality. Proven twelve year record. Talk, music, production. Call 414 — 384-0160.

If you've got a Mod Country format, state of the art equipment and a realistic payroll, I've got 5 years pro experience, PD, 3 small markets, MBA Award for production and a bright, upbeat personality. Leave your name and number for Gary at 314-896-5518.

Upcoming college grad looking for first fulltime break. Two years part-time pro experience. DJ, Sports, and basketball PBP, quite knowledgeable at baseball. Third Endorsed, Steve Heising, 402 Jackson Hall, Ashland, OH 44805. 0.

Young Personality DJ 4 years experience (3 1/2 years with AFRTS) looking for Adult Contemporary top 40, or Modern Country— any shift—announcing and production. Tape and resume. Phone 404-1793-7380. Available immediately.

All night show. Honest, dependable, 4 1/2 years experience. third. 1-904-255-6950, Mike Hoh, 373 Williams, Daytona, FL 32108.

SITUATIONS WANTED TECHNICAL


Electronics Technician five years varied experience and First Phone seeking engineering position on East Coast. Box E 21.

If your organization needs an old style engineer, who expects to take care of engineering, legal require- ments, and other essential details, one will be available. Write Box E 26.

Chief Desires Employment in North Carolina or Im- mediate surrounding area. Well experienced in all phases of AM-FM operation. 704-264-3949.

Former Chief Engineer with extensive digital automation experience, AM, DA, FM stereo seeks Chief or Director. Experienced in football, basketball, hockey. Current position with WMU in NE Small Market. Contact Peter Cooney 802-388-6077.

Female sports/news pro. 3 yrs PBP, beat reporting, talk-show host, good production. 3rd endorsed. MA. Single, Ready to join your newsrooms now. Box E 39.

Experienced newsmen in small market desires move to station where hard work and talent is appreciated. Would like opportunity to enter Television News or Announcing if your station is affiliated. Peter Midwest, 30 ... married. Box E 33.


30 year old family oriented News/Sports Director 350,000 market wants to relocate. 12 years expe- rience including basketball, football, hockey PBP Solid news ability. Experienced DJ. Box E 1.

Dynamic and experienced sportscaster who does his homework looking to move up. Experienced in Play-By-Play of football, basketball, and baseball, as well as conducting interviews. Box E 23.


News Director, 6 years experience medium market, seeks major market news staff position. Box E 35.

Sportscaster and excellent news field reporter looking. 223 Knollwood Drive, Newport, KY 41076.

SITUATIONS WANTED PRODUCING, PROGRAMMING AND OTHERS

Top Rated, Top 15 Market Personality needs challenging "on-air" PD/DJ opportunity with aggres- sive Adult Rocker/Adult Contemporary if you’ve been searching for a leader with a music research, production/promotion, and live top pop music background, you’ve found me. Top 100 markets only Box D 11.

Tired of Floaters?? Seven years radio experience in production, music, programming. Family man. Want stable Top 40/Contemporary Station/Station chain in cur- rent or upcoming PD/Operations Director Position. Now in Rocky Mountain area. Box D 142.

Country Programmer skilled at turning losers into winners. If you’re considering going Country in a major market, or Country now but not taking the targeted points. Let’s talk. Dave Donahue. 901-362-0862.

Christian Broadcasters: I seek a permanent, responsible position in the Lord's service. 25 years ex- perience announcing, newscasts, public service projects, Desire OD, PD, Third endorsed, amateur radio licenses, BA, MS degrees, family. Present income high teens, Resume. Box E 5.

For Fast Action Use BROADCASTING's Classified Advertising

TELEVISION

HELP WANTED MANAGEMENT


HELP WANTED SALES


Immediate Opening for qualified Television sales person in rural Northern California area. Looking for dedicated person with some experience in broadcasting. Send resumes to PO. Box 342, Ukiah, CA 95482.

HELP WANTED TECHNICAL


Chief Engineer — Are you an aggressive, goal- oriented number two person in an engineering depart- ment who is ready to move up but is blocked behind a good man? Middle-management experience? Are you seeking new leadership and it could be your chance to run your own show. Background should be heavy in maintenance, editing systems, ENG, color studio pro- duction equipment. 1st Class FCC license. Salary commensurate with your abilities and experience. A solid, growing company with a management commit- ment to technical excellence and technical experience. Equal Opportunity Employer. Box D-118.

Experienced TV Transmitter Engineer to install and maintain RCA remote controlled VHF transmitter and remote equipment. Resume to: Ron Jacobson, Chief Engineer, KTVK, 1750 Fremont Drive, Salt Lake City, UT 84104, or call 801-972-1778. An Equal Opportunity Employer.

