

Is bigger better?
NATPE finds out this week

Broadcasting Mar 6

The newswEEKly of broadcasting and allied arts

Our 47th Year 1978

WINONA STATE UNIVERSITY

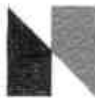
MAR 13 1978

NEWSPAPER

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KSTP-TV NEWS: #1 across the board at both 6 and 10 p.m.*

Once again Twin Citians showed their overwhelming preference for KSTP-TV's Eyewitness News resulting in a huge 46% share of metro TV households at 10 p.m. (whereas the other stations got 26%, 18% and 11%).* We won in every demographic category at 10 p.m.—all 43 in Arbitron** and all 44 in Nielsen.* At 6 p.m. we won 41, lost 1 and tied 1 (the latter two being Wkg. Wmn. 18+) in Arbitron** and won 43 and lost 1 (Women 50+) in Nielsen.* That's dominance!...dominance also reflected in KSTP-TV's attracting almost 2½ times as many viewers 18-49 as the second news station (our 217,000 to the #2 station's 89,000) at 10 p.m.* Stick with the dominant leader across the board. Stick with KSTP-TV.



EYEWITNESS NEWS
KSTP-TV

MINNEAPOLIS • ST. PAUL



Division of Hubbard Broadcasting, Inc. For more information call KSTP-TV's Jim Blake, General Sales Manager, or Mark Simonsen, National Sales Manager, at (612) 645-2724, or your nearest Petry rep. Source: *Nielsen, January 1978. **Arbitron, January 1978, program audiences, 10 p.m./7-day avg. and 6 p.m./6-day avg. TSA. Estimates subject to limitations in said reports.

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The Next Step

WORLDVISION ENTERPRISES proudly announces the release for the 1978/79 season of television's most exciting, proven, primetime access series
—THE NEXT STEP BEYOND.
Audience-tested by more than 130 stations!

THE NEXT STEP BEYOND delivered a fantastic 23.0 average audience rating.*

Sponsored by Procter & Gamble, THE NEXT STEP BEYOND will be produced by Factor-Newland Production Corporation, by the same talented team that created the original, long-running audience hit, ONE STEP BEYOND.

* Source: National Nielsen (Jan. 2-22, 1978) Subject to qualifications available on request.

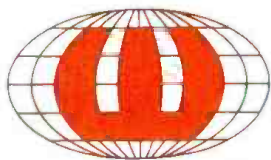
Step Beyond



*Director and Host
Executive Producer
Producer
Writer and Creator*

*John Newland
Collier Young
Alan Jay Factor
Merwin Gerard*

*Visit us at NATPE
You're cordially invited to meet John Newland
in our suite —Bonaventure Hotel, Suite 3121*



**WORLDVISION
ENTERPRISES INC.**

**The World's Leading Distributor
for Independent Television Producers**

New York. Los Angeles. Chicago. Atlanta. London. Paris. Tokyo.
Sydney. Toronto. Rio de Janeiro. Munich. Mexico City. Rome

Prime VI

***19 motion pictures of the
highest quality***

*Audience-tested hits,
delivering top ratings and
shares –such titles as...*

**A SENSITIVE, PASSIONATE MAN
...INTIMATE STRANGERS... THE
LOVE BOAT... THE TRIAL OF LEE
HARVEY OSWALD...
ALEXANDER, THE OTHER SIDE
OF DAWN**

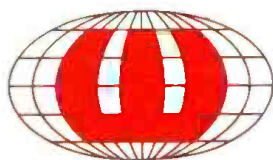
is here!

Featuring top stars...



Lorne Greene, Ben Gazzara, David Janssen, Angie Dickinson, Lee Grant, Jimmie Walker, LeVar Burton, Shelley Winters, Celeste Holm, Sally Struthers, Dennis Weaver, James Earl Jones, Blythe Danner

*Visit us at NATPE
Bonaventure Hotel - Suite 3121*



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New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

The Newly

***Sold in over 60 markets
–9 out of the nation's top 10, 20
of the top 25!***

*And setting new audience
records everywhere,
in all time periods.*

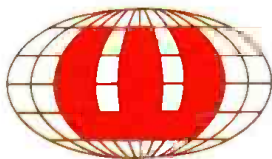
*The hottest game show in television
–and the funniest!*

***A CHUCK BARRIS PRODUCTION
Starring Bob Eubanks***

Wed Game



*Visit us at NATPE
Bonaventure Hotel - Suite 3121
Come up and meet Bob Eubanks*



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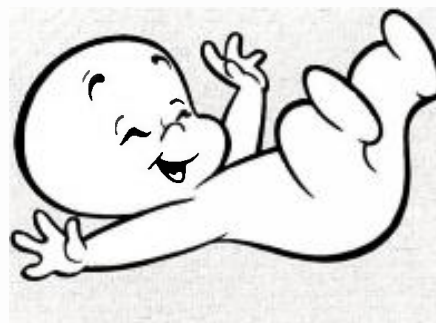
New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

Casper

The Friendly Ghost

And His Friends

244 Cartoons/Color
A runaway hit, year
after year...now
playing in 68 markets
Earning top ratings



CASPER delivers vast, pre-sold audiences—as superstar of Harvey Comics, with an annual circulation of 36,000,000

CASPER wins enormous community acceptance—as the official recruiter of America's Boy Scouts...the year around spokesman for UNICEF as well as Grand Marshal of the annual UNICEF parades ...the honorary astronaut who "flew" to the moon with the crew of Apollo 16...good-will ambassador of baseball's National League, the National Basketball Association, American Dental Association.

Caution: CASPER, The Friendly Ghost, will frighten your competition.

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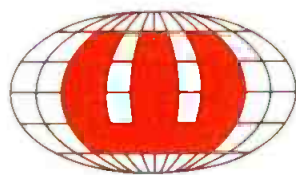
Let's Make a Deal

***The all-time hit
series starring
MONTY HALL***



*Perhaps the most
successful series developed since
the inception of Primetime Access in
1971...now available for stripping!*

*Visit us at NATPE Bonaventure Hotel - Suite 3121
Come and meet Monty Hall*



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for Independent Television Producers**

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome



ALFRED HITCHCOCK'S "FAMILY PLOT"

People are dying to see it.



MCA TV

Movies that command attention!

The Week in Brief

REWRITE BILL BY JUNE 1 □ Van Deerlin and Frey set a date to introduce legislation, with the chairman confident he'll get strong backing from members of his

Van Deerlin on support within his subcommittee for the rewrite:

“I would have to have better than two to one to get things rolling. I expect to have it.”

subcommittee. This week they'll face a heavy agenda of meetings on the matter. **PAGE 35.**

TV'S THE TARGET □ At ANA workshops last week, television comes in for strong criticism for its programing policies, its rates and its clutter. Salant praises advertisers for their support of journalism, asks that they keep up the good work. **PAGE 38.**

JOPLIN JEOPARDY □ Three stations in that area, already under a Justice Department gun for antitrust violations, are now set for hearing by the FCC. **PAGE 40.**

IN DOUBT □ An appeals court decision involving the FCC's access rules for cable systems casts the entire body of commission regulation of that medium into limbo. **PAGE 41.**

THAT TI TUNER □ A skeptical FCC takes a look at the Texas Instruments prototype. The interest seems mostly to be in its possible effects on UHF taboos and TV channel allocations. **PAGE 42.**

NATPE 78

THE CURTAIN RISES ON NATPE □ Los Angeles is playing host to almost 3,000 people interested in the business of television programing as the 15th annual National Association of Television Program Executives convention gets under way. The gathering is the group's most ambitious. **PAGE 46.** An agenda appears on **PAGE 48.** Firms with hospitality suites are listed on **PAGE 50.**



HALLELUJAH TELEVISION □ Pat Robertson has taken his *700 Club* religious program and the revenues from it to build a burgeoning communications enterprise that he unabashedly expects to be the next TV network. He's already into satellite networking for cable systems and is moving into distribution to stations—including the several his Christian Broadcasting Network owns—new programing and a national news program. **PAGE 56.**

BASEBALL 1978 □ The majors will get \$52,510,000 for radio-TV rights during the coming season. That's only \$400,000 more than payments in 1977, mostly because baseball and the networks are locked into multiyear packs. A minute of commercial time on NBC-TV's World Series coverage in October will cost \$180,000. **PAGE 73.**

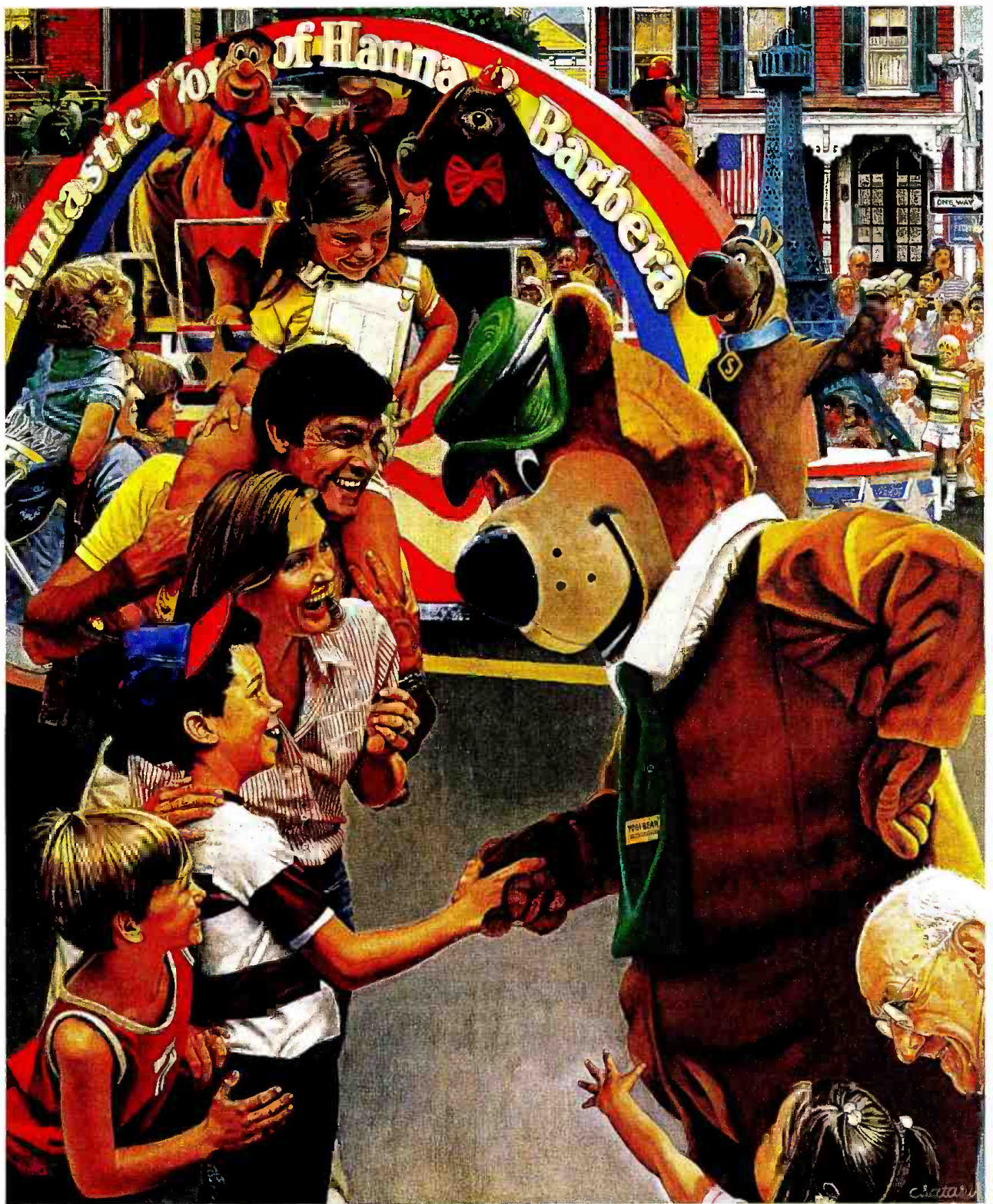
CBS BUILDS ITS BENCH □ Programing Vice President Donald Grant enumerates 50 pilots that are on order for the fall schedule. "Sophistication" is in; "action" is out. **PAGE 82.**

FTC DRAWS A BEAD □ The commission adopts a controversial staff report that could eventually eliminate commercials from children's television programs. **PAGE 86.** The text of that notice of inquiry. **PAGE 91.**

DIFFERENT TUNES □ The Hollings subcommittee gets contrasting, but not unexpected, views on its cable television bill. NCTA wants near-complete freedom; ABC's Erlick seeks restoration of regulatory powers to the FCC and a licensing system like that used for radio-TV stations. **PAGE 112.**

NATPE'S MAJOR □ The man handling the show at this week's convention in Los Angeles has run the gamut from announcer and floor director to program manager. His colleagues testify that whatever the assignment was or is, Jim Major does it well and with class. **PAGE 137.**

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One in a series of paintings by Joseph Casari depicting Taft Broadcasting Activities

Shake hands with a fantasy.

Everyone loves a parade. And with Yogi Bear and other Hanna-Barbera characters joining the crowd, it becomes more than just a parade. It's fun and laughter. A happy time that brings people closer together.

Family Entertainment. It's part of the business and philosophy of Taft Broadcasting. Through our Hanna-Barbera television and motion picture productions we reach a world-

wide audience in the hundreds of millions. It's a powerful means of support to basic family values, and we're proud of our involvement in it.

Our themed amusement parks host over 6½ million people a year. And our radio and television stations serve seven major markets.

TAFT
Broadcasting Company

Informing and entertaining the American family.

Closed Circuit[®]

Insider report: behind the scene, before the fact

Carter may be key

Just how much support does Federal Trade Commission Chairman Michael Pertschuk have for children's TV advertising ban? At last Tuesday's meeting only Commissioner David A. Clanton said he was "sympathetic to the rationale underlying a ban on ads to young children." Other commissioners—Paul Rand Dixon and Elizabeth Hanford Dole—were considerably more reserved with their praise of staff report. As Mrs. Dole said, it "is worth exploring the alternatives to a ban" before FTC steps "into any possible breach between the parent and the child by banning the ads which support the programs children watch."

If issue comes to vote, Mr. Pertschuk may be hard pressed to find majority. Possible swing vote could be appointee White House selects to take seat vacated by Calvin J. Collier last Dec. 31. White House staffer working on appointment said they are in "final selection process" and should present name to President "quite soon." It was also confirmed that Mr. Pertschuk has been consulted by administration in drawing up "profile of a candidate."

Woody and lost

American Association of Advertising Agencies, seeking successor to its late president, John Crichton, made overtures last week to Richard E. Wiley, former FCC chairman now in private law practice in Washington. But, after meeting with Edward Ney, president of Young & Rubicam and chairman of AAAA, Mr. Wiley turned job down, reportedly with explanation he felt obligated to carry on as Washington partner in Chicago-based law firm of Kirkland & Ellis, which he joined only six months ago. AAAA presidency was said to carry salary up to \$125,000.

Sins of father

With FCC Chairman Charles D. Ferris leading charge, commission last week began focusing on short-term renewals for all or some of CBS's owned and operated stations as possible punishment for CBS-TV network's erroneous promotion of "world heavyweight championship of tennis" as "winner take all." Tennis coverage also raised questions of violation of sponsor-identification rules, and FCC staff is said to have charged network with misrepresentations to FCC. Staff had recommended letter of admonition, but chairman said harsher penalties than that were applied to individual stations for minor rule violations. He brought up

shorter renewals for O&O's.

Staff is to look into legal questions and report back this week. Still to be considered is whether sanction, if adopted, should be against all O&O's, TV's only or perhaps one—KNXT(TV) Los Angeles, only O&O now up for renewal and facing petition to deny. Meanwhile still to be discussed at FCC is staff investigation of ABC Sports coverage of scandal-tainted U.S. Boxing Championship. Staff has recommended admonition.

Straight talk

Circulating among personnel at CBS Sports last week was 10-page instructional memo intended to "assure the accurate presentation of information regarding sports events" (see above). Memo was from division president, Robert Wussler, who ordered all employees to sign copy and return it to him.

Pulling rank

Despite concerted effort by National Association of Television Program Executives to retain identity of annual conference as programming-only event (see page 46), early arrivals at convention going on in Los Angeles this week suggested that higher ranking management may be taking over. In increased numbers, general managers of stations were registering while program directors were left at home.

On other hand, Westinghouse station group, which sent general managers to NATPE last year, sent program directors without general managers this year in support of campaign to keep NATPE programmers' meeting.

Russo ascendant

As several members clamored last week for stronger role in House Communications Subcommittee's rewrite (see page 35), Chairman Lionel Van Deerlin (D-Calif.) noted few have taken advantage of opportunities offered so far. But there's one standout exception—Representative Martin Russo (D-Ill.), who reportedly has spent more time going over rewrite homework with staff than anyone else.

Since joining subcommittee late in 1976, Mr. Russo has become increasingly active and vocal on communications, although subject is not easily exploitable with constituents who are largely blue collar west of Chicago. Probably more conservative than Mr. Van Deerlin, Mr. Russo has nonetheless shown himself to be chairman's valued ally. He took lead with Lou Frey (R-Fla.) and Mr. Van

Deerlin in winning toned-down violence report last year, and he spoke most forcefully in support of chairman's June 1 deadline for rewrite draft. He's one man to watch on rewrite, observers say. Adds delighted chairman: "He's the sleeper on the subcommittee."

Ground breaker

WQAL(FM) Cleveland may achieve dubious distinction of being first station set for renewal hearing for failing to propose enough nonentertainment programming. WQAL is one of six FM's before commission this week for not proposing at least 6% of such programming. Staff routinely brings to commission's attention FM renewal applicants proposing less than that. (Percentages for AM and TV are higher, but FM's are only stations that have had problems with specified minimums.) Normally, stations, after initial letter from commission, increase nonentertainment proposal in their application or offer justification of lower percentage.

And five other FM's on this week's agenda are said to have provided what FCC staff regards as satisfactory explanation—but not WQAL, which is proposing 3%. As result, staff is recommending hearing—a first.

Training at top

FCC Commissioner James H. Quello is evolving formula that he thinks will do more to establish minorities in broadcast ownership than force-feeding plans now in work. He's for placing minorities on corporate boards of licensees to obtain knowledge of management and finance. He's convinced short-cuts to ownership through government or other subsidy won't work for minorities inexperienced in running business. Corporate directorships, he thinks, would naturally lead to ownerships and management.

Identity crisis?

National Association of Broadcasters will burn its mortgage in August, when it pays its last quarterly \$37,500 installment. Next Feb. 2 will mark 10th anniversary of association's occupancy of \$2.7-million Washington headquarters, concave structure wrapped around fountain with sculpture that architectural critic once likened to oversized peanut brittle. NAB executive committee is considering ways to commemorate both occasions, may soon begin search for broadcasting memorabilia to decorate lobby—so people entering "will know they're in a broadcasting house," says board chairman, Donald Thurston.

Business Briefly

Radio-TV

Jacobson □ Power lawn mowers will get TV and radio buy in early and mid-April, running four-to-six weeks. Young & Rubicam, New York, will seek spots in 17 radio markets and 15 TV markets including Boston, Jacksonville, Fla., and Salt Lake City. Target: men, 25-54.

TV only

Reed Union □ Company focuses on its Nu-vinyl and Nu-finish car products in 12-to-15-week TV buy starting in early April. A. Eicoff & Co., Chicago, will handle spots in about 75 markets during all day parts. Target: men, 18 and over.

El Chico Restaurants □ Division of

Rep appointments

- KAIT-TV Jonesboro, Ark., KFPW-TV Fort Smith, Ark., KTVP-TV Fayetteville, Ark., and WHMA-TV Anniston, Ala.: Avery-Knodel Television, New York.
- WMJX(FM) Miami: P/W Radio Representatives, New York.

Campbell-Taggart schedules three-month TV buy beginning this month. Glenn, Bozell & Jacobs, Dallas, will handle spots in 23 markets during prime, late fringe and early fringe time.

Flambeau Products Corp. □ Duncan Yoyoes get nine-week TV flight starting in early April. Marvin Advertising, Chicago, will place spots in about 35 markets during day and early fringe time. Target: children, 2-17.

Sally Hansen □ Cosmetic company features its nail preparation—Hard As Nails—in two four-week TV flights beginning this week and in May. Daniel & Charles, New York, will buy spots in about 50 markets during fringe time. Target: women, 18 and over.

Wham-O □ Toy manufacturer features various products in eight-week TV drive starting in early April. Mission Argyle Productions, Los Angeles, will buy spots in 40 markets during fringe, day and prime time. Target: adults, 18-34, and children, 6-11.

Zeus Manufacturing □ Dyna Bee exerciser gets six-week TV promotion starting in early May. Admarketing, Los Angeles, will arrange spots during fringe and day time on West Coast and Hawaii. Target: women and men, 18-49.

Dazey □ Appliances will be spotlighted in six-week TV campaign beginning this month. Promotional Services, New York, will schedule spots in about 30 markets during day time. Target: total women.

Minolta Corp. □ XG-7 camera gets six-week TV promotion starting in mid-April. Bozell & Jacobs, Minneapolis, will plan spots in 33 markets during late news time. Target: men, 18-34.

Caloric Corp. □ Division of Raytheon Co. places five-week TV flight beginning in mid-April for its Caloric ranges. Topton Advertising Agency, Topton, Pa., will buy spots in about 10 markets during fringe time. Target: total women.

U.S. Marine Corps. □ Recruitment division places five-week TV flight beginning late this month. J. Walter Thompson, Washington, will buy spots in 76 markets during fringe time. Target: men, 15-24.

Eaton Corp. □ Lock and hardware division features its Eaton locks in four-week TV promotion starting in early April. Creamer Lois/FSR, New York, will place spots in eight test markets during fringe and prime time. Target: adults, 18-49.

Seven-Up □ Sugar-free Seven-Up starts four-week TV buy this week. Trends & Associates, Columbus, Ohio, will handle spots in about eight markets during day and fringe time. Target: women, 18-49, and working women.

Maine Potato Commission □ Potatoes get three-week TV campaign beginning

The PTL Club Has Spent

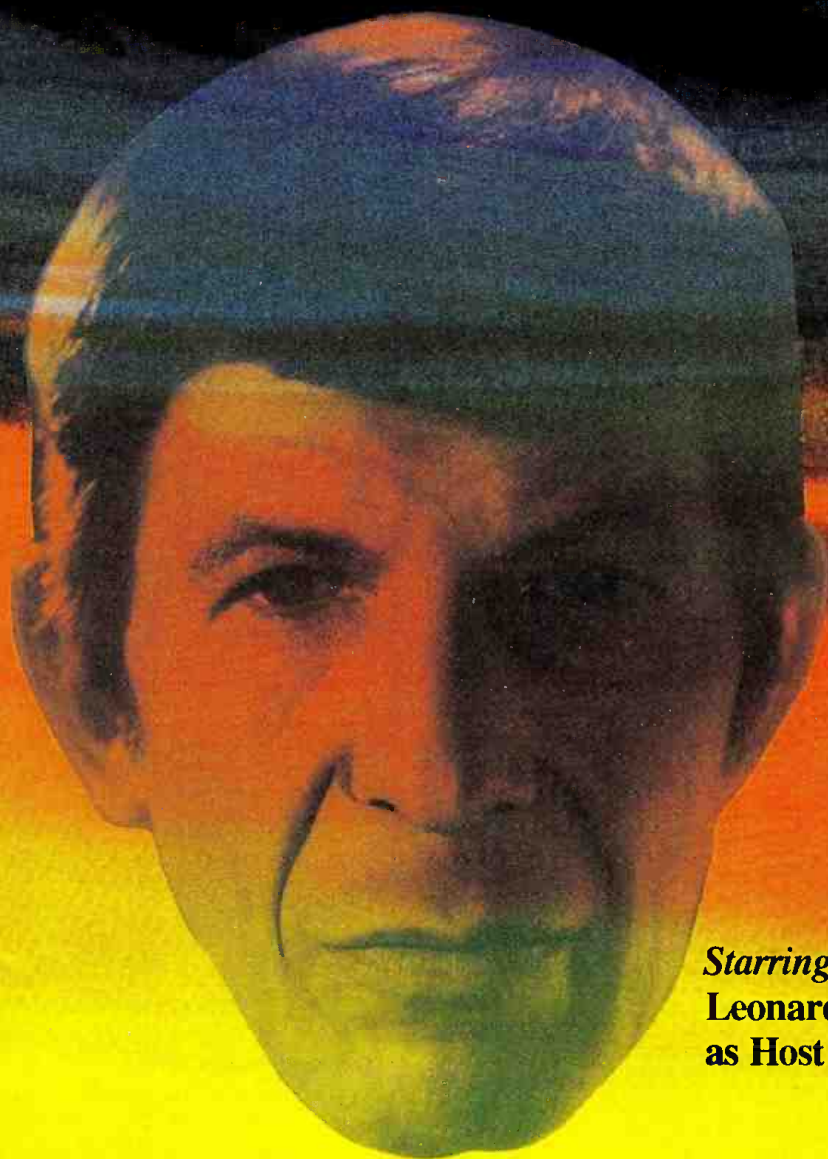
in air time since March 6, 1977

Some of it could have been yours.

Meet us at the NATPE conference (Suite 2305, Bonaventure) or call Roy Tripp (704)523-4760 PTL, Charlotte, NC 28279

Third Big Year
“In Search of...”

Brings New Light
To Mysterious Subjects



Starring
Leonard Nimoy
as Host Narrator

**Explore The Bristol-Myers “In Search of...”
Hospitality Suite at N.A.T.P.E. at the Bonaventure**

CHICO
AND
THE
MAN

AVAILABLE SEPTEMBER 1978

... Already sold in these markets

WNEW-TV New York

KTTV Los Angeles

WTTG Washington

KDOG-TV Houston

WTCN-TV Minneapolis-St. Paul

WXIX-TV Cincinnati

KMBC-TV Kansas City

FOR DETAILS, YOU'RE INVITED TO VISIT US AT THE NATPE
WE'RE AT THE BONAVENTURE HOTEL • SUITE 3117-18-20

WARNER BROS. TELEVISION DISTRIBUTION



A WARNER COMMUNICATIONS COMPANY

this month, costing approximately \$120,000. Dunn, Theobald & Johnson, Brewer, Me., will select spots in Baltimore, New York, Philadelphia, Pittsburgh and Washington during fringe time. Target: women, 18-49.

Gillette □ Foamy shaving cream will be highlighted in two-week TV drive starting this week. Grey-North, Chicago, will seek spots in about 50 markets during day and fringe time. Target: men, 18-49.

Del Monte □ Garden show plant products get two-week TV promotion beginning in early April. Ogilvy & Mather, Los Angeles, will buy spots in three markets during day time. Target: women, 18-49.

Frito-Lay □ Division of Pepsico starts two-week TV promotion late this month, for its Cheetos snack. Young & Rubicam, New York, will pick spots in 29 markets during daytime. Target: women, 25-49.

Atlantic Records □ Record company slates one-week TV promotion beginning late this month. Corinthian Communications, New York, will select spots in approximately 13 markets during day, fringe and prime time. Target: children, 6-11, and teen-agers.

Kellogg Co. □ Company sponsors animated special on CBS-TV, *Here Comes Peter Cottontail*, March 24, (8-9 p.m. NYT) through agency Leo Burnett U.S.A. Danny Kaye will narrate special along with Vincent Price.

Kraft □ Company sponsors *Caribou: The Incredible Journey*, Survival Anglia Ltd. production, on NBC-TV, April 12 (8-9 p.m. NYT) through agency J. Walter Thompson. Michael Landon will narrate

story of 2,000-mile annual trek of caribou from Yukon Territory to Arctic Circle.

Radio only

Grit □ "News weekly of small-town America" launches three-week radio campaign beginning in early March, with Burl Ives as commercial spokesman. Gray & Rogers, Philadelphia, will seek spots in 510 rural markets. Target: total adults.

Schieffelin □ Wine group features its Moet champagne in 13-week radio promotion beginning in mid-May. Della Femina Travisano & Partners, New York, will pick spots in seven markets including Chicago, Houston and Miami. Target: adults, 35-49.

Rust-Oleum Corp. □ Rust-Oleum paint starts 10-week radio push in mid-April. D'Arcy-MacManus & Masius, Chicago, will select spots in 60 markets including Atlanta, Houston, Los Angeles and Miami. Target: men, 25-54.

Colgate-Palmolive □ Colgate toothpaste slates 10-week radio buy beginning in mid-April. Ted Bates, New York, will pick spots in about 20 markets including Dallas, Oklahoma City, Pittsburgh and St. Louis. Target: women, 18-49.

General Cigar & Tobacco □ Division of Culbre Bros. features its Scandinavian tobacco in nine-week radio flight starting this month. Young & Rubicam, New York, will buy spots in 16 markets including Baltimore, Milwaukee and Washington. Target: men, 18-49.

Blue Bell Inc. □ Wrangler jeans will receive eight-week radio push starting late this month. Altman, Steller, Weiss, New York, will arrange spots in 20 markets including Boston, Philadelphia and Washington. Target: adults, 12-35.

ORT's Inc. □ Bakery products franchise features its bread in five-week radio campaign beginning late this month, costing approximately \$30,000. Kenrick Advertising, St. Louis, will plan spots in three-to-four markets including Milwaukee and Nashville. Target: women, 18 and over.

Allen Products Co. □ Division of Liggett & Myers highlights its Alpo beef-flavored dog food in five-week radio promotion starting in early April. Weightman Advertising, Philadelphia, will place spots in 17 markets including Albuquerque, Dallas, New Orleans and San Antonio. Target: women, 25-49.

General Foods □ Yuban coffee gets four-week radio campaign beginning in mid-April. Grey Advertising, New York, will schedule spots in West Coast markets including Los Angeles and San Francisco. Target: women, 35-64.

Western New York Apple Growers □ Association plans two-to-four-week radio promotion beginning in early April. Rumrill-Hoyt, New York, will schedule spots in about five upstate New York markets and about eight Florida markets. Target: women, 18-49.

Anderson-Little Co. □ Manufacturer/retailer of men's, boy's and women's clothing plans three-week radio push beginning late this month. Harold Cabot & Co., Boston, will arrange spots in about 40 markets including Charlotte, N.C., and Philadelphia. Target: adults, 25-49.

Lord Byron Pizza □ Pizza chain plans 26-week radio flight beginning this week. Meltzer, Aron & Lemen, San Francisco, will schedule spots in seven California markets including Salinas and Stockton. Target: adults, 18-34.

National Can Co. □ Glorietta Foods places two-to-three-week radio campaign starting in mid-April. Dailey & Associates, San Francisco, will buy spots in about eight markets including Los Angeles, San Francisco and Boston. Target: women, 18 and over.

State of Tennessee □ Tourism department schedules one-week radio push starting this week. Bill Hudson & Associates, Nashville, will handle spots in six markets including Cleveland. Target: adults, 18 and over.

Allegretti □ Weeding machines get one-week radio push beginning this month. Werner Advertising, Dearborn, Mich., will place spots in 12-to-15 markets including Atlanta, Memphis and St. Louis. Target: men, 25-49.

BAR reports television-network sales of Feb. 12

ABC \$162,123,100 (36.2%) □ CBS \$150,272,700 (33.6%) □ NBC \$135,178,900 (30.2%)

Day parts	Total minutes week ended Feb. 12	Total dollars week ended Feb. 12	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	132	\$ 946,000	812	\$ 5,375,500	\$ 4,804,500	+11.9
Monday-Friday 10 a.m.-6 p.m.	1,024	16,536,200	6,117	100,837,200	85,572,600	+17.8
Saturday-Sunday Sign-on-6 p.m.	338	9,420,400	2,019	55,657,800	58,899,200	-5.5
Monday-Saturday 6 p.m.-7:30 p.m.	103	4,438,700	607	25,452,400	23,697,000	+7.4
Sunday 6 p.m.-7:30 p.m.	16	864,100	148	11,195,800	8,442,300	+32.6
Monday-Sunday 7:30 p.m.-11 p.m.	417	37,414,000	2,519	224,102,300	203,608,200	+10.1
Monday-Sunday 11 p.m.-Sign-off	193	3,588,700	1,262	24,953,700	25,419,900	-1.8
Total	2,223	\$73,208,100	13,484	\$447,574,700	\$410,443,700	+9.0

Source: Broadcast Advertisers Reports

Bring home something for the kids

Don't leave NATPE without
Tom & Jerry in your schedule.
The kids in your audience will
never forgive you and you'll
never forgive yourself.

P.S. We have something for
everyone else, too.



SUITE 3080
BONAVENTURE HOTEL
MGM TELEVISION

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EVERYDAYTM is Different.

And Here Are Some of the Differences That Make It The Most Exciting New Television Idea to Come Along in Years!

1



Hosts Stephanie Edwards and John Bennett Perry. A fresh combination of professionalism and versatility. A pair of real people who can relate to each other and audiences. Stephanie Edwards: bright, probing, interested and interesting interviewer-conversationalist who has been host of her own show, cohost of ABC's AM America, guest star on series. John Bennett Perry: rugged, knowledgeable, diverse entertainer who has acted in top TV dramatic series and Hollywood films and sung in Broadway musicals after starting with the Serendipity Singers.

2



The Family The family or ensemble of regulars has been the key to the success of TV's most popular sitcoms, soaps, dramas and many other program forms. Now Everyday brings the family concept to reality programming. Presenting six young multi-faceted performers with a broad range of interests and experiences to share: Anne Bloom, Tom Chapin, Robert Corff, Judy Gibson, Murray Langston and Emily Levine. Our family will become a part of your family.

3

Contributors Everyday will feature 50 contributors in various fields viewers will identify with: health, saving money, what's hot, coping, new trends and gadgets, nutrition, making it, being happy. Once a week or once a month, each will add a special expertise to the Everyday mix.

4



Guest Stars Special guests and surprise guests will be dropping in regularly on Everyday. The stars and celebrities everyone wants to see will be saying and doing the unusual, the unexpected. And they'll be very much a part of the proceedings. Just as the pilot guests are — LeVar Burton, George Carlin, Chevy Chase, Marvin Hamlisch, Don Rickles, Doc Severinsen and Suzanne Somers.

5

Friends of the Family Entertainers. Talkers. Interesting people. There'll be a group of friends of the family who will be frequent guests on Everyday. Audiences will be looking forward to their visits.

6

A Family That Gets Around The Everyday family will take you where things are happening. That might mean a trip to the Rose Bowl for the world's largest flea market or to the Boogie Bowl for skateboard thrills, to the scene of UFO sightings or to a pro team training camp.

It's Entertaining. It's Informative.
It's The Next Generation of Reality Television.

7

Around America EveryDay will put the spotlight on regional and local happenings of national interest on the Around America segments to be produced in cooperation with stations carrying the series.

8

Real Talk EveryDay deals in reality, things that touch people's lives, that are interesting and important. On the pilot are discussions of whether murderers should ever be released from prison and why more women are turning to alcohol than ever before.

9

Distinctive Set EveryDay's set reflects the flexibility and openness of the show. Rather than a single home base, there are eight areas from which the family can operate. The EveryDay set has the capability of changing quickly as the show moves from topic to topic, intimate conversation to big scale production, comedy sketch to serious discussion, rap session to demonstration.

10

Audience Participation The studio audience will be highly involved in EveryDay, and the arena seating will encourage participation in asking questions, giving opinions, responding to program content.

11

Viewer Involvement Viewers will have their questions and suggestions acted on, and they will benefit from the advice and tips that are given. What's more, they will get to know a lot about the EveryDay hosts and family — their interests, problems, triumphs. And they'll want to know more. The special fascination in the EveryDay people, along with the daily attractions, will keep viewers coming back to see what's going to happen next.



12

Bright Comedy EveryDay abounds in laughs. They're provided by well-written comedy sketches and inventive improvisations.

13

Unique Musical Sound The EveryDay orchestra, conducted by brilliant young Tony Berg, offers a distinctive contemporary sound not being heard on any other TV series.

Innovative Programming, Reasonably Priced, for Fall 1978 Premieres.

EVERYDAY

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BEING DIFFERENT IS GOOD TELEVISION. BEING DIFFERENT IS GOOD BUSINESS.

Monday Memo[®]

A broadcast commentary from Bruce Cox, senior VP, broadcast programing, Compton Advertising, New York

Video tape versus film: but will it save the advertiser any money?

Over the past two years, the cost of network programing buys has risen between 30% and 40%. Within the industry, a search for alternatives to network is mounting. Agencies and advertisers have decried these startling rises; most have demanded accountability from network sales executives. But the reply has been unsatisfactory: "It's the economics of the marketplace." In short, it's what the market will bear.

Compton set out to probe the real reasons with the optimistic belief that producers and network programers would share their production budgets with us on a confidential basis.

Unfortunately, talks with producers always stopped short of actual budgets. Network executives admitted to financial studies of the sort for which we looked, but they became vague when it came down to producing them. Production houses could give us much below-the-line information, but none related to specific shows.

On a parallel track with an examination of production costs is a comparison of the economics of tape versus film. We wanted to find out how much effect the use of video-tape techniques could have on production budgets and, by extension, help to hold rising costs down.

The use of video-tape facilities is at an all-time high. Use of NBC's Burbank, Calif., facilities, for instance, is up 10% over 1976. Reliable industry sources expect that the use of tape will eventually surpass film. For years the state of the art retarded tape growth. However, with miniaturization, solid-state growth, the emergence of broadcast-quality one-inch tape and the increasing portability of equipment, tape has now come into its own.

Producers now see equipment costs decreasing as equipment becomes increasingly sophisticated. Historically, the most serious drawback in Los Angeles, the largest producing center, has been lack of qualified, motivated personnel. The members of film craft unions have been slow to adapt to the technical revolution. Now, at last, we are seeing signs of catch-up on the West Coast, and we anticipate less reluctance to produce on tape there. Additionally, the appearance of one-inch tape equipment appears to be a real spur to tape production advancement.

But choices have to be made and, regretably, much of that choice depends on the team's previous experience in the



Bruce Cox joined the Compton radio-TV production department in 1965 as a general program executive. He worked on a variety of brand assignments in broadcasting, among them Quaker Oats, American Dairy Association, New York Life, Procter & Gamble, Jeep, Liggett & Myers and Johnson & Johnson. He was elected a vice president in 1968 and four years later was named to his present post. Prior to joining Compton, he logged a total of 12 years in various capacities—producer, program manager, public affairs director, assistant general manager and station manager—at TV stations in the South and Midwest.

medium. Three techniques have evolved and are being used in West Coast production today:

■ **Live on tape:** This is closest to what we are used to seeing in the daytime half hours. The director treats the show as a live production. He spends more time in pre-production planning and rehearsal and shoots the show from top to bottom as a half-hour live production. There are occasional pickups, and sweeteners (music, laugh tracks, applause) can be added after the fact. There is also the enormous creative advantage of being able to see the completed show immediately after it is shot. Additional dialogue or polishing can be done on the spot, all within the allowable American Federation of Television and Radio Artists day, at little or no extra cost.

■ **Modified film technique:** Some producers have taken to using the live-on-tape shooting technique coupled with a lesson from the film industry. These producers add a cover camera to the regular cameras with which a director cuts his show together on the spot. The cover camera shoots independently of the

others, almost always with a wide angle and is recorded on an isolated and time-coded reel. Post-production becomes more important in this technique, for the director seldom takes time for additional pickups because he always knows he can edit in the isolated shot to cover any directing errors.

■ **Film technique:** A few production teams use independent film-camera setups to do their show, either shot by shot or with a collection of three or four cameras, each recorded on an isolated tape reel. In this latter technique, the time spent in tape editing is roughly equivalent to what might be spent in editing film, and little savings can be realized. As far as the viewer is concerned, the perceived difference among these techniques is minimal.

Stan Kalis (*Mission Impossible*, *Police Story*) is the only producer of a film series who publicly announced that he wanted to try taping an episode as a direct cost-and-creative comparison. He actually set out to do this with a *Police Story* episode. Unfortunately, he left the show before he could personally conclude the experimental effort.

Others have looked into tape use, too. Bob Norvett, vice president of production facilities at CBS-TV, West Coast, sees a decline in the use of film for comedy shows, and a concurrent rise in the use of tape. Mr. Norvett feels that series that have been shot on film will continue in that medium but that the majority of new half-hour sitcoms will be shot on tape. He estimates that a savings of \$15,000 per episode below the line can result from tape use. Over-all budget savings per episode, therefore, could be as much as 10%. He cites many of the reasons alluded to previously: Cost of stock is negligible on tape while substantial in film when processing is included; tape editing is faster, therefore cheaper, and crews on tape shows are generally smaller, and manpower is more interchangeable than film crews.

Mr. Norvett blames the rising costs of production on salaries, rather than techniques, and cited the substantial increases gained recently by various craft and performers unions.

Increased use of tape will help to hold the line on production budgets, but there is some doubt as to whether such savings will be passed on to the advertiser. Influences other than tape versus film will continue to escalate costs: salaries, union negotiations, competitive circumstances, network program executive decisions, increased use of specials, miniseries and third and fourth seasons of original programing within one year.

The search must go on.

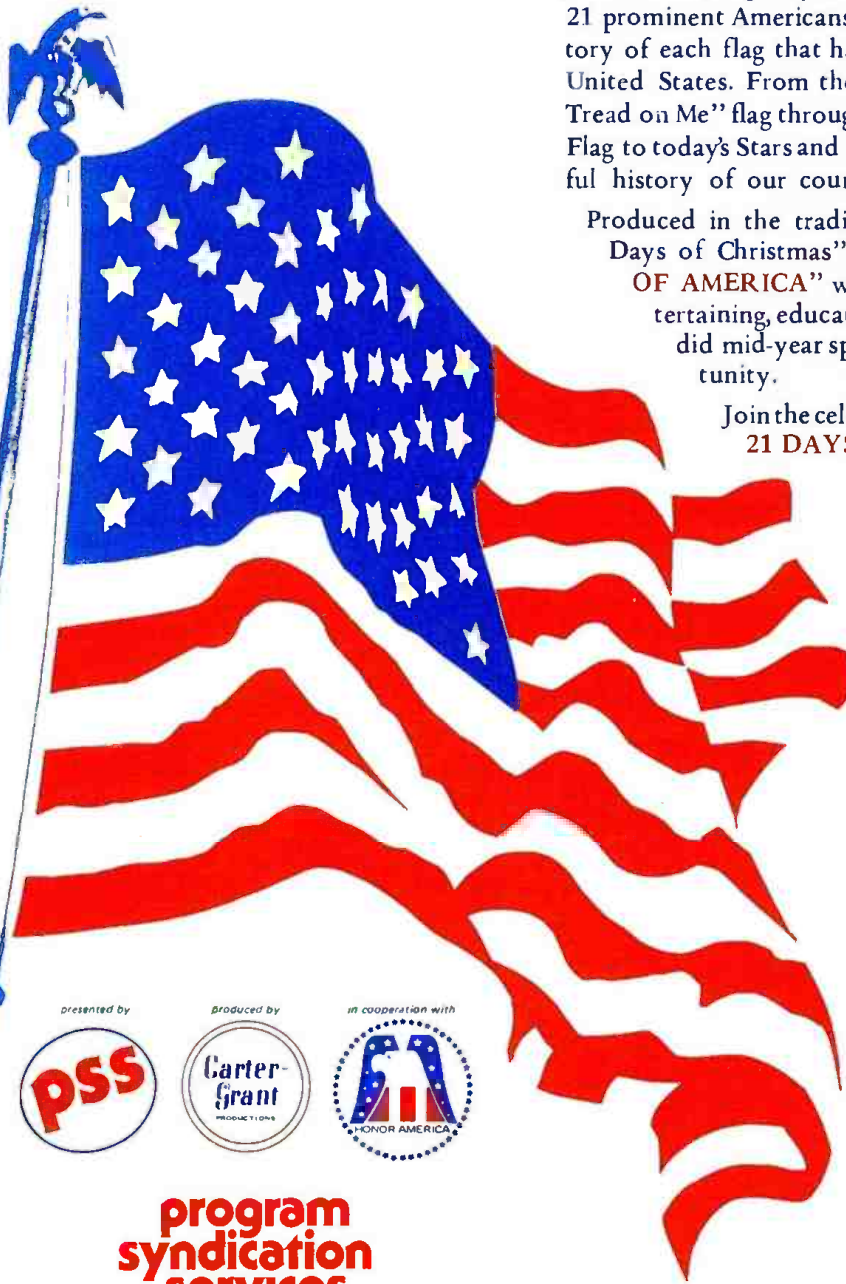
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Where Things Stand

An every-first-Monday status report on the unfinished business of electronic communications

Advertising legislation. Pending in congressional conference committee is energy legislation, House version of which has provision prohibiting electric and natural gas utilities from passing on to consumers costs of institutional, promotional and political ads. There is no such provision in Senate version. So far, tentative agreement has been reached on electric utilities issue, to effect that federal government will leave utilities advertising regulation in states' hands. But natural gas utilities issue is tied up with larger controversy over regulation of natural gas prices, which threatens to block legislation altogether. Broadcasters have opposed advertising provision for fear it would discourage utilities from advertising on radio and TV.

Agency for Consumer Protection. Legislation to create new consumer protection agency, to represent consumer interests before other government agencies such as FCC failed most critical test of its troubled life in February, when it was defeated in House of Representatives by vote of 227-to-189. Broadcasters opposed bill, had sought escape hatch if it passed preventing proposed agency from interfering in FCC license renewal proceedings. Senate's version has such provision, but Senate's incentive to act is severely reduced by House's vote.

All-channel radio. Representative John Breckinridge's (D-Ky.) House Small Business subcommittee last year held antitrust inquiry into allegations that auto manufacturers are overpricing FM radio sets (BROADCASTING, Sept. 26, 1977). Those charges were not substantially supported in Booz-Allen research sponsored by National Association of Broadcasters and Corporation for Public Broadcasting (BROADCASTING, Dec. 19, 1977). Stymied by inability to get auto makers to testify about their pricing practices, subcommittee plans no more hearings, will instead draft report of its findings and probably let it go at that, subcommittee workers say. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has said he will pick up ball, however, treating issue in his subcommittee's rewrite of Communications Act. There is currently bill pending in House by Joseph Addabbo (D-N.Y.) to require all radio sets to be equipped with both AM and FM bands.

AM stereo. National AM Stereophonic Radio Committee (NAMSRC), in comments filed earlier this year with FCC regarding proposed systems for AM stereo broadcasting, concluded that systems it tested—Magnavox, Motorola and Belar Corp.—all worked and differences among them were "consequence of proponents' system-design philosophy," NAMSRC—made up of representatives of National Association of Broadcasters, National Association of Radio Broadcasters, Electronic Industries Association, Institute of Electrical and Electronics Engineers—and other broad-

cast groups, public, equipment manufacturers and auto makers was overwhelmingly in favor of idea in general (BROADCASTING, Jan. 9).

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programing area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, are fighting on; Justice has asked court to consolidate cases and proposed agenda that calls for trial beginning next Oct. 16 (BROADCASTING, Nov. 28, 1977). Latest round of findings in case surfaced last week (see page 102).

AT&T rates. FCC late last year rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Existing tariff has been designated for hearing, after which commission could proscribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legally risky (BROADCASTING, Dec. 5, 1977).

Automatic transmission systems. FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects to permit ATS at AM directional and TV stations next spring.

Bell bill. So-called "Bell bill," named after its chief supporter, AT&T, to limit competition in business communications field, is currently being considered in context of House Communications Subcommittee's rewrite of Communications Act. Association of Independent Television Stations and National Cable Television Association have opposed it (BROADCASTING, April 18, 1977), arguing it would bestow unconscionable monopoly on telephone companies, and, more specifically, because it could drive specialized common carriers they now use out of business. On related subject, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has suggested FCC cable/common carrier crossownership rules barring telephone companies from providing broadband video services should be done away with in rural areas, if not altogether (BROADCASTING, Feb. 20).

Broadcasting in Congress. Following House vote last year to open chamber to live daily broadcast coverage, House Rules Committee has recommended that rather than allow pool of commercial and public broadcasting networks to run system, House should set it up and work broadcast controls itself. Recommen-

dation accords with wishes of Speaker Thomas P. O'Neill Jr. (D-Mass.), who has final authority in matter, but he says he will put it to vote of full House at some point. Under Rules Committee recommendation, broadcast feed of proceedings would be available to all TV and radio stations after experimental period, length of which is unspecified. Speaker O'Neill says it won't be before end of this year. In Senate, meantime, there has been no action on similar proposals for live broadcast coverage, but that body took unprecedented step of letting radio in to cover its debate on Panama Canal treaties, now in progress. National Public Radio has carried large portions of that event live (BROADCASTING, Feb. 13).

Cable economic inquiry. FCC has opened investigation into economic relationship between cable television and over-air television. Its purpose, commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments deadline has been postponed from Jan. 2 to March 15. On Capitol Hill, meanwhile, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced his panel will begin work this year "on major legislation designed to give cable legislative mandate"; National Cable Television Association and ABC have offered possible versions (see page 112).

Children's advertising. Federal Trade Commission staff has proposed that commission ban advertising on television to children under age 8; prohibit ads for highly sugared products, and require counteradvertising for sugared product spots that are permitted (BROADCASTING, Feb. 27). Commission voted last week to institute rulemaking inquiry on those proposals (see page xx), and reaction from industry was immediate (see "Top of the Week"). Action for Children's Television, which got whole ball rolling with petition to FTC, has also gone to FCC with even more stringent petition on kid ads (BROADCASTING, Feb. 27).

Carter use of broadcasting. President has held 23 televised press conferences since assuming office, close to promise he made to hold them twice monthly. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy last winter and one last month on Panama Canal to year-end interview with representatives of four national TV networks.

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) President

Carter wrote commercial networks last February, urging them to make use of system. However, only ABC offered positive response. CBS and NBC were at best tentative in their answer. Technical and cost problems are cited as obstacles to use of closed captioning system. However, administration is not giving up. Officials of Department of Health, Education and Welfare have met separately with each of networks, producers and advertisers in ongoing discussion of problems.

Commercial practices at noncommercial stations. FCC has started inquiry that will examine whether public stations are stepping too far into realm of commerce. Last round of comments in this proceeding was filed last summer (BROADCASTING, July 25, 1977).

Communications Act rewrite. Following year highlighted by staff-drafted options papers and marathon hearings, Communications Subcommittee is currently taking pulse of subcommittee members to determine direction and timetable for its rewrite of Communications Act of 1934. At its first official meeting of year last week (see "Top of the Week"), panel set June 1 deadline for rewrite draft, to be introduced by subcommittee Chairman Lionel Van Deerlin (D-Calif.) and ranking Republican Lou Frey (Fla.). More hearings will then follow. Broadcasters, represented by National Association of Broadcasters and subcommittee's hand-picked rewrite advisory committee have maintained steadfast opposition to project, but have agreed to lower their guns until after they see first draft. How long it will take to get bill through subcommittee, full Commerce Committee and House—if it can be moved at all—is anybody's guess. So is what it will say. Subcommittee Chairman Lionel Van Deerlin (D-Calif.) knows what he wants to accomplish, however (BROADCASTING, Dec. 5, 1977): (1) to promote more diversity of broadcast service; (2) to provide incentives for more efficient use of spectrum, including, possibly, fee for spectrum use; (3) to remove barriers to news communications technologies, and (4) to assure access of diverse viewpoints to media.

Crossownership (newspaper-broadcast). Supreme Court heard oral arguments Jan. 16 on question of whether FCC should permit common ownership of broadcast stations and newspapers in same market (BROADCASTING, Jan. 23). It is possible, however, that crossownership case will finally be resolved not by Supreme Court but by Congress. Legislation (H.R. 5577) has been introduced by Representative Samuel Devine (R-Ohio) to prohibit FCC from considering newspaper crossownership in broadcast license proceedings and bar divestiture of crossowned media. And, to some extent, events are overtaking courts and Congress. Actions threatening existence of crossowned media have been followed by quickening trend to dissolve crossowned media holdings. Last year, eight transfers or assignments of licenses involving crossowned stations were announced (BROADCASTING, Dec. 12, 1977).

Crossownership (television broadcast-cable television). FCC has amended its rules to require divestiture for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable

community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review, arguing rule should be broader. Two system owners involved are appealing on appropriate grounds (BROADCASTING, April 26, 1976). Court is holding Citizens' petition for summary judgment pending Supreme Court's disposition of petition for review in broadcast-newspaper crossownership case (BROADCASTING, April 25, 1977). Pending before appeals court are petitions by three crossowners for stay of deadline for divestiture.

EEO. One rulemaking proposal left over from administration of former FCC Chairman Richard E. Wiley which commission under Charles D. Ferris will resolve involves equal employment opportunity rules for cable television systems. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appeared to cast doubt on commission's authority to impose EEO rules on cable systems. Or so FCC general counsel's office under Chairman Wiley had felt. Whether new general counsel will feel the same, after reviewing comments that have been filed in proceeding, remains to be seen. In broadcast EEO area, comments are due March 24 on proposal to amend form 395, commission's annual employment reporting form, to reflect more accurately job positions in industry.

