

Getting ready for NATPE:
Programing's biggest aspidistra of them all

Broadcasting Mar 5

The newsweekly of broadcasting and allied arts

Our 48th Year 1979

NEWSPAPER



THE DEAN'S LIST:

Woody Allen, Tim Conway, Peter Falk, Goldie Hawn,
Carroll O'Connor, Frank Sinatra (continued on pages 48 and 49)

The Dean averaged a 37% share for his entire nine network seasons. The Best of Dean Martin.
100 very funny half-hours. Ready to strip starting Fall 1979.

MCA TV

Source: NTI, subject to survey limitations.

NATPE Hospitality Suite, Penthouse, 26th Floor.

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SIOUX CENTER IA 51250

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PLAYING!**
**Viacom
Features
VI**



"SLEUTH"

4 Academy Award nominations! "Totally engrossing entertainment... the kind of mystery we keep saying they don't make anymore."
—CHICAGO SUN-TIMES



"THE STEPFORD WIVES"

43% network share! "I can promise you an eerie, spine tingling good shiver down the spine."
—NY DAILY NEWS



"JENNY"

"Marlo Thomas and Alan Alda are first-rate."
—CHICAGO SUN-TIMES
"A warm, touching, funny movie... Miss Thomas is remarkably gifted."
—NEW YORK MAGAZINE

**Viacom.
Your best bet
at the NATPE.
MGM GRAND,
PENTHOUSE SUITE,
26TH FLOOR.**



“THE HEARTBREAK KID”

“An unequivocal hit—a first-class American comedy, as startling in its way as was ‘The Graduate.’” —THE NEW YORK TIMES



“THE MISSILES OF OCTOBER”

“Probably the finest historical drama television has ever presented.” —CHICAGO TRIBUNE
 “An example of how great TV can be.”
 —PHILADELPHIA BULLETIN



“THE AMAZING HOWARD HUGHES”

43% and 53% network shares! “Sweeps through Hughes adult life like a searchlight... Tommy Lee Jones acquits himself well in title role.” —DAILY VARIETY

AN ALL-NEW GROUP!

25 movies that are all first-run for syndication.

36% AVERAGE NETWORK SHARE!

Very competitive when compared with other current releases:

	Avg. Share
Viacom Features VI	36%
MCA Champagne Movies	36%
Paramount Portfolio 8	32%
United Artists Showcase 10	31%

(NTI. Weighted average shares for premiere showing of all movies that have appeared on prime-time network television.)

LONG RUNNING!

All 25 movies suitable for 2-hour or longer time slots.

**BUY NOW.
PLAY NOW!**

9 movies available immediately.
14 available in 1979.



The Week in Brief

PRELUDE TO BATTLE □ Both sides in the children's advertising controversy start sparring on the eve of four weeks of FTC hearings. Here's a report from the camps and the line-up of witnesses for the first week. **PAGE 29.**

KICK IN PANTS FOR TV □ A *Washington Post* poll asserts that the majority of Americans spend less time viewing than they used to. **PAGE 30.**

MARCH ON WASHINGTON □ The rally against over-regulation drew a smaller than-expected contingent of broadcasters. But it afforded speakers such as (l-r) Sis



Kaplan, WAYS(AM)-WROQ(FM) Charlotte, N.C.; Bill Summers, WLOU(AM) Louisville, Ky., and Dick Chapin, Stuart Broadcasting, Lincoln, Neb., a chance to vent their feelings. And they were given some assurance that there is still hope. **PAGE 31.**

GELLER WANTS 9 KHZ □ The NTIA chief says he's lobbying the White House for change in the U.S. policy in time for WARC. **PAGE 33.**

NATPE TRUMPS ITSELF □ The National Association of Television Program Executives heads for Las Vegas and its 16th annual conference next Friday. There will be new records in attendance and the number of exhibitors along with an jammed agenda of key speakers and critical issues. **PAGE 46.** At this year's NATPE marketplace is

evidence that the prime-time access period is in a state of retrenchment. **PAGE 59.** A complete list of exhibitors, what they are offering and who will be representing them begins on **PAGE 64.**

BREAKING DOWN THE CLEARS □ Testimony of FCC Chairman Ferris on Capitol Hill last week indicates that the commission has decided to make that move. **PAGE 98.**

THE LAST DAY □ Margita White walks away from the FCC, leaving a mark on the commission in only 29 months of service. **PAGE 100.**

AFTERMATH □ Following the release of Nixon papers on White House pressures on public broadcasting, there is a strong determination among policy makers that the system be insulated from future political intimidation. **PAGE 104.**

BETTER NEWS □ TVB revises its forecast to say that television's revenues will surpass total newspaper revenues by 1990, five years earlier than had been expected. **PAGE 114.**

'ROOTS II' □ Sequel along with ABC-TV regulars push the network to its highest weekly ratings average since the first *Roots* in 1977. **PAGE 126.** News directors at ABC-owned stations played down promotional nudges from above, but all do spin-off stories on the miniseries. **PAGE 130.**

ABC INC.'S BEST YEAR □ Records were set in revenues and profits during 1978, with broadcasting and publishing contributing major shares. **PAGE 132.**

BLAIR'S BODEN □ After 25 years in radio, John Boden is more excited than ever about the medium. And the president of Blair Radio is a firm believer that radio selling is the last frontier for creative selling. **PAGE 161.**

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COVERING ALL DEMOGRAPHICS...IN ALL TIME PERIODS..
FIRST RUN PROGRAMMING AND THE



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WITH TOP-RATED SERIES, GLITTERING PREMIERE SPECIALS,
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"LAVERNE & SHIRLEY" • "HAPPY DAYS" • "THE ODD COUPLE"
"THE BRADY BUNCH" • "LOVE, AMERICAN STYLE" • "STAR TREK"
"MISSION: IMPOSSIBLE" • "THE UNTOUCHABLES" • "THE LUCY SHOW"
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PORTFOLIO VIII • "PREMIERE FEVER"

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The night we went to the moon.



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

Television coverage of the first moon landing brought families together all across America. And our television stations helped make this event possible.

At Taft Broadcasting Company, television is just one of ways we combine community service with earnings growth. We're in the business of providing in-

formation and entertainment to the American family.

And it's a great business to be in. With radio and TV stations, Hanna-Barbera Productions and themed amusement parks, we're in some of the best growth industries around.

For the down-to-earth details on our

history making performances, send a note on your letterhead to:

Mr. John T. Lawrence, Jr., Taft Broadcasting Company, 1906 Highland Avenue, Cincinnati, Ohio 45219.

TAFT
Broadcasting Company

Informing and entertaining the American family.

Ideas of March

New Communications Act rewrite, which House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) said last week would be introduced March 15, will continue to place biggest license fees on broadcasters operating in scarcest spectrum space—meaning VHF television. Bill won't specify fee scales, leaving that to FCC, but will place "cap" on fees, stated as maximum percentage of revenues. Cap is to avoid kind of excess that turned up in fee schedule that subcommittee staff prepared last year, charging some stations most or all of their profit.