Experienced video/audio technician to supervise technical operation of large multi-studio production facility in Southeast. Must be experienced in set up and operation of color cameras, film chains, VTR, multi-track audio equipment. Supervisory ability im- portant. Benefits include 3 weeks vacation, 10 holidays, free hospitalization plan. An Equal Opportu- nity Employer. Send detailed resume to Box C-64.

Director of network engineering. Under adminis- trative supervision of Network Manager, direct- and be responsible for the overall planning and coordination of all engineering operations of a public television net- work. Minimum qualifications: Associate degree in Electronics or equivalent plus 10 years of engineering supervisory experience in commercial or educational television broadcasting; First class FCC radio-televi- sion broadcast license and familiarity with current state of the art procedures and equipment. Salary range: $15,400 to $23,976; normally salary rate to exceed $17,298; By Application deadline: April 21, 1978. Duties begin July 1, 1978. Send resume to Keith Nighbert, Manager, WENN-TV, Box Z, Durham, NC 03824, AA/EEO.

Maintenance technician for a medium market VHF station. Requires VTR experience and digital exper- tise desirable. First Class FCC license with super- visionary ability. Good company benefits. Send resume and salary requirements. Box E-36.

Major Market VHF affiliate has opening for Transmitter Supervisor with at least 10 years experience. Will plan, install and maintain new transmitter and associ- ated STL and remote control. Must be thoroughly familiar with FCC rules, proof procedures and ac- ceptance and maintenance practices. O/E. Reply with com- plete resume and salary requirements to Box E-48.

Chief engineer, capable in CATV, microwave, AM and FM. Top fringe benefits. Send resume to: Triad Stations, Inc., 111 West Michigan Avenue, Marshall, MI 49068.
HELP WANTED TECHNICAL
CONTINUED

Studio Maintenance Engineer. VHFM network affiliate in top 20 market seeks engineer with at least 3 years' experience in studio/technical area. Must be thoroughly familiar with quad VTR's color studio cameras, film chains, switches, etc. We offer excellent salary, benefits and an opportunity to grow with an aggressive, expanding organization. Qualified individuals should send a resume including salary requirements to Director, WBBB-TV, P.O. Box 14,000, St. Petersburg, FL 33733. EOE.

Wanted: Electronic Technician looking for the best. The best opportunity for a welldisciplined electronic technician desiring to live in the best climate, with the best hunting, skiing and year-round water sports. This is a very nice area in the United States... conveniently located between the nation's best beaches and Mexico... position is working in South Texas. Send resume and qualifications if you're the best looking for the best contact the Personnel Director, KGBT-TV, P.O. Box 711, Harlingen, TX 78550 or call 512-423-3910. We are an Affirmative Action Equal Opportunity Employer.

Transmitter maintenance engineer. Immediate opening for experienced individual with first class FCC license. Contact Chief Engineer, WKBV-TV, Box 35, Alpena, MI 49707. Phone: 517-356-3454.

HELP WANTED NEWS

Top 50 S.E. number one wants experienced producer/ writer for night newscast. Short brisk stories. Lots of film and tape. Must be able to edit it. EOE. Box E-11.

Newscast Producer/Reporter: Top 30 market has immediate opening for energetic person with good writing and organizational skills for noon broadcast. Must be skilled reporter for afternoon duties. Minimum 2 yrs. experience. EOE. Reply Box D-124.


News Director for growing news department in small market NBC affiliate. Need bright take-charge person experienced in gathering, co-authoring, assigning and motivating staff. Send resume and tape to Arch McDonald, WHAG-TV, Box 310, Hagerstown, MD 21740. EOE M/F.

Producer/Writer for newscast. Immediate opening. //Send resume to Box E-9.

Meteorologist/Environmental Reporter. Degree in meteorology or equivalent, knowledge of environmental issues. On-air experience or potential. Top 30's Midwest market. EOE. Resume to Box E-9.

Reporter/Producer—Opportunity for a reporter with at least two years experience to have major hand in producing news in medium market. Opportunity in ENG editing an requirement. An Equal Opportunity Employer. Send resume to Box E-16.

Photographer: All-ENG group-owned Midwest station. Looking for a journalist with photo abilities. Must be able to shoot, edit and write. Box E-31.

Producer, experienced, creative and enthusiastic. You'll bear full responsibility for the look, feel, atmosphere of 6 and 10 o'clock news. Conversational writing ability required. Experience with slide-stacker or on-air not necessary. Please contact Tom Collier, News Director, KCGR-TV, 501 2nd Ave. SE, Cedar Rapids, IA 52401.

News Director: Possible anchor. Resume, tape, salary history to WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. EOE.

Wanted: TV news director for CBS affiliate which has a strong number one news rating. Need someone to manage/coordinate all on-air news activity. Must have reporting background with experience in filming and editing. An Equal Opportunity Employer. Send resume to Dale Hazen, General Manager, KIMA-TV, P.O. Box 702, Yakima, WA 98907. Phone 509-575-0029.