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (BROADCASTING, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

FCC fees. Commission has embarked on effort to determine how much of \$163 million in fees it received between 1970 and 1976 and to make necessary refunds. It is also undertaking task of developing another fee schedule to replace schedules overturned by courts. Under plan presented to commission by staff last month (BROADCASTING, Jan. 16), agency would begin making refunds in July. Broadcasters' share of fees paid to FCC is estimated at \$47.5 million. Still pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, seeking order for refund of fees.

FM quadraphonic. National Quadraphonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975 and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadraphonic techniques. Comments were filed late last year (BROADCASTING, Dec. 19, 1977).

Format changes. FCC has concluded inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. This was contrary to several recent appeals court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (BROADCASTING, Sept. 13, 1976).

Indecency. Supreme Court has agreed to review appeals court decision that overturned FCC declaratory ruling that broadcast of George Carlin "seven dirty words" comedy routine by WBAI(FM) New York was indecent (BROADCASTING, Jan. 16). At same time, commission, which brought appeal in WBAI case, has asked U.S. Court of Appeals in Washington to remand case involving agency's "clarification" of rules regarding cable and obscenity (BROADCASTING, July 25, 1977).

License renewal legislation. Bills to lengthen broadcast license terms and make licensees more secure against challenges have been relegated to back burner in Congress, which came close to passing measure in 1974. Senate Communications Subcommittee continues to exhibit little interest in subject, but House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has proposed lengthening radio licenses to as much as 10 years in his subcommittee's rewrite of Communications Act (BROADCASTING, Oct. 17, 1977). But House subcommittee will not take time away from rewrite to give separate consideration to bills such as that of subcommittee ranking Republican Lou Frey (Fla.), which would lengthen radio and TV license terms to five years, exempt radio licensees from community ascertainment requirements, and cut down on license renewal-related paperwork (BROADCASTING, Feb. 28, 1977). Among renewal bills pending in Senate is measure by Commerce Committee ranking Republican James Pearson (Kan.) to lengthen license term to five years and require FCC to renew license if station's programming is responsive to the community and if operation of the licensee's station in previous term has been without "serious deficiencies."

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in broadcast and cable ownership (BROADCASTING, Feb. 6). FCC already has begun inquiry into possibility of rule that would require 45 days' advance public notification of planned station sale. Proposal is held out as means of fostering increased minority participation in broadcast ownership. Comments in proceeding were filed in fall (BROADCASTING, Nov. 7, 1977). National Association of Broadcasters, meanwhile, advanced its own proposal by filing petition with commission for declaratory ruling that would provide for tax certificates to licensees that sell stations to minorities or minority controlled enterprises, (BROADCASTING, Sept. 5, 1977). And Small Business Administration, prodded by former FCC Chairman Richard E. Wiley, is seeking to change its policy to allow for loans

for purchase of broadcast stations and cable systems, also seen as means of boosting minority ownership. Comments were filed late last year with SBA (BROADCASTING, Dec. 19, 1977). In that regard, Representative (and broadcaster) Cecil Heftel (D-Hawaii) has introduced legislation to allow SBA to exceed its \$500,000 limit in loans to minority interests for purchase of broadcast or cable properties. Bill also incorporates NAB's tax-certificate proposal (BROADCASTING, Dec. 5, 1977). And, NAB and National Radio Broadcasters Association have also taken initiatives in this area, NRBA establishing program for members to help minorities learn station operation, NAB setting up task force to find funds to back new minority broadcast enterprises.

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been affirmed by U.S. Court of Appeals in Washington (BROADCASTING, April 14, 1977). Appeals have been filed by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order. Commission has also begun inquiry to determine purpose, desirability and effect of exclusivity rules in light of adoption of copyright law including limited cable liability (BROADCASTING, Nov. 8, 1976).

Network inquiry. FCC's network inquiry is back on track after being derailed last summer when Senator Ernest Hollings (D-S.C.), chairman of Communications Subcommittee and of appropriations subcommittee, blocked transfer of FCC funds necessary to finance project. He wanted inquiry to be conducted by new Democratic chairman of commission. That chairman, Charles Ferris, has selected co-directors of staff for inquiry (BROADCASTING, Feb. 20), and they will sign on full time in June. Inquiry is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.

Network standings. Prime time ratings averages, Sept. 5, 1977-Feb. 26, 1978: ABC 21.0, CBS 18.6, NBC 18.1.

Operator licensing. Comments were filed in January in FCC rulemaking looking to drop requirement for tests for what are now third-class radio operator licenses (BROADCASTING, Jan. 9). Rulemaking proposal also calls for dual license structure—one series for routine

operation and one for maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters.

Pay cable; pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. As industry, pay cable reached 1.2 million subscribers on 440 systems in 1977. Pay subscribers represent about 15% of cable universe and produce \$9 million in revenues monthly. There are two over-air pay TV stations currently telecasting: wtvq(tv) Newark, N.J., and wscs-TV Corona, Calif.

Payola. FCC investigation into pay-offs to station disk jockeys is currently behind closed doors after commission last year held open hearings into allegations of payola in Washington (BROADCASTING, Feb. 21, 1977). Commission says it is looking into similar charges in other cities. In unrelated case, Nat Tarnapol and three other Brunswick Record executives won reversal of federal convictions on multicount payola charges. U.S. Appeals Court in Philadelphia has remanded case to district court, however, for new trial on count relating to alleged payola (BROADCASTING, Aug. 29, 1977).

Performers' royalties. Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice has scheduled hearings on Representative George Danielson's (D-Calif.) legislation to create performers royalties, which broadcasters and other users of recorded music would have to pay record performers and manufacturers. One hearing has been scheduled in Washington, March 21, for Register of Copyrights Barbara Ringer, whose final recommendation to Congress on issue was due out last week. Second hearing, for broadcasters, record manufacturers and performers and other parties with interests in bill, will be held March 28 and 29 in Los Angeles.

Pole attachment and cable forfeiture legislation. Congress passed and President signed into law in February legislation on regulation of cable pole attachment rates which also authorizes FCC for first time to fine cable systems for rule violations (BROADCASTING, Feb. 13). Pole attachment provision leaves

rate regulation in hands of states, but imposes FCC regulation in areas where no local authority has been set up. Forfeiture provision, besides establishing forfeitures for cable, raises limits of fines FCC can impose on cablecasters and broadcasters alike—to \$2,000 for single offenses, \$20,000 for multiple offenses.

TV violence and sex. Following hearings before Senate Communications Subcommittee and report by House Communications Subcommittee on TV violence last year, there is no perceivable movement in Congress on issue of televised violence. But controversy, which seems to be shifting from violence to sex on TV, is still heated in private sector, where most outspoken agitator for more family programming is national Parent Teachers Association. PTA has produced program rating guide scoring prime-time programming offensive to children and last week announced a new program to create a school curriculum for teaching young people how to watch television critically. Association has received \$30,000 contribution for project from CBS and has recruited Gene Jankowski, president of CBS broadcast group to help raise more.

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Commission has established task force to draft master plan for use of UHF spectrum (BROADCASTING, March 14, 1977), expected early this year. Task force last week reported to commission that land-mobile pressure for UHF spectrum space can be eased technologically (BROADCASTING, Feb. 6). National UHF Broadcasters Association has held first membership meeting (BROADCASTING, Feb. 20). Comments have been filed in FCC rulemaking looking to reduce permissible noise levels in UHF receivers (BROADCASTING, March 18, 1977). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Feb. 20).

VHF drop-ins. This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission late last year (BROADCASTING, Dec. 19, 1977).

WARC. Starting this month, U.S. and 152 other member nations of International Telecommunication Union are in what technicians and officials involved regard as homestretch in developing national positions to present to World Administrative Radio Conference in 1979. WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals are due to be submitted to ITU by next January. Preliminary work has been under way for several years. FCC, for instance, already has issued five notices of inquiry in connection with its responsibility to help prepare U.S. position. (U.S. position is being prepared by commission and Office of Telecommunications Policy.) Named to head U.S. delegation is former FCC commissioner, Glen Robinson (BROADCASTING, Jan. 23).

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Datebook

■ indicates new or revised listing

This week

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

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

March 5-8—*International Tape Association's* eighth annual seminar: "Audio/Video Update—1978." Tucson Marriott hotel, Tucson, Ariz.

March 6—FCC's new date for replies in VHF drop-in inquiry (Docket 20418). FCC, Washington.

March 6-9—*California Community Television Association's* fourth annual congressional-FCC conference. Meetings are scheduled during the day on March 6, 7 and 8 with FCC officials, members of Congress and White House officials. There was a preconference briefing March 5 by National Cable Television Association and CCTA staff members. Reception and dinner on March 6 are to honor California and Arizona congressmen and reception and dinner March 7 to honor FCC commissioners and staff. Hyatt Regency, Washington.

March 7—Eighteenth annual International Broadcasting Awards presentation dinner. Sponsor is *Hollywood Radio and Television Society*. Century hotel, Los Angeles.

March 7-8—Third annual conference on CATV reliability, cosponsored by *Society of Cable Television Engineers and Broadcast, Cable and Consumer Electronics Society of IEEE*. Holiday Inn West, St. Louis. Contact: Judith Baer. (202) 659-2131.

March 8—Exhibit 78, sponsored annually by *Washington chapter of American Women in Radio and Television*. Samples of work of Washington area college women studying broadcasting and related fields will be displayed. Studios of WTTG(TV) Washington.

March 9—*Radio and Television Correspondents Association* dinner. Washington Hilton. Washington.

March 10—Deadline for students to submit entries for annual *Radio Television News Directors Association* scholarships. Entries should go to chairmen or department heads at schools for forwarding to Radio Television News Directors Foundation. Information: Rob Downey, secretary of RTNDF. c/o WKAR(AM) East Lansing, Mich. 48824.

March 10—Spring luncheon meeting of *New York Market Radio Broadcasters Association*. Guest speakers: Dick Orkin and Bert Berdis of Dick & Bert Creative Services, Chicago. Americana hotel, New York.

March 11—Joint meeting of *Radio Television News Directors Association region 13* and *Chesapeake AP Broadcasters* with workshops on broadcast writing, elocution and legal pitfalls. Maryland Inn Annapolis, Md. Contact: Ted Landphair, WMAL(AM) Washington.

Also in March

March 13—Deadline for comments in FCC notice of inquiry and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations. FCC, Washington.

March 13-15—*Indiana Broadcasters Association* spring meeting. Hyatt Regency hotel, Indianapolis.

March 13-16—Annual spring conference of *Electronics Industries Association*. James T. McIntyre, director of Office of Management and Budget, will address government-industry dinner March 14. Mayflower hotel, Washington.

March 14—*New York State Broadcasters Association* 24th annual meeting. The Turf Inn, Albany. The NYSBA legislative dinner will be held that evening at Convention Hall, Empire State Plaza, Albany.

March 14—*Television Bureau of Advertising* regional seminar. Hyatt O'Hare, Chicago.

March 15—Deadline for entries in *Radio Television News Directors* competitions, including Edward R. Murrow Awards for courage, enterprise and social awareness in reporting a significant community problem. There also are RTNDA awards for spot reporting, investigative reporting and editorial/commentary. Entry forms: RTNDA, 1735 DeSales Street, N.W., Washington 20036.

March 15—FCC's new deadline for comments in inquiry examining economic relationship between cable and broadcast television, including cable demand and penetration, audience diversion, audience-revenue relationship and service to public (Docket 21284). Replies are now due May 15. FCC, Washington.

March 15—George Polk Memorial Awards luncheon of *Long Island University*. Hotel Roosevelt, New York.

March 16-19—*Women in Communications* midyear board meeting. Chariot Inn, Austin, Tex.

■ **March 17**—*Carnegie Commission on the Future of Public Broadcasting* public meeting. South Carolina ETV Commission, Columbia, S.C.

March 17-18—*Society of Professional Journalists, Sigma Delta Chi*, region 3 conference. Mobile, Ala.

March 17-18—Ninth annual *Country Radio Seminar*. Hilton Airport Inn, Nashville. Information/registration: Ellen Tune. (615) 254-9461.

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

March 19-20—Spring convention of *Kentucky CATV Association*. Executive Inn Rivermont, Owensboro, Ky.

March 21—Fifth symposium on microwave mobile communication as precede to *Institute of Electrical*

and *Electronics Engineers* Vehicular Technology Conference. Denver.

March 21—*Ohio Association of Broadcasters* congressional dinner. Hyatt Regency, Washington.

March 22—*International Radio and Television Society's* 38th anniversary banquet. ABC Inc. is to receive 1978 Gold Medal of IRTS. Americana hotel, New York.

March 24—FCC's new date for comments in inquiry into possible changes in commission's form 395—annual employment report (Docket 21474). Replies are now due April 21. FCC, Washington.

March 27—FCC's deadline for comments on proposal to expand cable television relay service band from 12.7-12.95 ghz to 12.7-13.20 ghz (BROADCASTING, Jan. 16). Replies are due April 26. FCC, Washington.

March 29—*NBC Radio Network* regional affiliate meeting. Sheraton Renton Inn, SeaTac Airport, Seattle.

March 31—*NBC Radio Network*, regional affiliate meeting. Opryland hotel, Nashville.

March 31-April 1—*Society of Professional Journalists, Sigma Delta Chi*, region 4 conference. Cascade Holiday Inn, Akron, Ohio.

March 31-April 1—*Society of Professional Journalists, Sigma Delta Chi*, region 12 conference. New Orleans.

March 31-April 2—*Texas AP Broadcasters* convention. Galvez hotel, Galveston, Tex.

April

April 5—Luncheon to induct John Caples, BBDO, and Dr. George Gallup into *American Advertising Federa-*

Major meetings

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

April 9-12—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

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

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

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

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

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

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

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

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

Hilton, Los Angeles.

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

June 18-20—Annual meeting of *NBC-TV affiliates*. New York Hilton, New York.

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

Sept. 17-20—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York. 1980 conference will be Sept. 14-17 at Town and Country hotel, San Diego.

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

Oct. 28-Nov. 2—*National Association of Educational Broadcasters* annual convention. Sheraton Park hotel, Washington.

Nov. 13-15—*Television Bureau of Advertising* annual meeting. Continental Plaza hotel, Chicago.

Nov. 15-18—National convention of *Society of Professional Journalists, Sigma Delta Chi*. Hyatt House, Birmingham, Ala.

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The lion may be king of all beasts, but nature grants him no royal privileges. As Dr. Goodall shows, the survival of a pride of lions depends entirely upon each member performing clearly defined functions. Adult males keep strange lions out of the pride's territory. Lionesses hunt and care for the cubs. And the cubs are, of course, the pride's future. This film follows one pride through brief days of abundance and long weeks of deprivation on Africa's Serengeti Plain.

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tion's Advertising Hall of Fame, Waldorf-Astoria hotel, New York.

April 5—New England Advertising Research Day, sponsored by the *Advertising Research Foundation*. Sheraton Boston, Boston.

April 5-7—Annual worldwide conference and workshop of *American Forces Radio and Television*. Sportsmen's Lodge, Los Angeles.

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

April 8—*Missouri Broadcasters Association* awards presentation. Ramada Inn, Columbia, Mo.

April 7-8—*Society of Professional Journalists, Sigma Delta Chi*, region 6 conference. Minneapolis-St. Paul.

April 7-9—*Broadcast Education Association* 24th annual convention. Convention Center, Las Vegas.

April 7-9—*Society of Professional Journalists, Sigma Delta Chi*, region 2 conference. Airport Holiday Inn, Greensboro, N.C.

April 7-9—*Women in Communications* meeting for Great Lakes region 2. Hollenden House, Cleveland.

April 7-9—*Women in Communications* meeting for South region 8. Carolina Inn, Chapel Hill, N.C.

April 8—Meeting of the board of directors of the *Association of Maximum Service Telecasters*. MGM Grand hotel, Las Vegas.

April 8—Career workshop for New England area, sponsored by *Women in Communications Boston chapter*. George Sherman Union building, Boston University, Boston.

■ **April 8**—Educational journalism convention of *Rutgers University*. Brunswick, N.J. Information: Joe Lasica, convention chairman, 266 Washington Avenue, Elmwood Park, N.J. 07407.

April 9—*Association of Maximum Service Telecasters* 22d annual membership meeting. Las Vegas Convention Center, Las Vegas.

April 9—*Society of Broadcast Engineers* annual meeting. Las Vegas Hilton, Las Vegas.

April 9-11—Annual convention of *Illinois-Indiana Cable TV Association*. Forum Thirty hotel, Springfield, Ill.

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

April 10-11—*New York State Cable Television Association's* spring meeting. Quality inn, Albany.

April 12—Deadline for reply comments in *FCC* inquiry and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations. FCC Washington.

April 12—Annual meeting of *New England Cable Television Association*. Meadowbrook Inn, Portsmouth, N.H.

April 13—*NBC Radio Network* regional affiliate meeting. Sheraton Airport Inn, Phoenix.

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

April 13-14—Second annual *Texas Association of Broadcast Educators* Southwest broadcast conference and clinic. Texas Tech University, Lubbock, Tex. Information: (806) 742-3382.

April 14—Regional meeting and sixth annual broadcast journalism seminar, sponsored by *William Allen White School of Journalism, University of Kansas*, and *region 6 of Radio Television News Directors Association*. Kansas Union on campus, Lawrence, Kan.

April 14-15—*Radio Television News Directors* region one seminar. Seattle.

April 14-15—*Women in Communications* meeting for Northeast region 6. Waldorf-Astoria, New York.

April 14-15—*Oklahoma AP Broadcasters* convention. Holidome, Oklahoma City.

April 14-18—*Women in Communications* meeting for West region 5. Snowbird Ski and Summer Resort, Snowbird, Utah.

April 14-18—*Women in Communications* meeting for Pacific Northwest region 1. Marylhurst Education

Center, Portland, Ore.

April 15—Meeting of *region 14 of Radio Television News Directors Association*. University of South Florida, Tampa.

April 15—Regional workshop of *Radio Television News Directors Association* and *Department of Journalism, Duquesne University*. Duquesne University, Pittsburgh.

April 18-18—*Canadian Association of Broadcasters* annual meeting. Queen Elizabeth hotel, Montreal.

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

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

April 21-22—*Society of Professional Journalists, Sigma Delta Chi*, region 1 conference. Hotel Hershey, Hershey, Pa.

April 21-22—*Society of Professional Journalists, Sigma Delta Chi*, region 8 conference. Holiday Inn West, Oklahoma City.

April 21-22—*Society of Professional Journalists, Sigma Delta Chi*, region 9 conference. Park City, Utah.

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

April 21-23—*Society of Professional Journalists, Sigma Delta Chi*, region 11 conference. South Coast Plaza hotel, Costa Mesa, Calif.

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

April 22—Meeting of *Radio Television News Directors Association* region 7 in conjunction with AP; UPI; Society of Professional Journalists. SDX; Indiana University and Purdue University, Indianapolis. Campus of last-named, Indianapolis.

April 22—Regional workshop by *Radio Television News Directors Association* and *Pennsylvania Association Press Broadcasters*. Pocono Hershey, near Wilkes-Barre, Pa.

■ **April 23**—*Iowa Associated Press Broadcasters* meeting. Ramada Inn, Ames, Iowa.

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

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

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

April 25—*Tennessee Association of Broadcasters* sales seminar. Hilton Airport Inn, Nashville.

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

April 28-29—*New Mexico Broadcasters Association* meeting. Hilton hotel, Albuquerque, N.M.

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

April 28-May 2—*Pennsylvania Association of Broadcasters* annual convention. St. Croix, Virgin Islands.

April 29-30—*New Mexico Broadcasters Association* annual convention. Four Seasons, Albuquerque, N.M.

April 29-May 2—*Chamber of Commerce of the United States* 66th annual meeting. Washington.

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

April 30-May 3—Annual convention of the *National*

Cable Television Association. Rivergate Convention Center, New Orleans.

May

May 1-3—*Association of Canadian Advertisers* annual seminar. Royal York hotel, Toronto.

May 2—*Television Bureau of Advertising* retail workshop. Waldorf-Astoria, New York.

■ **May 5**—Second media law seminar, co-sponsored by *National Association of Broadcasters, Radio Television News Directors Association, Reporters Committee and Society of Professional Journalists, Sigma Delta Chi*. Carl Stern, NBC, will be keynote speaker. Pittsburgh Hilton, Pittsburgh.

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

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

May 11-13—*Louisiana Association of Broadcasters* spring convention. Diamond Head Resort, Bay St. Louis, Miss.

May 16—*NBC Radio Network* regional affiliate meeting. Sheraton Twin Towers, Orlando, Fla.

May 17—*NBC Radio Network* regional affiliate meeting. Sheraton Safari, Dallas/Fort Worth Airport.

May 17-18—*Ohio Association of Broadcasters* spring convention. New Marriott East, Cleveland.

May 18-19—*Arizona Broadcasters Association* spring convention. Little America, Flagstaff, Ariz.

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

May 21-23—*Washington State Association of Broadcasters* spring meeting. Sheraton Spokane hotel, Spokane, Wash.

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

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

May 23-25—Electro/78 international electronics show and convention, sponsored by *New England and New York chapters, respectively, of Institute for Electrical and Electronic Engineers and Electronic Representatives Association*. Hynes auditorium and Sheraton-Boston hotel, Boston.

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

May 26-27—Annual convention of *UPI Broadcasters Association of Texas*. Hilton Inn, Amarillo, Tex.

May 28-June 3—Eighth Prix Jeunesse International, an international television competition for children's and youth programs under the auspices of the *European Broadcast Union* and *UNESCO*. Building of Bayerischer Rundfunk, Munich, Germany.

May 29-June 1—*Canadian Cable Television Association* 21st annual convention. Queen Elizabeth hotel, Montreal.

June

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

June 1-3—*International Idea Bank* convention. Winston-Salem Hyatt Home, Winston-Salem, N.C. Information: Bernard Mann, Mann Media, P.O. Box 2808, High Point, N.C. 27261.

June 1-3—*Iowa Broadcasters Association* meeting. Roosevelt Royale hotel, Cedar Rapids, Iowa.

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

June 6—*NBC Radio Network* regional affiliate meeting. Logan Airport Hilton hotel, Boston.

June 7—*NBC Radio Network* regional affiliate meeting. Sheraton O'Hare motor hotel, Chicago.

One-track mind

EDITOR: The two-track system [for broadcast coverage of the House of Representatives, suggested in BROADCASTING's Feb. 13 editorial, "Better Way"] was considered by the Ad Hoc Subcommittee on Broadcasting in the last Congress and found wanting in two regards: first, access would have to be provided to all accredited broadcasters since the pool would not be on hand for use any time one broadcaster thought something was worth covering; and second, the periodic appearance of cameras in the galleries would alert members that a particular debate was being covered and thereby encourage more talking and grandstanding than usual. The advantage of having gavel-to-gavel coverage is that members would soon forget the cameras were even there and would act normally. The sudden appearance of cameras in the gallery on a particular day, on the other hand, would more likely have a disruptive and distortional effect on the proceedings.

The other thing is the feeling of House members that any cameras would have to be set up prior to the convening of the House that day and not dismantled until after the House had adjourned for the day. It was felt that setting up and dismantling would be disruptive to the House.—*Don Wolfensberger, legislative assistant to Representative John B. Anderson (R-Ill.), Washington.*

Short gestation

EDITOR: Your feature article of Feb. 20 titled "1977: The Year of the Big Deal in Station Trades" did a disservice to the Transfer Branch of the FCC in relationship to the large Kaiser-Field Communications deal.

The article states: "After almost two years, the commission approved the \$42,625,000 sale . . ." The fact is that even though it was a complicated, five-station transfer, the transfer was consummated within a six-month period.—*Don B. Curran, president, Field Communications, San Francisco.*

The singing candidate

EDITOR: Since BROADCASTING has championed several campaigns to enlighten the FCC on the ramifications of Section 315, I felt it was necessary to bring another matter to your attention.

Here in California we have a candidate running for lieutenant governor by the name of Mike Curb. There are many MOR and beautiful music broadcasters who are familiar with that name. He founded the

Mike Curb Congregation on MGM Records. Many of us still play selections from the Congregation's many albums. That is, there were broadcasters who played his material until he filed for lieutenant governor.

What are we going to do?

There is a slim chance I could edit Mike Curb out of the Congregation, but I'm not clear whether Mike sings bass or tenor. The group blends well and I can't distinguish his voice from the others.

Should interested California broadcasters rent a recording studio and orchestra and allow the other candidates for lieutenant governor to sing their favorite songs?—*Glenn A. Johnson, station manager, KGMS(AM)-KSFM(FM) Sacramento, Calif.*

Brought to live

EDITOR: In the Feb. 13 issue an article concerning local coverage of President Carter's town hall meeting in Bangor, Me., stated that no commercial stations in the market were planning to provide live coverage of the President's visit.

At the time of the interview with BROADCASTING, WVII-TV was in the process of negotiating for live coverage of this event with the final agreement between this station and public broadcasting reached only a few days prior to the President's arrival. The coverage was carried from 8 to 9:30 p.m. on Friday, Feb. 17, preempting network programming.—*James DeBold, general manager, WVII-TV Bangor.*

(When talking to a BROADCASTING reporter a week before the event, WVII-TV's news director, apparently unaware of the negotiations with the Maine noncommercial TV network, deplored his inability to cover the event. None of the three commercial television stations in Bangor is equipped for live remotes.)

Double billing?

EDITOR: I am writing in regard to Jim Roberts's letter in your Jan. 16 edition. He complained about having to "pay for play." I would like to voice support for Mr. Roberts's comments. However, let's not stop there. What about the small market radio station such as ours? The record distributors won't even acknowledge we exist let alone service us with records. We must go to the local record store and purchase the records.

Perhaps the group representing us in these contract negotiations would like to have the music licensing companies explain why we "pay" and then "pay to play?"—*Gregory W. Siefert, president and general manager, WMLM(AM) St. Louis, Mich.*

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Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ *Broadcast Advertising* was acquired in 1932. *Broadcast Reporter* in 1933. *Teletest* in 1953 and *Television* in 1961. *Broadcasting-Teletesting* was introduced in 1946. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office. □ Copyright © 1978 by Broadcasting Publications Inc.

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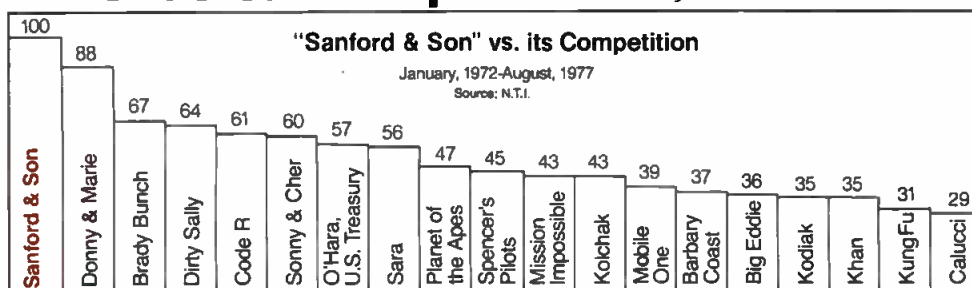
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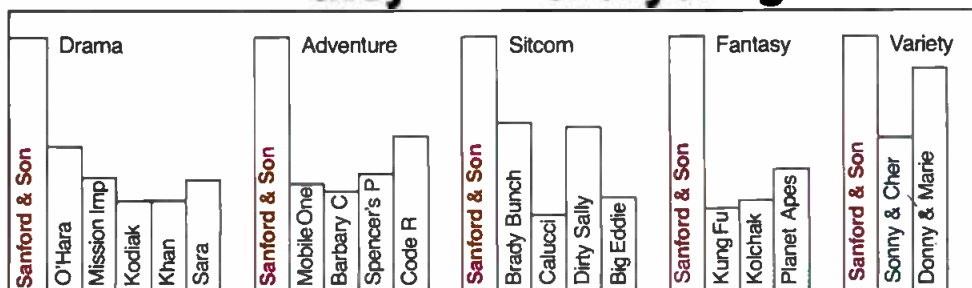
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Some highlights of the SHA NA NA success story...

- SHA NA NA has attracted more women 18-49 than any other new weekly prime access series, ranking first or second of all weekly access shows in virtually every market.
- SHA NA NA significantly improved its performance over last year's with women 18-49. Some important examples: New York (+132%), Washington (+144%), Dallas (+82%), Seattle (+115%), Harrisburg (+533%), Knoxville (+89%), Lexington (+150%).
- SHA NA NA's delivery of women 18-49 ranks second only to "The Muppets" of all syndicated weekly half-hour shows.
- SHA NA NA has demonstrated its impressive growth potential by showing a 25% household rating increase from October to November '77.

A glittering new SHA NA NA with special guest stars from the '50's and many more innovative production numbers, is now available for syndication. Now's the time to join the NBC O&O's and let SHA NA NA work for you! Brought to you by Procter And Gamble, Lexington Broadcast Services and Pierre Cossette Productions.

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Vol. 94 No. 10

Top of the Week

It's go for June 1 on the rewrite

Van Deerlin, optimistic that he'll have most of subcommittee with him at the finish, starts the drafting process with a bang—and with five hard sessions in four long days on the whole gamut of issues

With all but one member present, the House Communications Subcommittee decided last week to forge ahead with the Communications Act rewrite, setting a June 1 deadline for the drafting of a bill. After the meeting, Chairman Lionel Van Deerlin (D-Calif.) scheduled five two-hour sessions for this week, responding to appeals from subcommittee members for a chance to have their say before the staff begins the writing.

At the outset of the Wednesday meeting, the panel's first official meeting of the year, Mr. Van Deerlin announced that he and ranking Republican Lou Frey (Fla.) had agreed on the deadline beforehand (Mr. Frey was the sole absentee). Amid appeals from other subcommittee members that the major provisions of the bill be worked out by subcommittee consensus, the chairman indicated a preference for a more traditional approach.

Naturally, he said, he would like as

many of the other members as possible to co-sign the measure, but to speed the process a bill would be introduced under just his and Mr. Frey's names if need be. "I understand no total consensus is possible," he said.

Mr. Van Deerlin said he and Mr. Frey are "willing to put our names on the line to bring [the rewrite] to the attention of the full Commerce Committee." His plan is for hearings and possibly subcommittee mark-up of the measure this year. He sees no realistic chance of getting the bill passed this year, but by early next year, he said, perhaps "we can send legislation on its way that would have reasonable expectation of passing in the next Congress."

There was considerable discussion—all polite—about the correctness of Mr. Van Deerlin's approach. Several members, notably Representatives Henry Waxman (D-Calif.), W. Henson Moore (R-La.) and Carlos Moorhead (R-Calif.), urged that there be meetings of the subcommittee members to work out the legislation. Mr. Moore who said along with Mr. Waxman that he wants to be a co-sponsor, said he wanted to have the opportunity to participate "before the staff dumps a bill in our laps." Mr. Moorhead said that unless there is a consensus before a bill is introduced "we're going to have people all excited all over the country ... They're going to think we're going in directions we have no intention of going."

Representative Martin Russo (D-Ill.), on the other hand, supported Mr. Van Deerlin, saying although he is not against more meetings, he thinks they might become "another way of putting it off." Mr. Russo said his experience on the Com-

munications Subcommittee has showed him that "if you were to be able to get a consensus of four on any subject, you'd probably be doing terrific."

After an hour's discussion, the panel approved a motion by Representative Albert Gore Jr. (D-Tenn.) to accept the June 1 deadline and leave it to Mr. Van Deerlin's discretion to call meetings.

There was some grumbling among subcommittee members when Mr. Van Deerlin did schedule them, some complaining that other commitments will make it impossible to attend all the meetings and others objecting because the agenda for the five sessions covers nearly the entire range of rewrite issues. But those who spoke in favor of the additional meetings at Wednesday's session said, on the whole, they believe Mr. Van Deerlin was being responsive. Representative Moore said he thought the subcommittee had agreed last year that the members would do the Communications Act rewriting and was "surprised" by Mr. Van Deerlin's opening announcement. But he thinks he won his point, and although faced with a "rigorous schedule" this week, "I can't complain," Mr. Moore said.

Representative Moorhead also thought the Wednesday session was "successful." Regarding this week's agenda, "we'll just do the best we can," he said, "and hopefully we'll get some direction for this thing."

For communications industry interests looking for signs at last week's session that the rewrite might be coming unglued, there were few if any indications of that happening—much to the pleasure of Mr. Van Deerlin, who said he had expected to

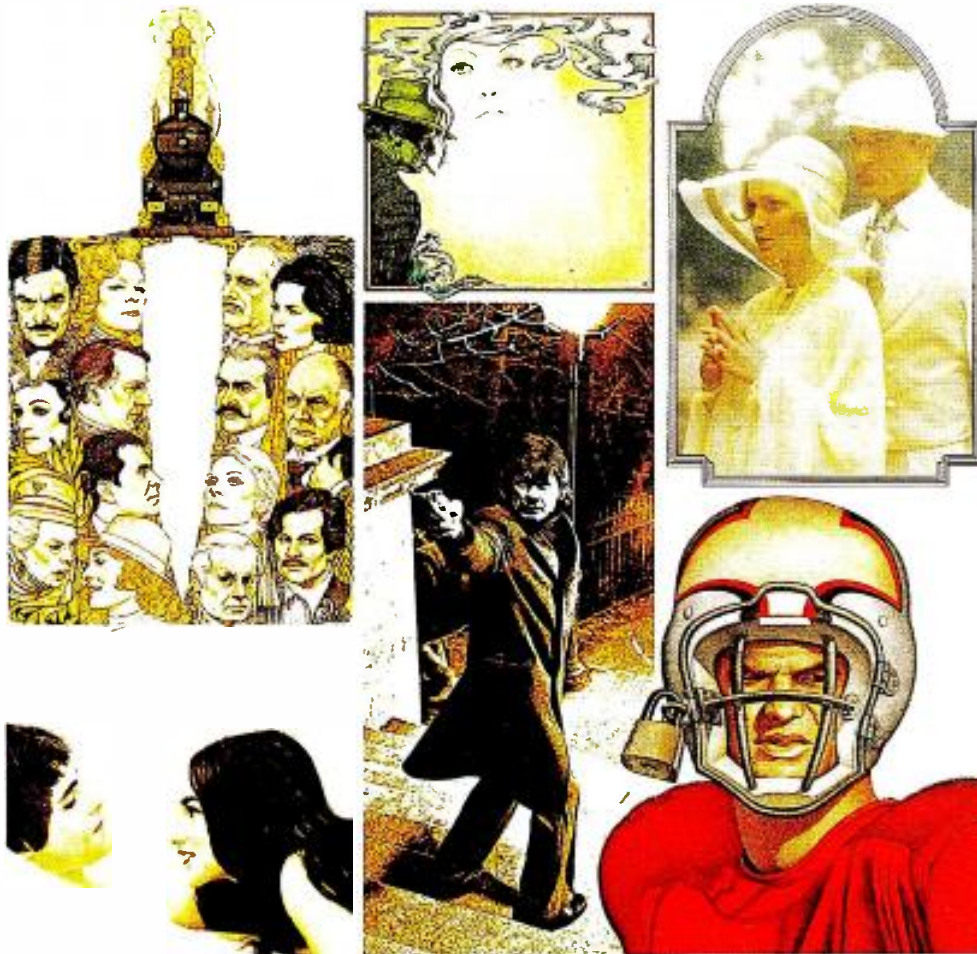


The subcommittee. The members of the House Communications Subcommittee at their first session this year on the rewrite were (l to r) Edward Markey (D-Mass.), Timothy Wirth (D-Colo.), Thomas Luken (D-Ohio), Barbara Mikulski (D-Md.), Henry Waxman (D-Calif.), Martin Russo

(D-Ill.), Albert Gore Jr. (D-Tenn.), John Murphy (D-N.Y.), Chairman Lionel Van Deerlin (D-Calif.), Carlos Moorhead (R-Calif.), Marc Marks (R-Pa.) and W. Henson Moore (R-La.). Not shown are Charles Carney (D-Ohio), who arrived later, and Lou Frey (R-Fla.), who was absent.

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HOPE LANGE



Starring
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NORMA LAZARENO



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The staff. The members of the subcommittee staff, who will be reducing the subcommittee's rewrite directives to writing, faced their bosses at the Wednesday meeting. They are (l to r) George (Toby) Harder (minority counsel, specializing in FCC reform and reorganization), far left of the picture; at the table, Brian Moir (Commerce Committee counsel, safety and special services), Ronald Coleman (minority counsel, international common carriers), Harry M. (Chip) Shooshan (majority counsel, common carriers), Karen Possner (cable and privacy) and Carolyn Sachs (public broadcasting). Not shown are Edwina Dowell (broadcasting) and Chuck Jackson (spectrum management).

see more "contentiousness" among the subcommittee members than he did.

After the session, the subcommittee chairman expressed strong optimism about the future of the project, which has been going on for 17 months. Mr. Van Deerlin agreed that to get it off the launchpad in Congress the rewrite will need strong support from his own subcommittee. "I would have to have better than two to one [among the members] to get things rolling," he said. "And I expect to have it."

□

Following is the agenda for this week's rewrite meetings—five sessions in four days, each with its own topic.

■ Tuesday, March 7, 10 a.m. to noon—"Regulation versus Competition," an examination of areas where competition might replace regulation, including (1) broadcasting (especially radio), (2) telephone terminal equipment, (3) international facilities authorization and planning, (4) intercity service.

■ Wednesday, 10 a.m. to noon—"Local Distribution of Communications Services": (1) commercial broadcasting, (2) public broadcasting, (3) local telephone service, (4) personal and private radio systems, (5) cable television, (6) translators.

■ Wednesday, 1 to 3 p.m.—"National Communications Services": (1) television networks, (2) domestic communications satellites, (3) microwave systems, (4) specialized common carriers, (5) satellite-to-home broadcasting, (6) electronic mail and funds transfer, (7) pay cable.

■ Thursday, 10 a.m. to noon—"International Communications Issues": (1) undersea cable, (2) international satellite, (3) facilities planning, (4) high-frequency radio, (5) authorized user, (6) transborder data flow.

■ Friday, 10 a.m. to noon—"Federal Regulatory Framework": (1) regulatory structure, (2) jurisdiction, (3) EEO enforcement, (4) long-range planning, (5) privacy, (6) spectrum management, (7) executive branch policymaking.

Agency/advertiser hostility toward networks surfaces at ANA workshops

TV is blasted for its programming practices, high prices, clutter and obsession with ratings

Network television was put on the griddle by speakers at workshops held by the Association of National Advertisers in New York last week.

Perhaps the most heat was applied by Edward Ney, chairman of Young & Rubicam and also chairman of the American Association of Advertising Agencies. Other contributors were Walter Reichel, senior vice president and executive director of media and programming for Ted Bates, and Peter J. Spengler, vice president of advertising services for Bristol-Myers Co.

Their criticisms were part of an agenda that also focused on 10-second commercials, commercial production, program contents, effects on commercials, marketing plans, the wearout of commercials, lifestyle research, development of flight plans and relations between advertisers and broadcast journalism.

Mr. Ney drew applause from the more than 400 advertising executives at Wednesday's luncheon in the Plaza hotel when he said he was "very much concerned with the instability of television scheduling and its effects on audience and sponsors alike." He asserted that "never in my 30 years of advertising have I seen such fickleness and unease," and blamed "frantic" ratings competition for this condition. "Some experts contend it is easier to slip a sunrise past a rooster than it is to slip a turkey past a six-week Nielsen," Mr. Ney said.

He cited these examples of instability:

Two-thirds of the 21 new shows that began last fall have been dropped; seven other programs have been canceled; 21 others have had their time periods changed, and, counting miniseries, the networks have introduced 47 new programs.

"With so many substitutions popping up all over the three networks," he said, "the problem of media planning has been likened by some critics to trying to hold a dozen corks under water with just two hands. Maybe the client was happy with the demographics and share of the original buy."

The race for ratings, he said, has led to increased prices. He said in the past 18 months every chief executive officer of Y&R client companies has expressed "outrage" at TV pricing. Mr. Ney said one client with a budget of more than \$62 million in television, upon hearing that Mr. Ney was to speak to the ANA, told him "I hope you will take this opportunity to tell it like it is re TV network monopolistic pricing practices, shoddy management, cost control and unbelievable arrogance."

He said there was an analogy between TV and such mass magazines as *Life*, *Look* and *Saturday Evening Post*. He claimed that "by their insatiable desire to become or stay first in a three-horse race," those magazines "hyped up their natural readership" with cut-rate offers, raised their advertising rates and virtually priced themselves out of the market. He said advertisers, seeking alternatives, then turned to TV, and today television is in a similar situation. He said there are alternatives to TV "if the networks don't want to consider our pleas for audience loyalty and longevity": newspapers, which are planning to band together in some sort of "network" facility; television syndication; local TV; radio, which he said is in vogue among many listeners, and even magazines, which "have enjoyed such a renaissance "because of TV clutter and pricing in the past two years.

Mr. Ney conceded there is no real substitute for network TV as a selling device, but added that a combination of alternative media "might seem awfully attractive to an advertiser looking for continuity of audience."

In a similar vein, Bates's Mr. Reichel focused on what he called "the confusion, confusion and more confusion" that has developed at the TV networks because of the emphasis on miniseries and specials.

He said networks have invested heavily in miniseries and specials and passed along their increased costs to advertisers, but he questioned the results.

"The crushing point, of course, is this," he said. "Despite all the money that's been spent—by all three networks—the over-all effect on the average network rating in prime time has been negligible.

"Does the turmoil in network programming mean there is more sampling and channel switching by viewers?" he asked. "Are viewers more likely to watch, say, five or 10 minutes of a program and then switch to another channel to see what's

on? What effect would this have on attentiveness to advertising and on commercial recall?"

The issue of clutter, a perennial subject of advertiser complaint, was discussed by Bristol-Myers's Mr. Spengler. In his talk, he asserted that the networks have exceeded National Association of Broadcasters standards as well as the ANA-suggested level of 15% for nonprogram material as a percentage of total prime time.

And, he said, the situation could worsen:

"We have reason to believe that the [NAB] code board is seriously considering liberalizing its standards. As you know, public service and promos for upcoming episodes are not counted as nonprogram time, but we count them as clutter, and research showed they compete for viewer attention. A liberalization, for example, could extend to movies wherein a network promotes an upcoming title, although they haven't scheduled this title on a given movie night. With the number of movie titles and movie nights, a liberalization on this score could add substantially to the clutter although not to nonprogram time under NAB guidelines."

BBDO's Light stops complaining about prices, offers something called BUMP as a possible cure; SSC&B's Miller would take a flight

While other speakers were complaining about high television prices at last week's ANA workshop, Dr. Lawrence Light, executive vice president of BBDO, suggested the thing to do is not to try to find cheaper alternatives, but to try to develop better media plans.

The way to do this, he said, is through BUMP—for Bottom Up Marketing Planning, which starts the planning at the local-market level instead of at the top, nationally.

He scoffed at complaints about lowered homes-using-television (HUT) levels, citing a BBDO study (BROADCASTING, Feb. 27) which, he said, concluded that "it makes absolutely no sense to generalize from national trends in HUT levels," because "(1) national trends in HUT levels are likely to be misleading since they disguise important differences between market segments, and (2) households don't watch television—people do."

"Why," he asked, "do we continue to pay so much attention to potentially misleading information? Because we continue to forget a basic, fundamental marketing principle: Every sale is an individual sale. Focusing primary attention on national figures and trends is wrong."

Dr. Light suggested that advertisers and agencies "start with the local market needs. Then adjust your media weight to fit these needs on a local market-by-market basis. When you've done this, then and only then look to see whether a national, or local, or regional, or combination, produces the most efficient plan."



Ney

BUMP, he said, "does not mean that spot TV is a better media buy than network TV. Nor does it mean the opposite. What it does mean is that the conventional method of always starting from the national plan, from the top down, may be wrong for your brand."

Hal Miller, senior vice president in charge of media and network programing at SSC&B, said that advertising flights can cut cost. He emphasized that there are no hard-and-fast rules but offered some broad guidelines for the advertisers to consider. Among them:

"First, where individual brand competition is spending less, continuous scheduling is probably more appropriate. Second, if competition is spending more, flighting as a tactic may be more desirable because of two major reasons: The first is that it is possible to increase the average remembrance level through flighting. The second is that with flighting, it is possible to attain peaks of remembrance far beyond those possible via continuous schedules.

"Next, with relatively few exceptions, flighting patterns should be restricted to as short a hiatus as possible—preferably one week. The exception is where an initial high impact is necessary. For example, in support of copy strategy changes, promotions, product restaging or seasonability considerations.

"Lastly, where possible, advertising should be scheduled in cycles—with each cycle starting with an initially heavy effort. This is particularly appropriate for small budget brands."

Ten seconds can do it, says Ogilvy & Mather's Stewart

Jennifer Stewart, vice president and director of research for Ogilvy & Mather, told an ANA workshop that the 10-second form often is long enough to present an effective TV commercial.

She said facts bear out the logic that a 10-second commercial holds the attention of viewers longer than a 30-second spot. Insofar as effectiveness is concerned, she added, tests conducted by Ogilvy and

other organizations indicated that 10's were as effective as 30's.

"What happens if everybody wants to do it?" Ms. Stewart asked. "This is obviously a media problem. If everybody eventually agrees with us that 10 seconds is not too little, then the pressures will be on the stations and networks to experiment with new ways of scheduling commercials to make this increase in messages—messages, not commercial time—more palatable to audiences."

Salant praises advertising for staying out of the business of journalism; keep it up, he urges

Richard S. Salant, president of CBS News, told an audience of advertisers last week that he would not tell them to resist threats of consumer boycotts but that, if faced with such threats, he hoped they would give serious consideration to the implications involved.

The implications, he said, are that American journalism needs the financial support of advertising to survive, and cannot pander to advertisers to keep or gain their support without weakening their ability to provide the information the public needs in a democracy.

Speaking at a luncheon of the ANA workshops, in what he said was the first appearance he had ever made before advertisers, Mr. Salant said he had never in 17 years had an advertiser try to influence CBS News's journalistic independence before broadcast, and in only "a couple of cases" had advertisers "sought confrontations with us" after broadcast.

And, he added, "never in all the 17 years has any advertiser or agency threatened to me to pull advertising because of what we have reported.

"Given the mythology, that's pretty remarkable and a great tribute to all of you. It is your recognition of what a free and independent press, on which the concept of a working democracy—based on the role of the citizens in that democracy, acting on an informed basis—is all about."

Mr. Salant said he recognized that "it is hardly your mission to advertise in order to lose customers." When all but one advertiser pulled out of CBS News's *Guns of Autumn* a few years ago, he said, "I couldn't condemn the drop-outs," but "I am sure you will not blame me for having particular admiration for the one advertiser who stayed in."

Advertisers and the federal government, he continued, have something in common where broadcast journalism is concerned—broadcast journalism is dependent on one for advertising revenues, on the other for licensing.

"Advertisers," he said, "have the power but have the sense, in general, not to exercise it. In contrast, the government power is written into law and is omnipresent."

Mr. Salant was introduced by CBS News Correspondent Dan Rather as "that precious commodity in journalism—a publisher with guts."

Joplin-area TV's are now under the FCC gun also

Already target of Justice probe for price fixing, licenses of KODE-TV, KTVJ, KOAM-TV are set for hearing by commission

Licensees of three television stations in the Joplin, Mo.-Pittsburg, Kan., market that already are the targets of a federal grand jury investigating alleged antitrust violations last week became defendants in an FCC hearing that could result in the loss of their licenses.

The commission ordered a consolidated hearing on the renewal applications of Gilmore Broadcasting Corp.'s KODE-TV and Mid-America Broadcasting Inc.'s KTVJ(TV), both Joplin, and Mid-Continent Telecasting Inc.'s KOAM-TV Pittsburg.

The hearing order involves the same allegations that sparked the grand jury probe by the Justice Department—price fixing (BROADCASTING, Jan. 9). Indeed, Justice's investigation grew out of a commission inquiry. And that, in turn, was touched off by allegations of wrongdoing on the part of KODE-TV by a former employe of the station, John Holmes.

The commission in the hearing will be looking into whether the licensees conspired to arrange their commercial advertising rates and if they were successful in that effort, and whether the stations lied to the commission.

One issue limited to Gilmore asks if the licensee violated Section 315(b) of the

Communications Act by charging political candidates in 1976 higher rates than it did commercial advertisers for comparable time.

The commission's decision to proceed with its hearing came as a surprise to some observers who assumed the commission would await the outcome of the grand jury proceeding. A Justice Department attorney involved in the case had asked the commission to defer action on a hearing. But the commission's general counsel, Robert Bruce, is said to have argued that the commission has its own responsibilities. He also said that Justice's antitrust case could drag on for two or three years, and that the commission's record would become stale. The grand jury, which has been subpoenaing documents, is expected to begin questioning witnesses next month.

The commission's vote was 7 to 0, but Commissioner James H. Quello only concurred in the result. He is said to have urged the commission to delay action until the grand jury completed its work and either returned indictments or dismissed the charges.

The commission also rejected pleas by each of the parties that it not act at least until the grand jury probe is concluded. Gilmore and Mid-Continent indicated they felt the commission should wait until completion of any case that results from the grand jury investigation.

All three said concurrent FCC and grand jury proceedings would be duplicative and burdensome for the licensees as well as for the government. They also said that designating the renewals for hearing would, as Mid-America put it, "stigmatize" them while the grand jury investiga-

tion is under way and would raise constitutional problems.

Mid-America, moreover, in a letter by its counsel, Alan Y. Naftalin, indicated that parallel proceedings could cause problems for the commission as well as the stations. He pointed out that station personnel who are to be called before the grand jury would be unwilling to testify at the commission hearing without a grant of immunity from prosecution. But such a grant can only be made with the permission of the Justice Department, he said. And when a request was made in connection with an effort by the FCC staff to obtain testimony from KTVJ employes, Mr. Naftalin said, it was not granted.

"It is clear," he added, that the failure of the effort "was caused by the pendency of the grand jury proceeding and the fact that a satisfactory arrangement had not been worked out to permit both proceedings to go forward actively at the same time." (It is understood that Justice, in such a situation, would prefer to grant immunity on terms it could negotiate in the context of its own proceeding.)

The commission's action does more than leave under a cloud of uncertainty the fate of the licenses of the stations directly involved in the hearing. Since the start of its inquiry, the commission has continued on the deferred list Gilmore's application for renewal of WREX-TV Rockford, Ill., as well as proposals for Gilmore's purchase of six radio stations—KVOR(AM)-KSPZ(FM) Colorado Springs for \$1,375,000 plus \$200,000 for a covenant not to compete, and \$2,150,000 for WMFJ(AM)-WQXQ(FM) Daytona Beach and WTNT(AM)-WOMA(FM) Tallahassee, both Florida.

In Brief

Contract providing for sale of Joe L. Allbritton's **WJLA-TV Washington** to Combined Communications Corp. was **extended for second time**, to March 10. Mr. Allbritton announced readiness to grant extension late Friday afternoon, little more than one hour before expiration of deadline that had been set on Feb. 24. CCC had indicated willingness to extend contract earlier. Second extension was necessary for same reason as first—inability of FCC to complete action on its motion to reconsider approval of agreement (BROADCASTING, Feb. 27), under which Mr. Allbritton will receive CCC's KOCO-TV Oklahoma City and \$55 million in CCC nonvoting preferred stock for WJLA-TV. FCC has announced it will consider matter on March 8. Commission approval does not necessarily mean parties will close. Under terms of extension, either party is free to terminate contract on notice to other. Citizen groups that had appealed commission's original decision to approve sale have asked commission to hold hearing before acting on reconsideration. Commission decision to reconsider resulted from Mr. Allbritton's announcement of sale of *Washington Star* to Time Inc. Financial support sale would provide *Star* was factor in commission's approval.

Announced \$12-million **buy of WDCA-TV Washington** (channel 20) by Tribune Co. of Chicago **fell through last week**. Tribune spokesman, Tom O'Donnell, called original announcement of deal "premature" (BROADCASTING, Jan. 16) and said negotiations with seller, Superior Tube Co. of Philadelphia, broke down over "disagreement on the financial terms" of sale. Mr. O'Donnell said published reports that seller wanted to up price after station showed significant ratings increase in January and February were not true.