New draft will continue to dedicate broadcaster fees to support of public broadcasting, although that provision, it's indicated, is being kept only as bargaining chip, Mr. Van Deerlin having found little support for it, even in public broadcasting. New fee cap, it's said, would limit total broadcaster collections to something less than public broadcasting's congressional authorization for this year: \$140 million. Staff fee schedule put out last year would have raised \$267 million a year from commercial broadcasters.

Sky spots

Blair Television is reported to be experimenting with use of satellite to deliver TV commercials to client stations. Pilot project now being set up will involve TV commercials for General Foods (via Ogilvy & Mather) in three cities in Midwest and Far West to determine whether this distribution system is more cost-efficient and effective than mail or air freight.

Bad neighbors

National Association of Broadcasters and National Radio Broadcasters Association, never best of friends, had one of biggest falling-outs yet last week. Dust-up occurred after luncheon at broadcast "rally against overregulation" which saw NAB's visiting state association presidents and FCC Chairman Charles Ferris walk out just before House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) was introduced to speak—breach of protocol embarrassing to both NAB and Mr. Ferris, latter apparently being unaware that Mr. Van Deerlin was even there.

NAB staff blames blunder on NRBA (one executive called NRBA "bull in a china shop") for independently tacking session with Mr. Van Deerlin on meeting it knew was supposed to adjourn at 2 p.m. so state presidents' meeting could reconvene across town by 2:30. NRBA

officials say session was set up with NAB's knowledge. Actually Mr. Van Deerlin probably knew what was going to happen, because his subcommittee counsel, Chip Shooshan, helped procure others who shared stage with subcommittee chairman (see story, page 31). Nonetheless both association staffs are fuming—NAB more than NRBA—and won't likely be holding any joint ventures again soon.

Slow going

FCC staff is having tough time developing way to get information commissioners asked for in December when they turned down staff recommendation that four VHF drop-ins under consideration be rejected (BROADCASTING, Jan. 1). Commissioners asked for verification of study by group interested in Johnstown-Altoona, Pa., drop-in indicating terrain would prevent new VHF in area from causing interference. Commissioners also said staff should check on whether viewers in area use outdoor antennas and what effect that would have on interference problem. "Chilling" effect of VHF drop-ins on UHF development was another matter commissioners wanted studied.

Two months later, Broadcast Bureau, chief engineer and Office of Plans and Policy say project has been sidetracked by other matters. However, hope is that at least design of studies will be presented to commission in "four or five weeks."

Narrowing the limits?

FCC has put hold on consideration of applications that would result in radio and UHF television crossownerships pending outcome of economic study of UHF's need for financial support that co-located radio affiliate can provide. One-to-market rule permits new UHF-radio crossownership on case-by-case basis. But Chairman Charles D. Ferris and some other commissioners have taken tough approach to applications providing for such crossownership.

After economic study was suggested at meeting couple of months ago, chairman's office directed Broadcast Bureau not to bring any more UHF-AM or UHF-FM proposals to commission until study was completed. Study, slowed by illness and staff departures, is expected to be completed early next month.

Second thoughts

National Association of Broadcasters wants to resume major role in annual "Voice of Democracy" high-school essay contest it originated and then dropped. Vincent T. Wasilewski, NAB president,

has been talking with top officials of present sponsor, Veterans of Foreign Wars, about beefing up NAB's part in contest, which last year drew 250,000 entries nationally.

"Voice," created by late Robert K. Richards, NAB's public relations chief, was scuttled in 1961 as economy move during Leroy Collins's NAB presidency. Costs then ran \$11,000 a year, with fewer entries. They're now \$150,000.

Voice of experience

Nicholas Zapple, who retired three years ago as communications expert on Senate Commerce Committee staff, has been quietly advising Public Broadcasting Service, presumably on legislative matters. He was recruited by Newton Minow, PBS chairman, who as FCC chairman in early 1960's had frequent dealings with Senate's hired eye on FCC.

Lates for locals

Metromedia Television is making development push for half-hour late-night strips, with seed money going to both Columbia Pictures Television and 20th Century-Fox Television. Pilots are expected around May for CPT's *The Life and Times of Eddie Robbins*, adult humor serial conceived by former *Mary Hartman, Mary Hartman* writer Ann Marcus, and for Fox's *It All Happens at the Madd House*, about couple who run network TV talk show from home.

Moving on

Frank Stanton will not stand for reappointment as chairman of American Red Cross, unpaid post he has occupied since retiring as CBS vice chairman. Six-year term ends March 31. He'll continue, however, to serve on several corporate boards and increase time spent in duties related to seat on Harvard University board of overseers.