Managing Editor—number two person to supervise news staff of 23, make assignments, produce early news. Must have extensive experience, preferably as chief television street reporter. Looking for innovative idea person. EOE. Steve Grissom. News Director, WBBB-TV, Fort Myers, FL 813-936-0195.

Meteorologist or AMS approved weatherperson wanted. Minimum 2 yrs on-air experience. Send resume, cassette and salary requirements: News Director, WTNH-TV, 135 College Street, New Haven, CT 06508. Equal Opportunity Employer.

Reporter/Photographer—entry level position for person familiar with 16mm film, and demonstrated ability to report and write. Want hustler, will provide opportunity to advance quickly. Steve Grissom. News Director, WBBB-TV, Fort Myers, FL 813-936-0195.

School of Journalism, Ohio State University, seeks Kiplinger Professor of Public Affairs Reporting. Applicants must have extensive experience in public affairs reporting, preferably including experience in Washington. Applicants should have a broad, investigatory and interpretative reporting techniques related to coverage of local, state and federal government. Send resume to our graduate program in public affairs reporting on September 1, 1978. Salary up to $53,000 for 11 months. Applications must be received by June 1, 1978. Send resume and references to: Chairperson, School of Journalism, Ohio State University, Columbus, OH 43210.


Experienced investigative reporter with production know-how: weathercaster/environmental reporter, television experience only; news producer, minimum three years experience for aggressive news operation. Apply News Producer, WCKT-TV, Miami. Full resume, salary requirement first letter. Do not send repeat application. Equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

Are you a Writer, Producer, and up-front person who can handle all phases of production duty? Must have at least one year's experience in professional and related programs. Must be able to work well in a cooperative but competitive environment. Send resume to: Dave O'Brien, Educational Communications, Univ. of Wisconsin-Green Bay, Green Bay, WI 54302. Equal Opportunity Employer.


Producer/Writer/Director (2 positions) immediate available at upper Midwest University. Production, writing and directing experience required in all phases of pre-production, production and post-production. Send resume to: Box 702, Yakima, WA 98907. EOE. Phone: 509-575-0029.

Production Manager; medium market affiliate. Must be ambitious, aggressive, inventive and able to manage all phases of production. Must have at least one year's experience. Send resume to: George Leh, WEYI-TV, Box 3265, Saginaw, MI 48605 or call 313 687-1000.


Director/Producer, Top 5 major market network affiliate. Candidate must be a proven network level director along with experience in network level production and related cabletcasting operations. Send resume to: Steve O'Brien, Educational Communications, Box 702, Yakima, WA 98907. EOE. Phone: 509-575-0029.

Cable Television Production Assistant. Immediate opening. Skilled technical work in all phases of production and operation of television equipment. Previous experience and knowledge of televion production and post-production necessary. Send resume to: Dale Hazen, General Manager, KIMA-TV, 501 2nd Ave. SE, Yakima, WA 98907. Phone 509-575-0029.

Traffic Supervisor, experienced in computer or data systems management. Responsible for supervising program traffic and film editing. Send resume to: Personnel, WRLA-TV, PO Box 1200, Raleigh, NC 27605. Closing date: 6-24-78. An Equal Opportunity Employer, M/F.

Cable Television Production Assistant. Immediate opening. Skilled technical work in all phases of production of on-programming information for city government. Cable TV access channel. Requires thorough knowledge of and, minimum two years direct experience, in television production including documentary production, videotape production, and related cabletcasting operations. Send resume to: Steve O'Brien, Educational Communications, Box 702, Yakima, WA 98907. EOE. Phone: 509-575-0029.

Cable Television Production Assistant. Immediate opening. Skilled technical work in all phases of production of on-programming information for city government. Cable TV access channel. Requires thorough knowledge of and, minimum two years direct experience, in television production including documentary production, videotape production, and related cabletcasting operations. Send resume to: Steve O'Brien, Educational Communications, Box 702, Yakima, WA 98907. EOE. Phone: 509-575-0029.

Public Affairs Director. Experienced producer of live TV shows, responsible for producing and scheduling PSAs and weekly public affairs programs. Send tape and resume to: Personnel, WRAL-TV, PO Box 1200, Raleigh, NC 27605. Closing date: 6-24-78. An Equal Opportunity Employer, M/F.

Broadcasting April 1978 108
Situations Wanted Management

Production manager, versatile problem-solver. Dedicated professional will organize and train dynamic creative department. Box E-46.

Situations Wanted Sales

Experienced young account executive wishes to relocate family in Southeast, Book and street wise. Box E-27.

Radio Pro with solid dependable 24 year background wants to learn TV sales. Box E-32.

Fourteen years of expertise in broadcast sales can help you with your national sales. Proven sales records and excellent references available upon request. Contact B14 — 864-7004.

