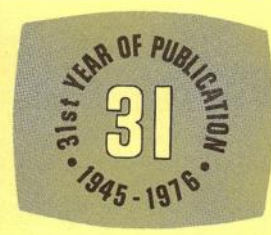


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NATPE CONTINUES UPWARD MOVE: Full-scale debate over family viewing (FV) never quite came off at last week's NATPE convention in San Francisco as subject failed to dominate discussions as expected (Vol. 16:8 p1). There were plenty of other issues—shortage of syndicated programming, CATV, movies and visions of future—to satisfy interests of record 1,891 attendees, up from 1,352 in Atlanta just year ago.

Program dirs. and ever-growing numbers of gen. mgrs. got unexpected bonus when White House TV advisor Robert Mead listed President Ford's favorite TV shows—Police Woman, Cannon & Kojak, along with football. Mead also said President watched local late news each night, re-runs of network evening news next day. He said White House makes every effort not to preempt station time for Presidential appearances and that networks have never brought pressure on Administration to stay out of prime time.

"The President and I feel that government should play a lesser role in the control of what you people do or don't do," Mead said, and to that end he made these suggestions: (1) Extend license period to 5 years "and do away with all that paperwork." (2) Open Congress to live TV "to show the American people how the government system works." (3) Repeal Sec. 315 for Presidential races. (4) Give broadcast newsmen equal rights with print media. Mead also said Congress should either ban cigaret ads in print or allow them back on TV; if they remain off TV, then anti-smoking spots should be banned because "we are deferring to one group while excluding another."

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Mead said he was one of first to endorse FV but "I've been mostly disappointed. That hour... has steadily gone down hill... To me, it doesn't mean family viewing at all. To me, it means a 2-hour baby-sitting service." He criticized TV for not showing real life, observed "TV cannot be the chastity belt of the American youth." He also urged stations "to lose a buck or 2 now & then by experimenting... putting out a product which is not demeaning."

As keynote speaker, FCC Chmn. Richard Wiley defended his role in FV: "It does not violate anyone's First Amendment rights for concerned government officials to encourage voluntary action and to make suggestions for improvements in programming policies... Family viewing should not inhibit anyone's creativity... If you believe that a better way exists to deal with the problem, I challenge you to come up with it... Whatever ultimately happens to family viewing, the concern on the part of many, many American citizens about the corrosive effects which televised excesses can have on our children and on our society is not going to go away."

(At news conference in San Francisco, Wiley gave strong hint that he expects to practice law in Washington after leaving FCC. His term expires June 30, 1977 and he said he "probably" would complete it even if removed as chmn. by new Democratic President since commissioners who resign can't practice before agency for year. He also expressed disappointment over losing vote on fairness doctrine experiment [Vol. 16:8 p3], promised "someday it will be revisited... Its day will come... We ought to test it and see" if fairness suffers.)

Consensus of audience & FV panel following Wiley seemed to be that biggest problem is that nobody knows what FV is or what it's supposed to be. "There's not much different now in what we program, the difference now is that someone is telling us what to show," according to comment from audience. NAB Code Dir. Wayne Kearn defined FV as "a known place on the schedule for family shows... Family viewing is only a step, in some ways contradictory... but it is a timely step in the public interest." Producer Norman Lear called it a "deceit... because it doesn't really mean anything." He and other critics claimed FCC violated law by not first holding public hearings on concept. Lear said that violence in programs today is because networks insist on it, urged FCC to investigate.

Robert Buesse of U.S. Catholic Conference asked industry to help form 'National Ombudsman TV Council' to set guidelines and formulate a national program policy. Producer Gary Marshall said creative talent is leaving TV because of FV strictures; he said he asked what FV is and "they said to be nice" in programming. He said producers' problems have been compounded because "we now have to deal with a frightened man at the networks."

FCC Comr. Abbott Washburn caused split in panel when he asked from floor if violence is down during FV hours. Kearn cited CBS figures to show that it is; Lear said "I don't know, but police shows are up"; Marshall & Buesse contended there's more violence than ever. Washburn opined that if FV reduces violence "it will probably succeed."

In straw poll after FV panel, 51.4% of those voting favored concept, 48.6% were opposed; of broadcasters only, 50.9% liked it, 49.1% didn't; of programmers, 55.1% said yes, 44.9% no.

Audience showed strong dislike & distrust of CATV, as anti-cable statements were cheered lustily during panel discussion. FCC Cable Bureau Chief David Kinley called Senate passage of copyright bill 97-0 "terribly significant," predicted bill will pass Congress by end of year. He said House Communications Subcommittee will hold cable hearing next month without a pending bill "despite the efforts of many"—FCC, OTP, Domestic Council. Attorney Ramsey Woodworth predicted "a dramatic growth" in cable, said programmers can benefit. He urged station management to have working knowledge of cable rules in order to police systems, "to protect & exercise your rights."

David Baltimore, WBRE-TV Wilkes-Barre, said that 35% of audience in his coverage area watches outside signals on cable, that CATV has had "a tremendous depressing effect" on revenues in market. Only way he can get protection he is entitled to is through "litigation at tremendous expense," he said. "A lot is being stolen from our industry," according to David Henderson, Outlet Bcstg. "If you like pirates, [cable] is what we're talking about." He blamed Congress & FCC, said "it's amazing what these people don't know."

Cable defender Edward Allen, Western Communications (San Francisco Chronicle), said that TV & CATV "are already in bed together and we have been for several years," that any "objective evaluation" shows it has been "a good marriage and both industries have prospered... You have not been hurt in the past by cable, you are not now being hurt and you won't be hurt in the future."

Many comments from floor indicated that TV interests had been out-lobbied by cable before FCC & Congress, and several urged NATPE to join forces officially with those fighting cable. "We're at the Maginot Line right now and if we're not careful it'll be Dunkirk," was comment from floor. Kinley said there's been too much emphasis on effectiveness of lobbyists: "What we are dealing with are facts, not lobbyists." He said FCC repeatedly asked broadcasters for facts at recent en banc hearing, got no new ones (Vol. 16:8 p3).

New NATPE Pres. Phil Boyer (see p. 7) said he will push organization to change convention date to late March (next 2 years are set in Miami Beach & L.A.) because present date is too early to make program decisions. He said Feb. sweep books (due 3rd week of March) and network fall schedules should be available ahead of NATPE. Associate members (syndicators) also favor later convention. NATPE membership now is 711 (411 voting) vs. 604 year ago.

In other straw polls, broadcasters attending convention predicted: (1) Large increase in volume of CATV advertising; (2) prime-access same in 5 years as today; (3) small increase in local live programming; (4) large decrease in violence. Only 52% of broadcasters foresee longer license period, while 100% of programmers thought it would be extended.

Affiliates of 3 networks and independent stations held separate meetings during NATPE. As might be expected, FV was denounced at independents' session while network meetings were pro-forma. (INTV decided not to form co-op to develop first-run programs, but individual independents are expected to band together for that purpose outside aegis of Assn.) NBC's West Coast Programs Vp John McMahon defused expected criticism of network's prime-time schedule: "I would say that our program philosophy needs to change... It's been a very disappointing year for us—and you are aware of it just as we are." ABC has led prime-time ratings for 6 straight weeks, prompting network's Robert Fountain to comment: "I see NBC & CBS reacting to us and I think that's going to go on for a long time."

SCHORR LEAK CASE—CONTINUED: As House Ethics Committee geared up slowly to investigate leak of Intelligence Committee report through CBS correspondent Daniel Schorr (Vol. 16:8 p2), there was growing concern among some House members that body may have acted too hastily, chilling freedom of press. Meanwhile, CBS suspended Schorr (though still on payroll) from all assignments because he's in "adversary situation." In addition, CBS repeated that it would provide him with lawyer "insofar as investigations relating to his CBS News activities are concerned." Schorr hired Joseph Califano, former aide to President Johnson.

Ethics Committee under Chmn. Flynt (D-Ga.) met in closed session last week, agreed to seek budget, staff, investigators, broader subpoena powers—because Committee has never done any investigating. FBI is understood to be lending several agents.

There could be a battle over Committee's requests, even though House vote for investigation was 296-115. Not only House liberals are concerned about direction probe may go. House Republican Leader Rhodes (R-Ariz.) termed leak "deplorable" but said Committee should go after congressman or staffer who may have leaked, not "newsman who considered it his professional duty to disseminate it." Preceding week, Majority Leader O'Neill (D-Mass.) vainly urged House to send investigation resolution through "normal" channels to Rules Committee. He also noted that House rules provide for press policing by committees of reporters' peers. Last week, 13 Democrats joined in statement commending Schorr for "an act of conscience," said investigation "appears to us to have a chilling effect on other reporters, and constitutes a threat to freedom of the press and other First Amendment rights." Group included: Abzug, Chisholm, Badillo & Scheuer (all N.Y.); Conyers (Mich.); Corman, Hawkins, Dellums & Roybal (Cal.); Harkin (Ia.); Harrington (Mass.); Mitchell (Md.); Schroeder (Colo.). Others, meanwhile pressed probe. For example, Rep. Walsh (R-N.Y.) urged revocation of Schorr's congressional press credentials.

Schorr spoke before Washington Press Club last week, stated that he "got hit by a swinging pendulum," as public opinion shifted from demanding exposure in Watergate & CIA cases. "Is it the function of the reporter," he asked, "to heed a national security dictate that his common sense—but, more importantly, the parent committee and its own expert staff—consider a national security dictate as not valid?.. If a body of Congress can, in these peculiar circumstances, forbid publication of information that has already escaped its control, then what can it not forbid? And what can it not ordain?" As for his arrangement with Village Voice to publish report: "While not particularly proud of my effectiveness at undercover operations, I'm not ashamed of my intentions." Asked if CBS is going to fire him, he said: "I don't look that far ahead. I know I'm on the payroll now. I know CBS understands my situation. [But] you read a lot of quotes from 'unidentified network executives.'"

Exec. Board of Reporters Committee for Freedom of the Press—designated by Schorr to receive proceeds of Village Voice publication—said it had nothing to do with report, had agreed to accept money with no strings attached. However, it added, it has received no money yet, won't accept it if offered.

On another front, ABC News Pres. William Sheehan released letter from CIA Dir. George Bush stating that a search of records "indicates there has never been any association between the CIA and ABC concerning news coverage or news correspondents"—contrary to indications by former correspondent Sam Jaffe. Sheehan expects similar response from FBI.

'SPECIAL TEETH' FOR N.J.: Bcst. Bureau has recommended that FCC put "special teeth" into secondary service requirements of N. Y. C. & Philadelphia stations to help provide more news & public service for N.J. "Significant & needed additional coverage of N.J." could be provided by border stations "without creating any serious financial burden or constricting proper licensee news discretion," according to staff in recommendations Commission will consider March 4.

Staff rejected proposals to add VHF channels—specifically Ch. 7 to Freehold & Ch. 8 to Atlantic City—as unworkable, said agency shouldn't "take a gamble and disrupt existing service" and allocations. Bureau also wouldn't require N.J. studios or "quotas" of news & public affairs. Latter, staff believes, would "constitute a serious abridgment of the programming & journalistic discretion of the licensees." Here's what Bureau has recommended:

(1) Require all N. Y. C., Philadelphia and N. J. stations (including ETVs) to file detailed annual reports, starting July 1, telling how N. J. interests have been served; (2) detail how station has "physically established a presence" in N. J.; (3) file separate composite week annually on N. J. programming; (4) list annually 10 most significant issues in N. J. coverage area and programs aired to meet them. Commission official told us recommendations "will probably fly"—be approved by commissioners.

Bureau found it "somewhat ironic" that state has curtailed budget for N. J.'s 4 ETV stations at a time it is seeking more coverage of local news & public affairs.

FM reaches all U. S. except 150 counties in West with about 2 million people, according to studies by Commerce Dept. Office of Telecommunications (OT). FCC contracted study as part of its clear-channel AM rulemaking. OT compiled 2 sets of maps, 1 mv/m & 50 uv/m, available for inspection at FCC Washington hq.

"President Ford Committee" has asked FCC to require WGN-TV-AM Chicago to sell 30 sec. & min. spots for President Ford's Ill. primary campaign. Station refuses to sell political time in increments less than 5 min. on grounds "no spokesman can state his position... in a broadcast of less than 5 min." Ford's Committee said policy "unreasonably & arbitrarily discriminates against a use by a political candidate." It's also "unnatural," Committee said, since candidates normally don't prepare 5 min., and 30-sec. spots on TV & min. on radio "are the almost universally-accepted form.".. WCVB-TV Boston, one of few stations in country to offer only free political programming time, refuse to accept paid political ads, has modified policy on advice of counsel. Move resulted from request by staff of ex-Cal. Gov. Reagan for "an extensive number" of appearances; station concluded that equal-time requirement would obligate station to give equal amount of free time to at least 13 other candidates, concluded that selling time was only alternative.

FCC has refused to reconsider Sept. 1975 ruling that NABB-KTTV L. A. programming agreement has "no force or effect" (Vol. 15:38 p2). Commission also rejected NABB's claim that agreement was comparable to family viewing, under which "many potential programs" are excluded from air. "The analogy compared the official decision of the Commission invalidating the KTTV agreement with a voluntary proposal for broadcast self regulation in which no FCC action whatsoever was involved," agency maintained. NABB was given 30 days to decide what to do about petition to deny KTTV's license—which would have been withdrawn under agreement.

Finding that "Pensions: The Broken Promise," NBC-TV documentary, didn't violate fairness doctrine has been affirmed by Supreme Court, which declined to review earlier D. C. Appeals Court decision. Case had been appealed to Supreme Court by Accuracy in Media.

NATPE SALES RECORDS: "We have fractured every sales record at any convention... We have been drowning in people"—MCA Vp Sales Dir. Donald Menchel on success of last week's NATPE convention (see p. 1) for syndicators. Menchel's assessment was verified almost without exception by his colleagues & competitors in business of selling programs to TV stations. "Terrific...overwhelming...outstanding" were among adjectives used to describe reaction of station program buyers by some 140 sellers in San Francisco.

Much more buying went on than usual at NATPE or NAB conventions, and neither sellers nor buyers agreed on reason. New NATPE Pres. Phil Boyer (see p. 7) said it was because so many gen. mgrs. now attend with their program dirs.; others agreed, but far larger number said it was because of shortage of syndicated product and stations didn't want to be shut out. Other reasons given were fact access time no longer is issue and "the poor seasons the networks are having."

While MCA was silent on dollar volume of sales, Metromedia's Kenneth Joseph said his company did over \$1 million in business. Worldvision's Jerry Smith said company sold over \$400,000 "before noon Saturday," day suite opened; Worldvision had popular new show in Doris Day, "perfect for family hour," said Smith. Time-Life sold over \$750,000, according to Wynn Nathan, who said: "We're tremendously happy... The guys came to buy. We've had 3 screening rooms going constantly."

SFM Media Service's Stanley Moger said reception for new Mickey Mouse Club "has been beyond belief... Stations have been up here fighting over it." Multimedia (ex-Avco) Program Sales Donald Dahlgren: "We don't normally close sales here; this time we have." Gold Key, which took pictures of visitors with stuffed gorilla, had over 1,400 in suite. Viacom gave away more than 4,000 prizes to visitors. "This convention has far exceeded the sales [over \$500,000]

we've made at other conventions," according to Gold Star's Robert Muller. "Everything is just fine, the selling is very brisk," said 4-Star's Robert Newgard. Columbia's William Hart: "Traffic is overwhelming... sales are much better than last year."

ITC had popular new product in The Muppet Show—sold to 75 stations, including CBS-owned stations and 45 of top 50 markets, according to Pierre Weis. MGM's Medical Center went "damned well," according to Al Newman. Small outfits were pleased, too: "It started slow but ended much better than we had hoped," according to Bernice Coe of Coe Film Assoc. Carter-Grant's Sherry Grant: "I'm here to find out what people want... in women's programs... They want something inexpensive and different." And then there's Sandy Frank, who told us: "I didn't come here to sell... I came for good will."

Some station people were confused & upset because programs were offered only if certain number of sales were made up front. Prime example was Yongestreet's proposed New Hollywood Palace, which was withdrawn after network-owned stations didn't buy. Thomas Percer, WHTN-TV Huntsville, Ala., bought 3 shows but complained: "This is the first time I've gone from suite to suite to suite and been told a go or no-go depends on how many orders the syndicator gets... It's very confusing."

Big—and now permanent—loser to NATPE's success is NAB convention, which will attract only handful of syndicators to its convention next month in Chicago. Of those we asked, only 3—Viacom, Multimedia & NTA—will have suites at NAB, although several others will send salesmen. NAB ran afoul of programmers for 1974 Houston convention by putting them in far-out hotel, tried unsuccessfully to woo them back at Las Vegas last year. Those who went to Vegas were very disappointed with traffic there, won't return this year. "We don't feel the NAB is the place to show our product," said MGM's Newman. "This is our convention and we are happy with it"—Gold Key's Muller.

"Specialty station" impasse was resolved by FCC last week, as agency decided to be liberal with waivers for minority-owned stations such as WGPR-TV Detroit (Vol. 16:5 p6). New rules, to be announced soon, will allow cable systems to carry any station classified as "specialty." Such stations must transmit—1/3 of total time & 1/3 of prime time—religious, automated or foreign programs. If no such station is available, systems may carry such programs from any station. All must get certificate of compliance for such carriage, and stations can oppose applications. Only 13 stations now qualify as specialty: KHOF-TV San Bernardino, KXLA-TV Fontana, KBSC-TV Corona, KWHY-TV, L.A. (all Cal.); WCUI-TV Chicago; WGSF-TV Greenville, S.C.; WHMB-TV Indianapolis; KPAZ-TV Phoenix; KXTX-TV Dallas-Ft. Worth; WHAE-TV TV Atlanta; WHCT-TV Hartford; WKID-TV Ft. Lauderdale; WYAH-TV Portsmouth, Va.

TV is legal necessity, can't be seized to satisfy debts, N. Y. State Assembly voted recently. TV joins such other "necessities" as clothes, cooking ware.

Cable can't have it "both ways," FCC Chmn. Wiley told Denver Cable Club—chiding industry for complaining about "over-regulation" while seeking Commission intervention in pole-attachment and rate-regulation disputes. He also listed series of rules relaxations, said few people have paid much attention to Commission's film non-exclusivity rule which, he said, eventually will allow cable access to many 3-10-year-old films. Speaking of 1977 rebuild, he said he thinks it "questionable policy" to "dedicate free channels, beyond perhaps both public need and demand." He pressed for industry support of copyright and forfeiture legislation.

Neb. ETV Network has signaled it won't give up easily in fight to retain its "N" logo—which is practically identical with NBC's new symbol (Vol. 16:2 p6). Neb. Network filed suit in Lincoln, Neb. District Court seeking injunction against NBC use of logo, charging NBC with unfair competition and violation of state & federal trademark laws. NBC said it was "surprised & disappointed" by Neb. ETV action because it thought negotiations were going well.

POST-FV VIOLENCE: Battle between competing measures of violence on prime-time TV seems to be shaping up between CBS & NIMH over amount of violence in post-family viewing (FV) hours. Though Dr. George Gerbner, who prepares annual violence index report to Congress under NIMH research grant, hasn't yet released results of survey for 1975-76 season, CBS has compiled its study—by Vp-Chief Economist David Blank—showing violence levels down for all 3 networks in all time periods.

Gerbner would only say that level of violence before 9 p.m.—during family viewing (FV) period—was down from last year's levels, a finding substantiated by Blank's study. Blank found number of violent incidents "down substantially" compared with 1974-75, and "at their lowest level since we began monitoring activities in the 1972-73 season." Time period apparently open to dispute is after 9 p.m. Blank study claims violence after 9 "is down from last year and about at the level of prior years."

While Gerbner declined to give specific results, he did offer spirited defense of his research methods, challenged accuracy of CBS'. "We have absolute trust in our results and we don't care what anybody else says... When we publish, we set out our methodology completely. We have not been able to see his [Blank's] methodology... Usually, if there's a difference, it's because of differences in the methodology."

Blank said Gerbner's charge that CBS methodology hasn't been published "irritates me... We published full details in Spring 1974," as part of 1974 Senate Communications Subcommittee hearing record (Vol. 14:14 p2).

"It seems ironic to me" that FCC—which has "severely limited cable's ability to compete through a series of arcane rules"—"should be concerned about restraints that might be placed on cable by state & local governments," House Communications Subcommittee Chief Counsel Harry (Chip) Shooshan told Public-Cable membership meeting in apparent response to criticism leveled by FCC Cable Bureau Chief David Kinley (Vol. 16:6 p4). Shooshan added: "We do not have any substantial degree of faith in the federal regulatory body being able to ultimately do a better job than the state or local regulators."

Jury convicted 4 executives of Brunswick Record Corp. in Newark District Court last week for either pocketing or funneling to disk jockeys over \$350,000 in cash from illegal sales of Brunswick record albums. Money allegedly was given to disk jockeys as "payola." Executives also were charged with failing to pay copyright royalties on illegally-sold albums. Convicted were Pres. Nat Tarnapol, Vp Peter Carris, Production Mgr. Lee Shep & Secy. Irving Weigan. Acquitted were Promotion Dir. Melvin Moore & Vp Carl Davis.

First profitable year was achieved by Kaiser Bcstg. in 1975. Share of profits going to Kaiser Industries, 77.5% owner, was \$1,215,000. Balance is owned by Field Enterprises. Pres. Don Curran said revenues for first 1976 quarter are "substantially ahead" of last year and "we expect our profitability to continue to increase." Kaiser operates 5 UHF's, began in 1965 in Detroit.

OTC DRUG PANELS PLANNED: FCC, in cooperation with FTC, announced it will hold 3 panel discussions May 20-21 to explore TV advertising of over-the-counter (OTC) drugs. Action is in response to petition by Mass. Atty. Gen. Francis Bellotti & others seeking ban on televised OTC drug ads before 9 p.m. (Vol. 15:29 p2). FCC approved panels 6-0, Comr. Lee not voting; FTC approval was 3-0.

Two panels will concentrate on evaluating existing research findings and future research, while 3rd panel will consider courses of actions. First panel will consider cause-effect relationship between ads & drug use by young children, while 2nd panel will concentrate on elementary & high school children & adults. Members of first 2 panels all will be academic & broadcast industry researchers, while 3rd panel will be group of advocates. FCC & FTC staffs have drawn up list of about 50 possible names, will narrow field to about 30. "We're looking for experts in the field, the best possible people... We just want to get the issues out in the open," according to one official. Lawrence Zacharias, FTC, and Karen Hartenberger, FCC, are staff coordinators.

"I don't watch TV very much, but I think [family viewing] is one of the few things they're doing that's worthwhile," Charles Colson, former adviser to ex-President Nixon, told us. In panel discussion on Decency in Media at National Religious Bcstrs. convention in Washington, he struck out at power of TV news, charging it has changed nation's character, but spent most of his time defending reputations of former Nixon aides. Recording artist Pat Boone said he prays for FCC Chmn. Wiley & network execs. every day to help them resist scheduling violent programs "for profits & ratings." Ellen Richards, WYFI(FM) Norfolk, Va., hit AP Radio for use of "hell" & "damn."

Satellite Working Group members CPB, PBS & Ford Foundation have come to agreement that "there probably should be a single organization responsible" for public broadcasting's satellite distribution system, and that organization should be CPB, according to CPB Pres. Loomis. In joint statement, members said they've agreed that CPB "would assume the basic responsibility and associated risks," continue to assign various tasks to PBS. Agreement settles dispute over control of loan negotiations & system construction (Vol. 16:7 p2). Loan talks continue with Prudential & Equitable, expected to provide financing for project.

CUB petitions to improve quality of UHF broadcasting (Vol. 15:30 p8, et seq.) should receive "prompt Commission consideration," House Communications Subcommittee Chmn. Macdonald (D-Mass.) wrote FCC Chmn. Wiley. Though Macdonald said CUB representatives told him changes would involve "modest costs" and would "produce substantially improved reception," he noted that 7 months have passed since petitions were filed, without FCC analysis or rulemaking, and that issue doesn't appear on FCC calendar for next 3 months.

Optical Systems reports starting or planning pay cable in following Cal. communities: El Cerrito, Castro Valley, Coronado, Martinez, Salinas.

Personals

NATPE 1976 "Award of the Year" was given to entertainer **Dinah Shore** at last week's convention in San Francisco (see p. 1); **Phil Boyer**, ABC N.Y., elected NATPE pres. to succeed **Marvin Chauvin**, WOTV Grand Rapids, April 1; others elected: **James Major**, WJBK-TV Detroit, first vp; **A.R. Van Cantfort**, WSB-TV Atlanta, 2nd vp; dirs.—**Jack Michaels**, WREC-TV Memphis; **Tay Voyer**, WTVJ Miami; **George Curry**, WSAZ-TV Huntington, W. Va.; **Robert Guy**, KING-TV Seattle; **Wynn Nathan**, Time-Life TV; **Harry Francis**, Meredith Bcstg.; **Jerry Smith**, Worldvision. NATPE's first "President's Award" was given to MCA's **Keith Godfrey**.

Re-elected National Religious Bcstrs. officers: **Abe Van der Puy**, HCJB(AM) Quito, Ecuador, pres.; **Thomas Zimmerman**, Assemblies of God, first vp; **E. Brandt Gustavson**, Moody Bible Institute, 2nd vp.

Thomas Hagner, ex-vp-sales dir., Mutual Radio Network, joins TvB N.Y. sales staff, responsible for Middle Atlantic region, govt. agencies & retail specialty stores sales; **Darlene Koplien**, ex-IBM, handles New England territory, clothing, fabric & retail apparel.

Appointed to NAB RIO Committee: **Jerry Fitch**, KDGO(AM) Durango, Colo., **Elliott Franks**, WOIC Columbia, S.C., & **William Shaughnessy**, WVOX(AM) New Rochelle, N.Y. **Albert Hemsing**, ex-USIS, Delhi, India, appointed dir. of Radio Free Europe, succeeding **Ralph Walter**, named programming vp, Radio Free Europe & Radio Liberty. **David Freyss**, J. Walter Thompson, elected pres., Broadcast Advertising Producers Society.

Richard Edmondson promoted to NBC communications system planning & operations mgr.; **James Holton**, NBC News radio news gen. mgr., appointed radio news vp; **Richard Verne** advanced to vp-administration, NBC Radio Div.

Judith Ahlborg advanced to ABC Entertainment program services mgr., succeeded by **Richard Vadala** as program services supervisor. **George Tomek** promoted to news dir., KTVY (formerly WKY-TV) Oklahoma City. **Raymond Coleman** advanced to asst. gen. sales mgr., WBEN-TV Buffalo.

Richard Anderson, Doubleday Bcstg. vp, appointed Doubleday Media gen. mgr.; **Daniel Hayslett**, ex-Hamilton-Landis, named national sales mgr.; **Robert Magruder**, ex-Sovran Assoc., appointed regional sales mgr. **Brenda Fox** promoted to NAB asst. gen. counsel, designated radio affairs specialist.

Murray Horowitz advanced to vp-advertising & PR, ITC TV Div. **Ralph Abell**, Blair TV San Francisco vp-mgr., named vp-sales in Blair's L.A. office; **John Ryan** advanced to San Francisco office mgr. **Samuel Cooper**, ex-NCTA, joins Washington law firm Cohn & Marks; **Kathleen Haser** leaves Assn. to join American Film Magazine as asst. to editor. **John Fiorini** becomes partner in Washington law firm Smith & Pepper; **James McGillan** named counsel to firm.

William Ketter elected UPI vp-broadcast services. **Roger Youman** named TV Guide exec. editor, succeeding **Alexander Joseph**, who retires to take new editorial assignment from parent Triangle Publications. **Fred Hohage** elected exec. vp, Robert Bosch Corp. **Robert Friedman** promoted to Conrac Datex Div. mktg. mgr.

Peter McCafferty, ex-Sylvania Commercial Electronics, appointed Cerro Communication Products southwestern mgr. **Robert Kuhl** rejoins IVC as national accounts mgr. **Jack Banister** advanced to RCA Bcst. Systems sales development & proposals mgr., new post. **James Beloyianis** advanced to Katz TV Atlantic Team sales mgr., N.Y.

George Beck, WDSE-TV (ETV) Duluth gen. mgr., elected pres., Midwestern ETV. **James Potter** promoted to planning & analysis dir., Public Service Satellite Consortium.

Frank Astrologes, Oak Industries pres., resigns to become chmn. & chief financial officer, World Pay TV, joint venture of Oak & Chartwell Communications; Astrologes also named chmn. of newly-created finance committee of Oak dirs.; **E.A. Carter**, Oak chmn. & chief exec. officer, assumes additional title of pres.

John Patterson appointed Pacific Northwest sales service rep in Times Wire & Cable Spokane office. **Don Mackin**, Moscow, Ida., elected pres., Ida. Cable Communications Assn. **John Roser** promoted to materials mgr., Theta-Com. **William Jordan**, ex-AFCO Industries, joins Continental Cablevision as Holland, Mich. mgr. **M. Kumar Shah**, ex-chief accountant, named asst. treas., Goldmark Communications.

Charles Conrad, one-time astronaut & ex-ATC vp-chief operating officer, named McDonnell Douglas vp-consultant. **Warren Anderson**, ex-Sony, joins Philips Audio-Video as ad & mdsg. mgr., succeeding **John P. Maloney**, resigned. **William Amos**, ex-Video Systems Div. vp, assumes new post of video products sales vp, Philips Audio-Video Systems, with responsibility for broadcast & closed-circuit equipment. **Joseph Freitag**, ex-United Technologies, appointed Comsat General business development dir.

CATA has endorsed Teleprompter copyright proposal as "a more reasonable legislative alternative" to bill now before House Judiciary Subcommittee, though CATA continues to believe cable should have no copyright liability, according to resolution adopted by Assn. TPT Pres. Russell Karp said he welcomed CATA support as part of growing consensus that copyright be based "on rational marketplace factors."

Fairness doctrine will remain essentially unchanged—FCC last week having rejected petitions for reconsideration of 1974 decision (Vol. 14:26 p3). Some clarifying language is being drafted, and decision will be announced soon.

MST plans "special program" at 20th anniversary membership meeting March 21 during NAB convention in Chicago.

Consumer Electronics®

A Section of Television Digest with Consumer Electronics

MANUFACTURING & SALES • TV • AUDIO • TAPE PRODUCTS • VIDEOPLAYERS • COMPONENTS • NEW PRODUCTS • FINANCE

STATE OF THE INDUSTRY

Sales to dealers (total market), from EIA, for week ended Feb. 13 (6th week of 1976):

	Feb. 7-13	1975 week	% change	Jan. 31- Feb. 6	1976 to date	1975 to date	% change
Total TV.	194,873	148,091	+31.6	199,875	1,228,782	989,961	+24.1
color	114,803	77,156	+48.8	118,604	729,721	564,618	+29.2
monochrome	80,070	70,935	+12.9	81,271	499,061	425,343	+17.3
Total radio	453,751	389,173	+16.6	441,815	3,189,550	2,285,368	+39.6
home, portable . .	194,761	249,414	-21.9	204,420	1,745,403	1,413,141	+23.5
AM-only	39,186	82,520	-52.5	23,326	358,842	458,862	-21.8
FM & FM-AM . .	155,575	166,894	-6.8	181,094	1,386,561	954,279	+45.3
auto	258,990	139,759	+85.3	237,395	1,444,147	872,227	+65.6
Port.-comp. phono .	43,157	40,601	+6.3	45,654	284,858	236,703	+20.3

Color TV 5-week moving average: 1976—124,726; 1975—94,806 (up 31.6%).

JAPAN SETS JAN. COLOR EXPORT RECORD: Extending color TV export-to-U.S. surge into 8th month, Japanese manufacturers kicked off 1976 with record Jan. shipments, also scored solid gain in b&w, Finance Ministry report shows.

Month's color exports of 106,274 were up 284.6% from depressed Jan. 1975 level, shattering previous record of 80,500 set in Jan. 1971 and extending Japan's string of 100,000-plus months to 7—record of 8 was also set in 1971. B&w exports, at 47,529, were up 146.3%, bringing combined TV export total to 153,803, up 227.7%.

TV SAFE ENOUGH, UL PANEL TELLS CPSC: In something of a palace revolt, industry & consumer advisors to UL's TV safety standards development effort have concluded that today's TV sets don't pose unreasonable risk of injury to consumers, and that no mandatory federal safety standard is needed.

Understood to be based on UL staff analysis of data on TV fires & accidents obtained from Consumer Product Safety Commission and other sources, opinion directly contradicts CPSC staff finding which resulted in agency's formal determination that sets are hazardous and its selection of UL as standard developer (Vol. 15:4 p9 et seq.).

Position against mandatory standards adopted by advisors covers all areas of potential danger specified by CPSC—fire, shock, implosion & mechanical—and holds that while improvements in safety are desirable, voluntary compliance program, such as that already run by UL with virtually all domestic manufacturers & importers as subscribers, is all that's necessary. Final statement, expected to be presented to CPSC at progress report meeting next week, also may contain suggestion that agency devote bulk of TV safety effort to consumer education campaign.

Decision won't have any effect on UL development effort, according to S. David Hoffman, project director. He told us 3rd draft of standard proposal would be sent out for comments in about week and that UL expects to meet June 22 deadline for submission of final proposal to CPSC.

Initial reaction to advisors' opinion at CPSC was shock—no one has ever challenged agency's finding of need for standard before. But, staffers assured us, CPSC keeps open mind, and they indicated question would be considered as part of over-all review after UL completes proposal. However, we were told, staff feels advisory group "hasn't taken all the factors into consideration."

In other safety developments: (1) Conrac has started recall of 183 color monitors to eliminate potential for excessive X-ray emission. BRH spokesman said monitors, using 12" Trinitron tubes, failed 2nd-stage test, which calls for measuring radiation after adjusting all user & service controls to produce maximum emission. Sets were made before Aug. 1975. (2) Supreme Court upheld lower court ruling that Admiral was negligent in not recalling color sets it allegedly knew had flyback transformer which could short out, cause fire. Set produced in 1964 was blamed for 1968 fire which injured Cincinnati woman. Decision made Admiral liable for \$100,000 in punitive damages and \$50,000 for legal fees as well as \$125,000 in compensatory damages.

ZENITH'S WRIGHT RETIRING; NEVIN CHMN.-PRES.: Reaching mandatory retirement age of 65 this month, Zenith's Joseph Wright relinquishes chairmanship to Pres. John Nevin April 1, continues on board.

Although once considered "one-man company" ruled by late Cmdr. Eugene McDonald, Zenith actually reached No. 1 spot in U.S. consumer electronics under Wright-Nevin team. Wright has been general & chief strategist in war against inroads of imports, which is expected to continue under Nevin. Wright joined Zenith in 1952 as asst. gen. counsel, from FTC, where he had worked since 1936, reaching post of asst. gen. counsel & compliance chief. He became Zenith pres. in 1959, succeeding Hugh Robertson, moving to chmn. in 1968, resuming temporary duties of pres. after death of Sam Kaplan in 1970.

John Nevin left post of Ford corporate vp to accept surprise appointment as Zenith pres. in 1971. Drawing on background in general management, marketing, finance & product planning during 17 years at Ford, his 5 years have been Zenith's most eventful in terms of aggressive competition & product development. He will officiate this week at first demonstration of newly developed color picture tube, a project initiated during his first year in office (Vol. 16:5 p7 et seq).

SYLVANIA PUTS ANTI-JAPAN CASE ON HOLD: Sylvania asked International Trade Commission to hold up action temporarily on unfair-import-competition complaint against group of 5 Japanese color manufacturers and their international marketing arms. Sylvania told ITC complaint may be broadened to include allegations of unfair acts and business methods not specified in initial filing (Vol. 16:5 p8).

Even while ITC was determining whether to launch full-scale investigation into Sylvania's charges—it was expected to make decision March 1—Japanese were moving to have whole thing quashed. In informational filing with ITC, Japanese said Sylvania's complaint doesn't present actionable case.

To Sylvania's charge they're selling color sets in U.S. at or below cost, Japanese point out that since 1971, when they were found to be dumping TV here, their export pricing has been policed by Treasury under ground rules requiring that sets all be sold at profit of 8% or better. In answer to Sylvania's accusation that they're getting govt. subsidies, Japanese again point to Treasury, this time citing ruling issued last Jan. that any such subsidies are minimal (Vol. 16:2 p8). Japanese also argue: Sylvania's contention that Japan market is unfairly closed to products of U.S. TV producers is governmental, not industry, question. None of 3 basic issues raised—dumping, govt. subsidies or closed home market—come under unfair-import-competition provision of Tariff Act (Sec. 337) and generally aren't under ITC jurisdiction. Filing was made on behalf of Hitachi, Sharp & Toshiba; other 2 specified in Sylvania complaint—Mitsubishi & Sanyo—weren't part of action.

In Philadelphia last week, Federal Judge Leon Higginbotham set March 25 as next pre-trial hearing in Zenith-NUE \$700-million antitrust suit against Japanese industry. Move to set trial date appears delayed by refusal of some defendants to waive right to jury trial. In soon-to-be-released rulings, however, Higginbotham is expected to grant Zenith & NUE broad discovery powers, may even set precedent by assigning U.S. judge to go to Japan to act as referee while plaintiffs' attorneys are there collecting evidence & depositions.

FCC GAME CRACKDOWN: FCC has sent violation notices to more video game marketers and can be expected to issue at least 3 more soon—to companies which exhibited non-type-approved games at American Toy Fair (Vol. 16:8 p9). Engineer from Commission's N. Y. field office attended Toy Fair, took down names—and those offering non-approved games will be sent violation notices.

Included in latest batch of notices was Mobil Oil Co., which offered Entex Industries' Tele-Pong at \$69.90 to credit card holders in recent gift catalog. Also getting FCC letters were Entex, Carson, Cal. and Imtech Engineering Corp., Springfield, Va. FCC notice points out that company apparently is violating rules by offering Class I TV device which hasn't been type approved, asks what company is doing to bring it into compliance and how it plans to recall any products sold or in field. If offending company answers within required 15 days, assumes reasonable attitude and gets type approval, that's usually end of matter. FCC officials realize most or all violations are innocent result of marketers' ignorance of Commission rules.

Spokesmen for Mobil Oil & Entex told us no games had yet been shipped either to consumers or retailers. Entex representative said company is still awaiting completion of tooling for antenna switch for Tele-Pong, will then submit unit for type approval. FCC has been "cooperative," he said. He said Entex has enough retail orders to cover all 1976 production, expects Japan-made game to be discounted as low as \$39.95.