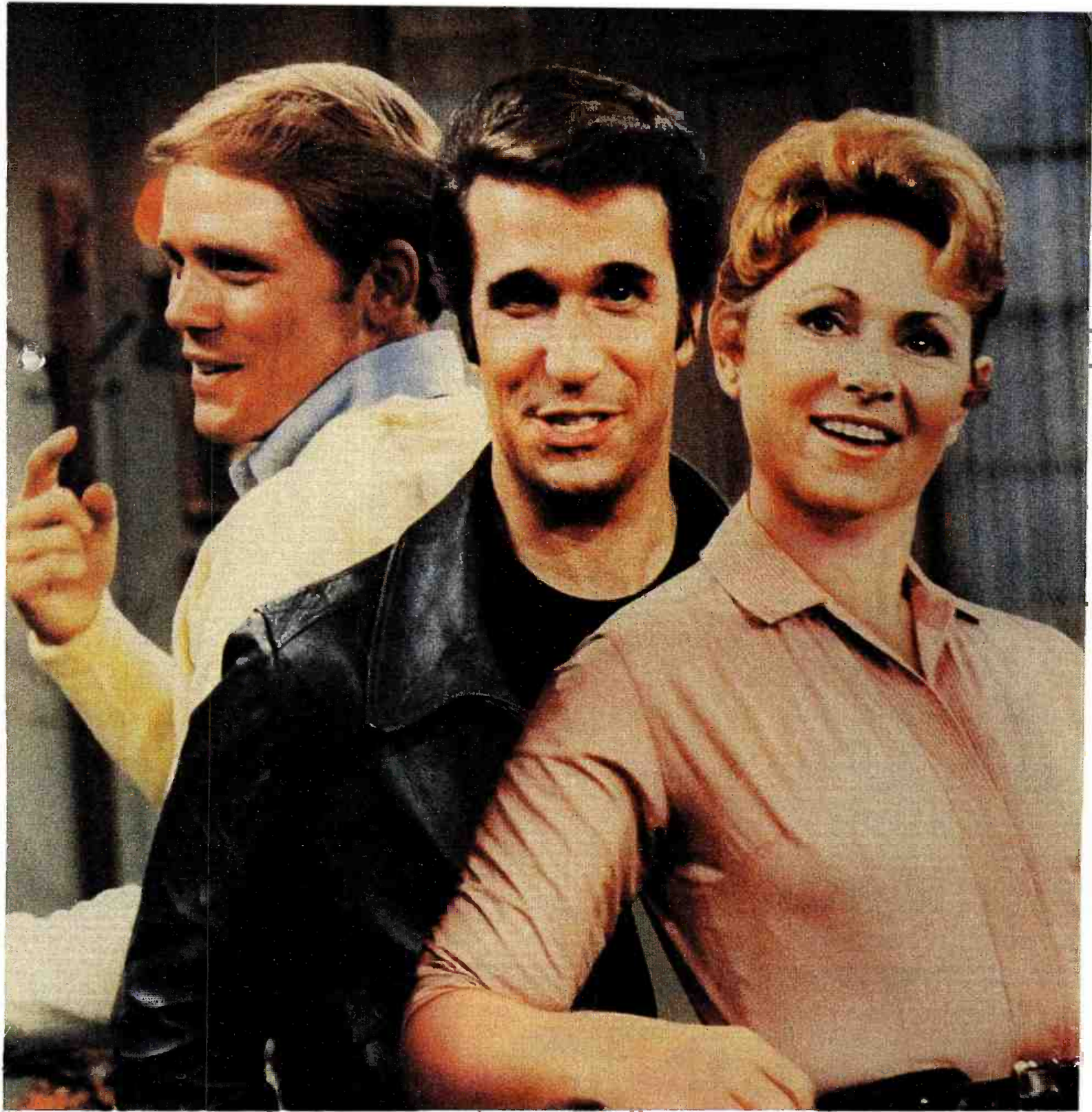
Squaring off

FCC Commissioner Abbott Washburn is expected to use his appearance at Federal Communications Bar Association luncheon this week to rebut major point of Judge David Bazelon's talk in Los Angeles last month (BROADCASTING, Feb. 5). Judge Bazelon, member of U.S. Court of Appeals in Washington, argued that regulation of broadcast content inhibits broadcasters and leads to bland programming. Commissioner Washburn disagrees. He'll defend fairness doctrine and obscenity-indecency standards as in public interest and not in broadcasters' way.



STARS AND

Now you can strip a series of star-spangled programs into your schedule with America's best loved comedy shows... "Laverne & Shirley" and "Happy Days" still deliver the highest shares of any network offering in the



STRIPS FOREVER.

Current season – "Laverne & Shirley" and "Happy Days"... #1 and #2...
Just two more good reasons to turn to Paramount for the most successful
programming you've ever known.

Source: NTI Share September 17–December 24, 1978

CONTACT YOUR PARAMOUNT TELEVISION DOMESTIC SYNDICATION SALESPERSON



Business Briefly

Radio only

Shoetown □ Thirty-week radio campaign begins in mid-March for shoe store chain in about 10 markets including Baltimore, New York and Washington. Agency: Felsway Advertising, Totowa, N.J. Target: adults, 25-49.

Church's Fried Chicken □ Twenty-six-week radio campaign begins this week for restaurant chain in about 50 markets including Los Angeles, Nashville and Oklahoma City. Agency: Burton-Campbell, Atlanta. Target: adults, 18-49.

Delta Airlines □ Nineteen-week radio campaign starts in late April in seven markets including Boston, Baltimore and New York. Agency: Burke Dowling Adams, Atlanta. Target: men, 25-49.

Nicholas Labs □ Twelve-week radio campaign begins in early March for Ambi Skin Cream in 27 markets, including New York, Detroit, Philadelphia and Chicago. Agency: Gerber/Carter Communications, New York. Target: Black women, 18-49.

Toyota □ Seven-week radio campaign begins in early April for cars and trucks in southern California markets including San Diego. Agency: Dancer-Fitzgerald-Sample, Torrance, Calif. Target: men, 18-34.

Parks Sausage □ Six-week radio campaign starts in mid-March for meat products group in six markets including

Boston, New York and Washington. Agency: The Golnick Co., Fort Lauderdale, Fla. Target: women, 25-49.

Anderson Little □ Five-week campaign starts in late April for clothing store chain in about 40 markets including Albany, N.Y., Charlotte, N.C., and Philadelphia. Agency: Cabot Advertising, Boston. Target: men, 25-49.

Service Merchandise □ Four-to-five-week radio campaign begins in late March for catalogue store chain in 13 markets including Albany, N.Y., and Detroit. Agency: Les Hart, Nashville. Target: adults, 25-49.

Dubuque Packing □ Four-week radio campaign begins in mid-March for Dubuque ham in California markets including Los Angeles and San Diego. Agency: Hoffman York, Milwaukee. Target: women, 25-49.

Dreyer's □ Four-week radio campaign starts in mid-April for Dreyer's Grand Old ice cream in about 12 markets including Honolulu, Phoenix, Seattle and San Diego. Agency: Ronald R. Wren Advertising, San Francisco. Target: women, 25-54.

Hunt Wesson □ Nine-week TV campaign begins this week for Orville Redenbacher gourmet popcorn in about 25 markets during fringe time. Agency: SFM Media, New York. Target: total women.

Ponderosa □ Two-month TV campaign starts this week in 40 markets for

Rep appointments

- WATL-TV Atlanta: Spot Time Ltd., New York.
- Wcwb-TV Macon, Ga.: Adam Young Inc., New York.

restaurant chain during day and fringe time. Agency: Doyle Dane Bernbach, New York. Target: adults, 18-49.

Sarah Coventry □ Two-month TV campaign begins in early April for accessories and jewelry company in three markets during fringe and prime time. Agency: McCaffrey & McCall, New York. Target: women, 18-49.

Maaco □ Two-month TV campaign starts in early March for auto painting group in about 70 markets during fringe, news and sports time. Agency: Printz Advertising, Philadelphia. Target: total men.

Armour-Dial □ Six-week TV campaign begins this week for Armour chili in 19 markets during day and late fringe time. Agency: Foote, Cone & Belding, Chicago. Target: women, 18-54.

Equitable Savings □ One-month TV campaign begins in early April for savings and loan group in about 10 markets during day, fringe and prime time. Agency: Colle & McVoy, Minneapolis. Target: total adults.

White Castle □ One-month TV campaign begins this week for hamburger chain during fringe, day and prime time. Agency: Warner P. Simpson, Columbus, Ohio. Target: adults, 18-49, teen-agers, and children, 6-11.

Gillette □ One-month TV campaign begins in mid-March for Hyponex plant product in 25 markets during day, prime and late fringe time. Agency: Hill, Holiday, Connors, Cosmopolos, Boston. Target: women, 25-49.

Wm. Underwood □ One-month TV campaign starts in late March for Accerit flavor enhancer in about 12 markets during late fringe and prime time. Agency: Kenyon & Eckhardt, Boston. Target: total women.

Cadillac □ One-month TV campaign begins in mid-March in about 30 markets during fringe and prime time. Agency: D'Arcy, MacManus & Masius, Troy, Mich. Target: men, 35 and over.