FCC was in tough mood during closed meeting last week. Besides ordering consolidated hearing on renewal applications of three Joplin, Mo.-Pittsburg, Kan., stations on price-fixing charges (see this page), commission ordered license-revocation hearing on WJPD-AM-FM Ishpeming, Mich., and decided to ask for additional information from Northland Television Inc. before acting on its petition for special relief to renew license of its WAEO-TV Rhinelander, Wis., and approve station's sale to Northwoods Television Inc. Revocation hearing involves allegations of fraudulent billing. Northland, whose renewal application was designated for hearing in June on various charges, said its owner, former Representative Alvin O'Konski (R-Wis.) was physically and mentally incapacitated and unable to participate in hearing and that he would not profit from sale of station since price—\$723,625—was only equal to amount he had invested. Commission, however, said it wants further corroboration of Mr. O'Konski's physical condition and additional information on financial health of station.

House of Representatives killed compromise House-Senate bill carrying \$290 million four-year authorization for **Federal Trade Commission** because conference committee had deleted provision for **congressional veto of FTC regulations**. In speeches opposing passage, Representative Ted Risenhoover (D-Okla.) said FTC is **worst example of agency "running amok,"** citing specifically its new children's TV advertising proposal. "TV already has enough troubles with the FCC," he said, "but now it is facing a new intrusion by these bureaucratic dictators."

FCC Chairman **Charles Ferris** is tentatively scheduled to address luncheon Wednesday, final day of **National Association of Broadcasters convention** in Las Vegas April 9-12, capping morning program that is to include House and Senate Communications Subcommittee

FCC authority over cable is up in air

Appellate court throws out mandatory access rules—and with them perhaps others on books or in works

The FCC and cable television found themselves in a regulatory limbo last week, each unsure of the extent of the commission's authority over the industry. The one certainty is that the authority is less than it was the week before.

It's all because of the U.S. Court of Appeals for the Eighth Circuit, whose opinion overturning the commission's rules requiring cable television systems to set aside channels for public access (BROADCASTING, Feb. 27) has cast doubt on the legitimacy of a number of other cable rules. Unless the commission wins a reversal of the opinion, either on rehearing before the appeals court or on appeal to the Supreme Court, lawyers said, the commission may find its authority over cable television sharply restricted—perhaps to matters of television-signal carriage and program nonduplication.

Indeed, the opinion is expected to generate additional interest in cable legislation. This is being considered as part of the Communications Act rewrite now under way in the House Communications Subcommittee, and as a separate matter in the Senate Communications Subcommittee (see page 35).

As of last week, the commission had not

decided whether it will seek reversal of the opinion. But as it pondered the matter—which involves questions of whether the commission is committed to public access to cable and whether it is prepared to push ahead with its broad-gauged approach to cable regulation with or without legislative support—observers noted that Commissioner Robert E. Lee is the only member of the commission who was with the agency when the cable rules were adopted in 1972. It is a new commission.

The court threw out the access rules as they were modified in 1976 on the ground the commission lacked the authority to adopt them. Those rules, the court said, "burst through the outer limits of the commission's delegated jurisdiction." They were not "reasonably ancillary" to the commission's responsibilities in the regulation of broadcasting—the standard laid down by the Supreme Court in affirming the commission's jurisdiction over cable television—the court said. "The commission has not shown the slightest nexus between [the rules] and its responsibilities for broadcast television."

The rules, as modified in 1976, required systems with at least 3,500 subscribers and the technical capacity to provide at least one access channel and up to four channels on a showing of demand—one for the public at no charge, two for education and government and the fourth for lease. Access was to be on a nondiscriminatory, first-come, first-served basis, and the transmission of lottery information, obscene or indecent material and commercial and political advertising was to be prohibited.

Not only those rules, but others linked to them, including one requiring new

systems to be equipped with two-way non-voice communication and a minimum of 20 channels, were struck down.

The rules were before the court on two appeals that took contrary positions. Midwest Video Corp. contended that the rules were beyond the commission's authority and violated the free-speech clause of the First Amendment and the due-process clause of the Fifth Amendment. The American Civil Liberties Union, on the other hand, did not challenge the commission's authority in the matter, but said the commission, in modifying the rules, had erred in failing to consider the interests of access program producers and had violated its mandate to regulate cable television as a common carrier.

The court's 81-page opinion was written by Judge Howard J. Markey, chief judge of the U.S. Court of Customs and Patent Appeals, who was sitting by designation on the three-member panel. And he often took a sharp and even caustic tone.

Noting that the commission had explained its action in part in terms of its aim of promoting what it considers First Amendment goals, Judge Markey wrote, "We deal here with the Federal Communications Commission, not the Federal First Amendment Commission. We are aware of nothing in the [Communications] Act . . . which places with the commission an affirmative duty or power to advance First Amendment goals by its own *tour de force*, through getting everyone on cable television or otherwise."

And, after referring to the commission's view that cable systems must provide the channel capacity to achieve its objectives, he said, "Nothing whatever in the act, or anywhere else, gives the com-

Chairmen **Lionel Van Deerlin** (D-Calif.) and **Ernest Hollings** (D-S.C.) and **FCC commissioners en banc**. Association staff told NAB executive committee, meeting in Washington last Thursday, that advance registration for convention is running 400-500 ahead of last year and 122,000 square feet of exhibit space have been sold.

□

FCC Chairman **Charles D. Ferris** says time has come for commission to publish "**clear and comprehensive primer**" that will answer questions concerning political candidates' rights and broadcasters' responsibilities under "**reasonable access**" provision of Communications Act. Chairman Ferris, in concurring in commission action affirming staff's rejection of complaint that Anthony Martin-Trigona, candidate for Democratic senate nomination in Illinois, filed against several Chicago television stations (BROADCASTING, Jan. 9), said complaint points up need to address "reasonable access" questions in orderly manner, not as they are presented for ad hoc rulings. Mr. Martin-Trigona's complaint stemmed from inability to place ad in early evening news. Chairman Ferris said commission "**within the next month**" will consider issuing for comment "comprehensive review of some of the most pertinent questions we have faced in this field."

□

Political pressures on public broadcasting will be unavoidable "as long as Congress and the President have their hands on the purse strings." U.S. Representative **Lionel Van Deerlin** (D-Calif.), chairman of House Communications Subcommittee, told **Public Radio Conference** on Friday. Congressman said he favored "increased and insulated" federal support of system but said "fiscal management" should be area for congressional oversight.

□

Pluria Marshall, chairman of National Black Media Coalition, called **National Association of Broadcasters** "**very racist organization**"

and said he did not expect NAB to do anything substantive for blacks in broadcasting "as long as Vince Wasilewski is president." Comments were reported to be segment of syndicated *America's Black Forum* to be shown past weekend. Mr. Marshall was also reported to have called NAB's new minority task force "smokescreen." "I don't think the Grand Wizard of the Ku Klux Klan can recruit for the NAACP," Mr. Marshall said. Mr. Wasilewski refused to comment on statements.

□

Wilbur Mills, former chairman of Congress's chief tax-writing panel, House Ways and Means Committee, **represented NBC** last week at **Internal Revenue Service** hearing on proposed movie tax regulations. Proposal would allow tax credit of 6.67% of cost of making movies in U.S., but only for film producers. Mr. Mills and Arnold Agree of ABC argued that 1976 tax law allows networks to claim it too. Mr. Mills is counsel to New York law firm, Shay, Gould, Climenko & Casey, retained by NBC to handle network's case.

□

Peter A. Derow, who left presidency of Newsweek Inc. last September to become senior VP of CBS Inc., in effect chief of staff to President John Backe (BROADCASTING, Aug. 22, 1977), **will return to Newsweek** presidency later this month. In internal memo Mr. Backe said that "unfortunately from our point of view, he has come to the conclusion that his heart is really in [magazine publishing] and that is where he wants to make his career." Officials said no decision on successor.

□

Position of VP, sales, has been created at the NBC Television Stations Division and **Bernard (Bud) Hirsch**, vice president, NBC-TV Spot Sales, has been selected to fill post, said to be the first of its kind at any network or major station group. Mr. Hirsch will be in charge of sales for both spot and local for the five company-owned stations.

mission the unlimited right to say to private industry, 'We believe we have seen the future, and you must construct it.'"

Nor, he said, at another point, is jurisdiction "acquired through visions of Valhalla. An agency can neither create nor lawfully expand its jurisdiction by merely deciding what it thinks the future should be like, finding a private industry that can be restructured to make that future at least possible, and then forcing that restructuring, in the mere hope that if it's there it will be used."

Judge Markey, who wrote the opinion for himself, former Judge William H. Webster, who is now the director of the Federal Bureau of Investigation, and Judge Roy L. Stephenson, said it was not necessary to go beyond the jurisdictional issue to overturn the rules. Nevertheless, he went on for several pages to suggest strongly that the rules violated the First and Fifth Amendments, as Midwest Video had argued. (Judge Webster wrote a one-paragraph concurring statement asserting that while he agreed with Judge Markey's analysis of the constitutional questions he did not join it because disposing of the issue on the jurisdictional ground was sufficient.)

The opinion was the second in less than a year in which an appeals court in a major case overturned commission rules on the ground that they were not "reasonably ancillary" to the commission's responsibilities in broadcasting. The first was by the Washington, D.C., court, in the pay cable case (BROADCASTING, March 28, 1977, et seq.)

To some observers, it seemed the courts might be trying to tell the commission something—that its authority over cable might be limited to such things as conditions under which television signals may or must be carried. Some commission lawyers said that if the opinion is allowed to stand it might rule out commission adop-

tion of equal employment opportunity rules for cable. It effectively outlaws obscenity rules, specifically including those the FCC adopted and has been reconsidering after they were appealed by the American Civil Liberties Union.

But the opinion could also turn out to be more of a victory than the cable industry might like. Commission and private attorneys said it might mean, for instance, that the commission lacks the authority to maintain the present 3% of revenues limit—5% in cases where need is demonstrated—on the amount of franchise fees local authorities may impose on cable systems. It might mean, too, that the commission lacks the authority to pre-empt states' authority to regulate pay cable rates, an argument New York is making in a case now pending in the U.S. Court of Appeals for the Second Circuit.

The court's opinion, while clearly reading the commission out of the business of mandating access, has no reference to what local authorities may do, at least in terms of their statutory authority. However, cable industry sources point out that the language in the opinion dealing with the constitutional issues would argue against local as well as federal action. Indeed, it might also be used against any attempt by Congress to provide the commission with the statutory authority the court said the agency now lacks.

Stuart Feldstein, vice president and general counsel of the National Cable Television Association, described the opinion as providing the cable industry with "generally good news." He said it "vindicates the view that the commission has exceeded its jurisdictional authority." But he also said the opinion should not be taken as a sign that the cable industry will not provide the kind of service the commission had attempted to require. "Those services will develop where they are needed," he said.

Skeptical FCC takes hard look at TI tuner

The FCC was briefed on Texas Instruments' new television tuner and saw it demonstrated in a prototype set at a special meeting last Thursday. The commission seemed most interested in its possible effect on UHF taboos and television channel allocations.

Chairman Charles D. Ferris wanted to know how the tuner would increase the number of available UHF channels. (With current sets, up to 18 UHF channels are taboo—restricted—from assignment for each channel occupied.) Raymond E. Spence, the FCC's chief engineer, estimated the number of channels could be doubled—an estimate he called "mildly optimistic." But, he qualified, "co-channel interference becomes a problem."

Another claim for the TI tuner, adjacent channel occupancy—which is not possible with sets currently in use—was explored by Commissioner Robert E. Lee. He asked if it would be possible to allocate adjacent channels on each side of an assigned channel. The answer was no; it would, for example, be possible to assign channels 20 and 21 to Washington, but not channels 19 and 22, Mr. Spence confirmed.

Several commissioners questioned the time necessary for the new tuner to become widely used—a prerequisite for any allocation plan disregarding the present taboos table. Mr. Spence estimated five to seven years as the average time for consumer set replacement and added 18 to 36 months as manufacturer tool-up time. Commissioner Lee noted that it took 12 years for national penetration of new sets to reach 90% after passage of the 1962 all-channel act.

Commissioner James H. Quello asked Mr. Spence to suggest a timetable for commission action on the report. The response: "Further tests are needed. The tuner is markedly superior and hopefully tests will indicate that significant reductions in UHF mileage separations are possible. I certainly think an inquiry is in order and we're coming back, hopefully on March 30, to suggest one," Mr. Spence said.

Chairman Ferris asked if the UHF noise level, which the TI tuner lowers from 18 db to 12 db, should be lowered by an independent action. "I would feel comfortable reducing the noise figure," Mr. Spence responded. "I'm not sure I'd propose reducing it to 12."

As has been the case at earlier TI tuner presentations, there was some skepticism (BROADCASTING, Feb. 20). Several members of the audience questioned the need for such a new tuner if it will not substantially increase the number of possible allocations and if UHF reception could be improved independently through such measures as lowering the noise level in UHF tuners and by demanding UHF antenna standards.

NAB rallies the troops against ad ban

The National Association of Broadcasters stepped in swiftly last week to form an industry coalition ("Closed Circuit," Feb. 27) to fight the Federal Trade Commission's proposed restrictions on children's TV advertising, which were instituted as a formal rulemaking last Tuesday (story page 86).

NAB called for a summit meeting at its Washington headquarters this Thursday (March 9) to look for common ground from which to launch a coordinated lobbying effort at both the FTC and Congress by broadcasters, advertising agencies and advertisers. Invitations went out to some 25 associations and companies, including the American Association of Advertising Agencies, the Association of National Advertisers, the American Advertising Federation, the Television Bureau of Advertising, the Television Information Office, the Association of Maximum Service Telecasters, the Association of Independent Television Stations, the National UHF Broadcasters Association, the Station Representatives Association, the networks, Westinghouse Broadcasting, Metromedia, Cox Broadcasting and other broadcast groups, and toy, chocolate and chewing gum manufacturers associations.

Donald Zeifang, NAB senior vice president for government relations, did not know last week how many of the organizations would attend. He expected that this first meeting would be confined to a review of the problem and would not result in the formulation of an immediate plan of action.

The present situation, Mr. Zeifang said, is more complicated than that confronting the summit NAB was host to last year that fought legislation in Congress that threatened restrictions on advertising of saccharin products. That effort was primarily a lobbying campaign which accomplished its goal largely by flooding Congress with letters from the grass roots of broadcasting and advertising.



WEAR YOUR EARS PROUDLY!

Who's the leader of the family syndication gang? SFM, the company that brought Walt Disney's "Mickey Mouse Club" back to television. And the company that scored again with Walt Disney's "New Mickey Mouse Club."

But as good as these great shows have been, we're more than just a "mouse" company.

We've also brought to television exciting feature films like "Adventures of the Wilderness Family," "Across the Great Divide," and "Challenge to Be Free."

Now, we bring that same quality to first-run feature syndication! We have *the* exciting new project for 1978—the "SFM Holiday Network." A package of family feature films that will knock you on your ears!

Many are first run features, the pick of the great Hollywood studios!

The "SFM Holiday Network" will receive the same national promotion that made the Mobil Showcase Presentations and "The Mouse" so successful.

In addition, SFM is offering new Mobil Showcase Presentations for 1979 and beyond, as well as another season of "The New Mickey Mouse Club."

Be sure to visit us at the SFM suite #2848 at the Hotel Bonaventure, during the NATPE convention, March 4-8.

Come celebrate Mickey's 50th Birthday and more!

Contact: Stan Moger, John Doscher, Jack Thayer, Gary Lico.

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NATPE 78

Programwise, sunup's in the West this week

Success-ridden conference of TV's program executives tries to hold on to virtues of its past while living up to reputation of present

This week's 15th annual conference of the National Association of Television Program Executives in Los Angeles is shattering old records. Attendance has been projected at more than 2,900; 176 exhibitors are showing off their wares at the Bonaventure and other hotels, and more than 200 new programs are on the block (BROADCASTING, Feb. 27).

As Phil Boyer, NATPE immediate past president and WLS-TV Chicago vice president and general manager, reflected: "Now it almost seems like we've arrived." In particular Mr. Boyer was talking about its no longer being necessary to "scurry" around looking for big names to attend. Top-level network and government people have made the commitment, and with a Los Angeles conference site, big-name television stars also are more accessible.

Another former NATPE president (1973-74), Harry Trigg, WGN-TV Chicago program manager, was apprehensive. While "generally upbeat about what's going to be there" before leaving for Los Angeles, Mr. Trigg expressed concern that the conference could get "unwieldy" and "almost overwhelming," with "so much to see and so many people to cope with."

Mr. Trigg's concerns were far from unique. "Bigger and bigger is not necessarily better and better," said NATPE's current president, Jim Major, program manager at WJBK-TV Detroit. Bigger numbers may mean a more "inclusive" conference and greater "clout" for the organization, he admitted, but also a less meaningful gathering for the program executives.

In formulating this year's NATPE agenda at least, Mr. Major and his colleagues claimed to have kept that in mind. And despite the growing representation from various segments of the television community, it appears to have meant a return to basics.

"This is a convention of program executives," said conference chairman Tay Voyer, station manager at WTVJ(TV) Miami. He explained that industrywide issues will not be ignored this year but that more emphasis has been placed on "things a pro-

gram manager can write down."

Mr. Voyer noted, for example, this morning's (March 6) opening general session entitled "The New Technologies: Full Ahead, Medium or Slow?" (which is expected to set the stage for a film-versus-tape debate). Last year's equivalent session, he said, concerned the proposed Communications Act rewrite.

Furthermore, he continued, aside from making the schedule more fun, several sessions will be broken down into smaller groupings to allow more interaction between panelists and the audience. "Programming: Buy It or Produce It?" which follows "The New Technologies" involves three simultaneous meetings depending on market size. Concurrent sessions, such as the Tuesday late morning choice between "Public Affairs Need Not be Dull Affairs" and "Nine Opinions in Search of the Program Executive" should have the same effect.

While mass meetings are far from abandoned, Mr. Voyer said the trend toward smaller groups this year "is the beginning" of what future NATPE conferences will look like.

Allen Sternberg (NATPE president, 1972-73), operations and program manager at WCKT(TV) Miami, claimed that it is an unfortunate dilemma that effectiveness of any organization often means losing the "intimacy and informality" of a small group. But he said "everybody's sensitive to that" and while certain sessions had been split in the past, he added "not to the degree it has been done this year."

Calling this year's agenda a "real effort" to return the focus to the "program people" was another in the circle of former NATPE presidents, Marv Chauvin (1975-76), station manager of WOTV(TV) Grand Rapids, Mich. "We're almost a victim of our own success," he said, adding that "we're not fighting the growth... as long as the program director isn't lost in the shuffle."

Added WLS-TV's Mr. Boyer, who said the question had been wrestled with before: "It becomes too big when we lose the ability to get the programmer there."

While efforts to break down the agenda may make the convention meetings more personal, still unanswered is how to deal with the increase in distributors. Mr. Voyer said that remains a subject under serious consideration. One possibility, he said, may be to eventually convert to a "trade-show style" with booths in a large convention hall such as MIP-TV, the annual international marketplace held in Cannes, France.

WCKT's Mr. Sternberg remained optimistic about the developing NATPE marketplace. Although he didn't expect any "broad innovation" this year, he believes

that the success of such shows as *The Muppets* (produced by Jim Henson, distributed by ITC Entertainment) is setting the stage for other new forms. He referred to the *Gong Show* (Chuck Barris/Firestone Program Syndication) as an example that a game show "doesn't have to be the same type." He said he's been seeing a "groundswell" of desire for new product and expects an upsurge of new ideas to surface "if not at this conference, then sooner or later."

Representative of a possible "new era of quality in access," according to WOTV's Mr. Chauvin, is *Please Stand By* (Bob Banner/Viacom). WOTV was one of some 40 stations, including the NBC owned-and-operated group, to put their dollars behind the effort. At Viacom it is thought to be a record-breaking first-run syndicated series in terms of development costs and money fronted by stations. Development, according to Viacom Enterprises President Henry Gillespie, cost about \$300,000, with Viacom, picking up about half. Stations that put up money and take the show are reimbursed.

Another positive trend which Mr. Chauvin expected to continue was the earlier release of new pilots. At WOTV, he said, a week's worth of checkerboard access scheduling was pre-empted in January to run new pilots, and viewer response was sought through published ballots.

Disappointed, however, with this year's offerings was former NATPE President (1974-75) Jim Ferguson, program director at WAGA-TV Atlanta, who cited generally "skyhigh" prices and an over-all "lack of top quality." He said he didn't think most of the programs were improving and said that the prime-time access rule "hasn't done what it was intended to do." He claimed that such programs such as *The Cheap Show* (Robert Wood-Cris Bearde/20th Century-Fox) and *The \$1.98 Beauty Contest* (Chuck Barris/Sandy Frank Film Syndication) don't "cut it in my book" and claimed he is still looking at access for "good family fare" along the lines of *The Muppets*, veteran game shows and animal shows. "We have to do some real soul-searching" to come up with improved access programs, he said.

New plum in industry's orchard: membership on NATPE's board

Another indicator of NATPE's increasing standing in broadcast industry affairs is the new attractiveness of service on its board. Whereas, in the past, members often had to be sought out for that duty, this year there's even a possibility that nominations may be made from the floor (at the annual business meeting, scheduled for Wednesday noon).

Absent that development, and assum-

MIKE'S HAVING A GREAT '78...

...IN PHILADELPHIA

Douglas has other reasons to celebrate. January Arbitron ratings for Philadelphia showed him **way out in front** between 4 and 5:30 p.m., with a 24 percent audience share to 19 percent for Channel 6's Merv Griffin and 18 percent for Channel 10's Dinah Shore.

Harry Harris, Philadelphia Inquirer

MIKE'S THE GREATEST in the only market where Mike, Merv and Dinah are head to head.

Mike tops Merv

+25% in Rating
+26% in Share
+29% Households
+38% Women 18-49
+13% Men 18-49

Mike tops Dinah

+43% in Ratings
+33% in Share
+30% Households
+ 8% Women 18-49
+59% Men 18-49

Source: January 1978 ARB. No. 1 in NSI, too!

...AND NATIONALLY

MIKE'S DELIVERING GREATER AUDIENCES throughout the country in January 1978 vs. November 1977.

HOUSEHOLDS: +18% in NSI, +15% in ARB

WOMEN 18-49: +37% in NSI, +25% in ARB

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The audience figures shown are estimates, subject to the techniques and procedures used by the service noted.

ing the recommendations of the nominations committee are ratified by the members, five persons will be elected to board membership: Wes Harris of the NBC O&O TV group; Stewart B. Park of KNTV(TV) San Jose, Calif.; Amy McCombs of WFSB-TV Hartford, Conn.; Judy Girard of WBNG-TV Binghamton, N.Y., and C. Stephen Currie of WDSU-TV New Orleans. (Mr. Currie's previous term as a NATPE director expires this year; he is being nominated to fill two years of the unexpired

term of Chuck Gingold, of KATU-TV Portland, Ore., who is being nominated to be NATPE's second vice president (BROADCASTING, Feb. 27).

Donald Dahlman of Multimedia Program Sales is being nominated for one of NATPE's two board seats occupied by associate members. He would succeed Wynn Nathan of Time-Life Films.

NATPE's 20-person board comprises three officers (the president, first vice president and second vice president), the

three immediate past presidents, the two directors representing associate members (syndicators, station representatives, agencies and advertisers), and 12 individual board members, elected in blocks of four, who serve three-years terms. There are two ex officio members: Robert Bernstein, of the March Five public relations agency in New York, who has been the annual conferences' principal organizing force, and Pat Evans, the secretary-treasurer, of Lancaster, Pa.

NATPE 78

Saturday, March 4

Registration. 9 a.m.-8 p.m.

Continental breakfast. 9-10 a.m. For first-time NATPE attendees, their spouses and guests. Outline of NATPE past by Lew Klein, Gateway Communication; NATPE present by Jim Major, NATPE president, and NATPE future by A.R. Van Cantfort, NATPE first vice president.

Hospitality suites open. 10 a.m.-6 p.m.

NATPE cocktail reception. 6 p.m.

Iris Awards banquet. 8 p.m. Annual citations for program excellence and the Award of the Year. Dick Clark, master of ceremonies. The Iris presenters: Ed Asner, David Birney, Lloyd Bridges, Carol Burnett, Phil Donahue, Mike Douglas, Stephanie Edwards, Allen Ludden, Penny Marshall, Peter Marshall, Rue McClanahan, Rod McEuen, Melba Moore, Martin Mull, Jim Nabors, John Newland, Leonard Nimoy, Buck Owens, Dinah Shore, Suzanne Somers, Bernadette Stanis, Jean Stapleton, Sally Struthers, David Susskind and Betty White.

Sunday, March 5

Registration. 9 a.m.-8 p.m.

Hospitality suites open. 10 a.m.-7 p.m.

Monday, March 6

Registration 8 a.m.-7 p.m.

General session. 9 a.m. Call to order: Jim Major, NATPE president. Invocation: the Rev. Ellwood E. Kieser, executive producer of *Insight*. "A Salute to Television," multimedia presentation produced by Eastman Kodak. Keynote address: Tom Snyder, host of NBC-TV's *Tomorrow*. "The New Technologies: Full Ahead, Medium or Slow?" Moderator: A. R. Van Cantfort, NATPE first vice president. Panelists: Julius Barnathan, ABC-TV; Ed DiGiulio, Cinema Products Corp.; Joseph A. Flaherty, CBS-TV; Charles Anderson, Ampex.

Simultaneous workshops. 11:15 a.m. "Programing: Buy It or Produce It?"

Workshop A (markets one-20). Moderator: Don Azars, KGO-TV San Francisco. Panelists: Bill Hillier, Group W; Jamie Kellner, Viacom; Bruce Marson, WCVB-TV Boston.

Workshop B (markets 21-50). Moderator: Bill Thrash, KTVY Oklahoma City. Panelist: Pat Cramer, WTVN-TV Columbus, Ohio; Reg Dunlap, Show Biz Inc.; Charles Gerber, Gerber/Carter Communications; Irwin Starr, WJLA-TV Washington.

Workshop C (markets 51-210). Moderator: Lon Lee, WJXT Jacksonville, Fla. Panelists: George Back, Hughes Television Network; Jane Cohen,

National Association of Broadcasters; Judy Girard, WBNG-TV Binghamton, N.Y.; Ted Kohl, WXX-TV Petersburg, Va.

Founders luncheon. 1 p.m. Host: Jim Major, NATPE president. Address: Garry Marshall, Henderson Productions, producer of *Happy Days* and *Laverne and Shirley*.

Affiliate and independent meetings. 2:45 p.m. Moderators: Mal Potter, WTAE-TV Pittsburgh, for ABC, Bill Logan, WMT-TV Cedar Rapids, Iowa, for CBS; Dick Ballinger, WNEW-TV New York for independents; Tom Reiff, KPRC-TV Houston, for NBC, and Chuck Allen, KCET Los Angeles, for the Public Broadcasting Service.

Hospitality suites open. 4-7 p.m.

Tuesday, March 7

Registration. 8 a.m.-7 p.m.

Reveille session. 8 a.m. "Greetings: a Petition To Deny Your Renewal." Moderator: Bob Sutton, WWJ-TV Detroit. Panelists: Edgar W. Holtz, Federal Communications Bar Association; Kathy Bonk, National Organization for Women; Pluria Marshall, National Black Media Coalition; Danny Villaneuva, KMEX-TV Los Angeles.

General session. 9:30 a.m. "Hollywood Fights Back—Revisited." Moderator: Bill Stout, KNXT Los Angeles. Panelists: David Gerber, David Gerber Productions; Lee Rich, Lorimar Productions; Grant Tinker, MTM; Paul Junger Witt, Witt/Thomas/Harris Productions; David Wolper, Warner Bros. Interviewers: Dan Lewis, United Features Syndicate; Steven Scheuer, *TV Key*; Ciji Ware, KCET Los Angeles.

Concurrent seminars. 11:15 a.m.

Workshop A. "Public Affairs Need Not Be Dull Affairs." Moderator: Chuck Larsen, WNBC-TV New York. Panelists: Joe Abrell, WTVJ Miami; Ed Aiken, KPHO-TV Phoenix; Amy McCombs, WFSB-TV Hartford, Conn.; Dick Mincer, *The Phil Donahue Show*.

Workshop B. "Nine Opinions in Search of the Program Executive." Moderator: Lucie Salhany, WLVN-TV Cambridge, Mass. Panelists: the general manager—Phil Beuth, WKBW-TV Buffalo, N.Y.; the sales manager—Jim Boaz, WTOP-TV Washington; the news director, Ernest Schultz, KTVY Oklahoma City and Radio Television News Directors Association; the chief engineer—Ed Herlihy, KTLA Los Angeles; the business manager—Gene R. Anderson Forward Communications and Institute of Broadcast Financial Management; the production manager—Stephanie Gray, KNBC-TV Los Angeles; the promotion manager—Ivan Ladizinsky, KTVU Oakland, Calif.; the national rep—Bob Peyton, Katz Television; the distributor—Scott Towle, Worldvision Enterprises.

Luncheon. 12:45 p.m. Honoring NATPE board of directors. Presentation of Lee Waller Memorial Scholarship Awards by cochairmen Jack Michael, WREG-TV Memphis, and Chuck Larsen, WNBC-TV New York. Retrospective: "What Really Happened to the Class of '63?" Moderator:

THE WEEK RHODE ISLAND WATCHED ITSELF SURVIVE.

In Rhode Island, the week of February 6-12 was a time of crisis. It was also a time of heroism, as leaders of government, civil defense authorities, and thousands of volunteer citizens joined forces to battle the most catastrophic blizzard ever recorded in the state. And in snow-bound homes and



Throughout the crisis, WJAR-TV served as the fundamental communications link between the government and the public by broadcasting live from Civil Defense headquarters for seven straight days and nights. Here Governor Garrahy reports moments after landing from an aerial reconnaissance tour.

in hundreds of emergency shelters people gathered around their TV sets and looked for help and hope. Those who were watching WJAR-TV got a lot of both. Because WJAR-TV was the

only station broadcasting live around the clock from the center of the action. Newsman Jack Kavanaugh spent the entire week at Civil Defense headquarters working shoulder to shoulder

**"...WJAR's Newswatch 10 achieved
a 47 rating and a 61 share."**

with Governor J. Joseph Garrahy to bring to the people of Rhode Island newscasts of decisions as the decisions were being made. So immediate and timely was the Channel 10 live Newscam coverage that NBC was able to report nationally 24 hours before any other network. Meanwhile, people in the state began recognizing Channel 10 as the official source. On Wednesday evening, February 8, with the full proportions of the problem becoming clear, WJAR's Newswatch 10 achieved a 47 rating and a 61 share. The blizzard of '78 produced an amazing testimony to the credibility and news leadership of Outlet Broadcasting.

OUTLET BROADCASTING
An Outlet Company Division.

WJAR-TV (NBC) Providence, R.I. WDBO-TV (CBS) Orlando, Fla. KSAT-TV (ABC) San Antonio, Tex. WCMH-TV (NBC) Columbus, Oh.
Audience information based on Arbitron Coincidental survey conducted Feb. 8, 1978, 6-6:30 pm.

Ed Bleier, Warner Bros. Panelists: former network TV executives Bob Wood, Mort Werner and Tom Moore.

Hospitality suites open. 3-7 p.m.

Wednesday, March 8

Registration. 8:30 a.m.

Concurrent seminars. 9 a.m.

Workshop A. "Everybody Loves a Winner—the Business of Awards." Moderator: Bob Guy, KING-TV Seattle. Panelists: Worth McDougald,

George Foster Peabody Awards, University of Georgia; Barry Solomon, NBC; Hank Rieger, Academy of Television Arts and Sciences; Elizabeth Young, Ohio State Awards, Ohio State University.

Workshop B. "Beyond Three Networks." Moderator: Richard Thrall, Multimedia Broadcasting. Panelists: Dick Cox, Dick Cox Associates Division, Young & Rubicam; Rich Frank, Paramount Television; Al Masini, Telerep; Ted Turner, Turner Communications.

General session. 10:15 a.m. Designed to make working relationships among buyers and sellers more productive. Moderator: John Goldhammer, KABC-TV Los Angeles.

Business session and elections. 12:15-1 p.m.

NATPE 78

The following companies will be exhibiting programs or services at the NATPE convention. Hospitality suites are in the Bonaventure unless stated otherwise.

ABC-TV	2678	Sandy Frank Film Syndication	3058	Metro Productions	Biltmore 7-235
Advancers	Biltmore 10-229	Gerber/Carter Communications	2565	MG Films	2605
Air Time International	1837-9	Gold Key Entertainment	3048	MGM Television	3080
Alan Enterprises	2929	Samuel Goldwyn Television	2828-30	Mighty Minute Programs	2865
Alcare Communications	2738	Granada Television International	2669	MMT Sales	2405
Allied Artists TV	2965	Gray-Schwartz	3008	Modern Media Services	2258
Allworld Telefilm Sales	2704-6	Group IV Distributors	2805	MPTVT	Biltmore 11-325
American International TV	3157-60	Group W Productions	3280	Multimedia Program Productions	3004
Arbitron	1878-9	Leo A. Gutman Inc.	2559	Muscular Dystrophy	2918
Arcadia Entertainment	2445	Larry Harmon Pictures	2718	National Telefilm Associates	3044
ARP Films	2177-8	Harrington, Righter & Parsons	2649	NBC-TV	2778
Atwood Richards	2138-9	Hat Trick Productions	1925	New Zoo Reveue	2365
Avco Embassy Pictures	1778	Don L. Higley & Associates	2164-6	A.C. Nielsen	2339
Avery-Knodel Television	2958	Raymond Horn Productions	2464-6	Novo Communications	2578
Bandera Enterprises	1939	HR Television	1945	NTN Entertainment	Biltmore 11-326
Baron Enterprises	2929	Intercontinental Communications	2224	Official Films	2238
Baron Marcello	2565	International Communications Consultants	2265	Of People, Places & Things	Biltmore 11-328
Ben Barry & Associates	2438	Interpublic Television	2145	Ontario/Canada Distributors	
The Behrens Co.	2728-30	Investors Management Services	1904-5	Group	Biltmore 10-326
Dave Bell & Associates	1745	ITC Entertainment	3260	Jim Owens Productions	1978
The Bloom Film Group	2424-5	Janus Films	2765	Ozma Broadcast Sales	1725-6
Boston Broadcasters	2665	JED Productions	1858	Paramount TV Distribution	3340
Bristol-Myers	2617-9	Kaman Sciences	2478	Peters Griffin Woodward	2818
Burston-Marsteller	1705	The Katz Agency	2908	Peter Rodgers Organization	1864-5
Canadian Broadcasting Corp.	2518	Kebec Films	Biltmore 11-324	Petry Television	2809
Canadian Television Network	2905	M.A. Kempner Inc.	3068	Premore Inc.	1818
Capital Cities Television Production	2749	Kenrick Advertising	2024-5	Program Syndication Services	3028
Carter Grant Productions	2404-5, 7	Kentucky Derby Festival Network	Biltmore 10-224	Pro Sports Entertainment	2118-9
CB Distribution	2277-9	Kenyon & Eckhardt	Biltmore 11-224	PTL Television Network	2305
CBS-TV	2878	King World Productions	2218	Quad Media Concepts	2704,6
Cinaco Television	1844-5	Lexington Broadcast Services	2768-71	Quinn Martin Productions	Biltmore 10-223
Cinema Shares International	2869	Lutheran Television	2078	Bruce A. Raymond	2178
R.D. Citron Associates	1958	Magnavox Productions	2725	Rhodes Productions	2628-31
Claster Television Productions	2858	Marathon Entertainment	2625	Rigler & Deutsch	Biltmore 11-220/222
Coe Film Associates	2378	Mascom Advertising	2324-5	Dan Robinson Broadcasting	2638
Colbert Television Sales	2825	Masscasting Production Studio	1958	The Burt Rosen Co.	2944-5
College Bowl	Biltmore 10-324	MCA TV	3108	SFM Media Service	2848
College Sports	2358	Tom McManus/Grundy	2045	Show Biz	2968-71
Columbia Pictures Television	3144	Mediavision	2608	Simcom International	1965
Compro	Biltmore 10-201	Media Corporation of America	2458	Sports Syndication	Biltmore 10-324
Corporation for Entertainment & Learning/Fish Communications	2545	Metromedia Producers Corp.	3131	Storer Broadcasting	2925
Data Communications	2745			Stunkard-Parker Productions	2005
Jerry Dexter Program Syndication	2018			Sunn Classic Pictures	2505
Faith For Today	2038-9			Survival Anglia Ltd.	2939
FilmLife	2065			Syndicast Services	2505
Firestone Program Syndication	3138			Syntar Productions	2265
Four Star International	2757-9			D.L. Taffner	3062-5
				Taft, H-B Program Sales	2708-11
				TAT/Tandem Syndication	2657-9
				TeeVee Records	1765
				Telcom Associates	2538
				Telerep	1825
				Telesound of San Francisco	2845

Our team in L.A. Members of BROADCASTING's sales and editorial staffs is headquartered in suite 2205 of the Bonaventure hotel for the duration of the NATPE convention. On hand: Larry Taishoff, Dave Whitcombe, Win Levi, Bill Merritt, Ruth Lindstrom, Jay Rubin and Don West.

Dinah's going places and so is her audience. Up, up, up.

Up! November 1977 over November 1976—53 market average DMA share, where Dinah! was carried in the same daypart.

Up! November 1977 over November 1976—31 market average DMA share, where Dinah! replaced another program.

Up! November 1977 over October 1977—22 market average DMA share, in those markets that had an October 1977 rating book.

Look for more travel, unusual themes, plus other lively surprises in Year #5!



At NATPE, Bonaventure Hotel, Malibu Suite 3038.

DINAH!



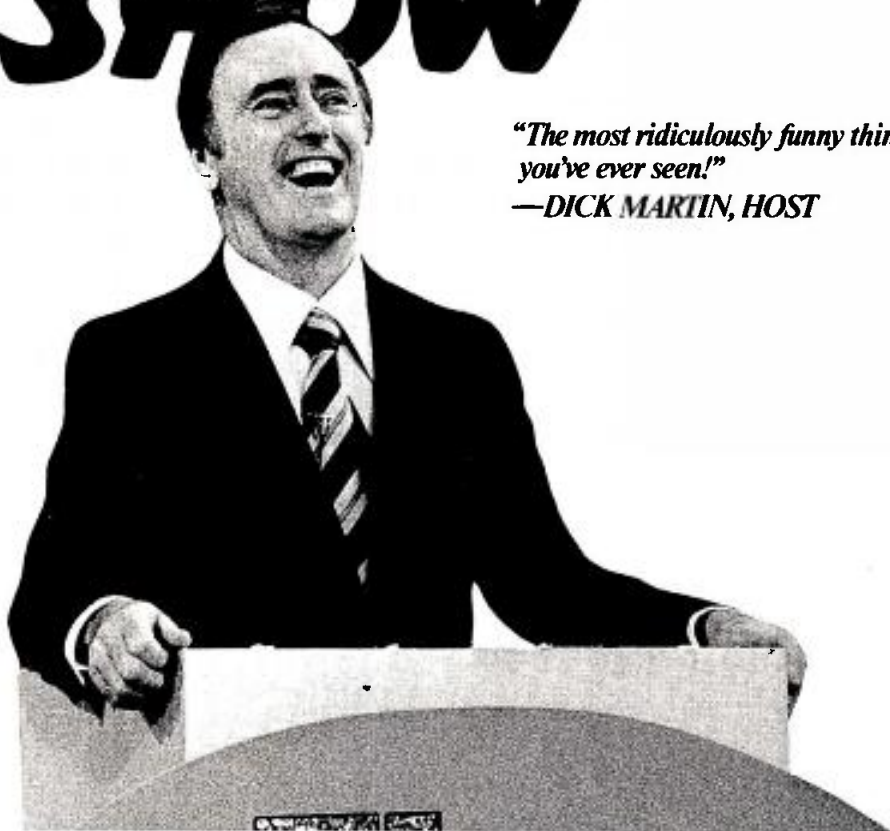
Source: NSI's for Nov. 1977 (11/3-11/30), Oct. 1977 (9/29-10/26), Nov. 1976 (11/4-12/1).

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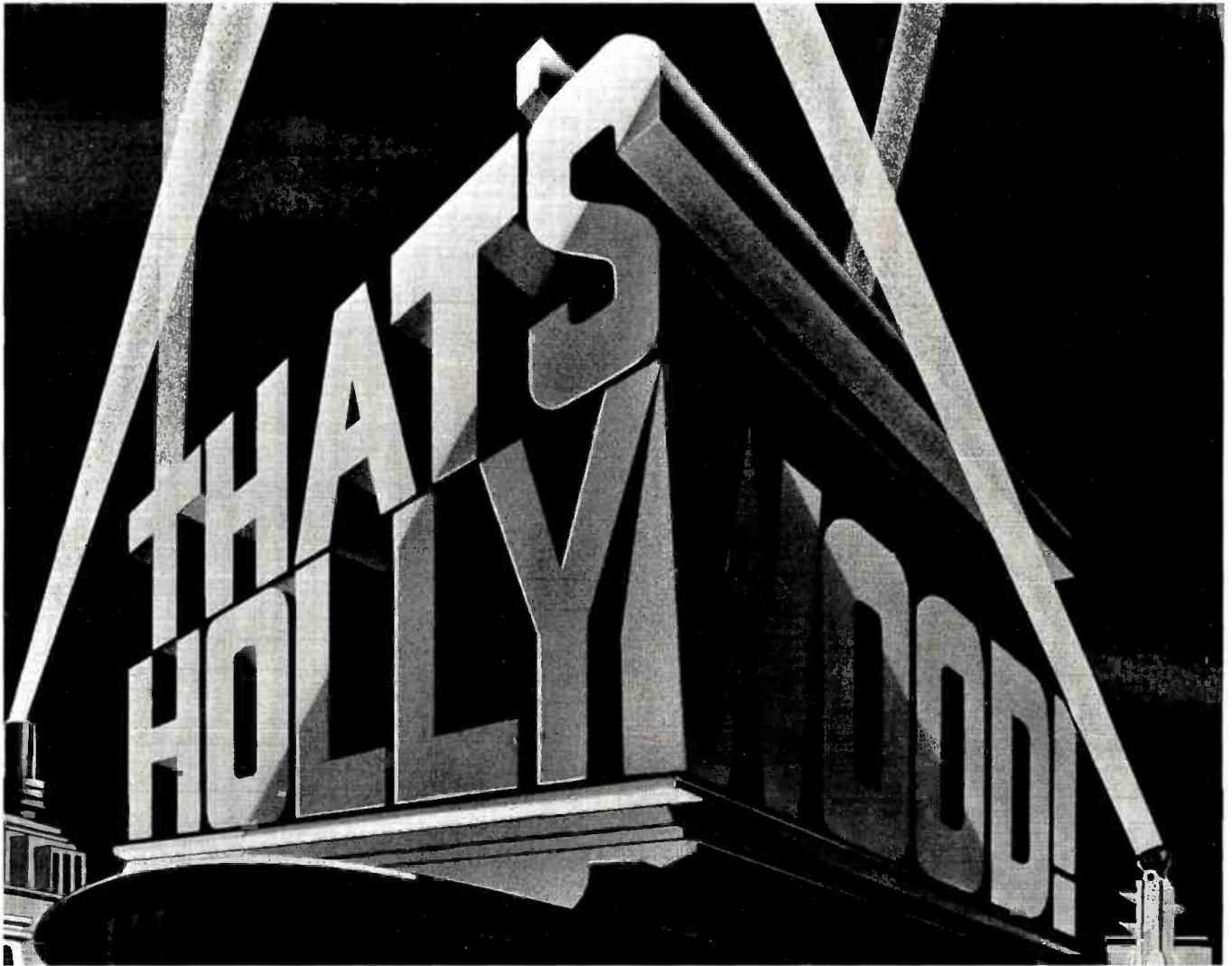
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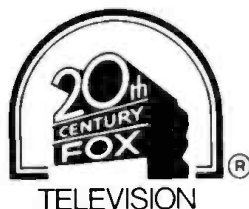


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Jack the Ripper (6)
Judd for the Defense (50)
Lancer (51)
Land of the Giants (51)
Lost in Space (83, 29 b/w)
National Enquirer (one-hour
weekly magazine format)
The Pathfinder (5)
Voyage to the Bottom of the Sea
(110, 32 b/w)

Half-Hours

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The Cheap Show (half-hour series)
Circus! (52)
The Ghost and Mrs. Muir (50)
The Incredible World
of Adventure (31)
M*A*S*H (approx. 175)
Masquerade Party (30)
My Friend Flicka (39)
Nanny and the Professor (54)
Numero Uno (13)
Orson Welles Great Mysteries (26)
Peyton Place (514, 267 b/w)
Room 222 (113)
The Shari Show (24)
That's Hollywood (26)

Features

Century 5
Century 6
Century 7
Century 8
Century 9
Fox One
Fox Two

Animated Half-Hours

Doctor Dolittle (17)
Fantastic Voyage (17)
The Hardy Boys (17)
Journey to the Center
of the Earth (17)

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Twentieth Century-Fox Television

Teleworld	1758
J. Walter Thompson	2938
Time-Life Television	3165
Transworld International	2345
Trident Anglia	2979
TVAC	Biltmore 10-325
TV Cinema Sales	2265
TV National Releasing	2838
TV Sports Scene	2257-9
TVS Television Network	2524-6
20th Century-Fox Television	3038
United Productions	Biltmore 10-220
UPA Productions of America	2445
Viacom	3220
Jim Victory Television	3022-5
Vidronics	3048
Vipro	2158
Vitt Media International	2245
Warner Bros. Television	3118
Weiss Global Enterprises	2838-9
Lawrence Welk	1805
Western International Syndication	1918
Robert Wold	2058
World Championship Tennis	2418
Worldvision Enterprises	3124
Yongestreet Program Services	2948-51
Adam Young	2318
Y & R Ventures	2645

The following listings arrived too late for the Feb. 27 issue.

United Artists Television 3148
729 Seventh Avenue, New York 10019

UA Showcase 10 (30), UA Showcase 9 (30), UA Showcase 8 (30), UA Showcase 7 (30), UA Showcase 12 (Canada) (30), Superstars (200), UA Super 200, MGM 11 (30), MGM 10 (30), MGM Movie Greats, Bugs Bunny and Friends, Popeye Cartoons, MGM Cartoons, MGM Shorts (Our Gang and others), Gilligan's Island (98), The Rat Patrol (58), The Outer Limits (49), Hollywood and the Stars (31). **Personnel:** Martin J. Robinson, Joseph Ceslik, Jack McLaughlin, Stephen L. Elsky, Selwyn Ginsler, Glen Hagen, Paul Kalvin, Murray Oken, Fred Watkins, William Wineberg, B.E. Farber.

Warner Bros. Television Distribution 3117-20
4000 Warner Boulevard, Burbank, Calif.

Chico and the Man*, Welcome Back, Kotter*, Roots*, The Waltons*, The David L. Wolper Specials of the Seventies*, The FBI (234), Maverick (124), Tarzan (57), F Troop (65), Superman (104), Batman/Superman/Aquaman (69), Porky Pig & Friends (156), Bugs Bunny & Friends (156), Marine Boy (79), Johnny Cypher in Dimension Zero (130), Out of the Inkwell (100), Charlie Chan Film Festival (21), The Bowery Boys (48), Tarzan Features (32), 13 Classic Thrillers (13), Volume 1-A (23), Volume 2-A (22), Volume 10 (31), Volume 11 (33), Volume 12 (38), Volume 13 (30), Volume 14 (39), Volume 15 (31), Volume 16 (29), Volume 17 (29), Volume 18 (28), Volume 19 (30), Volume 20 (30), Volume 21 (26), The FBI Story (4). **Personnel:** Charles D. McGregor, Alfred Ashley, George Mitchell, Peter Affe, Sid Cohen, Bill Seiler, John Louis, Robert Mitchell, Gordon Hellmann.

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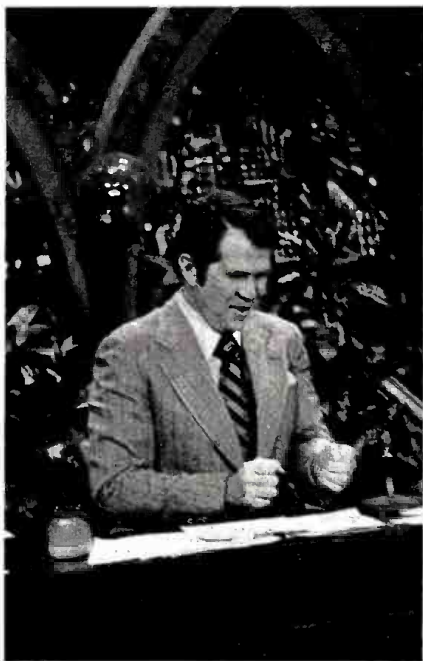
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Pat Robertson and CBN: The man, the mission and the medium

The Christian Broadcasting Network is his chosen vehicle for bringing the 'hallelujah time' into the nation's living rooms; he may be the most successful yet in using television as an instrument for evangelizing



Across the nation, around the world. From CBN headquarters in Tidewater, Va., Pat Robertson (insert) and *The 700 Club* reach over three million viewers each week. Viewers are urged to telephone CBN prayer

counselors during the telecast. In 1976 more than one million calls were reported received at the network's 59 nationwide counseling centers, where operators help viewers with spiritual problems.

Pat Robertson "is going to be the next Billy Graham. He has a new way of evangelizing—not tents or a stadium, but television. He knows how to use the medium. This is the wave right now. In the next 10 to 15 years, he is going to be the one that God will open up to—to counsel presidents and the leaders of this world. God has his prophets all over; not just Pat, but a lot of others. But Pat's going to be one of the main ones. He's one of the few that knows how to use television."

The speaker was John Gilman, an ordained minister and the 37-year-old director of creative programming for the Christian Broadcasting Network. The object of his adulation was Marion G. (Pat) Robertson, who founded CBN 18 years ago in about as unlikely a manger as could be imagined—a broken-down, vandalized television studio on the banks of a brackish backwater in a working-class neighborhood in Portsmouth, Va., itself then a tired ship-building center peopled

with transient sailors and dock workers.

Dr. Robertson, himself, has called the Portsmouth of CBN's early days a "wasteland," but now he says it is "charming" with its restored neighborhoods and new office buildings downtown. "It isn't exactly the typical center of a broadcast network," he adds.

For that is, indeed, what the Tidewater region of Virginia has become—the home of an organization firmly committed to becoming a powerful, important force in American and world television. Employees and officials of the not-so-fledgling enterprise now speak matter-of-factly about "the other networks."

"In my wildest imagination," Dr. Robertson told BROADCASTING, "I think we're going to be a legitimate fourth network, and it may be that it won't be num-

ber four before it's all over."

As his story goes, Dr. Robertson—son of a U.S. senator (the late A. Willis Robertson, a Virginia Democrat who chaired the Senate Banking Committee), Phi Beta Kappa, lawyer, businessman, minister—founded CBN on Jan. 11, 1960 (the date its charter was filed) with the expressed intention of establishing a worldwide television Christian ministry. Two days later, according to his book, "Shout It From the Housetops," Dr. Robertson received his first contribution, three one-dollar bills from an unnamed man in South Carolina. When he took the money to a local bank to open a checking account, he was informed that checks would cost him six dollars. CBN was born, then, three dollars in the red.

Things have changed in 18 years.

According to Dr. Robertson, CBN today has 300,000 contributors, 140,000 of whom are members of his *The 700 Club* television show. Dr. Robertson and other

Programing

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November was 30% better than October and January 1978 was 30% better than November!

Better! SAN FRANCISCO/KPIX-TV, Monday-Friday 5:30-6:00 p.m.

November was 20% better than October and January 1978 was 30% better than November; and doubles its lead-in!

Better! WASHINGTON, D.C. /WDCA-TV, Monday-Friday 7:00-7:30 p.m.

November was 30% better than October and January 1978 was 25% better than November!

and Better!.... and Better!....and Better!

Source: ARB/NSI - Projected Weekly January Ratings



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CBN officials are hesitant to reveal the financial specifics of their operation, what their average contribution amounts to and the like, but membership in the club requires a \$10-a-month contribution ("33 cents a day," he says), which puts the minimum monthly intake of the operation at \$1,400,000. Actual monthly income could well be double that; in 1976 CBN was reported to have received \$20 million in contributions.

The one station has blossomed into four UHF television stations in top 50 markets, six radio stations*, a staff of more than 700, a 130-station occasional TV network, a cable television program service that is carried by 3,500 systems in the United States and Canada, a syndication service that delivers *The 700 Club* daily to viewers and listeners in Latin America, Africa and Asia, an advertising and public relations firm, a satellite distribution network that is expected to have 60 domestic earth stations in operation by the end of this year, a graduate school of communications that will open its doors next fall and a \$50 million world headquarters complex now under construction on a 200-acre site in Virginia Beach, Va.

Pat Robertson is more than the president of an organization that intends, first, to become a fourth television network in this country and then, later, an international media force. He is not only the head of a broadcast organization in the same way that, say, William Paley is the head of

CBS Inc. He is also the acknowledged spiritual leader of his band of disciples. He and his associates are convinced that he has received a God-given vision, as one said, to spread his religious message to "the four corners of the world."