Although mere exhibition at trade show or even advertising game in brochure technically is violation of FCC rules, Commission field engineer didn't attempt to force games off display at Toy Fair. Nor, presumably, did engineer from FCC labs, a ham radio operator, attending amateur radio equipment show in Vienna, Va., who saw display of Imtech game—but Imtech got violation notice. Attempts to reach Imtech officials for comment were unsuccessful.

Video game kit is being offered to electronics hobbyists by Interfab, Laguna Niguel, Cal.—including plans and any combination of parts for tennis-hand-ball game with on-screen scoring.

Duty-free import trade preference list, designed to boost imports from less-developed countries (Vol. 15:48 p9), has been amended by President to extend such privileges to previously excluded radios from South Korea (except auto radios) and Taiwan-made tape players. However, regulations specify that duty-free entry treatment for product from given country ends if imports exceed \$25 million in single year, so change isn't expected to mean much to market here.

Interference filters on most consumer electronics would be required by bill (S-3033) introduced by Sen. Goldwater (R-Ariz.). Intended to reduce consumer complaints of interference from CB & ham radio operators, measure is companion to one by Rep. Vanik (D-O.) in House (Vol. 15:23 p13).

WHAT'S PORTABLE? Days when "anything with a handle is portable" will come to end this year when National Bureau of Standards completes study to determine maximum weight & bulk a product can have without being designated as hernia model.

Study is being conducted for FTC which will use data in setting guidelines under Warranty Act; Commission also could use it to control advertising. While manufacturers are free to limit warranty coverage as long as terms are clearly spelled out, portability definition will be guide to which models of TV, microwave ovens, air conditioners & other large appliances should get in-home warranty service and which should be repaired on carry-in basis.

Upcoming standard could create problem for TV producers. While most provide in-home service on all 19"-&-over models, sets are increasing in weight as manufacturers add power isolation transformers and make other safety-related chassis & cabinet modifications. If NBS adopts anything significantly lower than generally-accepted 60-lb. portability cutoff point, 16" & 17" color models would move out of carry-in service classification.

NBS also is working with Federal Energy Administration on TV energy efficiency & related testing standards. Proposals for mandatory reduction of average TV energy use and for measuring electrical consumption are expected to be essentially same as those NBS recommended before passage of energy bill which assigned regulatory authority to FEA (Vol. 15:51 p9). NBS spokesman told us that TV effort is virtually complete, but finalization is being delayed to permit concentration on standards for other products ranking higher on FEA's priority list.

Zenith introduced new monochrome line at distributor meeting last week—with approximately same number of models (16) at same price points as predecessor. Only new category is 9" AC open-list set, which, retailing below \$110, becomes company's lowest-priced TV. AC-DC 9" sets are \$130 & open (battery \$50 extra); two 12" AC sets are \$120 & \$140, latter with swivel base; 2 AC-DC 12" are open, presumably in \$130-\$140 range. Two 16" & two 19" open-list sets were introduced early (Vol. 16:8 p11), prices unchanged from predecessors, which would mean starting price of about \$160 for 19". New 19" models are \$170 & \$180. Table-model 22" is open, console \$250, with open-list step-up. Two four-channel stereo consoles are \$625, open-list 2-channel console, step-ups at \$340 & \$350.

Distribution notes: Telecor's contract to distribute Panasonic professional video equipment in Western states was revised & extended to 1980... **Zenith Chicago** advances Richard Behrens from vp-sales mgr. to sales vp, Earl Clark from mdse. mgr. to ad vp, Donald Mitchell from mktg. services mgr. to mdsg. vp... **Handwerk Distributing** (Quasar), names S.L. Winn, former Quasar region mgr., as vp responsible for 20 Fla. counties.

Color tube & glass plant will be built for Polish govt. by RCA & Corning, pending approval of loan to Poland from Export-Import Bank.

ADVENT REVS UP: Advent is "making & selling [Videobeam] sets at a higher level than last quarter," but production has increased faster than marketing effort. So we were told last week by Pres. Henry Kloss, commenting on one-week layoff of 350 employees because of mounting inventories. Advent went from shortage to surplus situation in single quarter because "we had no selling organization." Production was curtailed for week in line with company's policy of "carrying no inventory," he said, adding that Advent now is starting major merchandising effort.

Kickoff for accelerated marketing was more-than-full-page ad in Feb. 26 Wall St. Journal with list of 70 eastern Advent dealers. "Since we are only now catching up to demand," ad says, "it hasn't made sense for us to advertise very much. So this may be the first you've heard of Advent TV despite all the free publicity."

Company delivered 1,040 projection TVs in last quarter, 700 in this year's first 7 weeks, including 25 weekly to England, Kloss told us, and reached 150-set-a-week production goal early. He said Advent sales now are at \$30-million annual rate vs. \$17 million sales last year. Some 30% of Videobeams are sold for home use, he said.

New consumer TV projector at lower price than current \$4,000 Videobeam will be introduced at June CES. Unlike present product, it will be assembled by Advent from chassis, tubes & optical systems made to its specifications by outside suppliers. Advent is developing and will produce "new kind of screen, designed for high performance & durability

BETTER SLOT MASKS: New process for manufacture of masks for color tubes which could help overcome many of slot-mask tube's picture deficiencies has been announced by Buckbee-Mears, biggest maker of picture tube masks. New technique makes possible for first time mass production of mask with slot width smaller than thickness of mask itself.

New masks could improve resolution in slot-mask tubes, by permitting use of more (and smaller) slots & phosphor strips in tube, perhaps making possible high-resolution 25" slot-mask tube. Process also could overcome one major problem inherent in in-line-gun slot-mask design—tendency of mask to move under electron bombardment. Most slot masks currently are 6 mils thick for larger tube sizes, some smaller tubes using 4-mil masks. Using new technique, masks might be made as thick as 7.2 mils for added strength without increasing slot width over normal 6 mil. B-M spokesman said new process, for which patents have been applied, gives tube designers greater freedom to develop high-quality slot-mask tubes. Eventually, it could result in economies in mask production.

New process is being put into use by retrofitting existing production equipment in B-M's St. Paul plant, will be phased into plant in Mulheim, Germany, and installed in new Cortland, N.Y. plant scheduled for start-up this year. B-M makes masks for tube makers in U.S. & 10 other countries.

made a new way," as part of consumer system. Other recent projection-TV developments:

Another TV projection system, competitive with Advent Videobeam, is "Tri-Cops" by Quadcon International, Mountain View, Cal. Unit uses 3 projection tubes made by RCA, with special faceplates developed by Quadcon, in vertical in-line configuration. Fixed-focus system employs lenticular curved 7-ft.-diagonal screen of Ektalite type. Electronics are made by unnamed Chinese-owned manufacturer in Taiwan, optical components in U.S. System has about 20 ft.-lamberts brightness, will be sold at around \$4,500 in 2-step distribution, deliveries to start in 6 months. Quadcon pres. is Joel D. Smith, Exec. Vp Gerald A. Johnson, Mktg. Vp John H. Parker.

Illusion of depth and increased brightness are claimed for series of modified TV sets being demonstrated by Creative Optics Inc., Canoga Park, Cal. Picture from TV set mounted in cabinet at specified angle is reflected in concave mirror which focuses light toward viewer. Angle of TV screen produces illusion of depth, since horizon is further from eye than foreground. Among products being shown are 25" unit with "viewing window" 29" diagonal, using Magnavox set, at \$1,495; 2-sided 19" console for viewing both TV & slides or movies in "Tele-Dimension," projection set using similar principle with 40" Ektalite screen & 15" Sony receiver. Company currently is marketing sets directly, plans eventually to go through dealers. Pres. James Holt says he spent 12 years perfecting his invention. Harold Oberstein, ex-Magnavox, is sales mgr. Main stockholder is Harvey Fruehauf of Fruehauf Trailer family.

Curtis Mathes has new pres. and is purchasing up to 1.2 million of its 3.1 million outstanding shares. Elected pres. was Burke Mathes Jr., former exec. vp and nephew of founder Curtis Mathes Sr., who retired in 1974. He succeeds Horace Kelton, who has served with company 22 years and has resigned to enter investment business. Company plans to buy the 34% interest held by Curtis Mathes Sr. & Kelton, both of whom are severing connections with firm. Following excellent fall business and "operational improvements over the last 4 years," company said it had substantial cash surplus which it would apply toward stock purchase, adding it has no intention of becoming privately held. With resignation of Kelton and asst. secy. Judge Gambill, board has been reduced to 3 members—Chmn. Curtis Mathes Jr., Burke Mathes & Jay Myers. Before announcement of purchase, CM stock was traded at 3-1/8; 1975 low was 7/8.

All-channel rule modification to postpone for one year to July 1, 1977 its requirement that 70-position UHF tuners have accuracy of + 1 MHz (Vol. 15:45 14) has been adopted by FCC. It is considering letting accuracy requirements for Ch. 70-83 remain at current + 2 MHz. Comments due April 2, replies April 16.

All-Channel Radio legislation again has been introduced in House—by original sponsors, Reps. Van Deerlin (D-Cal.) & Brown (R-O.).

1975 IMPORTS: Average prices of most larger-size color TV imports were down, while b&w price changes were mixed last year, compared with those of 1974, Commerce Dept. totals show. Declines appear mainly to reflect lower prices charged by foreign manufacturers, but increased value of dollar in international trade was contributing factor.

In 19" color, average value of Japan-made set fell to \$198.30 from \$218; Taiwan's average dropped to \$189.39 from \$198.17. Averages for other color sizes, with 1974 average in parentheses (unit totals of less than 5,000 omitted): 18", Japan \$222.04 (\$223.25), Taiwan \$183.66 (\$173.52); 13-17", Japan \$172.12 (\$211.69), Taiwan \$149.24 (\$150.42), Korea \$185.07 (\$189.30); 11-12", Japan \$171.43 (\$179.65), Taiwan \$73.24 (\$123.90), Korea \$154.80 (\$208.40); 10"-&-under, Japan \$163.10 (\$160.56), Taiwan \$143.24 (\$129.64), Korea \$66 (\$187.50). Color averages for which there are no 1974 comparisons: 16-17", Japan \$186.69, Taiwan \$142.53; 14-15", Japan \$183.92, Taiwan \$173.08; 13", Japan \$159.72, Taiwan \$151.03, Korea \$184.89.

Averages for b&w: 19", Japan \$94.65 (\$94.12), Taiwan \$75.36 (\$74.32), Korea \$72.78 (\$68.73); 18", Taiwan \$39.28 (\$48.82); 13-17", Japan \$84.08

(\$93.15), Taiwan \$65.91 (\$71.94); 11-12", Japan \$57.43 (\$59.16), Taiwan \$57.78 (\$54.69), Korea \$51.93 (\$50.53); 10"-&-under, Japan \$67.71 (\$62.64), Taiwan \$59.08 (\$54.97), Korea \$64.64 (\$55.08).

Transceiver category, including CB, was sole major consumer electronics import classification to show improvement over 1974, as units jumped 50.7% to 8.8 million. Total radios were off 17.6% to 30.9 million, as home radios declined 18.9% to 27.8 million, auto radios slipped 3.7% to 3.1 million. Total phonos, excluding tape player & recorder combinations, were down 51.5% to 455,300, as radio-phonos dropped 66.7% to 217,300, phonos fell 17.3% to 238,000. Record changers posted 38.1% decline.

Imports of audio tape equipment, not shown in table below, were down 15.6% to 16.5 million, with recorders down 13.6% to 8.18 million, players down 17.5% to 8.32 million. In recorders, cartridge & cassette units were off just 9.5% to 7.73 million, reel units sank 51.5% to 448,100. Home units including portables absorbed bulk of decline in tape players, dropping 32.9% to 3.42 million, while automotive players were down only 1.8% to 4.9 million. Here are details:

U. S. IMPORTS

	1975		1974			1975		1974	
	Units	Value(\$)	Units	Value(\$)		Units	Value(\$)	Units	Value(\$)
Color, 19" & over .	548,280	108,897,617	338,300	73,158,137	Taiwan	152,570	10,056,230	413,405	29,741,468
Japan	502,037	99,556,027	284,224	61,962,570	S. Korea	1,800	85,914	16,510	1,053,822
Taiwan	41,444	7,849,131	48,268	9,565,342	B&w, 11-12"	1,764,079	101,027,043	2,698,601	149,052,503
S. Korea	10	1,547	640	131,640	Japan	338,337	19,430,126	473,918	28,034,898
Color, 18"	29,756	5,960,653	52,144	9,936,076	Taiwan	1,270,401	73,406,574	1,972,357	107,873,990
Japan	12,779	2,837,495	17,616	3,932,732	S. Korea	154,383	8,017,291	236,010	11,925,001
Taiwan	16,948	3,112,625	34,497	5,986,051	B&w, 10" & under .	637,551	39,923,164	815,818	47,241,701
Color, 16-17"* . .	57,315	9,512,994	536,903	102,179,407	Japan	194,884	13,196,124	281,396	17,627,106
Japan	29,495	5,506,498	347,546	73,572,026	Taiwan	380,541	22,481,430	490,273	26,951,545
Taiwan	27,402	3,905,540	173,656	25,669,508	S. Korea	60,824	3,931,674	41,678	2,295,712
S. Korea	375	71,143	15,048	2,848,709	Auto radio, AM . .	1,559,239	29,401,530	3,233,838	80,357,590
Color, 14-15"* . .	125,099	22,956,783	—	—	Auto radio, FM* . .	1,553,897	49,250,753	—	—
Japan	119,709	22,016,810	—	—	Ck. rad., dig., AM .	142,847	1,081,991	421,359	4,388,298
Taiwan	5,135	888,744	—	—	Ck. rad., dig., FM .	4,715,473	65,600,202	5,524,968	79,093,753
S. Korea	220	40,983	—	—	Ck. rad., other, AM	445,892	3,715,806	1,053,071	8,275,890
Color, 13"*	194,007	30,969,501	—	—	Ck. rad., other, FM	1,192,312	15,543,386	1,112,996	12,854,704
Japan	148,000	23,638,335	—	—	Tr. rad., AM, AC .	388,500	1,835,263	595,934	3,437,840
Taiwan	34,533	5,215,488	—	—	Tr. rad., AC, w/o	—	—	—	—
S. Korea	11,247	2,079,482	—	—	spkrs.	1,121,642	76,963,073	1,081,226	72,806,931
Color, 11-12" . . .	192,656	31,696,854	213,464	35,251,256	Tr. rad., FM, AC .	1,368,174	39,853,249	1,351,468	42,187,007
Japan	171,900	29,468,161	151,963	27,300,420	Tr. rad., AM, batt.	7,629,667	21,643,320	9,716,007	35,962,752
Taiwan	12,066	883,733	54,585	6,763,134	Tr. rad., FM, batt.	7,309,470	96,709,515	13,455,525	214,482,498
S. Korea	8,556	1,324,481	6,685	1,137,548	Tr. rad., multiband*	3,480,335	46,670,960	—	—
Color, 10" & under	67,551	10,756,249	141,374	21,905,460	Trcvrs., auto, CB .	2,485,736	128,796,342	5,857,585	103,964,929
Japan	59,978	9,782,561	114,938	18,454,349	Trcvrs., auto, other*	453,987	23,862,309	—	—
Taiwan	5,913	846,977	26,160	3,391,322	Trcvrs., hand-held*	4,155,219	28,294,683	—	—
S. Korea	1,596	105,336	60	11,250	Trcvrs., other* . .	1,730,104	94,702,924	—	—
B&w, 19" & over .	220,615	17,488,211	471,974	36,717,795	Rad.-phono, console	72,515	2,300,270	123,877	6,683,738
Japan	26,827	2,539,256	73,410	6,909,423	Rad.-phono, other .	144,779	5,514,121	527,875	17,865,825
Taiwan	177,075	13,375,535	272,106	20,221,611	Phono, stereo . . .	83,892	5,301,847	231,829	8,504,708
S. Korea	14,349	1,044,256	108,603	7,464,294	Phono, mono . . .	154,112	1,859,438	55,929	1,197,012
B&w, 18"	119,305	4,983,930	183,241	8,644,016	Record changers . .	4,262,933	72,341,097	6,882,969	104,111,856
Japan	1,880	355,719	2,010	378,557	United Kingdom .	3,830,972	49,359,973	6,312,897	77,834,876
Taiwan	117,274	4,606,654	161,947	7,907,872	West Germany . .	284,031	14,876,301	338,389	16,923,992
B&w, 13-17" . . .	233,072	17,316,843	489,157	36,109,399					
Japan	76,989	6,472,936	53,734	5,005,644					

*Not reported separately in 1974.

*Not reported separately in 1974.

Ban on display of uncertified receivers at trade shows could be eased in time for March 30-April 1 PC-76 (CB) show—but there are couple of "ifs": If FCC agrees to issue interpretive order, effective immediately, instead of proposed rulemaking, which requires time for comments; and if Commission can fit subject in its calendar before show opens.

Mergers & acquisitions: Graham Magnetics has agreed in principle to acquisition by Sun Oil subsidiary Sun Ventures for \$14.3 million. Move is subject to definitive agreement, approval of holders, boards. . . North American Philips acquisition of Airpax Electronics for shares worth about \$8 million has been approved by boards (Vol. 16:4 p11).

Trade Personals

Bernard Herman resigns as Capehart national sales mgr. to join B&S, N.Y. rep for Capehart, Unitrex & Sonic... **Mark Shepherd**, Texas Instruments chief exec., elected chmn., succeeding **Patrick Haggerty**, retiring; **J. Fred Bucy**, chief operating officer, advanced from exec. vp to pres., replacing Shepherd... **Keith Meyers** promoted at TRW Electronics Components Div. from mktg. dir. to mktg. vp... **Sidney Davidson**, U. of Chicago, named to Zenith board, succeeding late **E.N. Rauland**.

R. E. Quinn, former Rockwell Consumer Operations controller, shifts to corporate controller's office as operations analyst for Consumer Operations & Microelectronic Product Div.; **D. J. Ruggles** & **J. A. McLuckey** appointed analysts for Aerospace & Electronics Operations... **E. Denis Colbourne** advanced at Bowmar Canada from chief engineer to mktg. & engineering vp; **Michael Hollis**, former mfg. operations mgr., named mfg. vp... **Amanda Chism** appointed Clarion America national sales coordinator... **Peter Bennett**, ex-RCA, named staff associate, EIA Communications Div.

James Andrews advanced at Conrac Turner Div. (CB microphones) to gen. mgr.; **Leon Goodell** promoted from distributor sales mgr. to mktg. mgr., succeeding Andrews... **Leonard Landelius** promoted at Gold Line Connector (CB parts) from gen. mgr. to vp, with responsibility for firm's 3 U.S. plants... **Guy Forney**, ex-Bourns, named gen. mgr. of Puerto Rico plant of Allen Group's Antenna Specialists Div... **Peter Dushinberre**, ex-ITT & Westinghouse, joins Audio Magnetics as senior vp-mfg. operations.

Purchase of 4,000 GE b&w monitors could put closed-circuit TV specialist GBC into video games business. GBC is now offering 19" & 22" units to game suppliers as monitors for coin-op games but Pres. Harry Lefkowitz said he "might make them into complete games myself." Lefkowitz says firm bought 3,500 22" & 500 19" monitors, is selling them at \$59-\$79. Monitors lack RF & tuning circuits, but game could be direct-wired into video circuit. GE spokesman said monitors were made for unidentified game producer who apparently went broke. GBC has sold 4,000 of 10,000 security systems purchased from Magnavox for \$1.25 million. Firm is quoting dealer price of \$30 & \$35 on 2 security systems which had original list prices of \$150 & \$170, is selling fire-smoke detector at \$30 (Vol. 15:42 p10).

Kodak is developing in-house IC manufacturing capability. Company said it has installed production equipment, is still in debugging stage, indicated it plans to make only portion of requirements. Kodak uses electronics for exposure control in cameras, for sound in cameras & projectors, as well as in VP-1 film videoplayer, professional equipment.

Bowmar is asking bankruptcy court for permission to sell TIC microwave oven business to Frymaster. Under preliminary agreement, Frymaster would pay \$100,000 plus approximate 3% royalty on certain TIC products.

Audio notes: Arista Records adopts CD-4 system for 4-channel releases... **Schwann** 4-channel record guide lists about 1,400 titles, up 30% from year ago... **Morse** will use Morse logo on upcoming stereo component line, abandoning planned Monte Carlo brand... **Uher America** offers own-brand blank reel tape, sourced from Japan's Maxell... **Warner** records were best sellers last year, accounting for 23.8% of top 100 singles & albums listed by Billboard. Top individual label was Columbia with 8.9% market share... **Sony's** first microcassette recorder is set for introduction in Japan next month, in U.S. in June. Unit uses cassette developed by Olympus Optical, now standard in Japan, rather than slightly larger cassette offered by Philips... **Hi-fi industry** factory sales rose about 3% last year to \$759.6 million, according to Audio Times estimate. Breakdown: Receivers, tuners & amplifiers, \$257.5 million, up 5%; magnetic pickups, \$37.1 million, up 10%; tape decks, \$125 million, up 5%. With volume unchanged last year: Record players, \$120 million; branded speakers, \$190 million; headphones, \$30 million. Totals exclude private-label. Sales gain of 15% to \$877 million is forecast for 1976.

U.K. color TV sales at factory level dropped 28% to 1.59 million last year, while b&w sales increased 15% to 938,000, BREMA reports. Assn. says domestic-made color sales were off 25% to 1.3 million, while imports dropped 39% to 264,000. In b&w, U.K.-made sales slipped 12% to 505,000, while imports shot up 80% to 433,000. As result, U.K. factories increased share of color market from 80% in 1974 to 83%, but lost ground in b&w, taking 54% share, down from 71%. Color figures, however, do not indicate that traditional U.K. color producers are winning consumers away from foreign-brand sets. Domestic-made sales totals include those of Sony & Matsushita, whose factories there went on stream last year, reducing those companies' import requirements. B&w situation is expected to deteriorate further this year as set manufacturers become totally reliant on imports for b&w tubes. Results for 1975 for other consumer electronics: Audio systems, 733,000, down 12%; phonos, 270,000, down 19%; radio-phonos, 111,000, down 37%; radios, 4,255,000, down 11%.

FCC commissioners are learning problems of CB first hand. All have been loaned transceivers by Radio Shack, and Chmn. Wiley & Comr. Robert Lee have used them in their homes. "As far as I'm concerned," said Wiley, "little KFP2242 is going to be off the air because I've had enough." Comr. Quello's transceiver was installed in car of his engineering asst., William Harris, with whom he often rides to work—and was promptly stolen.

Electronics repair businesses & locations dropped 9% last year to 66,000, though number of employed technicians rose 7% to 196,300, NESDA estimates. Assn. says about 26,000 are now in formal or on-job training, up 15%, indicates some 889 million TV, radios, phonos, recorders, etc. are now in use, or about 4,500 for each full-time technician.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during past week. Dash indicates information not available at press time. Amounts expressed in dollars. Parentheses denote loss.

Company & Period	Revenues	Net Earnings	Per Share
BBDO International			
1975-year to Dec. 31	72,100,000	6,510,000	2.59
1974-year to Dec. 31	71,300,000	6,026,000 ^a	2.40
1975-qtr. to Dec. 31	20,800,000	2,271,000	.90
1974-qtr. to Dec. 31	21,700,000	1,971,000 ^a	.79
John Blair			
1975-year to Dec. 31	86,671,000 ^b	2,885,000 ^a	1.20
1974-year to Dec. 31 ^c	86,020,000 ^b	743,000	.31
1975-qtr. to Dec. 31	26,067,000 ^b	1,670,000	.69
1974-qtr. to Dec. 31 ^c	23,347,000 ^b	803,000	.33
Buckbee-Mears			
1975-year to Dec. 31	50,053,000 ^b	342,000	.11
1974-year to Dec. 31 ^c	53,971,000 ^b	2,945,000	.96
1975-qtr. to Dec. 31	14,560,000 ^b	316,000	.10
1974-qtr. to Dec. 31 ^c	10,503,000 ^b	123,000	.04
GE			
1975-year to Dec. 31	13,399,100,000	580,800,000	3.17
1974-year to Dec. 31	13,413,100,000	608,100,000	3.34
1975-qtr. to Dec. 31	3,767,400,000	220,700,000	1.20
1974-qtr. to Dec. 31	3,736,700,000	191,600,000	1.05
Grey Advertising			
1975-year to Dec. 31	49,293,000	2,146,000	1.79
1974-year to Dec. 31	50,298,000	2,205,000	1.79
1975-qtr. to Dec. 31	13,756,000	706,000	.59
1974-qtr. to Dec. 31	14,806,000	663,000	.55
Gross Telecasting			
1975-year to Dec. 31	6,666,026	1,121,542	1.40
1974-year to Dec. 31	6,657,343	1,171,311	1.46
1975-qtr. to Dec. 31	2,064,174	450,277	.56
1974-qtr. to Dec. 31	1,973,166	431,385	.53
Morse Electro Products			
1975-9 mo. to Dec. 31	94,848,000	(5,478,000)	--
1974-9 mo. to Dec. 31	120,500,000	(5,533,000)	--
1975-qtr. to Dec. 31	40,937,000	(3,180,000)	--
1974-qtr. to Dec. 31	41,380,000	(5,883,000)	--
Needham, Harper & Steers			
1975-year to Dec. 31	29,950,000	713,000	.85
1974-year to Dec. 31	31,102,000	1,121,000	1.22
1975-qtr. to Dec. 31	8,140,000	447,000	.55
1974-qtr. to Dec. 31	8,898,000	581,000	.63
Sonderling Bcstg.			
1975-year to Dec. 31	25,412,000	1,597,000	2.20
1974-year to Dec. 31	22,772,000	1,068,000	1.39
1975-qtr. to Dec. 31	6,322,000	438,000	.60
1974-qtr. to Dec. 31	5,511,000	103,000	.14
Sprague Electric			
1975-year to Dec. 31	161,856,496	(10,302,845) ^a	--
1974-year to Dec. 31	214,818,876	10,595,722 ^a	3.06
1975-qtr. to Dec. 31	41,259,492	(3,882,851) ^a	--
1974-qtr. to Dec. 31	49,864,582	(174,711) ^a	--
Starr Bcstg. Group			
1975-6 mo. to Dec. 31	18,046,965	400,121	.33
1974-6 mo. to Dec. 31	15,860,038	782,333	.67
1975-qtr. to Dec. 31	9,656,380	370,655	.31
1974-qtr. to Dec. 31	8,085,303	372,855	.32
Teletronics International			
1975-6 mo. to Dec. 31	4,220,000	264,000	.30 ^d
1974-6 mo. to Dec. 31	4,231,000	310,000	.37 ^d
J. Walter Thompson			
1975-year to Dec. 31	139,792,000	3,011,000	1.14
1974-year to Dec. 31	138,152,000	656,000	.25
1975-qtr. to Dec. 31	43,669,000	3,501,000	1.32
1974-qtr. to Dec. 31	45,048,000	1,148,000	.44
Warner Communications			
1975-year to Dec. 31	669,774,000	9,118,000 ^e	.53
1974-year to Dec. 31	720,076,000	48,470,000	2.40
1975-qtr. to Dec. 31	177,967,000	(30,966,000) ^e	--
1974-qtr. to Dec. 31	174,939,000	7,078,000	.36

Company & Period	Revenues	Net Earnings	Per Share
Zenith			
1975-year to Dec. 31	900,500,000	30,800,000 ^a	1.64
1974-year to Dec. 31 ^c	910,500,000	11,400,000 ^a	.60
1975-qtr. to Dec. 31	253,400,000	14,700,000	.78
1974-qtr. to Dec. 31 ^c	262,000,000	7,700,000	.41

Notes: ^aIncludes special credit. ^bFrom continuing operations. ^cRestated. ^dFully diluted. ^eAfter special charge.

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with
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CB Scene: Dynascan, which now imports Cobra-brand CB line, expects to start manufacture in 100,000-sq.-ft. building acquired in Chicago. Facility will also house corporate hq & warehousing operation. Company said it would produce high-end models, featuring phase-locked loop circuitry, in plant as supplement to increased imports of other CB units. Dynascan plans to complete move to new plant by midyear... **Allen Group's** Antenna Specialists Div. is equipping 40,000-sq.-ft. antenna plant in Puerto Rico. Expected to start production of high-volume CB antennas in 2nd quarter, plant will employ 30 at start, expand to 200-300 within 2 years. Last year, company expanded main Cleveland plant twice, established Cal. production subsidiary, tripling capacity. Company claims its communications antenna business is now running at \$60 million annual rate, 2nd largest in industry.

Watch watch: Timex is negotiating to buy watch IC manufacturing equipment, as well as existing liquid-crystal display operation, from RCA, reportedly is developing new electronic digital watch line priced from \$20 retail... **Time Unique**, Mountain View, Cal., is offering watch with 2-line alpha numeric LED display which can be programmed to spell out owner's name or short commercial message, as well as time, date... **Japan** watch market study to be released soon will show LCDs outselling LEDs by 7-1, with longer battery life, better visibility given as reason.

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SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

LITTLE NEW AT FCC 'OVERSIGHT' hearing before House Communications Subcommittee. Congressmen worried about network 'dominance,' reliance on ratings, prime-time access, equal time, closed meetings, ascertainment, drug ads. Waxman, Frey want hearings in home states. (P. 1)

HBO & COLUMBIA PICTURES AGREE: Resolve differences in pricing, scheduling, ads, etc. NAB offers copyright proposal. FCC won't appeal 2-way non-video decision. NCTA adds panelists; highlights of engineering sessions. (P. 3)

TV PLAYS MAJOR ROLE IN planning political conventions. Democrats have TV-radio consultant. Each network sending staffs of 500-800. (P. 4)

NINE SOUTHERN STATIONS hit with petitions to deny. Cox Atlanta stations charged with media concentration. WALB-TV Albany, Ga. accused of anti-Carter bias. (P. 4)

NAB ATTACKS CATV PORNO: Jumps with glee on N.Y. Times ad promoting 'erotic video magazine' on Manhattan Cable access channel. (P. 5)

STATION 'PIRATES' CATV: WLYH-TV Lancaster transmits cablecast of tournament to point up 'inequities.' Cable manager 'flattered.' Koehler says Gateway stations may pick up pay cable. (P. 5)

LITTLE NEW AT FCC 'OVERSIGHT': Talk was plentiful but revelations were just about non-existent at last week's full-day (spread over 2 afternoons) "FCC Oversight" hearing by House Communications Subcommittee. Participants & spectators alike agreed it was "pretty much a waste of time," although Rep. Murphy (D-N.Y.) thought hearing was useful. "I was very pleased, but not so much with the responses," he told us. "Everything's 'under advisement.' Everybody's 'concerned.' But the First Amendment precludes any decisions."

Each congressman had his own "concerns" and Murphy's were network dominance, prime-time access and reliance on ratings. Chmn. Macdonald (D-Mass.) was concerned that FCC members didn't plan to participate personally in panel discussions on drug ads (Vol. 16:9 p6), asked questions on CB radio (see p. 10). Issues for Reps. Frey (R-Fla.) & Moore (R-La.) were ascertainment & renewals; Wirth (D-Colo.) bore down hard on ratings impact, polled commissioners individually on whether FCC should hold hearing on how they're used. Waxman (D-Cal.) was "very much outraged" that FCC meetings are closed, asked: "Would you open up on a one-year trial basis?.. Are you willing to try or do we have to force you?" Waxman & Macdonald also hit exemption of news conferences from Sec. 315, while Rep. Carney's (D-O.) thing was libelous statements on radio talk shows. He said there should be federal law controlling talk shows, pointed out Ohio is considering one.

Consumer Electronics

ZENITH'S NEW TUBE demonstrated in Chicago. Major surprise is tri-potential gun providing better resolution from slot-mask than delta tube. Zenith to make over 200,000 in 19" size this year. (P. 7)

JURY IS OUT on Zenith tube. Set makers generally praise development, but tube makers are skeptical. Most reserve definitive comments until they can test samples. (P. 8)

CB EXPANSION SLOWED by threat of interference problem. FCC staff still confident new plan will be ready for Las Vegas PC show. (P. 10)

JAN. COLOR IMPORTS of 123,800 units sets new record for month; b/w shipments up 23.4%, first such gains since Dec. 1974. (P. 10)

JAPAN FORECASTS color TV production of 8,570,000 sets in 1976. Its total TV output last year was 12,555,000, twice U.S. production. (P. 11)

'HANDS-OFF' TURNTABLE using ultrasonic remote control, infra-red track-selection mechanism shown by ADC. First model is \$500; cheaper versions will follow. (P. 11)

NEW ADVENT PRES. Pierre Lamond is manufacturing specialist who worked with Chmn. Peter Sprague in building up National Semiconductor. (P. 11)

Scope of hearing was restricted by Macdonald, who prohibited questions on CATV, family viewing, common carriers & satellites—all slated for separate hearings. "Will you please not open that can of worms," he told FCC Chmn. Wiley when latter referred to criticism from both sides Commission has received as result of role Wiley played in FV (Vol. 15:1 p1).

At one point, Comr. Hooks made statement of his philosophy of sorts when he said "I am completely in favor" of only 3-year licenses; "totally" supports prime-time access; "unequivocally favor ascertainment." He noted when subjects were discussed earlier he had remained silent and didn't want silence to be taken as acquiescence to views of other commissioners. Comr. Robinson had called prime-time access "an utter disaster from the very outset," while Comr. Washburn said it "can take credit for opening up a new diversity of program sources." Comrs. Quello, Reid & Wiley also criticized prime-time access in one form or another. Wiley noted FCC majority has endorsed 5-year licenses to give agency time "to zero in on the bad apples that need regulatory attention."

Frey said ascertainment "seems to be a lot of baloney," asked Robinson (outspoken critic of concept) his view. "It's a waste of time," Robinson responded. Moore thought stations below top 50 markets should be exempt from ascertainment; Reid said her experience (while congresswoman) with Ill. stations convinced her that cut-off should be higher than 10,000 population, perhaps 20,000. "I'm not at all for exempting small stations," countered Macdonald.

Waxman was particularly upset that decision to exempt presidential news conferences and debates between candidates was made in closed FCC meeting. "All our decisions are behind closed doors," said Robinson, whose proposal for open meetings was defeated 5-2 at FCC last Oct. (Vol. 15:41 p5). Washburn said agency actions would be slowed down 50% if meetings were public. (Note: House Govt. Operations Committee approved open-meeting bill for all federal agencies 32-7 last week. Similar bill passed Senate 94-0 in Nov.)

On presidential exemption of news conferences, Macdonald said: "It seems so clear to me that policy is unfair when [President Ford] used it so clearly for political purposes... How dare he do this in the face of a law on the books." Macdonald said Ford had prepared attack on Ronald Reagan in advance, planned to use it during mid-Feb. news conference even if question weren't brought up. "It was a good decision, a bipartisan one [and] I would do it again," Wiley countered. Washburn noted conferences must be carried live and complete to be exempt, wanted to know "why in the world" networks should be permitted to carry them.

Murphy said TV has given children "short shrift" because of quest for high ratings & profits. Wiley told Murphy FCC doesn't have authority when asked why Commission didn't require stations to air quality children's shows in late afternoon and Sat. & Sun. mornings. Hooks said "I'm very dissatisfied" with ratings because their use doesn't serve interests of minorities. All commissioners agreed with Wirth that ratings are "problem," that they "obviously do have a tremendous impact" on programs, but nobody knew what to do about it. Wiley told Wirth FCC would take "under advisement" congressman's suggestion that Commission hold hearing on impact of ratings and add question to TV renewal form on how ratings are used.

In closing shot, Murphy said FCC should require networks to air 1-2 hours weekly of public service shows because of their dominance of station programming. Wiley & Reid said FCC didn't have such authority; Hooks thought it was good idea because of "the 3-network power."

* * * *

Field hearings on TV sex & violence, family viewing, children's TV, etc., have been requested of House Communications Subcommittee by Wirth & Waxman. Hearings are sought in Denver, L.A., N.Y. & Boston in April or May. "This is one of the few areas where you can benefit from taking hearings on the road, in addition to the obvious benefit of holding hearings in the home district," said Wirth aide. "Local people have something to contribute in each city." Murphy stressed he'd made no request for N.Y. hearing. "Washington is fine with me," he told us, though he said west coast hearing might be useful in order to hear testimony of program producers & artists. "The chairman is aware of the request," according to Macdonald aide, "but there has been no decision made." Subcommittee budget contains funds for field hearings, but money hasn't been touched.

HBO & COLUMBIA AGREE ON PAY CABLE: Home Box Office and Columbia Pictures, long at odds, finally announced "understanding" last week, and HBO will get Columbia films. Movie maker's Allen Adler termed agreement "realistic" & "innovative." What it does is provide picture-by-picture negotiation of prices, clearer reporting ("counting") of pay-cable subscriber totals, limit on pay-cable advertising of films to no more than 30 days before televising (to ease impact on theaters), clearer advance commitment by Columbia on picture availability. HBO will get these Columbia films within next 6 months: Shampoo, Breakout, Aloha, Bobby & Rose, The Fortune, Lies my Father Told Me.

Among goals for pay cable listed by Adler last week: (1) Get faster payoff in theaters before going to pay cable; it has averaged 9 months in theaters. (2) Clarify exact number of pay-cable plays. (3) Protect theaters by limiting pay-cable advertising. (4) Negotiate prices, instead of setting per-subscriber charge. (5) Concept of middleman, such as HBO, is endorsed—but it doesn't exclude direct dealing with systems.

NAB has offered its own copyright proposal to Congress, providing: (1) All systems could carry local signals free. (2) Small systems (under \$25,000 per quarter or \$100,000 yearly) could carry, without charge, all signals they now carry; if they add signals, they'd have to pay for them. (3) Larger systems would have "normal copyright liability" for distant signals—meaning negotiate in marketplace—no Royalty Tribunal to set fees. (4) Broadcasters would have right to sue for infringement for "willful or repeated" violations, as provided in Senate-passed S-22. (5) CATV could change no signal, unless required by FCC non-duplication rules.

NAB Exec. Vp Donald Zeifang said he's "very encouraged" by reaction of House Copyright Subcommittee members; he said several liked "marketplace" fee-setting and treatment of small systems.

Among other cable developments: (1) FCC decided not to seek reversal of Appeals Court ruling that Commission can't pre-empt 2-way non-video services (Vol. 16:7 p4). (2) Commission stood by its station-cable cross-ownership decision, rejecting petitions for reconsideration. (3) FCC has 2 major items it aims to complete before NCTA convention April 5-7: '77 Rebuild and system definition. (4) ABC & MST have urged FCC to reinstate leapfrogging rules. (5) Big system owner Tele-Communications has signed with Telemation for 232 pictures for 8 of its systems. (6) Cal. CATV Assn. conducts its annual sit-down with FCC, Congress, etc. March 15-17. (7) N. Y. Cable Commission again asserted that it controls pay-cable rates; that systems must get local authorities' approval of such rates, subject to review by State Commission.