Car-X Service Systems □ One-month

BAR reports television-network sales as of Feb. 11

ABC \$166,688,900 (33.4%) □ CBS \$163,652,100 (32.8%) □ NBC \$168,409,900 (33.8%)

Day parts	Total minutes week ended Feb. 11	Total dollars week ended Feb. 11	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	152	\$ 1,105,800	871	\$6,324,200	\$ 5,375,500	+17.6
Monday-Friday 10 a.m.-6 p.m.	979	17,263,200	5,916	104,542,400	100,837,200	+3.7
Saturday-Sunday Sign-on-6 p.m.	357	9,684,600	2,035	61,776,700	55,657,800	+11.0
Monday-Saturday 6 p.m.-7:30 p.m.	103	5,313,700	605	29,755,600	25,452,400	+16.9
Sunday 6 p.m.-7:30 p.m.	28	1,967,500	136	13,100,200	11,195,800	+17.0
Monday-Sunday 7:30 p.m.-11 p.m.	420	46,681,600	2,477	253,466,200	224,102,300	+13.0
Monday-Sunday 11 p.m.-Sign-off	224	4,661,500	1,356	29,785,600	24,953,700	+19.4
Total	2,263	\$86,677,900	13,396	\$498,750,900	\$447,574,400	+11.4

Source: Broadcast Advertisers Reports

THE ANYTIMERS

TOM AND JERRY IN THE MORNING

The Number One cartoon show of last season is still going strong in markets airing weekday mornings, leading its time period in such major markets as Los Angeles (31 share) and Detroit (31 share).

TOM AND JERRY IN THE AFTERNOON

A weekday winner in early fringe as well! TOM AND JERRY carries its time period in Washington, D.C. (24 share), Minneapolis-St. Paul (50 share), Cincinnati (29 share), Nashville (40 share), Greensboro-Winston Salem-Highpoint (43 share), Syracuse (40 share), Albuquerque (36 share). And, in Chicago, TOM AND JERRY is tied for the leading position.

TOM AND JERRY IN THE EVENING

Who said cartoons were just for children? In the two markets where TOM AND JERRY had their prime-access debut, they captured the time period away from several adult-oriented game shows and sitcoms: in Cleveland, Monday-Friday, 7:30 PM (21.0 rating — 37 share), in Rochester, Thursday, 7:30 PM (15.8 rating — 31 share).

TOM AND JERRY, ANYTIME!



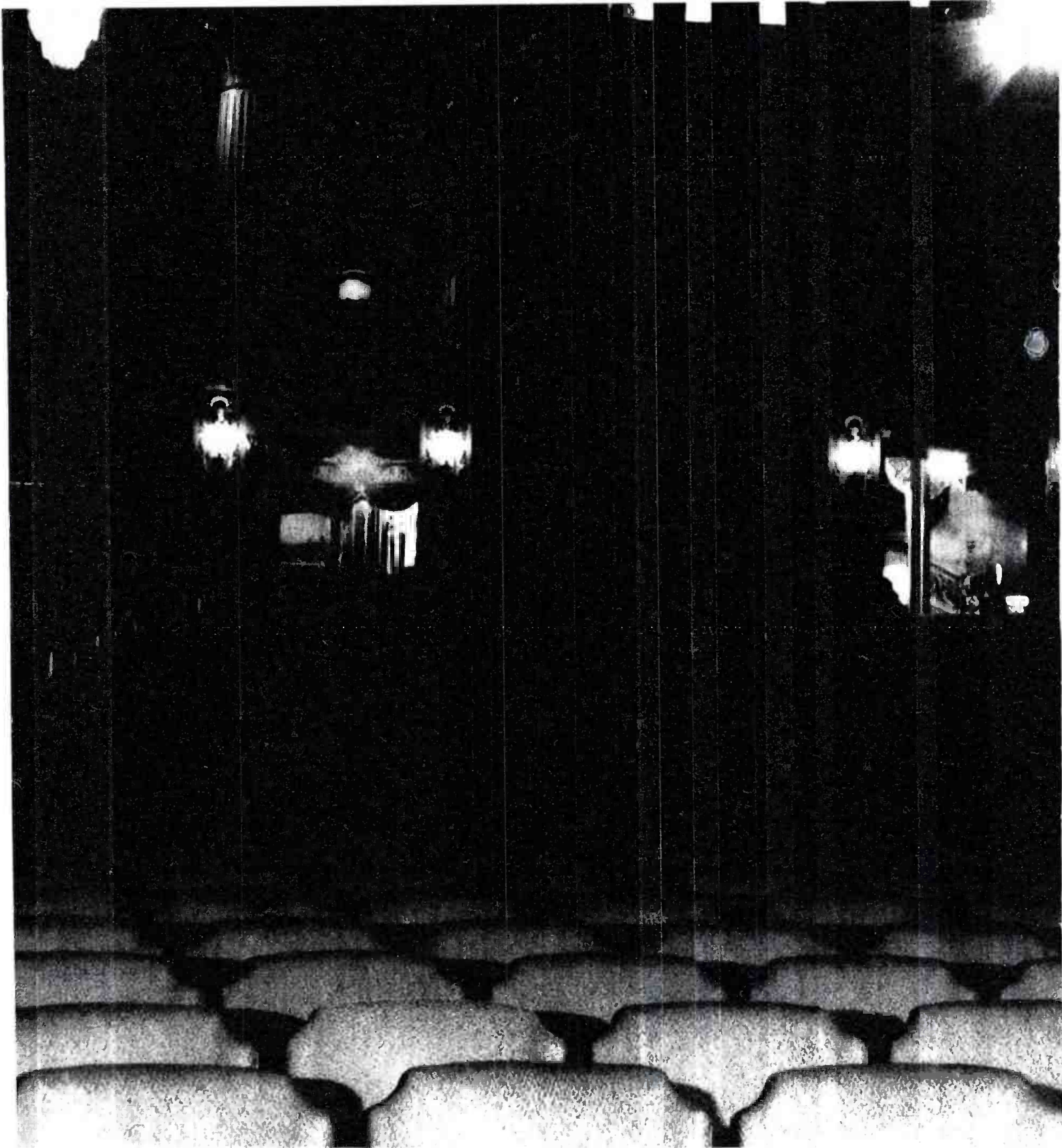
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Source:
N.S.I. National
Audience
quantitative