CBN is Pat Robertson's vision coming to fruition. The organizational structure, the goals, the message are all an extension of his religious vision, which he says started with an argument he had with his wife, Dede, in the spring of 1957. According to his book, she lectured him one evening for "having a hallelujah time" with his religious friends while she was "stuck here at home looking after the children." She told him then that if he was looking for a religious experience, "you can get it just as well in your own living room."

"Even though her words were spoken in anger," Dr. Robertson wrote, "I sensed they had prophetic overtones."

■ Stanley Ditchfield, the director of international operations for CBN, outlined Dr. Robertson's plans for the network. Basically, it is to present a religious message, via television, "to people around the world" with a technological sophistication equalling and, if possible, surpassing that of the secular media. "Every organization has a visionary," Mr. Ditchfield said. "If there is no vision, there's no organization."

Television, Mr. Ditchfield said, "is the ideal medium of mass communication.

Through one hour of satellite broadcasting internationally, it is now possible to speak to more people in one hour than were alive on the face of the earth when Jesus was here in the flesh—maybe even than all the missionaries that ever lived since the beginning of the gospel have been able to speak to."

It has been in satellite communications that CBN has distinguished itself. At Virginia Beach, the network already has its own earth station, and, according to William J. Chambers, executive vice president of the network's Continental Satellite Corp., it will have 60 earth stations (some with uplink capability) by the end of this year.

The network's programs are now relayed to cable systems via an RCA satellite, but the new system, intended for broadcast stations, will use Western Union's Westar. Tentative plans call for the building of the stations in the largest 60 markets with the CBN O&O's being the first to go on-line. The Virginia Beach terminal with two Scientific-Atlanta dishes will be capable of sending signals to either of the satellites the network uses.

The satellite distribution system is an integral part of CBN's network plans. The system will provide CBN with greater programming flexibility than is enjoyed by the three major networks, and, as Mr. Gilman said, "we can't afford not to use" the more economical satellite if CBN intends to compete effectively with the other networks.

The CBN vision is more subtle than mere television preaching. It can be seen best in Dr. Robertson's production techniques employed for *The 700 Club* ("our primary reason for existence," according to Mr. Gilman).

In addition to his corporate responsibilities, Dr. Robertson is the host of the daily 90-minute talk show, the set of which bears a striking resemblance to NBC-TV's *Tonight Show* (the painted city scape in the background is framed by gothic arched windows). A boyish 45-year-old, Dr. Robertson shuns the boisterous approach often associated with religious broadcasting and opts, instead, for a quieter, more reserved interviewing style that owes much more to Johnny Carson than to Oral Roberts. Unlike Mr. Carson, however, Dr. Robertson is more interested in his guests' religious experiences and the role of God in their lives than in their latest film or new act in Las Vegas. In addition, a battery of "prayer counselors" are in the studio answering telephone calls from viewers.

One recent *700 Club*, for example, was devoted entirely to the abortion issue, the sort of controversial, political subject Dr. Robertson says he prefers to avoid dealing

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* The CBN station group includes WYAH-TV Portsmouth, WANX-TV Atlanta, WXNE-TV Boston, KXTX-TV Dallas, WXRI(FM) Norfolk, Va., and the following FM stations in New York state: WEIV Ithaca, WBIV Wethersfield, WMIX South Bristol, WOIV DeRuyter township and WJIV Cherry Valley township. CBN has an application pending for a new UHF facility in Richmond, Va.

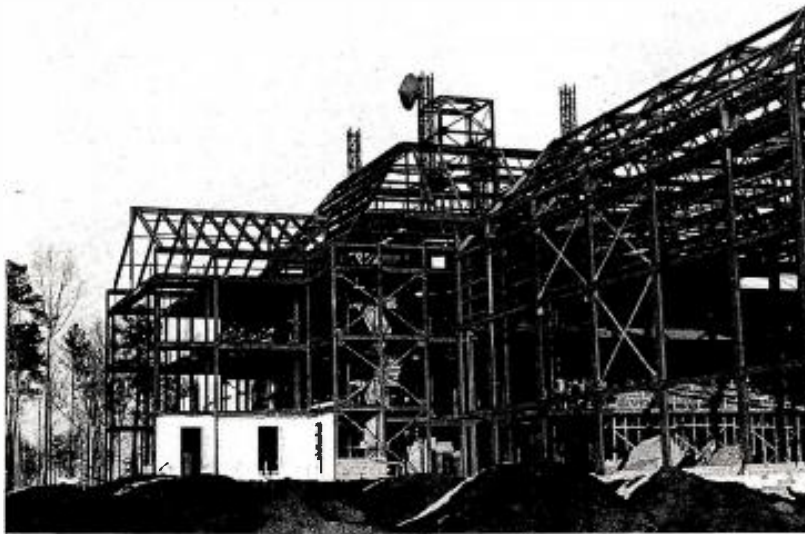
These stations have ability, style,
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They also have **Welcome Back, Kotter**.

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KTTV	Los Angeles	KSAT-TV	San Antonio
WPHL-TV	Philadelphia	WDTN	Dayton
KRON-TV	San Francisco-Oakland	WNYS-TV	Syracuse
WNAC-TV	Boston	WEYI-TV	Flint-Saginaw
WTTG	Washington, D.C.	KSL-TV	Salt Lake City
WEWS	Cleveland	KTEW	Tulsa
WTAE-TV	Pittsburgh	WDHO-TV	Toledo
KDOG-TV	Houston	KARK-TV	Little Rock
WTCN-TV	Minneapolis-St. Paul	WTLV	Jacksonville
WXIA-TV	Atlanta	WROC-TV	Rochester, N.Y.
WTTV	Indianapolis	KMPH-TV	Fresno-Tulare
WBAL-TV	Baltimore	WMT-TV	Cedar Rapids-Waterloo
WISN-TV	Milwaukee	WNDU-TV	South Bend-Elkhart
KBTV	Denver	KREM-TV	Spokane
KTXL	Sacramento-Stockton	WGAN-TV	Portland, Me.
KPTV	Portland, Ore.	WKJG-TV	Ft. Wayne
KMBC-TV	Kansas City	KGUN-TV	Tucson
WXIX-TV	Cincinnati	KRDO-TV	Colorado Springs
KFMB-TV	San Diego	KNDO-TV	Yakima
WJAR-TV	Providence	KVAL-TV	Eugene
KTAR-TV	Phoenix	KORK-TV	Las Vegas
WCMH-TV	Columbus, Ohio	KTVB	Boise
WMC-TV	Memphis	KOLO-TV	Reno

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Now and then. CBN's programs are now produced in the studios of WVAH-TV Portsmouth, Va., the network's first TV station (top photo). Late this year, the network plans to move to its new world headquarters, the main building in a \$50-million, 200-acre complex that will include the campus of CBN University and a convention center (bottom photo).

with too often on the show. His guests that day included Dr. John Wilkie, a Cincinnati physician who counsels young women against having abortions, and Marvin Weinberger, who is heading an anti-abortion campaign in Akron, Ohio.

Their stories obviously moved Dr. Robertson, who, Carson-like, leaned over his desk and listened with apparent in-interest as his guests talked. Several times throughout the show's 90 minutes, he punctuated a guest's statement with a "hallelujah" or an "amen." At other times, he bowed his head and shook it disapprovingly when a guest would speak of some prevalent social attitude that did not quite jell with Dr. Robertson's own views of morality. (Ben Kinchlow, a former Black Muslim and follower of Malcolm X who became co-host of the program two years ago, was almost in tears several times during the show.)

The program usually does not "get into controversial issues" such as the abortion question, said Dr. Robertson. "Normally religion is not considered a controversial matter." *The 700 Club* (named by Dr. Robertson in the mid-sixties when he first asked for 700 contributors) attempts to stress "love and harmony," he said, and "I don't want to change it into a forum for controversy."

But the program has had its share of content problems. An affiliate in Los Angeles, for example, was required to grant equal time to a local homosexual group that contested the appearance of a former member of the gay community on Dr. Robertson's show. And during the 1976 presidential campaign, a planned appearance by then Democratic nominee Jimmy Carter, a born-again Christian himself, had to be scuttled because of equal-time requirements.

"We have to abide by the law," said Dr. Robertson. "We're a public trustee of a facility, and we recognize the FCC rules. We don't try to skirt the rules or play games. If, in the event there was a request for equal time, we'd have to grant it."

Although Dr. Robertson said "I don't think it hurts to give opposing views," he admitted that issues, such as abortion, that are at once political and moral do put CBN in awkward situations. "When you get into moral issues, I would tend to follow the FCC rule which says that matters of religion are not considered controversial. I believe that when something is Biblical, we should give a Biblical point of view.

"We try to be responsible broadcasters. If our lawyers say the FCC says give them equal time, and if somebody from a representative group wants it, we'll have to do

it. And we'll have to seek out people with opposing points of view." According to Dr. Robertson, none of CBN's stations has yet experienced a serious fairness doctrine problem.

Aside from its subject matter, a viewer would be hard pressed to see anything on *The 700 Club* that he could not, reasonably, expect to see on any other network's schedule. The four RCA color cameras in the studio, the sound system, the control room are essentially no different from those used to present hundreds of commercial network programs. The set, as has been said, owes much to commercial television, and the musical interludes, including an attractive young woman singer, are classic talk show elements.

(The program has even sparked its own competition—*The PTL Club*. Jim Bakker was formerly with Dr. Robertson at CBN but broke with the organization in 1973 over a theological dispute involving Dr. Robertson's "Calvinistic" or predetermined vision of the relationship between God and man, and Mr. Bakker's "Arminian" belief in the free will of man, according to Mr. Gilman. Mr. Bakker then formed the other talk show, which he syndicates. He even managed to lure Dr. Robertson's former co-host, Henry Harrison, away from Portsmouth to Charlotte, N.C., to co-host *The PTL Club*.)

(According to former employees of the network, within 24 hours after the breakup between Mr. Bakker and Dr. Robertson, a \$10,000 set for the former's *Jim and Tammy Show* was chopped up and burned at the insistence of a perturbed CBN official. Dr. Robertson, they said, "was furious" about the destruction of the set.)

"We don't try to be dogmatic or dictatorial," said Dr. Robertson about *The 700 Club's* delivery.

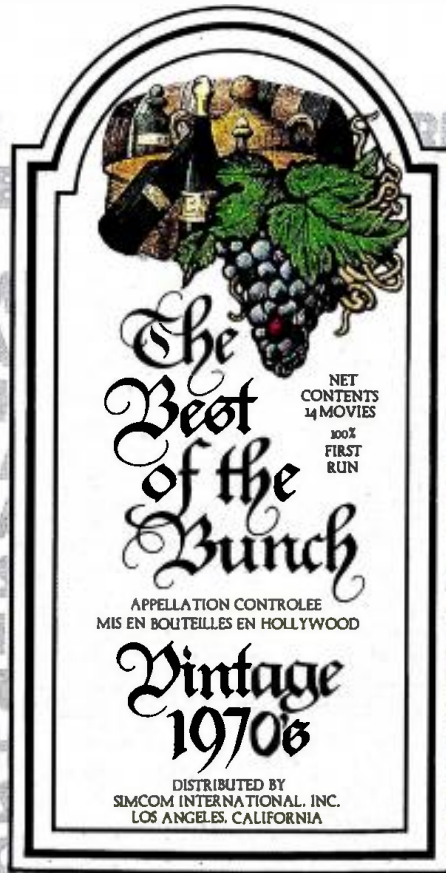
"If we have a right to expect people to watch what we do, they have a right to expect us to be as good or better than anything else on television," said Mr. Ditchfield.

"We're not here to preach so much as to walk with people," said Mr. Gilman. The objective of *The 700 Club* and of CBN is to "get the message across without being preachy, without being condescending, but real. We've got to be real."

The 700 Club is only one of CBN's programs. The network also produces a number of religious-oriented musical and instructional programs. Among them are *Holiday at Melodyland*, a weekly entertainment show; *The Ross Bagley Show*, an innovative "radio program" for television during which the host introduces tapes of entertainers in performance in much the same way that radio disk jockeys introduce records; *The Bible*, an international Sunday school lesson taught by Dr. Robertson, and another interview program, *Charisma*. Although some broadcast stations, including CBN's four O&O's, carry the full CBN line-up of programs, most of the programs produced go out via the RCA Satcom II satellite to the cable systems. According to Mr.

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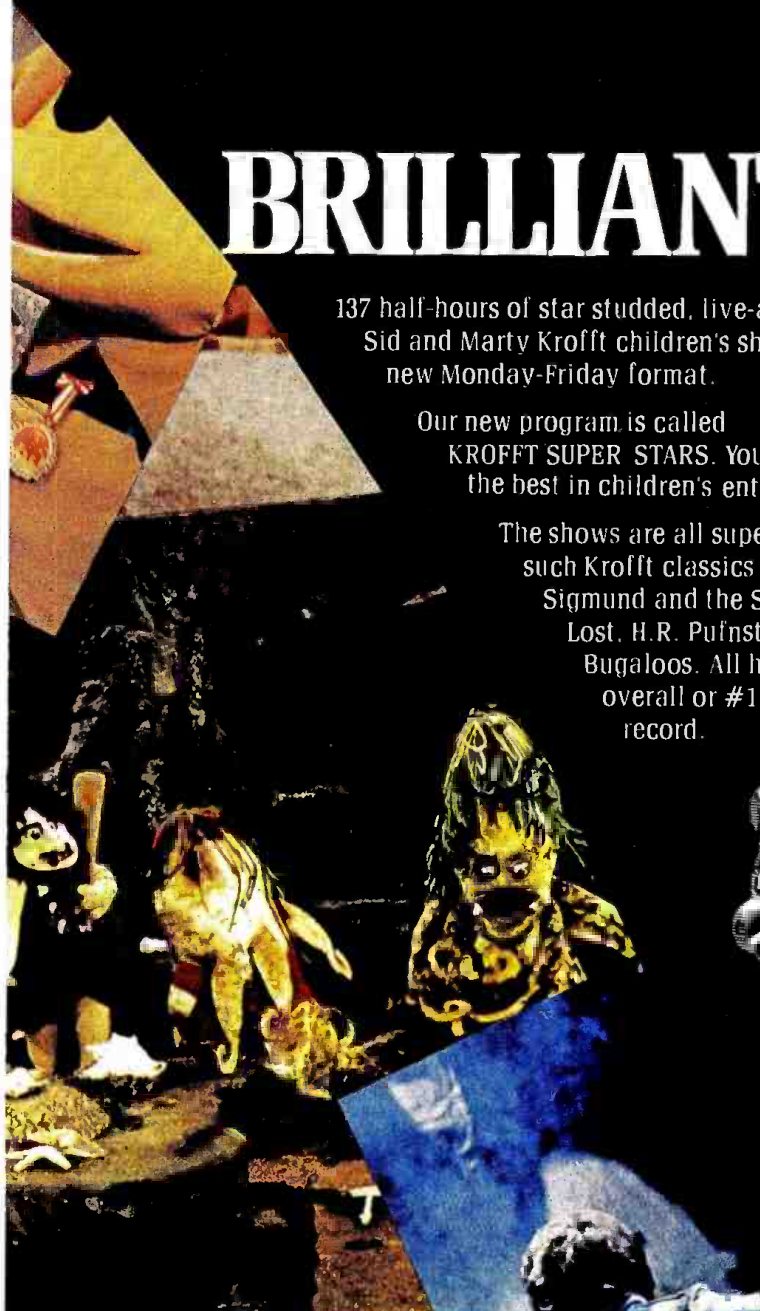
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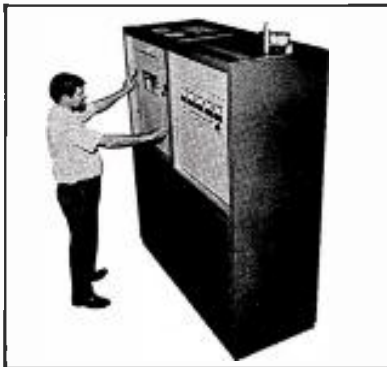


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Gilman



Ditchfield



Johnson



Chambers

Deacons. Although their names are not yet on the tongues of the broadcasting industry, they will be if CBN manages to become a true fourth television network. The chief lieutenants of the organization (l to r): John Gilman, director of creative programming; Stanley Ditchfield, director of international operations; Robert Johnson, vice president and general manager of network-owned TV's; and William Chambers, head of satellite operations.

Ditchfield, CBN's "totally originated schedule" of 8-10 hours each day is reaching a potential audience of some three million cable subscribers.

In 1977, CBN paid \$8,984,432 to stations to carry *The 700 Club* and other productions. Subject to clearances, it expects to purchase \$14-15 million in affiliate time in 1978. (Air time for a one hour version of the show in New York, where it is carried weekday mornings on WPIX(TV), is reported to cost CBN \$500,000 a year.)

CBN's international operations are already quite extensive. *The 700 Club* is carried via cable to hotels, embassies and apartment buildings in Tokyo in English five nights each week and broadcast there once a week in Japanese (tapes are dubbed by a firm in New York and then shipped abroad). The program is broadcast in English in the Philippines, and in Mandarin Chinese in Taiwan.

According to Mr. Ditchfield, the program is seen in dubbed versions in "most of Latin America" and is expected to be on in Africa by late spring.

CBN has made few inroads in Europe, however. Mr. Ditchfield said CBN expects "things are going to open up in Europe," but, as of now, the program is heard only on American Forces radio in Germany. The network, Mr. Ditchfield said, also has a "working arrangement" with Dutch television for CBN-produced specials.

According to Dr. Robertson, CBN will spend \$4 million this year for its overseas productions. Another \$1 million will be "given away" abroad, he said.

But that's not enough. Mr. Gilman, the producer of many of CBN's shows, described the network's five-year goal of "23 hours a week" of "commercially viable" programming. Nor did he speak of a desire to produce solely religious-oriented shows. Rather, Mr. Gilman described a "new context" of programming that will present "the kinds of programs that are missing today."

Viewers, he said, have been "conditioned and programed to receive" whatever the three major networks offer. As an alternative, CBN envisions becoming a "family network" that will present the "standard formats like the soap opera, the situation comedy and the documentary" with a conservative, fundamentally Chris-

tian bias. "We're going to write what we know about.

"We're going to be able to produce shows that are as strong in their content as anything that has appeared on the air to this day," Mr. Gilman declared. His plans include the production of secular programs that will "help people" and offer them "tremendous moral lessons" without preaching.

One CBN project that has received considerable attention in the broadcasting world was the announcement last month of the establishment of a network news operation. It is to be headed by a former *New York Times* editor, Robert Slosser, and will, according to Dr. Robertson, be Christian-oriented but not exclusively religious. "I want to emphasize excellence in news," Dr. Robertson said.

Toward that goal, CBN is developing a news organization that will, in its early stages, rely chiefly on reports supplied by the network O&O's and stringers in the United States and abroad. According to Dr. Robertson, CBN is "in contact with" about 140 potential stringers in Europe and elsewhere and 100 in the states. Bureaus, connected to CBN headquarters in Virginia Beach via satellite, will first be set up in Atlanta, Dallas, Boston, Los Angeles, Washington and, possibly, New York. Foreign news offices will first be established in London and Jerusalem.

Although the plans for the news operation are far from final, Dr. Robertson said he envisions two daily news programs—one during the day around noon and the other in the evening, perhaps as late as 10 p.m. NYT. He said that CBN planned an initial outlay of about \$15 million for the news (\$12 million of that has been earmarked for satellite earth stations that, presumably, will be used for more than just the news). The news operation's budget will be in the neighborhood of \$3 million its first year. The CBN news will be "100% commercial," Dr. Robertson said, and will be expected to pay for itself.

The news operations, which could be operational by the end of this year, will be run slightly differently from the rest of the network. For one thing, Dr. Robertson said, news personnel will not "necessarily" be required to be devoted Chris-

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WTVF	Nashville	WEAR-TV	Mobile-Pensacola	WWAY-TV	Wilmington, N.C.
KTVK-TV	Phoenix	WJXT	Jacksonville	KORK-TV	Las Vegas
WBTW	Charlotte	WROC-TV	Rochester, N.Y.	WMAZ-TV	Macon
WREG-TV	Memphis	WSLS-TV	Roanoke-Lynchburg	KBCI-TV	Boise
WFBC-TV	Greenville-Spartanburg-Asheville	KMPH-TV	Fresno	KMID-TV	Midland-Odessa
WLKY-TV	Louisville	WMT-TV	Cedar Rapids-Waterloo	WCTV	Tallahassee
KMOL-TV	San Antonio	WNDU-TV	South Bend-Elkhart	WUTR-TV	Utica-Rome
WOWK-TV	Charleston-Huntington	WDEF-TV	Chattanooga		
WTPA	Harrisburg-Lancaster-Lebanon-York	WTAJ-TV	Johnstown-Altoona		
		KOB-TV	Albuquerque		
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tians. "We want astute news people," Dr. Robertson said. "We like people who see the world through eyes with love and compassion, whose brains aren't all fogged up with too much booze or too much extracurricular activity. I think it would be to our benefit to have people who are clean living, moral individuals as our employees."

At CBN headquarters in Virginia Beach, however, most employees are born-again Christians. At noon every day all but a handful congregate in the company's chapel for a 30-minute prayer service. Employees who do not attend the noon service are given an opportunity to attend at other times throughout the day. (At these gatherings, one former CBN employee said, it is not unusual to see several staff members, including Dr. Robertson, "go into tongues"—a sort of religious frenzy, common to many fundamentalist faiths, that purports to replicate the baptism of the Holy Spirit experienced by the Apostle Peter at the first Pentecost.) "Theology has everything to do with CBN," said Thom Wilborn, a reporter with a local paper who used to be in the network's news department.

Occupying a particularly interesting position in the scheme of things at CBN will be the students of the network's CBN University, scheduled to open its doors this fall. Dr. David W. Clark, acting provost, said the graduate school of communications, the first of at least four departments (others are theology, law and business) included in the university's general plan, intends to train "gatekeepers" who will be expected to join the secular media upon graduation. He said the goal of the school will be to produce "skilled professionals who are also committed Christians." He said the intention of the university will be to provide the print and broadcast world with a pool of well-trained professionals who will influence the world's media through a "Christian life style."

Rather than stress religion among its news staff, Dr. Robertson said, CBN wants "people who are moral, clean-living individuals." Nonbelievers are expected to lead lives that "embody Christian principles," he said.

"In those positions where we have policy decisions," Dr. Robertson said, "the chances are that we're going to have Christians in them. People who are dedicated, born-again Christians, who aren't fighting us all the time."

And in its 18 years, CBN has had its share of fights. In 1970, the network's proposed broadcast tower was challenged as posing a navigation danger to aircraft using an area airport. Over some stern local protests, the Federal Aviation Administration eventually approved the erection of the tower. In 1971, Dr. Robertson and CBN were presented with a \$25,000 tax bill from the city of Portsmouth for delinquent property taxes on some equipment. Although he contended that in the eyes of the Internal Revenue Service CBN was a nonprofit, tax exempt organization

and did not have to pay the taxes, Dr. Robertson finally agreed to "walk the second mile" and presented the city with a check for twice that much, \$50,000.

In 1975, CBN signed a consent agreement to a Securities and Exchange Commission complaint. A great deal of CBN's funds come from small investors who either loan CBN money or will their savings accounts to the network. The SEC charged that the fund-raising techniques employed amounted to selling unregistered securities and that CBN was not divulging financial information material to its investors. CBN, reportedly, now gives investors a financial statement and continues to generate considerable income from the investment program.

CBN also suffered a minor embarrassment last fall when Michael Pertschuk, chairman of the Federal Trade Commission, singled out a CBN advertisement in



CBN's satellite uplink.

BROADCASTING magazine (although it appeared in others) as an example of the broadcasting industry's attitude toward child viewers. Dr. Robertson called the appearance of the ad "unfortunate" and said that it ran, in part, because "I never saw it" before publication. He defended the advertisement—for CBN's WXNE-TV Boston—as an "acknowledgement of the fact that children do, indeed, influence the selection of a number of things in the home."

"Mr. Pertschuk, in essence, is saying that he wants to take children's programming off the air because none of us is going to put it on for free—unless its religious," Dr. Robertson said. "We've got to have advertising." He said, too, that he believed the "ultimate consequence" of Mr. Pertschuk's position on the children's advertising issue will be the elimination of children's shows from television.

The children's advertising question raised another with particular applicability to CBN: the role of nonreligious programming on the network's O&O's. With the exception of religious programming, CBN stations are programed much as are independent stations throughout the nation: a few locally produced public-affairs programs and an abundance of such standard independent fare as *The Rifleman*, *I Love Lucy* and *Bonanza*.

Syndicated programs have given CBN

some problems. The network's stations employ censors who preview programs and clip potentially troublesome segments before they are aired. Even such innocuous family offerings as *The Brady Bunch* have felt the sting of CBN's strict programming guidelines when an episode of that series was axed because of references to birth signs and the zodiac.

The majority of the "secular programming" decisions are made by Robert Johnson, vice president of the CBN television group. According to Mr. Johnson, the O&O's operate on a budget of about \$4 million and have managed to produce revenues (plowed back into CBN) of \$750,000 a year. "If we were purely a commercial station, it would be called a profit," he said.

Selling time on a religious station has not always been easy, either. "We had great difficulty building credence with the advertising community," Mr. Johnson said. "They have now found out that we are highly professional, and we try to be as sophisticated as we can. We hope that we're more straightforward and honest, though."

Mr. Johnson's final comment sums up as well as any other CBN's singularity in the broadcasting industry. Dr. Robertson and his followers are, in his words, a Christian organization "that happens to be in broadcasting." It plays by a different set of rules and computes its successes with an accounting system that puts equal or more significance on the number of souls won than dollars taken in.

There are those both in and out of broadcasting who find fault with Dr. Robertson (who is said to have a \$25,000-a-year salary) and CBN, and ask, in effect, "What's in it for him?" To that question, Mr. Ditchfield answered carefully: "A concern for all people everywhere. A desire to see righteousness prevail."

A former Democratic congressman from Virginia who knew Dr. Robertson in his youth called him a "remarkable man" and a "true Christian." A Tidewater area newspaper reporter confessed that after almost two years of digging he had been unable to find any improprieties at CBN or among its officials. A local city editor said Dr. Robertson was a "genius" as an evangelist and fund raiser and "the only one of those guys I trust." A news director of a local television station said he was "not even sure there's a whistle to be blown" at CBN. Even one disgruntled former employee who punctuated his comments with references to "Saint Patrick" concluded after several years with CBN that Dr. Robertson and the majority of his associates were, indeed, sincerely religious persons.

Pat Robertson is a committed man who believes CBN can and will equal and, perhaps, surpass the powers of American and world television. He believes that the Apostle Paul's declaration of the "fullness of time" holds a particular applicability to CBN. "We're not just blue-sky speculators; we're going to have to take it one bite at a time." ■

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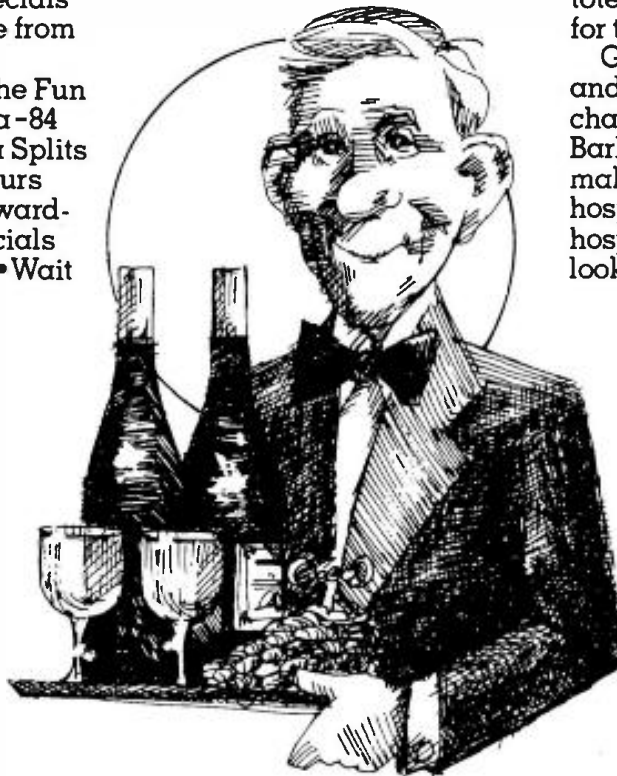
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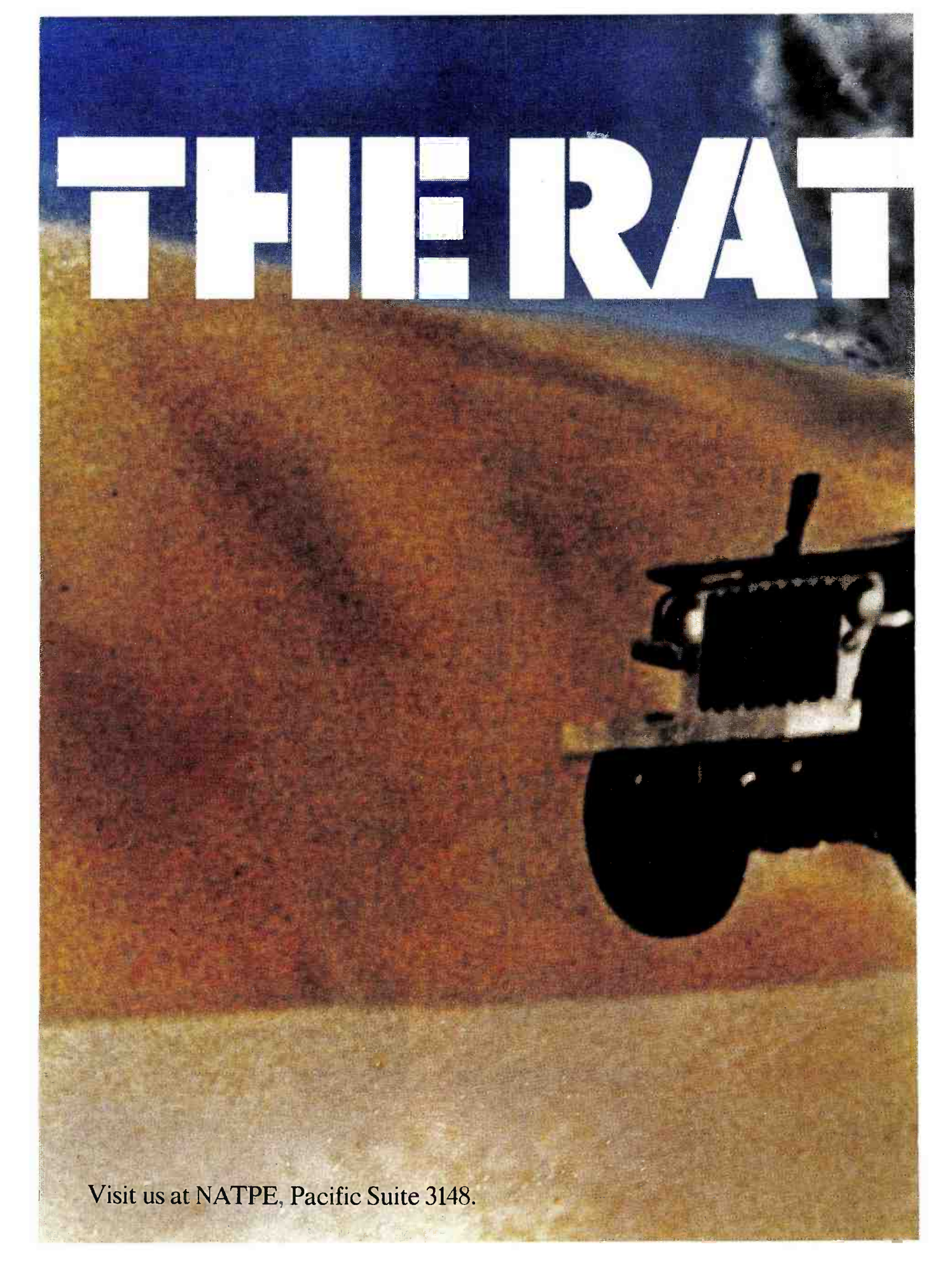


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Baseball rights inch up in '78 for broadcasting

They barely make it over figure for '77 as networks are locked into multiyear contracts; sales at local level are brisk, however

Major league baseball, which has been enjoying substantial increases each year in rights payments for radio-TV coverage of its play-by-play, finds itself on a plateau in 1978.

The networks, station and individual rights holders will ante up \$52,510,000 in the coming season. That is a scant \$400,000 more than the rights figure for 1977. It also will be the smallest dollar increase in more than a decade.

The relatively slight rise is not a total surprise since the networks' share (approximately \$23,275,000 annually) is locked into multiyear contracts. The TV pact with ABC and NBC runs through the 1979 season. Similarly, CBS Radio is in the midst of a four-year contract with the majors.

Multiyear contracts on the local level also tend to stabilize the rights total in that sector. Examples: Rights for the Texas Rangers were negotiated under a 10-year contract that will continue into the early 1980's; rights to the Minnesota Twins are held under a seven-year contract, with slight raises annually, that runs through 1979.

ABC-TV and NBC-TV are sharing national TV coverage of major league baseball for the third year of a four-year \$92.8 million contract that started in 1976. They alternate the World Series (on NBC-TV this year) and the All Star Game and league playoffs (on ABC-TV this season). ABC-TV retains its *Monday Night Baseball* and NBC-TV keeps its *Saturday Game of the Week* throughout the four years. ABC is paying about \$50 million (or \$12.5 million a year) in the multiyear pact, and NBC-TV is paying about \$42.8 million (or \$10.7-million annually) for the four years.

ABC-TV will telecast games this spring and summer on 18 Monday nights, starting April 10 and with no games on Aug. 8 and 15. *Monday Night Baseball* is priced at \$58,000 per minute, up \$6,000 from last year.

ABC-TV's All Star Game is pegged at \$140,000 per minute, the same as last year. The playoffs are being sold at \$110,000 per minute for night games



Taking turns. Last year was ABC's time at bat for the World Series; this year it's NBC's.

(unchanged from last year), \$40,000 per minute for daytime weekday games, and \$60,000 per minute for daytime weekends.

Sponsors of *Monday Night Baseball* are Chevrolet (through Campbell-Ewald), Miller Brewing (McCann-Erickson), Texaco (Benton & Bowles), Gillette (BBDO) and Allstate Insurance (Burnett).

Set for the All Star game are Chevrolet (Campbell-Ewald), Miller Brewing (McCann-Erickson), Gillette (BBDO) and Firestone Tire & Rubber (Sweeney & James). Signed for the playoffs are Chevrolet (Campbell-Ewald) and Miller Brewing (McCann-Erickson).

NBC-TV will start its *Saturday Game of the Week* on April 8 with a doubleheader. A total of 26 such games will be offered with one minute costing \$40,000.

Major sponsors in the Saturday package are AC Delco (Campbell-Ewald), Black & Decker (BBDO), Bic (Wells, Rich, Greene), Chrysler (BBDO), Continental (Doyle Dane Bernbach), Dupont (Ayer), Gillette (Morgate), Goodyear (Campbell Ewald), J.B. Williams (Parkson), Kentucky Fried Chicken (Young & Rubicam), Miller Brewing (McCann Erickson), Midas (Wells, Rich, Greene), Mobil Oil (Doyle Dane Bernbach), Michelin (Al Paul Lefton), J. C. Penny (McCaffrey & McCall), Pennzoil (Eisaman, Johns & Laws), Sears (Foote Cone & Belding), STP (J. Walter Thompson), State Farm

Insurance (Needham, Harper & Steers), Timex (Grey) and Warner Lambert (J. Walter Thompson).

NBC-TV coverage of the World Series will be a mixture of night games on Oct. 10, 11 and 13; day games on Saturday and Sunday, Oct. 14 and 15, and night games on Oct. 17 and 18. The last three games are contingent on the need for the series to go past four games.

Price per minute in the World Series will be \$180,000.

Major sponsors for the fall classic are AMF (Benton & Bowles), Chrysler (BBDO), Champion Spark Plugs (J. Walter Thompson), Cella Wines (Manoff), Georgia Pacific (McCann-Erickson), Gillette (Morgate), Kentucky Fried Chicken (Young & Rubicam), McDonalds (Needham, Harper & Steers), Miller Brewing (McCann-Erickson), RCA (Leo Burnett), Polaroid (Doyle Dane Bernbach), Stanley Tool (Humphrey Browning MacDougall), Union Carbide (Leo Burnett), U.S. Tobacco (Warwick Welsh Miller) and Xerox (Needham Harper & Steers).

CBS Radio is in a four-year contract for major league baseball that started in 1976 and is reported to be for a total in excess of \$300,000.

It is selling for \$184,000 a package of 44 60-second spots in the 1978 All Star Game, playoffs and World Series (in-

game, pregame and postgame).

The long, hot summer each year becomes less baseball's total domain as other sports enter their challenges. This year, professional football is to move up its regular season opener to the first weekend in September. Despite this, local stations and rights holders continue to be enthusiastic about the briskness of their baseball sales.

Some examples from BROADCASTING'S check of the 26 major league cities:

At WIBW(AM) Topeka, Kan., originator for the Kansas City Royals network, station Operation Director Ed O'Donnell reported a complete sellout for 1978 and that the WIBW sales staff is working on 1979 contracts.

In Baltimore, Jim Fox, sales manager for the Orioles' originator, WBAL(AM), for

the second consecutive year has put up the SRO sign for practically all elements of in-game, pregame and postgame programming.

In Detroit, where WWJ-TV said it had its "best year" of Tigers sales in 1977, a station spokesman said last week that WWJ-TV was 30% ahead of that record pace for the coming season.

In Los Angeles, Ken Miller, KMPC(AM) general sales manager, said the station's California Angels package was completely sold by Feb. 15.

One other barometer of the accelerating traffic in baseball broadcasts is a report from the Robert Wold Co. that it plans to rely more on satellites to relay baseball broadcasts during the coming season. Wold, based in Los Angeles, arranges both engineering and transmission facilities to interconnect stations and regional

networks for the live pick-ups from road game sites. It will number at least 22 of the 26 major league radio rights holders among its clients. Some of the remaining packages are still in negotiation. Additionally, Wold will be servicing several television packagers.

Of the Wold radio clients, the following will be involved in satellite transmission during 1978:

W. B. Doner & Co. (Baltimore Orioles), KMPC (California Angels), WGN (Chicago Cubs), WMAQ (Chicago White Sox), Los Angeles Dodgers, WCCO Minneapolis-St. Paul. (Minnesota Twins), Adler Communications (New York Yankees), WMCA (New York Mets), KDKA (Pittsburgh Pirates), KOGO (San Diego Padres), KSFO (San Francisco Giants), KMOX (St. Louis Cardinals) and the Cincinnati Reds.

AMERICAN LEAGUE EAST

Team	1978 rights	1977 rights	TV originator and affiliates	Radio originator and affiliates	Rights holder
Baltimore Orioles	\$825,000	\$825,000	WJZ-TV 3	WBAL 50	Carling Brewing Co. holds TV-radio rights.
Boston Red Sox	2,450,000	2,000,000	WSBK-TV 6	WMEX 66	WSBK-TV and WMEX for television and radio, respectively.
Cleveland Indians	900,000	900,000	WJKW-TV 1	WWWE 26	WJW-TV holds TV rights; Combined Communications holds radio rights.
Detroit Tigers	1,300,000	1,200,000	WWJ-TV 5	WJR 55	WWJ-TV holds TV rights; WJR holds radio rights.
Milwaukee Brewers	600,000	600,000	WTMJ-TV 4	WTMJ 57	WTMJ Inc. holds rights for television and radio.
New York Yankees	1,300,000	1,300,000	WPIX 6	WINS 40	WPIX holds TV rights; Yankees retain radio rights.
Toronto Blue Jays	1,200,000	1,200,000	CBC-TV 38	CKFH 20	CBS has television rights; Hewpex Sports Network holds radio rights.

AMERICAN LEAGUE WEST

Team	1978 rights	1977 rights	TV originator and affiliates	Radio originator and affiliates	Rights holder
California Angels	\$1,000,000	\$1,000,000	KTLA	KMPC 19	Golden West Broadcasters (KTLA and KMPC), which is under common ownership with the California Angels, holds broadcast rights.
Chicago White Sox	1,750,000	1,750,000	WSNS	WMAQ	WSNS and WMAQ hold television and radio rights, respectively.
Kansas City Royals	350,000	350,000	KBMA-TV	WIBW Topeka 92	KBMA-TV and WIBW hold television and radio rights, respectively.
Minnesota Twins	1,100,000	1,075,000	WTCN-TV 9	WCCO 20	Midwest Federal Savings and Loan Association holds TV and radio rights.
Oakland A's	1,000,000	1,000,000	KPIX	Being negotiated	KPIX holds TV rights
Seattle Mariners	800,000	800,000	KING-TV	KVI 7	Seattle Mariner's retain television and radio rights.
Texas Rangers	700,000	700,000	KXAS-TV 17	WBAP 20	City of Arlington, Tex., holds rights under 10-year contract with sales through city's Arlington Entertainment Division.

AL total \$15,275,000 \$14,275,000

(Continues on page 79.)

The rights figures are BROADCASTING estimates where figures are not officially disclosed.

Originating station is in team's home city unless otherwise indicated.

Not included in the table is ABC's payment for nationally televised games that will amount

to \$12.5 million this year and NBC's payment for nationally televised games that will amount to \$10.7 million this year. Both are under a four-year contract that began in 1976. In addition, CBS in 1976 acquired radio rights for four years under a contract reported to be in excess of \$300,000.

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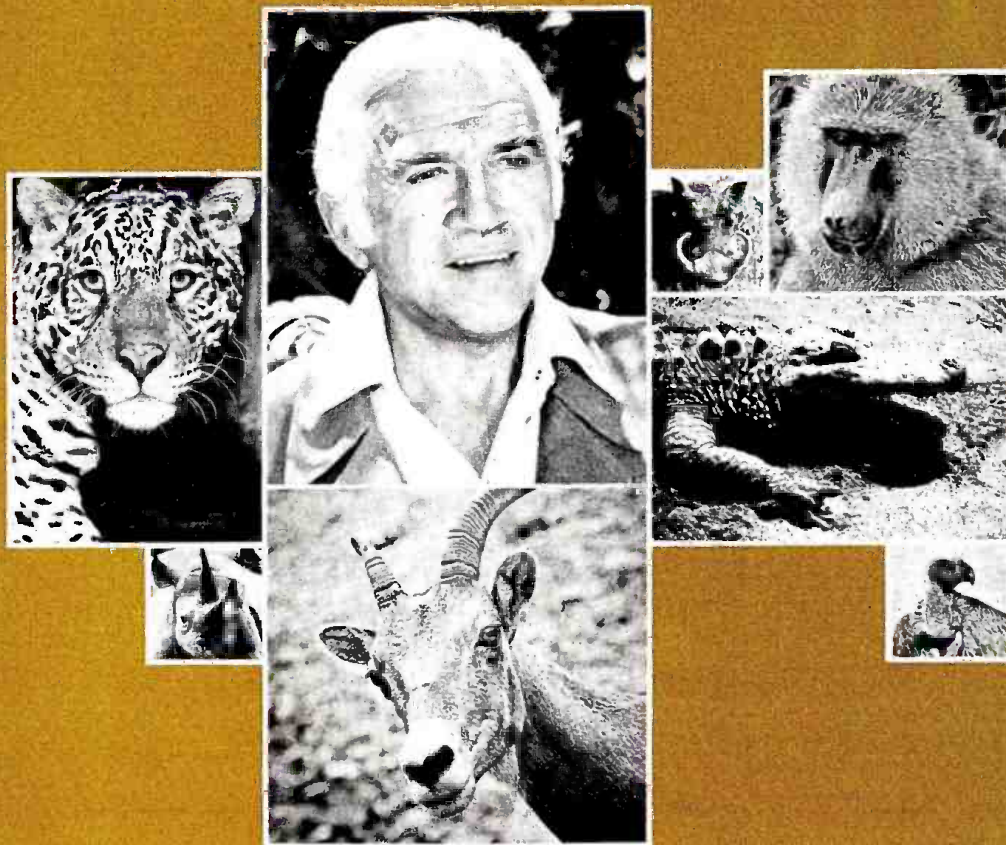
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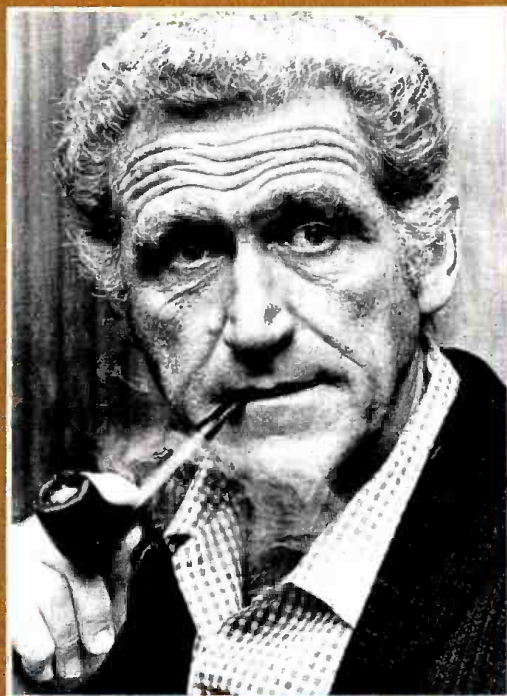
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Team	1978 rights	1977 rights	TV originator and affiliates	Radio originator and affiliates	Rights holder
Chicago Cubs	\$1,500,000	\$1,200,000	WGN-TV 10	WGN 10	WGN-TV and WGN hold TV and radio rights, respectively.
Montreal Expos	1,200,000	1,200,000	CBC-TV 17	CFCF 4 CKAC 19	CBC-TV holds TV rights; CFCF holds English language rights; CKAC (Tel-Med) holds right for French language.
New York Mets	1,500,000	1,500,000	WOR-TV	WMCA 20	WOR-TV and the Mets share TV rights; WMCA holds radio rights.
Philadelphia Phillies	1,200,000	1,700,000	WPHL-TV 3	KYW 25	WPHL-TV holds TV rights; Phillies retain radio rights.
Pittsburgh Pirates	1,200,000	1,200,000	KDKA-TV	KDKA 40	Group W/Westinghouse is TV-radio rights holder.
St. Louis Cardinals	1,000,000	1,000,000	KSD-TV 14	KMOX 120	Anheuser-Busch Inc., under common ownership with the Cardinals, is TV-radio rights holder.

NATIONAL LEAGUE WEST

Team	1978 rights	1977 rights	TV originator and affiliates	Radio originator and affiliates	Rights holder
Atlanta Braves	\$1,000,000	\$1,000,000	WTCG 1	WSB 60	WTCG is TV rights holder under arrangement with commonly owned Braves; Braves retain radio rights and selling.
Cincinnati Reds	1,000,000	1,000,000	WLWT 11	WLW 103	Reds retain TV and radio rights.
Houston Astros	1,000,000	1,000,000	KPRC-TV and KHTV 10	KPRC 20	Astros retain TV and radio rights.
Los Angeles Dodgers	1,800,000	1,800,000	KTTV	KABC 20	Dodgers retain TV and radio rights; selling through Dodgers Radio and TV Network.
San Diego Padres	710,000	710,000	XETV Tijuana-San Diego	KOGO	XETV holds TV rights; KOGO holds radio rights.
San Francisco Giants	850,000	825,000	KTVU 2	KSFO 23	KTVU holds TV rights; KSFO holds radio rights.

NL total \$13,960,000 \$14,135,000
Majors total \$29,235,000 \$28,835,000

The rights figures are BROADCASTING estimates where figures are not officially disclosed.

Origination station is in team's home city unless otherwise indicated.

Not included in the table is ABC's payment for nationally televised games that will amount

to \$12.5 million this year and NBC's payment for nationally televised games that will amount to \$10.7 million this year. Both are under a four-year contract that began in 1976. In addition, CBS in 1976 acquired radio rights for four years under a contract reported to be in excess of \$300,000.

Strange bedfellows

CBS agrees to help PTA raise funds for project to educate schoolchildren about television

The national Parent Teachers Association, an outspoken agitator for curtailing sex and violence on television, has enlisted CBS's help in raising funds for a new PTA TV initiative, the production of a school curriculum for teaching TV viewing skills to children.

This joining of hands by presumed adversaries was announced last Friday in a speech to the International Radio and TV Society in New York by national PTA President Grace Baisinger. She said Gene Jankowski, president of the CBS/Broadcast Group, has agreed to help the association raise funds for the development of a

program to educate youth about the television industry, its "problems and challenges," and the ways it uses the camera "to create an image, convey an emotion and imply a value."

Mrs. Baisinger read a statement from Mr. Jankowski in support of the project: "The American people should know more about television, both as an art form and as an industry," he said. "They should know the good and the bad, and how to tell the difference. They should bring to television the same sense of understanding—and criticism—that they bring to other forms of communications."

PTA will accept no contributions greater than \$30,000 from any corporation or funding group—"to maintain the project's independence," Mrs. Baisinger said. CBS has already contributed the limit.

She said the proposed curriculum will be in reality, four curricula, one for kin-

dergarten through grade two, one for grades three through five, another for grades six through eight and a fourth for high-school youths. It is estimated the project will take three years to develop, field test and implement. The resulting materials—lesson plans, discussion questions, instruction for script development and videotapes of programs and interviews with TV decision-makers—will ultimately be disseminated through national associations of school boards and school administrators, the National Education Association, state school officers and the PTA.

Mrs. Baisinger's announcement last week seemed to signal a shift in direction for the PTA from confrontation with the television industry toward more conciliatory efforts. The association's announcement placing the networks on six months "probation" last year, during which time they were expected to show

evidence of cleaning up violence and sex on the screen, was accompanied by PTA threats of possible future boycotts of network advertisers and challenges to TV station licenses at the FCC.

During the probationary period, from July through December, PTA monitored prime-time programming and subsequently produced a "Program Review Guide" concluding that violence in regular network series shows has diminished (BROADCASTING, Feb. 20). But the association is still concerned by what it considers to be objectionable levels of violence in prime-time movies and increasing levels of sexual depictions on TV.

But the tough talk has subsided. In its place are the programs, the prime-time monitoring project which is continuing and now this, the new TV curriculum project for which PTA seeks help from the broadcast industry. "We will invite the television industry to join with the staff in the initial formulation of the curriculum content and outline," Mrs. Baisinger told the IRTS audience. She asked the broadcasters' assistance in raising funds for the project and said PTA also will be asking them to serve on the project's advisory board.

NBC-TV attacked by the gremlins

Foul-ups result in wrong episode of 'Loose Change' going out and an empty chair for 'Update'; KUTV's edited version of miniseries gets passed on to nine affiliates

A mix-up at NBC-TV's broadcast control center in New York sent viewers in two-thirds of the country the wrong installment of the miniseries, *Loose Change*, on Monday, Feb. 27. It took 17 minutes to correct the error—the most embarrassing of several mishaps to plague the network and some of its affiliates last week.

When the first installment of the three-part program left off the previous evening, the main characters—three young "women of the 60's"—were just graduated from the University of California at Berkeley. On Monday, after being shown excerpts from a part that they had never seen, viewers from the East Coast to the Rocky Mountains found one of the women married to a movie star in New York and another moving to a commune with her child.

After 17 minutes had elapsed and NBC's New York switchboard had received some 600 calls, the network cut in with an apology and proceeded to run the correct segment in its entirety. Local 11 p.m. programs were delayed, and NBC reported that no affiliates refused to carry the extended feed.

NBC attributed the problem to "human error"—an engineer apparently put the wrong film reel on.

There were also problems later in the broadcast when a computer foul-up caused some brief delays in the airing of commer-

cials. NBC said neither problem necessitated make-goods to advertisers, and a spot check with several of the network's affiliates in the affected areas found that local make-goods were not required there either, although one sales manager said he expected to hear from some of this national clients about it. Whether the confusion hurt the program's ratings is impossible to say, of course, but overnight ratings from New York, Los Angeles and Chicago showed *Loose Change* pulled almost exactly the same share it had in the national ratings the first night—a 23.

Loose Change also encountered difficulties on Sunday in Utah, Idaho, Wyoming and Montana when nine NBC affiliates were fed a censored version of the program by KUTV(TV) Salt Lake City. Because of the Mormon composition of its audience, KUTV cut three minutes and 45 seconds of *Change's* more daring scenes in the first episode. (Edits also were made in the other two episodes.) Viewers were advised via a pre-show message that they were watching an edited version, and that some of the remaining subject matter also was mature, according to LaMar Smith, program director at KUTV.