NCTA continues to firm up convention plans, adding: Harry (Chip) Shooshan, House Communications Subcommittee, to legislative panel; FCC's David Kinley, OTP's Thomas Keller (in place of Acting Dir. Eger), Va. Atty. Gen. Andrew Miller & Aspen's Henry Geller to regulatory panel; Viacom's Ralph Baruch (moderator), FCC Comr. Hooks, 20th Century's David Raphel, SAG's Kathleen Nolan & Corinthian's C. Wrede Petersmeyer to pay-cable panel; Rep. Rose (D-N.C.) to news panel; Time Inc. Chmn. Andrew Heiskell & SAG's Dennis Weaver to "perspectives" panel; FCC's Clarence McKee to EEO panel; Ted Turner, WTCG Atlanta, to "future services" panel.

NCTA's top engineering awards go to Archer Taylor, Malarkey, Taylor & Assoc., and Richard Hickman, Cox Cable. Technical sessions are highlighted by panels on quality improvement, satellites, FCC standards, pay-cable alternatives, design, advanced techniques (fiber optics, etc.). NCTA Engineering Vp Delmer Ports is particularly pleased with participation by noted speakers outside cable industry, such as: ITT's Philip Crosby, on quality; Richard Marsten, ex-NASA, on satellites; W.M. Caton, TRW, on fiber optics; Alan Maltz, Bankers Trust, N.Y., on data transmission.

Telcin Inc. has completed purchase of Anaconda CATV unit, Garden Grove, Cal., is exclusive agent for Anaconda equipment made in Vancouver, B.C. Telcin plans to add production of subscriber terminal gear. Telcin is headed by former Anaconda personnel, with Donald Chandler pres. (2604 Malt Ave., Commerce, Cal. 90040, phone 213-726-2811).

White House has informed NAB that President Ford won't speak at March 22-24 NAB convention in Chicago. President had attended last 2 conventions and NAB had hoped Ford would appear closing day this year. Also expected to bow out for health reasons is Rep. Macdonald (D-Mass.), chmn. of Communications Subcommittee.

TV's CONVENTION ROLE: TV's role in planning national political conventions is "somewhere between total dominance and 2% less than that," according to DNC Chmn. Robert Strauss. He told us Democrats are spending "a good deal of our time on our TV coverage," repeatedly stressed importance of TV coverage of convention to electing President a few months later. "In 1968, the people looked in on [the Democratic convention on] TV and saw something they didn't like. In 1972, they saw debates during prime time they didn't understand. It's very important that our convention be carried out in an orderly way." However, he added that Democrats don't plan to follow 1972 Republican convention's minute-by-minute scheduling system: "I don't want this to look like we're on a New York stage. I want this to look like a convention, with people picking their noses on TV and a couple of drunks from the Midwest."

Al Vecchione, Democratic convention TV-radio consultant who has covered earlier political conventions for PTV & NBC, noted 3 areas in which TV coverage will determine Democratic convention format: (1) Platform debate will be streamlined "within the party rules"; in 1972, platform debate lasted 13 hours. (2) No matter how many ballots are needed to nominate candidate Wed. night, his acceptance speech will be delivered Thurs. night; Sen. McGovern (D-S. D.) gave acceptance speech at 3 a.m. in 1972. (3) "Shorten it" from beginning to end to keep TV audiences interested.

Republican convention News Media Operations Dir. Michael Miller agreed that TV "certainly has an influence on convention timing." For instance, Kansas City, site of Republican convention, is in central time zone; "we'll set the events for maximum viewership in the other zones," Miller said.

Each network will be sending staffs of 500-800 to conventions, ABC fewest, CBS most. Space limitations for Democrats' Madison Sq. Garden, N. Y. convention site have forced broadcasters to lease nearby building, put much equipment in vans parked in street outside convention hall.

"Comes now Lady Sarah McKinney-Smith and Shelby McCallum," who have told FCC that their planned early April marriage depends on Commission granting a declaratory ruling. Problem is that Widow McKinney-Smith owns WDXR(AM) Paducah; Widower McCallum owns WCBL(AM) Benton, Ky. 20 miles away, creating substantial overlap. WDXR must file ownership transfer under will of McKinney-Smith's husband and parties want to make sure—before marriage—Commission won't find duopoly rules apply. "The stations will be operated independently and at full arms length," they told FCC in asking that "the motion be treated in the most expeditious manner [since] the marriage will not take place until the Commission has acted."

Combined Communications—which purchased Cincinnati Enquirer last fall—has sold WSAI-AM-FM there to comply with FCC cross-ownership rule. Broad Street Communications is buying stations for \$6.5 million cash.

SOUTHERN BROADCASTERS HIT: Nine stations in Ga. & Ala. have been hit with petitions to deny, including Cox's Atlanta stations, 3 other TVs, 3 AMs. WBS-TV-AM-FM Atlanta renewals are opposed by Atlanta NAACP, Ga. ACLU, 3 individuals, who also ask that WSB(AM) be broken down from clear-channel to smaller status, and that Cox be divested of Atlanta cable system. According to petition, "Cox Enterprises possesses an extreme & undue concentration of control over the local mass media in the Atlanta news & advertising market."

WALB-TV Albany, Ga. is opposed by Gerald Rafshoon ad agency which said station refused to carry telethon for Democratic presidential hopeful Jimmy Carter because of partisan views of station's chmn., James Gray; Gray opposed Carter in 1966 Ga. gubernatorial primary.

WVAN-TV (ETV) Savannah, Ga. "overwhelmingly presents programs aimed at white, 'leisure class,' better-educated audiences," according to challenger Savannah NAACP, while WKAB-TV & WHHY(AM) Montgomery, Ala. are opposed by Montgomery NOW. Black- & religious-oriented Birmingham Community Citizens Group asks denial of license of WJLD(AM) Birmingham, while Ala. Civil Liberties Union opposes WJRD(AM) Tuscaloosa, for alleged failure to give group access to station's public file, other rules violations.

U.S. govt. declined to renew experimental educational ATS-6 satellite service to rural India for additional year, apparently in retaliation for unfriendly speech made by Prime Minister Indira Gandhi 2 months ago. Though "official source" would only say that decision was based on "firm commitments" made by NASA for satellite's domestic use after Aug. 1, 1976, NASA official told us: "You want to read between the lines here... It's political and the State Dept. did it, but they like to use these dodges to let themselves off the hook." CPB Engineering Dir. Philip Rubin, who helped set up Indian experiment, recently visited 9 Indian villages, reported that project was "working very well," offering approximately 4 hours daily of 5th grade & adult education (via direct broadcast satellite and 10-ft. dishes) in 2,400 villages. He said that he saw up to 300 people watching single set, and that project's organizers felt ATS-6 "could do far more over India than it could over here." Indian press service reported that Indian govt. will try to maintain rural service via terrestrial distribution, attempt to launch own satellite in 1977 or 1978.

FCC 'has determined that additional locally-oriented TV" programs are required for N.J., ordered staff to draft new notice of inquiry within 2 weeks. It will seek comments on how Philadelphia & N.Y. VHF stations should establish "presence" in N.J.—i.e., studios, ENG capability, hyphenated markets, etc. Some commissioners & staff were disappointed FCC didn't take final action last week. "Most of what we're asked to seek comments on has already been presented" (Vol. 16:9 p4), we were told. N.J. situation was discussed for 2 hours and "it was for a while quite a shouting match... but they [commissioners] finally got around to a consensus."

NAB ATTACKS CABLE PORNO: Jumping with glee on ad in March 2 N.Y. Times for Midnight Blue—"a 60-min. erotic video magazine"—on Manhattan Cable access channel 3 nights a week, NAB thinks it has found CATV's Achilles heel. Ad, headlined "Tonight Television Grows Up," was sent to "TV Executive Mailing List" of several hundred by NAB Vp William Carlisle.

"There is no need for us at NAB to comment further except to wonder if your congressman & senators know about it—or would approve of it, if they did," Carlisle wrote. "After a quarter century of its development as a family medium, is this to be the TV set's role in the wired nation scheme of things?...Incidentally, we are told that the program amply lived up to its billing" as erotic.

Carlisle also sent TV execs. column from Feb. 29 issue of Film & Bcstg. Review, publication of U.S. Catholic Conference, on Midnight Blue. It noted that Producer Al Goldstein (Screw Magazine publisher) "plans to sell time to such select sponsors as...X-rated films, theaters showing them, pornographic magazines, massage parlors and the like." Publication said N.Y.C. will receive "10% of the gross receipts—the adjective is significant—of Midnight Blue. For good or ill, what happens first in N.Y. often happens everywhere else later."

At FCC oversight hearing last week before House Communications Subcommittee (see p. 1), Rep. Murphy (D-N.Y.) referred to ad, asked Chmn. Wiley: "What control does the FCC have over this kind of stuff?...Some of those programs through access channels are the most outrageous things you could see."

Senate Alcoholism Subcommittee hearing March 8 & 11 will explore "ways in which our print & broadcast media encourage the abuse of alcohol through advertising and through the express & implied value-laden messages about alcohol in the content of programs," according to Chmn. Hathaway (D-Me.). Among witnesses are NAB TV Code Authority Dir. Stockton Helffrich, CBS Vp-Program Practices Thomas Swafford, Washington attorney & one-time NARB member Benny Kass, NCCB Chmn. Nicholas Johnson & FTC National Advertising Div. Dir. Richard Herzog.

FCC will issue order this week telling WGN-TV-AM Chicago that stations must sell 30 sec. & min. spots to political candidates; Wiley & Robinson dissented. Stations' policy of requiring candidates to buy at least 5 min. was protested by "President Ford Committee" (Vol. 16:9 p4). In another Sec. 315 case, Commission denied complaint by Citizens for Reagan against series of five 6-min. interviews with President Ford aired last week by WCKT Miami (Fla. primary is March 16). While several commissioners openly said Reagan was getting bum shake, they said news clearly is exempt under 315.

FBI probe of 1971 sale of Williamsport, Pa. cable system by Pa. Gov. Milton Shapp (Vol. 16:4 p6) has been closed without charges. Five-year statute of limitations expired Feb. 25, and federal officials said they hadn't found sufficient evidence to bring case before grand jury.

STATION 'PIRATES' CATV: Strong cable critic George Koehler turned tables last week, had his WLYH-TV Lancaster-Lebanon, Pa. pick up and telecast high school basketball tournament originated by Blue Ridge CATV, Ephrata, Pa. March 2. "We're interested in focusing attention on some inequities," said Koehler.

Milton Schmidt, mgr. of Blue Ridge, said: "We're rather flattered. We think we should cooperate with them. We're pleased. They carried our commercials and gave them much more exposure. I don't see why we'd object if they did it again. The only thing we object to is that they didn't tell us they were going to do it."

Koehler said station may do similar pickups again, and other stations in his Gateway Communications group may do same. Group includes WBNG-TV Binghamton, WTAJ-TV Altoona & WOWK Huntington. Asked if stations would telecast pay-cable pickups, Koehler said: "We may." Blue Ridge doesn't have pay cable, and Schmidt stated: "Oh, I don't think they'd pick up anything copyrighted."

Since cable doesn't pass WLYH-TV's transmitter, station became regular subscriber elsewhere, sent signal to transmitter by microwave. Cable had been transmitting tournament in color but color cameras were on another job March 2, so transmission was b&w. "The signal left something to be desired," said Koehler.

House Ethics Committee was granted \$350,000 budget and expanded subpoena power by 321-85 vote last week, to enable Committee to carry out investigation of leak of House Intelligence Committee report through CBS newsman Daniel Schorr (Vol. 16:8 p2). Chmn. Flynt explained that funds would go toward hiring 11 investigators (including David Bowers, retired FBI employe who will direct investigation), "up to 3" lawyers, plus administrative & clerical support. Flynt said that subpoena power would enable Committee to demand testimony & documents from persons who are neither congressmen nor House employes, but repeated earlier statement that Committee had not yet decided whether to question Schorr. Flynt said staff would carry out thorough investigation—lasting anywhere from 1-10 months—before calling any witnesses. As for size of budget, "we of course hope we won't use it all, but we'd rather have it and not spend it than need it and not have it."

FCC has written "finish" to NBC's Pensions: The Broken Promise case by vacating Dec. 1973 ruling that program violated fairness doctrine and by dismissing AIM complaint. Appeals Court, on petition of NBC, reversed FCC and told agency to vacate order. On Feb. 23, Supreme Court refused to consider AIM appeal (Vol. 16:9 p4). In vacating 1973 order, however, agency said it "remains as expressions of the views of the Commission...although having no force & effect of law."

Eagle Com-Tronics is new cable equipment manufacturer, headed by Andrew Tresness, ex-Magnavox: 8016 Chatham Dr., Manlius, N.Y. 13104, phone 315-682-2650.

Personals

Russell Barry has been fired as KNXT L.A. vp-gen. mgr. in major shake-up because "it's obvious the station hasn't been doing well," according to exec. of parent CBS; others fired include News Dir. **James Topping** & Program Dir. **Joe Sands**; **Christopher Desmond**, KMOX-TV St. Louis vp-gen. mgr., replaces Barry; **Robert Schaffer**, KMOX-TV, succeeds Topping; **Arnold Brustin**, WBBM-TV Chicago, replaces Sands; **John McKay**, CBS Stations marketing vp, appointed KMOX-TV vp-gen. mgr.

Paul Klein, broadcast consultant & one-time NBC, rejoins NBC-TV as vp-network mktg. & planning... **Louis Terrazas**, Gold Bond Mfg. chmn. & pres., nominated by President Ford to CPB board; he takes seat vacated by resignation of **Neal Freeman**, King Features Syndicate.

Dr. William Thaler, Georgetown U. Physics Dept. chmn., appointed OTP chief scientist, new post... **Richard Christian**, Marsteller chmn., elected pres. & a dir., National Advertising Review Council, NARB parent.

Jack Clifford, pres.-gen. mgr. of WXIA-TV Atlanta, is removed by Combined Communications Vp **Alvin Flanagan**, who becomes acting gen. mgr... **David Simon** advanced to promotion mgr., KBHK-TV San Francisco... **Irving Brand** promoted to newly-created post of labor legal services dir., NBC labor relations; **Rita Siegel** advanced to labor relations dir... **Donald Jones**, PSB Radio Group, Fond du Lac, Wis., appointed chmn. of NAB's RIO Committee, replacing **Robert Hilker**, WCGC(AM) Belmont, N.C.

Hector Azulay, ex-WLTV Miami, named program dir., WXTV (Ch. 41) Paterson, N.J... **Michael Hannah** appointed Cosmo Bcstg. controller... **Harold Blakeslee**, TV Research International vp-mktg., elected pres.

Francis Hart & Samuel Hussey elected Nielsen vps... **A.J. (Rick) Aurichio**, Arbitron vp-market development & planning, adds duties as pres. of Compu/Net; **G. Woodruff Sloan**, communications consultant, joins Arbitron eastern TV sales staff.

Telemation promotions: **George Elsaesser**, national sales dir.; **R. Dennis Fraser**, national broadcast mktg. mgr.; **Marshall Ruehrdanz**, national distributor & OEM sales program dir.; **Donald Rhodes**, national govt. relations mgr.

C. Dean Taylor advanced to national accounts mgr., Times Wire & Cable... **Bruce Bennett** appointed business mgr., Cox Cable Communications Development Div... **William McHale**, ex-Katz Radio, joins Media Payment Corp. as vp-sales mgr... **Richard Ellison**, one-time Time-Life Films, London, appointed PBS public affairs programming coordinator.

Willard Block, ex-MCA TV, named program-ming consultant to Time-Life TV in expansion into distribution of feature films & off-network program-ming; **Bill Ryden**, ex-WNBC-TV N.Y., named Time-Life TV program development dir., new post.

Seymour Berns, ex-MGM, joins NTA as program development & production dir.

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"Your Show of Shows," top TV program in early 1950's starring Sid Caesar & Imogene Coca, has been denied waiver of FCC prime-time access rule. Caesar & Producer Paul Roth hoped to take excerpts from original shows, combine them into new half-hour programs. Commission ruled it still would constitute "off-network" series, banned in top 50 markets during access time. In another prime-time access area, syndicator Sandy Frank said 12 major companies—including Y&R and Grey—have signed petition supporting request that FCC ban stripping (Vol. 16:8 p6). Frank sponsored seminar in N.Y. last week—plans 2nd in L.A. March 11—featuring ex-FCC Comr. Kenneth Cox and ex-Network Study Staff Chief Ashbrook Bryant to seek support for stripping ban.

Half-speed (7-1/2 ips) video tape recorders have been produced by RCA, doubling playing time of standard reel from 60 to 120 min., first 3 bought by Warner Cable, Goldmark Communications taking 4th for dubbing service. RCA said it has long experimented with half speed but signal-to-noise was unacceptable; this has been overcome. RCA offers new recorders capable of both speeds at \$4,000 over \$83,500 base price. Units will be modified in field for \$4,000. Warner will use recorders in Bakersfield, Cal., Canton, O., Ft. Walton Beach, Fla.

Annual copyright payment by CATV systems, under Senate-passed bill, would be \$7.1 million, according to NCTA. Hathaway amendment, easing payments for small systems, cut about \$400,000 from original bill.

New cable catalog of Times Wire for first time presents specifications in metric as well as American standards.

Hearing on FCC fiscal 1977 budget request of \$51.4 million is planned March 16 by House Appropriations Subcommittee.

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STATE OF THE INDUSTRY

Sales to dealers (total market), from EIA, for week ended Feb. 20 (7th week of 1976):

	Feb. 14-20	1975 week	% change	Feb. 7-13	1976 to date	1975 to date	% change
Total TV.	207,761	181,622	+14.4	194,873	1,436,543	1,171,583	+22.6
color	127,061	100,457	+26.5	114,803	856,782	665,075	+28.8
monochrome	80,700	81,165	-0.6	80,070	579,761	506,508	+14.5
Total radio	473,441	485,819	-2.6	453,751	3,662,991	2,771,187	+32.2
home, portable	229,415	339,872	-32.5	194,761	1,974,818	1,753,013	+12.7
AM-only	59,653	114,602	-48.0	39,186	418,495	573,464	-27.0
FM & FM-AM	169,762	225,270	-24.6	155,575	1,556,323	1,179,549	+31.9
auto	244,026	145,947	+67.2	258,990	1,688,173	1,018,174	+65.8
Port.-comp. phono.	36,457	58,115	-37.3	43,157	321,315	294,818	+9.0

Color TV 5-week moving average: 1976—128,920; 1975—96,780 (up 33.2%).

ZENITH'S NEW TUBE—PERFORMANCE & PROMISE: To star-studded audience of about 200 representatives of U.S. & foreign set & tube makers in Chicago, Zenith last week described & demonstrated its new color picture tube system—admittedly 4-5 months ahead of plan because, as Pres. John Nevin put it, "the work we have been doing with Corning... became public knowledge."

All-new approach to tube design, and Zenith's plans for it, are basically as we've described them in our 4 issues starting Feb. 2 (Vol. 16:5 et seq.). Reactions of tube & set-making competitors ranged from unallayed enthusiasm to outright pooh-pooh (see story below). System was developed in 4-year project—"by any measure the maximal effort of Zenith's R&D," said Nevin—by team of up to 200 employees at cost one set maker estimated "could have been \$70-\$100 million," including Corning's development of completely new glass envelope.

Despite tube configuration, most attention of visitors was centered on new tri-potential electron gun, which—together with 100° deflection angle—makes possible beam spot size only 60% of comparable 90° delta-gun tube design, eliminating resolution problems which heretofore have plagued slot-mask tubes and permitting development of large-screen self-converging narrow-neck tubes, with substantial reduction in TV chassis costs.

Initial tube is 19", with 29-mm diameter neck, goes by unromantic name of 19VGZP22 ("We haven't got a name for it yet," said Nevin, "but you can be sure Chromacolor will be in it someplace"). As described by Mfg. Vp Joseph Fiore & CRT Operations Exec. Dir. John Torre, here are characteristics: (1) "New & superior panel & glass system" designed for higher-speed closer-tolerance manufacturing; unique-shaped funnel; skirtless pressed-glass panel making possible higher-density shipping & storage, more uniform phosphor coating, easier frit inspection system. (2) Four-stud mask-mounting system providing better mask-panel precision, mask stability & registration accuracy; ease of mask insertion & removal; panel & funnel designed to mate accurately to avoid misconvergence; frit sealing & exhaust operation may be combined. (3) Frameless, shieldless mask weighing about 6 oz. vs. 2-1/2 lb. for conventional unit; more stable with better heat compensation. (4) Integral Shelbond-type implosion protection.

Tube measures 15.768" long, about 2.5" shorter than 90° delta-type tube, but only 0.6" shorter than 90° in-line. Tube's picture is identical in area, aspect ratio & shape to conventional 19", but actual dimensions of faceplate are larger—tube measures 22" in over-all glass diagonal, about 1-7/8" bulkier than conventional 19".

Displayed alongside current 19" Chromacolor set, new chassis & tube produced detailed, clear picture of comparable brightness. Treatment of cabinet front is interesting clue to new models Zenith will introduce in Aug.—missing is deep picture-frame mask; tube's face is virtually flush with front of cabinet, which is slightly curved in same convex spherical plane as tube face, virtual extension of tube surface.

* * * *

Zenith is currently in pilot production, will ship samples to set makers in next couple weeks (Corning is already shipping bulb samples worldwide). Mass production at Melrose Park plant is scheduled to start in June; new 19" sets with tube will be introduced in Aug. Nevin said plant will turn out somewhat more than 200,000 new tubes—and that Zenith will produce slightly under 2 million color sets in 1976 if total industry sales run around 8 million. This means new tube would account for 10% of this year's production, some 20% of Aug.-Dec. output—and we estimate about 60% of Zenith's 19" production in Aug.-Dec.

Zenith plans major OEM sales effort for tube—and Nevin made clear he'd like to reactivate idle Lansdale, Pa. plant to handle outside orders. Individual meetings with set makers started last week. "We'll license anyone—anywhere—to build the tube" and this includes Japanese, he added in answer to question. Industry engineers agreed it would take 18 months to 2 years—and investment in millions of dollars—to convert any tube plant. Changeover time for receiver manufacturers could be about same—so Zenith appears to have 2-year exclusive.

No licensing terms, prices or timetable for future sizes were revealed, but it's educated guess that next size (in 1977) will be larger, probably 25"—simply because that is 2nd-biggest selling size and one in which greatest cost savings can be realized.

Only available price information is Corning's estimate that glass will be more than 20% cheaper than conventional style—about \$5 less in 19" size. But new tube is designed for automated production, and Zenith believes many further economies are possible here. Zenith, incidentally, may stand to save more on tube than competitors, because of its techniques in making tube & sets. Zenith Chromacolor tube mask currently is "back-etched," a difficult process eliminated with new mask. In receiver field, Zenith has no slot-mask 19", so it can realize considerable savings with new narrow-neck in-line, while other makers already have achieved these chassis economies by using available in-line 19" tubes.

"What we're introducing today is just a building-block," Engineering Senior Vp Karl Horn told us, indicating that further automation will produce greater savings, and new improvements could enhance performance. "This tube is designed for and requires automation. By design, it can't be produced as efficiently without automation as an existing type."

Intriguing prospects for future, as hinted in Zenith patents: (1) Interchangeable shadow mask for greater savings and better uniformity. (2) New picture-improving configurations of shadow-mask holes & phosphor deposits (one Zenith patent suggests herringbone pattern). (3) Glass design eliminates 25" size ceiling; it would be major tube-making project, but super-sized tube could be produced if market warranted.

Speculating about future, Horn told us he thought flat-panel electroluminescent displays might reach market in early 1980s, initially at very high prices. So—does this make Zenith's development "the last picture tube?" Horn's reply: "A clear no."

ZENITH'S NEW TUBE—JURY IS OUT: Initial reactions of tube & set makers to Zenith's new tube (see above) depended on whether they were tube or set makers. Everyone was anxious to get sample, put it through paces in lab before making definitive comments for attribution, but generally tube makers were skeptical and non-affiliated set makers' attitudes ranged from interest to enthusiasm.

Still-unanswered questions are cost of converting tube plants (which will vary widely) and cost of tube to OEMs. Corning is pushing new glass as "industry standard," indicates it can keep to announced glass price reductions even if nobody but Zenith adopts design, but hints that further reductions are possible if more tube makers convert.

Set & tube makers alike heaved huge sigh of relief when they saw configuration of tube, as mounted in set. Typical comment: "The tube doesn't present any recognizable consumer benefit over the standard tube. I'm surprised they didn't make the picture larger or sharper-cornered, or some other major cosmetic improvement. This takes the pressure off of everybody."

Zenith's 2 major tube-making competitors had on-the-record comments; the others didn't. RCA indicated its Picture Tube Div. endorsed statement of Consumer Electronics Vp-Gen. Mgr. Roy Pollack, who called Zenith project "developmental situation that can only be properly assessed with significant manufacturing experience & sample picture tubes" and pointed to "giant step between the laboratory prototype stage & mass production." RCA's experience with Color-Trak and other new developments, he said, "suggests that considerable time & resources are necessary before reaching the marketplace." Critical point "is clearly the size of investment required by manufacturers," who will have to "assess the full costs involved in developing a new gun, new mask, new bulb & new chassis—licensing fees would be the smallest portion of the required investment." Health of color TV industry, he added, now is such "that a shorter payoff time for return on investment is required for any new development. In today's economic climate there is more of an old-fashioned concentration on profitability, rather than past dependency on volume as a cure-all."

"Zenith has done a competent job on the electrical characteristics," commented Sylvania Components Group Senior Vp Alfred Viebranz. "The gun design is impressive. The unanswered question is what the new glass system would mean to other manufacturers. We'll examine the promised cost reduction vs. the investment we would have to make. There's no pressure on us unless we're non-competitive cost-wise. Our tube production is already efficient and highly automated. We have developed a gun which achieves the same effect as theirs."

From other tube makers, who declined to be quoted by name: (1) "They didn't tell us much. I can't see it from the performance point of view. The gun would work with any narrow-neck. We must weigh the investment against any benefits. If it's ammunition against the Japanese, that will last only 2 years." (2) "It was a markedly better-performing tube, due to the 100° deflection and the new gun. Neither has any application to the glass system. Is the savings substantial enough to be worthwhile? It could be an economic fiasco for Zenith unless they can drag the industry after them. Everything they showed could be done with the existing system."

Set makers without tube plants generally were less dubious. Comments by their top engineers & production chiefs: (1) "Fantastic...tremendous. The real surprise breakthrough is the gun. The precision of the mask is unlike anything we've had before. It's a breakthrough in the total system and promises a potential reduction in manufacturing cost—a great foundation." (2) "They've done an excellent job in engineering a good picture tube—but I don't think it has the capability for superior performance. They do get a very even phosphor distribution, providing less variation of brightness from center to edge. It's going to require some big changes in chassis & cabinet design."

Other non-tubemaking set maker comments: (3) "A hell of a terrific development. It will end up with lower manufacturing cost for the tube as well as glass. I can't see any chassis savings over current in-line tubes—it might even be a little higher. The real economy will come in the 25. I'm not overjoyed by the fact that the tube is larger, though. This may mean an increase in cabinet size." (4) "Anything new or different right now is exciting to us. What we're looking forward to are the details." (5) "I'm impressed with their thoroughness in every part of the design—a fine job of cost-reduction. It brings self-convergence to the entire line. The 19" in-line has been a marginal performer in the past. But why did they copy the 19—why not a new size? I think the industry will go with this."

One set manufacturer which also makes tubes: "We're very impressed with the gun; we're all trying to get a good narrow-neck. But the glass is bigger, and it would have to represent considerable cost savings because of the undesirable appearance & tooling cost. I'm dumb-founded that they didn't give themselves a styling advantage. That glass system is far from becoming an industry standard."

SNAG SLOWS CB EXPANSION: Possibility of major interference problem—involving virtually every AM radio in use—has temporarily halted FCC staff work on proposal to expand CB band from current 23 channels to 50. If lab tests conducted by Chief Engineer indicate interference potential is serious, Commission could be forced to scale down expansion plan, hold final allocation to 40 channels.

Core of problem is that frequency difference between any 2 channels separated by 40 channels (Ch. 1 & 41, 2 & 42, etc.) in bandwidth available for expansion is 455 kHz, same as 2nd IF frequency used in AM receivers, including all existing 23-channel CB equipment. "We don't know yet just how serious it is," said Lab Div. Chief Milton Mobley. He said tests should be completed in 10-14 days.

Possibility of settling for 40 channels was described as "remote" by Safety & Special Bureau Chief Charles Higginbotham, but he did acknowledge situation had forced his staff to hold off on final expansion proposal. "We had one ready to go to the Commission but this thing held us up." Higginbotham said he's still hopeful proposal will be finished in time for Commission to announce formal expansion before start of Las Vegas PC Show (March 30-April 1). Many in industry believe announcement will be made by Comr. Lee, keynote speaker at kick-off PC banquet. "I'd love to announce it in Las Vegas," Lee told us, "and there's an outside chance I can."

Interference and other problems related to CB also appeared at House Communications Subcommittee oversight hearing last week. When FCC Chmn. Wiley said CB manufacturers haven't been trying hard enough to help FCC resolve interference problems, Subcommittee Chmn. MacDonald (D-Mass.) advised him to "get them together and knock heads."

FCC needs forfeiture authority to regulate use of illegal equipment, including linear amplifiers and illegal use of approved CB sets, Wiley said. He revealed FCC & OTP are discussing possibility of future CB service in 250-450-MHz band.

Senate hearing on problems generated by CB boom were urged by Sen. Eagleton (D-Mo.) on Senate floor. He said he had proposed hearings in a letter to Chmn. Pastore (D-R.I.) of Senate Communications Subcommittee. "I believe it is something that [we] should begin to learn a great deal more about," he added.

RECORD COLOR IMPORTS LOGGED IN JAN.: TV importers set new record for Jan. color shipments and also ended year-long string of declines in b&w, Commerce Dept. totals show.

Total of 465,400 sets were imported in Jan., including 123,800 color, 341,600 b&w. B&w imports were up 23.4% from Jan. 1975, first such gain on year-earlier-month basis since Dec. 1974. Foul-up in Jan. 1975 reporting by Commerce Dept., stemming from confusion over then-new statistical breakouts for color, makes it meaningless to draw comparisons for total & color TV, but Jan. 1976 color total was 37,600 sets higher than combined Jan.-Feb. 1975 results, and up 42.1% from previous Jan. record of 87,100, set in 1972.

Jan. TV imports by country, with b&w increases from 1975: Japan total 181,320, color 111,538, b&w 69,782 (up 305.2%); Taiwan total 253,035, color 10,863, b&w 242,172 (up 0.6%); Korea total 30,483, color 1,200, b&w 292,283 (up 56.7%).

Olympic has bought all inventories of Broadmoor from British firm which had lien on stock (Vol. 16:7 p10). Included in deal were 30,000 radios, 8,000 TVs (including some color sets & TV games), 6,000 compact stereos. Olympic Pres. Herbert Kabat says he'll sell Broadmoor inventory in same manner he liquidated GE-made Bradford stock (Vol. 15:47 p7), is seeking further similar deals.

Tape topics: ITA board voted to move Assn. hq back to N. Y. from Tucson. Transfer is expected to be completed by midyear. . . 3M plans to market tape cassettes in both micro (Japan) & mini (Philips) formats.

Import adjustment assistance was approved by Labor Dept. for former workers at Quality Components Inc., St. Marys, Pa., ruling that increased imports of capacitors & molded coil forms were responsible for loss of jobs there. Similar approval was given for former workers at Puerto Rican AC adaptor plant of Dynamic International, Dynamic Instrument subsidiary.

MCA Disco-Vision has bought 2 IVC-9000 helical-scan 2-in. VTRs for use in transferring videotaped movie films to videodiscs. Others will be installed later in Cal. film transfer studios where original film-to-tape transfers will be made.

JAPAN FORECAST: Japanese consumer electronics output will rise 12.6% to \$5.756 billion in 1976, EIA-J forecasts, sparked by 13.9% increase in unit output of color TV to 8,570,000 sets. Tally of 1975 production indicates Japanese factories produced 12,555,000 TVs last year, about twice as many as the 6,447,000 made in U.S. (Vol. 16:7 p8). Japanese color production was 7,525,000 or 50% higher than America's 5,004,000, while b&w output of Japan's plants was 3,160,000 sets, nearly 120% higher than U.S. production of 1,443,000.

EIA-J forecast Japan's total electronics production for 1976 at \$13.954 billion, up 16.4% from \$11.993 billion last year. Component production is expected to total \$4.183 billion, 25% ahead of 1975's \$3.347 billion, with industrial electronics up 13.6% to \$4.015 billion from \$3.533 billion. Here is EIA-J's tally of 1975 consumer electronics production in units & dollars, with 1976 forecasts (add 000):

Product	1975		1976	
	Units	\$	Units	\$
Total TV	12,555	2,188.000	13,670	2,471.000
color	7,525	n.a.	8,570	n.a.
monochrome	3,160	n.a.	3,050	n.a.
Radio	16,155	352.000	16,080	364.000
Recorders	25,780	1,358.000	27,490	1,443.000
Radio-phonos	2,540	359.000	2,520	371.000
Phonos	870	18.000	755	15.000
Record players	2,660	171.000	3,400	228.000
Amplifiers	3,000	343.000	3,770	432.000
Speakers	2,810	178.000	3,430	235.000
Other	—	147.000	—	198.000
TOTAL		\$5,113,000		\$5,756,000

Paced by brisk exports, EIA-J said color TV output in Jan. totaled 609,000 sets, up 65% from Jan. 1975. Jan. shipments totaled 522,000, up 33.2%, with exports at 209,000, up 138.5%.

Japan's Ministry of International Trade & Industry gave official statistics on 1975 electronics production, varying somewhat from EIA-J's. It put industry total at \$14.286 billion (down 9.4% from 1974), consumer \$5.113 billion (down 10.1%), industrial \$5.437 billion (down 17.8%), components \$3.734 billion (down 12.9%).

'Nature Color' is JVC name for new 13", 17" & 19" color sets introduced as part of 24-model TV, stereo & portable products line. New 13" features one-button control for adjustment of color, brightness, contrast to light conditions, has "approximate retail value" of \$330; 17" (\$380) & 19" (\$420) sets come with Simpla-Matic color tuning system, automatic light-condition adjustment, carry 2-year parts & labor warranty. Other new sets: Portable 3" b&w TV-radio (\$200); 5 stereo receivers priced from \$200 for 35-watt budget model to \$750 for high-end 110-watt unit; 2 integrated amps (\$250 & \$400); 7 cassette decks, including 3 front-loading models & low-end \$200 unit; turntable with memory feature (\$160); 4 cassette-radio combinations \$70-\$200; 2 stereo tuners (\$170 & \$270).

Curtis Mathes is increasing orders for color TV chassis from NEC (Japan) to about 6,000 monthly, NEC source indicated. Previous rate had been about 2-3,000 per month.

'HANDS-OFF' TURNTABLE: Programmable remote-controlled turntable allowing user to pre-select up to 24 programs on 13 separate tracks on LP disc—in any sequence—was shown to trade last week by BSR subsidiary ADC at 5 press conferences in Japan, Europe & U.S. Called Accutrac 4000, complete system will have \$500 retail price with initial shipments in mid-April. System consists of direct-drive turntable with pushbutton speed, record-size & track-selection controls mounted outside dust cover, stand-alone remote receiver wired to turntable, cordless remote transmitter.

Once program is keyed in through panel on turntable or remote unit, infra-red generator/detector in tone-arm scans record surface with sharply-focused light beam. Beam scatters when it hits closely-spaced grooves within track, but bounces back to detector when it hits smooth surface between tracks, triggering arm mechanism. Remote transmitter has select, play, clear, cue, reject controls, transmits ultrasonic signal to receiver which flashes red LED light as each command is entered. Lower-priced versions of system—Accutracs 2000 & 3000—will be added to line later for July delivery. Turntable without remote unit may be offered in future.

Infra-red concept is also being used by 3M in audio. Firm is showing Lumicom system which beams light from emitter connected to audio system to headphones containing light receiver.

LAMOND NAMED ADVENT PRES.: Pierre Lamond, ex-pres. of Coherent Radiation (lasers) and former vp-gen. mgr. of National Semiconductor (NS) Semiconductor Div., has taken over presidency of Advent Corp. from Henry Kloss, who continues as R&D dir. & board member as well as principal stockholder. Lamond takes over title of chief executive officer from Chmn. Peter Sprague, who also is chmn. of NS. Said Kloss:

"After 25 years as entrepreneur & operating principal in 4 companies in home entertainment—Kloss Industries, [its successor] Acoustic Research, KLH & Advent—I am now devoting full time to product development. Advent's pioneering work in audio & projection TV has brought together such able people, such resources and so large a market opportunity that I can work from a stronger base than ever before to provide Advent management with a continuing succession of strong innovative products."

Lamond is known as expert in manufacturing, is given major credit for building up NS's production team, while Sprague is considered financial genius behind NS.

Watch watch: Novus may beat TI to market with \$20 digital watch; 3-function Exelar will be delivered in March, according to Novus. TI showed first \$20 digital at Jan. CES (Vol. 16:2 p7), but is quoting 3rd-quarter delivery. First Novus model will be in black plastic case, other colors added in future... **Novus parent** National Semiconductor is one of 3 watch firms plying suit against Pierre Remy (others are TI & Litronix) charging failure to pay bills totalling more than \$125,000 for components.

Trade Personals

Howard Fuog, former Zenith mdsg. services mgr., advanced to sales promotion mgr., replacing **Joseph Ptacin**, now ad & sales promotion dir... **Richard Connor** becomes E. F. Johnson CB mdse. mgr., new position... **J. Cliff Mathews Jr.**, ex-Northrop, named pres. of Breaker Corp.'s Hallcrafters Co., under realignment splitting Hallcrafters Communications Div. into 2 divs.; **Ben Drezner**, former Communications Div. vp & gen. mgr., becomes Hallcrafters International pres.

Harold Weinberg, ex-Arrow Audio & onetime Lafayette, becomes U.S. vp of Setton International, new div. of Diffusion Musique Francaise. Weinberg will source line of Japanese consumer electronics & design U.S.-made speakers to be sold under Setton name in common market countries outside France... **Martin Manin** resigns as Morse Electro Philadelphia branch mgr. to form Manin Sales Corp., electronics distributor, in Wayne, Pa... **James Tilverdahl** joins Pemcor subsidiary Jensen Sound Labs as mktg. vp, new post; **Rudy Smolka** becomes finance mgr; **Arne Pinchuk** named data processing mgr... **J. Herbert Orr Sr.** receives ITA Annual Achievement Award for audio; **Donald Hess**, Salt Lake City educator, receives video award.