Visit us at
our NATPE suite
in the MGM GRAND
HOTEL

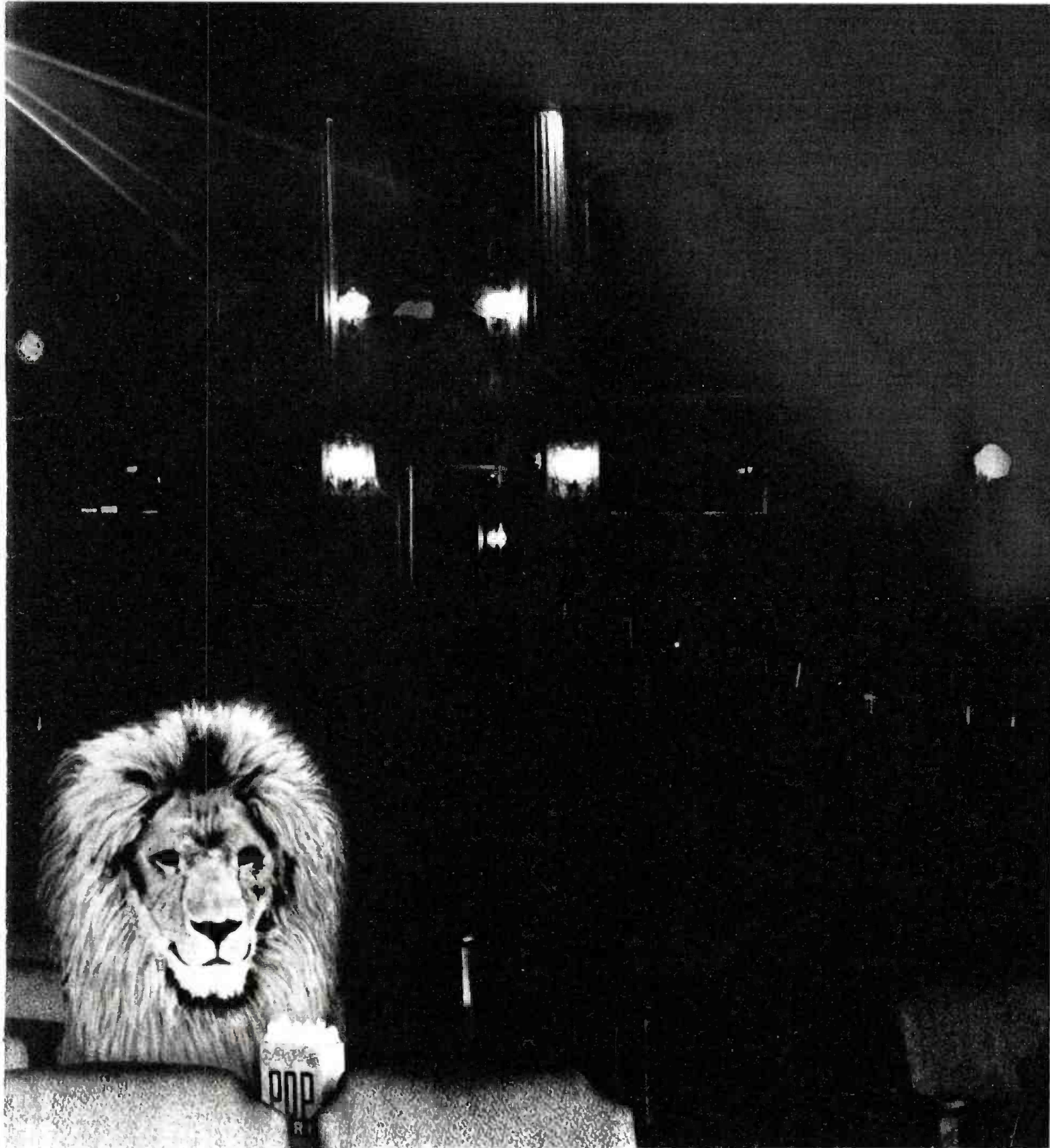


MGM TELEVISION



Visit the UA-TV suite at NATPE in the MGM GRAND HOTEL

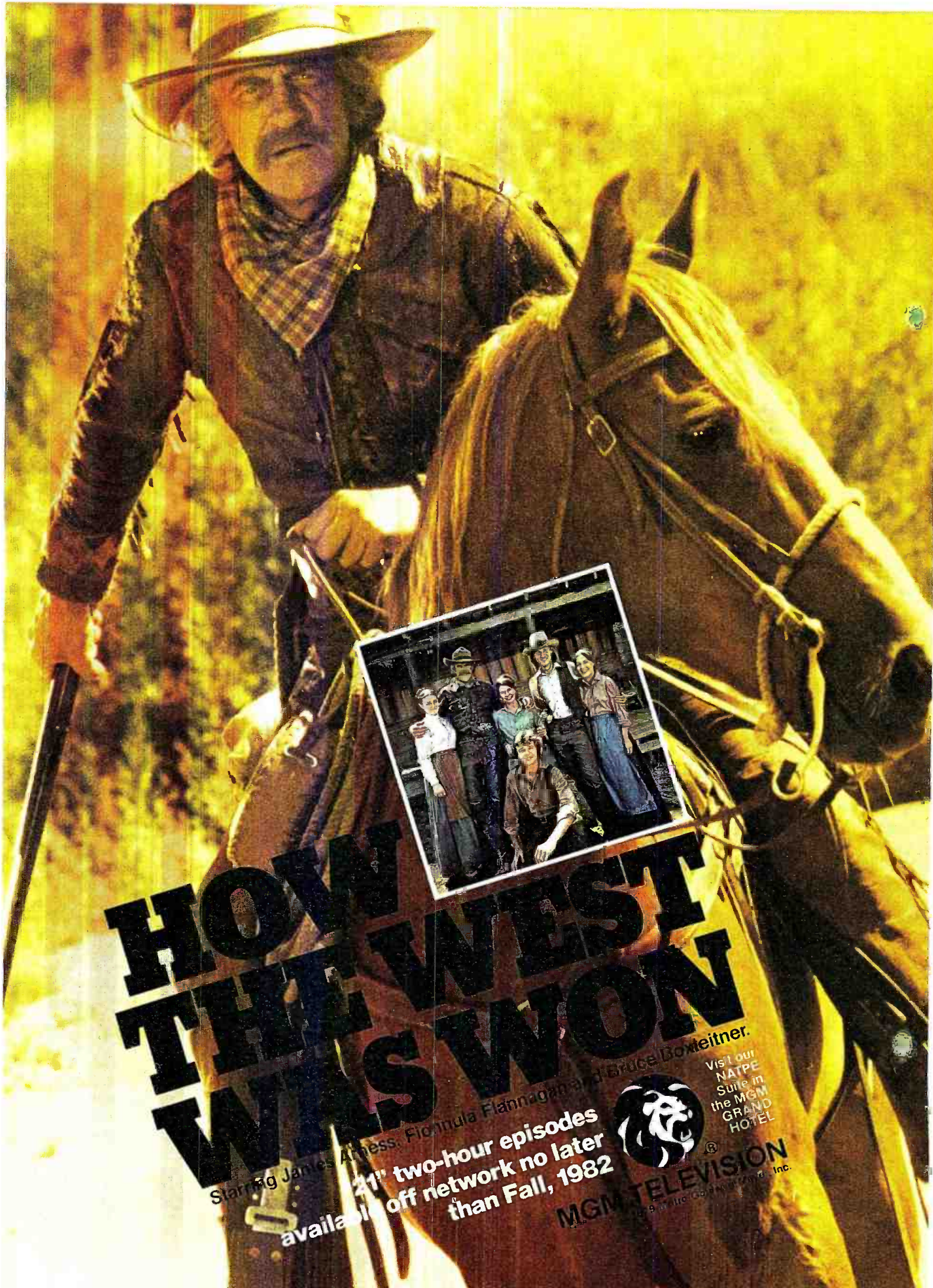
Presenting the Good Old Days from MGM! Two hundred fifty pre-1948 feature films with "More stars than there are in the heavens" including: Abbott & Costello, Walter Abel, June Allyson, Don Ameche, Judith Anderson, Eve Arden, Edward Arnold, Fred Astaire, Mary Astor, Lew Ayres, Lucille Ball, Tallulah Bankhead, John Barrymore, Lionel Barrymore, Freddie Bartholomew, Anne Baxter, Wallace Beery, Constance Bennett, Jack Benny, Ingrid Bergman, Charles Bickford, Joan Blondell, Beulah Bondi, Charles Boyer, Walter Brennan, Nigel Bruce, Billie Burke, George Burns & Gracie Allen, Eddie Cantor, Richard Carlson, Leo G. Carroll, Lon Chaney, Cyd Charisse, Charles Coburn, Claudette Colbert, Ronald Colman, Gary Cooper, Jackie Cooper, Joseph Cotten, Joan Crawford, Bing Crosby, Robert Cummings, Dan Dailey, Jr., Marion Davies, Laraine Day, Reginald Denny, Andy Devine, Marlene Dietrich, Melvyn Douglas, Marie Dressler, Irene Dunne, Jimmy Durante, Dan Duryea, Buddy Ebsen, Nelson Eddy & Jeanette McDonald, Douglas Fairbanks, Jr., W. C. Fields, Lynn Fontanne, Preston Foster, Betty Furness, Clark Gable, Greta Garbo, Ava Gardner, Judy Garland, Greer Garson, Janet Gaynor, John Gilbert, James Gleason, Betty Grable, Kathryn Grayson, Sydney Greenstreet, Jean Harlow, Van Heflin, Katharine Hepburn, Hugh Herbert, Jean Hersholt, John Hodiak, Hedda Hopper, Edward Everett Horton, Leslie Howard, Ruth Hussey, Walter Huston, Van Johnson, Allan Jones, Boris Karloff,