Situations Wanted Technical

If there's a chief engineer considering adding to his staff, I would welcome the chance to talk with him. Strong on technical maintenance and operation of transmitters, microwave, associated equipment. Responsible with ability from actual experience. South only. Please Box E-26.

Situations Wanted News

What a catch — young sportscaster with college P.B. color and interview program experience. Can't miss top university graduate and athlete, plus good appearance and personality. Earl Friedman, 212—549-2862, 3805 Canyon Pl. Box, NY 10463.

Experienced Producer wants Top 40 newsroom soon. If you want a competitive professional, write Box D-128.

Reporter & Cameraman: working Major East Coast Metropolitan Market looking to relocate. Heavy experience in field survey, planning, logistics, financing, and execution of final product of hard news, sports, human interest features. Please inquire thru Box D-147.

Ten year Broadcast Pro with extensive sports back-ground seeks TV sports anchor position. Prefer Midwest location with major college or pro team. Resume and VTR cassette on request. Replies to: Box E-8.

Experienced radio newswoman, M.S. broadcast journalist, some TV, wants you to see his VTR Box E-17.

Aggressive radio and newspaper reporter with three years journalistic experience seeks a job as a television reporter. Published book author, political press secretary, book reviewer, journalism degree, law school. I'm hungry for a break but have no connections in the television job market and am tired of getting "sorry, we're not hiring" responses. Write Box E-29.

TV News Director. Innovative and thoughtful approach. Also background as large market reporter, documentary producer. Prefer Sun Belt or West. Box E-43.

TV News Reporter. Medium-large market experience includes: general assignments, mini-docs, network feeds. Prefer South or West. Box E-49.

Hard working, talented, Medium Market Sportscaster seeks Sportscasting position in Major Market location. Handles Play-By-Play of several sports, specializing in hockey. Also host of sports talk show. Willing to relocate. Can handle Radio or television. Good references. Contact John Paul Delacamera, 413—736-3071. Or write, 51 Hope Farms Drive, Feeding Hills, MA 01030.

Situations Wanted Programming, Production and Others

Does your station need someone with top ten market experience? I want to produce/direct in a smaller market, no size or geographic preference. Masters degree in Broadcasting, excellent references, tapes and resume available. Box D-112.

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.


Wanted: 15kw UHF klystron tube No. 4KM70LA. Number of hours on tube unimportant if in working condition. Call Luster King, W5L-TV, Harrisburg, IL 618—253-7921.

Telecast 4501 Broadcast Demodulator; any channel. Jack Smith 702—565-9755.

Cable

Help Wanted Management

CATV General Manager. MSO's offers an outstanding opportunity for a people manager with experience in engineering and marketing. Successful candidate will have P&L responsibility for 15,000 subscribers in East Coast resort area offering both basic and pay. Excellent salary and complete benefits package. Send resume and salary history in confidence to: D-83.

For Sale Equipment


GE BT-50A 50KW AM Transmitter and Gates BC-10E 10KW AM Transmitters. Both are clean, well maintained and presently in use. Phone: 312—283-8900 x447.


For sale — Video tape machine, RCA — VR-70-B in good condition, presently in operation, make offer Box E-44.

Fernesh color bar generator modules (2 available). Type PC BK with connection plates. Best offer. Contact D. Dunbar 413—781-2801.

3 Ampex AVR-2 videotape machines; excellent condition with consoles and bridges, fully loaded with performance options, including dual audio and editors. Reply Box E-22.


Comedy

"Free! D.J. Catalog" Comedy Wild Tracks, Production, FCC Tests, more! Contact Box 26348-B, San Francisco 94126.

Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Branniff Tower, PO. Box 45765, Dallas, TX 75245. 214—352-3242.

Bill Elkins proudly announces the opening of Elkins Radio License School in Oklahoma City, Inc., at 4801 N. Classen Blvd., Suite 100, Oklahoma City, OK 73116, 405—842-4862.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 8, June 19. Student room at each school.

REI 61 N. Pineapple Ave. Sarasota, FL. 35577. 813—955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703—373-1441.


Radio

Help Wanted Management

Operations Manager

Need mature news oriented operations manager for growing regional AM/FM in Midwest agriculture area. Organizational and leadership qualities a must. Excellent modern facilities. City of license 15,000. Please send resume and references. Box D-151.

Help Wanted Announcers

Mouth From the South

If you're a Southern drawl that no one else will touch, you could be our person. We're looking for a creative, aggressive "fun loving" talk person to kill 'em dead in this Midwest major market. Move fast — this one won't last. Send resume to Box E-53.