John Findlater, MCA Disco-Vision pres. & MCA vp, appointed to U. of Southern Cal. Annenberg School of Communications Board of Visitors... **Richard Tarbell** joins Tenna as employe relations dir., new post... **Fred Krantz**, ex-RCA, named vp & acting gen. mgr. of General Dynamics Electronics Div., succeeding **J.R. Iverson**, now Gould Govt. Systems Group vp.

John DeVries, **Frederick Shuh**, **Rein Narma** & **James Yunker**, GI vps, named corporate senior vps... **William Curran** advanced to exec. vp-gen. mgr. of GI subsidiary Chicago Miniature/Drake (lamps, LEDs)... **Bruce Garson** named mktg. planning mgr. of North American Philips subsidiary Dialight, LED supplier... **James Heffernan**, former Analog & Discrete Group controller, advanced to Fairchild components finance dir... **David Wilson** resigns as Philips Test & Measuring Instruments national sales mgr. to accept product mktg. mgr. post with Hewlett-Packard oscilloscope div.

Correction: It's **Stuart F. Meyer**, former RCA Mobile Communications Systems govt. relations mgr., who joined E. F. Johnson as govt. & industry relations mgr., not **Stuart Meyers**, as we erroneously reported (Vol. 16:7 p12). Meyers is still RCA Business Development dir.

Stiff duty on imports of digital watch movements was strongly opposed by WEMA, American Watch Assn. & Fairchild Semiconductor last week at House Ways & Means Trade Subcommittee hearing on bill that would boost present 75¢ rate to \$5.37 (Vol. 16:8 p10). Even supporters of measure thought proposal was too stiff. Spokesman for Bulova & Timex urged adoption instead of flat 22%, or compound duty system of \$1.80 per unit plus 12%, which they said would result in duty of about \$3.95, or about same as that levied on average 17-jewel conventional watch movement.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during past week. Dash indicates information not available at press time. Amounts expressed in dollars. Parentheses denote loss.

Company & Period	Revenues	Net Earnings	Per Share
Bell & Howell			
1976-year to Jan. 3	398,660,000 ^a	(5,757,000) ^b	--
1974-year to Dec. 31 ^c	390,325,000 ^a	15,456,000	2.71
1976-qtr. to Jan. 3	107,018,000 ^a	(16,024,000) ^b	--
1974-qtr. to Dec. 31 ^c	100,772,000 ^a	2,088,000	.37
Cohu			
1975-year to Dec. 31	15,385,075	352,903	.21 ^d
1974-year to Dec. 31	16,540,781	224,931	.13 ^d
1975-qtr. to Dec. 31	3,855,077	48,739	.03 ^d
1974-qtr. to Dec. 31	4,237,845	(117,856)	--
Electro Audio Dynamics			
1976-6 mo. to Jan. 31	26,127,000 ^a	306,000	.12
1975-6 mo. to Jan. 31	23,218,000 ^a	234,000	.09
Electronic Memories & Magnetics			
1975-year to Dec. 27	92,198,000	(2,244,000)	--
1974-year to Dec. 28	111,104,000	4,968,000 ^e	.72
1975-qtr. to Dec. 27	22,155,000	(552,000)	--
1974-qtr. to Dec. 28	25,617,000	(253,000) ^b	--
Esquire Radio & Electronics			
1975-year to Dec. 31	30,125,239	1,225,109	1.90
1974-year to Dec. 31	28,891,426	828,226	1.28
1975-qtr. to Dec. 31	14,162,227	713,935	1.11
1974-qtr. to Dec. 31	12,071,351	299,856	.47
Fuqua Industries			
1975-year to Dec. 31	536,813,000	(17,627,000) ^b	--
1974-year to Dec. 31	550,719,000	9,556,000	1.07
Matsushita Electric^f			
1975-year to Nov. 20	4,583,300,000	104,900,000	1.06 ^g
1974-year to Nov. 20	4,801,700,000	177,400,000	1.79 ^g
1975-qtr. to Nov. 20	1,344,700,000	40,600,000	.40 ^g
1974-qtr. to Nov. 20	1,313,800,000	43,200,000	.43 ^g
MCA			
1975-year to Dec. 31	811,484,000	95,513,000	11.01
1974-year to Dec. 31 ^c	663,173,000	59,230,000	6.87
1975-qtr. to Dec. 31	235,862,000	24,051,000	2.77
1974-qtr. to Dec. 31 ^c	196,752,000	17,347,000	2.00
Soundesign			
1975-year to Dec. 31	103,716,000	3,647,000	1.69
1974-year to Dec. 31	88,509,000	1,035,000	.48
1975-qtr. to Dec. 31	37,817,000	2,044,000	.95
1974-qtr. to Dec. 31	25,849,000	(1,151,000)	--

Notes: ^aFrom continuing operations. ^bAfter special charge. ^cRestated. ^dAdjusted. ^eIncludes special credit. ^fAt yen's current rate. ^gPer ADR.

Unfair-import-competition probe involving Pioneer & 3 Washington-area hi-fi discounters has been dropped by FTC. Discounters—Douglas T.V. HiFi Stereo Center, Audio Warehouse Sales & Plaza Audio Video—filed complaint against Pioneer Japan & its U.S. sales subsidiary in 1974 charging firm's attempt to maintain prices in non-fair-trade areas violated Tariff Act provision banning restraints on international trade (Vol. 14:45 p11). FTC said investigation was terminated due to settlement agreements reached by 3 stores & Pioneer and FTC consent order banning price-fixing which Pioneer signed in 1975 (Vol. 15:34 p7).

Admiral is dropping compact stereo, radios, tape recorders & players, leaving Zenith & Magnavox as only consumer electronics firms offering full product lines. Admiral will remain in console stereo field, expects to add "distinctive new audio line" sometime in mid-1977.

WEEKLY

Television Digest®

with
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Television Digest NAB Convention Hq: Suite 1706, Conrad Hilton.

MARCH 15, 1976

VOL. 16, NO. 11

SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

ABC TV VIOLENCE STUDIES find action doesn't cause violent behavior in children, but does teach already-violent youths techniques of crime, produces 'increased inclination toward aggression.' (P. 1)

FCC MOVES AGAINST KORK-TV: Tentative staff instructions would deny renewal because of network clipping, misleading statements to Commission. No decision on competing application. Wiley pushing for major actions before NAB convention. (P. 2)

OK OF COLLIER AS FTC CHMN. expected despite role as 'responsiveness contact man' for former President Nixon while at Commerce Dept. (P. 3)

SENATE PROBE OF ALCOHOL in TV ads & programs results in little consensus for govt. action, but panel makes strong push for increased self-regulation. Swafford calls drinking 'fact of life.' (P. 4)

WOMETCO INTO PAYCASTING: Major theater-owner-broadcaster buys WBTB-TV Newark, will offer monthly & per-program service using decoder. Blonder-Tongue starts decoder production in May, for cable and stations. (P. 4)

EQUIPMENT SURPRISES expected at NAB show. Ampex & Sony seen agreeing on standard for 1" broadcast-quality VTR. Microprocessors move into broadcast gear. ENG in spotlight again. (P. 5)

ABC's TV VIOLENCE STUDIES: Two major research projects sponsored by ABC, on effects of TV violence on children, concluded that while TV violence doesn't cause violent behavior in child viewers, it does teach already-violent youths techniques of violence and "is capable of producing increased inclination toward aggression in children." (Surgeon General's Committee found in March 1972 that "the causal relationship between televised violence and antisocial behavior is sufficient to warrant appropriate & immediate remedial action.")

Conducted over last 5 years, studies were financed by ABC with grants totaling \$1 million. One project, conducted by social research psychologist Seymour Lieberman of Lieberman Research, studied 9,838 "normal" children aged 7-14 in N.Y., N.J. & Conn., while 2nd project, by Temple U.'s Dr. Melvin Heller, clinical prof. of psychiatry & late Samuel Polsky, prof. of legal medicine, studied smaller groups of children who were emotionally troubled and learning-disordered, homeless & neglected, or imprisoned for violent crimes.

Both studies are firm on finding that TV violence doesn't cause "normal," emotionally-disturbed or even criminally-violent children to become violent. Heller & Polsky state that watching TV violence produces "no meaningful changes" in children's "assaultive or violent behavior,"

Consumer Electronics

FEB. COLOR TV sales to dealers up 28.2%, strongest such gain since Aug. 1972. B&W, FM & auto radios also show increases. Manufacturers & distributors keep color inventories low. (P. 7)

FIRST 1976 CASUALTY is Broadmoor. Closing of Chicago-based TV-auto import-marketer seen caused by lack of financing. (P. 8)

OWENS-ILLINOIS will make Zenith-Corning type color bulb if sufficient demand develops. Similar cost-saving projects already under way. (P. 8)

CONSOLE'S COLOR MARKET share rose in 1975, first such increase in history. At production level, 19" increased dominance in color, 12" captured half of b&w. SS penetration up. (P. 8)

VIDEO GAMES coming under sharper scrutiny of FCC which sends out 5 more violation notices, considers new rules to fight mounting interference problems. Three new applications filed. (P. 10)

COMPONENT IMPORTS showed recovery in 4th quarter, but key items ended 1975 down from 1974 levels. Picture tubes, blank tape posted gains. (P. 11)

RCA CONSUMER products & services showed profit comeback in 1975, annual report discloses. Sarnoff signs \$75,000-a-year advisory contract. (P. 11)

add that violent crime "is the result of multiple factors and cannot, without gross oversimplification, be attributable to watching violent TV programs." Lieberman: "Within the laboratory conditions of the study, it was not possible (as it was not possible for any previous study done in this area) to determine a causal relationship between 'inclination towards aggression' and actual aggression, in whatever form."

Proponents of "action-adventure" programs, however, could find little else of comfort in studies' other findings. For example, Heller & Polsky also conclude that violent programs are directly responsible for creation of aggressive "thinking responses, fantasied responses and evaluative phenomena" (in contrast to "changes in actual or real behavior") in "susceptible" (emotionally troubled, neglected, etc.) children. These children, researchers found, use TV violence to provide "a channel of expression for their own aggressive drives." For example, 12 of group of 35 youthful violent criminals "indicated that they had been consciously aware of acting out the techniques of a crime which they had previously seen 'demonstrated' on TV." Of group of 100, 22 "confessed to having imitated or tried out criminal techniques they had first seen... on TV."

Among other significant findings of Lieberman study: (1) Though some current ABC "action-adventure" programs such as "The Rookies" & "Caribe" "generated high inclination toward aggression" compared with other ABC programs, none was as high as a 1962-63-season episode of "The Untouchables," used as benchmark by researcher. (2) Though some current ABC children's programs also generated "inclination toward aggression," none was as high as 1971-72 "Johnny Quest" episode used as benchmark. (3) Type of violence creates different intensities of "inclination"; for example, killings & woundings are more powerful than chase scenes and arguments. (4) When children identify with or admire characters & situations, they're more likely to be "inclined towards aggression" than if main character is cartoon figure such as "Road Runner" or "unhandsome" character such as "Kojak."

Researchers studied whether children perceive cartoon characters as identical to human actors. Heller & Polsky ran many experiments twice—once using human actors, once using cartoons. They state only that results with cartoon characters "were supportive of the findings obtained with human-acted TV material," at least implying that children perceive no difference.

Some plusses found by Lieberman: (1) Humor "might help to ameliorate the effects of violent elements." (2) TV's small screen size (vs. movie screen) and commercial interruptions tend to produce smaller "inclination towards aggression."

Both reports were upbeat on TV's pro-social potential. Heller & Polsky found that even emotionally-disturbed children could fit both violent & pro-social elements into program's context. They also discovered that most-disturbed children showed higher sensitivity than less-disturbed children to programs' pro-social messages. "For whatever reason, they selectively tuned in the pro-social material and tuned out the violent material." Even among young violent criminals, over half "felt that TV had been educational in increasing their familiarity with the world and broadening their outlook."

"Children are more likely to emulate non-violent actions than violent ones," Lieberman found. "Exposure to pro-social content can positively affect children's social perceptions" of ethnic, occupational, age & racial groups. Curiously, programs were unable to change children's perceptions of male-female role differences. Lieberman said: "It's suggested that sex role perceptions are more firmly anchored than ethnic perceptions and may be more difficult to alter."

FCC MOVES AGAINST KORK-TV RENEWAL: Tentative instructions have been given to FCC's Opinions & Review staff not to renew license of KORK-TV Las Vegas because of alleged clipping of network programming & commercials and misrepresentations to Commission. Commissioners reportedly were unanimous on instructions, although final vote is weeks away.

Instructions were given March 9, immediately following oral argument, but FCC took no action on what to do about competing application of Las Vegas Valley Bcstg. In 1974 initial decision, FCC Judge Chester Naumowicz recommended denial of both, Valley because it hadn't met financial qualifications (Vol. 14:26 p3). He ruled that KORK-TV—owned by Donald Rey-

nolds—"Deliberately & knowingly undertook a policy which inevitably resulted in the clipping of network [NBC] commercials... dishonesty deserving of the utmost censure." Station's responses to FCC investigation were "rife with inaccurate & misleading statements," judge said.

* * * *

Commission has busy schedule this week in push by Chmn. Wiley for several major actions before NAB convention, starting this weekend in Chicago. Wiley & Comr. Lee will appear before House Appropriations Subcommittee March 16, and agency plans full-day meetings March 17-19. In addition to regular & consent agendas, FCC will take up automated transmitters, short-form radio renewal (Wiley is particularly anxious to get these 2 decided before his NAB appearances), N.J. TV service (Vol. 16:10 p4), adjudicatory reforms, FM allocations and reconsideration of fairness policy statement.

MOSS IGNORES COLLIER SOFT SPOT: Senate Commerce Committee hearing on nomination of OMB Gen. Counsel Calvin Collier to be FTC chmn. revealed that Collier had been "responsiveness contact man" for former President Nixon in Commerce Dept. 1971-73—handing out politically-motivated grants—but this apparently won't be bar to his rapid confirmation. Committee is expected to okay Collier March 16.

During hearing, Chmn. Moss (D-Utah) read excerpts from Senate Watergate Committee final report naming Collier as White House representative at Commerce responsible for maximizing President Nixon's 1972 election victory by expediting grants & appointments for greatest political impact. Collier acknowledged that some White House inquiries he handled "may have had a political motive at the other end," but stated repeatedly that he had obeyed all statutes. According to memo written by former Nixon adviser Charles Colson, approximately \$1 million in grants "which otherwise would not have been made" were approved while Collier was at Commerce. Colleagues & senators praised his performance since leaving Commerce, however, and Committee sources say they expect no problem in his confirmation by Senate.

Collier told panel he favors increasing openness at FTC, said he would log all business-related contacts, make log public. He said he favors rulemaking to require advertisers to furnish more information in ads, believes in corrective ads & consumer redress "in appropriate situations," endorsed concept of separate agency for consumer advocacy, said competition is "best guarantor of efficiency & innovation." He also stated that "the Commission should apply different and more demanding standards in scrutinizing children's advertising for truthfulness & fairness."

CBS & NBC have fired off stiff protests against U.S. Olympic Committee's recommendation that TV rights for 1980 winter Olympics in Lake Placid, N.Y. be awarded to ABC. Final decision will be made by International Olympic Committee. NBC Vp-Gen. Counsel Corydon Dunham wired IOC Chmn. Lord Killanin that ABC had been given "preferential treatment" and that U.S. Committee's actions "fall far short of accepted business practices." In wire to Olympic Organizing Committee, CBS-TV Pres. Robert Wood "demanded" that Committee rescind decision to award rights to ABC, charged that "unfair & discriminatory tactics" had been used. "No comment," commented ABC.

Buffalo station representatives meet CTBC in Ottawa March 18, will offer compromise in dispute over Canada's plan to eliminate advertisers' deduction, as business expense, for commercials on U.S. stations—and to cut commercials from U.S. stations carried on Canadian cable systems (Vol. 16:5 p5). Buffalo stations will offer plan that would leave substantial funds in Canada—if tax authorities of both countries agree to formula. Last week, PR firms representing Canadian provinces held luncheon in Washington designed to explain economic & cultural reasons behind country's actions. Luncheon speaker Adam Zimmerman, exec. vp, Noranda Mines, said Canadian govt. "is anxious to give Canadian advertisers and media, if not an advantage, less of a disadvantage than they now have." He later told us he's "very optimistic" about compromise in TV dispute.

Columbia Pictures isn't negotiating with Home Box Office for investment by latter in future Columbia films. So stated Vp Benson Begun when asked for comment on trade press reports. He said there are discussions under way regarding licensing pictures in addition to those announced preceding week (Vol. 16:10 p3)—but nothing about financing new pictures. One report circulating: HBO will contribute about \$500,000 each to about 6-12 new films. HBO spokesman said only that company has long been interested in more "family-type" films for pre-9 p.m. showing, because so many current pictures are R-rated.

"Extensive investigation" by Nielsen of apparent decline in 1975 TV viewing has shown that if there actually was less TV viewing, as compared with 1974, it was "insignificant, at least in prime time." In letter to NTI clients, Nielsen listed 3 possible reasons for reported decline: (1) Fewer TV homes with children in 1975 sample than 1974; (2) temporary breakdowns of system for detecting "abnormal tuning data"; (3) "very small number of cases" where equipment broke down in sample homes.

Suite 1706—Conrad Hilton

While in Chicago for NAB convention, visit Television Digest & Factbook suite, 1706, Conrad Hilton Hotel. Present for Television Digest will be Irwin Arieff, David Lachenbruch, Paul Levine, Tack Nail, Ed Sellers, Al Warren.

SENATE PROBES ALCOHOL & TV: Senate Alcoholism Subcommittee's examination of role of alcohol in TV ads & program content last week resulted in little consensus on need for govt. regulation, but panel pushed strongly for increased self-regulation by networks & advertisers.

"We would be prepared to consider an investigation of an ad where a strong argument could be made that from the face of the ad itself that the ad would be of special appeal to the abuser," according to FTC National Ad Div. Dir. Richard Herzog. However, he went on, "without a broad base of data, as a law enforcement agency we are not in a position to break entirely new ground on the question whether there is a widespread problem growing out of a relationship between advertising & alcohol abuse."

Ernest Noble, dir. of National Institute on Alcohol Abuse & Alcoholism, called for stronger self-regulation on alcoholic beverage ads to discourage abuse, said further research is needed to determine "the full effects" on society of alcohol ads. NCCB Chmn. Nicholas Johnson called for creation of national research organization to monitor over-all impact of TV on society, while former NARB member Benny Kass urged Senate to push for increased ad industry self-regulation.

CBS Vp Thomas Swafford—former alcoholic himself—noted that over 100 million Americans drink. "These are facts of life, and since TV reflects the standards and mores of society, it would be unreal to try to portray society without alcohol." He said CBS tries to keep drinking in programs "in the context of plot & character," also noted avoidance of such phrases as "I need a drink," substitution of "I'd like a drink" instead.

Commented Chmn. Hathaway (D-Me.): "Since sexual perversion is also a part of society, will you show that in your programs?" He urged networks to cut down on drinking in programs, urged NAB TV Code Authority Dir. Stockton Helffrich to "reconsider your position on beer and wine in that they no longer appear to be drinks of 'moderation.'" TV Code permits beer & wine commercials.

"I do agree that there are delicate constitutional questions involving any governmental effort to assess the communications media," Hathaway commented. "However, I believe it well within the jurisdiction of this Subcommittee to ask how this massive barrage of information about alcohol affects our nation's health."

Kaiser Bcstg., whose WKBS-TV Philadelphia has carried "Merv Griffin Show" last 4 years, has filed antitrust suit against Metromedia & Capital Cities in shift of program to latter's WPVI-TV Philadelphia. Kaiser charged defendants "illegally conspired" to move program, sought damages of unspecified amount. Griffin was renewed on Kaiser's Detroit & Chicago stations.

NBC & Neb. ETV Commission reached "amicable settlement" over disputed "N" logo (Vol. 16:2 p6 et seq.). NBC gave Neb. ETV color mobile unit & other equipment, and Commission will develop new symbol.

WOMETCO INTO PAYCASTING: Planning to buy 80% of Blonder-Tongue's WBTB-TV Newark, Wometco Enterprises signaled entry of strong entity to on-air subscription TV (STV). Price wasn't disclosed, but Louis Wolfson II, Wometco senior vp for broadcasting, said it's "multi-million-dollar deal." It's understood Wometco will assume at least \$1.5 million in station liabilities, have option to acquire other 20% within 7 years at fair market value.

Wolfson said company plans to start STV operations "immediately" after FCC approval of transfer (which usually takes at least 3 months), also will beef up technical facilities—power, translators, etc.—to cover whole market area. Plan is to offer viewers 2 services, he said: (1) Rent decoder at flat \$7-\$10 monthly, plus optional (2) per-program ticket device for fights, ballet, etc.

Wolfson said company is talking with other stations but has no immediate plans for acquisitions. "We want to operate in the New York area first," he said. "It should prove itself within a couple of years. We'll try to avoid the mistake of over-expenditure." Wometco operates WTVJ Miami, WLOS-TV-FM Greenville-Spartanburg-Asheville, KVOS-TV Bellingham, Wash. Veteran movie exhibitor, it has some 100 theaters, also is Coca-Cola bottler, vending machine operator.

Blonder-Tongue Chmn. I.S. (Ike) Blonder is enthusiastic about deal, says his Blonder-Tongue Labs will start production of decoder in May, has brought price of unit down to \$50 from \$125. It scrambles picture & sound. He asserted that unit was tested in a cable system, and "security is so good that engineers gave up trying to beat it." "We've designed one of everything," he said. "We have a 15-ticket system, a 4,000-ticket system, a control-from-transmitter system, even a phone system if someone wants it."

Wometco also acquires 80% of BTVision, Blonder-Tongue's program organization. B-T Labs, the manufacturing organization, will for 7 years give BTVision 5% of Labs' revenues from decoder sales and from licensing of others to make units.

There are 3 other STV operations approved by FCC, but only one, KWHY-TV L.A., is an operating station. Other 2 grantees aren't on air: WQTV Boston, WCGV Milwaukee. In addition, about dozen others have pending applications for both stations & STV authorization.

FCC efforts to help UHF are proceeding at reasonable pace, in opinion of Chmn. Wiley. Responding to Feb. 9 letter from Rep. Macdonald (D-Mass.), Wiley noted, among other things: (1) Filings in "taboo" rulemaking are extensive, require careful analysis, will be considered by FCC by July. (2) FCC plans \$200,000 contract for "TV Receiver Improvement Project." (3) Some things sought by Council on UHF Bcstg. (CUB) may not be proper areas for FCC action—such as telling stations how to upgrade facilities and how they'd improve coverage, telling manufacturers how to make & sell receiving antennas, etc. Meanwhile, CUB wrote Wiley, urging action on group's suggestions, submitted last July (Vol. 15:30 p8).

NAB SHOW SURPRISES? There are usually a few surprises at NAB equipment show, and uncommunicative attitude of many exhibitors indicates March 21-24 Chicago event will have its share. Show will mark 20th anniversary of debut of first broadcast VTR, and it's indicated there will be VTR developments more significant than the placing of plaque in Conrad Hilton Hotel room where first VTR was exhibited in 1956.

New-product debuts by both Ampex & Sony seem to be closely held secrets, leading to conjecture that the 2 firms may be up to something jointly. Observers see strong possibility that both firms may introduce new mutually compatible 1" helical broadcast VTRs at around \$40,000. Sony's new Bcst. Div. says it will exhibit 8 new products especially designed for broadcast industry, including new broadcast version of its 2850 U-Matic, new editor & TBC.

Bosch/Fernseh will debut NTSC version of 1" helical segmented VTR which it introduced last May at Montreux TV symposium (Vol. 15:22 p6), which it is advancing as 1" standard. Studio BCN-50 will be priced at \$63,650, while hand-carried 44-lb. version featuring one-hour battery & one-hour recording per reel of tape will be about \$28,000 including accessories.

Both Ampex & RCA are expected to show improved half-speed (7-1/2 ips) versions of standard quad machines, extending recording time per reel to 2 hours (Vol. 16:10 p6)—and IVC will counter with half-speed (4 ips) version of its 2" segmented helical 9000, providing more than 4 hours per reel and claiming loss of only 2 db in signal-to-noise ratio.

Joint Ampex-CBS Electronic Still Store (ESS) system (Vol. 16:2 p2), which stores up to 1,500 still video frames on computer disc pack, probably won't be demonstrated in flesh, but on tape, at Ampex exhibit. Device does more than substitute for slide projector (at estimated \$150,000-\$200,000), since it also automates station breaks, handles billing, performs other computer functions.

Tape-editing equipment will get even bigger play this year, with something new added—microprocessor. CMX will introduce 340X editing system with I² (for "intelligent interface") processors for editing automation, with only 2-lead twisted-pair connecting central computer control to VTRs. Datatron & perhaps others will also feature microprocessor-controlled editors.

ENG will be in spotlight, of course, with Thomson-CSF Labs' tiny 8-lb. Microcam (Vol. 16:4 p5) getting first once-over by broadcasters. RCA will feature its TK-76 ENG camera, of which more than 100 have been ordered, and Philips will highlight exhibit with LDK-11 portable camera. New ENG cameras are promised from Asaca, Hitachi Shibaden, many others. RCA will show new small van for ENG use.

Picture-improving accessories, improved time-base correctors, will be widespread. On display at Merlin Engineering booth will be Crisp-Matic portable image enhancer & noise reducer designed as add-on to any low- or medium-priced VTR, for restoring

"full subjective bandwidth" and improving signal-to-noise ratio, at \$2,500.

Circular polarization of TV will get further attention at NAB, with at least 3 antennas for proposed new service offered—by Jampro, Micro Communications and probably RCA. Marconi will feature DICE digital NTSC/PAL/SECAM standards converter. Scientific-Atlanta will show video satellite earth terminal. Instant-replay magnetic disc recorder at low \$12,500 will be displayed by Eigen Video. Harris will debut new top-of-line color camera with optional triax.

Microprocessor-based "alternative to video cartridge systems," providing random access to up to 100 spot sequences on magnetic tape, will be offered by Recortec.

In film equipment: (1) Rank Precision will show flying-spot telecine unit handling 16 & 35-mm on same machine. (2) Cohu will have low-cost (under \$20,000) telecine including instant paint, color comp, color encoder, image enhancer, auto balance. (3) Tele-dyne will inaugurate videotape-to-film transfer system using high-resolution 3-tube display.

In audio, there'll be more attention to 4-channel. Sansui will have encoder for QS programming, and Automated Processes will debut quadraphonic console. Panasonic will feature new broadcast equipment line under same "Technics" brandname it uses for high-end consumer audio gear.

FCC TO MEET RESEARCHERS: Rating organizations will explain methodology to FCC at April 27 meeting—and some commissioners indicated they'll also ask about impact of ratings on program selection. Rep. Wirth (D-Colo.) has urged FCC to conduct impact inquiry (Vol. 16:10 p1); however, Commission isn't expected to launch full-scale investigation sought by congressman. Nielsen, Arbitron & BRC officials will attend meeting at FCC.

House Communications Subcommittee Chmn. Macdonald (D-Mass.) wrote WETA-TV Washington last week to scold ETV station for scheduling "Black Journal" at 11 p.m. because of poor ratings in prime time. "I am disturbed about...this evidence of the same 'rating mentality' which dominates the commercial networks," Macdonald said.

In separate statement to an FCC order requiring educational TV stations to go through ascertainment process, Comr. Hooks said: "If non-commercial stations, which depend not on popularity, continue to be pre-occupied with the ratings game, the FCC will have to start playing some games of its own. Like 'Hide the License.'"

WZTV (Ch. 17) Nashville returned to air March 6 under ownership of Reel Bcstg. (Robert Zelle, pres.-62% owner), which acquired CP last Oct. Station (formerly WMCV), dark since March 1971, raises operating TV outlets to 962 (609 VHF, 353 UHF; 703 commercial, 259 non-commercial). Ian Wheeler is WZTV vp-gen. mgr.

Avco has sold WLW(AM) Cincinnati to newly-formed Queen City Communications (not now in broadcasting) for about \$8.5 million.

Personals

Ex-Sen. **Sam Ervin** (D-N.C.) will receive first Grover C. Cobb Memorial Award at opening ceremonies of NAB convention in Chicago March 22; Award goes to "the broadcaster or public servant who demonstrates unusual dedication in improving broadcasting's relationship with the federal government."

FCC Chmn. **Richard Wiley**, NBC Radio Pres. **Jack Thayer** & ABC News Pres. **William Sheehan** are among speakers at AP Bcstrs. convention June 3-5, Marquette Inn, Minneapolis.

Lea Stalmaster appointed CBS-TV vp-talent & casting, Hollywood, succeeding **Alan Shayne**, named Warner Bros. vp-production; **James Sowards** advanced to vp-mktg., CBS TV Stations Div.; **Edward Gargano**, ex-WCBS-TV, joins CBS TV Stations N. Y. national sales office; **Moses Hazo**, ex-Harrington, Righter & Parsons, Chicago, joins Detroit office.

William Lucas, WCIV Charleston, S.C., gen. mgr., elected pres. of parent First Charleston Corp., wholly-owned subsidiary of Evening Star Bcstg.; **Celia Shaw**, WCIV station mgr., elected vp-TV, S.C. Bcstrs. Assn.; **Leandro Blanco**, ex-WXTV Paterson, N.J. program dir., transferred to WLTW Miami as vp-station mgr.; **George Tomek** promoted to news dir., KTVY Okla. City, succeeding **Jack Ogle**, who continues as producer-anchorman, also will establish sports network for Okla. State U.; **Armando Cerna**, ex-WLTV Miami, appointed news dir., KMEX-TV L.A.

Richard Plastine promoted to dir.-daytime program sales, NBC; **Fred Burrows** advanced to KMOX-TV St. Louis news dir.; **Marcia Wood** joins CPB as dir., new dept. of human resource development; **John Elghmeyer**, ex-Notre Dame U. marketing prof., appointed deputy asst. dir., FTC Div. of National Advertising.

In PBS reorganization: Vp-Treas. **Charles Margetta** heads new finance dept.; **Neil Mahrer**, ex-station development support assoc. dir., named dir., new administrative dept.; **William Reed** remains dir., member services dept., now called station relations dept.; **Roland Fenz**, ex-station development support dir., appointed station liaison coordinator, new post; **Scott Hunt**, ex-business finance dir., named dir. of new mktg. services dept.

Michael Brandman, ex-Daphne Productions vp, joins HBO as program development dir.; **Robert Caird**, ex-American Express, appointed affiliate mktg. dir.; **Donald Fleck**, ex-Merrill, Lynch, Pierce, Fenner & Smith, named mktg. services dir.; he'll be assisted by **Ellen Brown**, affiliate communications mgr., & **Joan Bloomfield**, asst. ad mgr.

Thomas Pledger elected Burnup & Sims chmn.; **Nick Caporella**, pres. of subsidiary BSI Inc., succeeds Pledger as pres. & chief exec. officer; **Allan Leder** promoted to field operations mgr.; **Armando Nunez** promoted to ITC vp-foreign sales, new post... **Rex Porter** advanced to Times Wire & Cable CATV Products Group sales mgr.; **Robert Amen** elected vp-corp. communications, Gulf & Western.

House Ethics Committee investigation of CBS's Daniel Schorr (Vol. 16:8 p2, et seq.) was labeled "witch hunt" by National Press Club board. "There is no intent...to defend or condemn the actions of Daniel Schorr," board said. "The issue of concern is the threat of action against any reporter." Standing Committee of Correspondents, congressional press galleries' governing body, voted to condemn concept of relieving correspondent of accreditation for failing to reveal confidential source; Schorr belongs to radio & TV galleries. Meanwhile, Schorr told NBC he was "appalled" by reaction of colleagues opposed to his turning over House CIA Committee report to Village Voice. He said he was asserting "not the reporter's right to report, but the people's right to know."

Because "of the many and complex potential enforcement problems," FCC has decided not to adopt rules covering "hypoing" during rating periods. Commission said there are "no immediate, impending dangers to the public interest [in promotion of ratings] that outweighed possible First Amendment and other problems that would be inherent in any proposed rule." FCC warned it will "pursue vigorously" present policy of considering complaints on case-by-case basis and that it would cooperate closely with FTC. New statement replaces Oct. 1965 FCC order on distortion & misuse of ratings.

Led by Rep. Chisholm (D-N.Y.), 21 members of Congress asked FCC to give favorable consideration to NCCB proposal that TV stations be required to air one-hour public service show weekly in prime time. "If there were to be more public affairs shows, it is certain that some of the most crucial issues which face our society and which have been ignored & downplayed by TV in the past will receive the attention those issues deserve," they wrote FCC Chmn. Wiley. House Commerce Committee members signing letter included Metcalfe (D-Ill.), Ottinger (D-N.Y.) & Wirth (D-Colo.).

Teleprompter lost \$4,387,000 in 1975 vs. \$7,335,000 year before, while revenues increased 17% to \$101,848,000, new high. In 4th quarter, loss was \$811,000 vs. \$2,242,000 for similar 1974 period, while revenues were up 14% to \$28,505,000. Company reported it has 96,500 pay-cable subscribers at about \$10 monthly each, and it expects to offer pay cable to 920,000 subscribers by mid-1976. Average basic subscriber fee is \$7.09, vs. \$6.97 at end of 1975, \$5.37 in 1973.

CBS has formed new corp. vice presidency to take some of responsibility for top staff functions of Pres. Arthur Taylor. James Scott Hill, 52, moves from Liggett & Myers, where he was vp-gen. counsel & secy., to fill new spot. Reporting to Hill will be CBS gen. counsel, secy. & Washington corp. vp—all formerly reporting to Taylor.

Home Box Office will offer "On Location" pay-cable series of acts of 12 comedians, including David Steinberg, Mort Sahl, Phyllis Diller, Freddie Prinze, Joey Bishop, Rodney Dangerfield, Myron Cohen, John Byner, Henny Youngman, David Brenner. Steinberg act will be offered March 20, 23 & 28.

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STATE OF THE INDUSTRY

Sales to dealers (total market), from EIA, for week ended Feb. 27 (8th week of 1976):

	Feb. 21-27	1975 week	% change	Feb. 14-20	2 months to date	2 months to date	% change
Total TV.	276,291	260,041	+6.2	207,761	1,712,834	1,431,624	+19.6
color	161,910	143,286	+13.0	127,061	1,018,692	808,361	+26.0
monochrome	114,381	116,755	-2.0	80,700	694,142	623,263	+11.4
Total radio	903,485	634,445	+42.4	473,441	4,566,476	3,405,632	+34.1
home, portable . .	664,805	493,569	+34.7	229,415	2,639,623	2,246,582	+17.5
AM-only	111,466	131,749	-15.4	59,653	529,961	705,213	-24.9
FM & FM-AM . .	553,339	361,820	+52.9	169,762	2,109,662	1,541,369	+36.9
auto	238,680	140,876	+69.4	244,026	1,926,853	1,159,050	+66.2
Port.-comp. phono. .	53,900	76,390	-29.4	36,457	375,215	371,208	+1.1

Color TV 5-week moving average: 1976—135,196; 1975—104,863 (up 28.9%).

COLOR SALES GAIN STRONG IN FEB.: It has been a long time coming, but industry put 2 good color TV sales-to-dealers months back-to-back, topping upbeat Jan. with even better Feb. and extending 1976's string of consecutive plus weeks to 8—though increase reported by EIA for final Feb. week was smallest of year (see State of Industry above).

Feb. color sales gain of 28.2% was highest enjoyed by industry since Aug. 1972. Also showing 2nd consecutive monthly increases were sales of b&w TV, FM radios & auto radios. Our figures, based on unfactored sales pattern of past 5 years, put Feb. color sales at a 7.4 million annual rate, up slightly from Jan.'s 7.3 million.

Despite sales pickup, manufacturers & distributors avoided inventory build-up—which could indicate lack of confidence or simply decision to keep stocks low until 1977-model production begins. Industry's total color stockpile at end of Feb. was just 1.76 million sets, up 0.8% from Jan., down 17.5% from same time last year. Manufacturers held 878,000, up 1.6% from Jan. but off 33.6% from Feb. 1975, while distributor stocks stood at 880,000, virtually unchanged from Jan., but up 8.9% from last year.

Clue to Feb. retail sales & inventories will be available today (15), when monthly Early Warning Report on color, monochrome & stereo activity at dealer level is mailed to our EWR subscribers.

Product	Feb. 1976	Feb. 1975	% change	Feb. 1974
Total TV.	878,800	745,645	+17.9	1,109,226
color	522,378	407,332	+28.2	597,322
monochrome	356,422	338,313	+5.4	511,904
Total radio	2,272,492	1,821,880	+24.7	2,669,041
home, portable	1,293,401	1,235,855	+4.7	1,827,332
AM-only	233,631	375,909	-37.9	654,123
FM & FM-AM	1,059,770	859,946	+23.2	1,173,209
auto	979,091	586,025	+67.1	841,709
Port.-comp. phono.	179,168	216,082	-17.1	216,309

Last week, Wall St. expressed confidence in continued strong sales by bidding stocks of all 4 color TV Big Board companies—Matsushita, RCA, Sony & Zenith—to new highs for year.

BROADMOOR—FIRST '76 CASUALTY: Broadmoor is first major fatality of year in consumer electronics marketing ranks. Chicago-based TV & audio equipment importer has gone out of business through liquidation—no bankruptcy apparently involved. Company officials couldn't be reached for comment.

Inability to obtain financing is understood to be cause of dissolution decision. Last month, Pres. Robert Moore told us company's major supporter, a U.K. firm, had withdrawn backing, said he was seeking new credit sources; earlier this month, we reported Olympic's purchase of Broadmoor's TV inventories (Vol. 16:7 p10; 10 p10).

Broadmoor's departure leaves Midland International as sole independent import-marketer still active in TV field from group of more than dozen. Among those who tried and failed—some now out of business as result: Channel Master, Commodore, Craig, Delmonico, Milovac, Olympic, Realtone (now Soundesign), Star-Light, Symphonic & Webcor.

O-I MAY MAKE ZENITH-TYPE BULB: America's other major color glass maker is "going to be deliberate and keep an open mind" about new Zenith-Corning color-tube bulb (Vol. 16:10 p7). So says Owens-Illinois TV Products Div. Vp-Gen. Mgr. Sam Schillaci.