❖ "I never made a movie I didn't like?"

Buster Keaton, Gene Kelly, Deborah Kerr, Dorothy Kilgallen, Otto Kruger, Bert Lahr, Hedy Lamarr, Angela Lansbury, Lassie, Charles Laughton, Laurel & Hardy, Peter Lawford, Janet Leigh, Gene Lockhart, Carole Lombard, Peter Lorre, Myrna Loy, Bela Lugosi, Alfred Lunt, Marjorie Main, Frederic March, Herbert Marshall, The Marx Brothers, Adolph Menjou, Burgess Meredith, Una Merkel, Ray Milland, Thomas Mitchell, Robert Mitchum, Robert Montgomery, Agnes Moorehead, Frank Morgan, Chester Morris, Paul Muni, George Murphy, Conrad Nagel, David Niven, Margaret O'Brien, Dennis O'Keefe, Maureen O'Sullivan, Laurence Olivier, Gregory Peck, Walter Pidgeon, Zazu Pitts, Jane Powell, William Powell, Vincent Price, Basil Rathbone, Donna Reed, Gene Reynolds, Rin-Tin-Tin, Edward G. Robinson, Ginger Rogers, Mickey Rooney, Barbara Rush, Rosalind Russell, Ann Rutherford, George Sanders, Norma Shearer, Frank Sinatra, Red Skelton, C. Aubrey Smith, Ann Sothorn, Barbara Stanwyck, James Stewart, John Stockwell, Elizabeth Taylor, Robert Taylor, Franchot Tone, Audrey Totter, Spencer Tracy, Claire Trevor, Lana Turner, Erich Von Stroheim, Nancy Walker, Robert Walker, John Wayne, Ethel Waters, Esther Williams, Ed Wynn, Keenan Wynn, Loretta Young and Robert Young. ©1979 Metro - Goldwyn - Mayer Inc.

Released thru
UA-TV
T United Artists
A Transamerica Company



HOW THE WEST WAS WON

Starring James Arness, Fionnula Flannagan and Bruce Boxleitner.
21" two-hour episodes
available off network no later
than Fall, 1982



MGM TELEVISION
© 1982 Metro-Goldwyn-Mayer, Inc.

Visit our
NATPE
Suite in
the MGM
GRAND
HOTEL

TV campaign starts in early April for auto muffler shops in eight markets during fringe, prime, news and sports time. Agency: N.W. Ayer, Chicago. Target: men, 25-54.

Norcliff-Thayer □ Four-week TV campaign begins in early March for Esoterica skin cream in 20 markets during day and early fringe time. Agency: Marschalk, New York. Target: women, 35 and over.

Bank of America □ Three-week TV campaign starts in late March in 10 markets during fringe, prime and prime-access time. Agency: Grey Advertising, Los Angeles. Target: total adults.

Western New York Apple Growers Association □ Three-week radio campaign begins this week to promote group's "controlled atmosphere apples" in nine markets and for apple juice in six markets. Agency: Rumrill-Hoyt, New York. Target: women, 18-49.

American Hardware Supply □ Three-week radio campaign begins in early April for manufacturer in 33 markets including Baltimore, Detroit, Nashville and Washington. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Target: adults, 25-54.

Stokely-Van Camp □ Three-week radio campaign starts in late April for Van Camp food specialties products in 36 South and Southeast markets including New Orleans and San Antonio, Tex. Agency: Handley & Miller, Indianapolis. Target: women, 25-49.

TV only

Time-Life Books □ Eight-month TV campaign begins this week for Time-Life's books, "Old West," in 41 markets during late fringe and prime time. Agency: Young & Rubicam, New York. Target: total men.

Pennzoil □ Nineteen-week TV campaign begins in late March for Gumout carburetor cleaner in 29 markets during news time. Agency: Eisaman, Johns & Law, New York. Target: total men.

Lloyd's Bank □ Four-month TV campaign begins in late March in four markets during fringe and prime time. Agency: Della Femina, Travisano & Partners, Los Angeles. Target: adults, 25-49.

Kristy Wells □ Twelve-week TV campaign begins in early April for cosmetics manufacturer's Crazy Nails in at least 60 markets during day and fringe time. Agency: Furman Roth, New York. Target: women, 18-34.

American Cyanamid □ Twelve-week TV campaign begins in late March for Lemon-Sol spray cleaner in Buffalo and Rochester, N.Y., during day, fringe and

prime time. Agency: Bozell & Jacobs, New York. Target: total women.

Opryland U.S.A. □ Twelve-week TV campaign starts in mid-March for amusement park in 12 markets during day and fringe time. Agency: Eric Ericson & Associates, Nashville. Target: adults, 18 and over, teen-agers and children.

Masonite □ Three-week TV campaign starts in early April for house re-siding in 11 markets during all dayparts. Agency: Braverman-Mirisch, Los Angeles. Target: adults, 25-49.

Missouri Tourism Commission □ Three-week TV campaign begins in early

April for tourist promotion in 10 markets during day, fringe and news time. Agency: Barrett-Yehle, Kansas City, Mo. Target: men and women, 25-54.

Bachman Foods □ Two-week TV campaign starts in mid-March for Cain's Potato chips in Toledo, Ohio, and Detroit during fringe, day and prime time. Agency: Fahlgren & Ferriss, Toledo. Target: women, 18-49.

Amchem Products □ Two-week TV campaign starts in late March for lawn and garden chemicals in 18 markets during fringe and prime access time. Agency: Richardson, Myers & Donofrio. Target: men, 25-54.



Not all program automation systems...