PM Drive Jock

Tape and Resume to: KSTT BOX 3788
Davenport, IA 52808

Major Market Morning Madness

Creative, top 40 jock, capable of handling telephone talk. Our person is ready to work twelve hours a day to make it big. If you're humorous, aggressive, controversial, and ready to do morning drive in this major market, we're ready to talk. Send resume to Box E-52.
Situations

CHIEF ENGINEER
Small Market AM/FM
12 thousand to start, for working engineer in pristine mountain community of 40,000, where living costs are less and outdoor recreation is abundant. Must be capable of growing with fast expansion program that includes fulltime directional CP EOC. Resume to Mr. Smith, PO Box 969, Klamath Falls, Oreg. 97601.

Help Wanted Programming

MANAGER—PROGRAMMING
Multi excel in News/Sports/Information/Entertainment 50,000 watt powerhouse and 100,000 watt Contemporary FM. Rush resume and all other details you think will sell us! We’re the leaders! Box E-33. Equal Opportunity Employer.

Situations Wanted Management

GENERAL MANAGER
or
GENERAL SALES MANAGER
Impeccable track record as GM & GSM with powerhouse radio stations in top five markets is available. Experienced in achieving high sales, profits and ratings. Dedicated to achievement, sincerity, and high energy level. Call in confidence for resume and references. 215-448-7378.

Situations Wanted Programing, Production, Others

AVAILABLE
Leading Adult Contemporary-MOR Programmer with 4 years ARB dominance in important major market. Career record of ratings supremacy in key demographics in medium & major markets. Box E-20.

SCOTT ST. JAMES is available
High quality program director, air talent, talk show host. I don’t watch things happen I make things happen. Eleven major market years with impeccable references. Call 314-434-7283 or write to 1897-107 Mc Kelvey Hill Dr., Maryland Heights, Mo. 63043.

Help Wanted Sales

*SALES*
(TV SHOWS)
The successful candidate must have broad work experience dealing with O and O stations, national and local TV advertisers, and contact with advertising agencies. His professional association with executives and account managers in these organizations must be on a first-name basis. We are seeking a real pro!
We are an independent producer and syndicator of TV specials and children's series. Our shows are aired throughout the country.
Salary: $25,000 up. National responsibility. Send a confidential letter or resume to:
Box 49207
Los Angeles, CA 90049
"An Equal Opportunity Employer"

Help Wanted News

TV NEWS PEOPLE
We are looking for experienced anchors, reporters, weathercasters and sportscasters who have the potential for development in major markets.
All replies will be kept strictly confidential.
Send resume and videocassette to PO. Box 5549, Washington, D.C. 20016. Tapes will be returned promptly.
Help Wanted Management
Administration Director  
Public TV
Administers major support areas, including fiscal, personnel, budgeting. Key part of management team. Responsible for adherence to governmental rules, Administers Board policies.
State level Requirements: College grad 6 yrs managerial or advanced program analysis work in personnel, fiscal, record utilization or general administration. Substitutions: Exp. for education or grad level course for 1 yr experience.
Contact: Personnel Dept.
Iowa Public Broadcasting Network
P.O. Box 1758
Des Moines, Iowa 50306
(515) 281-4498
An AA/EEO Employer

Help Wanted Management
ASSISTANT CHIEF
Knowledgeable in maintenance of all areas of the television operation. UHF experience desirable, but not necessary. Excellent working conditions, growth potential very high. Send resume and salary requirements to Box 6-18.
An Equal Opportunity Employer

VITAL HAS A FUTURE FOR YOU

Audio Video Systems Engineers
EE degree or equivalent experience in broadcasting or electronic equipment design. Construction of new broadcast facilities in NYC provides openings for engineers to participate in the design of TV studios, video tape facilities and digital systems for the future.
Send resume with salary history and requirements to: Hector Villanueva
American Broadcasting Companies, Inc.
1 Lincoln Plaza, New York, NY 10023
An equal opportunity employer

Business Opportunity
FOR SALE
One of New Englands foremost Radio/TV Schools for sale! $225,000. Owner retiring. Building can be leased or sold for purchase.

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-GH
1680 Vine Street, Hollywood, CA 90028

Public Notice
NOTICE OF AVAILABILITY OF CABLE TELEVISION FRANCHISE IN THE CITY OF HENDERSONVILLE
The City of Hendersonville, Tennessee, invites bids/applications for a cable television franchise. Bids/applications shall be prepared and submitted in accordance with a "Request for Proposal" available from the undersigned. The City of Hendersonville reserves the right to reject any or all proposals and to waive any informality. Each written request for bid/application information shall be accompanied by the payment of a non-refundable fee of Twenty Five ($25.00) Dollars made payable to the City of Hendersonville.
All bids/applications for the franchise shall be in accordance with the provisions of Ordinance 1077-45 and any amendments thereto, and the Request for Proposal of the City of Hendersonville as approved by the Board of Commissioners and shall be submitted on or before Thursday June 15, 1978, 12:00 noon, Central Daylight Savings Time. Any such bids/applications received will be available for public inspection during normal business hours in the Office of the City Manager:
Louis W. Oliver
City Manager
City of Hendersonville
City Hall - 530 West Main
Hendersonville, Tennessee 37075
615-802-9000

For Sale Stations
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

KENTUCKY
"Spin-off" creates rare opportunity to acquire excellent longtime AM in one of Ky's most stable and dynamic medium markets! Assets CASH sale. Send financial qualifications to Box E-3.