"Any time you get Zenith & Corning working together, it's got to be an interesting development," he told us last week. Much of work "parallels a new tube concept we've been working on since 1971, which was primarily aimed at reducing glass costs. But this may have possibilities beyond what we saw. When we get samples we'll give it a good going-over."

O-I's previous work has involved similarly shaped glass, he said. "It boils down to economics & capabilities. It would require a large investment, but we have the capabilities. If the tube makers decide to go into this, we'll set up."

O-I will get glass samples, along with most other bulb makers throughout world, under Corning program. Situation in Europe will be particularly interesting, since Philips dominates glass & tube business there, specializes in wide-neck tubes, while U.S.-dominated tube competition there—RCA, IFT, GTE—are pushing narrow-neck. New Zenith-Corning bulb is narrow-neck type.

CONSOLE SHARE UP IN '75 COLOR MARKET: For first time in history, consoles' share of color market last year showed gain over preceding year. This is strong indication of ripening replacement market, where consoles are most important. Though down in numbers from 1974, console sales held up better during sales slump than portables & table models, which dominate new & 2nd-set markets.

Also indicating that 1975 wasn't completely a low-end market, remote control turned in strong performance, was included in 7.8% of 6.2 million color sets made or imported, up from 7% in 1974. Actual number of remote sets declined 17.5% to 483,940. Some 7.3% of color consoles & combinations were remote-controlled, up from 6.3%, while remote's share of portables rose to 8% from 7.3%.

Solid-state (SS) construction virtually completed takeover of color console market with 97.9% share (vs. 87.7% in 1974), represented 85.7% of color portables, up from 65.4%. Of total color TV supply, 89.7% were SS vs. 72.6% in 1974.

Console production of just over 2 million was down 24.9% but represented 32.3% of new supply, up from 1974 share of 31.7%. Combinations, at only 24,600, were off 36.8%, and their share of total mix slipped from 0.5% to 0.4%. Portables & table models receded to 67.3% share of total from 67.8%, while their total output dropped 26.5% to 4.19 million.

Output of all screen sizes declined, with exception of 23"-&-under consoles. Repeating as most popular size, by wider margin, was 19", holding 39.2% total market share, up from 32.7%, while 2nd-ranked 25" slipped from 26.5% to 24.9%. Within console-combination group, 23"-&-under output rose 0.6% to 484,800, for 23.9% of that category, up from 17.8%, while 25" declined 30.6% to 1.55 million, for 76.1 share, down from 82.2%.

In portable-table category, output of 19" fell 11.2% to 2.44 million, accounted for 58.4%

of new supply, up from 48.3%. Results for other sizes: 12"-&-under, 390,300, down 28% for 9.3% share (from 9.5%); 13", 303,200 for 7.2%; 14-15", 304,350 for 7.3%; 16-17", 491,900, down 51.9% for 11.8% (from 18%); 18", 57,050, down 85.3% for 1.4% (from 6.8%); 20-21", 68,600, down 36% for 1.6% (from 1.9%); over 21", 127,800, down 28.4% for 3.1% (unchanged). Output breakouts for 13-15" aren't available for 1974, but combined 1975 total of 607,550 is off 14.3%, with share of 14.5%, up from 12.4%.

Battery portables provided bright spot in b&w, as production rose 18.3% to 557,570, accounting for 12.6% of total market, up from 6.9%. Also gaining was SS, with output up 21.3% to 3.26 million, as share rose from 39.1% to 73.8%, marking first time SS has accounted for more than half of b&w business. Portable-table models had 35.3% unit decline, but increased market share from 98% to 98.5% as consoles dropped 52.6% to just 64,200, 1.5% share, down from 2%.

B&w screen-size results: 10"-&-under, 766,200, down 24%, 17.3% share (up from 14.7%); 11-12", 2.25 million, down 34.3% for 50.9% (from 49.9%); 13-15", 152,950, down 53.9% for 3.5%, (from 4.8%); 16-17", 220,880, down 55.3% for 5% (from 7.2%); 18-19", 939,680, down 32.4% for 21.3% (from 20.2%); 20"-&-over, 24,840, down 69.3% for 0.6% (from 1.2%).

Imports increased share of market across-board in color areas where they compete with U.S.-made product, but most dramatically in big-screen portables. In 19", import share nearly doubled to 22.4% from 12.2% held in 1974—in 4th quarter when imports surged, they accounted for full 1/3 of new supply. In 12"-&-under, imports provided 66.7%, up from 65.4%; in 13" it was 64%; 14-15" 41%; 16-17" 11.7%; in 18", size virtually abandoned by U.S. makers last year, import share soared to 52.2% from 13.5%. Commerce breakouts for mid-size color sets were new in 1975; comparison of available data show imports took 34.2% of 13-17" color market in 1975, up from 30.9%. Better picture of big-screen penetration is shown by imports' 23.1% share of 18-19" market last year, up from 12.4%.

In b&w, imports turned in mixed penetration performance. They captured increased share of 10"-&-under (from 80.9% to 83.2%) & 13-17" (from 59.2% to 62.3%), but lost ground in 11-12" (from 78.8% to 78.4%) & 18-19" (from 47.1% to 36.2%).

Here's breakdown, by type, of industry's 1975 new TV supply, as compared with 1974:

	Color		Monochrome	
	1975	1974	1975	1974
Total	6,218,972	8,411,317	4,418,406	6,868,047
portable-table	67.3%	67.8%	98.5%	98.0%
console	32.3%	31.7%	1.5%	2.0%
combination	0.4%	0.5%	--	--

Litronix & National Semiconductor (NS) said they expect to show poor results in upcoming quarter. Litronix, reporting 4th quarter loss despite 43% sales gain (see financial table), said intense competition in watch market forced sharp price cuts, and company probably will show loss in first quarter. Litronix said it's looking at several mergers as well as long-term manufacturing agreements. NS said production problems involving calculators, watches & clocks will result in lower sales & earnings for 3rd quarter to March 7. Company said it had to redesign some products as cost reduction measures and that recovery is expected in 4th quarter. NS said it's expanding production facilities in U.S. & Far East.

Price boost in TV picture tube glass is planned by Japan's Asahi Glass, which says it will ask tube makers there for 15%-20% increase this month.

Unfair import competition complaint filed against JVC America & Japan Victor should be dropped by ITC, Presiding Officer Daniel Minchew said. In complaint, D.C. retailer District Sound (Vol. 13:32 p7; 14:45 p11) charged JVC illegally maintained retail prices in non-fair trade area, restrained resale of products. Minchew said retailer failed to prove case. Issue goes to ITC commissioners for decision. Complaint is similar to one lodged against Pioneer by 3 Washington discounters and dropped by ITC, not FTC as we erroneously reported, when parties agreed to settlement (Vol. 16: 10 p12).

FCC has started inquiry into proposed revisions of rules covering industrial, scientific & medical (ISM) equipment, noting that basic rules haven't been changed since 1946. It seeks more detailed measurement procedures. Comments are due May 18.

FCC GETS TOUGHER ON GAMES: Five more video game firms have received violation notices from FCC, and spokesman says rulemaking to control growing interference from games not covered under Class I TV regulations is strong possibility. Coléco, Cardinal Sales & Jansa got notices for showing non-type-approved games at recent Toy Fair (Vol. 16:8 p9), Visulex of Mt. View, Cal. for promoting game kit, Alpex apparently for mentioning joint game deal with toy company to us. Entex, Mobil Oil & M-Tech Engineering received violation notices earlier (Vol. 19:9 p10).

Coléco notice is potentially most serious, since brochure handed out at Toy Fair incorrectly described "Telstar" game as "FCC approved," claim which could be taken as "willful false statement," according to FCC spokesman. But Coléco Pres. Arnold Greenberg said that mention of FCC approval on brochure was only meant to indicate "it won't be manufactured, sold or shipped without FCC approval." Coléco has filed application with FCC, Greenberg said, and won't distribute brochure until approval is granted.

Cardinal, Visulet & Jansa spokesmen were unavailable for comment. Alpex Pres. Norman Alpert told us FCC notice was mistake, that toy company (identified by Greenberg as Coléco), and not Alpex, would be marketer of game. "We're aware of the FCC rules & regulations and we're working with our client on them. We don't expect any problems."

M-Tech Pres. Chris Sidener said FCC notice to his firm stemmed from M-Tech plan to market Visulex kit. Kit for game offering tennis & bumper pool will come in various forms priced from \$27.50 for unpopulated circuit board & plans to \$160 for complete package. It's designed for wiring directly into

TV, doesn't have RF oscillator, making it exempt from FCC Class I rules, according to Sidener.

But FCC letter to Sidener said such non-Class I games are causing growing interference, particularly with land-mobile radios, and that agency is considering tougher regulations. FCC's concern, mainly with interference from coin-operated games, was reported here last year (Vol. 15:48 p9), and worry now has spread to home games. Sidener says firm probably will drop plan to market Visulex kit through network of amateur radio stores, introduce own game using General Instrument game chip in near future. FCC says other kit firm, Interfab (Vol. 16:9 p10), probably will get notice this week. Game kit also is being offered by Nexus of San Leandro, Cal. for \$18, and build-it-yourself videogame features will appear in upcoming issues of Radio-Electronics & Popular Electronics.

Three new game applications have been filed with FCC, but spokesman declined to reveal names. List of approved games remains at 5 (Vol. 18:8 p9), latest being Universal Research's "Video Action III," with first units being shipped to Bloomingdales in N.Y. this week. Ronald Rutkowski, mktg. vp of Control Sales, which markets \$199 game, told us firm will "sell all we can make this year," despite imminent appearance of games in \$40 range. Companies now planning to enter market with low-priced games are "finding out what we found out last Oct.," Rutkowski said. "It just isn't that easy to get a game cleared by the FCC."

RCA is becoming peripherally involved in market through introduction of CMOS microprocessor designed for use in home video games, other consumer & industrial products. Processor will cost \$23.50 in lots of 100.

Antitrust damage suits brought against Japanese consumer electronics manufacturers by Zenith & National Union Electric will be tried in Philadelphia, but separately, Federal Judge Higginbotham ruled. He said refusal of some Japanese defendants to waive jury trial rights in Zenith action prevents consolidation of cases. Excluded, for present, from transfer from Newark court to Philadelphia is that portion of NUE case involving Sanyo, which claims it didn't conduct business in Pa. before 1970, when suit was brought. Both public & confidential filings in suits are being sought by International Trade Commission staff handling Sylvania's complaint that some Japanese TV producers engage in unfair import competition (Vol. 16:5 p8). ITC spokesman indicated investigation is proceeding despite Sylvania's request that things be held up while it prepared a more comprehensive filing. Also last week, Treasury formally acknowledged, with Federal Register notice, receipt of Zenith's notice of intention to contest legally, decision not to impose countervailing duty levies on Japanese consumer electronics imports. Zenith now has until April 9 to start action in Customs Court.

EIA 1976 membership directory is now available from PR Dept. at \$7.50. Also out is new list of publications & prices: EIA, 2001 Eye St. NW, Washington, D.C. 20006.

Watch watch: Frontier is suing researcher Creative Strategies for libel, claiming CS deliberately understated its share of watch module market and made other disparaging remarks in study released late last year (Vol. 16:2 p11). Suit also covers unidentified individuals who helped CS with study, asks \$5,000 in damages, \$1 million for malice. In response, CS said Frontier was given chance to correct alleged misstatements, didn't supply requested data. . . **Hong Kong** is attracting growing number of U.S. digital watch makers; production of quartz crystals—now imported—should begin there in near future. Last year, General Chamber of Commerce predicted Hong Kong eventually would become world's largest electronic watch producer.

Japan's VTR production is expected to hit 170,000-180,000 this year, with exports at 50,000-60,000, MITI says. Output last year totaled 119,162, down 3.9%, worth \$93.3 million, down 2.1%. Forecast appears to cover only commercial equipment, as Sony Chmn. Akio Morita has said company plans to produce 100,000 consumer-type Betamax VTRs this year.

European office will be set up this year by S. Korea's Fine Instrument Center to promote consumer electronics exports to EEC countries.

1975 COMPONENT IMPORTS: Imports of key discrete electronic components showed signs of recovery in 4th quarter last year, but bounce back was far short of what was needed to offset steep decline logged in first 9 months (Vol. 15:51 p11), and most items ended year with steep decline from 1974 level, Commerce Dept. totals show.

Sharpest unit import decrease, 56.6%, was absorbed by transistors. Results for other components: ICs down 30.8%, fixed capacitors down 35.4%, variable capacitors down 34.1%, fixed resistors down 45.2%, variable resistors down 43.2%, receiving tubes down 12.8%.

In parts, speaker imports of 34.9 million were off 41.4%, microphones dropped 16.2%, tuners 31.9%, TV cameras 10.2% to 48,736, as b&w units dropped 15.3%, while color rose 36.4%. Showing gains for year were imports of color tubes (up 94.5%), b&w tubes (up 157.2%), and magnetic tape (up 8.9%). Here are details:

U. S. COMPONENT IMPORTS

	1975		1974	
	Units	Value(\$)	Units	Value(\$)
Pic. tubes, color . .	89,222	6,001,570	45,860	2,450,998
Pic. tubes, b&w . . .	131,993	1,294,289	51,328	685,211
TV tuners	12,335,231	76,687,206	18,110,297	88,046,598
TV antennas	3,764,169	4,250,937	—	—
TV deflection parts ¹	—	45,867,237	—	—
TV cameras, color	7,264	15,917,881	5,327	8,116,003
TV cameras, b&w.	41,472	10,997,036	48,962	11,108,552
Microphones	4,392,078	11,557,194	5,238,584	11,997,529
Audio amplifiers . .	1,008,250	25,798,987	2,043,526	25,699,315
Lspkrs., un- ¹ enclosed	20,865,057	25,697,483	59,634,164	84,987,171
Lspkrs., lone, encl. ¹	10,200,746	23,589,254	—	—
Lspkrs., mult., encl. ¹	3,866,456	13,897,046	—	—
Receiving tubes . .	49,215,044	22,971,090	56,468,355	22,396,200
Mag. tape, blank . .	—	46,871,333	—	43,031,615
ICs*	1,059,939	579,483	1,530,913	600,855
Transistors*	980,376	136,904	2,260,459	234,028
Fixed capacitors* . .	1,337,552	76,350	2,071,390	125,635
Variable capacitors*	106,038	9,238	160,868	13,461
Fixed resistors* . .	2,287,885	22,312	4,175,815	42,435
Variable resistors*	192,120	16,673	338,470	19,915

¹ Not reported separately in 1974.

*Units & value in 1,000s.

* * * *

Imports of audio & video home entertainment products last year were valued at just under \$1.52 billion, down 20.1% from 1974, Commerce Dept. Industrial Products Div. reports. Japan continued as leading source country with imports worth \$887.6 million, down 14.5%. Other major suppliers: Hong Kong \$235.7 million (down 40%), Taiwan \$112.4 million (down 11.9%), S. Korea \$78.6 million (down 13.9%), U.K. \$54.7 million (down 34%), Singapore \$40 million (down 5.4%), Brazil \$37.7 million (up 0.2%), Canada \$28.8 million (down 17.9%), W. Germany \$21.8 million (down 12%). Report shows imports from Mexico at \$1.2 million, down from \$6.6 million in 1974, \$25.3 million in 1973—a decline caused by halt of b&w TV production there by Magnavox & Warwick. Totals cover imports of TV, radios, phonos, tape recorders & players, enclosed speakers & record players; excludes chassis & parts, components, watches, calculators, etc.

RCA RECAPS '75: Net profit of RCA "Electronics—Consumer Products & Services" (consumer electronics, records & tapes, parts & accessories, consumer service) increased in 1975 to \$25.3 million from \$11.1 million in 1974, while sales rose to \$1.171 billion from \$1.13 billion, annual report notes. Consumer segment was responsible for 25.3% of total RCA profits, 24.3% of revenues. Total RCA sales were \$4.8 billion, up from \$4.6 billion in 1974, with net of \$110 million, down from \$113.3 million.

Improvement, RCA said, reflected reduced impact of material cost increases, elimination of losses from audio products, all-time high sales & profits of RCA Records and strong performance of Service Co. Report said RCA's 4th-quarter 1975 color TV sales rose 14% over 1974 (while industry-wide factory sales declined 3.4%). RCA Service Co. had more than million home-service TV contracts.

Other RCA business segments: NBC contributed greatest percentage of company's earning—reaching 47.3%. Electronics—Commercial Products & Services lost \$48.3 million on \$609 million sales vs. \$7.4 million on \$671 million sales in 1974, with picture tubes & solid-state devices suffering biggest setbacks, although "RCA increased its share of the color tube market." Communications showed \$31.2 million profit on \$234 million sales, up from \$25.7 million on \$195 million, represented 31.2% of profits, 4.9% of revenues. Vehicle renting (Hertz) had \$27.4 million profit, \$715 million sales, for 17.4% & 14.8%, respectively. Govt. business produced \$3.3 million profit on \$355 million sales, for 3% & 7.4%.

Report mentions SelectaVision VideoDisc project twice, stressing RCA's electronics & R&D commitments. Videodisc also was mentioned by Pres. Anthony Conrad at N. Y. IBM antitrust trial last week. He said RCA could have met goals in computer business but felt it should devote its resources to other more promising businesses, specifically citing Alascom, Globcom & SelectaVision.

* * * *

Proxy statement for May 4 annual meeting revealed that ex-Chmn. Robert Sarnoff has been retained on 10-year contract as \$75,000-a-year advisor to RCA & NBC. Statement reported Sarnoff had elected to receive retirement benefits in lump sum (annual payment would have been \$64,892). RCA officer & director salaries (exclusive of incentive payments) for 1975, as listed in proxy statement: Sarnoff \$325,467, Conrad \$242,467, NBC Chmn. Julian Goodman \$180,800, RCA Electronics Pres. Edgar Griffiths \$173,000, Exec. Vp-Gen. Counsel Robert Werner \$160,000, RCA Communications Pres. Howard Hawkins \$129,133, Exec. Vp William Hittinger \$115,800, Industrial Relations Exec. Vp George Fuchs \$110,800. Statement notes Griffiths is under contract to Sept. 30, 1980, Hittinger to Nov. 30, 1978.

Japan's Murata plans full production of new surface acoustic wave IF filter for TV & VTR. Filter uses thin film piezoelectric material, is claimed to be 5 to 6 times more efficient than conventional filters. Murata says it will produce 100,000 monthly, offer filters to OEM at under \$1.

WEEKLY Television Digest

with
Consumer Electronics...

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Trade Personals

Barry Cracower, ex-T. Eaton & Canadian GE, joins Canadian Admiral as mktg. vp, succeeding **Donald Prentice**, who resigned last Aug... **Frederick Feuerhake**, former GTE International Entertainment Products Div. export sales & licensing mgr. for Philco brand, advanced to export sales & licensing dir., adds responsibility for Sylvania products... **Harry Spero** advanced at Midland to national promotion coordinator... **Mel Landow** has left post as chmn. of Kennedy & Cohen, bankrupt retail chain he founded.

Ruth Ehrlich, one-time Brother International vp, joins Morse as special markets vp... **Edward Carrier**, Philips Hi-Fi Labs mktg. mgr., adds duties of sales mgr., replacing **Thomas Donohue**, resigned; other recent appointments: **Ronald Barber** product development mgr.; **David Ruttenberg** sales promotion mgr.; **Rex Stinson** financial mgr... **Martin Carah**, ex-McDonnell-Douglas, joins Bohsei as admin. dir... **Leslie Davis** leaves post as JVC America home entertainment product mgr., plans unannounced. Also gone: **Seymour Kubrick**, vp-treas.; **Jack Kane**, national credit mgr.; **Gustavo Santander**, eastern metropolitan sales mgr.

David Moir, ex-Square D, appointed Quasar international operations dir... **William Abbott** advanced at Sylvania Institutional TV & Electronics Div. (hotel TV) from Atlanta region sales mgr. to Western area sales mgr., new post... **Arturo Alonzo** named pres. of Manufacturas Electronicas, Mexican producer of Mesa record changers, succeeding partner & co-founder **Enrique Gibbon**, who died in Mexico City March 3.

Robert Butler advanced at RCA from vp-financial analysis to vp-controller, succeeding **J. Thomas**

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during past week. Dash indicates information not available at press time. Amounts expressed in dollars. Parentheses denote loss.

Company & Period	Revenues	Net Earnings	Per Share
Clarostat			
1975-year to Dec. 31	10,089,000 ^a	226,000 ^b	.41
1974-year to Dec. 31	11,293,000 ^a	455,000	.82
ITT			
1975-year to Dec. 31	11,367,647,000	398,171,000	3.20
1974-year to Dec. 31	11,154,401,000	451,070,000	3.63
1975-qtr. to Dec. 31	3,148,000,000	110,000,000	.88
1974-qtr. to Dec. 31	3,044,000,000	91,000,000	.73
International Video			
1976-6 mo. to Jan. 31	12,975,000	276,000	.10
1975-6 mo. to Jan. 31	12,974,000	(1,584,000)	--
1976-qtr. to Jan. 31	6,155,000	162,000	.06
1975-qtr. to Jan. 31	5,711,000	(1,667,000)	--
Litronix			
1975-year to Dec. 31	52,440,000	635,000 ^b	.26
1974-year to Dec. 31	35,912,000	624,000 ^b	.26
1975-qtr. to Dec. 31	15,574,000	(92,000)	--
1974-qtr. to Dec. 31	10,883,000	277,000 ^b	.12
Oak Industries			
1975-year to Dec. 31	113,013,625	1,019,056	.41
1974-year to Dec. 31	130,140,783	4,774,355	2.70
Ogilvy & Mather			
1975-year to Dec. 31	98,228,650	5,708,041 ^b	3.14
1974-year to Dec. 31	87,800,053	5,504,873 ^b	3.05
1975-qtr. to Dec. 31	29,718,823	3,002,140 ^b	1.65
1974-qtr. to Dec. 31	26,845,801	2,325,430 ^b	1.29
Republic			
1976-6 mo. to Jan. 31	101,865,000	1,473,000 ^b	.52
1975-6 mo. to Jan. 31	127,042,000	8,651,000 ^b	3.07 ^c
1976-qtr. to Jan. 31	47,614,000	283,000 ^b	.10
1975-qtr. to Jan. 31	58,980,000	2,788,000 ^b	.99 ^c
Superscope			
1975-year to Dec. 31	157,300,000	6,300,000	2.71
1974-year to Dec. 31	157,200,000	9,900,000	4.30
1975-qtr. to Dec. 31	51,500,000	1,000,000	.42
1974-qtr. to Dec. 31	41,700,000	1,600,000	.71
Teleprompter			
1975-year to Dec. 31 ^d	101,848,000	(4,387,000)	--
1974-year to Dec. 31	86,809,000	(7,335,000)	--
1975-qtr. to Dec. 31	28,505,000	(811,000)	--
1974-qtr. to Dec. 31 ^d	24,989,000	(2,242,000)	--
Tenna			
1976-year to Jan. 31	44,349,523	609,916 ^b	.21
1975-year to Jan. 31	38,518,002	523,883 ^b	.18

Notes: ^aFrom continuing operations. ^bIncludes special credit. ^cAdjusted. ^dRestated.

Kennedy, now RCA Communications vp-finance... **Robert Shapiro**, General Instrument legal affairs dir., appointed gen. counsel... **Louis Arpino** promoted at Amperex from electro-optical devices mktg. mgr. to R.I. Div. vp-gen. mgr... **D. Max Henderson** advanced at Oak Industries Switch Div. from vp-gen. mgr. to pres., adds responsibility for Win-West Plastics & Hart Industry Divs.

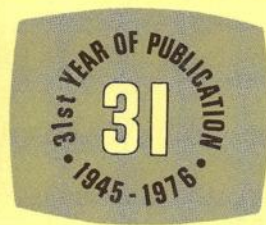
Obituary

Otto Schairer, 96, retired RCA vp, died at Hightstown, N.J. home March 12. As patent development dir. at Westinghouse he helped firm contract for TV developments of Vladimir Zworykin, moving to RCA with Zworykin in 1929. At RCA, Schairer was named patent development dir., then License Dept. vp, becoming first RCA Labs vp in 1941, post he held until retirement in 1975.

WEEKLY

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SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

FEW MAJOR NAB CONTROVERSIES expected at Chicago convention this week. Wiley promises 'major speech on the renewal area.' Macdonald, Van Deerlin also to discuss renewals. Pay TV, cable, programming, news bias among other major subjects. (P. 1)

FCC'S 'MOST PRODUCTIVE WEEK,' Wiley says of major actions taken, including short radio renewal form, automated transmitters, N.J. TV service inquiry, formation of new Policy & Standards Div. and Consumer Assistance Office. (P. 2)

CABLE COPYRIGHT COMPROMISE? Pattison seeking middle ground on cable fee section. Kastenmeier says 'substantial change' possible, remains confident of bill this session. (P. 4)

LAND MOBILE WANTS MORE UHF: Plans to ask for Ch. 23-31 in addition to previously sought Ch. 32-69. Would have impact on 242 of nation's 353 operating UHF's. Says cable could take over. (P. 5)

FCC FEES STRESSED in House Appropriations hearing on Commission's 1977 budget. Cable & children's TV progress probed. (P. 6)

FEW MAJOR CONTROVERSIES FOR NAB CHICAGO: Topless radio, sex & violence, family viewing, personal appearances by President—subjects which have dominated recent NAB conventions—will be missing this week as NAB returns to Chicago for first time since 1972. 'I just don't see much of anything that'll rile the broadcasters that much this year,' NAB dir. told us. 'And, on top of that, business for most of us is the best it's ever been... Probably the most serious griping will be about transportation to & from McCormick Place.'

After years of holding all proceedings in Conrad Hilton Hotel, NAB moves its sessions, exhibits & offices to McCormick Place for first time. Frequent shuttle buses to & from Loop hotels are planned 'but that won't prevent huge jam-ups and long waits when the sessions end,' NAB staffer said.

As it usually does before NAB conventions, FCC took several major actions which will give Chmn. Wiley plenty to talk about in Tues. luncheon speech and 2 panel appearances. March 19 Commission actions included automatic transmitters—long sought by NAB—short radio renewal form (first proposed on eve of Las Vegas convention year ago), TV service for N.J., fairness doctrine reconsideration (see p. 2) and CB inquiry (see p. 10).

NAB official said registration is expected to top the 5,215 of Las Vegas; record 6,083 in Washington in 1973 appears unreachable. While President Ford won't attend, he'll send along message to be delivered by Acting OTP Dir. John Eger. No OTP official was invited to appear

Consumer Electronics

RCA'S MASSIVE COMMITMENT to videodisc observed at automated facility now in test operation, aiming at 6 million discs per year. No plans for 1976 market debut. Player price 'around \$500.' (P. 8) Research indicates public acceptance. (P. 13)

CB EXPANSION HALTED by FCC, which will issue new rulemaking on interference problem. Commission approves 'point-of-mail' license system, reverses ban on uncertified receiver display. (P. 10)

TV LINE SHOW CALENDAR indicates about half of industry holding meetings later than last year, although pace-setters Zenith & RCA will debut earlier. Few price changes seen. Chicago top convention locale. (P. 11)

ZENITH COLOR TV sales totaled \$645 million last year, annual report indicates in first breakdown. Motorola sees Quasar sale finalized by 3rd quarter. Sony reports sales, earnings gains. (P. 14)

CONTINUED GROWTH in CB market indicated by 5-fold increase in Japan's Jan. exports to U.S. New statistical breakouts give first look at VTR, hi-fi equipment shipments. (P. 14)

on formal agenda for first time in several years (office is too pro-cable for most NABers).

Among TV agenda highlights: "In the Box" mini-sessions on cable de-regulation, "the new morality on TV," "TV news is biased" and "TV is an underpriced advertising medium"; appearances by Sen. Hartke (D-Ind.)—expected to become Communications Subcommittee chmn. in 1977—and Rep. Van Deerlin (D-Cal.); panels on programming, electronic news gathering, ascertainment, pay TV; lunch (with engineers) commemorating 20th anniversary of videotape.

Radio & TV delegates will come together only for opening session Mon., Wiley lunch speech Tues. and closing panel with 4 FCC members (Wiley, Hooks, Washburn, Lee) Wed. (closing day lunch has been dropped because of poor attendance). Radio sessions are highlighted by scheduled speech by House Communications Subcommittee Chmn. Macdonald (D-Mass.) Tues., Mon. luncheon address by conservative commentator Paul Harvey, Tues. panel with Wiley and key FCC staffers, political broadcasting, EEO & editorializing.

Corridor talk among NAB board members is likely to be dominated by 20-page memorandum (sent to only few) from Radio Dir. George Brooks. Dated March 9, it's highly critical of NAB actions in several areas and of a few key executives. Brooks led criticism of NAB at Jan. Board meeting (Vol. 16:4 p1) and he & Vic Diehm met March 1 with Pres. Vincent Wasilewski & Secy.-Treas. John Kinzer. All we talked to—among those who saw Brooks memorandum—were critical of its tone, although most agreed he made several valid points. Radio Dir. William O'Shaughnessy wrote Brooks: "If you are unhappy with the performance of an executive, I suggest you introduce a motion to remove him. And I believe such a motion to remove Vince would attract scant support."

Wiley said he'll make a "major speech on the renewal area" at Tues. lunch, wouldn't go beyond that. Macdonald's speech also will deal with license renewals, stress alternatives & various options before Congress; he'll also discuss other radio problems (EEO, fairness doctrine, stability). Van Deerlin will stress House Communication Subcommittee's cable report, First Amendment and license renewals. "They probably won't like what I say about renewals," he added. Hartke is expected to emphasize importance of local TV, say it must be protected from threat of cable or any other broadband service. Senator also will make pitch for better rapport with broadcasters, assert his "door is always open."

DSA winner Julian Goodman, NBC chmn., is expected to decry govt. pressures against press freedoms and First Amendment. Wasilewski will make only brief remarks at opening ceremonies, speak separately at TV (on pay cable & copyright) & radio (on strides made by NAB in serving radio).

FCC's 'MOST PRODUCTIVE WEEK': Last 5 days "have been the busiest and most productive week we've had since I've been at the Commission," FCC Chmn. Wiley said, discussing major actions taken. Sandwiched around Commission meetings were testimony before House Appropriations Subcommittee (see p. 6) and couple of speeches by Wiley. Actions also will give commissioners & staff plenty to talk about at NAB convention this week (see p. 1).

Item: Long-awaited short radio renewal form finally was approved. It's only 2 pages—as opposed to 4 proposed year ago (Vol. 15:14 p1)—requires mostly "yes" or "no" answers and greatly simplifies technical questions. Form now goes to General Accounting Office for approval, considered pro-forma, before release.

Item: Issued rulemaking to permit automated transmitters for all classes of broadcast stations—proposal sought for years by NAB. Commission also will seek amendment of Sec. 318 of Communications Act which requires that licensed engineer must be in charge of transmitters when in operation.

Item: Over dissent of Robinson, Commission denied reconsideration of July 1974 fairness report (Vol. 14:27 p4). "We are attempting to balance conflicting constitutional rights by choosing paths which minimize the interference with the rights of either party and which minimize the role of government in evaluating media performance," FCC said.

In concurring, Wiley repeated his support of radio fairness experiment in major markets, recently voted down by FCC (Vol. 16:8 p3). In 24-page dissent, Robinson cited court decisions

which he said "have increased, not diminished, critical doubts about the doctrine." He said doctrine "has proved to be unworkable and, at least potentially, dangerous, [and] we should explore alternative possibilities for achieving the underlying goals" of fairness.

Item: N.J. TV service inquiry was approved, much as reported earlier (Vol. 16:10 p4); comments due May 3, replies May 24. Wiley (in concurring statement joined by Reid, Quello, Lee & Washburn) stressed FCC has determined that N.J.'s needs constitute a special case and "we intend to remedy this long-standing problem and we intend to do so before the end of July 1976."

Robinson said he wouldn't have been as quick as others in refusing to reallocate commercial VHF for N.J.—but went along with decision. "There is adequate evidence in the record to support a finding that a N.J. Ch. 7 station could succeed [a proposal rejected as not being economically viable]. That such a station would not suffer the embarrassment of riches which comes with a N. Y. assignment is evident but irrelevant." He suggested 3 commercial VHF stations—picked by lot from N. Y. & Philadelphia—be required to maintain news & public affairs staffs & studios in Trenton, Newark & Camden.

Hooks said he is "more than a little in accord" with Robinson's views, concurred "only reluctantly...to the extent it recognizes the existence of a serious problem and proposes expedited consideration." He proposed comments on forced network affiliations for N.J. UHF's; re-establishment of Ch. 13 as Newark station and Ch. 48 in Burlington; re-assignment of VHF frequencies to N.J.; rotate primary responsibility for N.J. coverage with N. Y. & Philadelphia VHF's; waive duopoly rules and permit area VHF's to own UHF's in central N.J.

Item: In major reorganization, Rules & Standards and Research & Education Divs. of Best. Bureau were combined into renamed Policy & Standards Div., which will be given more authority—particularly in policy-making areas. Existing re-regulation task force will be placed under new Div. Basic objectives of change are "to better structure the continuing rulemaking functions...and to improve the ability of the Bcst. Bureau to identify and deal with economic & social issues." Legal, engineering & policy analysis branches will be established within new Div. and at least one staffer will be social scientist to keep FCC abreast "of significant developments concerning the social impact of broadcasting (TV violence, advertising practices, images of ethnic groups, etc.)."

Item: Consumer Assistance Office was formed "to provide a central location or coordinating point within the Commission" for public & citizens groups to seek information & assistance. Belle O'Brien of Chief Engineer's Office heads new program, assisted by Gail Crofts, editor of FCC's in-house newsletter "The Communicator." Office will help those who wish to file applications or to participate in FCC proceedings, but it's forbidden from becoming "an advocate." Hooks said Office should be permitted to "become a responsible advocate of the consumer viewpoint." Robinson questioned "dark secrecy" about proposal before commissioners actually received it, added: "I think I detect a hint of public relations *trompe l'oeil* about this new Office." He said "outline of tasks & responsibilities...appears to describe responsibilities of existing offices."

Southern Satellite Systems Inc., common carrier formed by Turner Communications—which plans to feed WTCG Atlanta to cable systems via satellite—has been sold to Edward Taylor, ex-marketing vp of Western Union's Westar Satellite Systems. He reports agreement in principle to use one 24-hour channel on RCA Satcom, will lease Scientific-Atlanta receive-transmit station.

Advertisers spent \$226.5 million in network TV during Jan., up 12.8% over 1975, according to BAR-TVb. CBS billed \$83.5 million, NBC \$78.6 million, ABC \$64.3 million. For all of 1975, 513 companies (59 new to network TV) spent \$2.4 billion, up from \$2.3 billion in 1974.

"Radio publishing" will be demonstrated at NAB convention by Fax Net Radioprinter Network (Vol. 15:37 p4), which starts commercial service in Chicago following convention. Using subcarrier of WCLR(FM), Fax Net will display news from Dow-Jones ticker, with origination equipment in Suite 1522A, Conrad Hilton.

Cable actions expected from FCC before NCTA April 4-7 convention: (1) Issue notice of rate-regulation inquiry. (2) Release decision on '77 Rebuild. (3) Issue decision on system definition. Meanwhile Cable Bureau & Gen. Counsel Office are urging FCC to go to court to block N. Y. Cable Commission efforts to control pay cable.

CABLE COPYRIGHT COMPROMISE? Out of morass of proposals—Teleprompter, NAB, House Communications Subcommittee, etc.—on cable fee section (Sec. 111) of copyright revision bill pending before House Judiciary Subcommittee, odds are increasing that compromise will emerge. Probable author is Rep. Pattison (D-N. Y.), who has discussed it with Subcommittee Chmn. Kastenmeier (D-Wis.) & Copyright Office officials.

Despite earlier statements that he would attempt to keep House bill as close to Senate version as possible in order to avoid conflict in House-Senate conference, Kastenmeier confirmed to us that Sec. 111 "is not closed... I do think it's possible to change it." He said that while other sections of bill probably would undergo only "modest" changes, "this one, if it's changed at all, might be a substantial change, although presumably it would be as equitable as the Senate's system." Pattison proposal probably will exempt local signals from copyright liability, impose scale of fees on distant signals higher than Teleprompter proposal. However, he's not buying NAB proposal, which would leave setting of distant signal fees to marketplace.

Kastenmeier acknowledged that request for referral of bill to House Commerce Committee still is possibility, if Communications Subcommittee Chmn. Macdonald (D-Mass.) is dissatisfied with Judiciary Committee version, but commented: "I don't think it ought to be referred." He hinted that Communications Subcommittee staff recommendations—based on recent cable report (Vol. 16:5 p2)—probably should be reconciled with Judiciary Committee version on House floor. "I don't plan to go to Chmn. Macdonald until we've completed our work... I think the differences will be worked out ultimately. I hope we're not at their throats on the floor."

Kastenmeier said he's confident there's enough time left in session to get bill out of Congress. "It will be my intention to push that bill through, once we can devote our time to that bill alone." He expects Subcommittee to resume bill markup last week in March.

FCC has streamlined hearing rules to "produce a significant reduction in delays, while assuring due process." Commission said administrative delay is "its most serious current problem as unwarranted delay constituted a fundamental disservice to the public." Rules were changed in 12 areas; Commission noted some will result in "staff savings" for Review Board and that personnel will be shifted to work on adjudicatory backlogs.

RCA acquired non-exclusive rights to solid-state AM transmitter technology from Westinghouse, terms undisclosed.

Suite 1706—Conrad Hilton

While in Chicago for NAB convention, visit Television Digest & Factbook suite, 1706, Conrad Hilton Hotel. Present for Television Digest will be Irwin Arieff, Dave Lachenbruch, Paul Levine, Tack Nail, Ed Sellers, Al Warren.

Resolution to allow broadcasting of House proceedings has run into another obstacle. Though compromise proposal cleared House Rules Broadcasting Subcommittee, has been okayed by Speaker Albert (D-Okla.), and is scheduled for consideration by Rules Committee March 24, Majority Leader O'Neill (D-Mass.) is pressing members of Rules Committee to either kill or delay it. "He is absolutely opposed" to letting TV into House chambers, according to House source, who predicted that if measure were put to vote in Rules Committee today, it would be "very close—within one vote either way." O'Neill spokesman said congressman "will vote for that bill on the floor and will schedule it on the floor when it's approved by the Rules Committee." He denied O'Neill is trying to influence Rules Committee members.