- can** tell you in plain English why a commercial, music tape or other event did not play as scheduled. **Control 16 Does!**
- can** let you insert into the normal program sequence a cluster of events for sponsored bulletins. **Control 16 Does!**
- can** use one universal source card interchangeable with any other source card. **Control 16 Does!**
- can** display the program log printout on the video monitor. **Control 16 Does!**
- can** guarantee response of ± 1 dB, distortion $< 0.5\%$, signal to noise > 70 dB, stereo separation > 55 dB, measured from 40 Hz to 20 kHz. **Control 16 Does!**

Compare Control 16 to the other systems and you'll prove to yourself it can do what the others can't. For more information on the Control 16's superior performance, call John Burtle at 217/224-9600, or write for our 8 page brochure.

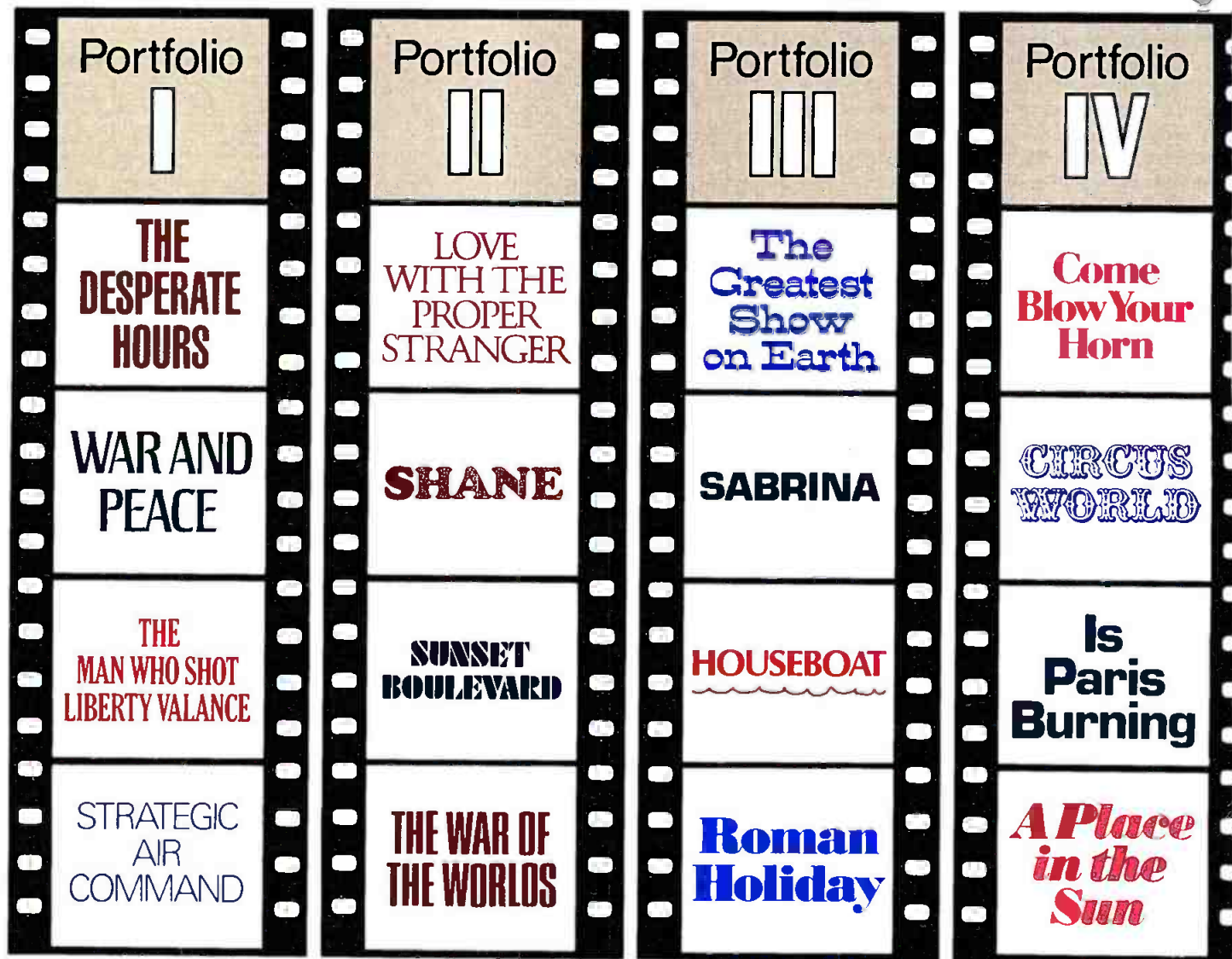


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What every needs, is a great