Mr. Smith said that the nine stations, which regularly received the network's feeds through Salt Lake City, usually are given an unchanged tape. But because of an overload of tape equipment at KUTV that night, the edited version went out, causing some complaints after one station, KTVB(TV) Boise, Idaho, informed its viewers that thanks to KUTV they were watching a different show than was seen in the rest of the country, Mr. Smith said. The second and third installments were fed without changes.

As if those problems weren't enough for one network, NBC also found itself on the air with its 11 a.m. *News Update* on Monday without an announcer. The regular anchor, Jane Pauley, was out of town on assignment, and the automatic camera switched itself on to shoot her empty chair because no one had arranged for a substitute. By the time Dick Hunt hurried on, and by the time he apologized for the delay, the update was over.

Schneider on standing up to TV pressure groups

Alfred R. Schneider, vice president of ABC Inc. in charge of broadcast standards and practices, urged the television industry last week not to bow to coercion from special interest groups—a theme that increasingly preoccupies the public pronouncements of that network's officials.

He told a meeting of the Beverly Hills (Calif.) Bar Association that television is not opposed to interest groups seeking to influence or to pressure the directions it takes. But he said the influence of "well-intentioned interest groups must be made through the processes of the free flow of information and criticism, not coercion." He asked these groups to tolerate the expression of "divergent views and attitudes

and life styles as expressed in programs in the interest of preserving and protecting the precept of diversity."

A short month is long on ratings for ABC-TV

Network continues its winning ways, capturing eighth straight week and all of February

ABC-TV clinched a victory in the February sweeps, averaging a 22.0 rating from their start Feb. 1 through the week ending Feb. 26. CBS-TV locked up second place, with an 18.7 average to NBC-TV's 18.1 for the same period.

ABC's win came as the network won its eighth consecutive week, Feb. 20-26, for a total this season of 21 wins to CBS's two and NBC's one. ABC's series performance continues to maintain a methodical pace, as the network's average for Feb. 20-26 matched exactly its season-to-date average: 21.1. NBC-TV reversed its recent habits for the week, however, coming in with a second-place finish, scoring an 18.9 average to CBS's 18.0.

NBC won two of its three nightly victories with the help of the miniseries, *The Awakening Land*. In its first episode *Land* had pulled a disappointing 28 share, but it caught fire on Monday with a 35 share and took off with Tuesday's three-hour concluding episode, which pulled a 38. Other boosts for the network included Friday's premiere of the science fiction satire series, *Quark*, which received a 30 share, and the second episode of *Project UFO*, which had a 32 (four points down from its premiere the previous week). Less helpful were the performances of a two-hour episode of *Class of '65*, which ended up as the fifth lowest rated program of the week with an 18 share, and the first installment of the miniseries, *Loose Change*, on Sunday which scored a lowly 23.

CBS was wrapping up its "fabulous February" with 10 hours worth of pre-emptive specials during the week, compared to NBC's three and ABC's one. The high scorer of the bunch was the Grammy Awards broadcast on Thursday, the number seven show of the week with a 44 share. The biggest loser was the made-for-TV movie, "Special Olympics," on Tuesday from 8-10 p.m. NYT. It lost badly to regular series competition from both the other networks, pulling an 18 share. The Mary Tyler Moore variety special followed at 10-11 p.m., and considering her lead-in, the 30 share she pulled probably shouldn't have been called a ratings disappointment, as it was by some reports. The four least-watched shows of the week belonged to CBS: *Maude*, *Kojak*, *Celebrity Challenge of the Sexes* (already canceled) and *Shields and Yarnell*, in that order.

For ABC, one new weakness continued during the week: *The Six Million Dollar Man*, in its new time slot on Monday from

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8 to 9 p.m., scored a dismal 21 share against regular competition from CBS and NBC. But *Love Boat* and *Fantasy Island* remained strong on Saturday with 37 and 44 shares respectively, while *How the West Was Won*, in its first outing in its regular series time period (8-9 p.m. Sunday), scored an impressive 38 share. Fred Silverman, while he was still president of ABC Entertainment, predicted that *West* would woo viewers over from CBS when *60 Minutes* ended at 8 p.m., and he may have been right. CBS's *Rhoda* and *On Our Own* came in with 27 and 25 shares respectively, a big drop from *60 Minutes*' 38 share lead-in. *West* jumped by a comparable margin from its 26 share lead-in, *The Hardy Boys/Nancy Drew Mysteries*.

CBS builds up its bench for the new season

Fifty pilots are ordered in addition to shows that are getting tryouts this spring; 'sophistication' in; 'action' out

CBS-TV is "still going for the spectrum" with its series development plans for next fall's prime-time schedule, according to B. Donald Grant, the network's vice presi-

dent of programs. A look at projects in the works shows what he means.

Besides eight programs still to be auditioned this spring (five hour shows and three half hours), CBS has ordered 35 pilots for potential half-hour comedies and 15 pilots for potential hour dramas. The ideas seem to run the entertainment gamut, although there are several recurrent themes. Among them: fantasy, women on campus or at work (often in uniform), plots taken from movies, outdoor shows and risqué living set-ups.

Mr. Grant promised more of what he calls "sophisticated" themes, but he said CBS does not feel compelled to emulate what has been labeled (by NBC-TV's Paul Klein) the "jiggling" style of programming, in which female characters always seem to wind up in bathing suits or bath towels. The network is developing one police show from Quinn Martin (*The Untouchables*, *F.B.I.*, *Streets of San Francisco*) and a World War II espionage series, but Mr. Grant said that "action" should remain as muted next season as it has been in this one. "I don't see any mayhem on the air," he said, "at least not from us."

CBS plans to start the fall season with two movie nights, leaving about eight to 10 hours to fill with new series, Mr. Grant said. An hour and a half of that has been opened up by the impending departures of the Carol Burnett and Bob Newhart shows (both stars plan future CBS specials). In addition, *All in the Family* and *Maude* are still tentative for next season.

One sure-fire new entry is the new Mary Tyler Moore vehicle, which Mr. Grant said at the moment is most likely to have a variety format. Also a fairly definite starter is the second-season show, *Baby, I'm Back* (8:30-9 p.m. Monday), which has pulled shares in the 30's since its premiere five weeks ago.

Given the quantity of the network's development projects, most of them obviously won't get on the air in September—but later opportunities may be plentiful. Mr. Grant, echoing the sentiments of his counterpart at NBC, Mr. Klein, predicted that programs that don't perform will not be allowed to languish. "Backup is the key," he said.

Here's the rundown of contenders Mr. Grant gave BROADCASTING last week:

■ Entries to debut before CBS sets its fall season schedule in late April/early May: *The Incredible Hulk*, which is to premiere Friday (March 10) in the 9-10 p.m. time period. A new sophisticated sitcom, *Husbands, Wives & Lovers*, will follow at 10-11 p.m. (these shows replace the short-lived Friday movie). Both programs have 13 episodes ordered and are to run out the season. Three one-hour episodes of *Captain Nemo* will go in the 8-9 p.m. Wednesday slot beginning March 8. *Nemo* is produced by Irwin Allen and Mr. Grant calls it "very ambitious, a 'Star Wars' under the sea." When *Nemo* completes its run, five hours of *Spiderman* will replace it. *Sam*, the new Jack Webb cop-and-dog show, will premiere March 14, replacing *Celebrity Challenge of the Sexes* at 8-8:30 p.m. Tuesday, with six half-hours in the can. At least

three other shows are to go on this spring at as yet undetermined time periods, Mr. Grant said: a half-hour *Ted Knight Show* featuring slapstick humor and sight gags in a sitcom format; the sitcom, *Another Day*, and *Dallas*, an adult one-hour show centered on a contemporary wealthy family in Texas. A pilot to be aired before the fall schedule is set is *The Bunny and Fred Show*, a variety program featuring one live host (Fred) and one animated hostess (Bunny, described as a "very attractive" young woman character).

■ Pilots for half-hour comedies include: *Annie Flynn*, about a young woman at medical school; *Just the Beginning*, a Norman Lear show about a young nun working in the slums of Baltimore; *The Rita Moreno Show*, set at a summer resort in the mountains; *Billy Liar*, about a young man with Walter Mittyish fantasies; *The Plant Family*, a "very wild, very outrageous, quite bizarre" sitcom about a family that, among other things, runs a wax-figure factory in the basement; *Danny and the Mermaid*, about an oceanographer who meets. . . ; *Coed Fever*, portraying the high-jinks that follow the acceptance of males to a previously all-female college; *Cool Breeze*, about blacks running a cab company in New York; *Us* (title to be changed), about a couple who writes for a *Saturday Night Live*-style TV show and their roommate; *You Are Being Served*, a Garry Marshall/Paramount production using the theme of a British show about a gang of characters who work in a fancy department store; *Three Way Love*, about two women who discover they're married to the same man; *Cuckoo Waltz* (working title), another format borrowed from Britain, centering on a financially strapped young couple and an affluent friend who takes a room in their apartment; *Goober*, featuring the return of the old *Mayberry*, R.F.D. character, played by George Lindsay, as the owner of a truck-stop diner; *Your Place or Mine*, about a reporter and a sportswriter on the same paper who swap residences, one in the city, the other in the country; *Big City Boys*, a bachelor father format; *Fighting Nightingales*, a female M*A*S*H, and *Smashville*, about the people running a recording studio.

One half-hour show in development that is not a comedy is the David Susskind/Time-Life magazine show. That show and six others CBS projects are to be produced in New York (BROADCASTING, Feb. 27).

■ Pilots in production for one-hour dramas include: *Down Home*, about a black family from Detroit that moves to the South; *The Busters*, about two contemporary cowboys on the rodeo circuit; *Gypsy Warriors*, about two World War II spies who disguise themselves as gypsies (it has a *Mission: Impossible* flavor to it, Mr. Grant said); *Paper Chase*, based on the film of the same name and featuring the film's Oscar-winning actor, John Houseman, but with the focus on the students; *War of the Worlds*, based on the H.G. Wells fantasy (this is on order as a "half-hour presentation," or outline film,

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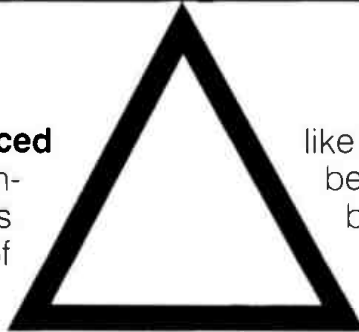
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not a full pilot); *The Contender*, about a young man whose natural fighting ability is discovered and developed by an old pro; *Kaz* (working title), about a jail-house lawyer who is released and goes to work for a prestigious law firm; *Colorado C.I.* (for criminal investigation), the Quinn Martin show featuring two brothers who are cops; *White Shadow*, an MTM production about a white basketball coach in a predominantly black high school (this show will have lots of game action, Mr. Grant said); *Flatbush Fungoes*, a comedy/drama about a bunch of young Brooklynites; *Tom and Joanne*, a late-evening "quality drama" about a divorced couple and their two children; *The American Girls*, about two women researchers who aspire to be reporters on a TV magazine show called *The American Scene*; and *The Wilds of 10,000 Islands*, about a conservationist and his family in Florida (this pilot was tested on Friday, Feb. 24, and pulled a 26 share).

■ Miniseries, specials and made-for-TV movies: CBS plans a substantial increase in its use of miniseries next season—up from just one this year (Dashiell Hammett's *The Daine Curse*, to air this spring in a six-hour format) to between four and six next year. As reported, Mr. Grant hopes to use the miniseries to help cut back on one-shot specials, which he feels were used "about 10%" too much in 1977-78.

William Self, CBS's vice president in charge of miniseries, listed four projects definitely slated to air next year: *Mr. Horn*, a western written by William Goldman ("Butch Cassidy and the Sundance Kid," "Marathon Man") (four hours); *The Pirate*, based on a Harold Robbins novel about the jet-setting oil crowd (four hours); *Haywire*, based on the Brooke Hayward book about Hollywood's heyday (four hours), and Irving Wallace's *The Word* (eight hours). Mr. Self said a potential blockbuster in development, *Blood and Money*, probably will not be ready for next season.

Made-for-TV movie production also is increasing, according to Mr. Grant, from 28 this year to between 30-35 next year. One strong contender in that area is "First You Cry," based on the book about breast cancer by Betty Rollins.

Lear's leaving weekly grind

He's taking sabbatical from series work to do films, explore new concepts for television Horn will take over from him

Producer Norman Lear is taking "an extended leave from series television" to work on feature films and the development of "innovative forms for television," it was announced last week. Alan Horn, chief operating officer of Tandem and TAT Communications, has been named to succeed Mr. Lear as president of the organizations.

Mr. Lear said he would be consulting with his Tandem Productions and TAT Communications "as my services are required." Mr. Lear said that his development projects for television would emphasize new styles of public-affairs programming as well as concepts "specifically designed for the growing cable industry."

In his eight years as a TV producer, Mr. Lear has had prodigious success in network comedy with such shows as *All in the Family*, *Maude*, *Good Times*, *The Jeffersons* and *One Day at a Time*, and in syndication with *Mary Hartman, Mary Hartman*. Mr. Lear's announcement said his two companies would have "at least" six shows on the networks' prime-time schedules next fall in addition to the syndicated venture, *America 2Night*, and a number of projects are in the final stages of development for all three commercial networks. Mr. Horn said last week that *All in the Family* definitely would be back on CBS-TV next season.

Program Briefs

On the dotted line. Suspense over continuation of *Phil Donahue Show* as syndicated vehicle ended last week with signing of six-year contract between star and Multimedia Broadcasting Co. There had been reports that Mr. Donahue would join NBC as host of *Today Show*. Donahue deal—concluded with Walter Bartlett,

president of Multimedia Television—covers both daily talk-variety show and other program ventures distributed by Multimedia Program Sales.

What's known. Air Time International, New York, reports sales on *The Unknown War*, series of 20 one-hour documentaries, have been made for fall showing to RKO General Inc. for WOR-TV New York, KHJ-TV Los Angeles, WNAC-TV Boston and WHBQ-TV Memphis, and to KRON-TV San Francisco and KFMB-TV San Diego. Series is being produced by Air Time (which is also syndicating) in association with Sovinfil of the Soviet Union.

Shorter Marlo. Entering second season in format reduced from hour to half hour is *Marlo and the Magic Movie Machine*, weekly series produced by Corporation for Entertainment and Learning in association with Post-Newsweek Stations. According to executive producer, Sanford H. Fisher, shorter format is better for educational children's show, should be easier to clear and in better time periods. Hour version now runs in some 60 markets, edited half hour in about dozen more. Show is distributed by Group W Productions; named as exclusive representative for national advertiser sales was Interpublic Television.

From the bay. Series of 26 weekly two-hour concerts by San Francisco Symphony will be syndicated to radio stations by Parkway Productions, Washington, beginning in spring. Christian Brothers winery will sponsor series in 40 markets. Parkway specializes in radio syndication of fine arts programs.

That's funny. George Schlatter, long-time producer of *Laugh-In*, has been signed by NBC-TV to develop six hour-long comedy specials over next two years. Mr. Schlatter said none will be in *Laugh-In* format.

Do it again. Office of Communications of United Church of Christ says it has \$100,000 seed money to get started on sequel to *Six American Families* series, shown on public TV and stations owned by Group W, which participated in production. Group W is "definitely interested" in sequel, said spokesman for office.

Taft's consultant. John H. Mitchell Co., Los Angeles, has been retained as consultant by Taft Broadcasting Co., Cincinnati, and will assist in developing sources of programming for Taft's six TV stations. Mr. Mitchell, former president of Columbia Pictures Television, has also been named consultant to Procter & Gamble.

For drive time. Frank J. Fitzgerald & Associates, Larchmont, N.Y., is making available to radio stations free of charge two-and-one-half-minute daily program, *Auto Week*, consisting of interviews with leaders of car industry by Lindsey Nelson. Firm is now lining up advertisers. It has similar show, *The Financial Page*, based on economic news and sponsored by American Iron and Steel Institute on more than 240 stations.

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The FTC moves toward killing commercials on children's TV

It adopts staff report that recommends prohibition on advertising to preschoolers, starts up rulemaking with ambitious deadlines

The Federal Trade Commission last week adopted a controversial staff report and voted unanimously to institute a rulemaking inquiry that could eventually lead to a virtual elimination of commercials from children's television programs. Chairman Michael Pertschuk, who was instrumental in bringing the issue before the commission, called the 340-page staff study (BROADCASTING, Feb. 27) a "monumental work" but added that he recognized that the proposals are "not remedies but statements of remedial principle" that will over the course of the proceeding be "fleshed out."

The staff report, made available for release to the public last Monday (Feb. 27), recommended that the commission (1) ban all commercials directed to preschoolers, (2) ban commercials for "highly sugared" products such as candies and snack foods directed to children under 12 and (3) require advertisers of such products as presweetened cereals to counteradvertise with nutritional and health messages.

Last Tuesday, the four members of the FTC met before a standing-room-only audience to vote on taking its first regulatory step on the children's advertising issue.

Commissioner Paul Rand Dixon called the staff proposals "drastic" remedies for what he said he did not feel was necessarily a drastic problem. "In my mind there are currently so many uncertainties as to what these remedies mean, whether they could be fairly and feasibly imple-



In the sunshine. The FTC starts up the children's-ad ban inquiry at an open meeting.

mented, and what their side effects would be, that it is hard for me to conclude as of now that these remedies are the one most likely to be appropriate." Commissioner Dixon introduced some editorial changes to the proposed order that broadened the scope of the inquiry and made it clear that the commission "has made no determination" that the staff proposals would be adopted.

The commission included Commissioner Dixon's changes in the order and passed it. Commissioner David A. Clanton said that "although my predilections at this point lean more strongly in the direction of applying corrective measures, I am sympathetic to the rationale underlying a ban on ads to young children."

Commissioner Elizabeth H. Dole said, "I think there is sufficient evidence of deception and unfairness in current advertising to the very young to warrant a rulemaking proceeding." But, the commissioner warned, "a ban on advertising warrants our closest scrutiny."

"At the present time," she added, "I do not believe we have before us evidence es-

sential to rendering a judgment about the reasonableness of the ban proposal."

The commission's action was only the first in a long series that, at the very earliest, could result in a new trade regulation in about 15 months, a relatively short time for an FTC action. Contained in the order was the outline of a new rulemaking procedure the commission adopted for this proceeding. Under its new guidelines, the FTC will entertain written comments for a period of 135 days from the publication of the proposed rulemaking in the *Federal Register*.

After that period, the commission will hold a series of "legislative" hearings in San Francisco and Washington and invite public participation. Another comment deadline will then be set by which date interested parties will be allowed to present positions on "disputed issues" and questions of fact. Accompanying the order was a proposed timetable for the proceeding that indicated that the commission expected the comment and hearing phases of the proceeding to last 476 days.

One rule under the new procedures did



Pertschuk



Clanton

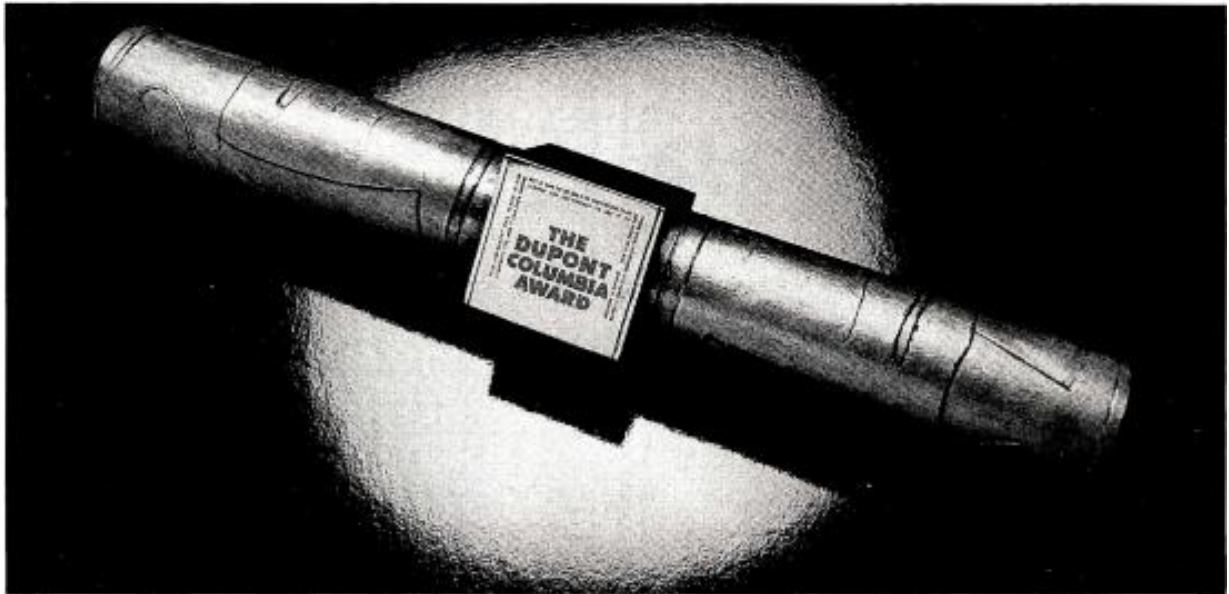


Dole



Dixon

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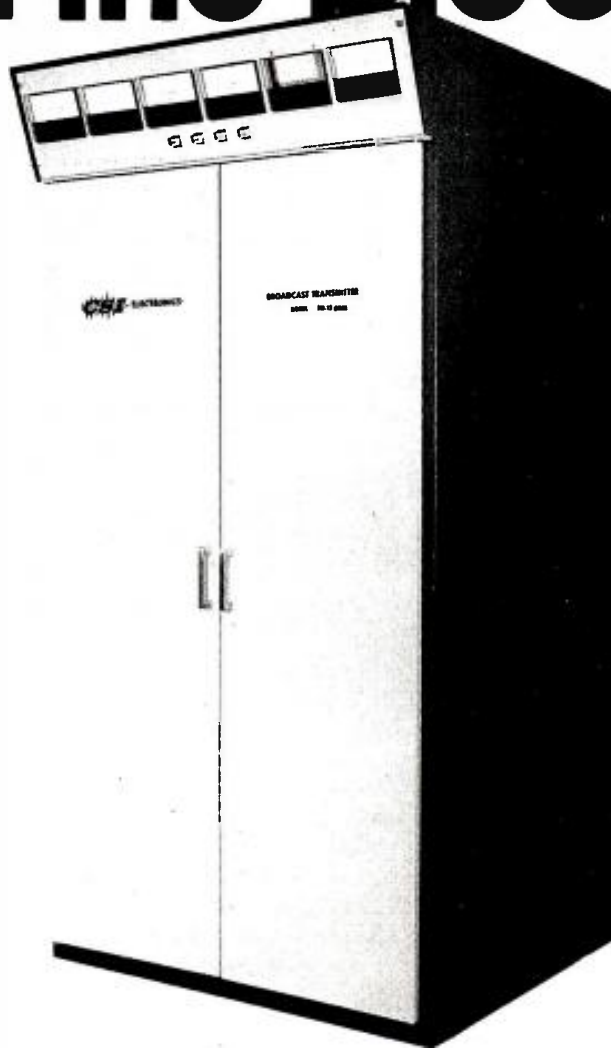
Susan Anderson, head of Channel 2's Fact Finder Unit, received a citation for her series on slum landlords. And Bob Faw, CBS News, former Channel 2 reporter, received a citation for his series of reports about PPB, the deadly chemical that was accidentally dumped into cattle feed in Michigan.

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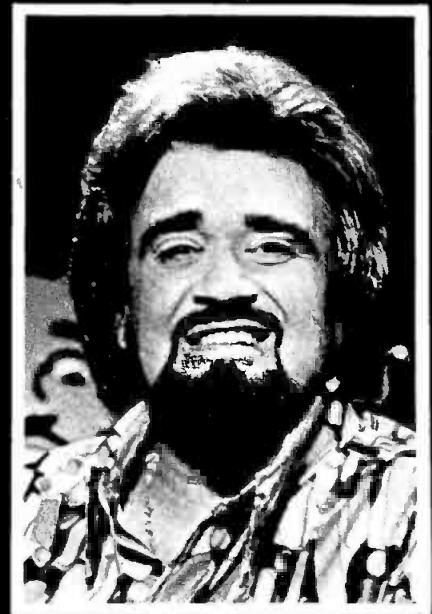
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raise more than a bit of discussion last week. According to the order, "Any person who seeks to present information either orally or in writing, shall also present any documents in the possession, custody or control of the person or the organization he represents or is otherwise compensated by in connection with this proceeding which pertains to the person's presentation." Translated, according to the commission's general counsel, Michael N. Sohn, that means that the FTC is going to require groups that may have data that does not support their positions in the inquiry to make that data available to the commission. Mr. Sohn said the commission could use its subpoena powers to force groups to release information.

During the hearing last week, the staff report was presented by Tracy Westen, deputy director of the commission's Bureau of Consumer Affairs. Mr. Westen said the staff worked from the premise that "all children lack certain cognitive abilities that we as adults have. Children do not understand that the purpose of a commercial is to sell a product." He said children "often view a commercial with great trust."

Furthermore, Mr. Westen said in support of the proposed bans, "rarely, if ever, do children see warnings or at least positive or affirmative nutritional messages." He cited one study, for example, that found that during a nine-month period in 1975, children viewed "at least 7,000 ads

for sugar, and only four for meat, poultry, fish, vegetables, milk or cheese" on weekend daytime programs. "I think it's safe to assume that the half a billion dollars a year spent to persuade children to buy products is probably not spent in vain."

Commissioner Dixon, who was the most vocal of the four, grilled Mr. Westen on the possible impact of the advertising ban on children's programming. The staff member said he would be "very surprised" if the television networks or local stations dropped their children's offerings. Under the terms of their licenses, he said, broadcasters "will still have to" present children's shows on a "free or sustaining" basis.

Chairman Pertschuk said he felt there was reason to believe "the programming will be better" if broadcasters were "relieved" of rating constraints and advertiser pressure. Mr. Westen also pointed out that many prime-time children's shows were being offered with "institutional" sponsors such as Xerox or Mobil. He said the object of these campaigns was to "get the sell away from the children and directed to parents."

On another point, Commissioner Dixon questioned the role of parents on the issue, whether the commission was, indeed, usurping parental responsibilities. Mr. Westen said the staff's work had indicated that parents were "increasingly unable to cope" with the pressures of adver-

tisers who are presenting their children with commercials "edited down to perfection" convincing them they need certain products. "Parents are outgunned," he said.

"I'm not sure we're getting sufficient parenting," Commissioner Dixon retorted. "I'd like to know what the hell's happening to parents. I want somebody to talk about that in these hearings."

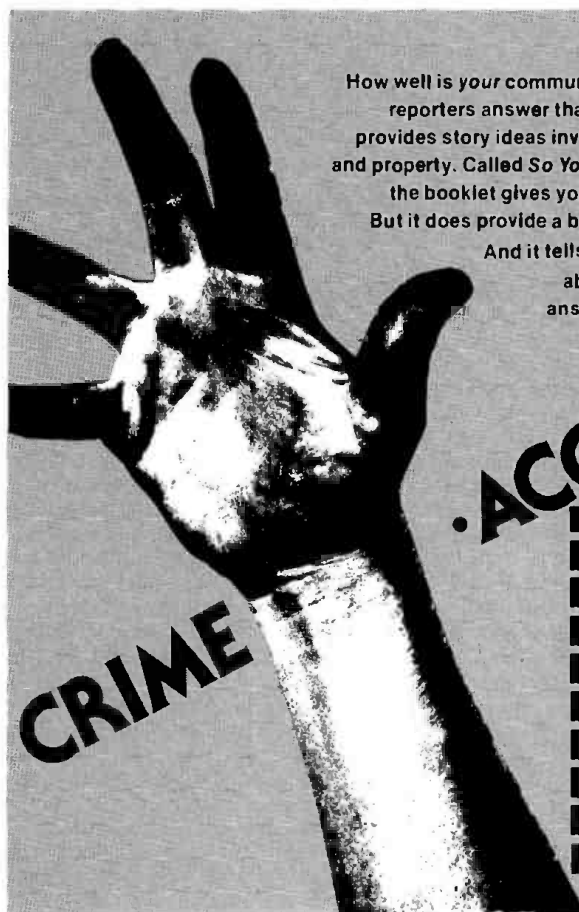
Broadcasters attending the commission meeting listened intently for signs of skepticism about the proposals and were pleased to hear remarks such as those of Mr. Dixon. National Association of Broadcasters President Vincent Wasilewski issued a statement Thursday saying he was "encouraged" by the commissioners' comments, which he said demonstrated that they "are not convinced to date of the need for proposed action."

In the exact words of the trade commission

Following is the text of the FTC's notice of inquiry on the children's ad-ban proposal. It is to be published, possibly in the next two weeks, in the *Federal Register*:

The commission proposes the following rule which would:

- a) Ban all televised advertising for any product



How well is *your* community protecting its citizens from these dangers? To help reporters answer that question, State Farm has developed a booklet that provides story ideas involving 10 topics related to these threats to life and property. Called *So You're Thinking About Doing A Story On...* the booklet gives you the questions, not the answers. But it does provide a brief overview of the problem. And it tells you where you may be able to get the answers.

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which is directed to, or seen by, audiences composed of a significant proportion of children who are too young to understand the selling purpose of or otherwise comprehend or evaluate the advertising;

- b) Ban televised advertising for sugared food products directed to, or seen by, audiences composed of a significant proportion of older children, the consumption of which products poses the most serious dental health risks;
- c) Require televised advertising for sugared food products not included in paragraph (b), which is directed to, or seen by, audiences composed of a significant proportion of older children, to be balanced by nutritional and/or health disclosures funded by advertisers.

In addition, the commission desires comment on the appropriateness and workability of the following alternative remedial approaches, as well as other possible remedies not contained in the foregoing list or discussed in the staff report:

- (1) Affirmative disclosures located in the body of the advertisements;
- (2) Affirmative disclosures and nutritional information contained in separate advertisements, funded by advertisers of all cariogenic products advertised to children.
- (3) Limitations upon the number and frequency of advertisements directed at very young children; limitations upon the number and frequency of all advertisements of highly cariogenic products directed at all children.
- (4) Limitations upon particular advertising messages used and/or techniques used to merchandise to very young children, or to merchandise high sugar products to all children.

Any interested person may submit to the presiding officer, Federal Trade Commission, Washington D.C. 20580, data, views or arguments on any issue of fact, law or policy which may have some bearing on the proposed rule. Such written comments will be accepted until [135 days after publication in the *Federal Register*]. To assure prompt consideration, comments should be identified as "Children's Advertising Rulemaking Comment."

While interested persons are invited to address any questions of fact, law or policy which they feel may have bearing upon the proposed rule, listed below are several general questions and issues of fact about which the commission particularly desires comment, in writing or at the legislative hearing, by persons concerned with and participating in this proceeding: Issues related to paragraph (a)

1. Is there a specific age below which significant numbers of children are unable to understand the selling purpose of, or are otherwise unable to comprehend or evaluate, advertising? If so, what is that age?
2. Is televised advertising for any product directed to, or seen by, young children who are unable to understand its selling purpose, or are otherwise unable to comprehend or evaluate that advertising, unfair and/or deceptive within the meaning of Section 5 of the Federal Trade Commission Act? If so, is the remedy suggested in paragraph (a) appropriate?
3. How should the terms "directed to or seen by" be defined? For example, should restrictions be imposed when young children consti-

tute a certain minimum percentage of the viewing audience? If so, what should that percentage be? Should the percentage vary with the time of day? Are there other feasible regulatory mechanisms by which to define the term "directed to or seen by?"

4. Will the proposed ban on televised advertising to young children adversely affect the quantity or quality of children's television programming? Are there considerations—economic, competitive, legal or otherwise—which would preclude or limit reductions in the quantity or quality of children's television programming?

5. Are there alternatives to a ban on televised advertising to very young children that the commission should consider? Comment on the propriety and feasibility of alternatives is invited.

Issues Related to paragraphs (b) and (c)

6. In a report prepared for the Food and Drug Administration, the Federation of American Societies for Experimental Biology stated that "Sucrose is among the most cariogenic substances. However, the magnitude of the effect is complex and depends on frequency of consumption, duration of exposure, the form in which the sucrose is fed and the nature of the other materials eaten with sucrose." What factors affect the cariogenicity of sucrose and what are their relative magnitudes?

7. Does between-meal consumption of sugared products have a sufficiently greater negative impact on dental health than consumption of sugared products at mealtime so as to justify more stringent regulation of television advertising of the former than the latter? If so, how should regulations be phrased so as to distinguish between the two classes of products? Should regulations treat all sugared products the same from a dental health point of view?

8. What evidence is there that sugar consumption contributes to or acts as a potentiating factor with respect to non-dental health or nutrition-related problems, whether in childhood or in later life?

9. What is the nature and extent of the awareness of children at various ages of the impact on their dental health or nutrition of consumption of sugared products? Does this awareness vary with the product? What is the impact of advertising of sugared products on that awareness? Does the impact vary with the product?

10. How should the term "directed to or seen by" be defined with respect to the older group of children? For example, should television advertisements be presumed to be addressed to children when children constitute a majority of the audience viewing it? Are there any other definitions which are appropriate?

11. Should warnings or disclosures be presented to children in televised sugared snack food advertising? Should they include disclosure of sugar content or of dental health risks or other risks to health? How can information concerning possible harms arising out of sugar consumption be communicated most effectively to children? Should it be presented in the course of children's programming or at other times? Can that information be presented most effectively within the advertisement for the product itself, or elsewhere? Are there certain techniques or approaches, such

as animation or make-believe settings, which will ensure that such messages are meaningful? How can messages be made appropriate for children of differing ages in the viewing audience?

12. Who should devise such messages? Should advertisers of products regulated by paragraph (c) prepare these disclosures? Or should they be prepared by other persons or organizations? Are there persons or organizations with expertise in the subject areas of dentistry, nutrition and medicine, as well as in communicating with children, who are interested in participating in a program designed to provide children with supplementary information concerning harms arising out of sugar consumption? How can the commission ensure that such messages are professionally created and produced?

13. Will the remedies proposed in paragraphs (b) and (c)—a ban on advertising to children for certain sugared foods and balanced nutritional and health disclosures for certain other sugared foods—adversely affect the quality or quantity of children's television programming? Are there considerations—economic, competitive, legal or otherwise—which would preclude or limit reductions in the quantity or quality of children's televised programming?

14. Various remedies designed to undo harms arising out of television advertising of sugared products to children are identified and discussed at Part VI of the staff's report to the commission. Comment on the propriety and feasibility of each of these remedies, whether alone or in combination with others, is invited. In particular, we invite comment on whether there are certain categories of claims which, because of their special capacity to negatively influence children, would be prohibited in television advertising of sugared products to children. Such claims might include, for example, excessive promotions of the sugar or sweetness. We invite identification of others.

FTC ad proposal draws instant fire

Initial comments from advertisers and broadcasters indicate their displeasure with children's ad ban

Industry reaction to the Federal Trade Commission action was swift and predictably negative. Among broadcasters and advertisers, there was considerable doubt that the commission could accomplish its apparent goal in the time it allowed itself. Most of those industry figures commenting on the action said they felt the proposed rule would be an unnecessary intrusion into the private sector by a regulatory agency.

ABC issued this statement:

"ABC has had a long-standing interest and record of accomplishment in children's programming and the careful handling of commercials in such programming. We cannot comment in detail on the FTC proposals until they are published in full. However, from what we understand, some parts present serious and fundamental

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questions about the necessity for and the wisdom of such extreme remedies. Such rules, if adopted, would be clearly discriminatory against broadcast media and would be unworkable in many respects. This also represents another instance of far-reaching government intrusion into questionable areas."

Peter Allport, president of the Association of National Advertisers, said the ANA board would meet next week and take up the FTC proposals. He said it would be inconceivable if the ANA did not adopt a stand that would be unalterably opposed to the measures the FTC has under consideration. He preferred not to make additional comments yet.

William Hesse, president of the American Association of Advertising Agencies, said it is the sentiment of the association that the FTC should not set the rules governing what children may or may not watch on television. He indicated that the views expressed in the proposed rules are those of a comparative handful of people who are not representative of the country as a whole, and said he considers it highly doubtful that parents of children are in agreement with the proposals made to the FTC.

Dr. Eugene B. Hayden, president of the Cereal Institute, Chicago, who attended the FTC meeting in Washington at which the proposed rules were issued, said he was impressed by what he considered the open-mindedness of some of the FTC commissioners. He said they had questioned the breadth of some proposals, and seemed to have reservations regarding government intrusion into a responsibility

that belongs to parents. Beyond that, he said, the Cereal Institute was prepared to submit proof concerning the nutritional benefits of breakfast cereals.

Roger Rice, president of the Television Bureau of Advertising, issued this statement: "The children's advertising issue is of vital concern to TVB, as we think it is a vital concern to broadcaster, advertiser and viewer. Marvin L. Shapiro, TVB chairman, and I have had a lengthy discussion on the actions that TVB should consider. Our first step has been to coordinate jointly with the NAB and ... [after the NAB summit Thursday; see "Top of the Week"], TVB will decide on joint or separate action as called for, and then go to the full board of the bureau for support."

Some network officials were reluctant to comment, in part because they wanted time to marshal their arguments and figured that with the FTC's timetable they were under no special pressure to speak in haste.

They saw some elemental difficulties with the FTC staff's proposals, however—for one example, they noted, there is no data available on viewing by youngsters in some of the age categories specified in the proposals.

"The proposals," one executive said, "display a philosophy of government that says that we—the government—should be the parents."

Some officials estimated that the time needed to get the proposals through the rule-making process and subsequent appeals—if they were adopted—would take much longer than the two years that FTC sources believed.

ACT's next move: to beat the drums for public support

Organization that has gotten this far with children's TV advertising issue won't leave the outcome to chance; among those it's out to enlist—the first generation of parents influenced by television

Sitting quietly on the first row of the Federal Trade Commission's meeting room gallery last Tuesday was Peggy Charren, the president and founder of the Newton, Mass.-based Action for Children's Television, the citizen group that petitioned the FTC to ban advertising from children's television. It was her day. She called the commission's vote last week the "most significant victory in ACT's 10 years."

But, she said, her job is now only beginning. ACT intends to lead the upcoming fight before the commission on the issue by "encouraging the people to participate" in the rulemaking procedure. She said she is "not sure yet" how ACT will try to present the question to the public (she is even considering a television public service announcement campaign), but the next few weeks and months will be spent by her and her 10-person staff drumming up support for the proposals.

Mrs. Charren noted last week that broadcast coverage of the commission's action was almost nonexistent (one local television station crew showed up at the FTC 30 minutes after the meeting broke up). "Rarely does the television industry follow our side of these activities," Mrs. Charren said.

"The place that most people get their information from now is television, and it is not in the best interest of television to build a big volume of mail at the FTC on this issue." But, she added, she was certain "the broadcasting industry is going to be using the airwaves to get its message across."

Mrs. Charren said she was "encouraged" by the commission's action last week and called the vote an endorsement of the notion of public participation in the legal process. "At this particular time, the message to reach parent's with is that for the first time, your concerns about this issue should be sent to Washington."

One of Mrs. Charren's associates, Molly Pauker, ACT's new general counsel, said she was especially pleased by the commission's apparent desire to "tone down the adversary process" of the inquiry with its new procedures. The commission "is begging for information," she said, and is "really looking for the truth."

Children's advertising is a "new problem in our society," Mrs. Charren said. "It wasn't a problem 20 or 30 years ago." She said the FTC's action was a serious attempt to deal with a "generally widespread concern" among parents who were unaware of possible remedies for their children's viewing problems. This gener-



Commenting on their medium. The National Association of Broadcasters is enjoying some of its most extensive national news exposure in recent years, following the announcement of the Federal Trade Commission's children's TV advertising proposal. NAB President Vincent Wasilewski and executive vice president and general manager, John Summers, have alternated in appearances on the ABC and CBS evening news, and the NBC *Today* show, from which these photographs were made. Appearing side by side Tuesday morning with Tracy Westen, deputy director of the FTC Bureau of Consumer Protection, Mr. Wasilewski argued that the commission's proposal is an unwarranted government intrusion into the broadcast advertising arena, where network standards departments and broadcast and advertising industry codes of good practice are already performing adequate regulatory functions. "If a product is harmful, it should be dealt with in the marketplace," he argued. Striking at advertising could well result in a diminishing of the number of TV programs for children. Mr. Westen argued, on the other hand, that government is justified in restricting children's ads because they are misleading. Ads for sugared foods don't explain that sugar rots teeth, he said, and ads aimed at preschoolers are inherently misleading because those youngsters don't have the same cognitive abilities as adults. Parents cannot police their children's TV viewing night and day, he continued. "We have to help the parents in this task."



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The new "Big Blue Marble" still features children from different countries, showing how they live, play, work and grow up.

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And "Big Blue Marble's" loyal following keeps growing! Over 150 commercial and PBS stations have put it on their schedule

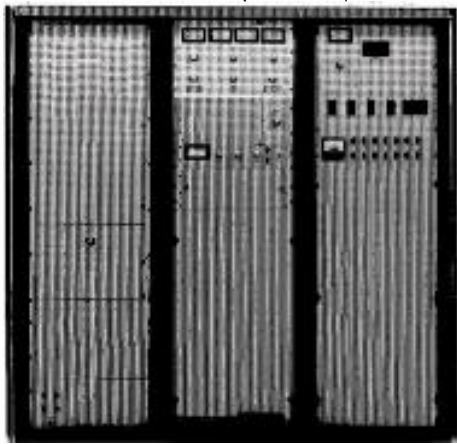
already. Along with stations in 62 countries and areas around the world.

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ation of parents, she noted, is the first to grow up with television and the first to be influenced by it.

For now, ACT feels it has a tremendous public relations job to do. It also has a petition before the FCC to eventually ban all advertising from children's programs (BROADCASTING, Feb. 27), and that, too, will be taking up a great deal of the organization's energies in the coming months. The number-one priority, however, is to attract media attention to the children's advertising issue.

"Our history of 10 years has been an incredible coverage in the print press and [broadcast] coverage on only the most responsible stations in the country," Mrs. Charren said.



ACT's Charren and lawyer Pauker.

The fight over the ad ban: a preliminary bout

Wiley, Johnson, Jencks and Agress in Washington seminar bring up many of the arguments that will be presented in the FTC proceeding

The night before the Federal Trade Commission vote to begin a rulemaking looking to a ban on TV advertising to children, the issue was the focus of a debate at a Georgetown University Law Center seminar in Washington. The panelists—former FCC Chairman Richard Wiley, retired CBS Washington Vice President Richard Jencks, former FCC Commissioner Nicholas Johnson and attorney Ellen Agress—previewed many of the arguments that will be made in the FTC's proceeding.

Mr. Wiley, now with the Washington law firm of Kirkland & Ellis, framed the question this way: "The major issue is not are children special or do they need special protection, but rather what should be the role of government?" He then turned to the specific proposals released in an FTC staff report last week. "The only villain identified was sugar," Mr. Wiley said. The report "deduced that a reduction of advertising would bring about a reduction of sugar consumption," he said, a conclusion he later called "irresponsible."

Testimony presented during the 1976 controversy over drug advertising found "the correlation between drug advertising and drug abuse was neutral," he said. "It is totally irresponsible for a regulatory agency to assume a relationship," between advertising and product use, he added. "There is no reason to believe the so-called cure has any relation to the problem and available evidence suggests that this is not the case."

Mr. Wiley threw in a free-speech argument: "The First Amendment is a formidable obstacle to any regulation in this field." He cited recent precedent-setting cases in which the courts found advertising a dissemination of information and thus protected by the First Amendment.

Ms. Agress, who joins NBC's legal staff on March 13, noted the "irony of the FCC finding it has the right to regulate sex or

violence and questioning its right to deal with children's advertising." She disputed any First Amendment conflict with the FTC proposals, arguing that "pushing a product at children is not allowed the same First Amendment protection" as the advertising in cases Mr. Wiley had cited because the courts have always given children special protection. Only if the FTC dictated content word-for-word would the First Amendment become an obstacle, she said. Self-regulation or parental control are simply not effective, she added, because "the National Association of Broadcasters code has no effective sanctions" and it is unrealistic to expect parents to combat the barrage of advertising.

Mr. Jencks said that "if this were 1968 many of you in this room would be convinced that if TV and radio advertising for cigarettes were discontinued the number of smokers would decrease." Now the issue is sugar, he noted. But sugar consumption is equally high now in Russia, where it is not advertised, and was at higher levels in the United States in the 1930's, he argued. "Sugar is the apple in the garden of Eden. It may be necessary for the serpent to introduce Eve the first time but it isn't thereafter, and television isn't the only serpent." He said the government has unconditionally endorsed sugar and has many more effective and consistent means of lowering sugar consumption than the regulation of advertising. "The government could say that sugar is not generally recognized as safe, it could stop subsidizing sugar production, it could disallow the food stamp purchase of heavily sugared products and stop subsidizing school-lunch programs in cafeterias where heavily sugared snacks are sold in vending machines," he said.

"I will argue that we have been altogether too hard on advertising and I will argue for the status quo," said Mr. Johnson, now chairman of the National Citizens Committee for Broadcasting, in a tone freighted with irony. "Virtually everyone in this room accepts the fact that television should exist," he continued, "and we are now confronting a massive

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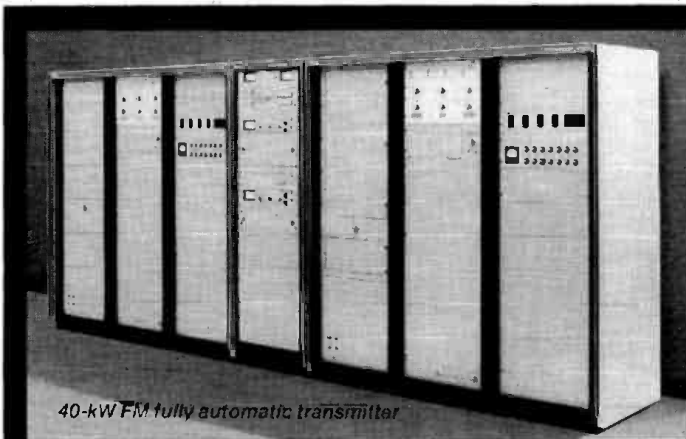
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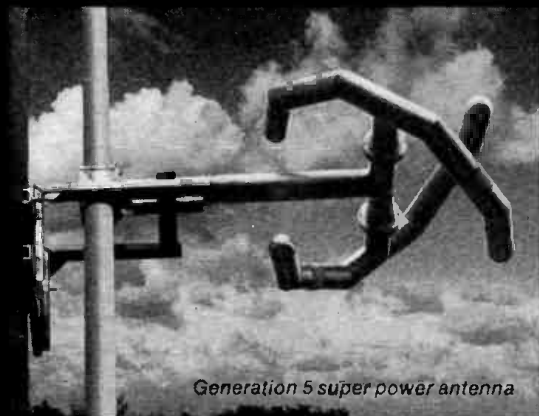
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general. Government has not played fair with the industry because they have not told broadcasters what is expected of them," he said. "The FCC has a responsibility to regulate in the public interest. Broadcast licenses are a two-sided contract but we've forgotten that."

SRA keeps sharp eye on network commercials

**It engages BAR to monitor them
for their length and number**

The Station Representatives Association last week signed a contract with Broadcast Advertisers Reports for continuous monitoring of the commercial content and the length of individual commercials carried by the TV networks.

M.S. Kellner, managing director of SRA, said that in the past the association has engaged BAR for special projects but this marks first sustained use of a monitoring service.

Using the first quarter of 1977 as a benchmark, quarterly reports from BAR will (1) highlight instances when the number of commercials within a network program exceeds the number carried early in 1977 and (2) report any commercial that is not 60, 30 or 10 seconds in length.

"It has long been the representatives' contention that the viability of television stations is adversely affected by network encroachment, that is, an expansion of the station hours occupied by network programs and increases in the number of commercials within network programs," Mr. Kellner said. "The reps have pointed out that such network actions upset the balance between network and spot. Spot is the biggest source of television stations' revenue. Stations obtain over 50% of their revenues from spot and less than 10% from network. Network TV is bought first by many large national advertisers, after which spot has a chance at the remaining dollars."

Mr. Kellner noted that SRA filed comments last year with the FCC in the agency's inquiry into network television practices. The filing stressed that an increase of one commercial minute per half hour in prime time alone would add between \$458 million and \$655.2 million per year to network revenues and would subtract that amount from the pool available for spot.

He said the BAR monitoring "will track network commercials exceeding the formerly established network practices and supply SRA with the facts for reps to relay to their client stations and the network affiliate boards, in addition to being material pertinent to the FCC's television network inquiry."

Client stealing charged

Jennings & Thompson/FCB, Phoenix, has filed suit for unspecified damages against two former employees who left in

Task force gets new leader. The FCC is expected to name a new head of its children's television task force next month—Susan Greene, now with the Cable Television Information Center, Washington. Ms. Greene worked in children's television in 1969-71, when she helped in the pre-testing of *Sesame Street*. Although her appointment awaits clearance by the Civil Service Commission, she is expected to start on her new job as a consultant next month. Her first assignment will be to begin staff work in connection with the commission's expected reopening of the children's television inquiry.

Meanwhile, Ms. Greene's predecessor at the commission, Karen Hartenberger, began working last week at the National Association of Broadcasters. She is a part-time (three days a week) and temporary (her assignment runs three months) consultant in children's television. Her first assignment is to help the NAB in responding to the Federal Trade Commission's proposal to restrict television commercials aimed at children.

January with the agency's \$1.2 million account of the Cudahy Food Co., Phoenix.

In its complaint filed in Arizona State Court in Maricopa county, J&T/FCB charged Wayne B. Fulcher and Fred Brownfeld with "breach of fiduciary duty as employees" and claimed they had "solicited, negotiated and conspired" to obtain the Cudahy account prior to their resignation as employees. They have since formed Fulcher/Brownfeld in Phoenix.

Mr. Fulcher was the account director on Cudahy and Mr. Brownfeld was the associate creative director of J&T/FCB, subsidiary of Foote Cone & Belding, New York and Chicago, which had handled Cudahy for 11 years. Cudahy is active in spot television and radio.

Radio offers car dealers an advertising hand

With automobile sales in the doldrums, the Radio Advertising Bureau has unveiled "Operation Motor/vation" to induce stations to step up their sales efforts among car dealers and businesses related to the auto industry.

Miles David, president of RAB, said more than 30 promotional ideas are being sent to member stations, plus a tape of a message from Robert P. Mallon, president of the National Auto Dealers Association. In it Mr. Mallon pays tribute to the RAB campaign and endorses the project on behalf of 21,000 members of NADA.

Auto sales are said to have begun to pick up again in mid-February, the first positive sign since last November, according to W. Weldon (Hap) Hazard, RAB vice president-automotive. He said the bureau is intensifying its effort at auto headquarters to persuade more manufacturers to tap radio.



**If the show fits,
buy it.**

It ain't no secret.
Westerns are
more popular than
a single lady in a
miner's camp. Your
locals should have one
of the best: *How the
West was Won*. We're
talkin' about somethin'
big enough to fill
anyone's boots.
Pick it up.
You'll be in good
company.



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Mucho dinero. In first 45 days of 1978, SIN, U.S. Spanish Television Network, New York, reports it wrote more than \$2.8 million in new business, 42% increase over last year's period and largest total for that span in firm's 15-year history. Increased activity resulted primarily from SIN's new satellite network programing operation, including buys from Kellogg (Leo Burnett Co., Chicago), Wm. Wrigly Jr. (Arthur Meyerhoff Associates, Chicago), Anheuser-Busch Inc. (D'Arcy-MacManus & Masius, St. Louis), McDonald's (Needham, Harper & Steers, New York), Argentine Airlines (NU-Line Advertising, New York) and Texize Chemical Co. (Henderson Advertising, Greenville, S.C.)

Super supermarkets. Top 15 food chains in local television advertising invested \$77.9 million in medium in 1977, up 11% over 1976, according to Television Bureau of Advertising. Releasing figures compiled by Broadcast Advertisers Reports, TVB said leading advertiser was Safeway, up 40% to \$14,179,800, followed by A&P, down 26% to \$13,182,600; Winn-Dixie, up 12% to \$7,709,700; Alpha Beta, up 27% to \$6,536,000, and Kroger, up 27% to \$7,306,800.

Add-on. Tyrol Co., Hartford, Conn., becomes Tyrol & Flanagan Inc. as former Christal president, Phil Flanagan, joins agency. Firm moves to new location at One Financial Plaza, Hartford 06103; phone (203) 525-0513.

For radio consumers. Heavy spot radio campaign has begun on 11 New York radio stations to promote the debut in mid-March of consumer magazine, *New York Radio Guide*, which will include program listings of more than 80 AM and FM stations in area, interviews with radio personalities and human interest articles. In succeeding months there will be guides on other major metropolitan markets patterned after New York prototype.