"Sellers' market" in TV ad time has "clouded" experiment pushed by General Foods Media Services Dir. Archa Knowlton to ask advertisers to "buy around" violent TV programs. "There's so much competition for air time that some advertisers will buy anything rather than go off the air," Knowlton told us. "I hope the networks aren't interpreting their sold-out results as an endorsement of the status quo." Knowlton said he has met individually with top officials of 3 networks, was "encouraged" by responses to his pleas for less violence, but that end result of his campaign won't be known until networks present next season's programs—expected in next few weeks.

Ralph Nader's Public Interest Research Group has asked Civil Service Commission to prohibit regulatory agency officials from accepting gifts or free lunches from anybody who "has or seeks business relations" with agency or whose interests "may be substantially affected" by official's performance. "Meals and gifts lead to a sense of personal obligation as well as fraternizing and social exposures that can affect the way regulators approach their duties," according to PIRG. Attorney Louis Sirico said proposal was drafted "broad enough" to include reporters.

Coalition of 15 independent video producers in 12 cities asked CPB to fund production of independent public affairs programming & investigative journalism, asked for change in PBS policy which favors stations over independents as production units. Producers claimed they must turn to public broadcasting because they're "entirely fenced out of commercial broadcasting by an oligopolistic policy that excludes virtually every public affairs production not originated & controlled by the 3 networks."

AP Radio begins round-the-clock hourly newscasts Tues.-Sun., Mon. service hourly from 6 a.m.-2 a.m. EST, adds reporter & 2 editors to Washington hq, as result of service's "widespread acceptance" by industry, according to AP's Roy Steinfort, asst. gen. mgr.-broadcast activities. More than 365 stations have joined AP Radio in first 16 months.

Translator power hikes from one to 10 watts east of the Mississippi—for VHF-TV & FM—were denied by FCC as it rejected petitions for rulemaking. Ten-watt ceilings are permitted west of the Mississippi.

LAND MOBILE WANTS MORE UHF: Originally planning to seek use of UHF Chs. 32-69 for expansion by year 2000 (Vol. 16:4 p3), Private Land-Mobile Advisory Committee is now thinking of asking for more—Chs. 23-31. Latest plans are included in current draft of Committee; it must submit final recommendations to FCC by June 1.

We analyzed impact of Chs. 32-69 plan, found it would affect 151 of nation's 353 operating UHF stations. Adding latest plan, we find total of no less than 242 stations on affected channels.

Committee justifies its spectrum claims by stating that it expects land-mobile transmitters to increase from current 7.8 million to 55 million by 2000. It also seizes on cable, stating: "This Committee believes that using UHF-TV allocations to meet land-mobile requirements is particularly appropriate, since the service provided to the public by UHF-TV can be provided just as effectively by wire or cable." Committee finds support for this in House Communications Subcommittee staff report which questions whether use of TV of "over one-half of the most valuable portion of the electro-magnetic spectrum... is an efficient use of a scarce public resource." Incidentally, radio astronomers, who now have UHF Ch. 37, are understood to be planning to seek Ch. 36, too.

Possible combination of 20th-Century Fox, UA & Paramount to market films for pay cable as single entity is "the kind of thing that obviously does raise some [antitrust] questions," according to Justice Dept. (JD) Antitrust Div. official. However, he told us Div. was "just very dimly aware of the idea on a third-hand basis; there's no formal investigation of it at this time." Optical Systems Chmn. Miles Rubin wrote Senate Antitrust Subcommittee Chmn. Hart (D-Mich.) that possible arrangement bears watching, and Hart staff is investigating.

"Healthy increase" in first quarter business and full year is anticipated by Storer Bcstg., according to Chmn. Bill Michaels, addressing N.Y. security analysts. He also said company is prepared to redeem all or part of the 861,628 shares in estate of late George Storer, if executors choose to sell for inheritance taxes.

Sheridan Bcstg.—WAMO-AM-FM Pittsburgh, WILD(AM) Boston, WUFO(AM) Buffalo—has purchased 49% of Mutual Black Network, which has 94 affiliates. Sheridan Pres. Paul Yates was named pres.-chief exec. officer of Black Network, will move to Washington hq.

Canadian border stations delivered their tax proposal to CRTC in Ottawa last week (Vol. 16:11 p3), and latter will pass it on to other govt. departments. CRTC officials, including Chmn. Harry Boyle, didn't indicate whether they'd accept or reject proposal.

Spokane cable system construction by Burnup & Sims starts this month, according to Cox Cable, which plans 550-mile system. It says first portion will be operating in early fall. System will receive Home Box Office pay-cable service via satellite.

"Consumer Shopping Guide," comparative weekly guide to local food prices, is offered to cable systems by Vector Enterprises, publisher of weekly consumer newsletter. According to Managing Editor Jerry Plessner, system trains local surveyors in each market covered; surveyors phone prices into computer weekly, and computer prints out pages of prices displayed on cable channel. Time from survey to screen is less than 24 hours, Plessner said. Vector currently serves Theta Cable, L. A., Cablevision of Oyster Bay, N. Y., Mission Cable, San Diego, has signed Manhattan Cable, N. Y. & Oceanic, Honolulu, for start-up in near future. Plessner said Vector also furnishes price data to KNXT L. A. for weekly shopping guide, plans to expand into markets served by more than one cable system, as well as networks and stations: Box 59, Arcadia, Cal. 91006, 213-445-4281.

TV has "changed the whole lifestyle of the country," according to Sen. Hartke (D-Ind.). "Yet there is too little thought being given by broadcasters to determine what is their influence on society." Hartke—in line to succeed Sen. Pastore (D-R.I.) as Communications Subcommittee chmn.—also said commercial broadcasters should "be wondering why more and more people are talking so much about public broadcasting." Family viewing, he told us, "is the greatest thing that came down the pike since milk toast." He said he gets along "all right with the NAB. I've never really had any fights with NAB, but I don't take what anyone says carte blanche."

RCA will market 1" segmented helical-scan broadcast-quality VTRs made by Robert Bosch Co. (Fernseh) in West Germany, will demonstrate them at NAB. Units will carry RCA name, will be aimed primarily at closed-circuit use. RCA also has acquired non-exclusive rights to manufacture the recorders. Models shown will be studio & portable units introduced last year by Bosch at Montreux TV symposium. Similar units will be demonstrated at NAB by Bosch/Fernseh, which is promoting system as 1" standard (Vol. 16:11 p5).

Children's needs aren't served by family viewing, according to memo filed in U.S. Dist. Court in Cal. by NCCB & ACT. They said FV was adopted behind closed doors, for financial benefit of networks, without public input. They urged Court enjoin use of FV, return issue to FCC for full public inquiry. Memo said FV "neither protects children from 'unsuitable' programming nor stimulates programming to serve child audiences."

NAB has petitioned FCC to permit use of FM translators modified to accommodate AM signals also "in areas where regular radio station service is gravely inadequate." NAB asked Commission to take "speedy affirmative action" on similar "long-standing" request by Rocky Mountain Bcstrs. Assn.

RCA's \$100 million videodisc effort—a significant technology with possible major impact on telecasting—is covered by Television Digest in exclusive & extensive interviews and first tour of plant by reporter (see p. 8).

HOUSE STRESS ON FCC FEES: "I just think the [FCC] fees should be more, and I feel there should be a bill" to make it possible. House Appropriations Subcommittee's Rep. Early (D-Mass.) told us following FCC appropriation hearing last week. He referred to drastic drop in FCC income following recent Supreme Court decision (Vol. 15:3 p4) forcing Commission to base fee schedule solely on cost of services "providing a benefit to the recipient," and not on benefit to public. Early, who chaired FCC hearing, said staff is researching question of raising fees by statute, to make industry pay entire cost of Commission's operations. If bill is recommended, next move would depend on House & Senate Communications Subcommittees.

At hearing, FCC Chmn. Wiley hinted he'd like to do away with all fees on ground that they're inequitable. He said other commissioners probably agree with him "if for no other reason than the burden of all the lawsuits following the court decision." Panel seemed unimpressed. Early even suggesting at one point that license fee for CB radios alone be raised from \$4 to \$20—amounting to estimated \$100 million annually at present application rate—almost double Commission's entire budget (FCC request for fiscal 1977 is \$51.4 million). Commented Wiley: "What you must decide is whether you feel this would be equitable."

While explosive CB growth took up much of hearing time (see p. 10), panel also focused on children's TV & cable. Early scored FCC for taking "so long" in responding to petition by Mass. Atty. Gen. Francis Bellotti & others seeking ban on televised over-the-counter (OTC) drug ads before 9 p.m. (Vol. 15:29 p2). He also criticized joint FCC-FTC action setting up study panels on problem (Vol. 16:9 p6). "What progress have you made by setting up these panels? Every time we get a problem, we seem to end up with just another study," Responded Wiley: "It's difficult to determine if it should be solved through the regulatory process or through other means... I'm not sure we know—I don't know—whether a child watching an aspirin ad can be adversely affected."

Early & Rep. Andrews (R-N.D.) pressed FCC to evaluate industry studies on family viewing (TV) concepts' effectiveness to insure that industry self-regulation is working. Andrews said broadcasters "still don't recognize the fact that there are different time zones throughout the country," asked why TV is hour earlier in Midwest than in other time zones. Wiley said he had recommended later feed in Midwest, but that networks & NAB didn't buy it.

Congressmen also alleged that FCC cable policies were—in Early's words—"regulating a complete stop in the cable business." Andrews urged Commission to relieve paperwork burden of rural cable operators and small broadcasters. Early asked why there were "fewer & fewer" competing applications for cable systems in Mass. towns. FCC Cable Bureau Chief David Kinley replied that "it has been alleged" that Mass. Cable Commission over-regulation was at least partly at fault for cable's slowed pace in Mass. Wiley blamed cable's problems on "economics," added: "I think there has been over-regulation in the

past. We decry it." Early charged that without competing systems, cable companies' stock prices were "soaring" without commensurate service expansion or improvement.

Both panel & Wiley stressed cutting regulatory delay. "If you're not wealthy and you enter a hearing," Wiley said, "you may have lost at the outset. We've got to do something to let the American people get a fairer deal from the FCC."

House Communications Subcommittee has begun study of license renewal legislation alternatives in preparation for hearing (Vol. 16:7 p5), is soliciting ideas, opinions, draft bills, etc. One of first proposals Subcommittee received was draft of radio-only bill being prepared by National Radio Broadcasters Assn. Draft's main goal is to provide radio industry with "stability" & "security," according to NRBA official. "Absent unusual developments, we want a broadcaster to be rewarded if he's doing a good job, but at the same time we're not trying to keep the community groups out or the schlock groups in." Other features: 7-year term, reduce excess paperwork, allow station choice of ascertainment or provision of access time, bar FCC consideration of program formats, no mention of cross-ownership. Citizens Communications Center's Charles Firestone commented in letter to Subcommittee: "I certainly believe that the need for legislation comes not in the form NRBA suggests, but in greater protection for the citizens-consumers who are abused by irrational, insensitive & discouraging FCC decisions." No date has been set by House Subcommittee on renewal hearing—nor for cable hearing—because "we're looking for suitable time," according to staff.

Plea for "fundamental independence" from Congress of administrative agencies such as FCC was made by FCC Chmn. Wiley in address to ABA conference on oversight and review of agency decision-making. "It is clear to me," he said, "that Congress never intended the independent regulatory agencies to be totally independent—at least from Congress itself. Through letters which literally flood our agency, through telephone calls from members, through staff contacts and through requests of all kinds for information & Commission records, Congress today is continually & increasingly exerting its informal contracts with the regulatory commissions." Wiley said that "any effort to undermine agencies' independence would be shortsighted & contrary to the public interest, particularly in an agency such as FCC which has its own oversight responsibilities over the electronic media, a media which is deeply involved in the political process and which, at the same time, is entitled to First Amendment protection."

Producer Ed Friendly ("Laugh In") on family viewing: "That's asinine. Who the hell is the NAB to dictate to the entire industry via whatever pressures are put on them. I'm very anti-NAB. It's an artificial political group designed for the sole protection of the industry. It's an idiotic organization."

Calvin Collier's nomination to FTC (Vol. 16:11 p3) was approved last week by Senate.

Personals

TV Code Board member **Robert Rich**, KBJR-TV Duluth, Minn., has been nominated chmn., succeeding **Wayne Kearn**, KENS-TV San Antonio; Meredith Bcstg. Pres. **James Conley** added to Board.

Ex-CBS Washington Vp **Richard Jencks** elected to "distinguished lecturers chair" at San Diego State U., starting in Sept.; recent occupants include ex-FCC Comr. **H. Rex Lee** & ex-NAB Govt. Relations Vp **Paul Comstock**.

MPA Pres. **Jack Valenti** speaks at FCBA lunch April 11, Army-Navy Club... NAB Pres. **Vincent Wasilewski** added as speaker at AP Bcstrs. Assn. convention June 3-5, Minneapolis (Vol. 16:11 p6).

Thoren Schroeck, ex-KMOX-TV St. Louis sales dir., appointed gen. mgr., CBS TV Stations Div. national sales; he's succeeded by **Rod Perth**, ex-CBS TV Stations national sales, Chicago; **Jerry Slater** advanced to senior attorney, CBS litigation section... **Gary Waller**, ex-vp-gen. mgr. of KVVU-TV Las Vegas, named national sales mgr., KMPH Tulare, Cal.

Colin Hanna, ex-CBS Radio Spot Sales, Philadelphia, joins WCAU-TV Philadelphia as sales development dir., new post... **Fred Miller** promoted to corp. planning dir., ABC; **Ronald Friedman** advanced to mktg. dir.

Dorothy Townsend, CBS Washington news bureau, transfers to corp. office as administrator, new post; husband **Ronald Townsend** is WTOP-TV Washington mgr. of business affairs & administration... **Jill McDonald**, ex-Library of Congress, joins NBC Washington office as research coordinator, succeeding **Marsha Carow**, resigned... **Nancy J. McCormick** joins NAB as asst. to **Ron Irion**, dir. of broadcast management... **Donna Gregg**, ex-FCC Cable Bureau, joins Washington law firm Dow, Lohnes & Albertson.

Addressing IRTS College Conference, Biltmore Hotel, N.Y.: Viacom International Pres. **Ralph Baruch**, April 21; FCC Comr. **Benjamin Hooks**, April 22; Blair TV Stations Div. Pres. **Walter Schwartz**, April 23... **Richard Zaragoza** becomes partner in Washington law firm Fisher, Wayland, Southmayd & Cooper; **Charles Bell Jr.**, ex-FCC gen. counsel office, becomes associate.

Elissa Lebeck promoted to sales development, ad & promotion mgr., NBC TV Stations Div... **James Woodworth**, ex-Samuel Moore Corp. Synflex Div., appointed eastern distributor sales mgr., Conrac Turner Div., responsible for microphone & antenna product sales... **Richard Millais**, ex-Medcom, named mktg. dir., Video City (Miami video production firm); **Joyce Daly** appointed public affairs specialist.

Irving Sloan, ex-Wells, Rich, Greene, N.Y. ad agency, named AAF vp-member relations... **David Hanson** advanced to Tele-Vue Systems vp-pay cable services... **Ronald Hartman**, ex-3M, joins Continental Cablevision as mgr. of Jackson & Blackman Township (Mich.) systems.

Leo Murray, ex-Goldmark Communications corp. affairs vp, joins Warner Cable as public affairs vp,

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new post... **Jules Haimovitz**, ex-ABC-TV, joins Viacom as planning & administration dir. for new pay-cable unit.

Maxine Goldenson, ex-ATV London, joins Paramount TV as assoc. dir., program development... **Simon Salamon**, ex-BBD&O, joins Arbitron as eastern advertiser-agency sales account exec.

Dave Evans, ex-KLOK(AM) San Jose, named Harris Bcst. Products Div. radio sales district mgr. for Colo., Nev., Utah & northern Cal... **Arden Thompson** joins Bell & Howell Wilding Div. as video systems chief engineer.

Bill Mansfield resigns at Datatron, remains consultant & a dir.; he'll join Electro Units, San Jose firm beginning microcomputer-controlled inventory control system... **John Watter** elected Multronics pres.

LIN Bcstg. and Ridder Trust have agreed in principle on former's acquisition for \$12 million of latter's 50% interest in Mid-Continent Radio-TV, which in turn is 53% owner of WCCO-TV-AM-FM Minneapolis-St. Paul. Deal is contingent on, among other things, FCC waiver of rules allowing LIN to hold interest in all 3. Ridder told Commission it can't separate the 3 because of involvement of other stockholder groups.

Reuters will use satellite to display its services at NCTA convention, via RCA bird and Andrew dish. Company will show "News Views" (now going to 170 cable systems via phone lines) plus specialized services it now feeds to banks, investment firms, commodity traders, etc. via Manhattan Cable in N.Y. Home Box Office also will use satellite, displaying its regular central time zone service.

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STATE OF THE INDUSTRY

Sales to dealers (total market), from EIA, for week ended March 5 (9th week of 1976):

	Feb. 28- March 5	1975 week	% change	Feb. 21-27	1976 to date	1975 to date	% change
Total TV...	208,306	186,589	+11.7	276,291	1,921,140	1,618,163	+18.7
color	125,395	105,487	+18.9	161,910	1,144,087	918,848	+25.2
monochrome	82,911	81,052	+2.3	114,381	777,053	704,315	+10.3
Total radio	452,850	359,657	+25.9	903,485	5,019,326	3,765,283	+33.3
home, portable	216,251	213,409	+1.3	664,865	2,855,874	2,459,991	+16.1
AM only	34,882	63,516	-45.1	111,466	564,843	768,729	-26.5
FM & FM-AM	181,369	149,893	+21.0	553,339	2,291,031	1,691,262	+35.5
auto	236,599	146,242	+61.8	238,680	2,163,452	1,305,292	+65.7
Port.-comp. phono	28,555	30,473	-6.3	53,900	403,770	401,681	+0.5

Color TV 5-week moving average: 1976—129,555; 1975—102,564 (up 26.3%).

RCA'S MASSIVE VIDEODISC COMMITMENT: Officially, RCA hasn't made final decision on whether to bring SelectaVision (SV) VideoDisc to market. But tour of its mastering & huge automated replication facilities in Indianapolis, and frank discussions with top officials leave little doubt that company is deeply committed and highly convinced that this is next major home market and RCA will dominate it.

On basis of our observations & conversations as first reporter to inspect facilities, we estimate that before any players are sold, RCA will have spent far more than \$100 million on project—although questions on investment were among few which weren't answered by VideoDisc Operations Staff VP Richard Sonnenfeldt. Some 300 RCA employees are now involved in videodisc operation.

At 600,000-sq.-ft. Rockville Rd. plant, we saw completed discs coming off computerized production lines in large-quantity test runs. Plant soon will be capable of producing nearly 6 million 2-sided discs annually on double-shift basis, also will house player production lines. Discs currently are mastered in real time from 2" tape by electron-beam recording (EBR) process, but RCA also has succeeded in making masters by conventional cutting process at twice real time, hopes to get down to real time soon. Among information supplied by Sonnenfeldt in reply to our questions:

Marketing—Nothing will start in 1976. "We're convinced we can meet & beat any [Philips/MCA] introduction date. We'll take our time to make our system as cost-effective & reliable as we can. There's some limit as to how long we'll wait—but we'll make use of our time advantage. Timing will depend on completing all tests, and marketing & economic conditions. We have the luxury. We could react & move quickly if we had to."

Market entry date appears scheduled for 1977, confined to limited geographic area to determine penetration, selling problems, consumer reaction. First-year sales will be "much more than 1,000 players and much less than 100,000—not production-limited but controlled by our desire to learn all about the business." Every major population center will be covered in 2-1/2 years, entire country within 5 years of start.

Pricing—Player will be "in order of magnitude of a good color set, \$500 or less." There have been "2 years of inflation" since 1974 estimate of \$400.

Programming—"We have rights to over 1,000 titles, but we'll start with 250, no more than

half of them movies, with the ability to add rapidly to see what sells." RCA says it can master 2,000 sides yearly. "A one-hour program [2-sided disc] will average \$10, depending on royalties. A 2-disc feature will be around \$15." Discs at first will be marketed direct—presumably by mail—but with some available at point-of-player-purchase. Later "we'll go through normal marketing channels."

In-home tests—Going on now, presumably involving nearly 200 players. Results won't be made public. Tests aren't intended to determine program preference, but picture quality, player placement, reliability, whether consumer can hook player to TV and operate it, etc. (For some of RCA's research findings, see p. 12).

Player manufacture is simple matter, RCA says, so it's concentrating all efforts now in setting up disc production—which is something else again. It has hand-built 85 players of EM-2 type, which was demonstrated last year, and 208 of newer EM-3, with more convenient controls, more precise & visible timer-locator calibrated in minutes. EM-3, made from soft tools, was called "very close" to production prototype.

We viewed & operated players using discs made from real-time EBR masters and from 5-times-real-time cut masters; couldn't tell quality difference. Picture has improved since our last viewing year ago—most noticeable difference being virtual elimination of dropouts. Final version of disc has 2 crescent-shaped cutouts in label area to permit user to hold it in one hand without getting fingerprints on it. What do fingerprints & dirt do? Sonnenfeldt scaled disc across floor, let us fingerprint it and put it back on player. Picture skipped & blacked out in some places, and there was some displacement of picture elements. Played 2nd time, picture was nearly normal. We were told fingerprint damage is removed with 2 plays.

Some 100,000 sq. ft. of Rockville Rd. plant, under SV Engineering & Mktg. Staff Vp Donald McCoy, is devoted to disc manufacture—almost all done on specially designed machinery which we were told isn't readily converted to any other use. Much of atmosphere is "clean room," reminiscent of semiconductor manufacture, with whole operation closed-system & conveyorized. Compounding machine has capacity to make 15 million discs per year from special vinyl formula.

Discs are molded in special 250-ton Canadian-built \$150,000 Husky injection-molding machine, first in world to make 12-in. records. It now is turning out one every 20 sec; eventually will take 12-15 sec. Second machine, 300 tons, was due March 19, 3rd in 3 weeks. Eventually one man will operate 4 such computerized presses. Goal is 1,200 discs per stamper mold, up to 100 molds per master, or 120,000 discs per master.

All 4 molders will feed into "autocoater," \$1.5-million monster which coats discs under high vacuum successively with metal layer, styrene dielectric material and fine lubricating film. It currently coats 750 discs per hour; aim is about 1,000 by year's end. One disc per 100 goes through automatic & visual inspection at one of 24 test positions, which display program on screen and produce tape readout of defects. Just coming into use is laser scanner, which inspects discs for flaws at 1 sec. per side, or 2 sec. per disc.

Another Indianapolis building has mastering facility, now preparing initial 250-title library. Each program is edited, prepared for mastering and recorded on 2-in. quad videotape in RCA Hollywood plant, shipped to Indianapolis along with reference tape in 3/4-in. cassette. Finished disc must match or exceed cassette quality.

All electron-beam mastering facilities (2 in Indianapolis, one in Princeton) are now being converted to real-time. Cutting system using diamond stylus is being developed as alternative, eliminating some production processes. RCA Labs is developing optical readout system for playing master through TV set for inspection. Masters currently are inspected by laser system at 3 min. each, but can't be played.

RCA "made a conscious decision to automate from the start as the only way to get yield," Sonnenfeldt told us. He disputed MCA's claim of lower disc costs: "We have the advantage."

Both discs go through about as many manufacturing processes, but we use half as many discs per minute of playing time" (Philips/MCA discs are single-sided). He estimated royalties on feature films would constitute about 50% of cost of both disc types.

RCA will "license anybody to produce discs on the same basis as players—nobody could easily get into this business without benefit of our technology," said Sonnenfeldt. Of course it will custom-press discs for anyone, but has no plans to supply players to OEMs—just stylus-pickup cartridge, the only non-standard part. "The technology of the player is within the capabilities of any major electronics firm."

Break-even point per disc will be sale of about 20,000 copies, RCA believes. It clearly also believes it has both time & cost advantages over Philips/MCA. "We're ahead of schedule," said Sonnenfeldt, but he indicated RCA would take its time. "We could get in ahead of them and foreclose the market, or we could get in later and take it away from them." That's the current heady spirit at RCA.

FCC HALTS CB EXPANSION: FCC dropped bomb on CB industry, voted late last week to delay channel expansion and to issue proposed rulemaking aimed at resolving serious & mounting interference problem. Formal proposal should be out within week, and FCC spokesman says final decision on new CB allocation should come in time for new products to be on market by Jan. At same time, Commission approved "point-of-mail" CB licensing program and dropped ban on display of uncertified receivers at trade shows.

As first outlined here (Vol. 16:6 p7, 16:10 p10), CB interference with radios, TV, CB receivers themselves, other consumer & industrial electronic products has been cause of growing concern within FCC, despite industry confidence that expansion of 27-MHz CB band from 23 to 50-channel range was cut-&-dried affair. Primary aim of new rulemaking, according to FCC spokesman, "is to get improved transmitter & receiver specifications. Manufacturers have got to come up with acceptable numbers on how receivers & transmitters can be improved so they don't cause interference."

Decision comes at bad time for CB producers & suppliers. All had completed engineering work needed for expansion, and many are known to have readied prototype 40-&-50-channel units for next week's PC Show in Las Vegas, now threatened by hotel strike (see story, p. 12). Irony in situation is fact that ruling on uncertified receivers would now permit legal showing of those prototypes. New ruling, which generally follows recommendations of EIA Consumer Electronics Group, states that uncertified equipment can be shown so long as following notice is conspicuously displayed: "This device has not been approved by the Federal Communications Commission. This is not, and may not be offered for sale or lease, or sold or leased."

Delay in expansion paints uncertain future for 27-MHz band. Although eventual expansion could come in that band, many at FCC feel chances for new service on frequencies less susceptible to interference problems is strong possibility. Commission is now looking at 900-MHz range, where some space was previously set aside for land-mobile use, is studying other frequencies as new home for CB.

Meanwhile, FCC hopes to put new "point-of-mail" license system into effect in next 30 days. Tear-off application form voluntarily made available to CB purchasers by manufacturers & retailers would automatically generate purchaser's call sign as form is filled out. Certain number of boxes on form would be specially marked then read out in sequence as call sign once form is completed. Form is then mailed to FCC from Post Office, where purchaser pays 5¢ for certificate that application was mailed on certain date. Together with tear-off copy of application form, certificate constitutes temporary license good for 30 or 60 days. Permanent license will be sent to owner before temporary permit expires.

CB license fee, reduced from \$20 to \$4 last year, could go up again. In testimony before House Appropriations Subcommittee, FCC Chmn. Wiley said he is unhappy with court decision limiting fees to actual processing costs, and Acting Subcommittee Chmn. Early (D-Mass.) indicated he might press for legislation to set higher fees. In response to question from Early, Wiley said at current rate CB fee of \$20 would raise about \$100 million. FCC budget request

for 1977 is \$51.4 million. "What you must decide is whether you feel it would be equitable to apply those fees to the Commission's other operations," Wiley noted. "Well, in my opinion, it would," Early replied.

CALENDAR OF 1977 TV LINE SHOWINGS: Chicago repeats as industry's most popular sales convention city this year, retaining No. 1 slot it captured in 1975, and will be site for 4 national new-line shows this spring and 3 region meetings. Only Sharp, combining business with incentive trip, is heading overseas.

Late opening of Consumer Electronics Show this year, June 13, vs. June 1 last year, gives industry 2 extra weeks to squeeze in meetings. But only 6 firms plan to hold meetings later than in 1975—Admiral, Hitachi, Magnavox, MGA, Panasonic & Quasar—while equal number are moving to earlier dates: GE, RCA, Sanyo, Sharp, Sylvania & Zenith.

Zenith's May meeting will be first of 2 major TV showings planned for year. Bigger one will come July 28 in Las Vegas where Zenith will take wraps off 19" color models equipped with recently developed picture tube (Vol. 14:10 p7). RCA meeting will introduce expanded line of ColorTrak color models, unchanged b&w.

GE's Portsmouth meeting, for field personnel only, will be followed by distributor open houses starting May 24. Both Hitachi & JVC plan 4 regional meetings. Hitachi will hold all on same day, in L. A. Magnavox, as is now traditional, will have multi-city tour, kicking off in Chicago and hitting road after CES.

Earlier show schedules of industry's color giants, RCA & Zenith, is indication this will be year of price stability, with emphasis by U.S. majors on higher-priced, full-feature models. Annual price-increase derby seems likely to be cancelled this year. No one wants to disturb pace of recovery, impact of materials cost increases has been brought under control, and some of last year's increases actually stuck. Both Zenith & RCA indicated in annual reports they weren't hard-hit last year by cost increases, and RCA official told us last week he sees no need for hikes this year. If RCA & Zenith don't play, whole game must be called off.

Year should have more than its share of innovations—some postponed from 1975—with new chassis expected from Admiral & Panasonic; new tubes from GE & Sony as well as Zenith, and continued general expansion of electronic tuning, digital remotes, on-screen channel read-outs, touch-button channel selection. Here's rundown on meeting starts:

Admiral	May 24	Chicago
GE	May 5	Portsmouth
Hitachi	May 24	Regional
JVC	April 3	Regional
Magnavox	June 13	Regional
MGA	June 12	Chicago
Panasonic	April 26	Miami
Philco	May 9	Las Vegas
Quasar	June 9	Chicago
RCA	May 14	Lake Tahoe
Sanyo	April 29	Los Angeles
Sharp	April 4	Rome
Sony	April 26	San Diego
Sylvania	May 16	Las Vegas
Toshiba	May 16	New Orleans
Zenith	May 14	Chicago

National Semiconductor will make watch liquid-crystal displays under license from Beckman Instruments. NS development of in-house production capability is apparent result of plan by RCA, NS's main supplier, to sell its LCD operation to Timex (Vol. 16:9 p14).

Ad notes: Midland signs C&W singer C. W. (Convoy) McCall as spokesman for CB line... **RCA's** "Spring for a Sportable" promotion offers free canvas shoulder bag to purchasers of b&w battery portable TV... **Pioneer** hi-fi is being endorsed by Olivia Newton-John.

RCA'S VIDEODISC RESEARCH: Although RCA won't make public major results of in-home SelectaVision VideoDisc system tests (see p. 8), we were told that "one of the more surprising findings is that people don't know where to put the player or store the discs." Staff Vp Richard Sonnenfeldt explained that many consumers don't have LP collections or storage space, and SV player won't fit on top of many smaller TV sets. As result, RCA has designed 2 player bases on casters with storage space for discs—first accessories for product not yet on market.

RCA has interviewed "thousands" over 2 years on demand for videodiscs & program preferences. Sonnenfeldt compared consumer attitude study on videodiscs with similar one on color conducted in 1965, color TV's 11th year, when fewer than 6% of respondents said they'd buy color (color TV sales in 1965 totaled 2.7 million sets). With no exposure to discs, more than 50% of color TV owners said they were "interested" in concept and more than 10% said they'd buy player in first year.

Survey using special program catalogs showed feature movies led all categories by 2.5-to-1, followed by drama-opera-music, then children's programs. But Sonnenfeldt believes survey is just a start—people vote for movies because they're widely publicized & recognized—and "creative people will develop new forms."

Price is very important in disc player market. "There must be a significant difference between a home VTR and a disc player—minimum must be at least 30-40%. If price sneaks up to the tape area, the market is as slim as tape."

As for widely proclaimed advantage of MCA, which owns Universal library of 11,000 feature films, he points to RCA analysis of top 10 grossing films annually 1965-1975. Although Universal produced 12% of total pictures during that period, it had only 5% of top 10 features—"so they must buy films from others, too. MCA may be a theoretical 2% of the feature library I'd like to get."

Program surveys didn't mention pornography as such, but did include X-rated films. "They weren't at the top of the list, but there was good interest in them." Some X features, but no hardcore, may go out with RCA label. Since RCA will offer custom pressing facilities to other labels, he said, company will try to walk legal tightrope between censoring (it won't) and obeying all postal & interstate commerce laws (it will).

One non-program RCA is considering is "video test record," showing various test slides and telling consumer what he actually should be seeing on his color TV, helping him diagnose problems to describe to servicer. In case of antenna problems, difference between test disc & off-air reception should be pronounced, presumably prompting set owner to get new antenna installation.

Distribution notes: Sylvania has begun shipping to metro N. Y. dealers from new 66,000-sq.-ft. warehouse in Teterboro, N.J., discontinued operations at leased Manhattan site... Soundesign appoints T&T Distributors, Nashville; Raybro Electric, Tampa; King's Appliance, Savannah.

CB Scene: Pioneer of America will enter market in late summer, make final decision on number & kinds of models to be offered by end of April... **FCC** says 125 companies have received type acceptance on 692 CB units through end of Feb. Leading list with number of approved models is Midland (50), followed by Lafayette (44), E. F. Johnson & Fanon/Courier (40 each), Radio Shack (37), Royce (30) Pearce-Simpson (29)... **Communications Distributors Assn.** is opening ranks to manufacturers & dealers, will offer them associate memberships at PC Show... **National Federation** of CB Operators is asking FCC for public explanation of channel-expansion delay, urges Commission to expand band immediately from 23 to minimum of 50, maximum of 70 channels... **Chmn. Pastore** (D-R.I.) of Senate Communications Subcommittee ordered FCC to divert more money into effort to wipe out license-application backlog... **NARDA Traffic-Builders** private-label div. offers members blister-packed CB antennas at \$17.50 each in lots of 20 or more.

Mergers & acquisitions: Sprague has agreed to merge into Cabot Corp., Boston-based chemical, engineering & fuel products producer, in stock swap valued at about \$55 million, subject to approval of stockholders... **General Instrument** is negotiating sale of Taiwan capacitor manufacturing facility. GI said it's quitting small capacitor field, discontinuing some other business lines, setting up \$4.9-million reserve to cover costs... **Illinois Tool Works** has agreed to acquire chemical & adhesive producer Devcon for shares currently valued at about \$14.5 million... **Bourns** has dropped plan to go private... **Sola Basic** has agreed to acquire Corotek, Cal.-based microelectronics firm, for undisclosed cash sum... **CBS** sold 49 retail record stores to Pickwick International for cash & notes, price unannounced.

Las Vegas strike won't alter plans for PC-76 Show & NARDA convention, scheduled to open there week of March 29. If strike by culinary workers continues through this week, PC show (March 30-April 1) will move from struck Las Vegas Hilton to Convention Center. Show registrants will be notified by mailgram of phone number to call for space in hotel unaffected by strike. NARDA will go through with plan to hold convention (March 29-April 1) at Caesar's Palace, now being manned by supervisory personnel.

Videodisc notes: Japan has approved formation of Phonodisc, owned by Polydor (Philips & Siemens), to produce & sell "video recording discs, tapes, etc."... **Video Disc '76**, international conference in London April 13-16, will feature "first assessment of actual videodisc marketing experience by Telefunken" and rare demonstration of first videodisc, made in 1930 by John Logie Baird.

Color TV buying in Jan.-Feb. was planned by 6.5% of surveyed families according to Conference Board's Buying Plan Index, up from 5.3% of same period in 1975 but below 6.9% Nov.-Dec. figure. B&w buying plans were 1.7%, vs. 1.8% in same 1975 period and 1.6% in Nov.-Dec. Consumer Confidence Index rose to 93.3 (1969-70 = 100), 6-point gain from Dec. 1975.

ZENITH'S PERFORMANCE: Zenith improved market position in most consumer electronics, but apparently lost ground in color portables, annual report indicates. Zenith's unit sales performance for key products in 1975, with industry-wide distributor sales results in parentheses: Total color TV down 6.5% (down 17.2%), console color up 2.6% (down 17%), b&w down 4.8% (down 16.4%), compact stereo up more than 1.4% (up 1.4%), console stereo down 14.7% (down 30.7%), home radios down 17.4% (down 22.8%). Zenith attributed color console gain to increased demand for replacements, which company estimated provided 35% of total industry color sales last year, is expected to account for more than 60% by 1980.

For first time, Zenith provided breakout of consumer electronics sales by product, as well as look at size of its OEM components business. Here's 3-year summary (value in millions):

Product	1975	1974	1973
Color TV	\$645	\$614	\$ 737
B&w TV	74	91	96
Audio	90	101	74
OEM tubes, parts	57	62	60
Hearing aids, watches .	35	43	40
Total sales	\$901	\$911	\$1,007

On technology & R&D front, Zenith said 70% of current color line uses electronic tuners, noted it began using surface wave acoustic filter IFs in color sets last year, announced Zenith Time would start offering "unique electronic watch" in U.S. in July. Zenith said it's continuing work on developing large flat-screen TV displays & videodiscs.

Motorola's sale of TV business (Quasar) to Matsushita in 1974 should be finalized in 2nd or 3rd quarter this year when arbitrators resolve lone remaining stumbling block—amount to be deducted from purchase price for warranty obligations assumed by Matsushita, annual report says. In addition, Motorola states, it agreed to pay Matsushita up to \$20 million to cover any losses in event Zenith succeeds in court action claiming it was damaged by transaction, and asking sale be voided. Report says Motorola's auto products sales were down 12% last year, while semiconductor volume slipped 23%.

Sony said net in first quarter to Jan. 31 rose 18% on 11% sales gain (see financial table). All of volume increase came in foreign markets, where sales rose 24% to \$216.8 million, while sales in Japan slid 3% to \$165.7 million. Sales breakdown indicates color TV up 17% to \$141.5 million, b&w off less than 1% to \$7.3 million, audio recorders & radios down 2% to \$86.8 million, hi-fi & VTR up 17% to \$81.2 million, other products up 14% to \$64.3 million.

Arvin sales of compact & component stereo systems dropped to \$29.7 million last year from \$36.8 million in 1974, with most units going to Sears & J.C. Penney, company says in prospectus for new preferred share offering.

Hitachi Shibaden, Hitachi's U.S. video equipment marketing arm, is changing name to Hitachi Denshi America, will use Hitachi brand on all new equipment.

JAPAN'S JAN.: Last year's CB sales boom continued with even greater strength into 1976, according to Japanese Finance Ministry statistics showing Jan. exports of licensed equipment to U.S. were 5 times those of same 1975 month, and despite sizable jump in TV exports (Vol. 16:9 p8), became Japan's biggest dollar earning item.