Free Golf/Car Rental
FLORIDA FREE GOLF
Completely furnished dorsio condominium apartments for two $55 per day until April 21 with greens fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through Avis-Courtesy Car Rental. WE FEATURE POROS.
Write or call VILLA LAGO APARTMENTS
3910 Crystal Lake Drive
Pompano Beach, Fl. 33064 (305) 782-3400
SORRY, NO PETS

Media Brokers
Richard A. Shaheen
45 North Michigan - Chicago 60611
312-467-0040

Radio Programming
From the music people for YOU
FOR THOSE WHO DARE DO THEIR OWN PROGRAMMING!
(415) 592-6149 • 5415 Berkeley Ave. • BELMONT, CA 94002

LUM and ABNER
5 - 15 MINUTE PROGRAMS WEEKLY
Program Distributors
11 VISTA DRIVE
Phone (501) 378-0135

RICHARD J. NERON
35 NORTH MICHIGAN - CHICAGO 60611
312-467-0040

Broadcasting April 17, 1978
109
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 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, D.C. 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 forwarded, and are returned to the sender.

BROADCASTING'S CLASSIFIED RATES

Rates: Classified listings (non-display) Help Wanted: 70c per word, $100.00 weekly minimum. Situations Wanted: (personal ads) 40c per word, $5.00 weekly minimum. All other classifications: 80c per word, $100.00 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 numbers or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hypenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

For Sale Stations Continued

W Small 1AM 575K 29K Small 1AM 530K 25K
MW Small 1AM/FM 327K 59K MW Medium 1AM/FM 365K 75K

5600K 116K

Atlanta, Boston, Chicago, Dallas, Los Angeles

For Sale Stations

W Small 1AM 575K 29K Small 1AM 530K 25K
MW Small 1AM/FM 327K 59K MW Medium 1AM/FM 365K 75K

5600K 116K

Atlanta, Boston, Chicago, Dallas, Los Angeles

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

please send me book(s) numbers
my check in the amount of __________ is enclosed.

Name ____________________________
Address __________________________
City ____________________________ Zip ——

BUSINESS BROKER ASSOCIATES
615—756—7635 24 HOURS

BOOKS

403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Elvin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting, 8½" x 11", illustrated. $12.95

406. THE BUSINESS OF RADIO BROADCASTING by Ed Routl. How to operate a station as a profit-making business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow and cautions to observe. 200 pages, illustrated $12.95

417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING by Robert C. Sieler. A practical self-study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated $9.95

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 $12.95

422. HOW TO WRITE NEWS FOR BROADCAST & PRINT MEDIA by David Dory. A complete handbook on journalism for the student or practicing newsmen in both print and broadcast fields. 192 pages. $9.95

423. MANAGING TODAY'S RADIO STATION by Jay Hofft. Outlines principles evolved by the author during his 20 years as a broadcaster: 256 pages, illustrated $12.95

424. ORGANIZATION & OPERATION OF BROADCAST STATIONS by Jay Hofft. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. $12.95

440. VIDEO TAPE PRODUCTION AND COMMUNICATION TECHNIQUES by J.L. Efrain. A complete text on the production of video recording for effective communications. Tells how to plan professional techniques to work. 256 pages, illustrated glossary, index. $12.95

452. THE MINI-DOCUMENTARY—Serializing TV News by Stanley Field. How you can sell all there is to know about making a minddocumentary form that are engaged daily in the production of this newly emerging and highly effective communications medium. The author presents the key to successful presentation of serial documentaries, based on interviews with producers, cameramen, editors and sound men—professionals with hands-on contact with the mini-documentary 252, p. 28. $12.95

453. TV LIGHTING HANDBOOK by Dr. James A. Carroll & Dr. Ronald E. Sherriff. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and equitainment 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

456. JOURNALIST NOTEBOOK OF LIVE RADIO-TV NEWS by Phillip Keilstra, network news producer, adjacent prod., Perham Unit. 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

110
### Broadcasting

<table>
<thead>
<tr>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>20772</td>
<td>13.167</td>
<td>9057</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3969</td>
<td>78.387</td>
<td>3822</td>
<td></td>
<td></td>
</tr>
<tr>
<td>964</td>
<td>169.997</td>
<td>971</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL** 78,630 +3,235,885

### Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Name</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>3/4</td>
<td>9</td>
<td>1250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JBL</td>
<td>3/4</td>
<td>9</td>
<td>1250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHS</td>
<td>1/4</td>
<td>9</td>
<td>1250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CSS</td>
<td>3/4</td>
<td>9</td>
<td>1250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COX</td>
<td>3/4</td>
<td>9</td>
<td>1250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GSW</td>
<td>3/4</td>
<td>9</td>
<td>1250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KSTP</td>
<td>3/4</td>
<td>9</td>
<td>1250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LIN</td>
<td>3/4</td>
<td>9</td>
<td>1250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAVU</td>
<td>3/4</td>
<td>9</td>
<td>1250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MOU</td>
<td>3/4</td>
<td>9</td>
<td>1250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RAH</td>
<td>3/4</td>
<td>9</td>
<td>1250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCH</td>
<td>3/4</td>
<td>9</td>
<td>1250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAR</td>
<td>3/4</td>
<td>9</td>
<td>1250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STOR</td>
<td>3/4</td>
<td>9</td>
<td>1250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TFB</td>
<td>3/4</td>
<td>9</td>
<td>1250</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL** 78,630 +3,235,885

### Cablecasting

<table>
<thead>
<tr>
<th>Name</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATN</td>
<td>8/3</td>
<td>0</td>
<td>7/8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACO</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AMTV</td>
<td>4/4</td>
<td>0</td>
<td>4/4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANTV</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AHC</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSIM</td>
<td>4/1</td>
<td>0</td>
<td>4/3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSM</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CABLE</td>
<td>1/2</td>
<td>1</td>
<td>1/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CCOM</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMU</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENFOR</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENTR</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GPLE</td>
<td>2/1</td>
<td>1</td>
<td>2/1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GPRE</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GXML</td>
<td>1/4</td>
<td>4</td>
<td>1/4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HMSC</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ICOM</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LCOM</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAI</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEDU</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEX</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MHD</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MTR</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NET</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ORM</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMX</td>
<td>1/4</td>
<td>4</td>
<td>1/4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>QMP</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RGBA</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STK</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TCM</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TGCM</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TCMX</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TCMX</td>
<td>0</td>
<td>0</td>
<td>0/2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL** 364,174 +9,052,153
Sandy Reisenbach: Grey's main media man

Sandy Reisenbach stumbled into advertising. He thought he would like to become a copywriter but wound up in media. "And I'm happy about it," he said. "I know I'd never be creative director of Grey Advertising today."

As executive vice president and director of media and programing services for Grey, he is the final link in domestic expenditures of more than $380 million, of which more than 60% is allocated to television. And he supervises a staff of 115 media programing specialists.

Mr. Reisenbach, a tall, trim man with a wry sense of humor, confesses he was at loose ends in 1951 when he was forced to leave Michigan State University after one year because of straitened finances. He decided he would continue his education at night in the field in which he landed a job. "I looked through an occupational directory," he recalled. "The first entry was 'accounting' and I knew I didn't want that. The second was 'advertising' and I thought maybe I could become a writer. I answered an ad in the New York Times for a trainee post and was accepted by Dancer-Fitzgerald-Sample as a mail room clerk."

Sanford E. Reisenbach (he adopted the middle initial when he was a teen-ager, but it doesn't stand for anything) followed through on his educational plan. From 1951 through 1956 while working days at Dancer in various media posts and as media director of a small agency, S.R. Leon Advertising, he rode the subway to evening classes at New York University. He earned his BS degree in marketing in 1956.

He joined Grey in 1959 as a media buyer and moved up the ladder quickly as planner, group head and vice president and associate media director in 1968. In 1970 he was named to his present post. He also serves as a member of the agency's policy council.

With more than 25 years of media expertise, Mr. Reisenbach believes the most significant development occurring in this sphere has been the growing recognition of media operations over the past four or five years. "At one time media took a back seat to other agency areas," he said. "Today top management realizes the value of the media department and its stature has grown by leaps and bounds in relation to the entire advertising process."

He acknowledges that the advent of the media buying services served as a warning to agencies that they faced formidable competition and that they should upgrade their media staffs. But beyond that, Mr. Reisenbach is convinced that the trend toward spiraling media costs, especially but not exclusively in television, was the main catalyst.

The pressure of rising network TV costs has meant that agencies have been pushed to be "more creative" in their buys, he continued, and he is proud of Grey's record in this area in the past year.

"We're particularly pleased about our association with Roots last year on ABC-TV," he observed. "We had more time on that program than any other agency. It was a major success."

Mr. Reisenbach is not part of the growing number of agency people who bemoan the quality of network TV programs. He agrees with criticism that "some programs are yanked too soon to the detriment of viewers" but contends that quality on the whole has not suffered over the years.