Love letters. To commemorate the 1,500th broadcast of the one-hour *CBS Radio Mystery Theater* on St. Valentine's Day, the network ran nine spots in advance of that date asking listeners for comments. As of last week, more than 5,000 letters had been received. CBS Radio left the mail sacks unopened and distributed one each to Chicago, Detroit, Los Angeles and New York, and asked its sales executives to take them and call on prospective clients. The clients themselves opened the letters and read them. According to Ben Lochridge, vice president of development for CBS Radio, of the first 500 letters opened, all were highly complimentary and some even made story suggestions. One new advertiser has signed: Blue Lustre rug shampoo.

The crossfire continues in antitrust suits

ABC and CBS, in latest filings, say Justice hasn't got a case and ask that it be thrown out; department counters that it is fighting a delaying action only

CBS and ABC are making another effort to persuade a federal judge to throw out the government's antitrust cases against them. In response, the Justice Department's Antitrust Division said the efforts constitute only "another delaying tactic" in cases pending since April 1972 and should be summarily rejected.

CBS and ABC, in motions filed with Judge Robert J. Kelleher of the U.S. District Court in Los Angeles, contended that the Justice Department has failed to identify the market that the networks are alleged to dominate.

ABC asked Judge Kelleher to direct the Justice Department to submit such evidence or to dismiss the complaint. CBS simply asked that the complaint be dismissed.

Justice, in the cases it filed against ABC, CBS and NBC, contended that the networks use their control over access to television's prime time hours to restrain and monopolize television programing in violation of the antitrust laws.

Justice settled its case against NBC with a consent decree that Judge Kelleher accepted last November (BROADCASTING, Dec. 5, 1977).

The other networks not only have refused to reach similar settlements with Justice but are seeking reversal of the NBC decree.

CBS and ABC, in their latest motions, argued that Justice, in an "identification of the evidence in support" of its claim that the two networks have violated the Sherman Antitrust Act (BROADCASTING, Sept. 9, 1977), does not state any contention regarding the relevant product market, describe the dimensions of any market or identify any evidence that would establish the market alleged in the complaint.

"Indeed," CBS said, "the evidence identified by [the Justice Department] tends to establish" that the networks "compete in the procurement of television entertainment programing and, thus, that the relevant market within which CBS's power and conduct must be evaluated cannot be the market alleged in the complaint."

CBS and ABC last week filed their responses to the department's "identification" of evidence.)

But Justice, in its replies to the motions, noted it has contended in its identification of evidence that a restraint of trade has occurred in the market consisting of prime

time entertainment programing broadcast by each of the networks.

"At the very least," Justice said, "a market consisting of prime time entertainment programing produced for all three networks has been identified and recognized as appropriate by the court, and any unreasonable restraint of that market violates Section 1 [of the Sherman Act]."

Justice characterized the motions as "delaying" tactics in noting that the cases have been pending almost six years. During that time, it added, the defendants "have engaged in an almost continuous motion practice which has substantially impeded their progress." It added that the present motions were "virtually indistinguishable" from some of the earlier ones.

A court hearing on the motions, as well as on a number of other matters dealing with discovery, is scheduled for March 9.

Licenses contested in Connecticut

Change in format and airing of 'vulgar' PBS shows leads to petitions to deny renewals

A citizen group calling itself Classical Radio for Connecticut Inc. filed a four-inch-thick petition to deny the license renewals of WTIC-AM-FM Hartford with the FCC last week as the commission's deadline for New England petitions passed. Other petitions were filed contesting the renewals of noncommercial WGBH-TV Boston and WTBS(FM)Cambridge, Mass.

The Hartford petition was concerned with an April 24, 1977, format change from classical to "standard popular" music. The group said the stations abandoned an "economically and technologically viable" format and "deprived a substantial portion of the listening public" of diverse programing. It also accused the station of attempting to "stifle and suppress" listener protests of the format change.

According to the petition, the Hartford city council passed a resolution opposing the change. It also said the station "cannot be relied upon to fulfill its commitments" to the FCC concerning its program content. "Listeners of all ages have been cut off from the musical education" formerly offered by the stations, the petition said.

In the WGBH-TV petition, a local group called Morality for Media of Massachusetts Inc., accused the station, one of the primary sources for Public Broadcasting Service programs, of "consistently broadcasting offensive, vulgar material, otherwise harmful to children."

The petition singled out a 1977 episode of the British-made *Monty Python's Flying Circus* (which the group said "consistently relies primarily on scatology, immodesty, vulgarity, nudity, profanity and sacrilege for 'humor'") that, it said, was "about split-crotch panties where the dialogue included talk of how fast a man

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Media

Kent P. Coughlin, manager of engineering and program operations, ABC Radio Network, New York, named director of operations. **Harry H. Curtis**, manager of technical operations, appointed manager of operations.

John C. Butler, president-chief executive officer, KRLD(AM) Dallas, joins Mutual Broadcasting System, Dallas, as VP, heading Southwest division, and executive director of Mutual subsidiaries, Southwest Radio Network, Dallas Cowboys Radio Network and Southwest Athletic Conference Radio Network.

Russell Wittberger, general manager of Downe Communications's KCBQ(AM) San Diego, named president of Downe's broadcasting group. He succeeds **Robert J. Smith**, who was named acting head succeeding **George Wilson**, who has become independent program consultant. Mr. Smith now becomes general manager of group.

Brian E. Cobb, VP-general manager, General Electric Broadcasting's WSIX-AM-FM-WNGE(TV) Nashville, named to same post, co-owned KOA(AM)-KOAQ(AM) Denver. **A. Donovan Faust**, VP-general manager, GE Cablevision Corp., Schenectady, N.Y., named to same post at Nashville stations.

Carl D. Jaquint, assistant general manager-business manager, WNYX-TV Syracuse, N.Y., named VP-general manager.



Fears

Ernest D. Fears Jr., manager of personnel and community relations, WMAL Inc., Washington—WMAL(AM)-WRQX(FM)—appointed VP-general manager for WRQX.

Tom Griscom Jr., VP for broadcasting, WSM-TV Nashville, named senior VP for broadcasting of Wsm Inc., licensee of WSM-AM-FM-TV. **Syd W. Oliver Jr.**, WSM-TV national sales manager, appointed VP-general manager of station.

Thomas R. Shine, VP, WOLF(AM) Syracuse, N.Y., named VP-general manager, WRUN(AM)-WKGW(FM) Utica, N.Y. **Don Brown**, WOLF sales manager, promoted to general manager.

Sheldon Jacobs, manager, special projects and circulation, NBC, New York, appointed director, station circulation. **John Patt**, account executive, NBC Radio Network Sales, New York, appointed regional manager, affiliate relations, radio network.

Connie Golden, general manager, WEZS(FM) Richmond, Va., named VP of licensee, Easy Communications, Fairfax, Va., **Edward B. Hapelwood III**, WEZS announcer, appointed public relations director.

Harold A. Frank, general sales manager, WINZ-FM Miami Beach, Fla., appointed general manager of WINZ(AM) Miami and WINZ-FM.

Red Jones, station manager, WJEM(AM) Valdosta, Ga., appointed VP, succeeded by **Allen Murray**, air personality and sales executive.

John W. Fox III, operations manager, WTAW-AM-FM College Station, Tex., named general manager, KBRs(AM) Springdale, Ark.

Frank Markoe Jr., vice chairman, Warner-Lambert Co., appointed by President Carter to serve on Board for International Broadcasting, oversight board for Radio Free Europe and Radio Liberty. Appointment is subject to Senate confirmation.

James DeBold, station manager, WVII-TV Bangor, Me., named general manager. **Michael Stopnick**, graduate of Ohio University, joins WVII-TV as director of promotion and public service.

Larry Dundon, promotion director, KFRC(AM) San Francisco, named to same post, KSFO(AM) there.

Barbara Link, director of data information services, John Blair & Co., Jacksonville, Fla., joins WJXT(TV) there as research director.

David P. Perris, promotion assistant, WTNH-TV New Haven, Conn., appointed promotion manager.

Dick Phipps, director of South Carolina Edu-

ational Television Network's information and publications department, Columbia, named manager, South Carolina Educational Radio Network's WLTR(FM) there. He is succeeded by **Patricia P. Dressler**, special assistant to Henry J. Cauthen, general manager of ETV network.

Dee Schelling-Pegram, operator of By Invitation, public relations and brokerage firm, appointed executive director, New Mexico Broadcasters Association, Albuquerque. She is working with broadcasters as independent contractor.

Broadcast Advertising

John H. Crawford, VP-creative director, and **John R. Pelkan**, VP-management supervisor, Hoefer, Dieterich & Brown, San Francisco, appointed to executive committee.

Tim Tully, VP-media director, McDonald & Little, Atlanta, promoted to senior VP.

Glenn D. Dunmire Jr., president, Wolff Associates advertising, Rochester, N.Y., joins Northrup & Teel advertising there as senior VP.

Gerald N. Heichman, account executive, Christal Co., Chicago, appointed Chicago manager.

Greg Zaug, member of sales staff, Meeker Television, Chicago, joins sales staff, Katz American Television there.

Evan R. James, account manager, Ketchum, MacLeod & Grove, Pittsburg, named VP.

Sam Hershfield, account supervisor, Needham, Harper & Steers, Dayton, Ohio, named VP.

Peter T. Smith, account supervisor, McCann-Erickson, San Francisco, named VP-general manager, Tracy-Locke Advertising and Public Relations there. He replaces **Willard Moon**, who returns to Dallas office to assume manage-



Pro bono. Jack W. Fritz (l), president of John Blair & Co., and Secretary of Agriculture Bob Bergland are pictured at a Washington reception last Wednesday (March 1) in connection with the National Maternal and Infant Malnutrition Conference. The Blair company has been the chief catalyst in the project's communications program; last week's conference culminated a six-year effort by Blair, much of it directed by Harold M. Pingree Jr., the company's vice president for special projects.

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Similarly, *THE SHAPE OF THINGS TO COME* also did a healthy 5 in Nielson and 4 in Arbitron. It's a good science fiction film - the best!

The Korda films are all so excellent - I'm glad to have them in the WOR-TV library. A lot of New York viewers must be glad too.

Cordially,

Chris Steinbrunner

CS:mem

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Mark Shelmerdine and Tony Morris of London Films
at N.A.T.P.E. — Suite 1858-59**

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ment supervision responsibilities.

Joyce Levy, senior media estimator, Air Time, media services firm, New York, named media supervisor. **Gail Ettinger**, senior media buyer, Carl Ally, New York, joins Air Time as media buyer. **Bruce Garfunkel**, buyer-planner, Compton Advertising, joins Air Time as media planner.

Robert K. Allen, account executive, Foote, Cone & Belding, Chicago, joins Tatham-Laird & Kudner there in same post. **Neil McCabe**, broadcast media planner, Leo Burnett there, joins TL&K as assistant account executive.

Vivian Aries, account executive, Kelly, Nason, New York, joins Advertising to Women Inc. there as account supervisor.

Michael F. Saari, creative supervisor, BBDO, Detroit, joins Burton Advertising there as VP-creative director.

Peter Stearns, management supervisor, Norman, Craig & Kummel, New York, appointed VP.

Chuck Coursey, from Studio Seven Inc., Dallas, joins creative staff at Kerss, Chapman, Bua & Norsworthy Advertising there as copywriter.

John R. Ballantyne, project director, Research One Inc., marketing research firm, Southfield, Mich., joins W.B. Doner & Co. there as project director, research department. **Mark E. Cosgrove**, account executive, J. Walter Thompson there, joins Doner in same post.

M.S. (Buz) Price, director of advertising and public relations, Helena Chemical Co., Memphis, joins Ward Archer & Associates

there as account manager.

Ann Carter, media assistant, Liller Neal Battle & Lindsey, Atlanta, promoted to media buyer.

Earl Murton, marketing director, Oliva-Neuhoff Broadcasting—WERE(AM)-WGCL(FM)—Cleveland, named account executive, Goldberg/Marchesano & Associates, advertising and public relations agency, Washington.

Thomas R. King, general sales manager, WSM-TV Nashville, named second VP, WSM Inc. **Thomas T. Cassety**, account manager, WSM-TV, appointed national sales manager.

Gregory W. Reed, senior VP-Western regional manager, Golden West Broadcasters' station rep firm, Major Market Radio, San Francisco, named general sales manager, co-owned KSFO(AM) there.

Art Knott, national sales manager, KHOW(AM) Denver, named national sales director for KHOW and co-owned KXXX(FM) there.

Richard C. Snowdon, national sales director, WLAC(AM)-WKQB(FM) Nashville, promoted to general sales manager.

Michael F. Lazorchak III, local and regional account executive, WEYI-TV Saginaw, Mich., appointed local sales manager.

Sheila Urquhart, account manager, Ted Bates & Co., New York, and **Tom Romano**, sales representative for South/West division, H-R Television, New York join WOR-TV there as account executives.

Ray Hunt, account executive, KPLR-TV St. Louis, joins KNDL-TV there in same capacity.

Programing

Richard A. Foreman, director of beautiful music operations for four stations of Southern Broadcasting group and formerly with General Electric and other stations, joins ABC Radio network as VP and director of programing, new post in which he'll supervise program operations, sports programing, talent relations and production and also work with ABC News VP Thomas O'Brien in implementing ABC's four network news services ("Closed Circuit," Feb. 13).

Stuart Sheslow, director of program development, Westfall Productions, New York, joins ABC Entertainment, West Coast, as manager of comedy and variety program development.

Afternoon delight. Several of broadcasting's VIP's were guests at the White House concert by pianist Vladimir Horowitz Sunday, Feb. 26, at 4 p.m. Among those present: Mr. and Mrs. Joe L. Allbritton, chairman, Washington Star Communications, Washington; Mr. and Mrs. Roone Arledge, president, ABC News and Sports, New York; Mr. and Mrs. Roderick W. Beaton, president, United Press International, New York; Mr. and Mrs. Keith Fuller, president and general manager, Associated Press, New York; Mr. Charles Hobson, noncommercial WETA-FM Washington; Mr. and Mrs. Herbert Schlosser, president, NBC Inc., New York, and Mr. and Mrs. R. Peter Straus, director, Voice of America, Washington.



Tirinato

Joseph C. Tirinato, account executive, ABC-TV Network, New York, named VP, syndication, MGM Television, New York, replacing **Robert B. Morin**, who has been appointed executive VP of Lorimar Syndication (BROADCASTING, Feb. 27). **Mark Canton**, executive production assistant, United Artists, joins MGM, Culver City, Calif., as executive in charge of creative affairs.

Caddy Swenson, VP-general manager in charge of sales, operations and administration, Reeves Teletape Corp., New York, named president of newly former subsidiary, Reeves Teletape Television Facilities Group, which consists of Reeves's post production center, studio and facilities group.

Sara Dempsey, manager, film program operations, West Coast, NBC-TV, named director, film program operations, West Coast. **Edward C. Frank**, manager, program research, NBC, New York, appointed director, program research. **Alan B. Kaufman**, broadcast and communications attorney with Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind of New York, appointed director, sports and program compliance, NBC.

David McLaughlin, VP-general manager, Viacom Canada Ltd., joins Columbia Pictures Television Canada Ltd. in same capacity.

Kenneth F. Gorman, VP-controller, Viacom International, New York, named VP-finance. **Jerry Gottlieb**, executive with William Morris Agency, Los Angeles, named VP-business affairs, West Coast, Viacom Enterprises there.

Gary Stibal, systems and finance manager, Buena Vista Distribution Co., subsidiary of Walt Disney Productions, Burbank, Calif., appointed assistant treasurer.

Robert D. Bemis, assistant program director, WTHR(TV) Indianapolis, joins Telematrix Videotape Productions there as VP-chief operating officer. Other Telematrix appointments: **Jan DeMusey**, associate producer-account executive, Enfield Vector of Canton, Ohio, appointed director of sales; **Robert G. Warren**, Telematrix director of marketing, promoted to director of operations and administrations, and **William H. McPherson**, senior producer, promoted to director of production.

Elmer Alley, program director, WSM-TV Nashville, named manager of corporate program development for WSM Inc., licensee of WSM-AM-FM-TV.

Jimi Fox, from KTNQ(AM) Los Angeles, named program director, KCBQ(AM) San Diego.

Scott Burton, program director, KFMB(AM) San Diego, joins KNBR(AM) San Francisco in same post.

Gloria Johnson, assistant program director, ABC-owned WRIF(FM) Detroit, joins co-owned KSF(FM) San Francisco as program director.

Ron Brindle, disk jockey, KDKA(AM) Pittsburgh, joins WNBC(AM) New York as assistant program manager.

Dennis Carpenter, assistant program director, KSTP(AM) Minneapolis-St. Paul, named program director.

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Divide and refine. Arbitron Co. has realigned its television and radio marketing services by concentrating responsibilities for each under one executive. Pierre R. Megroz (l), who has been vice president, broadcaster sales and marketing (radio and TV station sales), becomes vice president, television sales and marketing, including TV station sales and advertiser and advertising agency marketing activities. Richard Weinstein, who has been vice president, advertiser-agency sales and marketing, has been appointed vice president, Arbitron radio sales and marketing, responsible for radio sales to stations, advertisers and agencies. Mr. Weinstein and Mr. Megroz will report to A. J. (Rick) Aurichio, vice president, general manager, Arbitron Radio, and Norman S. Hecht, vice president, general manager, Arbitron Television, respectively.

Mike Elliott, music director-air personality, WTMJ(AM) Milwaukee, appointed program director.

Thomas Owens, from WVAZ(FM) Charleston, W.Va., joins WSAI-FM Cincinnati as assistant program director.

Michael Tocci, account supervisor, Getty Oil Co., joins Group W Productions' *The Mike Douglas Show*, Philadelphia, as business manager, replacing **Robert Schleimer**, named business manager of co-owned WINS(AM) New York (BROADCASTING, Feb. 20).

Dick Kent, program director, WLAC(AM) Nashville, named to same post, co-owned WKQB(FM) there, succeeded by **Mark Damon**, acting program director, WLAC.

Larry Newton, production manager, WDBO-TV Orlando, Fla., appointed to same position, WISN-TV Milwaukee.

Judith Brackley, news director, WCAS(AM) Cambridge, Mass., appointed program director.

Gary Kirby, on production crew, WUAB(TV) Lorain (Cleveland), Ohio, promoted to producer-director.

Broadcast Journalism

Ron Kershaw, news director, WBAL-TV Baltimore, joins ABC News, New York, as senior producer, weekend news programming. **Greg Dobbs**, Chicago correspondent, ABC News, named London correspondent. **Richard Mayk**, reporter, WCAU-TV Philadelphia, joins ABC News as Chicago correspondent.

William O. Wheatley Jr., producer of "Segment 3," *NBC Nightly News*, named producer of evening newscast and is succeeded on "Segment 3" by **David McCormick**, news director for NBC-owned WKYC-TV Cleveland.

Gary Cummings, editorial director, WBBM-TV

Chicago, appointed news manager-assistant news director.

Harvey Cox, managing editor, WJRT-TV Flint, Mich., named news director, WSPA-TV Spartanburg, S.C. **Dick Jensen**, from North Carolina state government, joins WSPA-TV as Greenville bureau chief. **George Walker**, news producer, named executive news producer.

Ronald E. Luck, news producer-director, WTVR-TV Richmond, Va., joins WLCY-TV Tampa-St. Petersburg, Fla., as director of news at 6 and 11 p.m.

Rick Lynd, reporter, WVII-TV Bangor, Me., promoted to news director.

Ed Tobias, news director, WASH(AM) Washington, named assistant news director, WTOP(AM) there. **Don Shane**, sports director, WTVW(TV) Evansville, Ind., joins WTOP-TV Washington as sports anchor-reporter.

Harvey Clark, reporter, WCCO-TV Minneapolis, joins WCAU-TV Philadelphia in same position.

Judith Eifenbein, reporter, WAPI-TV Birmingham, Ala., joins KFMB-TV San Diego in same post.

Lon Braithwaite, newscaster, WPOP(AM) Hartford, Conn., joins WEEI(AM) Boston as reporter-anchor.

J. C. Cooper, freelance reporter, Los Angeles, joins KJEO(TV) Fresno, Calif., as co-anchor.

Arthur Wood, weekend anchor-reporter, WITI-TV Milwaukee, joins KTRK-TV Houston as reporter.

Richard Jefferson, desk editor, KNXT(TV) Los Angeles, joins WJXT(TV) Jacksonville, Fla., as news producer-weekend assignment editor. **Alan Holzer**, producer, ABC News, New York, joins WJXT in same capacity.

Tony Russomanno, co-owner of Newspace, California news network, joins KMEL(FM) San Francisco as newscaster.

Richard Terlingen, news director, WINR(AM) Binghamton, N.Y., appointed reporter-anchor, WICZ-TV there.

Jeff Weiser, reporter, Empire State Network, Albany, N.Y., joins WWAY-TV Wilmington, N.C., in same post.

David Forstate, independent film maker, joins WTVN-TV Columbus, Ohio, as news photographer. **Dale Willman**, with news department, non-commercial WOSU(AM) Columbus, Ohio, joins WTVN(AM) as reporter-afternoon news editor.

Susan Bernard, news director, noncommercial WMLM-FM Milton, Mass., joins WAGM-TV Presque Isle, Me., as co-anchor.

Walt Zwirko, news reporter-producer and photographer, WTHR(TV) Indianapolis, appointed chief news photographer.

Bob Epstein, director of news and public affairs, WCLR(FM) Skokie, Ill., joins WBBM-TV Chicago as news writer.

Jerry Norman, weathercaster, KHSL-TV Chico, Calif., named to same post, KPIX(TV) San Francisco.

Barry ZeVan, weather reporter, WJLA-TV Washington named to same post, WJBK-TV Detroit.

Ron Howes, meteorologist, WTVW(TV) Terre Haute, Ind., joins WOTV(TV) Grand Rapids, Mich., in same post, replacing **Buck Matthews**, named lifestyle editor.

Jeff Moorman, photographer, WTVR-TV Richmond, Va., joins WFTV(TV) Orlando, Fla., in same post.

Cable

Austin Furst, programming VP, and **James O. Heyworth**, operations VP, Home Box Office, New York, appointed senior VP's. **Peter Frame**, Eastern region manager, and **W. Thomas Ollver**, national sales and planning director, elected VP's. **Iris Dugow**, director of premium program and development, Warner Communications Qube division, Columbus, Ohio, joins HBO, New York, as director of special programming.

Robert L. Smith, director of engineering, Caribbean Communications Corp., St. Thomas,



Texas tribute. Wendell Mayes Jr. (c), principal owner of Wendell Mayes Station, group owner based in Austin, Tex., was inducted into the Texas Tech University Mass Communications Hall of Fame Feb. 16. Charles T. Jones (l), vice president of the National Association of Broadcasters, Washington, was speaker at the presentation, which was conducted by Clint Formby (r), group station owner based in Hereford, Tex., and member of Texas Tech Board of Regents and Mass Communications Advisory Committee.

Virgin Islands, joins Wometco Communications, Miami, multiple CATV systems operator, as systems engineer.

A.C. (Sam) Belanger, VP-operations, General Electric Cablevision Corp., Schenectady, N.Y., appointed VP-general manager.

Ron Rosen, sales manager, Cablevision program services, Jericho, N.Y., appointed manager of newly formed advertising sales division.

Joseph Busch Jr., president-chief financial officer, Intervision Media Systems, research firm on applications of new communications technology to cable industry, joins investment services division of Daniels & Charles Associates, Denver, which provides investment banking services to cable television operators.

Allied Fields

Kenneth A. Mills, VP and director of research and promotion for Katz Agency, New York, has resigned after 30 years of service with representative firm to become deputy director of communications for Office of Economic Development of New York City. His successor has not

been named.

David W. Copp, television account executive, Arbitron Television, Chicago, promoted to Southeastern region manager, Atlanta, **William P. Livek**, broadcast division VP, Ron Curtis & Co., executive employment service, Chicago, joins Arbitron Radio there as account executive, Midwestern division. **Laura Kelson**, assistant promotion manager, Harcourt Brace Jovanovich, New York, named promotion specialist, Arbitron there.

Marvin J. Diamond, **David B. Lytle**, **Gail Starling Marshall**, **William S. Reyner Jr.**, and **Curtis E. Von Kann**, associates of Washington law firm of Hogan & Hartson, have become members of firm.

Martin J. Gaynes, former partner with Washington law firm of Cohn & Marks, named senior partner, Bonner, Thompson, O'Connell & Gaynes there.

Ernie Schultz, president of Radio Television News Directors Association, named to Oklahoma Journalism Hall of Fame. One of nine selected from 67 nominees, he is director of information of KTVY(TV) Oklahoma City. Hall

of Fame is sponsored by Central State University, Oklahoma City chapter of Society of Professional Journalists, Sigma Delta Chi, and Oklahoma Press Association.

Joan Ganz Cooney, president, Children's Television Workshop, New York, awarded 1977 prize for education from Institute de la Vie, Paris. She shares \$50,000-prize with educational broadcasting division of BBC, London, and will use money for workshop projects.

Deaths

Ilka Chase, 72, former radio personality, died of internal hemorrhaging in Mexico City Feb. 15. Also actress and author, she was hostess of *Luncheon at the Aldorf* radio program. She is survived by her husband, Norton S. Brown.

Zara Cully Brown, 86, actress who played Mother Jefferson on CBS-TV's current series, *The Jefferson*, died at Cedars-Sinai medical center in Los Angeles Feb. 28. Cause of death was undisclosed. Survivors include two children, four grandchildren and two great-grandchildren.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Feb. 17 through Feb. 23.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

Actions

■ ***Santa Clara, Calif.**—Broadcast Bureau granted President and Board of Trustees of Santa Clara College 89.1 mhz, 10 w, HAAT 152 ft. P.O. address: c/o George Giocomini, Dean of Students, Santa Clara, Calif.

95053. Estimated construction cost \$3,750; first-year operating cost \$2,000; revenue none. Format: informational variety. Principal: Applicant is private, non-profit educational institution. Action Feb. 15.

■ **Cortez, Colo.**—Broadcast Bureau granted Sound 74 Inc. 97.9 mhz, 100 kw, HAAT 1,306 ft. P.O. address: Box 714, Cortez 81321. Estimated construction costs \$96,897; first-year operating costs \$17,785; revenue \$24,000. Format: standard pops, rock. Principals: Richard F. Hamilton Jr. (18.30%) and his parents, Martha (30.69%) and Richard Hamilton Sr. (51%). Family owns KVFC(AM) Cortez. Action Feb. 17.

■ **Yuma, Colo.**—Broadcast Bureau granted Cen-Ten Productions Inc. 100.9 mhz, 2.5kw HAAT 102.6 ft. P.O. address: 8074 W. Polk Pl., Littleton, Colo. 80123. Estimated construction costs \$8,856; first-year operating cost \$51,540; revenue \$40,000. Format: Country and popular. Principals: Richard E. Dedrick and his wife, Susanne L., (30% each) and James H. Vincent (40%). Mr. Dedrick is employed by Denver advertising agency, and Mr. Vincent owns and operates retail food and drug store in Yuma. Mrs. Dedrick is housewife. Action Feb. 8.

■ **Collins, Miss.**—Broadcast Bureau granted Covington County Broadcasters Inc., 101.7 mhz, 3 kw, HAAT 300 ft. P.O. address: RFE No. 1, Taylorsville, Miss. Estimated construction cost \$35,300; first-year operating cost \$50,000; revenue \$62,000. Format: Pop-

ular. Principal: O. D. Wolverton (100%), who is land surveyor with no other broadcast interests. Action Feb. 13.

■ ***Ballwin, Mo.**—Broadcast Bureau granted YMCA of Greater St. Louis 89.9 mhz, 10 w, HAAT 50 ft. P.O. address: 1528 Locust St., St. Louis 63011. Estimated construction cost \$3.00 (facilities donated); first-year operating cost \$2,780. Format: educational. Applicant is non-profit community organization, William F. Cann, president. Action Feb. 17.

■ ***Plattsburgh, N.Y.**—Broadcast Bureau granted State University of New York 91.1 mhz, 1 kw, HAAT 26 ft. P.O. address: 99 Washington Ave., Albany, N.Y. 12210. Estimated construction cost \$16,271; first-year operating cost \$12,000. Format: Variety, informational. Principal: Applicant is public educational institution. SUNY is also licensee of various facilities at other branch campuses. Action Feb. 15.

■ ***Gallatin, Tenn.**—Broadcast Bureau granted Volunteer State Community College 88.3 mhz, 6 kw, HAAT 51 ft. P.O. address: Nashville Pike, Gallatin 37066. Estimated construction cost \$3,500; first-year operating cost \$200. Format: Variety. Principal: Applicant is state institution of higher learning. Action Feb. 9.

Ownership changes

Applications

■ **KNTV(TV) San Jose, Calif. (ch. 11)**—Seeks assignment of license from Gill Industries to Landmark Communications for \$24,525,000. Seller: is principally owned by Allen T. Gilliland and also owns San Jose cable system. Buyer: principally owned by board chairman Frank Batten, publishes daily newspapers in Norfolk and Roanoke, both Virginia, and is licensee of WTAR-AM-TV-WKEZ(FM) Norfolk. Ann. Feb. 21.

■ **KFMU(FM) Oak Creek, Colo. (103.9 mhz, 165 w)**—Seeks assignment of license from Elliot John Bayly to CherMI Communications Corp. for \$42,500. Seller: is sole owner and has been operating station at loss which he can no longer afford. Buyer: is 80% owned by D. Michael Barry, Steamboat Springs, Colo., businessman who owns and operates movie theater among other interests, and 20% by Friedrich Roosli, Steamboat Springs electronics sale and service concern owner and operator. None of parties involved has other broadcast interests. Ann. Feb. 17.

■ **WOKO(AM) Albany, N.Y. (1460 khz, 5kw-U DA-N)**—Seeks assignment of license from Area Radio Inc.

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to October Mountain Broadcasting for \$700,000 to Area Radio plus \$85,000 covenant not to compete to Welcome Radio Inc. Seller: is 100% owned by Welcome Radio, licensee of WSLR (AM) Akron, Ohio and through another wholly-owned subsidiary, KTLK (AM) Denver. None of shareholders owns more than 25%, principals are Harrison M. Fuerst, president, Richard Lunenello, executive vice president and Robert D. Gries, vice president. Buyer: is 100% owned by Antony B. Mason, corporate executive formerly with General Foods. He has no other broadcast interests. Ann. Feb. 17.

■ **WFTR (AM)-WIXV (FM)** Front Royal, Va. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 95.3 mhz, 3 kw)—Seeks assignment of license from WFTR Inc. to Harris Broadcasting Co., for \$300,000. Seller: is principally owned by Charles B. and Aurelia G. Britt (married couple) who have no other broadcast interests and are selling for health reasons. Buyer: is 51% owned by Donald B. Harris, Rockville, Md. businessman and 49% by his wife Dorothy J. Neither has other broadcast interests. Ann. Feb. 23.

■ **KVWO (AM)** Cheyenne, Wyo (1370 khz, 1 kw-D)—Seeks assignment of license from KVWO Inc. to Harold S. Schwartz & Associates for \$53,500. Seller: is licensee of KLEN-FM Cheyenne, wholly-owned subsidiary of Mesa Broadcasting Co., licensee of KQIL (AM)-KQIX-FM Grand Junction, Colo. John W. Hough is 100% owner of Mesa. Buyer: is 100% owned by Harold S. Schwartz, owner of licensee of KXEN (AM) Festus, Mo. and husband of Bernise Schwartz owner of licensee of KQXI (AM) Arvada, Colo. Ann. Feb. 17.

Actions

■ **KAZA (AM)** Gilroy, Calif. (1290 khz, 5 kw-D, DA)—Broadcast Bureau granted transfer of control of Radio Fiesta Corp. from Inez Castillo Murray (33% before; 13% after) to Albert Rodriguez Sidhu (33% before; 53% after) and from J. D. Williams (33% before; none after) to Mr. Sidhu (53% before, 60% after). Consideration \$70,000. Mr. Williams and Ms. Murray have no other broadcast interests. Mr. Sidhu is president and director of KAZA. Action Feb. 14.

■ **KOWL (AM)** South Lake Tahoe, Calif. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of KOWL Inc. from C. Kenneth Hildebrandt, Virginia H. Stalder, et al. (100% before: none after) to John B. and Kathleen S. Parker and Jeanette Louise Merillat (none before: 100% after). Consideration: \$550,000. Principals: Mr. Hildebrandt owns 41%, Ms. Stalder 41% of stock to be sold and neither has other broadcast interests. Mr. and Mrs. Parker will each own 40% and Ms. Merillat 20%. Mr. Parker is investment advisor, Mrs. Parker was co-anchor reporter KFMB-TV San Diego Ms. Merillat was real estate salesperson. Action Feb. 16.

■ **WJLJ (AM)** Tupelo, Miss (106.0 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Town and Country Broadcasting Co. to North East Radio Inc. for \$165,000. Seller: has no other broadcast interests. Edward O. Fritts, president, director and 85% owner of buyer, is majority owner of WNLA-AM-FM Indianola, Miss. (54.66%) and KCRI-FM Helena, Ark. (85%) and sole owner KMAR-AM-FM Winnsboro, La. Action Feb. 15.

Facilities changes

AM applications

■ **KWSL** Souix City, Iowa—Seeks CP to install new aux. ant. with 1 kw daytime. Ann. Feb. 23.

■ **KMDO** Fort Scott, Kan.—Seeks CP to increase power to 1 kw. Ann. Feb. 23.

■ **WDON** Wheaton, Md.—Seeks mod. of CP to change TL. Ann. Feb. 23.

■ **WBUT** Butler, Pa.—Seeks CP to increase power to 500 w and change ant. TL. Ann. Feb. 23.

AM actions

■ **KDTA** Delta, Colo.—Broadcast Bureau granted CP to make changes in ant. system (BP-20,932). Action Feb. 9.

■ **WCMQ** Miami—Broadcast Bureau granted CP to install new aux. trans. (BP-20,793). Action Feb. 16.

■ **KQKI** Bayou Vista, La.—Broadcast Bureau granted mod. of CP to make changes in ant. system, conditions (BMP-14,497). Action Feb. 9.

■ **WKOX** Framingham, Mass.—Broadcast Bureau

granted CP to make changes in ant. system, conditions (BP-20,965). Action Feb. 9.

■ **KMPS** Seattle—Broadcast Bureau granted CP to install new aux. trans. (BP-20,857). Action Feb. 14.

■ **KIML** Gillette, Wyo.—Broadcast Bureau granted CP to install new aux. trans. (BP-20,812). Action Feb. 14.

FM applications

■ **WCHK** FM Canton, Ga.—Seeks CP to change TL, type ant., make changes in ant. system. HAAT: 382 ft. (h&v) and ERP: 1.78 kw (h&v). Ann. Feb. 23.

■ ***WHFH** Flossmoor, Ill.—Seeks CP to change type trans., type ant., make changes in ant. system, HAAT: 100 ft. and ERP: 1.5 kw. Ann. Feb. 23.

■ ***KEMC** Billings, Mont.—Seeks CP to change type trans., ERP: .8 kw and HAAT: minus 197.5 ft. Ann. Feb. 23.

■ **WCAC** Anderson, S.C.—Seeks CP to change type trans., ant., redescribe TL, make changes in ant. system. HAAT: 308 ft. (h&v) and ERP: 100 kw (h&v) (contingent on grant of BALH-2636). Ann. Feb. 23.

FM actions

■ **WTUG** FM Tuscaloosa, Ala.—Broadcast Bureau granted mod. of CP to change TPO and ERP: 1.45 kw (h&v), ant. height: 430 ft. (h&v) (BMPH-15,352). Action Feb. 9.

■ **KTAZ** FM Sierra Vista, Ariz.—Broadcast Bureau granted CP to change TL, install new ant., change TPO and ERP: 3 kw (h&v), ant. height: 46 ft. (h&v), conditions (BPH-10,843). Action Feb. 9.

■ **KBCA** FM Los Angeles—Broadcast Bureau granted CP to change TL, make changes in ant. system, TPO, ERP: 18 kw (h&v), ant. height: 2,900 ft. (h&v) (BPH-10,844). Action Feb. 9.

■ **WABX** FM Detroit—Broadcast Bureau granted CP to change ERP: 6.5 kw (h&v) and ant. height: 870 ft. (h&v) (BLH-7,373). Action Feb. 9.

■ **WVCR** FM Grand Rapids, Mich.—Broadcast Bureau granted CP to install new trans., ant., and change TPO, ERP: 108 kw (h&v), ant. height: 600 ft. (h&v) (BPH-10,845). Action Feb. 9.

■ **WNED** FM Buffalo, N.Y.—Broadcast Bureau granted CP to install new trans., ant., change TPO, ERP: 105 kw (h&v), and ant. height: 710 ft. (h&v) (BPH-10,572). Action Feb. 9.

■ **KACW** FM Paris, Tex.—Broadcast Bureau granted CP to change type ant., transmission lines, ant. system, ERP: 3 kw (h&v), ant. height: 300 ft. (h&v), condition (BPH-10,629). Action Feb. 9.

■ **KNBQ** FM Tacoma, Wash.—Broadcast Bureau granted CP to change ERP: 100 kw (h), 36 kw (v), ant. height: 370 ft. (h&v) (BLH-7,331). Action Feb. 17.

In contest

Petitions to deny

■ **Plainwell**, Mich.—Allegan County Broadcasters petitioned to deny application for new FM. Ann. Feb. 17.

■ **Wilberforce**, Ohio—Taft Broadcasting (WTVN-TV) petitioned to deny facilities change for WCSU-FM. Ann. Feb. 17.

Designated for hearing

■ **Albermarle**, N.C.—Chief, Broadcast Bureau, designated for hearing mutually exclusive applications of WABZ Inc. and Victor Broadcasting Inc. for new FM on ch. 265 (BC Doc. 78-63-64). Action Feb. 10.

■ **Cleveland**, Tenn.—Chief, Broadcast Bureau, designated for hearing mutually exclusive applications of Thomason Broadcasting and Bradley Enterprises for new FM on ch. 252A (BC Doc. 78-33-4). Action Feb. 10.

■ **Dallas**, Research Educational Foundation (*KVTT(FM)) **renewal proceeding**: (BC Doc. 78-48)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Walter C. Miller as presiding judge, scheduled prehearing conference on April 5 at commission and hearing on May 23 at Dallas. Action Feb. 13.

Procedural rulings

■ **Bozeman**, Mont., Burt H. Oliphant, et al., **FM proceeding**: (BC Doc. 78-15-17)—ALJ Rueben Lozner

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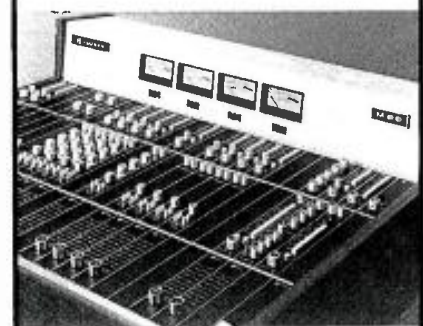
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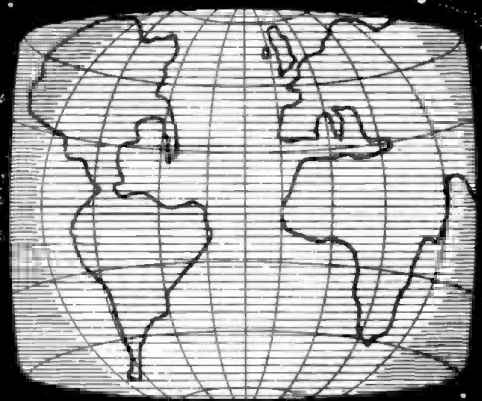
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April 17

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Part I

In advance of the 14th annual MIP-TV exhibition in Cannes (April 21-27)—the international program(me) market—BROADCASTING will present a special report on the overseas action for American television programing. Who the sellers are. Who the buyers are. What programs will be on the block (or "in the stands", as they say there). With a special distribution to delegates at the Palais des Festivals.

May 1

The Balance of Trade in TV Programing

Part II

A special report on MIP-TV itself, prepared on the scene and showcasing the newest entries in the worldwide competition for the TV viewer.

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April 17/May 1

rescheduled prehearing conference from March 20 to March 15 at commission. Action Feb. 15.

■ San German, Mayaguez, P.R., WPR Inc., **renewal proceeding**: (Docs. 21476-7)—Chief ALJ Chester F. Naumowicz Jr. set admissions hearing for July 12, hearing for July 24 in San German. Action Feb. 16.

■ Salem, Va., Blue Ribbon Broadcasting (WBLU[AM]), **revocation proceeding**: (Doc. 21280)—Chief ALJ Chester F. Naumowicz Jr. scheduled further hearing for March 28. Action Feb. 15.

■ Virginia Beach, Va., Virginia Seashore Broadcasting, **FM proceeding**: (Doc. 19096)—ALJ Lenore G. Ehrig set certain procedural dates and scheduled further hearing for April 17. Action Feb. 17.

FCC decisions

■ Commission decided to reconsider Jan. 12 grant of applications for exchange of licenses of WJLA-TV Washington (ch. 7) and KOCO-TV Oklahoma City (ch. 5) requesting parties to comment on recent announcement of *Washington Star* newspaper sale and its effect on Jan. 12 grant. Action Feb. 16.

■ Commission granted expedited consideration to request of WTMP(AM) Tampa, Fla., to change city of license to Tampa-Temple Terrace and to KISA(AM) Honolulu for nighttime operation. Action Feb. 22.

■ Commission adopted decision of ALJ Byron E. Harrison granting assignment of license for WEFM-FM Chicago from Zenith Radio to GCC Communications of Chicago. Action Feb. 14.

■ Commission upheld two earlier rulings denying complaints by Anthony R. Martin-Trigona charging WGN(AM), WBBM-TV, WMAQ-TV and WLS-TV, all Chicago, had failed to provide him reasonable access to promote his U.S. senatorial campaign in March 21 primary election. Action Feb. 16.

■ Commission returned as unacceptable application of Arroyo and Fortuno Associates for increase in power of WBRQ(FM) Cidra, P.R. Action Feb. 14.

■ Commission granted applications of Palmetto Radio Corp. and Capital Communications for assignment of licenses of WNOK-AM-FM-TV Columbia, S.C., from Palmetto to Capital subject to condition that Capital divest itself of radio stations within one year. Action Feb. 22.

■ Commission renewed licenses of Scripps-Howard Broadcasting for WMC-AM-FM-TV Memphis through their regular term, Aug. 1, 1979. Action Feb. 22.

■ Commission renewed license of Gulf Television for KHOU-TV (ch. 11) Houston conditioned on outcome of discrimination complaint filed by Jew Don Boney, former employe, now pending in Houston U.S. District Court. Action Feb. 22.

Fines

■ KTRT(AM) Trukee, Calif.—Broadcast Bureau denied application for mitigation of \$500 forfeiture for operating with daytime power during unlicensed period. Action Feb. 14.

■ KMVI-TV Wailuku, Hawaii—Broadcast Bureau notified licensee of apparent liability of \$500 for failure to make entry in operating log of operating constants of final stage at beginning of operation. Action Feb. 13.

■ WWFM(FM) Charleroi, Pa.—Broadcast Bureau ordered licensee to forfeit \$500 for failure to maintain carrier freq. within tolerance. Action Jan. 31.

■ WCSV(AM) Crossville, Tenn.—Broadcast Bureau granted application for mitigation of forfeiture from \$1,100 to \$850 for repeated failure to provide means for nighttime remote control operator to monitor continuously emissions. Action Feb. 14.

■ KCLE(AM) Cleburne, Tex.—Broadcast Bureau set aside order for forfeiture of \$500 for repeated failure to have competent operator keeping log. Action Feb. 14.

Allocations

Actions

■ Los Banos and Denair, both California—Broadcast Bureau substituted ch. 284 for ch. 240A at Los Banos and assigned ch. 240A to Denair as community's first

Call letters

Applications

Call	Sought by
New AM's	
KNCO	Nevada County Broadcasters, Grass Valley, Calif.
WQNC	Harnett Broadcast, Lillington, N.C.
New FM's	
KROK	JWR Broadcasting, Lompoc, Calif.
*KVMR	American Victorian Museum, Nevada City, Calif.
*KCPB	Conejo Public Broadcasters, Thousand Oaks, Calif.
*WNPR	Connecticut Educational Telecommunications, Middlefield, Conn.
WHBS	Holiday Broadcasting System, Holiday, Fla.
KQID	Genia Broadcasting, Alexandria, La.
WAOA	Edward Mason De Maso & Joanne F. De Maso, Grasonville, Md.
KINN-FM	KINN Inc., Alamogordo, N.M.
*KPVU	PrairieView A&M University, PrairieView, Tex.
*WNSB	Norfolk State College, Norfolk, Va.
Existing TV	
KLTX	WNOK-TV Columbia, S.C.
Existing AM's	
KOPA	KSGR Scottsdale, Ariz.
KKKQ	KUPD Tempe, Ariz.
KXOA	KNDE Sacramento, Calif.
KDIG	KBON San Bernardino, Calif.
WCWR	WEZY Cocoa, Fla.
WNWS	WFUN South Miami
KLNT	KCLN Clinton, Iowa
WIBG	WSTL Ocean City-Somers Point, N.J.
WBZK	WYCL York, S.C.
KAAM	WRR Dallas
KNAK	KDLT Delta, Utah
Existing FM's	
KRFM	KBAS Lake, Havasu City, Ariz.
KOPA-FM	KDOT-FM Scottsdale, Ariz.
KBON	KDIG Lake Arrowhead, Calif.
*KPRS	*KERS Sacramento, Calif.
KXOA-FM	KXOA Sacramento, Calif.
WEZY	WEZY-FM Cocoa, Fla.
KIKI-FM	KHUI Honolulu
KLNO-FM	KCLN-FM Clinton, Iowa
WABK-FM	WKME Gardiner, Me.
KNIT	KENM-FM Portales, N.M.
WCVF-FM	WJQL-FM Fredonia, N.Y.
WDZK	WCMJ Chester, S.C.
KXRC	KOBS-FM Orange, Tex.
KZEZ	KDXU-FM St. George, Utah

Grants

Call	Assigned to
New AM's	
WJXL	H-M-S Broadcasting, Jacksonville, Ala.
WRSM	Sumiton Broadcasting, Sumiton, Ala.
New FM's	
KOOK-FM	Mattco Inc., Billings, Mont.
KWRO-FM	KWRO Broadcasting, Coquille, Ore.
KTAS	Pendleton Broadcasting, Pendleton, Ore.
*WRRC	Radford College, Radford, Va.
Existing AM's	
WMIG	WRGI Marco Island, Fla.
KWLS	KWNS Pratt, Kan.
WRDD	WBCM Bay City, Mich.
WGGM	WIKI Chester, Va.
Existing FM's	
WRGI	WRGI-FM Naples, Fla.
WSAK	WFWA Sullivan, Ill.
KWLS-FM	KWNS-FM Pratt, Kan.
WPCM	WNCB Burlington, N.C.
WESA-FM	WWFM Charleroi, Pa.
KTBC	KSFA-FM Nacogdoches, Tex.
KNFO	KEFC Waco, Tex.

Summary of broadcasting

FCC tabulations as of Jan. 31, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4489	6	23	4518	43	4561
Commercial FM	2944	1	67	3012	119	3131
Educational FM	902	0	34	936	77	1013
Total Radio	8335	7	124	8466	239	8705
Commercial TV	723	1	3	727	54	781
VHF	513	1	2	516	7	523
UHF	210	0	1	211	47	258
Educational TV	243	3	14	260	5	265
VHF	93	1	8	102	2	104
UHF	150	2	6	158	3	161
Total TV	966	4	17	987	59	1046
FM Translators	199	0	0	0	91	290
TV Translators	3476	0	0	3476	471	3947
UHF	1082	0	0	0	269	1351
VHF	2394	0	0	0	202	2596

*Special temporary authorization

**Includes off-air licenses

FM in response to proposal by John R. McAdam, licensee of KLBS-AM-FM Los Banos and Denair Broadcasting. Action Feb. 20, effective April 5.

■ Belpre, Ohio—Broadcast Bureau proposed assigning ch. 296A as community's first FM in response to petition by Max Bungard. Comments due April 18, replies May 8. Action Feb. 17.

Rulemaking

Petitions

■ Yucca Valley, Calif.—Jack E. and Nancy M. Young request amendment of FM table of assignments to assign ch. 295. Ann. Feb. 22.

■ Fort Walton Beach, Crestview and Destin, all Florida—Gulfcoast Broadcasting filed petition for reconsideration to amend section 73.202(b) of table of assignments. Ann. Feb. 21.

■ Portales, N.M.—Eastern New Mexico University requests amendment of instructional television fixed service rules to allow use of FM-type equipment instead of AM type. Ann. Feb. 22.

■ Community Antenna Television Association filed petition for reconsideration of request for amendment of subparts F and G of part 74 and subpart B of Part 78 to provide for use of FM microwave by TV translator relay stations and provide for operation of TV translator using modulation of direct video and audio feed. Ann. Feb. 22.

■ Chief, Cable Television Bureau, granted request by Mary Sue Smoller, cable television officer for Madison, Wis., and extended from Feb. 16 to March 9 time for filing reply comments in matter of amendment of Part 76. Action Feb. 17.

Actions

■ Pursuant to remand from U.S. Court of Appeals, commission opened inquiry on proposals for achieving licensee compliance with fairness doctrine. Comments due within 60 days of notice of inquiry and replies 30 days thereafter. Action Feb. 16.

■ Chief, Broadcast Bureau, amended section 73.313, effective March 8, by adding example calculations used in preparation of applications for FM CP's. Action Feb. 17.

Cable

Applications

■ Following operators of CATV systems requested certificates of compliance, FCC announced Feb. 17 (stations listed are TV signals proposed for carriage):

■ Micro-cable Communications, for Fort Morgan, Colo. (CAC-11,396); interim authorization.

■ Alpena Cablevision, for Sanborn, Mich. (CAC-12,106); WYAH-TV Portsmouth, Va.

■ Cable Systems, for Pennsauken, N.J. (CAC-12,401); certificate of compliance.

■ Video Link, for Washington, Jefferson, Fayette City, all Pennsylvania (CAC-12,426-8); certificate of compliance.

■ Cablevision of New Jersey, for Oradell, N.J. (CAC-12,426); certificate of compliance.

■ American Cablevision, for North Cleveland, Tex. (CAC-12,451); certificate of compliance.

■ Community Tele-communications, for Three Forks, Mont. (CAC-12,453); certificate of compliance.

■ Ohio River Cable TV, for Rome, Fayette, Union, Perry, South Point, Proctorville, Chesapeake, all Ohio (CAC-12,454-60); WTCG Atlanta, to delete WTTV Bloomington, Ind.

■ Newcastle Cable TV, for Newcastle, Wyo. (CAC-12,461); mod. of certification of compliance.

■ UA-Columbia Cablevision, for Bloomingdale, Bogata, Butler, Cedar Grove, Clifton, Glen Rock, Hackensack, Hawthorne, Kinnelon, Lincoln Park, Little Falls, North Caldwell, North Haledon, Nutley, Oakland, Paramus, Pequannock, Pompton Lakes, Ridgewood, Ringwood, Riverdale, Teaneck, Wanaque, West Patterson, Totowa, Tenally, all New Jersey (CAC-12,462-88); WSBK-TV Boston, to delete WPHL-TV Philadelphia.

■ Rogers TV Cable, for Rogers, Ark. (CAC-12,489); KTVP Fayetteville, Ark., to delete KOLR-TV Springfield, Mo.

■ Cable TV of North Dakota, for Dickenson, N.D. (CAC-12,490); mod. of certificate of compliance.

■ Poughkeepsie Cablevision, for Pleasant Vally, N.Y. (CAC-12,491); certify operation.

■ Storer Cable TV, for Laguna Beach, South Laguna, Laguna Niguel, Dana Point, San Juan Capistrano and San Clemente, all California (CAC-12,492-7); KSCI San Bernardino, Calif.