New statistical breakouts being provided this year will provide a first look at Japanese exports of VTRs, hi-fi quality FM receivers & tuners, also show relative strength of cartridge & cassette in auto tape player & home recorder markets. Extensive changes in nomenclature, particularly for radio & phono classifications, have created difficulties in developing comparisons of 1976 & 1975. Subject to revisions, here's how Japan's opening 1976 export month looked:

	U.S. IMPORTS			
	Jan. 1976		Jan. 1975	
	Units	Value(\$)	Units	Value(\$)
Total TV	155,803	21,650,316	46,932	6,738,730
color	106,274	18,638,501	27,631	5,477,787
b&w	47,529	2,883,134	19,301	1,260,943
chassis & kits	2,000	128,681	—	—
Radio-phono, stereo . .	10,345	984,439	8,563	892,870
Radio-phono, mono . . .	52,851	1,434,626	7,000	109,807
Radio-rdrds. & other comb.	185,868	7,427,970	170,961	7,859,365
Auto radios	379,254	12,731,009	49,515	1,172,431
Clock radios	40,409	955,944	36,570	896,372
Radios, AM	18,768	120,314	7,844	67,554
Radios, FM	10,931	944,340	106,867	7,526,355
FM hi fi rcvrs. & tuners*	60,252	9,594,298	—	—
CB trcvrs., under 100mw	36,960	139,095	37,700	112,684
CB trcvrs., other . . .	639,305	33,973,924	137,046	7,687,059
Phonos	—	—	—	—
Tape players, auto, cart.	77,514	1,296,390	164,982	3,038,182
Tape players, auto, other*	38,732	864,370	—	—
Tape rcrdrs., reel . . .	2,446	104,806	2,346	307,468
Tape rcrdrs., cass. . .	197,283	5,064,150	148,605	4,330,754
Tape rcrdrs., cart. . .	70,756	1,464,816	44,676	901,681
Tape decks, audio . . .	93,822	6,339,334	83,879	5,506,308
VTR*	5,606	3,794,570	—	—

*Not reported separately in 1975.

Japan's boom in TV exports to U.S. shows no signs of abating. Preliminary Finance Ministry totals show value of Feb. color & b&w shipments to U.S. hit \$32 million, more than 4 times same 1975 month.

Rockwell is closing Juarez calculator plant by end of March, eliminating 550 jobs. Company earlier announced intention to shut Plymouth, England plant, laying off 220, now says future of Uxbridge facility, where 650 are employed, is in doubt. Rockwell is transferring assembly of calculators for U.S. market to independent contractors in Hong Kong, Taiwan & Japan, says it's looking for similar arrangement with unidentified German company to meet European market demand. . . **Hewlett-Packard** establishes desk calculator R&D & production facility in Ft. Collins, Colo. . . **Japanese calculator** manufacturers produced estimated 32 million units last year, nearly double 1974 and well in excess of 19-million target set for 1975.

Trade Personals

David Karron, ex-Morse, joins Fisher Radio as sales vp, succeeding **Edward Garland**, who resigned last year following Sanyo's purchase of 50% interest in Fisher from Emerson Electric... **James Stark** promoted at Zenith from purchasing dir. to exec. dir., purchasing... **Harold Judy** promoted at Sylvania from Electronic Systems Group Western Div. product assurance mgr. to Entertainment Products Group product quality & customer assurance dir., succeeding **Ray Dennis**, now purchased-material reliability mgr.

Mel Koenig, ex-Grundig-by-Amerex & Capehart, now pres. of Daytron Electronics, recently-formed import-distributor of Korean audio equipment... **James Hart** appointed Breaker Corp. mktg. vp, succeeding **William Petersen**, now vp-new product development... **Dennis Weaver** appointed western distributor sales mgr., Conrac Turner Div... **Phillip Appleby** named national mktg. mgr., Zenith Div., Zenith-Movado-Time Corp.

J. Clayton Stephens advanced at Sylvania to corporate western mktg. vp, succeeding **A. William Christopher**, retiring; **James Roden**, ex-RCA corporate mktg. research mgr., joins as mktg. information mgr., new post... **Michael Allen**, GE staff exec., corporate strategy & systems, elected vp... **Toni Dewey**, ex-Berman/Dewey Advertising, appointed Motorola corporate PR dir.

Michael Kersey, ex-Motorola, joins Signetics as MOS Div. mfg. mgr... **Russell Forsyth** advanced to gen. mgr., USCC/Centralab, L.A... **Michael LaPorte**, Belden Electronic Div. gen. sales mgr., named vp... **Arnold Kaufmann**, responsible for Litton electronic component operations, advanced from vp to exec. vp... **John Schroder**, ex-TDK & Audio Magnetics, joins Nikko as eastern sales mgr.

Bruce Carlson, who resigned as Sprague pres. last Nov. in policy dispute (Vol. 15:45 p12), becomes consultant to IC producer Mostek, 40%-owned Sprague affiliate... **William Davidow** advanced at Intel from microcomputer systems dir. to gen. mgr. of new Microcomputer Systems Div.; **Leslie Vadasz** named asst. gen. mgr.; **Ronald Whittier** promoted to Components Div. engineering dir., succeeding **Vadasz**... **Sigfried Mack**, former TI European consumer products mktg. dir., appointed Fairchild Semiconductor Central European operations gen. mgr... **Donald Winstead** appointed Fairchild Semiconductor Microsystems Div. mktg. mgr... **Al Dulac** shifts at Motorola Semiconductor IC Div. to LSI operations dir.; **Robert Jenkins** named LSI engineering dir... **Ronald Jennings** appointed R&D dir., Mallory Timers Div.

Charles Hoffman (Admiral), **Ed Lucasey** (Lear Jet Stereo) & **Peter Hughes** (Audio Magnetics) named to ITA board; **Gerald Citron** (Intercontinental Televideo) elected secy.; **James Truelsen** (Bell & Howell) named membership chmn.

Japan produced 15.8 million miles of magnetic tape worth \$179.3 million last year, 23.6% increase in quantity, 35.3% in value, MITI reports.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during past week. Dash indicates information not available at press time. Amounts expressed in dollars. Parentheses denote loss.

Company & Period	Revenues	Net Earnings	Per Share
AT&T			
1976-year to Feb. 29	29,598,380,000	3,246,795,000	5.27
1975-year to Feb. 28 ^a	26,470,536,000	3,109,763,000	5.15
1976-qtr. to Feb. 29	7,678,227,000	831,203,000	1.33
1975-qtr. to Feb. 28 ^a	6,693,988,000	689,220,000	1.13
Communications Properties			
1976-qtr. to Jan. 31 ^a	5,279,836	(109,490)	--
1975-qtr. to Jan. 31 ^a	4,103,115	(312,296)	--
Doyle Dane Bernbach			
1975-year to Dec. 31 ^b	52,393,000	2,901,000	1.60
MPO Videotronics			
1976-qtr. to Jan. 31	4,192,283	58,883	.11
1975-qtr. to Jan. 31	1,422,074	(62,631)	--
Sony ^c			
1976-qtr. to Jan. 31	382,500,000	23,800,000	.11 ^d
1975-qtr. to Jan. 31	344,400,000	20,100,000	.09 ^d
Vikoa			
1975-year to Dec. 31	9,052,000	176,000 ^e	.07
1974-year to Dec. 31	10,205,000	(3,483,000)	--
Wells, Rich, Greene			
1976-qtr. to Jan. 31	6,936,000	149,400	.33
1975-qtr. to Jan. 31	7,105,000	377,200	.81

Notes: ^aRestated. ^bNo comparable figures available. ^cAt yen's current rate. ^dPer ADR, adjusted. ^eIncludes special credit.

FCC is lowering performance standards for certification of telephone answerers, dialers, extensions & other devices which can be purchased by consumers and hooked directly into phone lines. Easing of requirements was in response to complaints by equipment makers, including AT&T, that standards were unnecessarily high. FCC also is expected to approve industry group recommendation that miniature phone plug & jack, being used in new installations by AT&T in most states, become standard. FCC rules eliminating need for protective couplers on approved customer-owned phone devices becomes effective May 1 (Vol. 16:8 p11).

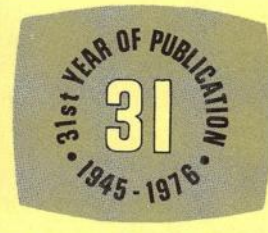
U.K. color sales at factory level dropped 39.9% in Jan. to 107,000, as domestic-made set sales fell 39.7% to 91,000 and imports were off 40.7% to 16,000, BREMA reports. In b&w, total sales were off 10.2% to 70,000, with U.K.-made off 31.8% to 30,000, imports up 17.6% to 40,000. Jan. results for other products: Audio systems 57,000, down 1.7%; phonos 12,000, unchanged; radio-phonos 4,000, down 50%; radios 439,000, up 11.7%.

Toshiba introduced 21" color console in Japan with programmable IC TV tuner allowing viewer to pre-set time & channel for up to 16 shows (Vol. 15:42 p9), priced at \$1,860. In order to reduce TV commodity tax, Toshiba lists TV price at \$1,430, with \$430 charged for cabinet. For apparently same reason, Sony's Betamax console TV-VTR combination, priced at \$1,499, is listed at \$733 for TV, \$766 for VTR.

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MARCH 29, 1976

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SUMMARY-INDEX OF WEEK'S NEWS

Broadcast

NAB HAS 'THE BEST OF TIMES': Prosperous broadcasters gather and 'general feeling of good will' permeates NAB convention. Radio particularly happy with new status. Wiley delights delegates with renewal proposal; Van Deerlin says they 'blew it' in 1974. (P. 1)

BROADCAST VTR—move to 1-in. standard pushed by Bosch at NAB, with similar segmented helical units shown also by RCA, Philips & IVC. Ampex & Sony field non-segmented broadcast helicals, while Ampex & RCA push 7.5-ips speed. (P. 3)

FILM PAY-CABLE 'CONSORTIUM': Paramount, UA & 20th plan film & tape of all sizes, claim 'efficiency' is goal, tailoring films to local needs. Will continue serving HBO, et al., will invite others. (P. 5)

GET 'MILITANT,' WASILEWSKI tells radio broadcasters, lists 'punitive government actions.' Shooshan finds more talk than action on renewal bill. (P. 5)

'RIPOFFS, BRIBES, GOONS' cause exhibitor protests at NAB equipment show, charging payoff demands, sabotage, violence threats by workers at exhibit hall. (P. 7)

DEBATE OVER EEO: NAB criticized for not providing opportunity for 'dialog' between broadcasters & minorities. Hooks will push it next year. (P. 8)

PROGRAMMING'S FUTURE: More varied & sophisticated, longer, more news, more diversity, NAB panel predicts. 'New morality' debated. (P. 8)

NAB HAS 'THE BEST OF TIMES': A prosperous contingent of broadcasters descended on Chicago's massive McCormick Place last week for NAB's 54th convention—described by just about all we talked to as "one of the best." "We're in the best of times...prosperous, as all the congressional speakers pointed out...and it's rather hard to get worked up about unpleasant things," multiple-station owner said.

"There was a general feeling of good will on the part of our members," NAB Pres. Wasilewski told us. "Our staff received a lot of compliments." Added Chmn. Wilson Wearn: "Over-all, I'm highly pleased...I've talked to a lot of broadcasters and the feedback has been that the program sessions, both radio & TV, have been the best we've ever had."

Radio delegates were particularly happy with their new identity—most sessions split from TV. "The guys really liked the divorce from TV," according to NAB Radio Dir. Donald Jones, PSB Radio Group. "For the first time in a long time, I sensed that radio has some moral courage & backbone...I felt a sense of pride & spirit."

COMMISSIONERS QUIZZED by broadcasters at NAB convention but no new issues raised. Only major disagreement is on radio format inquiry. (P. 9)

Consumer Electronics

FCC'S CB EXPANSION plan could result in maximum of 115 channels after IM interference is resolved—but it could be spring 1977 before new units hit market. (P. 11) New products at PC-76. (P. 15)

TV SAFETY STUDY funding approved by EIA Consumer Electronics Group. Up to \$25,000 will be used to finance UL survey of need for safety standard if CPSC gives go-ahead. (P. 12)

VIR-CONTROLLED TV in GE 1977 line, along with new 25" in-line picture tube. VIR circuit adjusts color & tint to broadcaster-specified values, adds \$30-\$50 to retail price. (P. 13)

JAPAN FEB. COLOR exports to U.S. leaped nearly fourfold in Feb., set new record for month. B&W shipments at 3-year high. (P. 14)

INDUSTRY EXPORTS held steady in 1975 despite worldwide decline in consumer electronics. Most unit shipments off, but value increased. New color-casting nations provide picture tube market. (P. 14)

BETAMAX EXPANSION to about 250,000 in 1977 forecast by Sony Pres. Iwama, who sees price of home deck at about \$650 in 5 years. Thomson-CSF plans educational videodisc production next year. (P. 15)

There were many paradoxes among major presentations of industry & govt. spokesmen. Reps. Macdonald (D-Mass.) & Van Deerlin (D-Cal.) told broadcasters they have license stability, while Wasilewski charged industry has been denied "the stability which allows independence" (see p. 5). Industry attacked fairness doctrine; govt. defended it; industry ignored public interest groups; govt. said talk to them (see p. 8).

Conventioneers were delighted with FCC Chmn. Wiley's speech, applauded him 8 times as he recommended legislation to make 3 major changes: (1) Grant 5-year licenses, because Commission can handle "bad actor" any time during license period, and longer license would bring more stability to industry. (2) Allow no one to file application competing for facilities of existing station at renewal time, because good operators shouldn't have to risk losing everything on basis of "nebulous and essentially unpredictable comparisons." (3) Use lottery to pick winner of new facility among competing applicants, because it's equitable, rapid, "there is no reason to believe that its results would be in any way inferior to those achieved through the intuition or speculation of government officials" and "perhaps most importantly, selection by chance would promote public confidence that the methodology employed was in no way subject to abuse."

Wiley also pointed proudly to his record of speeding FCC actions: Commission met average of 175 times in each of last 2 years—vs. 80 before; average of 100 decisions weekly—vs. 20 before; transfers usually completed within 90 days; within 4-6 months, he hopes to "provide 90-day service on renewals—even on cases in which a petition to deny has been filed."

He drew applause with such comments as: "Broadcasters should be spending their time in programming to serve the American public and not in filling out government forms or complying with unnecessary regulations." "You are, after all, responsible men & women—and it is about time that we started treating you as such."

"You had that one pretty well won—and you blew it," Rep. Van Deerlin (D-Cal.) said of 1974 efforts to get renewal bill through Congress. He told NAB delegates they should "look within yourselves" for reason—backing down on commitment to support House Commerce Committee-approved 4-year bill on House floor—instead of blaming NAB staff. "Had you listened to them [staff] in 1974, you would now have a 4-year bill and many other improvements" in licensing process, he said. At any rate, he added, "You have plenty of stability, even without the renewal bill." Van Deerlin predicted Congress won't approve any broadcast legislation this year with possible exception of copyright "and I suggest you put your energy & efforts in that area."

"I implore you," Van Deerlin said, to direct First Amendment efforts toward legitimate issues instead of "superficial" ones. One superficial issue, he said, was cigaret advertising; he urged broadcasters to concentrate on defense of news and public affairs. He was particularly critical of recent FCC Sec. 315 decisions in Chicago & Miami (Vol. 16:10 p5)—both benefiting President Ford—calling them "a chilling & disturbing development at the outset of a campaign year." He also endorsed FCC chmn.'s proposed fairness doctrine experiment for radio in major markets.

As for cable, Van Deerlin said, stations in his home district of San Diego showed 6th largest increase in business in nation—despite presence of nation's largest CATV system. "Maybe," he said, "cable prompted stations to do better." He said there's some fragmentation of audience.

Van Deerlin pleased audience with assertion that "abomination" of community ascertainment should be abolished, because "broadcasters know more about city problems than city councilmen."

From Rep. Macdonald (D-Mass.), chmn. of Communications Subcommittee, came this: "American broadcasters have never had it so good. Profits...are higher & higher with each succeeding year. I am beginning to see why broadcasting is referred to as a recession-proof industry." Speech was read for him by aide Harry (Chip) Shooshan because of Macdonald's illness. As for license renewals, he said industry "has an excellent record of stability," that there's "not a history of reckless action by the Commission, the public interest groups, or anyone else for that matter."

Macdonald said record doesn't support broadcasters' charges that industry "is in complete & utter disarray because of the instability created by radical & troublesome public interest groups

hoping to get a piece of the action." Macdonald added he's "sympathetic" with need for 5-year licenses for radio but his text gave no indication when renewal hearings might be held.

TV violence was a major target of Sen. Hartke (D-Ind.). "Is it really necessary," he asked, "that human violence be exploited for acquiring and holding mass TV audiences?" He added, however: "It is reassuring to see the networks begin to reassess the use of violence in programming, particularly where explicit violence is removed from the human consequence of that violence and is presented as the only effective method of conflict resolution... Violence may be cheap for you, but very expensive for the children who watch it." Other Hartke points:

(1) He's disappointed with "the occasional failure to exercise your independent news judgment in the face of economic or political pressures... But I believe the TV business should never feel threatened as long as it is defending the viewer's right to hear, rather than the industry's own right to unlimited profits."

(2) "The threat of cable or other broadband services effectively eliminating... basic local broadcast service from many of the homes in a particular community cannot be overlooked as the Congress attempts to address the coming technological issues."

(3) "Martin Luther King died over 8 years ago. Did his dream die with him? Today in the TV industry only 6.6% of the people in management or production judgment positions are minorities."

Accepting NAB's DSA Award, NBC Chmn. Julian Goodman called for adoption of a "Broadcasters' Declaration of Independence [to] reaffirm our determination to advance the public interest through fair & responsible conduct... and show our detractors that we stand behind our beliefs and [are] prepared to... fight to protect them." He attacked fairness doctrine as "the chief opening for those who would like to place themselves between us and the public... It is easier to attack TV in its journalistic role as messenger of our problems than to attack the causes of those problems."

Ex-Sen. Sam Ervin (D-N.C.), receiving Grover Cobb Memorial Award, said TV-radio journalists have helped guarantee "the full & free flow of information necessary to protect America from the worst form of tyranny—tyranny over mind."

Exhibitors were delighted with traffic through largest equipment display ever, and many reported on-the-spot sales (see p. 6). Very sour note came from them in disputes with unions in setting up & tearing down (see p. 7). Generally, McCormick Place got good reviews, although NAB Radio Dir. Richard Painter, KYSM Mankato, Minn., thought it was "too damned big." NABers had to vie with thousands of Chicagoans attending daily flower show, clogging lobby.

NAB registered 5,440 delegates last week, up from 5,215 year ago in Las Vegas but well below record 6,083 in Washington in 1973. NAB estimated another 4,000 manned (and womanned) exhibits & hospitality suites.

Other convention stories: Militant Wasilewski at radio session, p. 5; TV sales, p. 8; TV programming, p. 8; CATV-pay cable, p. 9; broadcast VTR, see below; EEO, p. 8; FCC panels, p. 9; ad hoc NAB "fact finding" committee, p. 10.

BROADCAST VTR AT NAB—MOVE TO 1-IN. ? With appropriate fanfare, NAB engineering meetings were dominated by 20th anniversary of VTR—and, as we forecast (Vol. 16:11 p5), VTR dominated what's-new dept. of equipment exhibits, as broadcasters pondered newly perfected batch of 1-in. teleproduction helical-scan units and wondered if this more economical & compact type of recorder would unseat 2-in. quad as new broadcast "standard." And if so, which 1-in. ?

Surprise coup of show was introduction of same Bosch/Fernseh segmented 1-in. BCN helical-scan format (Vol. 16:11 p5, 16:12 p5) by RCA, Philips & IVC as well as Fernseh. Because of segmented scan, unit has small-diameter head drum, lending itself to portable as well as studio use, can be made in future cassette version. IVC will manufacture unit in U.S., while RCA & Philips will buy from Bosch but have rights to produce it. Arvin/Echo (formerly Echo Sciences) was given credit by Fernseh for concept, but had no VTR at show. It was indicated, however, that A/E was working on machine compatible with Fernseh unit.

Fernseh officials were open in their appeal to standardize new machine as successor to quad (although Fernseh also makes quad recorders): "Fernseh proposes to the TV industry a new worldwide compatible VTR system." Unit is available in 3 versions—from 48-lb. portable at \$30,000 to deluxe studio unit at about \$56,000. Fernseh called its new format "as significant as the development of magnetic tape recording itself."

But Ampex was describing different system when it demonstrated "most significant breakthrough in helical recording since the first practical helical-scan machine was introduced." This is Ampex's new VPR-1, which uses unique & still-secret process called Automatic Scan Tracking (AST), claimed to solve major problem in non-segmented helical-scan—interchangeability of tapes—by automatically correcting for bad recording. Unit also has unique ability to produce broadcastable slow- & stop-motion, with no noise bar.

At same time, Sony Broadcast made debut with own high-quality non-segmented 1-in. teleproduction VTR, with tape & writing speed about 0.1% different from Ampex's, at about \$32,000 vs. Ampex's \$25,000. Ampex unit is compatible with all Ampex helical-scan tapes recorded since 1963, as well as with new unit sold by Video Memory (Recortec) at \$19,500 without time-base corrector. Sony officials said they'd be talking with Ampex about bringing units into compatibility. First 3 Sony machines were sold to CBS for Hollywood teleproduction.

Although both RCA & Ampex are fielding high-quality 1-in. units, they're still convinced that quad will continue to be principal broadcast format. Both finally came up with long-promised off-again on-again systems to cut quad tape usage in half—super-high-band quads capable of operating at half speed (7.5 ips) with no noticeable degradation. Ampex's completely new AVR-3, dubbed "first intelligent VTR," automatically adjusts itself for high- or super-high-band color, 15 or 7.5 ips, is claimed to eliminate, virtually, quad's major problem of banding.

RCA offered modification of its TR-600 for super-high-band at 7.5 & 15 ips, and its engineers indicated they believe 15-ips super-high-band specs would be standardized, but that Ampex's & RCA's 7.5-ips machines would continue to be mutually incompatible.

Not to be outdone in race to tape economy in teleproduction VTRs, IVC—which started the race with its 9000—showed half-speed (4-ips) version of that 2-in. segmented helical recorder with tape costs only 25% those of quad machine.

If new format ever does take over from quad, it would take 10-15 years, Fernseh officials conceded. By end of this year, according to one authority, there will be more than 9,000 quad machines in use around world, at cost of over \$1 billion including accessories. But there's little doubt that 1-in. machines, virtually written off as dead a year ago, will make inroads with their superb new performance.

In ENG, of course, U-Matic is name of game, and Sony—which was dragged into broadcast equipment by broadcasters using its industrial-institutional U-Matics—came out with first line really designed for broadcast use, with vertical-interval SMPTE address track, higher performance, at \$9,000 for standard unit, \$4,500 for portable, and sold 200 of them to the 3 networks. Sony claims to have built 90% of all VTRs used in ENG.

Alternate methods of recording & picture storage are being explored actively. Ampex & CBS came up with one answer in their Electronic Still Store (ESS) computerized digital slide system several weeks ago (Vol. 16:2 p2). Another was indicated at NAB show by RCA which demonstrated developmental record-&-play optical videodisc system which can store up to 10,000 TV pictures for random-access display on 12-in. disc. Picture is recorded & read out by laser. RCA indicated disc eventually could be made to show motion, may some day replace broadcast VTR. Principles of playback system appear to be very similar to Philips/MCA consumer videodisc player (but latter, of course, is incapable of recording).

Here-&-now economy answer to ESS was provided by Arvin/Echo, which has "Frame-Stor" system in production. Flat magnetic "Discassette" about 14-in. square can record & store 200 frames per side for direct broadcast automatically in sequence at speeds from 1 to 15 slides per sec., in effect providing limited motion—or individual frames can be accessed. Small

portable recorder is \$12,250, reusable Discassettes \$75 each.

"Fantastic" was word used most often by exhibitors to describe business, most of them agreeing it was best show for sales in last 5 years, some going back 10 years. Ampex sold all equipment off floor; RCA sold all TR-600 VTRs at show; Sony spokesman said sales doubled show target. For details of other equipment at show, see p. 6.

THAT PRODUCERS' PAY-CABLE 'CONSORTIUM': Paramount, United Artists & 20th Century-Fox are working together to offer films directly to pay-cable operators—and they may well tell about it at NCTA convention in Dallas April 4-7. Principals of the movie companies won't discuss plans with reporters—but they've had to give some of their thinking to potential major customers. Latter give us this rundown:

The 3 majors plan distribution company which may be joined by other producers. They claim setup will be more efficient than selling through intermediaries such as Home Box Office, Optical, Telemation, etc.—yet they'll continue to offer films to such outfits.

Satellites don't figure heavily in plans—because producers believe films should be tailored to local tastes ("Lenny" in N. Y., not in Salt Lake). Film & tape of all gauges will be used—including Sony 3/4" & Sanyo 1/2".

One film producer is said to describe plans thus: "We want pay cable to prosper. We don't want it to be a narrow high-priced business. We want to bring that penetration up. We'll be available to all producers, not just us 3. We don't think there's an antitrust problem—any more than if we bought a warehouse and trucks to distribute prints. However, I suppose that any time film producers get together on anything someone will claim there's an antitrust problem. We're going to be very flexible, more responsive to the needs of operators. We're not going to do it the wrong way; we're going to have the finest quality, most efficient."

Meanwhile, Madison Square Garden is discussing new contract with HBO, the 2 Manhattan systems and others using its events—primarily hockey & basketball. HBO spokesman says Garden events aren't as significant as before, now that HBO has sporting events from L. A., Oakland, Portland, Buffalo, etc.

GET 'MILITANT'—WASILEWSKI: Faced with "governmental attitudes which...have ranged from indifference to hostility," NAB Pres. Wasilewski last week said "the radio broadcasting industry must adopt a new attitude toward government...The time has come for broadcasters to become militant."

Speaking at radio session at NAB convention, Wasilewski ticked off long list of "punitive government actions," beginning with ban on cigaret ads 6 years ago. He charged license renewal process is in "shambles" because of govt. inaction; "for 6 years we have twisted slowly in the wind." Also targets of attack were proposed copyright fees for performers when records are played on radio ("fees that would go into the coffers of the rich recording companies and to millionaire performers...they should be paying us"), failure to protect radio adequately from CATV originations, "bureaucratic nightmare" caused by court decisions in radio format changes.

He charged govt. has become "over-responsive to negative elements in our society. A few dissidents...have become influential with government far beyond their numbers...The FCC and the Congress listen solemnly to each and every one...Most of them, in fact, represent few but their own sour selves."

At radio lunch, commentator Paul Harvey used some of same theme: "The 'if' in our outlook is

strangulation by regulation...Because some that are free don't deserve to be, the rest of us can't be." He urged stricter self discipline by industry. "You do not have a government censor sitting in your newsroom; don't invite that. And don't invite one into your music library, either...Your NAB can establish guidelines. But in the personal conduct of your own individual business you are all alone."

At radio panel with congressional aides, House Communications Subcommittee Chief Counsel Harry (Chip) Shooshan said NAB's approach in dealing with Congress "has taken a very constructive change" in recent weeks. "You're in the business of communicating; we're in the business of communicating, and if we can't communicate with each other then we're in trouble." He said there's been "more thinking than doing" on license renewals this session, wouldn't say bill is dead this year.

After 7 inactive years, Daytime Bcstrs. Assn. re-organized during NAB convention last week, set goals: (1) Oppose clear-channel superpower; (2) pre-sunrise authority for daytimers on Canadian & U.S. clears (now authorized with low-power on Mexican clears); (3) evening operation year-round until 6 p.m.; (4) oppose extension of DST beyond present 6 months. Ray Livesay, WLBH Mattoon, Ill., was appointed chmn.; George Foulkes, WAAC Terre Haute, secy.-treas.

EQUIPMENT BOOM AT NAB: This was the year when telecasters began shopping for ENG equipment in earnest. Although many major innovations at huge NAB show related to VTR (see p. 3) and there was little dramatically new in ENG, this was where the action really was. Along with ENG gear came new generations of accessories, including highly sophisticated microprocessor tape editing equipment, new digital time-base & frame-store products, special ENG zoom lenses, picture-sharpening devices, etc.

Thomson-CSF Labs' 7-lb. Microcam (Vol. 16:4 p5), lightest & smallest ENG camera at show, generated heavy attention—and was dubbed in one press account as "women's lib camera" because it was demonstrated by female model. But immediate purchase of this under-\$30,000 unit was out of question for most broadcasters—production is sold out for first year; CBS gets first one and option on every other camera in first production run of 50-100. Production is expected to total 20 per month by year's end.

Second smallest camera at show was new HL-37 by Ikegami, with head weight of 7.5 lb. rivaling Minicam, but with electronics pack & manual lens totals 16.2 lb. vs. Minicam's 12.5 lb. It's \$26,000. In Sony's new broadcast line is 3-Plumbicon portable camera (understood to be built by Toshiba) at \$35,000.

Sony's broadcast equipment debut made huge splash at show, complete line now including, in addition to 3/4 & 1-in. VTRs and camera, production editors, digital time-base corrector (TBC). Sony also displayed first 25" Plumbicon tubes shown publicly in U.S. (in monitors).

Among 7 new products introduced by Ampex was portable one-man video recording system weighing under 50 lb., including hand-held BCC-4 camera, self-contained 13-lb. camera (\$24,500), U-type portable VTR (\$4,195), and battery-charger/power adaptor. Three-tube camera is made by NEC, video-cassette unit by JVC. Companion production U-type VTR is \$6,995.

Major new studio camera debut was Harris's TC-80, first U.S.-made camera offering triax cable at option (\$10,000 extra), demonstrated at show using 5,000 ft. of cable. Basic camera price is \$56,000 without lens. RCA showed lightweight remote van with fiberglass body on Ford chassis, designed to be flown anywhere in world on Boeing 707; as shown, it was equipped with 3 cameras & TR-600 VTR, 2 generators, air conditioning, platforms for use of camera while vehicle is moving. Price, as equipped, is \$650,000. Seven have been built for use in Switzerland; unit demonstrated at show goes to Brazil.

Heavy new emphasis on tape for production as well as ENG has resulted in increasingly versatile editing systems. CMX's new 340X uses "intelligent interface" microprocessor at each picture & sound source, eliminating long searching & cueing sequences by shifting functions away from central computer to VTRs, requiring only twisted-pair connection between control terminal and each machine's microprocessor. Basic cost is \$60,000 for unit controlling 3 VTRs; up to 32 devices can be interfaced.

Datatron's low-cost Tempo 76 editors use micro-processor as heart of system, are designed for use with either SMPTE time code or control-track editing, starting at \$7,600, and designed for add-ons to increase editing capability. Ampex showed EDM-1 editing system with computer-controlled switcher and floppy-disc memory which can store as many as 3,200 edited scenes, starting at \$95,000. Both Ampex & RCA had quad VTRs with built-in editors.

With increasing use of videocassette recorders for ENG, several companies are pushing various types of image enhancers & picture sharpeners to improve apparent image crispness and reduce noise. Corning introduced image enhancer for hand-held cameras and portable VTRs at \$3,800. Performing different functions to improve picture are Crisp-Matic by Yves Faroudja Inc. at \$2,500 and Step-1 by TRI at \$1,495.

Digital devices increased their penetration of broadcast equipment, Panasonic displaying developmental digital switcher & special-effects generator (no price or delivery date quoted), RCA & Quantel showing digital video frame synchronizers to lock remote feeds automatically to station sync.

In antenna field, manufacturers are getting ready for circular polarization of TV signal. RCA showed 3 types of circular antennas; Harris, Micro Communications and Jampro also displayed circularly polarized antennas. RCA demonstrated anode pulser system for UHF transmitters designed to save stations up to \$14,000 annually in power. Capable of being retrofitted to many RCA transmitters, it's priced at \$17,900.

Character generators are becoming increasingly sophisticated, now permitting development of many artistic special effects. RCA's Video V features 2 program channels which can be used on air simultaneously; 2nd channel also can be used as edit channel to preview graphics before airing. Thomson-CSF's Vidifont has optional light pen to touch up graphics. Lower-priced character generators were shown by KSN (\$3,200), TeleMation (\$2,945), 3M (\$4,500).

Honors for most detailed color picture at NAB show go to Conrac, which displayed 13" monitor with \$1,000 high-resolution Matsushita picture tube (Vol. 13:46 p10). Monitor is priced at \$3,500, similar monitor with conventional tube \$2,475.

Fiber optics advantages listed by Ira Jacobs, Bell Labs, at NAB convention: (1) Very broad band. (2) Fewer repeaters—6 miles between. (3) Less bulky than cable. (4) Energy loss independent of frequency. (5) Invulnerable to inductive interference, noise pickup, cross-talk. (6) Glass is abundant. Among problems—splicing & connecting requires alignment within .0002".

Index to 1975 Television Digest

Included herewith to all subscribers is annual index to articles carried in 1975 Television Digest with Consumer Electronics. Extra copies available without charge.

NAB SHOW—"RIPOFFS": For fear of reprisal, nobody will talk on the record, but enjoyment of excellent business by NAB exhibitors (see p. 6) was marred by long series of incidents—including shake-downs, destruction of equipment, and physical violence—at hands of union workers serving Chicago's sprawling McCormick Place.

Situation was serious enough for 2 of biggest exhibitors to threaten to pull out of show next year if NAB doesn't bring it under control. One even mentioned cancelling NAB assoc. membership in protest. Another large exhibitor directly accused NAB of "mismanagement" in forcing shorter set-up time and causing necessity for gigantic payoffs to get work done. Organizer of another show held regularly at McCormick Place told us: "We tried to tell NAB what to do—how to handle the situation there—but they wouldn't listen."

Almost every exhibitor had incident to report, as long as no names were mentioned. At both set-up & tear-down of show, almost all complained that bribes were demanded, that it cost \$10 each to buy back their own cartons from storeroom. Exhibitors complained of having to pay "extra" to have exhibits set up & torn down, implicit threats when they refused.

Among incidents reported: Fork-lift truck was driven through wall of major exhibit, apparently deliberately. One exhibitor was caught opening his own cartons and suffered 4-hour power shutdown. Worker saw exhibitor putting up own backdrop, took over job, charged him full day's pay. In some cases of jurisdiction problems, riggers & electricians each had to be paid for same job. One worker dropped \$20,000 printer on floor, smashing it. In another case, electrician put 110 volts across video circuit. One big exhibitor reportedly spent \$35,000 in pay-offs. Many just equipped their people with plenty of money, told them to pay wherever there was possibility of getting into trouble. Exhibitors' truck drivers also had problems—one reportedly was slashed with razor blade; other drivers were physically attacked.

NAB Pres. Wasilewski said no exhibitors had talked or complained to him directly but that NAB was made very much aware of set-up problems "and it disturbs me greatly." No formal action or investigation is planned at this time, however. NAB Chmn. Wilson Wearn called labor dispute "a very serious matter—many of the exhibitors indicated they didn't want to go back to Chicago." He said it's mostly Chicago's problem and city "must find an answer... if they want to accommodate us in future years." Next conventions: Washington 1977, Las Vegas 1978, Dallas 1979, New Orleans 1980.

New cable group—Cable TV Administration & Marketing Society (C-TAM) has been established with officers: Gregory Liptak, CPI, pres.; Gail Sermersheim, Telesis, pres.-elect; Trygve Myhren, ATC, secy.; George Sisson, Colony Communications, treas. Purpose is informational exchange, with membership on individual (not company) basis, at \$20 yearly, through Sermersheim, Box 2538, Evansville, Ind. 47714.

GETTING MOST OUT OF UHF: Comparability with VHF is a "practical & obtainable goal for UHF," according to PBS's Daniel Wells, who listed technical advances during panel discussion at NAB convention. Stating that some 30 million people don't watch public TV because of UHF disadvantages, he listed these efforts to improve status:

(1) UHF transmission requires vastly greater electric power than VHF. Average UHF power costs run \$3,400 monthly, and 2 megawatt station pays \$8,400. He said RCA has developed 14% savings, meaning \$14,000 yearly, and Varian is working on 25% savings, but needs more development funds from industry.

(2) Dozen antenna manufacturers, through EIA, have agreed to advise public about ideal UHF installation. Wells said PBS will have lab check manufacturers' claims. UHF industry seeks to have manufacturers attach UHF antenna to receiver at factory, not "let it lie there in the box." (3) Industry seeks pushbutton tuning, digital tuning on all sets.

Thomas Bolger, Forward stations, said that cable hurts some UHF's, helps others, but that cable de-regulation is harmful to UHF. Some stations have cut back news staffs, he said, because of audience losses attributable to cable distant-station imports. He urged stations to exercise exclusivity & non-duplication rights, said his stations have cooperated with others, hiring part-time person at \$50 a week to follow through on notification and monitoring. He also stressed need for checking cable technical standards, because "they should give UHF parity with VHF."

Richard Block, of Counsel for UHF Bestg. (CUB), noting that PBS is producing spots showing viewers how to get best UHF reception, said spots should be carried on VHF, so that "you aren't preaching to the choir." He also complained of FCC delays in considering CUB's petitions, which brought comment from FCC Chmn. Wiley from audience: "We will meet with CUB on April 19. It's an important matter to the FCC."

PBS's William Reed displayed the spots, featuring Stephanie Edwards, described consumer "UHF Guide" to be ready within 6 weeks.

FCC should exercise more control over transfers of cable franchises, according to U.S. Appeals Court (3rd Circuit). While upholding Commission decision allowing transfer of 3 Philadelphia franchises to CPI without hearing, Court warned FCC of possibility of franchise "trafficking" unless Commission asserts jurisdiction. Judge Max Rosenn, concurring, added that FCC policy of requiring no hearing for transfer while requiring one for initial grant makes granting franchise "a meaningless charade... Once the Commission announces a policy and embodies it in a rule, it cannot disregard its own regulation."

NCTA seeks to out-do NAB in EEO area (see p. 8), adding session April 6 afternoon, moderated by Pres. Robert Schmidt and including blacks Charles Tate, Cablecommunications Resource Center, William Dabney, East Bay Skill Center, Oakland, plus 2 women: Sheila Mahony, CTIC, and another to be selected.

EEO IS NAB TOPIC: "Will Your EEO Program Withstand the Test?" was without question liveliest of all workshops at last week's NAB convention, and subject spilled over to play prominent role at closing FCC panel. At both sessions, NAB's own equal employment practices were as much in question as those of broadcasters.

After National Black Media Coalition Chmn. Pluria Marshall made point at FCC panel that NAB has no provision for "dialog" between minorities & broadcasters, FCC Comr. Hooks said he was going to push NAB for just such an exchange next year. "It's just good sense for broadcasters and the public to have dialog that's now missing," he said. "It may well be that you are not as far apart as you thought you were... I would hope that the NAB next year would see the wisdom and possibility of community groups having an opportunity to dialog with broadcasters on an informal basis."

Other commissioners on panel (see p. 9)—Wiley, Lee, Washburn—agreed with Hooks and at separate radio session with FCC staffers, Wiley warned FCC "is very serious about EEO... It's the law of the land." Marshall earlier had urged govt. officials to boycott convention, said last week minorities sought exchange at convention "but we were completely shut out."