"If we examine the picture, we find that the cost of media is the second largest after the cost of the product itself," he explained. "Media is the area where the competitive edge can be gained or lost. On a $10 million budget, if through smart planning and smart buying you can save 20%, that means a savings of $2 million."

"At Grey and at other large agencies we have had to restructure ourselves. We have developed a system of specialists. Some buyers specialized in network TV; others in print and still others in spot television and radio. We have refined the spot-buying function even more; some buyers do the buying for many of the large accounts in a single city."

Mr. Reisenbach stressed that all media costs have risen but since so much of the national advertising is in TV, it has been TV that has been the target of agencies and advertisers, "Last year the price increases in network television were much too steep," he ventured. "Network people said the medium was underpriced. Well, it looks now as if price increases in the future won't be as extreme. Much as TV is a valued medium, there can be alternatives."

He is opposed to "explicit" sex on TV, but believes there is room for a wide range of programing, saying there must be some freedom of choice. "We can't keep watching situation comedies all the time," he remarked.

One proposal in the programing sector was advanced by Mr. Reisenbach. He would like to see each of the TV networks put on at least one program a week that might be considered "uplifting" and not necessarily depend on a rating.

Mr. Reisenbach, who is involved in both programing and media, was reluctant to discuss the controversy surrounding TV station resistance to combined 45- and 15-second commercials on grounds that odd-length spots contribute to clutter. Mr. Reisenbach's reticence is understandable in that Grey is a Procter & Gamble agency, and P&G is pushing for 45's (Broadcasting, March 20, 27, April 10).

"I will speak on the subject in general," Mr. Reisenbach said. "The price of television will continue to have effects on the length of commercials that agencies and advertisers will examine and use. You must remember that at one time stations were up in arms over the 30-second announcements and they came around to accepting them."
Promising start

FCC Chairman Charles D. Ferris last week broke a six-month moratorium on public speaking to outline his philosophy of broadcast regulation. He may have been silent until now, but he has been thinking. The speech he delivered to the National Association of Broadcasters was tough but reasoned. His stated principles are... (Continued)

Locked out?

The equipment market at the NAB convention last week was the liveliest in years and for good reasons. The hardware on display in 122,000 square feet of the Las Vegas convention center was dazzling. For most broadcasters times have been good. Some were spending, as one observer said, as if there were no tomorrow — and maybe those customers will turn out to be right.

All that glinting electronics gear was being bought on the assumption that broadcasters will for years be operating on the same frequencies and in an expanding broadcast system. Neither assumption may be right.

The broadcasting system's future will to a large extent depend upon the outcome of the World Administrative Radio Conference to be held in Geneva next year. There is some doubt that the United States is making adequate preparations for a conference that will assign frequencies among the nations for the next 20 years. For one thing, the Department of Justice has declared that the U.S. delegation must exclude representatives of private industry ("Closed Circuit," March 27).

The State Department says it is negotiating with Justice for a reversal of the latter's position. All phases of the communications business ought to let Justice know that they are on State's side. If knowledgeable people from the real world are excluded from the closed-door sessions in Geneva, there is no way to know what could be traded off.

A hit in Vegas

The National Association of Broadcasters has invented an impressive way to open its annual convention — a Sunday afternoon of ceremony and music. On April 9 the program included the presentation of the Distinguished Service Award to J. Leonard Reinsch, chairman of Cox Broadcasting, a short acceptance speech and an hour's concert by the Mormon Tabernacle Choir. It was in faultless taste and a refutation of the belief that nothing respectable happens in Las Vegas.

The program can become the model for future years, with other DSA recipients and other musical groups. It's a winner.
AGAIN! KTXL IS AMERICA'S NUMBER ONE UHF INDEPENDENT!

KTXL's Metro Share of Audience, * (19), ranks along with such leaders as KPTV, Portland (21 Share); WTCN, Minneapolis-St. Paul (19 Share); and WTTG, Washington, D.C. (18 Share).

What's more, KTXL operates in a seven station market — three network V's, three independent U's, and a VHF educational station — plus encroachment by San Francisco stations. Still, KTXL ranks #2 among all U.S. Independents!

TV 40
KTXL-TV40

REPRESENTED NATIONALLY BY MMT SALES

* Sign On-Sign Off per Feb. '78 Arbitron
AM Stereo by Ward-Beck.

Something special has happened to radio. Now, for the first time, there are operator-oriented radio consoles designed in the Ward-Beck tradition.

We take pride in introducing the new WBS R1200 and R2000 Radio Programming and Production facilities, assiduously engineered for AM and FM, assembled AM stereo ready.

Our team of engineers devoted their full attention to the new generation features included in the 1200 and 2000 systems. The quality, the performance, the singular statement of stylish simplicity, are evidence of their complete success.