Certification actions

■ CATV Bureau granted following operators of CATV systems certificates of compliance:

■ Warner Cable of Rosebud, for Rosebud, Tex. (CAC-09,575); First Illinois Cable TV, for Southern View, Ill. (CAC-09,582); Indiana Cablevision, for Cannelton, Tell City, both Indiana (CAC-09,656-7); Lykens TV, for Wiconisco, Williams, Williamstown, Lykens, Hubley, Washington, Elizabethville, Upper Paxton, Upper Wahantango, Gratz, all Pennsylvania (CAC-10,088-98); Big Valley Cablevision, for San Joaquin, Calif. (CAC-10,467); American Cablevision, for Nez Perce, Idaho (CAC-10,493); TV Cable of Wharton, for Wharton, Tex. (CAC-12,133); Alpena Cablevision, for Sanborn, Mich. (CAC-12,106); Video Link, for Carmichaels, Pa. (CAC-09,102); Durfees TV for Parkersburg, Wood, Vienna, all West Virginia, Belpre, Ohio (CAC-10,527, 52-4); Kentucky Cable TV, for Powderly, Central City, Greenville, all Ken-

tucky (CAC-08,925-7); United Cable of New Hampshire, for Hooksett, N.H. (CAC-09,198); Rutherford Cable TV, for Rutherfordton, Forest City, Spindale, all North Carolina (CAC-09,225-7); Johnson All Channels, for Franklin, Ind. (CAC-09,235); Morgan County Tele-cable, for Martinsville, Ind. (CAC-09,336); Lebanon CATV, for Lebanon, Ind. (CAC-09,337); Greenfield Cable Television, for Greenfield, Ind. (CAC-09,352); Elmira Video, for Ashland, Horseheads, Catlin, Elmira, Wellsburg, Veteran, Southport, Millport, Elmira Heights, all New York (CAC-09,356-66); Monroe All Channel Cablevision, for Monroe, Bloomington, both Indiana (CAC-09,404-5); Warner Cable of Hilo, for Hico, Tex. (CAC-09,546); Warner Cable of Brattleboro, for Brattleboro, Vt. (CAC-09,547); Warner Cable of Dublin, for Dublin, Fairfield, Teague, all Texas (CAC-09,548-50); Cablevision Systems, for Amityville, Massapequa Park, Glen Cove, all New York (CAC-09,651-3); Tri-City Cable TV for Allegan, Mich. (CAC-09,662-3); International Cable Television, for Upland, Glendora, Laverne, San Dimas, all California (CAC-09,698-704); Garden State CATV, for Milford, Alexandria, Frenchtown, Holland, all New Jersey (CAC-09,922-5); Newchannels Corp., for East Carthage, West Carthage, Deferiet, Harrings, Champion, Wilna, Camp Drum, all New York (CAC-09,964-70); Green Mountain Cable TV, for Winooski, Williston, South Burlington, Essex Junction, Burlington, all Vermont (CAC-10,153-8); Cox Cablevision, for Long Beach, Illwaco, Nahcotta, Ocean Park, Seaview, all Washington (CAC-10,361-5); American Cablevision, for Brainer, Baxter, Oak Lawn, all Minnesota (CAC-10,391-3); Teleprompter, for Lompoc, Santa Barbara, Santa Ynez Valley, Orcutt, all California, Boca Raton, Fla., Palestine, Elkhart, both Texas, Sinclair, Rawlins, both Wyoming (CAC-10,394-7, 401, 437-8, 456, 47); Miami Valley Cable, for Hamilton, Ohio (CAC-10,520); Colonial Cablevision, for Corinth, Lake Luzerne, both New York (CAC-10,459-60); TV Cable of Carlisle, for Mount Holly Springs, Carlisle, South Middleton, North Middleton, all Pennsylvania (CAC-10,371-4); Lafourche Communications, for Napoleonville, Assumption, both Louisiana (CAC-11,909-10); Comcast Cablevision for Flint, Mount Morris, both Michigan (CAC-12,250-1).

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See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager strongly sales oriented. Pennsylvania. University and light manufacturing community. Salary, override, fringes. All replies confidential. Write Box C-14.

Station Manager wanted for 50 KW FM, non-commercial-educational-religious station. Experience in religious radio necessary. Send resume to Larry Miller, WBCL Radio, 1025 W. Rudisill Blvd., Fort Wayne, IN 46807.

Manager AM/FM combo central California 20,000 population city. Present manager moving to one of our larger stations. \$20,000 base plus. Equal Opportunity Employer. Must have local sales background in small markets. Write KHOT/KUUL, Suite 2102, 2222 Ave. of the Stars, Los Angeles, 90067.

Immediate opening for manager full time station in North Alabama growth area. Must be good personal sales producer. Excellent earnings potential and fringe benefits. Phone 205-539-5005

Sales Manager wanted immediately for 20,000 watt FM, Beautiful Music, Central New York. Salary, commission, two other sales people, fringe benefits. Box C-138.

General Manager with aggressive sales capabilities desired. Box C-144.

General Manager sales oriented. Small Market Mid-Atlantic FM Station. Will consider a Sales Pro without managerial experience. Box C-160.

Chief Engineer/Operations Manager. Very aggressive and successful Class Four medium market network station in Southeast. Excellent salary and benefits, long established community oriented. Contemporary MOR format. You must be very capable and self-motivated to hold down this position. Box C-163.

Station Manager. Looking for a hard working Station Manager to run station and sell. Good pay. If you're a hard worker and want a good future, including ownership possibility, call Geo Powers, KNIM Radio, Maryville, MO. 816-582-2151.

Aggressive General Manager for top AM/FM facility in medium New York State market. Strong sales and leadership ability a must. Excellent earning potential. EOE Write Box C-68.

Group broadcasting company seeks experienced sales oriented General Manager for WROC/WXPY, Rochester, New York. Resumes only to Ralph E. Becker, 700 Porter Building, Pittsburgh, PA 15219 EOE.

HELP WANTED SALES

Wanted: Beginner or experienced sales person. Continuous sales training provided. Resume to Dale Low, KLSS and KSMN, Mason City, IA.

Wanted: Aggressive salesperson who is ready to move up to a group-owned major facility in a major New England market. Send resume ASAP. EOE. Box C-2.

Nine year old, youth-oriented music newspaper seeks (2) aggressive retail salespeople. Our last radio "convert" makes \$25,000. High potential Florida interview necessary. \$200 draw vs. 20%. Resume: Good Times, 1619 E. Sunrise Blvd, Ft. Lauderdale, FL 33304.

Sales Manager for Middle Atlantic area AM-FM. Must be mature aggressive experienced professional with a record of leadership and sales growth. Security and opportunity in growing company. Medium market. Comprehensive benefits and incentives. Send detailed resume to Box C-53.

Experienced Salesperson for direct retail sales at No. 1 ranked FM in 24-station market plus new AM. Write Bob Rooney, GM, WOSK/WKFM, Radio Park, Fulton, NY 13069. 315-343-2630.

Heavy retail track record. RAB oriented. Motivated pro who thrives on challenge creative, honest selling and rewarding bucks. Immediate. Call Burt Levine. WROV. 1-703-343-4444.

Syndication Experienced local and rep salesperson for Radio syndication in Northeast. Write Box C-94.

Chance of a Lifetime for an aggressive, energetic sales person. Big Money! Single station market in Western Pennsylvania! Management potential! You set your own limit! Equal Opportunity Employer. Send your resume to Box C-106.

All News/Talk operation will be in this summer in Sun Belt Top-50 market. Indicate the amount of billing you generate. EOE. Box C-110.

Radio Sales, Western North Carolina; track record, sell ideas, hard work, motivated. Future management/ownership. Liberal commission with draw. Box C-115.

Sales Manager for one of Minnesota's fastest growing markets. Salary commensurate with experience, profit sharing and other benefits. Would prefer an RAB or Welsh Company trained person. Box C-146.

Sales Manager Position. Experienced Sales Manager wanted for Fairfield County (Connecticut) Radio Station. Must have proven track record. Equal Opportunity Employer. Send resume to Box C-147.

Experienced Salesperson. Prefer RAB techniques. Great opportunity for aggressive effective salesperson seeking long term employment in a stable growing organization located in Virginia. Attractive benefits and compensation. AM-FM. Send complete resume to Box C-169.

Expanding sales staff, need enthusiastic, well organized self starter. Must have FM sales experience and be FM oriented. Outstanding opportunity in Energy Boom Area, Gallup, N.M. Call Jack Chapman, KGNM-FM, (505)-863-4444.

Aggressive salesperson for Long Island area—AM-FM operations in excellent market, managerial opportunity, WHLI, Box 219, Hempstead, NY 11550. Equal opportunity employer.

Sales Manager New England. Need aggressive, community oriented Sales Manager for top station in lovely college community. Fastest growing area in New England. Excellent pay, conditions and benefits. Call James Canto, WTSL Hanover, NH. 603-643-2200.

Fast Growing Chain in Midwest has openings for experienced combo people: News/sales, DJ/Sales, sales/eng. Good pay/many benefits. Super Country format has everything but you. Reply: P.O. Box 222, Georgetown, OH 45121.

WESY, Leland, MS. Experienced Salesperson Soul/Gospel Radio. Send resume billing history Box 340, Greenville, MS. 38701, Attn: Wally Hoy. Salary open. EOE station. No calls please. Auditions WELCOME.

Are you tired of the howling winds of winter, making calls through the ice and snow, owning a car with two sets of tires and a set of chains? There is a better way. Welcome to the sunny South. We've got a 50,000 watt country music radio station and a 100,000 watt free swinging contemporary FM. We need two aggressive salespeople who are career oriented: Our company offers outstanding benefits and unlimited opportunity. Send resume to Gene Dickerson, KWKH-KROK Radio, P.O. Box 21130, Shreveport, LA 71120. We are an Equal Opportunity Employer.

Opportunity seeker: Here's your chance to get in early with a new western-college-town FM, KJKJ (live AOR). We're in Utah's most beautiful valley and have great mountains and lakes nearby, new offices downtown, young but experienced leadership, and solid investors anxious to build a chain. Write Randy Morrison, 218 West Center, Logan, UT 84321.

Florida East Coast AM-FM looking for aggressive sales person. Immediate opening. Send Resume to: Dick Clark, P.O. Box 5606, Daytona Beach, FL. An Equal Opportunity Employer.

Madison, WI. Excellent career opportunity for bright problem-solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen station Midwest group seeks eager sales person on the way up. Our people earn far more, Madison offers superior living in every way. All management and stockholders drawn from within our group. WISM, Madison, WI 53701 Mid-West Family Station (EOE).

HELP WANTED ANNOUNCERS

Number 1 station in 49th A.D.I. needs nite air personality. Tapes, resumes, and references: WILQ Box 1176, Williamsport PA 17701. M/F EOE.

Funny morning person who can work phones and wants to live in Deep South. Good area near New Orleans. Willing to pay top bucks. Do not apply unless you are good. Box C-15.

Central Ohio MOR station needs experienced staff announcer for midnight shift. Send tape and resume to Roger Fischer, WMRN, Box 518, Marion, OH 43302. An equal opportunity employer.

100KW Automated FM—24 hr Contemporary expanding staff. Must be aggressive, enthusiastic. Send tape, resume to Larry Schaffer, KGRC, Box 1017, Hannibal, MO 63401. Equal Opportunity Employer.

WCCC AM-FM Hartford Connecticut. Top rated AOR format, growing fast. Opening for experienced Announcer. Contact immediately, Bill Nosal, Program Director. E.O.E.

Beautiful Music Announcer with production skills. Top rated FM station in Major Northeast Market. Send tape, resume and financial requirements to: Announcer, PO Box 206, Astor Station, Boston, MA 02123. Minorities encouraged to apply.

Midwest Station is looking for air talent. Good pay and benefits. EOE. Box C-85.

50,000 Watt Clear Channel major Radio station is looking now for two possible future openings. To qualify: You must have five years experience in medium to major markets. You must be able to control phone shows, conduct interesting interviews and have an uncommon sense for what your audience wants to hear. Both programs are hi profile personality—one requires music as well as talk. You will be rewarded by salary, station support, great working and living conditions. Send resumes to: Box B-89.

Chipper morning person with knowledge of big bands and beautiful music. Ray Bentley, WUEZ, Salem (Roanoke) VA. 703-389-5443.

Southeastern Contemporary station is looking for a pro to handle the morning drive in a competitive situation... first phone and excellent production skills a must. Send a complete resume, salary requirements, an air check with first letter to Bob Dayton, WCOG, P.O. Box 8717, Greensboro, N.C., 27410.

Experienced communicator needed for small market Colorado station. Opportunity to learn and grow. Top production a must. Resume and salary requirements to Box C-102.

Expanding community minded small market broadcaster who knows that people are what makes a station successful is looking for a versatile person to join our team. We're located in the Indiana-Ohio area and offer security, stability along with above average compensation. Write us and we'll answer. Box C-103.

Major New England resort community AM/FM Combo looking for morning drive, mature sounding communicator. Function as assistant PD. Good production, voice, and promotion background required. \$250,000/week start. Resume first letter. Send to Box C-116.

HELP WANTED ANNOUNCERS CONTINUED

Announcer/Production Person for top rated station in beautiful area. Immediate opening a professional broadcaster. Send tape and resume to Tom Manley, WKCY, P. O. Box 1107, Harrisonburg, VA 22801. EOE.

Rocky Mountain High It could be yours if you are an announcer with an outstanding voice, third endorsed ticket, run a board and know outstanding production. It's been a long time since we have had a vacancy but we have two openings immediately. Enjoy one of the great family living areas with KOSI AM-FM, the Denver area's Beautiful Music stations. We offer good pay, good working conditions, stability and a chance to work with one of the finest staffs in the country. Work with the best, send your tape and resume immediately to Lee Stewart, PD, KOSI, P. O. Box 98, Aurora, CO 80040. An equal opportunity employer M/F.

5 kw Easy Listening Station needs experienced announcer. Excellent opportunity to live in the mountains and enjoy the outdoor recreation and beauty of Montana. Send resume and tape to: KMTX Radio, Box 1183, Helena, MT 59601.

WCMF-FM, Rochester. Opening for creative afternoon drive personality. Minimum 2 years experience. Good voice and production. Tape, resume, promo samples to Chuck Ingersoll, PD, 129 Leighton Avenue, Rochester, NY 14609. 716-288-3200. EOE.

Small market Ohio Adult Contemporary has immediate opening for experienced Morning Personality. EOE. Call John Coe 419-586-5134.

Professional county music personality with strong production background wanted. Send air check and resume to KXXL, Box 1689, Bozeman, MT. 59715.

Immediate Opening for dedicated, contemporary, air-personality, strong on production. Send air check, resume to: Bob Day, WCPA, 1032, Clearfield, PA 16830. An Equal Opportunity/Affirmative Action Employer.

Help Wanted: Announcer-adult contemporary, station needs solid announcer, able to communicate, some TV exposure likely, automation and sports pbp experience helpful. Send tape, resume and salary requirement to John Phillips, WTAD, 510 Maine, Quincy, IL 62301, an Equal Opportunity Employer.

Wanted-Announcer or Announcer Salesperson. Experience helpful. Excellent facility near St. Louis. 314-586-8577 for Mgr.

Immediate opening top rated contemporary needs an experienced afternoon jock. Good production and ability to communicate a must. State Capitol, University town, hospitalization and retirement plan. Send tapes, resume, full information and current salary to Jim Palmer, WCVS, P. O. Box 2697, Springfield, IL 62708 E.O.E.

Classical music announcer Producer. Midnight-6:00 a.m., six days. FCC 3rd class, experience required, Music degree preferred. \$9,953 plus benefits. Send resume and tape to: Music Search Committee, WGUC, University of Cincinnati, Cinti., OH 45221. EEO.

Evening announcer with first phone for news and information station. Duties consist of board operations, delivery and preparation of hourly newscasts, and responsibilities as station's chief operator. At least one year commercial broadcast experience preferred. Send tape and resume to: Pete Mobilia, WNUS, 34 Sylvan Street, West Springfield, MA 01089. EOE-M/F.

Rocky Mountain resort area AOR FM needs ambitious announcer for board shift, production, some local news. Like the mountains? This could be your chance. Tape and resume to KMTN-FM, Box 927, Jackson Hole, WY 83001.

The Lucky 13 - WMID has opening for morning drive announcer with good production background. Tape and resume to Gary Lane, P. O. Box 1137, Atlantic City, NJ 08404. Call if interested 609-344-5113. An Equal Opportunity Employer.

Male, Female Talented beginner for full time Announcer/Production at Mid-West Medium. 517-543-0340.

Mid-day Talk-Interview Music Show personality who cares about the community combined with the ability to handle a heavy Play By Play schedule including Big Ten Football and daily sportscast. This is a unique position for a unique individual in a unique historic and dynamic Midwestern City. The days are challenging, the salary is commensurate with excellent benefits. Contact Tom Kamerer, Personnel Director, P.O. Box 688, Dubuque, IA 52001. 588-5710. An Equal Opportunity Employer.

FM Announcer, soft rock. Send tapes and resume' to the Personnel Director, WSM, Inc., Box 100, Nash., TN 37202. An Equal Opportunity Employer.

Beautiful Music Announcer wanted. Middy shift, \$15,000, and top market position if you have a great voice, honest approach, and impeccable character. Send tape and resume to KXL, 1415 S.E. Ankeny, Portland, OR 97214. EOE.

Progressive, prestigious AM Fulltime, Carribean Market, has opening for experienced air personality, male or female. Must have good production skills. 3rd class license endorsed, able to read news. Tape and resume Ruth Carpenter, Manager, WSTX Radio, Box 428, Christiansted, St. Croix, U.S./Virgin Islands, 00820 or call 809-773-0390. All applications will be answered.

Arizona Immediate Opening. Had enough winter? Am small market Top 40. Experience desirable but will consider qualified applicant. Send tape & resume to Wm. Payne, KCUZ, P.O. Box 1118 Clifton, AZ 85533 EOE.

Romp and Frolic in small market on beautiful St. Lawrence Seaway. Disc Jockey needed. Tape and resume to WSLB, Box 239, Ogdensburg, NY 13669.

HELP WANTED TECHNICAL

Chief Engineer needed for Ohio medium market. Must have studio equipment and transmitter maintenance experience. Start: \$15,000. EOE. Box B-166.

Assistant Chief Engineer. ABCO & O. Extensive experience required. Equal Opportunity Employer. Reply to Chief Engineer, KXYZ/KAUM, 1201 Fannin Bank Building, Houston, TX 77030.

Chief Engineer for leading facilities in beautiful upper Midwest medium market. Approximate May 1 start date. 5kw directional AM and class A FM. Must be thoroughly experienced in DAs, automation, remote control, STLs, proofs, maintenance, and FCC rules & regulations. Extensive new equipment just ordered by aggressive, young ownership committed to quality engineering. Rubber band, balling wire, and alligator clip specialists need not apply. No air work. Excellent compensation/benefit package. EOE. Rush complete resume with references and letter of application with salary requirements to: Box C-52.

Engineer—Kentucky, experienced directional antenna, STL FM Stereo and automation. Equal Opportunity Employer, Box C-123.

Chief Engineer Full facility top rated Class C FM and Non-Directional AM properties. Excellent equipment and working conditions. Must have experience with sophisticated studio and transmitter equipment. Owner operated, above average salary and benefits. One of country's most liveable cities in Southwest. Equal Opportunity Employer. Send resume to Box C-162.

Chief Engineer/Operations Manager. Very aggressive and successful Class Four medium market network station in Southeast. Excellent salary and benefits, long established community oriented. Contemporary MOR format. You must be very capable and self-motivated to hold down this position. Box C-163.

One of the country's largest non-commercial FMers seeks consultant(s) to perform detailed design and supervise installation of facilities. Project to be completed by June 1978. Starts immediately. Write to "Dept. M," 359 East 62nd Street, New York, NY 10021, or phone 212-826-0400, ext. 425, or leave message.

Immediate Opening First Class licensed engineer for top radio station in Northern Minnesota summer and winter playground. We insist on top quality. Salary open. If you're our person, call WKKQ 218-262-4545.

Assistant Chief Engineer. ABC O & O. Extensive experience required. Equal Opportunity Employer. Reply to Chief Engineer, KXYZ/KAUM, 1201 Fannin Bank Building, Houston, TX 77030.

Needed immediately, experienced engineer/announcer for Delaware DA AM oldies and country stereo FM. Maintenance, proofs, troubleshooting and FCC R&R knowledge required. Airship required. WTHD/WAFL, Milford, DE. Call 1-302-422-7575. EOE.

Immediate opening for Broadcast Engineer in one of the great places to live—Lake Tahoe. We need a bright, energetic person who can take charge of the technical side of our FM Station. A good attitude and a good ear for audio are very important. EOE. Resumes to Bud Thomas, Box 88, Kings Beach, CA 95719.

Chief Engineer: AM Non Directional—FM Stereo—Schaefer Automation. Transmitter, studio equipment and preventive maintenance duties. Salary negotiable. Send resume and salary requirements to: Bert Bank, WTBC, P. O. Box 2000, Tuscaloosa, AL 35401.

Chief Engineer for AM/FM both Automated. Ed McKernan, Station Manager, KVOE/KLRF, Emporia, KS. 316-342-1400.

If you are a technical crackerjack who would like to spend his time in a pleasant well-equipped lab, 35 miles west of Phila., doing challenging things for a 5000-watt full-time AM station and a 100-mile (soon to become 250) sophisticated CATV system (microwave, too!), call Louis Seltzer at 215-384-2100 or write to WCOJ/Cable TV of Chester County, P. O. Box 231, Coatesville, PA 19320. E.O.E.

University seeks full-time Chief Engineer for non-commercial FM. Contact KWGS, 600 S. College, Tulsa, OK 74104. 918-939-6351. The University of Tulsa has an Equal Opportunity/Affirmative Action Program for students and employees.

Chief Engineer experienced in directional AM, first-class license. Major recreational area. Send resume and salary requirements to GM, Box 821, Reno, NV 89504. EEO Employer.

HELP WANTED NEWS

News director needed with good sense and objectivity. Someone with ability to find news sources and report accurately. Community of 40,000 in Central Midwest. Member of highly-respected chain. E.O.E. Box B-188.

Digger, reporter, writer for local two-person news team. Strong presentation on air. Heavy actualities. Immediate. Call Burt Levine. WROW, 1-703-343-4444.

Dominant Midwest All-News Station in Top-15 market needs an Afternoon Editor. Newspeople with short fuses and weak stomachs need not apply. If your idea of a story is a mayoral ribbon-cutting ceremony, stay where you're at. Box C-95.

Daytime A.M. in Colorado Medium Market College town seeking full time news person. Good air delivery a must. No rip and read. Equal Opportunity Employer. Send resume and salary requirements to Box C-107.

All News/Talk operation will begin this summer in Sun Belt Top-50 market. You must have a college degree or equivalent in experience. EOE. Box C-110.

Progressive small market Colorado station needs a sports director with a minimum of 3 years of play by play in football and basketball. Twice daily sports program, plus small air shift and production work. Excellent pay and future. Resume and salary requirements to Box C-165.

Immediate opening for experienced reporter ready to move into small market ND position. Responsible for entire news operation plus weekly PA show. Award winning reputation. Tape and resume Box 832, Milledgeville GA. 31061.

Newsdirector WCHV/3WV. Our Newsdirector took job in Atlanta. Tape, resume to Ed Owens, Box 5387, Charlottesville, VA 22903. EOE.

Aggressive experienced, resourceful news reporter, with at least two years experience in local news gathering and news casting. Call Jack Chapman, KGAK Radio, Gallup, NM 505-863-4444.

HELP WANTED NEWS CONTINUED

All news anchor WEBR has a great opportunity for a woman or man with strong delivery skills. We are an award winning news operation with great growth potential for strong performers. Writing and reporting experience is desirable, but, strong delivery is a must. Non-returnable tape, resume, references to Mike St. Peter, News Director, WEBR 23 North Street, Buffalo 14202. WEBR is an equal opportunity affirmative action employer.

All news anchor. We need a real pro to fill our afternoon drive anchor slot. Send tape and resume to Program Director, WERE Cleveland, 1500 Chester Avenue, 44114.

News person needed: Dedicated and ambitious small market news staff. No major market retreads or beginners. Good salary and company benefits. Male/Female. Equal Opportunity Employer. Gary Wescott, WSPT/WXYQ, Box 247, Stevens Point, WI 54481.

Looking for No. 3 news reporter for No 1 adult information station. Immediate opening, fast growing, competitive market. You'll be in studio and on the street. Salary negotiable, profit sharing. Send tape and resume. No calls. Mike Diem, WJON Radio, St. Cloud, MN 56301 EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Operations director for automated contemporary/AOR FM in beautiful upper Midwest medium market. Approximate May 1 start date. Take full charge for initiation of new format. Ongoing responsibilities will include programming automation system, creative maintenance, promotions, features, and liaison with syndicator. Candidates should be detail-oriented, possess endorsed 3rd, have related experience and the desire to work with an aggressive, young staff. Excellent compensation/benefit package. EOE. Rush complete resume with references and letter of application with salary requirements to: Box C-61.

Regional growth oriented AM/FM... very strong on news, public affairs, telephone talk, production with excellent facilities. Needs Program Director, also growth oriented, very strong on news, public affairs, telephone talk, production... plus organization and personnel management. County of license... 31,000. Midwest. Send complete information to Box C-129.

Production person with copywriting abilities. Must be strong on ideas to give us creativity. Announcing and production experience required. Stations are rated Number 1. 'AM' is 5000 watts and 'FM' is 100,000 watts. Resume to: Marty Green, Sales Manager, WAXX/FM, WAYY/AM, P. O. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Farm Director Texas South Plains AM/FM. E.O.E. M/F. Send resume Jimmy Young, KCOT, PO Box 30, Lamesa, TX 79331.

KEZY AM Radio, Anaheim, CA may possibly, in the near future, have open the position of PD. Send references and call Daniel P. Mitchell 714-776-1191.

WOW, Omaha needs production pro/air talent! Money based on experience and performance. Rush tapes and resumes to: Erik Foxx, WOW Radio, 11128 John Galt Blvd., Omaha, NE 68137. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Station Manager very successful looking for final place to settle! Proper tools, good pay a must! Top management skills, ability to train, motivate, hire. Attitude, ability, hard work cannot be beaten! I'm a manager with heavy background in sales, programming, music, believer-doer, in promotions. Community minded. Know difference between paper and real money. Box C-63.

Like Henry Block, I have 18 reasons why hiring me as your General/Sales Manager will make YOU money! Prefer Middle Atlantic or Southeast small market where versatility and experience count. Box C-72.

Experienced Manager/Sales Manager. Prefer SW or Rockies. Small or medium market. Top salesman, programmer, and bookkeeper. Civic minded family man with top references and track record. Box C-75.

Highly motivated sales Rep. Has achieved highest earnings in Southeastern capital city and seeks move into Management ie: Manager: Sales Manager. Box B-122.

General Mgr. selling minority interest in stations; seeking new challenge and opportunity. Excellent record during years of management experience in very competitive Southern markets. Box B-62.

Mature General Manager—Good Track Record, 18 years management, 10 years in present position, strong on sales, promotion, production, announcing, play by play, FCC rules, community minded. If needed, spouse with 12 years experience in traffic, billing, bookkeeping, announcing and sales. One, or both, looking for small-medium market opportunity but will consider all. Good references. Box C-100.

Broadcast Executive from grass roots experience to top management available now. Box C-133.

Sales Manager currently top ten market seeks return to New England. National and local sales background with RAB and agency experience. Bottom-line oriented? Management track includes 20% annual billing growth. Sales hiring, training and organization a specialty. Superb credentials. Box C-153.

General Manager! 20 years plus California's 1st & 2nd markets. Wife's health necessitates localizing out of smog. Lifetime earnings based on results/profits/maximum billings. Employers will subsidiate. Prefer West—will consider others. 714-571-0739 (Eves).

General Manager/Sales Manager seeks small to medium market in same capacity. Twenty years all phases radio. Broadcasting Box C-96.

SITUATIONS WANTED SALES

Experienced Young Account Executive. BA, on way up, wants to grow with a leader, seeks lucrative sales Top 100 or Small Market Management. Box C-157.

Experienced broadcaster seeks sales position leading station Ohio, Ind. Box C-164.

SITUATIONS WANTED ANNOUNCERS

Broadcast School Grad. 3rd Endorsed, looking for first job. Phone weekdays 716-834-4457.

1st Ticket female with 2 yrs. pro radio fused to background of N.Y. pro theater skills. Quality voice for newscasting, interviews, commercials; quality production & writing to fit your format: smooth board D. J. for MOR/Beautiful Mus. formats. Capable to do any time slot but prefer evening or midnight shift. Limited hands-on engineering with mind to learn more. Ready to permanently serve any market New Eng./No. East station. Please reply Box C-173.

If you're tired of zombies who promise but can't deliver, my tape and resume will surprise. Trained DJ—Newscaster. 914-238-8815 Preston (eves.) or Box C-87.

Rock Radio Rookie Seeking entry level pos. Columbia School of Broadcasting grad plus college degree. 31, excellent delivery, production & board. 3rd endorsed. P. D. potential. Career oriented, some exper. Superb tape & entire act available immediately. Danny Saultman, 903 Vera Ave. Redwood City, CA 94061, 415-366-7897.

Major Market Pro Looking to move to a new, great opportunity, having just spent 3-1/2 years in Chicago grabbing super numbers. If you are looking for someone like me, call 312-328-7775 and ask for Jim.

Effervescent male, natural flair for communication, B.A. Sociology, MA. Education, moderate amount of speech credits in college, presently working as salesrep, desires to enter field of Broadcasting at any level, hoping to lead to career on the air. Please reply. Box C-117.

Experienced DJ, Sports, News Announcer. Previously at Northeast Major Market Stations. Top references—Desires night, weekend, replacement work with stations within 75 mile radius of New York City. Box C-119.

Experienced Announcer Copywriter seeks position with Northeast Station. Am personality oriented, dependable, with good production skills. Am currently employed but can relocate at your convenience. Top 40, MOR or AOR. Box C-122.

Summer Relief available May through August. Three years medium market top 40 experience. Box C-152.

Female Broadcaster, 12 years experience seeks community involvement, good person-person. Box C-167.

"Good Morning" You and your audience will enjoy waking up to the bright, happy way I begin the day. 20 years in the business, college degree, first phone, looking for a top job in a top area. If you're looking for me, write Box C-168.

Currently employed in Top Ten, young talk host would like better opportunity in major radio or major/medium TV. Non-dogmatic, articulate, broad pro background. Looking for responsible, community-involved management. Call 617-524-7157.

3 yrs exper, 3rd, BA, Contemp. MOR or Top 40, award for news, ND, MD, Mid or Major Mkt. Avail now, evenings 703-243-5936.

Personality Oriented Joc, 22, First Phone, good production, news, copywriting, various voices. Seeking Contemporary, MOR, Top 40, AOR. Will Relocate. Rick Christy, 12 Colony Blvd., Wilmington, DE 19802. Call 302-764-4530 collect.

Country music DJ, 3rd endorsed, 14 years as an entertainer. Serious worker. Some production. West or Midwest. Johnny Cross, Box 1205 Palm Springs, CA 92262.

Black DJ, 3rd Endorsed. Strong voice, experienced in sales looking to relocate from East Coast. 201-433-4407 after 4 p.m. Patrick Butler, 296 Chapel Ave., Jersey City, NJ 07305.

Disc Jockey Looking for a job anywhere Graduated Broadcasting School in Chicago. Willing to work anywhere. 3rd endorsed, ready now. Thomas Matrignano, 1323 Kenilworth, Berwyn, IL 60402. Call 312-788-5068.

Announcer—1 year experience. Mass Communications degree, good voice, 3rd Endorsed. Call 1-313-329-3240.

Creative rock jock with pzaaz seeks spot on small AM or FM rocker in large or medium city. Third phone, experience, great pipes, top references, resume, tape. Call 309-682-0005 mornings to 1 p.m. CST.

23—married— with one and a half years exp. Good deep voice. Would prefer medium size market. Call Rod. 501-968-7843.

Experienced Pro—First, Mid-Day or PM shift. Relocate. Michael Cantoni, 732 1st Ave, Chula Vista, CA 92010.

Experienced professional, announcer/production. 5 years, 3rd endorsed, automation. Midwest. Dave Daniels 507-433-8123.

SITUATIONS WANTED TECHNICAL

First Phone, light experience. Trainee salary OK. Immediate relocation to all markets. Box C-88.

Engineer-Announcer. Maintenance experience with 2ed. Want to learn FM. Prefer East Coast. 301-565-3064 evenings.

Wanted Chief or top maintenance position. 14 years experience in Radio & CATV. Available March 8th. Box C-120.

Experienced Engineer, AM, DA, FM Stereo, some Automation, TV. Prefer Southern states. Box C-135.

Eleven Years Chief Engineer, AM, FM, Directional. First Phone, combo. John 502-368-6108.

SITUATIONS WANTED NEWS

West Coast News and sports pro. 4 years PBP and reporting experience in small and medium markets. Get the job done right! Reply to Box C-104.

Employed... but looking. Four years major market as reporter, editor, anchor, now news director. Seeking medium/major market anchor-reporting job. The more news your station does, the happier I'll be. Box C-105.

Award winning ND—investigative reporter seeks news or sports. Only those with a real commitment to broadcast journalism need respond. Box C-108.

SITUATIONS WANTED NEWS CONTINUED

News Director at number one in three station small market seeks new challenge. Relocate. Box C-112.

Pro Sportscaster, medium/major market, 10 years, creative, communicates with listeners. Box C-127.

Seasoned broadcaster and producer. Experienced newscaster, talk show host, overseas audio reporter. Know good copy and actuality from bad. Good voice, first phone, B.A., married. Prefer the West but will consider good offer anywhere. Box C-155.

3rd endorsed, college trained newperson seeking a position. Have some experience, ready to relocate. Call, write Gregory Bresiger, 212-441-1454, 85-04 89th St., Woodhaven, NY 11421. Ready to work long hours for short pay inexchange for a break.

Let's play ball! Sportscaster, 28, eight years experience. All sports PBP, sportcasts, promotions. Journalism BA, management and sales experience. Harvey Watson 402-727-6407.

Radio Newswoman: Strong on news gathering, and on air work. 3rd endorsed, willing to relocate. Love the business, will work hard. Call Lisette DuPre 703-777-4747.

2 Years Experience wants fulltime news position. BS in Communication with Journalism background. Southwest preferred, will relocate anywhere. Call Mike, 812-346-6685 before 3pm EST.

Ambitious and capable female March college grad with 2 years of news experience and proven reporting ability wants to do news for you. Call after 5. 419-372-6207.

Looking for news spot and ready to relocate. Third endorsed, college trained, with some experience. Want to get back into Radio. Am ready to work any shift. Call Gregory Bresiger, 212-441-1454 anytime for tape, resume and a Palaver.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Soul Program Director and Personality looking 919-483-6530.

I would like to work with a g.m. who wants our station to progress. I have programming, promotion, and news experience and want to p.d. a medium or secondary market station to be a positive voice in our community. Let's communicate!! Box C-13t.

10-Year Radio Veteran Engineer/PD./Announcer seeks good paying position in Kansas or nearby state. Married, stable, responsible. Good references. All offers considered. Age 27. Box C-134.

2½ years exp. Production, interviewing, announcing, news & office. 1st phone. 207-882-7395.

Successful Program Director now working as successful Station Manager in Top 100 market wants to hear from proper FM radio station that wants to win!! I can out program anyone in your market, but can you afford me? Only stations that want to win need reply! Box C-34.

Looking for Versatility? Eight years experience in programming, music, personnel, license renewal, live and automated. Know importance of combining sound and sales. First Phone. Stable, family man looking for position with a future. 419 Clyde St., NE., Roanoke, VA 24012. 703-981-1827.

TELEVISION

HELP WANTED MANAGEMENT

Radio and TV Group needs Business Manager for growing network in East and South—Four TV stations and six radio stations. Needs experience and solid knowledge of general accounting, budgeting, billing and traffic, some computer application and other operational functions. Send resume to Personnel, Dept. B, Christian Broadcasting Network, Inc., Virginia Beach, VA 23463. Equal Opportunity Employer.

HELP WANTED SALES

General Sales Manager wanted for small market VHF station. Must have background in National and local sales. Excellent salary and benefits for the right person. Send complete resume to Box C-111.

Account Executive. Experienced salesperson, preferably with ad agency and/or television sales experience, to maintain liaison and rapport with clients of new audio/visual production company. Knowledge of marketing, advertising and sales promotion. New position requiring person with ability to work without constant direction. Equal Opportunity Employer. Box C-114.

HELP WANTED ANNOUNCERS

WPVI TV, Philadelphia, Pennsylvania is seeking strong on-air Television Personalities for a new, Monday through Friday Talk Show Program. Applicants must have the ability to interview major newsmakers and entertainment personalities, as well as the ability to provide program input for features, demonstrations, etc. Please forward a video tape and resume, stating experience and salary requirements to Charles R. Bradley, 4100 City Line Avenue, 19131. An Equal Opportunity Employer/Affirmative Action Employer.

HELP WANTED TECHNICAL

Expansion Opening Experienced video/audio technician to supervise technical operation of large multi-studio production facility in Southeast. Must be experienced in set up and operation of color cameras, film chains, VTR, multi-track audio equipment. Supervisory ability important. Many benefits including 3 weeks vacation, 10 holidays, free hospitalization plan. An Equal Opportunity Employer. Send detailed resume to Box C-84

Control Room Engineer Operator. Excellent opportunity to gain experience in television. First Class license required. Send resume to Chief Engineer, WCOV-TV, P.O. Box 2505, Montgomery, AL 36105. An E.O.E.

Are You Ready To Move Up to Assistant Chief? If you are experienced with Quad Tape, Helical Tape, ENG equipment and understand RF this may be the position you are looking for. Enjoy the sunny South and grow with an expanding young group. Salary based on experience. Call Harold Johnson, 205-533-4848.

Exciting New Group is now expanding. This is your opportunity to get in on the ground floor and grow with the company. If you are experienced in TV maintenance, including Quad Tape, Sony Helical and other ENG equipment then this may be the opportunity you have been looking for. Enjoy the sunny South. Salary commensurate with experience. Contact Harold Johnson at 205-533-4848.

Maintenance Engineer. With extensive TV experience needed. Send complete information first reply. Possibility for Chief Engineer. EEO Employer. Box C-118.

Maintenance Engineer. Southern California University with teleproduction facility seeks individual possessing high level of expertise in the operation, installation and maintenance of all TV broadcast equipment. Equal Opportunity Employer. Send resume, stating salary requirements to Box C-156.

Chief Engineer with proven ability in administration and troubleshooting for South Texas VHF Box C-159.

Television Transmitter Engineer—First Phone required. Knowledge of Gates/GE Transmitters desirable. Pleasant working conditions in modern facility. Equal Opportunity Employer. Write or phone: Chief Engineer, PO Box 1488, Lake Charles., LA 318-439-9071.

Washington, DC TV and Radio financial management consulting firm needs experienced TV and radio engineer to compute replacement cost of technical equipment using in house library of manufacturers catalogs and price data. This is a detail desk job in very pleasant surroundings. You will be working with three other engineers and with client stations. Minimum 3 years operating experience. Fine progressive company in its 32nd year. Call John Bowman, Frazier, Gross & Clay, Inc. 202-244-6376.

Operations Engineer—To perform engineering functions in University CCTV television-radio facility, including engineering supervision of productions and performance of specialized technical tasks. Associate degree or electronic school certification, or equivalent; 1st Phone preferred but not required; 3-5 years work experience in broadcast-related electronics; knowledge of production techniques and engineering standards, quad and helical VTR's, color cameras, terminal equipment, RF distribution systems and related electronics. Salary open. Application deadline April 6. Contact: Jack B. Lacy, Director, Center for Media Services, University of Mississippi, University, MS 38677. Equal Opportunity Employer, M/F.

Careers in Television Engineering—RKO General, Boston Division, has immediate openings for the following positions: Engineering Supervisor—for the candidate who can supervise technicians assigned to television production and maintenance. A solid technical background, FCC First Class License and a minimum of 5 years of television broadcast experience is also required. Previous supervisory experience a real plus. Technician—experience in studio broadcasting and an FCC First Class License are required. A background in electronics is also desirable. RKO General offers a liberal compensation package. For prompt consideration, forward your resume including salary requirements to: Personnel Department, WNAC-TV Boston, A CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

VTR Engineer—Dynamic, growing company needs experienced engineer for quad rebuilding and calibration. Must be intimately familiar with Ampex 1200 and 2000. Some light travel. Leader in VTR rebuilding and systems design offers challenging atmosphere, good benefits and location. Send resume and requirements to: Mr. Louis Siracusano, A.F. Associates, 100 Stonehurst Court, Northvale, NJ 07647.

Maintenance Engineer—experienced with studio transmitter and microwave. Contact Ken Renfrow, Chief Engineer, KOAA-TV 2200 7th Ave., Pueblo, CO 81003.

Operating and Maintenance Engineer. Immediate opening for technician with color camera and 2-inch videotape experience to work at VA Hospital production facility. Two years of technical school required, FCC First Class license preferred. Salary mid-teens with excellent employee benefits and opportunities for advancement. Resume to: Ted Jakubanis, VA Brentwood Hospital (530/142B), Wilshire & Sawtelle Blvds., Los Angeles, CA 90073.

Radio-TV Broadcast Tech. Minimum of BS in Electrical Eng. & 1 or more yrs. in TV broadcasting or Radio-TV trade school + 4 or more yrs. electronics experience of which 2 yrs. or more exper must be in TV broadcasting. First class radio-telephone license preferred. Contact: U of M Personnel Department, or apply in person at 2651 University Ave, St. Paul, MN 55114. University of Minnesota. An Equal Opportunity Educator and Employer.

Immediate Opening for Chief TV Engineer, experienced in maintaining color studio production equipment, including quad VTR's, studio and ENG cameras, editing systems. First Class FCC License and strong maintenance background required. Salary commensurate with experience. Excellent benefits, including free hospitalization insurance. Send resume and references to Dr. Robert H. McGaughey III, Dept. of Journalism & Radio-Television, Box 2456, University Station, Murray State University, Murray, KY 42071. Equal Opportunity Employer (M/F).

Maintenance Supervisor wanted for California major market VHF located in one of nation's fastest growing areas. Requirements include—minimum 3 years maintenance experience, with strong background in VTR, ACR-25 experience preferred. FCC first class license. Electronics school graduate or equivalent technical education, including digital technology. Send resume to Personnel Director, KNTV, 645 Park Ave., San Jose, CA 95110. AEOE.

Assistant Chief Engineer, good chance to grow with group owner. Must have maintenance experience with VTRs, transmitters. Contact CE, Jim Garner, KORR-TV, 702-451-7600 or send resume and salary requirements Box 550, Las Vegas, NV 89104. EEO Employer.

HELP WANTED NEWS

We're looking for a No. 2 person in a big market who's ready to become No. 1 in a smaller market. We have big market standards and goals, and seek someone to shape the news product, build a staff of young reporters and photographers, and improve on our number one rating. We're in the Southeast, in an active news area and are ENG equipped. Send a letter selling us on your qualifications, your ideas, your news philosophy and your management style. Include resume. Salary open for the right person. We're an Equal Opportunity Employer. Box B-198.

Starting position for person with meteorological or science background. Weekend weather and back-up to station meteorologist. Will train right person in both weather and air presentation. Equal Opportunity Employer. Box C-62.

Photographer. Full time, Mon-Wed nights, also Sat-Sun days. All-ENG group-owned station, medium Mid-west market. Must have good news sense, experience, creativity, and willingness to work irregular hours. Box C-76.

WFTV needs an experienced television sports reporter and sportscaster to handle weekend air work and weekday sports reporting. If you're good... really good... and would like to join Central Florida's best television news organization, send your resume along with samples of your field and on air work to: Bob Jordan, News Director, WFTV, Orlando, 32802.

News Producer who believes people are news: who creates shows with style, flare & creativity. Must be able to write, edit, and take pressure. Box C-99.

News Director/Anchor—Manage department and anchor 6PM news. Attractive small market in the Sun-belt. Send resume to Box C-128.

News Director Wanted: ABC Affiliate in medium market needs person to manage TV news department. Must have Journalism B.A., 6 years news department experience with 3-5 years in management. E.O.E. Send complete resume, salary requirements by March 15, 1978, to Box C-143.

Medium Market ABC Affiliate station needs Executive Producer/Anchor. Responsible for news production of all casts and anchor on 6 & 10. Must have experience in current state of the art. BA Journalism, 5 years professional broadcast news experience. E.O.E. Send salary requirements & resume by March 17, 1978, to Box C-149.

Experienced news photographer, \$11,000, tape and resume to News Director, WISC-TV, Madison, WI 53711, EOE.

On Air Sports personality to do coverage and commentary for 6:00 and 10:00 Eyewitness News. Salary open to the right person. Send tape and resume to Scott Park, KSFY-TV, Sioux Falls, SD 57102.

Anchor/Asst. News Director - Versatile journalist required to help anchor and manage news department. Film and ENG equipped. Small, fast growing Florida market. Send tape and resume to: Doug Grimm, WMBB-TV, Box 1340, Panama City, FL 32401.

Wanted Weatherperson, good performer, good salary. Gulf Coast. Contact Scott Peterson 601-896-1313.

Journalism Broadcast Print: Full-time faculty needed for Fall 1978 to teach broadcast and print journalism, may include basic reporting, public affairs, broadcast law and history. May also coordinate print, radio, and television internship. MA minimum, professional experience necessary, teaching experience desirable only. Be a part of this new and expanding program. Application deadline, April 7, 1978. E.O.E. Write: Ralph A. Swain, Acting Coordinator, Public Communications, Wheeling College, Wheeling, WV 26003.

Meteorologist or Experienced TV Weather Reporter for three daily newscasts. Beautiful area with interesting weather. Salary open. Tape & resume to: Gil Buettner, News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Experienced reporter, back-up anchor, \$11,000-\$15,000 depending upon experience, tape and resume to News Director, WISC-TV, Madison, WI 53711, EOE.

News Photographer/Writer needed for strong News Department. Send resume and samples of work, if available, to News Director, WTAJ-TV, 5000 6th Ave. Altoona, PA. An Equal Opportunity Employer.

Female or Male Reporter—Weatherperson wanted for CBS Affiliate. Must have street reporting and on-air weather experience. Duties include reporting for both six and eleven PM news in addition to eleven PM weather. Send resume and cassette to Ray White, News Director, WDEF TV, 3100 Broad Street, Chattanooga, TN 37408. An Equal Opportunity Employer.

Reporter/Associate Producer, Seattle. Weekly hard news interview/mini-doc/research/reporting/producing. Regularly scheduled film documentary producer/reporter. Writing/film, quad, cassette editing/ some on-air. Application deadline March 10, 1978. Send tape resume to Mike Kirk, manager, Public Affiliars, KCTS/9, University of Washington, 4045 Brooklyn Ave. N.E., Seattle, WA 98105. KCTS/9 is an Affirmative Action/Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

Graduate Faculty Positions—Ph.D. and commercial experience or M.A. and extensive commercial broadcasting experience, including EFP/ENG. Associate or Assistant positions to teach a combination of mass communication theory, broadcasting history, regulations, programming, audience research, production. One position will concentrate on production. Salary at Assistant 14 to 18.4M, at Associate 17 to 23M. The M.A. degree will be offered by the School of Communications of CBN University starting in the fall of 1978. CBN University is affiliated with the Christian Broadcasting Network and shares a distinctly evangelical educational philosophy. Applications should be sent by March 15 to Dean of Communications, CBN University, Pembroke Five, Virginia Beach, VA 23463.

Respected Professional for one-year appointment as Distinguished Professor of Journalism. Prefer background in advertising or radio-TV, but news-editorial pros also will be considered. Academic experience desirable but not essential. Job includes teaching, making public appearances, advising students on professional careers. Salary \$28,000 for 9-month academic year. Appointment effective August 15. An Affirmative Action/Equal Opportunity employer. Applications from minority persons and women encouraged. Send application, including resume and references, to Charles Pearson, Department of Journalism, Wichita State University, Wichita, KS 67208, before March 15.

Attractive opportunity for experienced Video-Film cameraperson. East coast. Long established busy recording studio. Excellent facilities. Complete resume and salary requirements to Box C-32. We will contact you for sample.

Director, Art Department. Immediate Opening. Top 20 station seeks experienced graphic designer to head 4 person shop. Knowledge of television production and art production techniques; management and organizational skills essential. Send detailed resume and salary requirements to Box C-79. Equal Opportunity Employer. M/F.

Writer/Production Assistant (commercial). A minimum of 3 years experience in Television Production is required. (On camera-video tape-writing), beautiful Gulf Coast affiliate with all the right equipment is seeking the right people. E.O.E. If you love to write, like to meet people and can work quickly and efficiently to meet strict deadlines, write Broadcasting Box C-80.

For Pros Only Full service broadcast video production/post production company is seeking experienced, quality oriented, energetic film and video people. If you are a camera person, location/stage production mixer, CMX-50/340 editor, lighting director/gaffer, art director or composer, send your resume and demo tape to One Pass Video; Dept. 102; 900 Third Street, San Francisco, CA 94107.

Producer/Director Top 20 VHF affiliate. Highly motivated professional required to accept a variety of studio and field assignments for market's No. 1 news and production station. Minimum 3 years experience in news, documentary, and commercial production. Box C-98.

Production Professional to join management team of major mid-western group owned station. Successful candidate will be experienced in contemporary news and commercial production. Excellent salary, profit sharing and fringes. Resume, salary requirements to Box C-132.

Assistant Professor ... Radio-TV-Film. Position starting September 1, 1978. Candidates should have previous teaching experience and significant professional experience in radio, television and/or film. A Ph.D. is preferred, but a person with an M.A. will be considered. Will teach basic and advanced radio-tv-film courses. Applicant chosen will have strong interpersonal skills which make it possible for him/her to relate well to the school's various publics. Oklahoma State University, an equal opportunity employer, invites applications from minority and women candidates. Deadline for application: April 1, 1978. Salary: \$12,500 for 10 months. Apply to: Ed Paulin, Chairman, Radio-TV-Film, Oklahoma State University, Stillwater, OK 74074.

Academic staff position for 1978-79. Duties: teaching courses in mass communications, (radio production-television production, announcing). Requirements: master's degree, Ph.D. preferred with some experience. Salary: open depending upon education and experience. Application deadline: postmarked no later than March 10, 1978. Contact: Joseph Zabin, Chairman, Mass Communications Department, UW-La Crosse, La Crosse, WI 54601. UW-La Crosse is an equal opportunity/affirmative action employer.

Associate Professor and Chairperson of Communications. Prefer: strength in film/television production and communication's theory, several years of teaching experience, familiarity applied fields, and Ph.D. degree. Salary to \$18,000 with tenure opportunities. AA/EOE. Resume and references to Office of Academic Affairs, Mount Vernon College, 2100 Foxhall Rd. N.W., Washington, DC 20007.

ITV Producer/Director to produce college credit courses over university licensed PTV station. Prefer M.A. or equivalent experience with solid TV production background including studio-ENG-Film. Station fully color equipped. Salary to \$14,500 depending upon qualifications. Equal Opportunity employer M/F. Position available July 1, 1978 or possibly sooner. Application deadline April 15. Contact: Dr. Dale N. Anderson, Manager-KTWU, 301 N. Wanamaker, Topeka, KS 66604, or 913-272-8181.

Experienced Promotions Director needed. Must show from past experience the ability to create aggressive, memorable campaigns which produced results. Send resume to Operations Manager, WYUR-TV, 4848 Governors Dr., Huntsville, AL 35801. 1-205-533-4848.

Director, Visual Communication Center. Responsible for planning, budgeting, administration, and supervision. Center provides television production, captioning, photographic products, transparencies, and graphic art. Director also produces and directs television programs as necessary. Color studio, 12 channel CCTV. Require 6 or more years all phases television production, 3 or more years relevant supervisory experience, bachelor's degree in Communications or relevant field. Gallaudet College is a liberal Arts College for deaf students. E.E.O. Send resumes to: Ms. Singletary, Personnel Office, Gallaudet College, 7th Street & Florida Avenue, N.E., Washington, DC 20002.

Unit Manager (12 month project position). Supervise film production units in the field for national pilot film projects funded to Northwestern PTV station. Duties include: Account for funds of pilot projects in production and post production phases, participate in planning of production and post production activities during work on locations and at the station, set up expenditure reporting systems for the projects, act as assistant to the Executive Producer and Project Director for the active phase of the projects. Application deadline: March 9, 1978. Contact: John Coney, 4045 Brooklyn Ave. N.E. University of Washington, Seattle, WA 98105.

Art Director. Creative, experienced television artist who knows TV and print art, photography and set design, wanted to put momentum in art department of market's number one station. Resume only to Lee Johnson, Program Director, WTVC, Box 1150, Chattanooga, TN 37401. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Assistant Professor, Journalism: Starts Sept. 1978. To teach 3 courses per semester including Broadcast Journalism and Introduction to Mass Communication. Publication and service expected. Possible summer and extension teaching. Background should include broadcast and print, Ph.D. or appropriate professional experience. Effective teaching and communication skills required. Salary: \$12,835-\$16,000. Submit resume by Mar. 15, 1978, to Paul Yeazel, Journalism Department, University of Rhode Island, Kingston, RI 02881. Affirmative Action/Equal Opportunity Employer.

Production Manager for Southeast market CBS affiliate. At least two (2) years experience in all phases of production an essential requirement. We offer very good employee benefits. Send resume to: Business Manager, P.O. Box 1833, Orlando, FL 32802. We are an Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Controller/Business Manager, female, with experience in a major TV market. Experienced in EDP Accounting Degree. For resume write to Box C-55.