At FCC panel, small market broadcaster suggested that NAB form committee to help see that minorities are properly trained for broadcasting career. "I'll take that suggestion to the board and I'm sure that it will be well received," NAB Pres. Wasilewski responded. He disputed contention by questioner that NAB has rejected in-house affirmative action plan, said it is under active consideration.

Relations became strained at workshop session—moderated by Group W's Cecil Forster—well attended by blacks & women, poorly attended by licensees, and not at all by NAB execs. When Rev. Jesse Jackson raised point that nobody from NAB was on panel and few licensees were present, broadcaster shouted: "We're here, We're here... If it wasn't for us, you wouldn't be here."

Blacks were critical of panelist James Hobson, FCC renewal chief, who made point several times that Commission wasn't going to set program or employment quotas.

SALES—TV 'IN DRIVER'S SEAT': TV business is so good that ad man couldn't quite bring himself to say that TV is overpriced—only that it seems headed that way. Gerald Baldwin, Y&R, said that advertisers will leave TV when their return doesn't justify expense—but he complained that lack of availabilities is keeping newcomers from TV and that prices quoted in the morning have risen by afternoon.

CBS's Thomas Miller stated that all other media have increased prices much more than TV has; that TV is much underpriced in terms of effectiveness—"10-70 times as effective as other media"; that, nonetheless, 178 stations lost money last year.

TvB Pres. Roger Rice said station survey in Jan. produced prediction first-quarter 1976 would show 11% increase—network compensation up 5%,

national spot up 9%, local up 15%—but actual increase was 22%. In March survey, he said, 24 stations reported first-quarter local up 29%, national spot up 28%.

Bill Suter, of Merrill, Lynch, estimated 1976 will see network billings up 12-16%, national & local spot both up 14-17%. For 1977, he predicted network & national spot both up 6-9%, local 8-12%. "The TV industry is back in the driver's seat," he said. Ellen Sacher, of Mitchell, Hutchins, said she expects national spot to rise 15% this year, 8% next. Local, she predicted, would go up 14-17% this year, 13% next.

FUTURE OF PROGRAMMING: TV programs will become more varied & sophisticated as audience gets more education & demanding, panel agreed during NAB convention.

There will be increasing pressure on networks over control of TV news content by both govt. & private entities, NBC News Pres. Richard Wald predicted. "If you're bored now by waiting to find out the outcome on the 'Pensions' case, be prepared for more of the same." He predicted at least one all-news TV station within 5 years in addition to one-hour nightly network newscasts, said networks are close right now to being able to produce all-night news programming.

CBS-TV Programming Vp Oscar Katz said he thought more programming would come from N.Y. than from Hollywood because Hollywood is "too structured." David Gerber, David Gerber Productions, said cable would provide more diversity, "which would be the best thing that could happen to the country in terms of viewers' appetites." Mini-cameras will stimulate local production, Group W Station Group Pres. Marvin Shapiro said. Producer Phil D'Antoni said network news is making viewers unwilling to accept "Hollywoodized" version of reality, predicted programs will get longer, more realistic.

In debate on TV & "new morality," Ed Weinberger, exec. producer of "Rhoda," "Phyllis" & "Doc," said viewers prefer programs "that are dealing with real issues and the real world... Much of the NAB Code is unreal." He argued against family viewing (FV) in favor of "freedom of speech," said writers, artists & producers prefer "marketplace regulation" by program buyers, viewers & advertisers over industry self-regulation. Ex-NAB TV Board Chmn. Mike Shapiro (WFAA-TV Dallas) defended self-regulation: "Our NAB codes weren't written for the protection of the Norman Lear's of the world, or the networks, but to protect our audiences... I think we're turning off a large segment of our viewing audience with nightly 'new morality.'"

A TV first? In March ratings sweep for San Diego, UHF KCST-TV (ABC affiliate owned by Storer) led in prime-time viewers over 2 VHF competitors—KFMB-TV (CBS) & KGTV (NBC).

WBZ Baton Rouge & WDAU-TV Scranton name Blair TV national sales rep. Blair also plans new regional sales office in Minneapolis-St. Paul.

COMMISSIONERS QUIZ: No new stands were taken by 4 FCC members last week during panel session at NAB convention, and no new questions were asked. About only major disagreement among commissioners came on radio format inquiry (Vol. 15:52 p1). Chmn. Wiley said "marketplace" can solve problem; Washburn said recent court decisions "get us into a real never, never land."

Hooks, on other hand, noted courts say FCC must rule if "unique service" will be lost through format change "and we might as well prepare for it." He disputed contention of others that program experimentation will be sacrificed because of "chilling effect" of courts' rulings.

Lee questioned validity of ratings "but I don't know what we can do about it." Wiley agreed high ratings give some indication that station is giving public what it wants, warned there's also obligation to serve minority needs. Hooks said he's "not altogether sure" it's bad idea to require TV stations to devote hour weekly in prime time to public service programming, as proposed by NCCB & 21 congressmen (Vol. 16:11 p6). Commissioners agreed licensees couldn't meet public service requirements through announcements alone, that programming also is required.

"Yes, the FCC is really out of hypoing," Wiley said about end of recent proceeding without adopting rules (Vol. 16:11 p6). He said Commission doesn't like practice "but the answer to every problem is not government regulation—particularly here because it would have gotten FCC into program censorship."

Asked about proposal to reduce separation between FM channels, Lee said "I have considerable doubt that this could work feasibly." Washburn said if fairness doctrine is abolished, it would have to be done by Congress. "I don't see that this rule has worked any hardships on broadcasters... Indeed, it's a good set of guidelines." Wiley said doctrine "should be enforced with considerable restraint" and FCC shouldn't act "unless the licensee is arbitrary & capricious."

Lee said implications of direct satellite-to-home telecasting "are quite horrendous... It will certainly be a subject of much debate in the future," eventually must be decided by Congress. Washburn said it's not something NAB needs to worry about because "it's a political thing" that isn't likely to happen for years. Even if it does, he & Wiley agreed, stations will survive because they provide local service.

Family viewing got only one question, Wiley saying it's "much too early" to say if it's working. Even if it doesn't work voluntarily, he said, FCC "has no intention of enforcing" family hour provisions now in Code. "I definitely consider it to be an industry initiative," he added. Washburn praised concept, cited comments of Mike Shapiro earlier in convention during debate on morality in TV programming (see p. 8).

Major items of concern at radio panel featuring Chmn. Wiley and key FCC staffers included CB, ascertainment, renewals, EBS, EEO and 3rd-class license tests. "I've heard more about that issue than any other," Wiley said of 3rd-class licenses.

CATV—FAMILIAR ARGUMENTS: There was one novelty—otherwise little new—in debates over cable at NAB convention. Unusual evaluation came from Bill Bengtson, KOAM-TV Pittsburg, Kan., who stated: "The federal government wants a wired nation so that it can control what people watch better than free over-the-air TV." He also said that NAB has compiled list of 14 stations which show substantial loss of audience share in TV homes—in response to FCC requests for examples of harm.

Otherwise, arguments were very familiar. Attorney Frederick Ford asserted that cable helps stations; that pay cable pays copyright, but that ordinary CATV shouldn't; that cable has heavy investment in facilities; that stations derive huge profits; that 32% of cable is owned by broadcasters. ABC's Everett Erick said that cable will force public to pay for what it now gets free; that rural & poorer viewers won't get cable; that CATV is threat to radio as well as TV; that cable's lobbying on copyright bill is "one of the greatest snow jobs in history"; that bill's requirement that cable pay fee of 25¢ per subscriber per year is "ripoff"; that cable hasn't delivered on promises of diversity—symphony, Shakespeare, etc.

Teleprompter's Russell Karp stated that cable will provide program diversity because it isn't geared to advertisers' needs; that cable seeks material not on station; that many substantial broadcasters are in cable.

Gateway's George Koehler said that cable's emphasis on distant signals shows it "has no local commitment"; that cable does little programming; that many systems "are no mere mom 'n' pop operations"; that his stations may pick up and broadcast pay-cable operations—in "sauce for the gander" turnabout (Vol. 16:10 p5).

Teleprompter copyright proposal "has conceptual merit," Judiciary Subcommittee's Rep. Pattison (D-N.Y.) told us (Vol. 16:12 p4), but he says there's currently no way to determine cable viewing on county-by-county basis—statistic on which fees would be based—therefore NAB's new compromise copyright proposal (Vol. 16:10 p3), which skirts issue, is "very interesting." He said only thing missing might be compulsory arbitration mechanism if system & station can't agree. He called Senate-passed version "neither particularly fair nor workable," urged broadcasters & cable operators to compromise. Meanwhile, support for performance royalty amendment to bill is gaining strength with last-minute push by AFL-CIO, performers, etc. Some Subcommittee members are considering amendment cutting out payments to recording companies, retaining them for artists. Such compromise probably would have wide support. NAB strategy will be to oppose amendment in either form, but Assn. hasn't decided whether it will oppose entire revised bill if it includes performance royalties.

MST presentations during NAB convention include taped depiction of interference caused by short spacing; description of land-mobile & govt. designs on UHF spectrum; impact of cable rules changes on stations.

Personals

Marvin Antonowsky, NBC-TV vp-programs, leaves network, is expected to join Universal's Dis-covision; Exec. Vp **Mike Weinblatt** becomes acting program head... **Frank Barton**, CBS-TV vp-program development, West Coast, resigns to form own production company.

Dudley Taft, Taft Bcstg., **George Koehler**, Gateway Communications, and **William Putman**, Springfield Bcstg., elected to MST board; **Ralph Jackson**, Orion Bcstg., replaces **Lawrence Rogers**, Taft Bcstg., on Exec. Committee.

Wallace Dunlap, Group W Washington vp, elected pres., Bcst. Education Assn.; **Pat Cranston**, Seattle U., vp; new dirs. are **Joanne Cantor**, U. of Wis., & **Allen Williams**, Grambling U.

Mario Cucinotta advanced to affiliate operations dir., **Richard Kozak** to station relations dir., **Joseph Niedzwiecki** to assoc. clearance dir., in realignment of ABC-TV affiliate relations functions; **Michael Lewellyn**, ex-Voi-Shan Industries, named ABC personnel staffing & development mgr.; **William Hawkins**, ex-Merle Norman Cosmetics, appointed personnel administration mgr.

Bruce Marson advanced to WCVB-TV Boston program mgr... **Dave Miller**, ex-WIS-TV Columbia, S. C., named program dir., WCMH-TV Columbus, O... **Richard Brown**, ex-WETA-TV-FM (ETV) Washington, appointed vp-programming, WJCT Jacksonville in "major staff reorganization." Other changes: **Eric Sass** named vp-development, **Gene Napier** vp-operations.

Jerry Buford named pres., Daniels & Assoc., subsidiary of Daniels Properties... **Thomas Weaver**, ex-ABC Entertainment, joins Viacom pay-cable unit as program operations mgr... **Joseph Cline** promoted to Cox Cable pay-TV operations business mgr.

Ad hoc "fact finding" committee of NAB board emerged at convention to make recommendations for improvement in performance of Assn. Committee grew out of criticisms by George Brooks, KCUE-AM-FM Red Wing, Minn., at Jan. NAB board meeting (Vol. 16:4 p1) and March 1 meeting with NAB Pres. Wasilewski. Donald Jones, PSB Radio Group, is chmn.; other members are Brooks, Vic Diehm, WAZL(AM) Hazelton, and William Sims, KOJO(AM) Laramie. Jones said TV member will be added. Group will survey board for recommendations, rely heavily on earlier reports by 2 special board committees (headed by Bill Walbridge in 1970, Richard Dudley in 1972). "Fact finding" group contends many of earlier recommendations, approved by board, were never carried out by staff. Group plans to meet with NAB Exec. Committee in May, present recommendations to June board meeting.

TV should be kept out of courtroom, but radio is OK—according to former Sen. Sam Ervin (D-N.C.). He told us: "TV would scare the witness, but radio wouldn't trouble them. In the courtroom, only the judge & jury need to be impressed. I had TV in the Watergate hearings because the whole country was watching."

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with
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Distrust of broadcasters became major reason behind House Rules Committee refusal to allow House to vote on resolution permitting broadcasting of House proceedings. Rather than send proposal to floor for vote, Committee voted 9-6—with TV network pool camera looking on—to send resolution back to Bcstg. Subcommittee, killing it this session. During debate, members said over & over that they were uncomfortable leaving telecasts to broadcasters' judgment. Bcstg. Subcommittee Chmn. Sisk (D-N.Y.) attempted to allay fears that TV would show empty seats or sleeping congressman by telling Committee that TV probably would cover less than 2% of each day's sessions, but Rules Chmn. Madden (D-Ind.) shot back: "And that's the trouble—what 2% will they broadcast?" Bolling (D-Mo.): "I am very much opposed to network pools...because I do not feel they can remove themselves from a conflict of interest situation...Bias can even enter into a TV camera." Latta (R-O.): "The central issue is who is going to make the determination of what the people back home are going to hear." Lott (R-Miss.): "I fear the tendency of broadcasters excerpting out only those speeches which are flamboyant and not more reasoned argument."

NCTA board elections: Dist. 3, Patrick Nugent, Karnack Corp.; Dist. 5, James Doolittle, ATC; Dist. 6, Carl Gainer, Richwood, W. Va.; Dist. 7, Don Shuler, Viacom.

Obituary

Merle S. Jones, 70, CBS-TV pres. 1957-58 and with company 32 years, died March 24 in Palm Springs. He joined CBS in 1936 as asst. to gen. mgr. of KMOX(AM) St. Louis, was with firm until retirement in 1968 except for 3 years with Cowles Bcstg. (1944-47) in Washington. He managed several CBS stations, was elected exec. vp in 1956, network pres. year later. At retirement, he was a dir., vp-general exec.

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STATE OF THE INDUSTRY

Sales to dealers (total market), from EIA, for week ended March 12 (10th week of 1976):

	March 6-12	1975 week	% change	Feb. 28- March 5	1976 to date	1975 to date	% change
Total TV.	208,153	205,483	+1.3	208,306	2,129,293	1,823,646	+16.8
color	117,154	110,293	+6.2	125,395	1,261,241	1,024,141	+23.1
monochrome	90,999	95,190	-4.4	82,911	868,052	799,505	+8.6
Total radio	676,035	682,538	-1.0	452,850	5,695,361	4,447,821	+28.0
home, portable . .	444,943	531,067	-16.2	216,251	3,300,817	2,991,058	+10.4
AM-only	97,010	205,581	-52.8	34,882	661,853	974,310	-32.1
FM & FM-AM . .	347,933	325,486	+6.9	181,369	2,638,964	2,016,748	+30.9
auto	231,092	151,471	+52.6	236,599	2,394,544	1,456,763	+64.4
Port.-comp. phono. .	23,525	69,191	-66.0	28,555	427,295	470,872	-9.3

Color TV 5-week moving average: 1976—129,265; 1975—107,336 (up 20.4%).

BEHIND NEW CB EXPANSION PLAN: Although delay in proposed expansion of 27-MHz band (Vol. 16:12 p10) forced cancellation of plans by CB producers to display new product lines at PC-76 Show, FCC is now holding out promise that industry will soon have total of about 58 channels—which it says could be boosted to 99, 105 or 115 through use of single-sideband.

But expansion is only interim step, FCC stressed in notice of inquiry issued March 23, intended to relieve immediate congestion problem in 27-MHz band. Commission has begun studies on "long-term needs of the general public for personal radio communications."

Interference problem generated by intermodulation (IM) is foremost among new issues which have arisen since original expansion rulemaking proposal, FCC said, inviting comments on related questions: What is severity of IM problem? Can device be added to existing Class D equipment to minimize IM effects? Should IM problem, which will affect equipment with 455-kHz IF, deter Class D expansion? What new standards are needed to reduce potential interference to other services? Should there be requirement aimed at minimizing problems involved in coupling Class D transmitters & antennas? (At meeting with EIA-CEG last week, FCC said CB interference with TV sets is industry problem, and although no product recalls are planned, manufacturers should begin producing sets capable of rejecting interference.)

Other proposals: Earlier plan to allocate exclusive channel in frequency range proposed for Class D expansion for land-mobile use would be dropped, since channel would be used by only several thousand land-mobile licensees while each of adjoining Class D channels would serve about 60,000 licensees. Instead, land-mobile & CB users would share current land-mobile channels, and land-mobile users would be allowed to continue operation for balance of license terms plus one 5-year renewal, then forced to cease operation in Class D band.

The 27.085-MHz now set aside as calling channel would be re-designated as a general inter-station channel, since it has seen only limited use for calling. Channel-number designation methods will be left to manufacturers, not FCC, but notice said standardized channel-numbering system is important, urged industry to take initiative on issue. Manufacture or use of add-on devices aimed at increasing frequency range of 23-channel equipment to cover new channel allocation would be prohibited.

Exact configuration of expanded Class D service is still up in air, spokesman said, pointing to nearly infinite number of possible AM & SSB combinations. Contained in notice is proposal to

open up new channels (5 allocated to Class C for remote-control devices, 2 unused channels between channels 22 & 23) within current Class D. Added to 28 channels available above existing Class D band, total would be 58. Hypothetical possibility raised by spokesman would be use of 30 channels in current Class D (23 + 7 unused) as AM-only, 28 new channels as SSB, bringing total to 84. "Or, we could go to 40 single-sideband, or any one of a range of different options. How we get single-sideband is the problem, and that is still open to question."

When will consumers see first new CB units? Possibly not until April 1977—or even later. Comments on inquiry are due May 26, replies June 10. Final report & order could go to Commission in July or Aug., final decision probably coming in Sept. or Oct., effective date in Nov. Accounting for anticipated flood of models submitted for type acceptance—and FCC plan to grant acceptances in massive lots to avoid problems of inter-company competition—"it could be April before consumers see new CB products, assuming everything is expedited with no hitches," FCC staffer says.

* * * *

Initial industry reaction to delay on expansion was mixture of disappointment & relief. Virtually every CB producer we contacted had new line or new products ready for PC-76, and now has to fall back on existing 23-channel line with selected new 23-channel drop-ins. At same time, many felt FCC decision to resolve IM problem was wise, based on field tests conducted by producers themselves. "Our tests showed that with one unit on channel 1 & one on channel 41, we wiped out CB communications on all channels in the area," said mktg. mgr. of one leading supplier. Other top producer, however, told us problem is not that serious with domestically-produced units using sophisticated filtering systems, that models produced in Far East are real interference culprits. "Whoever's causing the problem, we can't go above 40 until everyone can market products that are not susceptible to the IM problem," he said.

Several established CB producers told us delay will work to their advantage, since many new companies announcing entry into CB were holding off on major advertising & promotion campaigns until formal expansion came. "Now we don't have to anticipate a huge assault from the GE's, Motorolas, RCAs & Panasonics," commented vp of one firm. "I'd be very unhappy if I were them, because they wanted to come in heavy with 50-channel goods. I can't see them coming in with a lot of 23-channel equipment."

Delay could prove temporary lifesaver for crystal makers, since pace of engineering & development work on phase-locked-loop (PLL) circuitry—which drastically reduces number of crystals needed to cover CB spectrum—could be slowed.

Is FCC move a good one? "I sympathize with all the problems, and the need to come up with a workable, realistic plan," one CB executive said. "I think we've got to overcome our total profit-orientation, and give them the feedback they need to resolve this situation intelligently." Said another: "I don't see expansion coming for 18-24 months minimum, if ever. They just might junk the whole 27-MHz band and go for a new service."

CEG TO FUND UL TV SAFETY STUDY: With wary eye on industry's public image, EIA Consumer Electronics Group, meeting in Washington last week, cautiously & tentatively approved plan to provide up to \$25,000 for full-scale UL study of need for mandatory federal TV safety standard. Funding was made contingent on agreement by Consumer Product Safety Commission (CPSC) that: (1) CEG support would be appropriate. (2) Study could produce valid results.

CEG funding vote followed presentation by Baron Whitaker, pres. of UL, which is developing TV standard recommendation for CPSC. Whitaker said UL would need at least \$8,000 for thorough analysis of TV accident data on hand; members decided to make up to \$17,000 more available to insure that job, if done, is done properly.

Last month, UL's consumer-industry TV standards advisory committee created up roar at CPSC by issuing statement doubting that mandatory TV standard is needed, and suggesting voluntary program coupled with consumer education effort instead (Vol. 16:9 p8). Committee was reacting to UL staff report which contained data showing that only 3% of home fires involve TV, that 97% of TV-related accidents are mechanical, and that on international level fire in-

cidents per 100,000 sets-in-use range from 1.5 in U.S. to 10-16 in U.K. & Sweden.

Committee statement drew angry letter from CPSC Exec. Dir. Stanley Parent, who challenged methodology & conclusions of study, demanded UL detail its official position, make agency's displeasure known to committee members. At week's end, UL TV Standard Project Dir. S. David Hoffman told us response would assure CPSC that UL considered development effort separate from question of need for standard, and that work was proceeding on schedule.

Issue may have widened beyond breach already existing between UL & CPSC staff. Many at CPSC felt UL was too close to industry to be given development job in first place. "I've got people who want to cut the development process off now," CPSC Chmn. Richard Simpson told us. Fact that UL spent time & money looking into risk factor "has staff members here questioning UL's credibility... We already determined risk exists. We specifically spelled out that it's the Commission that makes the determination [and that UL] should proceed on the assumption that there is an unreasonable risk."

Simpson said he felt there would be no CPSC objection to CEG-sponsored analysis of accident data—"I think it's worthwhile." But he emphasized "the overriding thing behind our determination" wasn't accident data but Sec. 15 (manufacturing-defect) notices from producers covering new models. Simpson said CPSC Epidemiology Bureau Dir. Robert Verhalen probably would help UL set up study, thus guaranteeing statistical validity from CPSC view. Over-all validity is different matter, because "we know that in 2 primary [hazard] modes the data is inadequate." In most fire cases, he said, there's little but ashes left to analyze. As for shock, Simpson said few cases are ever reported to hospitals (where CPSC gets data) "because there's usually either no real injury or the victim dies."

GE SHOWS VIR-CONTROLLED COLOR TV: What you see is what they sent—on GE's upcoming VIR (Vertical Interval Reference) broadcast signal-controlled color sets displayed to press in N.Y. last week. Sets are first to contain circuit to adjust screen color & tint automatically to levels specified in reference signal sent by most stations on line 19 (not visible on normally operating TV) and used by stations & AT&T to monitor transmission quality.

New sets will be in GE's 1976 color line, not due for full unveiling until May. VIR circuitry, mounted on 5x5-in. plug-in board containing 5 ICs, adds \$30-\$50 to retail price, will be included in high-end 19" to sell at about \$550, four 25" consoles in \$775-\$800 range. VIR models, as well as some other deluxe models, will have gas-discharge tube channel readouts. All 1976-model 25" sets will boast in-line (shadow, not slot mask) 90-degree deflection picture tubes, new "YM" modular SS chassis. Tubes have new gun that provides finer spot size, can be used for any tube in 19"-25" range. With new 25", GE becomes first in industry to offer only in-lines throughout color line.

With VIR models, GE also becomes first to offer truly automatic color—others have button-activated pre-set color control and/or color compensation circuits, but they're intended to make color adjustments simpler, not eliminate them. GE's VIR sets have neither, though they do have hidden preference controls for consumers who want more or less saturation than stations normally provide. Only visible controls on set front are on-volume & custom picture (ganged contrast-brightness). Normal picture controls, plus VIR defeat switch, are in pop-out drawer under tuner. Sets have VIR indicator light.

GE's introduction of VIR sets came as surprise to industry, including broadcasters who spent years getting acceptance of concept—which didn't come until last fall. Feeling was that set makers wouldn't adopt feature for another 2 or 3 years, when development of multi-purpose LSIs or microprocessors would offer low-cost option.

Even GE admits it hasn't gone as far as it could. VIR signal also could be used to control brightness & contrast, but GE said it felt those settings should be left to consumer. Company said it decided to add VIR circuit this year after taking station survey which showed CBS, NBC & PBS were using VIR signal on all network shows and ABC was using it most of time. By year's end, GE said, 70-75% of all stations will be using it. Responding to query over need for feature at time when stations are improving transmission quality, GE said VIR circuit provides necessary last link by correcting for distortions introduced in signal between transmitter & set.

JAPAN FEB. TV EXPORTS SOAR: Japanese TV exporters logged record-shattering increases in shipments to U.S. in Feb. as both color & b&w cracked through 100,000 level—color breaking mark for 8th straight month, a feat last achieved in 1971—Finance Ministry reports.

Month's TV shipments to U.S. totaled 241,054, up 363.9% from depressed level of same month last year. Color, at 136,968, jumped 271.5% to set new historic high for month, while b&w leaped staggering 636.7% to 104,086, biggest monthly total in 3 years. In 1976's first 2 months, Japanese have exported 394,900 sets to U.S., a 299.3% gain. Color exports at 243,200 were up 271.5%, b&w at 151,600 up 353.6%.

Question of whether Japanese are using unfair tactics to increase TV sales in U.S. continues to be pursued actively by International Trade Commission. Though Sylvania temporarily withdrew its formal complaint against Japanese so it could be expanded & resubmitted (Vol. 16:p9), ITC is proceeding with case. Staff is seeking cooperation of industry members, and, it's understood, GE at least has agreed to aid investigation actively. ITC also has received letters urging fullscale probe of Japanese business practices from outgoing IUE Pres. Paul Jennings and AFL-CIO International Union Dept. Pres. I. W. Abel.

INDUSTRY EXPORTS STEADY IN 1975: Despite worldwide slowdown in consumer electronics last year, U.S. manufacturers managed to hold their own in international markets. Commerce Dept. totals show value of foreign sales increased slightly, and industry closed year with trade deficit sharply trimmed from 1974.

Export sales of TV, radios & phonos, in complete & kit form, totaled \$216.9 million last year, up just 0.4% from year earlier. Value of comparable imports was \$893.8 million, down 21.6%, leaving industry with unfavorable trade balance of \$676.9 million, down \$247.1 million, or 26.7% from 1974. Improvement came in face of strong 4th quarter comeback for imports, which rose 15.4% in period to \$278.4 million, while exports increased 17.6% to \$70.2 million. Trade deficit of \$208.2 million in quarter was up 14.8%.

Virtually all decline in color exports last year stemmed from drop of better than 50,000 in shipments to Canada, which took just 99,300, while Mexico increased purchases from 15,500 in 1974 to 21,200. In b&w, Mexico was best customer, taking 30,000, followed by Canada's purchase of just under 12,000. Mexico also was best TV kit customer, purchasing 1.65 million; however, many are believed to have been for re-export to other Latin American countries.

U.S. CONSUMER ELECTRONICS EXPORTS

Product	Units		%	Value (\$)		%
	1975	1974		(add 000)	1974	
Total TV.	2,526,810	2,977,470	-15.1	169,744	168,386	+0.8
color	140,766	201,859	-30.3	50,012	66,274	-24.5
monochrome	91,141	117,497	-22.4	9,492	13,132	-27.7
chassis & kits	2,294,903	2,658,114	-13.7	110,240	88,980	+23.9
Total radio	1,165,135	1,594,039	-26.9	27,897	30,342	-8.1
home	351,198	405,152	-13.3	4,877	5,516	-11.6
auto	303,276	332,837	-8.9	16,498	14,742	+11.9
chassis & kits	510,661	856,050	-40.3	6,522	10,084	-35.3
Total phonograph	221,105	196,496	+12.5	19,251	17,353	+10.9
radio-phonograph	83,760	61,997	+35.1	9,481	7,184	+32.0
phonograph	137,345	134,499	+2.1	9,770	10,169	-3.9

Color tube exports were particularly strong in 1975, helped by start-up of color set production in Australia, New Zealand & Republic of S. Africa, which combined to purchase some 200,000 units. In total, industry exported 838,600 color tubes, up 32%, worth \$72.2 million, up 20%. Exports of over-22" tubes rose 24% to 516,800, with value up 30% to \$52.6 million. Shipments of smaller sizes shot up 46% to 321,800, though value gain to \$19.6 million was held to less than 1%. In b&w tubes, shipments fell 54% to 169,600, value dropping 77% to \$2.6 million, a decline attributable mainly to Italy's purchase cutback to 81,800 from about 200,000 in 1974.

Industry may have sold fewer products last year, but prices for most were higher. Average export price of color TV rose from \$328.32 in 1974 to \$355.28 last year. Averages for other products (with 1974 averages in parentheses): B&w TV \$104.14 (\$111.76), TV chassis & kits \$48.04 (\$33.47); home radio \$13.89 (\$13.61), auto radio \$54.40 (\$44.29), radio chassis & kits \$12.77 (\$11.78), radio-phono \$113.20 (\$115.88), phono \$71.13 (\$75.61). In picture tubes, average for over-22" color rose to \$101.75 from \$97.49, while average for smaller sizes dropped to \$61.05 from \$88.31. B&w tube average rose to \$15.29 from \$12.44.

BETAMAX EXPANSION: Sony plans to expand Betamax home videocassette recorder production to around 250,000 next year, Kazuo Iwama indicated last week on first trip to U.S. since he became Sony president. He said Sony hopes to "at least double" Betamax production in 1977 from 10,000-monthly rate targeted for rest of this year.

Iwama told us he expects Betamax to be selling at half current \$1,300 price within 5 years. Machine is still in one-step distribution in U.S., but will gradually go 2-step for smaller markets, reaching all major markets by end of next year. He doesn't see videodisc as competition, believing it can "coexist" with home VTR, but that VTR must come first to accustom public to recorded video entertainment. He said Sony is working on videodiscs, but major effort is on Betamax.

As to pre-recorded software for Betamax, Iwama told us there's "some interest by other companies," and "Sony is willing to help but we have no intention of getting into the business directly." Sony has licensed 3M to make Betamax cassettes. Iwama would like to see other firms make recorders in Betamax format, "compatible with orderly marketing."

Sony will market home b&w camera soon, but color camera is still "dream project." Combination Betamax-projection TV set is possibility, Iwama said, noting that Sony is satisfied with "back-order position" of projection in U.S. He added, however, that company will either bring price of projection set down or improve product.

RCA created stir at NAB convention in Chicago last week with display of developmental broadcast version of laser-optical videodisc system, designed to record, store & play back up to 10,000 broadcast-quality TV frames on outside inch of 12-in. reflective disc (see p. 4). In demonstrating device far ahead of any commercial availability, RCA seemed to be trying to show: (1) It has expertise in laser-optical disc technology. (2) Optical disc may be well-suited for industrial & broadcast applications, but not necessarily for consumer use. (3) Recording technologies are in works which are far more promising than magnetic tape.

Thomson-CSF optical videodisc system is aimed at educational, computer & broadcasting markets, company officials indicated at NAB convention. Big French combine isn't joining Philips/MCA in interchangeability pact, but will stick to its light-transmissive disc, producing first few units for educational market next year.

Lack of progress in consumer video, meanwhile, has forced EIA-CEG to cancel Vidsec video exposition at next June's CES.

PC-76 PREVIEW: Effort to curb growing CB theft problem will be evident at PC show, with raft of in-dash & in-trunk mobile rigs on display. Hy-Gain will show transceiver which mounts in trunk, incorporates all operating controls & speaker in detachable microphone. CB-FM-AM antenna resembles conventional auto radio antenna. J.I.L., Clarion and other importers plan to show new in-dash CB/radio & tape combinations, and Japanese OEM suppliers such as Shintom & Kobe Seishi are boosting production of in-dash combination units.

Sharp will introduce \$30 base-station adaptor for conversion of mobile units to home use and new 23-channel units. Firm says it recently expanded capacity of Hiroshima CB plant, 2nd expansion in year. Sharp & others obviously were caught off guard by FCC decision to delay channel expansion (see p. 11). Sharp said it is "set to manufacture 50-channel CB transceivers as soon as FCC approves expansion to that number of channels" and Antenna Specialists has developed line of antennas capable of handling new channels "expected to be authorized soon by the FCC."

GE is using PC show to announce 2 handheld & 3 mobile units it will show at June CES. One handheld unit will have 2-watt output, require FCC type acceptance. Retail price is \$45. High-end mobile unit has LED channel readout, features channel priority system which allows pre-selected channel to be received regardless of channel in use. C.W. McCall, former adman who helped popularize CB through hit song "Convoy," will be at show promoting Midland "Convoy Buddy" CB line.

Sylvania is buying tooling & equipment from RCA to produce some receiving tube types, including Nuvisors, for which RCA has been sole source. RCA announced in Jan. it would close its Harrison, N.J. tube plant by July 30 (Vol. 16:3 p11), but said last week that as result of Sylvania deal, it would shut down by April 30 and Edison, N.J. warehouse & distribution facility would close by end of June. Sylvania & GE will be only U.S. receiving tube manufacturers. Production of Nuvisor tubes will be moved to Sylvania Emporium, Pa. plant, and other types will be manufactured in Altoona, according to Components Group Senior Vp Alfred Viebranz. Altoona production will start soon, he said, while Nuvisors will be in production by year's end. Included in Sylvania production will be RCA-branded tubes. Terms of agreement weren't announced.

EIA CEG approved proposal to set up own corporation to run Consumer Electronics Shows, take over job from Charles Snitow Organization effective with Jan. 1977 event (Vol. 16:6 p11).

Trade Personals

Thomas Milner promoted at Breaker Corp. from corporate development vp to pres., succeeding **Darrell Fletcher**, who continues as chmn.; **William Petersen** advanced to new product development vp; **James Hart**, ex-Midland, joins as vp-mktg., succeeding Petersen... **Keith Williams**, former mkt. planning mgr. of Communications Co., promoted to asst. product mgr. for CB for parent E. F. Johnson... **Dan Geaney**, ex-JVC America, joins Dynascan's Cobra Communications Group as West field sales mgr.; **David Glass** named East field sales mgr.

Arthur Bowes Jr. elected chmn. of Advance Ross, succeeding **Henry Buckingham**, who retires but continues as consultant & board member; Bowes, an Advance Ross vp & dir. from 1964 to 1966, is chmn. of Industrial Resources, in which Advance Ross owns 25% interest... **Marshall Cox** resigns as Intersil pres. & chief exec. for "largely personal reasons," will serve as consultant, his post temporarily assumed by Chmn. **Frederick Adler**... **Al Roth** resigns as pres. of Arco Electronics over policy differences with board, to sell holdings in firm to FBR, Swiss watch company, which will give FBR controlling interest in capacitor producer; Roth's duties assumed by **Ray King**, West Coast operations vp.

Edward Carrier resigns as Magnavox's Philips Hi-Fi Labs sales & mktg. mgr... **Brian Heidtke**, ex-financial resources planning dir., named RCA staff vp, domestic treasury operations... **David Fitzmaurice**, IUE secy.-treas., elected pres., succeeding **Paul Jennings**, resigning for health reasons June 1.

Earl Gomersall advanced at Motorola from corporate information systems dir. to Semiconductor Group vp-mfg. dir... **Dean Fitch**, ex-International Signal & Control, named Fairchild Camera Consumer Products Group special markets sales mgr.; **Richard Skowlund** advanced from NE region mgr. to group field sales mgr... **Dave West**, Mostek sales mgr., & **Gordon Hoffman**, microprocessor dept. mgr., resign to form rep firm, with Mostek first account.

CB Radio Advisory Committee has been established by FCC to help Commission deal with enforcement problems, interference, etc. It will meet about 4 times annually, have 15-25 members drawn from public, manufacturers, dealers, importers & users. Requests & suggestions for membership should be sent to John Johnston, FCC Amateur & Citizens Div., Washington 20554.

Zenith increased market share in color portable-table models, as well as in consoles last year, company said in correcting our misinterpretation of figures in annual report (Vol. 16:12 p13). Zenith said its portable-table sales decline in 1975 was less than that of industry.

Matsushita is spending about \$1 million this year on institutional PR & ad program to build image in U. S. Campaign could run 2 more years if first effort is successful, will stress company's international nature.

Financial Reports of TV-Electronics Companies

These are latest reports as obtained during past week. Dash indicates information not available at press time. Amounts expressed in dollars. Parentheses denote loss.

Company & Period	Revenues	Net Earnings	Per Share
Cablecom-General			
1976-qtr. to Feb. 29	5,815,115	645,093	.25
1975-qtr. to Feb. 28	5,028,081	370,662	.14
Comcast			
1975-year to Dec. 31	8,678,073	621,853	.36
1974-year to Dec. 31	7,683,350	480,241	.28
Harman International Industries			
1976-6 mo. to Feb. 29	67,339,000	4,501,000	2.05 ^a
1975-6 mo. to Feb. 28	53,199,000	3,074,000	1.50 ^a
1976-qtr. to Feb. 29	34,322,000	2,485,000	1.11 ^a
1975-qtr. to Feb. 28	21,942,000	1,467,000	.71 ^a
National Semiconductor			
1976-40 wk. to March 7	236,931,000	14,455,000	1.09
1975-40 wk. to March 9	178,297,000	12,453,000	1.01
1976-12 wk. to March 7	74,651,000	3,555,000	.27
1975-12 wk. to March 9	48,116,000	3,120,000	.25
A.C. Nielsen			
1976-6 mo. to Feb. 29	111,375,975	8,042,728	.76
1975-6 mo. to Feb. 28	94,542,719	5,676,543	.54
1976-qtr. to Feb. 29	56,428,752	4,128,113	.39
1975-qtr. to Feb. 28	49,291,063	3,265,743	.31

Note: ^aAdjusted.

Duty rate cut of 60% for all products now dutiable at 7% or more and reductions of up to 50% on lower-duty items, being proposed by U.S. at so-called Tokyo Round of international trade negotiations in Geneva, met mixed reaction from major trading nations which feel many rates would remain too high. They also object on ground there's no distinction between manufactured and agricultural products. Impact of plan would be minimal on U.S. consumer electronics industry. Import duties on complete products range from 5% for TV & calculators to 10.4% on transistor radios. Highest rate assessed on components is 15% for picture tubes.

Two videodisc patents recently issued: To Arthur D. Little Inc., for method of producing flawless, small-diameter fibers with "nearly theoretical" strength limits by laser system. RCA is currently using process to produce single-crystal sapphire stylus with tensile strength over 1.4 million lb. per sq. in. for its capacitance videodisc system... To MCA Disco-Vision, for movable-mirror scanning assembly which directs laser beam at precise spot on surface of videodisc—considered to be one of key patents in optical disc technology.

Sylvania returns to 2-year limited warranty on all-new & rescreened & regunned replacement color picture tubes April 1, policy which other tube makers have followed for some time. Company had included only one-year warranty, with optional 2nd & 3rd-year warranties for sale, will continue to sell 3rd-year coverage.

IHF members have voted to cancel plan for hi-fi show in N. Y. this fall. Poor attendance at 1974 event was blamed.