General Manager with outstanding credentials! Television 20 years; Radio 12 years; Management 17 years. Thoroughly experienced all aspects: acquisitions, ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in broadcasting industry. Very competitive! Produced sales and profits records, plus prestige. Achieved revitalization and rapid turn-arounds. Can build group. Can produce outstanding ratings, sales, profits and prestige! Box C-125.

Production Manager, 20 years in Television. Dedicated professional will organize and train dynamic creative department. Box C-137.

N.Y.C. Advertiser with 2 years media experience at major agency seeks entry to broadcast management. Wants exposure and opportunity to move up. 26. Intelligent, motivated, versatile. B.A. Economics & Film. 212-879-3321 Hugh Johnston 439 E. 84th St., N.Y., NY 10028.

Operations Manager and/or Program Manager. Experienced all phases including license renewal. Act Now—call 1-512-258-3013.

SITUATIONS WANTED TECHNICAL

First Phone, College Grad experienced with ENG Systems in major market. Prefer Mid or Far West; any location considered. Box C-45.

First Phone. Excellent production skills and TV-Radio communications degree. "Trainee" level O.K. Opportunity primary, salary secondary. Box B-146.

SITUATIONS WANTED NEWS

News Photographer—Two years experience, top 25 market, film and ENG, includes live ENG. Box C-93.

State capital television newsmen, four years experience, morning TV anchor political science degree, looking for investigative reporting. Box C-142.

Radio/TV stringer based Tokyo covering Asia seeks US outlet. Box C-148.

B.A. Chicago, M.S. broadcast Journalism Boston. Radio newsmen, three years experience, some TV, seeks TV reporting position. Sound news judgement, thoughtful writing. Box C-161.

Aggressive graduate seeks first reporting job, currently major market independent writing/producing. Dana Benson 612-588-2610.

Colorful play-by-play broadcaster, network background, available on free-lance or per diem basis. All sports, especially basketball. Phone: 201-257-2111 or write 12 Peggy Road, East Brunswick, NJ 08816.

Seasoned, Resourceful News Director seeks return to Television in small market. Wayne Sorge 214-657-2627.

Would you be interested in a female with a college degree and two years commercial experience in news? I'm looking for an Anchor/Producer job in a medium or large market. Top references. 512-428-2941 after 7 p.m.

Reporter/Photographer, weekend anchor in small market. Needs better living in college town. Paulette 405-332-2965.

Chief Photographer, 23.5 yrs. 35/16mm, ENG experience. Prefer South or Southwest—all considered. Send information to G. Martin, P.O.B. 921, Lafayette, IN 47902.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Writer, Producer some Directing BA News; 3 years "plus" experience, small market and cable: Continuity, Promotion, Production. Cassette available. Box C-51.

Award winning Executive Producer of Independent daily Los Angeles half hour, ten years producing-writing experience Los Angeles and San Francisco, seeks greater challenges. Send for resume/interview at March NATPE in LA. Call: P. Leone 213-396-9311. Write: 11-24th Ave. Venice, CA 90291.

Broadcast Professional seeks equal opportunity in program or production management. Eleven years solid experience. Excellent credentials and Graduate degree. Broadcasting Box C-124.

Producer/Director stagnating in the land of sunshine looking to move to the land of snow. Think I'm crazy? Then I'm the person you need. 7 years experience, heavy emphasis on news, seeking top 30 market. Box C-126.

Six production professionals seek relocation to the West or Southwest. Currently employed as Operations Manager, Producer/Director, Graphic Designer, Studio Supervisor, Audio/Camera Operator, and Secretary. University degrees. Individual or group inquiries welcome. Box C-141.

Award Winning Producer-Director with switching, film and tape editing, audio, copy writing and technical directing experience, send for audio and video tape. Box C-166.

Award winning graphic artist in top 20 market looking for a new challenge. Strong in design, color, especially newscast graphics and courtroom drawings. Prefer Eastern markets but primarily looking for the right people and place. Box C-83.

Production Specialist seeking any creative position with quality organization. 7 years experience, everything from Producer - Director to Cameraman. Graham Brinton, 215-664-3346.

Creative University of Kansas Broadcast student seeking apprenticeship in programing with a broadcasting network or Television affiliate. Orlando McConnell, 523 Fireside Drive, Lawrence, KS 66044.

Program Director/Production manager. Medium market for 7 years experience in production and programming. Strong background in license renewal, program/rating analysis, remote sports production. Degree. Let's talk. Rudd Parsons 502-585-2201.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Wanted: UHF TV Transmitters Instant cash paid for all models. Call Bill Kitchen: 904-837-2798.

5KW Transmitter, two Tower Phasor and Tuning Boxes, Antenna Monitor, and Two 170' Towers. Contact Jimmy Joynt, KYKR AM/FM, Box 2307, Port Arthur, TX 77640, 713-727-0771.

Need Mono Cartridge Record Playback unit, around \$250, any make, John Zaidel 412-381-2370.

Wanted: Two (2) used contour enhancers for PC-70 Norelco camera. Must be in good working condition. Contact Efrain Rivera, Chief Engineer, WLTV, Miami, FL 305-652-4000.

Need parts, especially elevator jack screws and nylon elevator blocks, for Gates ATC Stack 55 Cartridge Handler built around 1968 ... also Gates SP-10 programmer and switcher. Will buy parts or working equipment. WMJM, Cordele, Georgia.

FOR SALE EQUIPMENT

5" Air Hellax—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL. 312-266-2600.

Automation: Gates SC-48 System complete with (4) Scullys, (3) Random Carousels, racks and more. IGM 400 Controller with Carousel. For more information call or write Eastern Broadcast Supply, 42 Main St., Leominster MA 01453, 617-534-0441.

RCA BTA-50H1S 50,000 Watt AM Transmitter with BTE-20A Solid State Exciter presently tuned to 1170 KHz. Complete with 5KW Cutback Kit, Spare Tubes. Recently removed from service. \$45,000 or offer. Contact: Bill Weaver, General Manager; or Ron Blassnig, CE, Radio KLOK, San Jose, CA. 408-274-1170.

Two year old Moseley PCL-505C composite STL with 110KHz gen and demod cards and rack mounted 185KHz gen and demod units. STL will be factory tuned to your frequency upon receipt of check for \$4200. Contact Crawford Broadcasting Company at 215-836-4900.

1972, "Little Max" color film processor, includes mixer tank, pump, holding tanks and replacement parts. Good condition. \$3,900 or best offer. Jack Parris, KMEG-TV, 712-277-3554.

Eastman-285 16MM Telecine projector—excellent shape, best offer will consider part trade. International Cinema Eq. Co., 13843 NW 19th Avenue, Miami, FL 33054 A.C. 305-681-3733.

Two HL-33 Ikegami Cameras, good condition, complete system, Contact Keith Townsden, KLFY-TV, 318-233-2152.

COMEDY

FRUITBOWL: world's largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. P.O. Box 9787, Fresno, CA 93794.

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Hundreds of Deejays renewed again! Guaranteed funnier! Freebie. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Broadcasting's Biggiez buy Bionic Boffos ... Again! Free Sample! Bionic Boffos, Box 457, Capitola, CA 95010.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

Mr. GM, Make "Sense" into \$\$\$! Will write radio copy that'll ring sponsors cash register! Free air-staff for more time selling; improve production & station sound. Send sponsor "fact sheet" to: Native New Yorker Copy, P.O. Box 896, Bronx GPO, N.Y. 10451. Min. order: 3 one-minute ads, \$10. Act soon for limited, introductory rate!

INSTRUCTION

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

1st class FCC, 6 wks., \$450 or money back guarantee VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color Tv production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Free booklets on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1978 "Tests-Answers" for FCC First Class License. Plus—"Self-Study Ability Test" Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco 94126.

Radio License Institute offers extensive preparatory training for the FCC first class license. Over 90% of our students pass their exam the first time. Both six-week daytime and eight-week nighttime classes available year round. State approved for Veterans. RLI, 216 E. Montague St., Charleston, SC 29406. 803-744-7189.

1st phone test preparation. Free information. V.A. benefits. Financial Aid, A.A.B. 726 Chestnut Philadelphia 19106. Phone 215-922-0605.

Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245. 214-352-3242.

Bill Elkins proudly announces the opening of Elkins Radio License School in Oklahoma City, Inc., at 4801 N. classen Blvd., Suite 100, Oklahoma City, OK 73118. 405-842-4862.

San Francisco, FCC license, 6 weeks 3/13/78. Results guaranteed, Veterans approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St., 94102 415-392-0194.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 27, May 8. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

RADIO

Help Wanted Announcers

MAJOR MARKET TALKER

Midwest major market talk station now accepting resumes from creative, fun loving talk show hosts. Also looking for a dynamic and opinionated sports talk show personality. This is the opportunity you've been working towards. Send resume to Box B-174.

Help Wanted Programing

PROGRAM DIRECTOR

Regional growth oriented AM/FM... very strong on news, public affairs, telephone talk, production with excellent facilities. NEEDS PROGRAM DIRECTOR, also growth oriented, very strong on news, public affairs, telephone talk, production... plus organization and personnel management. County of license ... 31,000. Midwest. Send complete information to Box C-129.

Help Wanted Technical

ENGINEERING MANAGER

Mosley Associates Inc., a prominent Broadcast Equipment Manufacturer offers an outstanding opportunity for a strong management oriented engineer.

This position requires the ability to evaluate RF Linear and Digital Circuitry as well as strong supervisory ability and a minimum of 5 years experience. Both manufacturing and broadcast experience are preferred. If you are looking for a new challenge, please forward your resume to:

Personnel Director
Mosley Associates, Inc.
111 Castilian Drive
Goleta California 93017
An Equal Opportunity Employer

Help Wanted Management

RADIO STATION MANAGER

An unusual opportunity for a Station Manager in a major (top 50) Southeastern market: 50kw AM and 100kw FM. Substantial competition creates need for aggressive leadership and supervision of active Sales Department. Excellent staff support in all areas of promotion, programming, news (largest department in the southeast) and engineering with brand new operational equipment. Reply Box C-20. An Equal Opportunity Employer. M/F

BUSINESS MANAGER CAREER OPPORTUNITY

Major East Coast AM-FM facility in the multi-million dollar billing range, needs a "hands on" controller to work with and supervise a substantial department. This person should have a minimum of five years experience in Broadcasting with the last two in a supervisory capacity. Up to date computer skills a must. Cost control, accounts receivable, budgeting and billing background desirable—but above all, the ability and drive to meet deadlines and get the job done! This is a top management position at a prestigious expanding Broadcast facility. The compensation and benefits are commensurate. Reply P.O. Box C-97.

Help Wanted News

NEWS DIRECTOR

WKBW Radio, Buffalo, New York, is seeking the most creative, energetic professional we can find. Must be strong on administrative and motivational skills. A demanding yet rewarding position with a Capital Cities Station. Applicant must have at least five years Broadcast Journalism experience with Management experience desired. No phone calls, please. Forward resumes and qualifications to:

Sandy Beach
WKBW Radio
1430 Main Street
Buffalo, New York 14209
An Equal Opportunity Employer.

RADIO NEWS DIRECTOR

Metromedia's WASH-FM seeks an experienced broadcast journalist to direct every aspect of our news operation. This is an opportunity to work with an excellent staff at a well-equipped adult contemporary station with a strong commitment to news. Send resume, aircheck, writing sample, references, and salary requirements immediately to Bob Hughes, WASH-FM, 5151 Wisconsin Avenue N.W., Washington, D.C. 20016. No phone calls please.

METROMEDIA IS AN EQUAL OPPORTUNITY EMPLOYER.

Situations Wanted Management

GM or GSM

Outstanding record of achievement in sales and management. 20 years major market experience in radio broadcast. Conceptual and analytical abilities combined with demonstrated leadership. Seeking permanent management position. Will consider all markets. Box C-57.

KEY MAN

Network Executive desires return to local/regional station management. Creative, experienced, knowledgeable, fully-rounded. Hard driver in sales, programming, news, promotion. Your station need key to full success? Write Box C-154.

Situations Wanted Announcers

SUPER PRO

who believes in personality radio seeking excellent opportunity—13 years experience, 7 in major markets. Top 40 or Adult Contemporary/MOR. Award winning entertainer who can do humor, phones, info. and more. Box C-158.

TELEPHONE TALK PERSONALITY

Genl. interest—Sports.
Available soon
in all Major Markets
Box C-78

Situations Wanted Programing.

DAVE DONAHUE: csp* (common sense programmer)

Country programmer, group programmer, country consultant AVAILABLE NOW. Finest NUMBER ONE track record in Country Radio. Call and get me now before someone else does at the Country Radio Seminar coming up in Nashville. 319-365-8726

TELEVISION

Help Wanted Sales

Account Executive,

top 35 market, in Southeast. Prior experience in television sales required. College degree in marketing and/or broadcasting is desirable. Send resume to P. O. Box C-109. EEO M/F

Help Wanted Management

AUDIENCE PROMOTION MANAGER

Promotion Manager for Creative Services Department of top 10 market, group-owned, VHF, network affiliated, TV station. We need a pro who knows advertising, production and media placement. Send resume to Box C-101.

An equal opportunity employer.

Help Wanted Programing, Production, Others Continued

Promotion Director. . . Experienced, Creative, Production oriented manager for major market, Pacific Northwest Station. Show us your concept and writing talents, illustrate your strengths in all media, prove you're an aggressive leader and we've got a job for you. . . Equal Opportunity Employer. Please call KIRO Personnel Dept. for application (206)624-7077 KIRO-TV, Third Avenue and Broad St., Seattle, Wa., 98121

ART DIRECTOR

Top 50 market. Midwest location. Degree plus minimum of 3 years Television art experience. Familiarization with print media a must. Send resume and salary requirements to: Box C-140.

AN EQUAL OPPORTUNITY EMPLOYER M/F

PRODUCER

Top 10 market station seeks a highly motivated producer possessing the following qualifications: minimum 3 years' experience producing studio, film, and mini-cam production programing of the "Documentary" or program "Special" type. Writing for television programming and supervisory experience essential. The ability to develop new ideas and concepts is highly desirable.

Excellent fringe benefits program. For more information send detailed resume including salary requirements to

Box C-121.

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Because of rapid corporate growth and a dramatic increase in our business, CCA Electronics Corporation is in immediate need of skilled personnel in the following area:

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We require experienced Broadcast Engineers with Radio and Television background. Good organizational skills, desire for growth into a sales career. Successful candidates should have polished communications skills and a desire to work with Broadcasters and their product requirements.

Please reply with resume, salary history and any pertinent details to CCA Electronics Corporation, Broadcast Plaza, Box 5500, Cherry Hill, New Jersey 08034, Attn: Mr. Ron Briggs, or feel free to visit us at Booth N307 during NAB, Las Vegas.

Help Wanted Programing, Production, Others

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DIRECTOR OF RESEARCH/PROGRAMMING

Exciting opportunity immediately available.

All replies in strict confidence.

CONTACT:

Neil Kennedy
MMT SALES, INC.
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New York, New York 10017
212-758-3838

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VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

VTR ENGINEER

Dynamic, growing company needs an experienced Engineer for Quad VTR refurbishing and calibration. Successful candidate will be intimately familiar with Ampex VR-1200 and VR-2000 as well as late model Quads. Some light travel.

We are a leader in the field of VTR rebuilding and broadcast systems engineering and offer a challenging atmosphere, medical and insurance plans and convenient location.

Forward resume and salary requirements to: Mr. Louis Stracusanu A. F. Associates, Inc., 100 Stonehurst Court, Northvale, New Jersey, 07647.

Help Wanted News

WKBW-TV in Buffalo

is seeking an experienced television journalist for market's dominant news operation. Looking for a leader, with solid background in producing, ENG, and administration. An equal opportunity employer. Contact: Philip Beuth, General Manager, WKBW-TV, 1420 Main Street, Buffalo, NY 14209.

WANTED: TELEVISION NEWS ANCHORPERSON

Large Florida Market VHF

We are looking for a working broadcast journalist. This anchorperson will do some field reporting and write some newscast copy and will be conspicuous in the community through active civic involvement. Five year anchor experience absolute must. We require integrity and professionalism. No actors—only qualified broadcast journalists need apply. Excellent salary and good fringe benefits. Equal Opportunity Employer.
Box C-150.

SAN FRANCISCO TV ANCHOR

"Everyone's favorite city" is also an exciting TV news market. If you're really a pro and ready for a new challenge, send a cassette and resume to P.O. Box 920, San Francisco, CA 94101.
An equal opportunity employer.

Situations Wanted Management

TV PROGRAM EXECUTIVE

Experienced in all areas of network, syndicated, and local programming and program acquisition. Production background. Knowledgeable in FCC and pay television. 16 years in top ten with best industry-wide references. For further information or appointment at NATPE, call:

(415) 349-0887

Situations Wanted News

NEWS DIRECTOR

Top Notch. Thoughtful, innovative approach. Strong administrator. Former network O&O reporter. Have just led failing med market news operation into ratings winner. Young, eager for another challenge. Looking for post in top 50. Box C-151.

Hardworking college graduate

I want and need to make a career and my life dedicated to the television news field. Seek position on television news staff. Limited experience but fast learner. Available immediately. Male, single-will relocate anywhere. Reply Box C-136.

Broadcast Equipment Development & Systems Engineers

Engineers who believe they have the technical and creative potential to belong in the forefront of broadcast technology are invited to consider the exceptional career advantages of these positions on our award-winning New York City-based development and systems engineering teams.

Our continuing growth, constantly-evolving projects of increasing complexity, and enviable record of stability offer those qualified the strongest potential for long-term professional and personal advancement. Working, with some of the industry's foremost specialists in a truly state-of-the-art environment, you will focus on the in-house and supplier development of innovative equipment for forward-looking broadcast needs.

To qualify, you must have an Engineering degree plus some communications engineering experience—with an equipment manufacturer, broadcaster or related company—in one of these areas:

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- AUDIO & VIDEO SYSTEMS

Forward resume in strict confidence, including salary history and requirements to: Engineering Placement Manager, CBS Inc. 51 West 52nd Street, New York, New York 10019.

CBS

Men & Women of all Races Desired

Business Opportunity

THE LEARNING PARTY

Interested in creative audio productions? Script writers, music people, studio. Good track record, Spanish-English. Demo upon request.

The Learning Party
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... with Captain Stubby
and Charles Homer Bill.
The BEST 5 minutes in country
humor!!!

Contact: Connie Livingston
FAMILY BROADCASTING COMPANY
5540 Harvey Avenue
La Grange, Illinois 60525
312-352-3297

TV Programs Wanted

EUROPEAN TV DISTRIBUTOR

wants to purchase programs produced locally by US TV stations or independent producers that should be of interest to European viewers. Submit synopsis of available stories, documentaries, news-and entertainment features, specials, series etc., if possible with short 16mm sound on film or video tape clips. to: Schwärmer Produktions, Ringstrasse 104, 1000 West Berlin 45, Germany.

Free Golf/Car Rental

FLORIDA FREE GOLF

Completely furnished deluxe condominium apartments for two \$55 per day until April 21 with greens fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through Apex-Courtesy Car Rental. WE FEATURE FORDS.

Write or call
VILLA LAGO APARTMENTS
3910 Crystal Lake Drive
Pompano Beach, Fla. 33064 (305) 782-3400
SORRY, NO PETS

Wanted To Buy Stations

BLACK ENTREPRENEUR

Experienced Black Air-personality needs small to medium market FM and/or AM. Format C&W-MOR
Write

Catalon
PO Box 49913
Los Angeles, Ca. 90049
213-475-7952

SOUTHEAST

AM-FM or FM station, medium/major market, wanted by newspaper co. Principals only. Box C-130.

For Sale Stations

EXCLUSIVE BLACK FORMAT

Top 100 growth market in Sunbelt. \$5 million-plus radio market. Very profitable 5kw daytime with real estate. Only 5 1/2 times cash flow, 1.4 times billings. A solid operation. \$400,000 cash. Call Bob Magruder. (214) 528-1020

Magruder Media Associates

Media Brokers
One Lemmon Park North, Suite 204
3737 Noble Avenue
Dallas, Texas 75204
(214) 528-1020

For Sale Stations Continued

- AM/FM single station market in Miss. FM heard in adjacent city. Automated. Good buy. \$15,000 down if financially responsible.
 - Daytimer within 100 miles of Montgomery, Ala. Total price \$60,000 Building included. Lease land for \$22.00 per month. \$35,000 down.
 - Daytimer NW Alabama needs resident owner/manager. Good potential. \$180,000.
 - FM deep South excellent equipment. Positive cash flow. \$210,000 cash.
 - Fulltimer in North Alabama. Only Fulltimer in Mkt. Includes real estate \$360,000.
 - Powerful fulltimer, good metro area of GA, real estate, billed about \$300,000. \$590,000.
 - Class A FM, GA city, 50% for \$175,000.
 - AM/FM within 50 miles of NYC. Powerful FM. Majority share \$710,000. Terms.
 - UHF TV with 20 cable systems in South. \$1,150,000.
 - Powerful Fulltimer in Northern Arizona. \$900,000. Terms.
 - Daytimer, Sou. Calif. Exclusive programming. Billing \$200,000. Positive cash flow of \$65,000. County pop 350,000. \$520,000. Liberal terms.
 - Powerful ethnic daytimer with good billing. Central Georgia metro area. \$810,000. Assume corporate note.
 - Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
 - Oregon fulltimer. Profitable. \$180,000. Terms.
 - Class "C" Stereo. Central Texas. 30,000 pop trade area. Good billing. \$260,000.
 - Daytimer. Southern Georgia. \$265,000.
 - Cable TV operation in Indiana. A good buy. \$360,000.
 - FM within 35 miles of Washington, D.C. Consultant says potential of moving within 8 miles of Washington beltway. \$340,000. Terms.
 - Fulltimer in big city in South. Billing \$450,000 plus. Real estate. Good buy for \$650,000.
 - FM in Central Pa. \$225,000. Terms.
- All stations listed every week until sold. Let us list your station. Inquiries and details confidential.
- BUSINESS BROKER ASSOCIATES**
615-894-7511 24 HOURS



CHAPMAN ASSOCIATES

media brokerage service

STATIONS

STATIONS	CONTACT
W Small AM \$142K Terms	Galen Gilbert (214) 387-2303
MW Small AM/FM \$327K \$94K	David Kelly (414) 499-4933
W Small AM/FM \$375K 29%	Bill Hammond (214) 387-2303
S Metro Profitable \$775 \$225K	Bill Whitley (214) 387-2303
E Major AM/FM \$1,700K 29%	Art Simmers (617) 848-4893

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Drive, N. E., Atlanta, Georgia 30341.

For Sale Stations Continued



**SOLD IN NEW ENGLAND: WOCB-AM-FM · WKFD · WABK-
WKME · WSPR · WACE · WCOU-AM-FM · WADK · WOKW
WDEW · WGRG-AM-FM.** We've sold just about the whole alphabet
in New England broadcast properties in recent months. We're No. 1
in New England and ready to make a favorable sale for you! Talk
it over in complete confidence with Bob Kimel, our man in New
England. (802) 524-5963.

Kenneth Chapin
1100 Malden Rd.
Syracuse, N. Y. 13211
(315) 454-4144

William S. Cook
Box 425
Newark, Del. 19711
(302) 737-4772

Robert I. Kimel
Box 270
St. Albans, Vt. 05478
(802) 524-5963

Elmira Office
Keith W. Horton
Richard Kozacko
Keith Horton, Jr.

THE KEITH W. HORTON CO., INC.
Post Office Box 948 · Elmira, NY 14902 · (607) 733-7138
BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

MAJOR MARKET AM

Daytimer in Virginia—Excellent freq. Room for Improvement—profitable. Great opportunity for owner/operator. Priced below market value—real estate included.

Carolina Media Brokers
516 Fenton Place
Charlotte, NC 28207

EXCELLENT BUY

Full Timer ... Major Market A.M. in S.E. Owner with other interest. Well equipped with real estate. Clean \$775,000—priced to sell quickly Box C-77. Broadcasting.

**MEDIA BROKERS
APPRAISERS**

RICHARD A.
SHAHEN INC.
435 NORTH MICHIGAN · CHICAGO 60611
312-467-0040



NORTH CAROLINA

Full time AM-100,000 watts FM, with wide coverage, medium market. Located in a growing area. \$850,000 on good terms including real estate or \$800,000 cash. Box C-139.

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

WEST COAST: 1304 RUBB BUILDING · SAN FRANCISCO, CALIFORNIA 94104
415/973-4474

EAST COAST: 210 EAST 53RD ST., NO. 50, New York 10022
212/288-0737

Top 100 Market

Class IV AM—Fulltime. Profitable—Upper Southeast 2 1/4 Times Gross—29% Down Terms to financially responsible party. Health forces sale. Reply Box C-145.

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816—259-2544

**BROADCASTING'S
CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70¢ per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. \$5.00 weekly minimum. All other classifications: 80¢ per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

BLACK FORMAT

Fulltime AM in major Southern market. Good billings—profitable. We prefer a minority group as buyer. If you have a \$600,000 cash capability, please write Box C-113.

SOLD

in 3 years

22 Stations
Florida & Southwest
REGGIE MARTIN

Media Broker
at NAB Riviera Hotel

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Contact: Washington
William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
202-223-1553

SOUTHERN BROKER

Coast	Medium	AM-Full	650K	Terms
So.	Small	Combo	149K	40K
So.	Small	FM	175K	50K
So.	Medium	AM-Full	800K	Cash
Fla.	Small	AM-Day	148K	Cash

CLASS C FM

Medium Southwestern market of 100,000 with excellent economic foundation. FM at less than full power is rated No. 2 with respectable billings and profits. \$450,000 with very enticing terms.

Magruder Media Associates

Media Brokers
One Lemmon Park North Suite 204
3737 Noble Avenue
Dallas, Texas 75204
(214) 528-1020

**JOHN
mitchell**
P.O. Box 1065 Shreveport, LA 71163

Stock Index

Stock symbol	Exch.	Closing Wed. March 1	Closing Wed. Feb. 22	Net change in week	% change in week	High	1977-78 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	37 1/8	36 1/4	+ 7/8	+ 2.41	46 3/4	35 3/8	7	18,152	673,893
CAPITAL CITIES	N	56 7/8	55 5/8	+ 1 1/4	+ 2.24	60 1/2	44 3/4	11	7,426	422,353
CBS	N	43 7/8	44 3/4	- 7/8	- 1.95	62	43 7/8	7	28,100	1,232,897
COX	N	33	32	+ 1	+ 3.12	35 1/4	25 1/2	7	5,185	204,105
GROSS TELECASTING	A	14 7/8	15 1/4	- 3/8	- 2.45	15 1/2	13 5/8	7	807	11,900
KINGSTIP COMMUN.	O	6 1/2	6 1/2			7	3 7/8	12	427	3,003
LIN	O	27 1/8	25 1/2	+ 1 5/8	+ 6.37	27 1/8	16 1/2	10	2,745	74,458
MOCNEY**	O	2 5/8	2 5/8			2 5/8	1 7/8		425	1,115
RAHALL	O	19 1/4	19 1/4			19 1/2	8 5/8	21	1,264	24,332
SCIPPIPS-HUWARD	O	34 1/2	30 1/2	+ 4	+ 13.11	37	30 1/2	8	2,589	99,320
STARR	M	11	10	+ 1	+ 10.00	12 1/2		8	1,437	16,357
STORER	N	22 1/4	22 5/8	- 3/8	- 1.65	26 7/8	19 3/8	8	4,876	108,491
TAFT	N	30	30 1/2	- 1/2	- 1.63	33 7/8	24 5/8	7	4,119	123,570
TOTAL									78,630	2,985,784

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	6 7/8	7 1/9	- 1/4	- 3.50	7 1/8	3 3/4	8	1,229	8,449
JOHN BLAIR	BJ	N	19 3/8	20	- 5/8	- 3.12	20	11 1/3	5	2,427	47,023
CHRIS-CRAFT	CCN	N	8 1/4	8 1/2	- 1/4	- 2.94	9 3/8	4 1/2	16	4,451	36,720
COMBINED COMM.	CCA	N	30 1/2	29 3/4	+ 3/4	+ 2.52	33 1/4	19	10	6,920	211,060
COWLES	CWL	N	17 3/4	18 1/4	- 1/2	- 2.73	18 1/4	12 1/2	20	3,959	70,449
DUN & BRADSTREET	DNJ	N	28	28 1/8	- 1/8	- .44	31	26 1/4	14	26,339	737,492
FAIRCHILD IND.	FEH	N	17 7/8	17 3/8	+ 1/2	+ 2.87	17 7/8	9 1/2	11	5,708	102,030
FUQUA	FQA	N	9 5/8	9 3/4	- 1/8	- 1.28	13	8	6	9,376	90,436
GANNETT CO.	GCI	N	35 1/8	35 3/8	- 1/4	- .70	40 3/4	32 3/4	14	22,430	787,853
GENERAL TIRE	GY	N	24 3/8	22 5/8	+ 1 3/4	+ 7.73	25 1/4	22 3/8	5	22,672	553,117
GLOBE BROADCASTING	GLSTA	O	4 3/4	4 5/8	+ 1/3	+ 2.70	4 3/4	2 1/8		7,772	13,167
GRAY COMMUN.	O	13 1/2	13 1/2			13 1/2	8	6	475	6,412	
HARTE-HANKS	HMH	N	30 1/2	30 3/8	+ 1/8	+ .41	36	26	11	4,477	136,548
JEFFERSON-PILUT	JP	N	27 1/4	27 1/4			32 3/8	26 5/8	9	23,946	652,528
MARVIN JOSEPHSON	MRVN	O	12 3/4	13 1/4	- 1/2	- 3.77	17 1/4	10 1/4	7	1,978	25,219
KANSAS STATE NET.	KSJ	O	12 1/8	11 1/2	+ 5/8	+ 5.43	12 1/8	4 3/4	12	1,727	20,939
LEE ENTERPRISES	LNT	A	24 1/4	24 3/8	- 1/8	- .51	28 1/8	22 1/4	10	4,930	119,552
LIBERTY	LC	N	24	23 1/4	+ 3/4	+ 3.22	24 3/4	18	7	6,762	162,288
MCGRAW-HILL	MHP	N	17 3/4	17 7/8	- 1/8	- .69	19 5/8	15 5/8	9	24,632	438,105
MEDIA GENERAL	MEG	A	13 5/8	14	- 3/8	- 2.67	20	13 5/8	6	7,451	101,519
MEREDITH	MDP	N	26 1/4	26 7/8	- 5/8	- 2.32	28 7/8	17 3/8	7	3,074	80,692
METROMEDIA	MET	N	41 5/8	41 1/2	+ 1/8	+ .30	41 5/8	25 1/4	9	6,630	275,973
MULTIMEDIA	MMED	O	16 3/4	17	- 1/4	- 1.47	27 1/2	16 1/4	6	6,594	110,449
NEW YORK TIMES CO.	NYKA	A	18 1/2	18 3/4	- 1/4	- 1.33	19 1/2	15 3/4	8	11,422	211,307
OUTLET CO.	OTU	N	19 5/8	19 1/2	+ 1/8	+ .64	24 1/4	16 5/8	7	2,290	44,941
POST CORP.	POST	O	23	22 1/2	+ 1/2	+ 2.22	24	15 1/4	7	893	20,539
REFVFS TELECOM	RBT	A	3	3			3 1/8	1 3/4	50	2,381	7,143
ROLLINS	RGL	N	15 1/4	14 7/8	+ 3/8	+ 2.52	24 1/4	14 7/8	8	33,000	503,250
RUST CRAFT	RJS	A	23 3/4	23 3/4			24	9 1/2	14	2,297	54,553
SAN JUAN RACING	SJR	N	9 3/8	9 1/2	- 1/8	- 1.31	11 3/4	7 5/8	14	2,509	23,521
SCHERING-PLOUGH	SGP	N	26 5/8	26 3/8	+ 1/4	+ .94	44 3/4	26 3/8	8	54,984	1,439,986
SJNOERLING	SDU	A	11	11 3/8	- 3/8	- 3.29	12 7/8	8 3/8	5	1,105	12,155
TECH OPERATIONS	TD	A	3 5/8	3 5/8			4 3/4	2 3/8	17	1,344	4,872
TIMES MIRROR CO.	TMC	N	23	22 1/2	+ 1/2	+ 2.22	25 3/8	20 3/4	9	34,760	799,480
WASHINGTON POST CO.	WPD	A	31 3/4	32 1/2	- 3/4	- 2.30	35 1/8	21 3/4	9	8,476	269,113
WOMETCO	WGM	N	13 3/4	13	+ 3/4	+ 5.75	14 3/4	10 7/8	9	8,554	117,617
TOTAL									364,174	8,296,497	

Cablecasting

ACTON CORP.	ATN	A	8	7 5/8	+ 3/8	+ 4.91	8	3 1/8	9	2,710	21,690
AMECO*	ACO	O					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	39 3/8	39 1/4	+ 1/8	+ .31	41 3/4	19 3/4	22	3,863	152,105
ATHENA COMM.** *	O		7/8	7/8			7/8	1/8		2,125	1,859
BURNUP & SIMS	BSIM	O	3 7/8	4 1/4	- 3/8	- 8.82	4 3/4	3 1/8	18	8,370	32,433
CABLE INFO.*	O		1 1/2	1 1/2			1 1/2	1/2	8	994	653
COMCAST	O		7	6 1/2	+ 1/2	+ 7.69	7	3 3/4	12	1,651	11,557
COMMUN. PROPERTIES	COMU	O	10 3/8	10 1/2	- 1/8	- 1.19	11 3/8	3 5/8	25	4,916	49,966
ENTRON	ENT	O	2 1/4	2 1/4			2 1/4	7/8	2	979	2,202
GENERAL INSTRUMENT	GRL	N	20 1/8	20 1/4	- 1/8	- .61	23	17 5/8	7	7,508	151,098
GENEVE CORP.**	GFNV	U	11 1/2	11 5/8	- 1/8	- 1.07	12 1/2	7 1/2		1,121	12,991
TELE-COMMUNICATIONS	TCOM	O	12 1/2	12 5/8	- 1/8	- .99	14	2 7/8	63	5,281	66,012
TELEPROMPTER	TP	N	9 3/8	9 1/2	- 1/8	- 1.31	9 1/2	6 3/4	22	16,922	158,643
TEXSCAN	TEXS	O	1 3/4	1 3/4			2	1 1/4	10	786	1,375
TIME INC.	TL	N	34 7/8	35	- 1/8	- .35	38 1/4	31 3/4	9	20,371	710,438
TOCOM	TOCM	O	3 7/8	3 3/4	+ 1/8	+ 3.33	4 5/8	2 1/4	8	894	3,464
UA-COLUMBIA CABLE	UACC	O	25 1/4	26	- 3/4	- 2.88	26	15 1/2	17	1,679	42,394
UNITED CABLE TV	UCTV	O	10	10 3/4	- 3/4	- 6.97	10 3/4	3 7/8	34	1,915	19,150
VIACOM	VIA	N	19 1/8	19	+ 1/8	+ .65	20	9 1/2	14	3,764	71,986
TOTAL									86,618	1,510,247	

Stock symbol	Exch.	Closing Wed. March 1	Closing Wed. Feb. 22	Net change in week	% change in week	1977-78		P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
						High	Low						
Programming													
COLUMBIA PICTURES	CPS	N	15	15 1/4	-	1/4	-	1.53	20 1/2	7 3/8	6	6,748	101,220
DISNEY	DTS	N	32 5/8	33	-	3/8	-	1.13	47 5/8	32 1/2	13	32,380	1,056,397
FILMWAYS	FMY	A	8 5/8	8 3/4	-	1/8	-	1.42	9 7/8	6 7/8	7	2,579	22,243
FOUR STAR			1	1					1 1/4	3/4	10	666	666
GULF + WESTERN	GW	N	11 3/8	11 1/2	-	1/8	-	1.08	18 3/8	10 1/4	4	48,215	548,445
MCA	MCA	N	33 3/4	33	+	3/4	+	2.27	42 3/4	32	7	18,554	626,197
MGM	MGM	N	26	25 3/8	+	5/8	+	2.46	28	16	12	14,609	379,834
TRANSAMERICA	TA	N	13 1/4	13 3/4	-	1/2	-	3.63	16 1/2	13 1/4	6	66,781	884,848
20TH CENTURY-FOX	TF	N	22 1/4	22 3/8	-	1/8	-	.55	25 7/8	10	4	7,786	173,238
VIDEO CORP. OF AMEP.	VO	O	4	4 1/4	-	1/4	-	5.88	6 1/2	3 1/2	6	973	3,892
WARNER	WCI	N	32 7/8	32 3/4	+	1/8	+	.38	32 7/8	25 3/4	7	14,458	475,300
WRATHER	WCO	A	8 3/4	9	-	1/4	-	2.77	9 1/4	4 1/2	8	2,243	19,626
TOTAL												215,992	4,291,912

Service

BBDO INC.	BBDO	O	28 1/4	25 1/2	+	2 3/4	+	10.78	29 3/4	22 1/2	8	2,513	70,992
COMSAT	CO	N	34 5/8	33 1/8	+	1 1/2	+	4.52	36 3/4	28 3/4	10	10,000	346,250
DOYLE DAVE BERNBACH	DCYL	O	18	17 3/4	+	1/4	+	1.40	22	16 3/4	6	1,876	33,768
FOOTE CONE & BELDING	FCB	N	17 1/4	17 3/8	-	1/8	-	.71	18	14 3/4	7	2,304	39,744
GREY ADVERTISING	GREY	O	30	29	+	1	+	3.44	32	16 1/2	6	716	21,480
INTERPUBLIC GROUP	IPG	N	27 3/4	27 1/8	+	5/8	+	2.30	39 1/4	22 1/2	3	2,387	66,239
MCI COMMUNICATIONS	MCIC	O	2 7/8	3 3/4	-	7/8	-	23.33	4 1/4	7/8	29	20,137	57,893
MOVIELAB	MOV	A	1 1/8	1 1/8					3	1	8	1,410	1,586
MPO VIDEOTECHNICS	MPV	A	4 5/8	4 5/8					9	4	7	520	2,405
A. C. NIELSEN	NIELB	O	22	22 1/8	-	1/8	-	.56	22 1/2	18 7/8	12	10,632	238,304
OGILVY & MATHER	OGIL	O	33 3/4	37 3/4	+	1	+	2.64	41 3/4	31	8	1,905	69,943
J. WALTER THOMPSON	JWT	N	23 7/8	22 3/4	+	1 1/8	+	4.74	24 5/8	15 1/8	8	2,649	63,244
TOTAL												57,149	1,011,848

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	5 1/4	5 1/4					6	2 3/8	6	1,572	8,778
AMPX	APX	N	12	12 1/2	-	1/2	-	4.00	12 1/2	7 3/8	12	10,928	131,136
ARVIN INDUSTRIES	ARV	N	18	18 5/8	-	5/8	-	3.35	20 3/4	14 1/2	4	5,959	107,262
CCA ELECTRONICS*	CCA	O	5/8	5/8					5/8	1/8	3	897	560
CETEC	CEC	A	3 7/8	4 1/8	-	1/4	-	6.06	4 1/4	1 3/4	12	1,654	6,409
CUHU	COH	A	3 3/4	3 7/8	-	1/8	-	3.22	3 7/8	2 1/8	12	1,770	6,671
CONRAC	CAX	N	19 3/4	19 3/4					27 1/4	19 5/8	6	1,803	35,609
EASTMAN KODAK	EASKD	N	42 3/8	44	-	1 5/8	-	3.69	85 3/4	42 3/8	11	161,370	6,838,053
FARINON	FARN	O	9 3/4	9 1/2	+	1/4	+	7.63	12	8	10	4,635	45,191
GENERAL ELECTRIC	GE	N	44 1/2	44 1/2					56 5/8	44 1/2	10	184,581	8,213,854
HARRIS CORP.	HRS	N	43 3/8	42 1/4	+	1 1/8	+	2.66	45 3/4	28	12	12,236	530,736
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4					5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP**	IVCP	O	1 1/8	1 1/4	-	1/8	-	10.90	2 3/8	1/4		2,701	3,038
MICROWAVE ASSOC. INC	MAI	N	31 3/8	31 5/8	-	1/4	-	.79	31 5/8	20 1/4	12	1,320	41,415
3M	MMM	N	45	45 3/4	-	3/4	-	1.53	57	45	13	115,265	5,186,925
MOTOROLA	MDT	N	35 5/8	36	-	3/8	-	1.04	56 7/8	34 1/4	11	28,544	1,016,880
N. AMERICAN PHILIPS	NPH	N	25	25 1/8	-	1/8	-	.49	36	25	5	12,033	300,825
OAK INDUSTRIES	OAK	N	18 1/4	19	-	3/4	-	3.94	19	9 5/8	21	1,697	30,970
RCA	RCA	N	24	24					31 3/4	22 3/4	8	74,910	1,795,440
ROCKWELL INTL.	ROK	N	30 1/4	30 1/8	+	1/8	+	.41	35 3/4	28 1/4	7	33,600	1,016,400
RSC INDUSTRIES	RSC	A	2	2 1/8	-	1/8	-	5.88	2 3/4	1 5/8	8	2,590	5,380
SCIENTIFIC-ATLANTA	SFA	A	20 7/8	20 7/8					23 1/2	16 3/4	12	7,426	50,642
SONY CORP.	SHE	N	7 1/2	7 3/8	+	1/8	+	1.69	10.3/8	7	11	172,500	1,293,750
TEKTRONIX	TEK	N	33 5/8	34	-	3/8	-	1.10	68 1/2	28 1/4	11	17,804	598,659
TELEMAN	TLMT	O	1 1/2	1 3/8	+	1/8	+	9.09	1 1/2	1/2	2	1,050	1,575
VARIAN ASSOCIATES	VAR	N	16 5/8	16 1/2	+	1/8	+	.75	21	14 3/4	10	6,838	113,681
WESTINGHOUSE	WX	N	17 1/2	17 1/2					22	16 1/4	6	87,329	1,528,257
ZENITH	ZE	N	12 5/8	11 3/8	+	1 1/4	+	10.98	28	11 3/8	17	18,818	237,577
TOTAL												967,419	29,147,713
GRAND TOTAL												1,769,982	47,244,001

Standard & Poor's Industrial Average

96.0 96.4 - .4

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.

NATPE's Jim Major: a programmer's programmer

The man running the show at this week's National Association of Television Program Executives conference at the Bonaventure hotel in Los Angeles is the quintessential, up-from-a-floor-director programmer manager. And, his colleagues testify, a good one.

Jim Major, NATPE president and program manager at WJBK-TV Detroit, knows programming from both sides of the camera. He began as a radio-television student at Marquette University, and was a disk jockey early in his career, but confirmed his greater interest in television while in the Army.

His first behind-the-mike experience was at WTKM(AM) Hartford, Wis., a 500 w station that at the time operated out of a converted farmhouse. His main duty was spinning records, but he remembers vividly having to cue the live Polka band in the upstairs studio from his post in the basement by banging on the ceiling with a broom handle. Maybe that turned him toward TV, but he gave radio another shot at WWOC(AM) Manitowoc, Wis., before Uncle Sam called.

Mr. Major was assigned in 1957 to the Signal Corps Training School at Fort Monmouth, N.J., where he served as a producer-director for its television division. The post, Mr. Major says, had at the time the largest closed circuit television system in the world.

Discharged in 1959, Mr. Major took advantage of the fort's proximity to New York and distributed his resumes. But it wasn't until he went home to Milwaukee to wait for answers that he was hired—by Storer Broadcasting's WITI-TV there.

Taken on as a floor director, Mr. Major stayed on for 14 years, moving through the ranks of producer-director, production manager, newscaster and, for the last five years, program manager. And when Storer transferred him to sister WJBK-TV Detroit, he took along another WITI-TV employe: his wife, Barbara, host of the station's children's show.

To the program manager's jobs at WITI-TV and at WJBK-TV, Mr. Major was able to bring expertise not only in purchasing and scheduling but in directing and on-air performance as well.

While he's shy when it comes to listing his accomplishments, when prompted he'll admit: "I certainly can understand the problems from both sides." In dealing with his on-air talent, he says they know he's "been there." At WITI-TV, for example, he was a newscaster for eight years, overlapping his positions as producer/director and production manager. And at WJBK-TV he still manages to go before the



James Francis Major—program manager, WJBK-TV Detroit, and president, National Association of Television Program Executives; b. Sept. 30, 1934, Oshkosh, Wis.; BS, radio and television, Marquette University, Milwaukee, 1952-56; U.S. Army, 1957-59; announcer, WTKM(AM) Hartford, Wis., 1954-56; announcer, WWOC(AM) Manitowoc, Wis., 1956-57; floor director, WITI-TV Milwaukee, 1959-60; then producer/director, 1960-63; newscaster, 1960-68; production manager, 1963-68; program manager, 1968-73; present position since 1973; m. Barbara Becker, Dec. 26, 1964; children—Mark 10; Matthew, 7.

camera for editorials.

Adds Bob McBride, WJBK-TV vice president and general manager, "If he wanted to be a weathercaster, he would be one of the best." Mr. Major has substituted on the weathercasts at WJBK-TV and during a strike at Storer's WWJ-TV Cleveland, Mr. Major filled in there too.

Beyond the weather, however, Mr. McBride credits Mr. Major with knowing programming "as few local programmers do" especially when it comes to syndicated product, film packages and other fare available nationally.

An executive on the NATPE side of Mr. Major's responsibilities, Lucie Salhany, WLVI-TV Boston program manager, agrees. "He knows the business generally" and "he knows it all," she says. Ms. Salhany, a new member of the NATPE board of directors, also remarks that Mr. Major has involved more new people in the organization. "He's brought together a good team," she adds, calling Mr. Major an "excellent organizer."

In both his programming responsibilities

at WJBK-TV and his NATPE leadership, Mr. Major himself is quick to talk about team efforts. He views the presidency as a "trusteeship," relying on committee decisions.

Whatever the committee work; however, the buck does stop with the president and the decisions leading to this year's convention—ranging from regulations "to keep the selling in the suites" to rebuilding the Bonaventure hotel stage area to accommodate the Iris Awards presentation—took considerable time—especially with a record-breaking number of exhibitors (176) and attendees (some 2,900) and a NATPE membership that last month passed the 1,000-mark.

With the convention growing larger each year—and not even mentioning other NATPE activities such as *p.d. cue* magazine, scholarship programs and work with other trade organizations—Mr. Major says that "we probably should and probably will" hire a full-time executive director.

With the increased strength over the years comes an increased sophistication, Mr. Major says. He explains that "we had very little trouble getting people. Almost everyone we invite will come to NATPE now." As for the relationship between buyers and sellers, Mr. Major says, it is "constantly improving and that's how NATPE has grown to be as successful as it has."

On other fronts, Mr. Major is optimistic that programmers (who now face "more challenges, far greater new competition, tougher promotion, pressure groups") are being drawn more and more into top station management positions.

What annoys Mr. Major, however, are the complaints about sex and violence on television, many of which he says are "overblown and unnecessary." Television, he claims, has become "a whipping boy." Regarding sex on TV, in particular, he admits that television has become "far more liberal" but "society is even more so." He suggests a comparative look at books, magazines and films.

At the end of March, Mr. Major will have completed his term as president but will remain on the executive committee and then on the board. "You gradually get in and you gradually get out," says Mr. Major, who became president after serving two years on the board and two years as a vice president.

With the convention behind him, there should be more time for his other interests such as sports. Despite the move to Detroit, he still holds season tickets to the Green Bay Packers home games.

Then there's the obvious hobby: watching television. And the obvious occupational hazard: "It's hard to tell when I'm watching professionally or just watching."

Steady as it goes

Some members of the National Association of Television Program Executives are wondering whether the organization's annual conferences are getting out of hand. What started 15 years ago as bull sessions largely unnoticed by the outside world have turned into conventions with casts of thousands. Some founders may yearn for the good old days if they are unduly jostled by strangers in the elevators and suites of the Los Angeles Bonaventure this week.

The thought here is that NATPE is doing just about what it ought to do. Although attendance at its annual conferences has been broadened to include top management in considerable numbers, it is still a programming conference for those whose principal business is making, selling and choosing what goes on the air. As long as the agenda is confined to that, there is no reason for concern. The growth of NATPE into the biggest television program market in the U.S. only accentuates the value of the gathering.

If there is ever talk of converting what is essentially an annual event into a trade association with a permanent bureaucracy, the program executives will have reason to worry. At that point people would begin to look for empires to build, and the NATPE character would vanish.

Loose grips on reality

Acting on the cue of its evangelistic chairman and according to a script prepared by his hand-picked staff, the Federal Trade Commission has initiated a rulemaking that, if adopted, or, less likely, affirmed by the courts, would end children's advertising and programming on commercial television.

The crusade is undertaken, of course, in the name of social benefit and with salubrious results guaranteed: Children get tooth cavities if they ingest excessive sugar; they will quit ingesting excessive sugar if advertising for sugared products is kept off television. Broadcasters are understandably wondering whether this isn't where they came in—except that "sugar" is the buzz word instead of "cigarettes."

There is, however, a difference in degree if not in substance between the action now contemplated by the FTC and the cigarette ban adopted by the Congress eight years ago on much the same sort of insubstantial promise of cause and effect. Television billings at stake in the present proceeding amount to something more than \$600 million. Cigarettes were spending only \$200 million a year when their advertising was ruled off the air.

Money, of course, is no more the central issue in this proceeding than it was when Congress fell for the tobacco cartel's slick ploy to give up broadcast advertising in exchange for the unrestricted right to go on selling cigarettes. The central issue then was whether the end of broadcast advertising, which had been used to persuade smokers to switch brands, would lead to a decrease in cigarette consumption. Those who argued that it would not have been proved right by the rising sales of cigarettes year by year.

Given the cigarette experience, there is no ready explanation for FTC Chairman Michael Pertschuk's ardent leadership of the crusade against children's TV—unless he is determined to punish the television system for the failure of the cigarette legislation to live up to expectations. Mr. Pertschuk, as counsel to the Senate Commerce Committee, had a heavy hand in the drafting of the cigarette advertising ban.

Whatever forces may be driving Mr. Pertschuk and his like-

minded colleagues, the program they have persuaded the FTC to pursue must be opposed by everybody connected with advertising. The principle of "unfairness" upon which they have built the flimsy legal basis for proposed action against children's TV could be equally applied to any kind of advertising that happened to fall out of favor with a majority of FTC members at any time. We find it hard to believe that this proposal will be accepted by the commission and harder to believe that it could survive attack in the courts. But it must be taken seriously during these proceedings.

Not that there is much hope of changing the architects' minds. During the FTC meeting last Tuesday, Tracy Westen, chief staffer on the children's TV draft, was asked by Commissioner Paul Rand Dixon whether an end of children's advertising wouldn't also mean an end to children's TV shows. Oh, no, Mr. Westen airily assured Mr. Dixon, it would continue to be the licensee's responsibility to serve children without compensation. Mr. Pertschuk added the observation that children's programming might improve if broadcasters were "relieved" of the ratings pressures induced by advertiser support.

Wonderland revisited.

Suitable for framing

As reported in detail elsewhere in this issue, the Eighth Circuit Court of Appeals has raised serious questions about the FCC's authority to regulate cable television under existing law. The decision is spurring new legislative interest in cable regulation. But the decision is also important for its wise counsel that government should resist the urge to dictate commercial ventures for which there is only speculative need.

In criticizing the FCC for exceeding its authority by ordering cable systems to construct multichannel capacity with access channels beyond foreseeable demand, the court wrote a paragraph that we'd like to see displayed on every bureaucratic desk:

"A major value in a competitive, consumer-choice system lies in the limitation of losses to those entrepreneurs who, like the purveyor of the Edsel, guess wrong about consumer preferences. A major detriment resides in regulatory action requiring massive construction by an entire industry to meet an agency-envisaged future, and with no evidence of consumer demand. If the guess is wrong, everybody loses."

Ventures are best left to venturers.



Drawn for BROADCASTING by Jack Schmidt
"To tell you the truth, when I heard him say, 'Take this job and shove it,' I thought he was announcing the song."

SUPER NEWS



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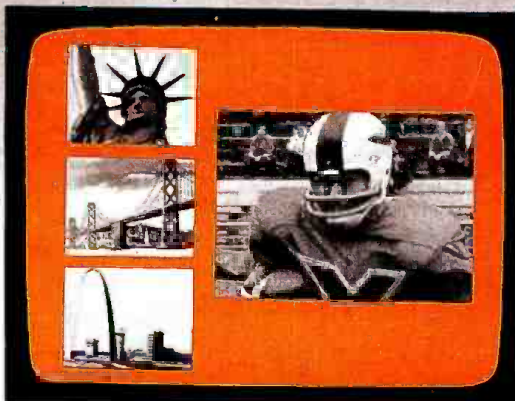
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