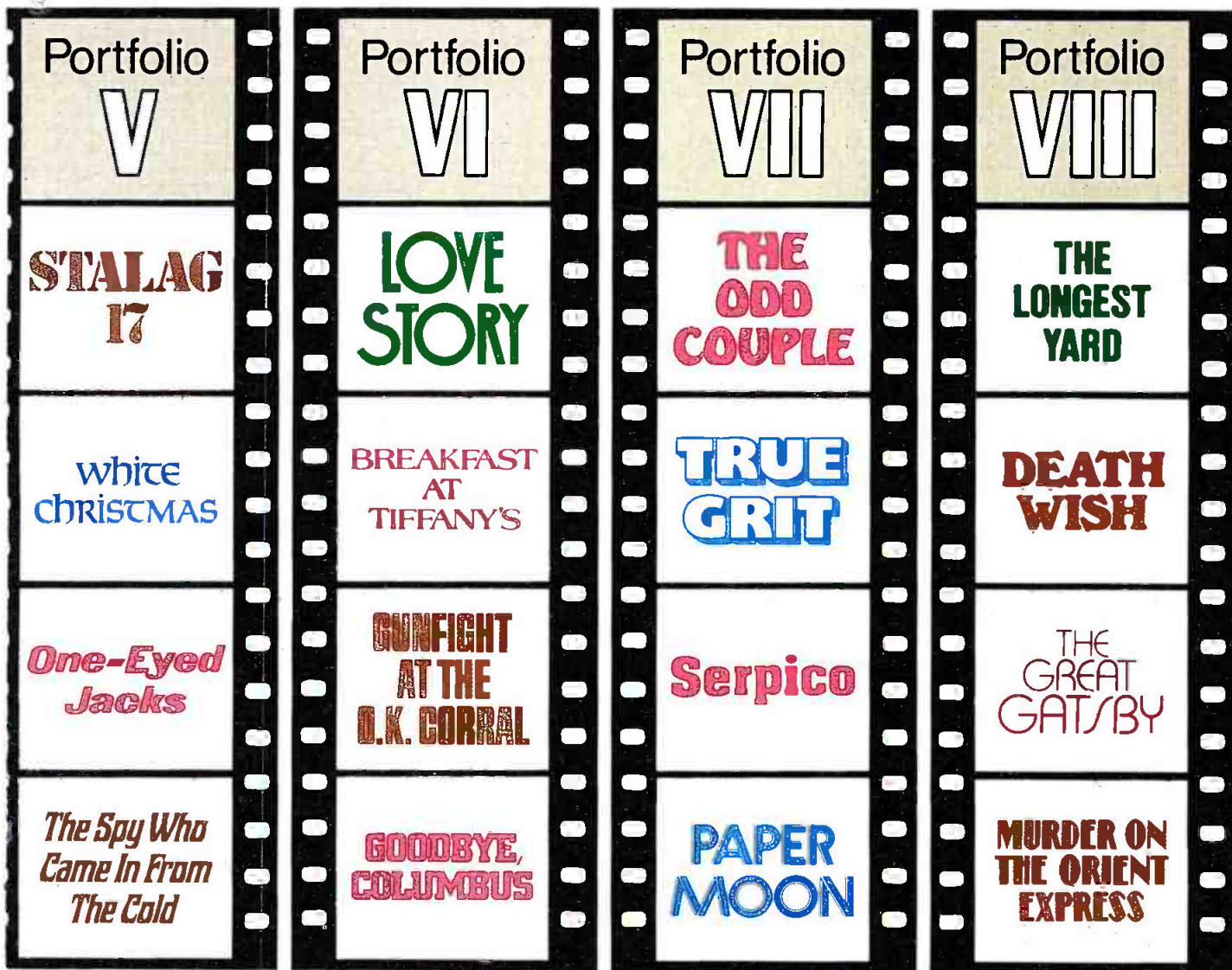


TAKE IT FROM THE TOP, AND IT
WILL SHOW ON THE BOTTOM LINE

COMING FOR OPERATION PRIME TIME!

A MAJOR MINI-SERIES... IRWIN SHAW'S FIRST ORIGINAL STORY FOR TELEVISION.

TV station movie producer.



In local markets, the most effective cost-efficient way to produce excellent ratings is program great movies. Find the films our audience is looking for, in the world's greatest title holders: Portfolio I thru V.

Portfolio VI. Portfolio VII. Portfolio VIII... an outstanding collection of the most highly acclaimed films of the decade. Turn to Paramount for revenue producing programming... we've got just the ticket!



CONTACT YOUR PARAMOUNT TELEVISION DOMESTIC SYNDICATION SALESPERSON

Datebook

■ indicates new or revised listing

This week

March 4-6—Oregon Cable Communications Association annual convention. Holiday Inn, Salem, Ore. Convention chairman: John P. Johnston, (503) 378-9123.

March 5—International Council, Academy of Television Arts and Sciences ceremony to honor TV Globo Network of Brazil. Avery Fisher Hall, Lincoln Center, New York.

March 5—Pennsylvania Association of Broadcasters congressional gold medal reception/dinner. Washington Hilton, Washington. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa. 17101.

March 5-6—Society of Cable Television Engineers regional technical meeting. Topic will be CARS microwave and satellite to cable technology. Del Webb's Townhouse, Phoenix.

March 5-7—Annual convention of Association for Educational Communications and Technology. Rivergate Convention Center, New Orleans. Information: AECT, 1126 16th Street, N.W., Washington 20036.

March 5-30—Continuation of Federal Trade Commission hearing on children's advertising. Start was in San Francisco on Jan. 15. Washington.

March 6—Presentation dinner, Hollywood Radio and Television Society's International Broadcasting Awards for radio and television commercials. In addition, Hal Linden of *Barney Miller* will be honored as "Man of the Year". Century Plaza hotel, Los Angeles.

March 6—Radio Advertising Bureau/Sterling Institute radio sales clinic. Sheraton Inn, LaGuardia, New York.

March 6-7—Illinois Broadcasters Association winter meeting. Forum 30 hotel, Springfield, Ill.

March 7—Federal Communications Bar Association luncheon. Speaker will be FCC Commissioner Abbott Washburn. Capital Hilton hotel, Washington.

■ **March 7**—Presentation of Ohio State Awards, sponsored by the Institute for Education by Radio-Television under auspices of the Telecommunications Center of Ohio State University. Henry Geller, assistant secretary of commerce for communications and information, will be keynote speaker. National Press Club, Washington.

March 8—Radio Advertising Bureau/Sterling Institute radio sales clinic. Copley Plaza hotel, Boston.

March 8-11—Women in Communications Inc. midyear board meeting. Quality Inn, Austin, Tex.

March 9—Deadline for entries in local program awards for radio competition, sponsored by Corporation for Public Broadcasting. Information: Jan Lantz, CPB, Washington.

March 9-10—Tenth annual Country Radio Seminar. Hyatt Regency, Nashville.

March 9-11—Society of Professional Journalists, Sigma Delta Chi Region 2 conference. Participants will include Senate Minority Leader Howard Baker, State Department Assistant Secretary Hodding Carter and *60 Minutes* Producer Marion Goldin. L'Enfant Plaza hotel, Washington.

March 9-14—National Association of Television Program Executives conference. MGM Grand hotel, Las Vegas.

March 10—"First Amendment Survival Seminar," sponsored by 14 news organizations including Radio Television News Directors Association. There will be three workshop sessions and luncheon that will be addressed by Bob Woodward of *Washington Post*. National Press Club, Washington. Registration is \$10, which, with grant from National Press Foundation, will cover cost of box lunch and press kit with documents, booklets and summaries of matters covered by seminar. Reservations: First Amendment Survival Seminar, Room 1, 10th floor, National Press building, Washington 20045.

Also in March

March 12-14—Fifth annual congressional-FCC conferences of California Community Television Association, Mayflower hotel, Washington.

March 13—Radio Advertising Bureau/Sterling Institute radio sales clinic. Hilton Inn, Troy, Mich. (for Detroit area).

March 14-15—Broadcast Financial Management Association/BCA board of directors meeting. Waldorf-

Astoria, New York.

March 15—Deadline for nominations for first Michelle Clark Awards, sponsored by Radio-Television News Directors Association to recognize excellence in broadcast journalism by those who have been in the profession less than three years. Information: Ted Landphair, WMAL(AM) Washington 20015.

March 15—Radio Advertising Bureau/Sterling Institute radio sales clinic. Arlington Park hotel, Arlington Heights, Ill. (for Chicago area).

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. (Form will list judges and schools to which regional entries must be submitted).

March 16-18—Intercollegiate Broadcasting System 40th annual convention. Shoreham Americana hotel, Washington.

March 16-18—Women in Communications Inc. Southwest region meeting. Broadway Plaza Motor Inn, San Antonio, Tex.

■ **March 16-18**—Western regional meeting of National Association of Farm Broadcasters. Yuma, Ariz.

March 18-20—Ohio Cable Television Association annual convention. Sheraton Columbus, Columbus, Ohio.

March 19—Colloquium of Annenberg School at University of Pennsylvania. Representative Lionel Van Deerlin (D-Calif.) will speak on Communications Act rewrite. Philadelphia.

March 19—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

March 21—Council of Churches of the City of New York's 15th annual awards buffet/reception, multimedia awards presentation for radio and TV stations. Americana hotel, New York.

March 21—Meeting of executive committee of American Women in Radio and Television. Fairmont hotel, Dallas.

March 21-22—Association of National Advertisers annual Television Workshop (March 21) and Media Workshop, (March 22). Combination fee for both events will be \$100 for ANA members, \$115 for non-members, and for either event, \$60 for members and \$70 for non-members. Plaza hotel, New York.

March 21-23—1979 worldwide conference and workshop of American Forces Radio and Television Service. Dallas.

March 21-24—The National Honorary Broadcasting Society, Alpha Epsilon Rho, 37th annual convention. Sheraton hotel, Dallas.

March 22-23—Meeting of national board of American Women in Radio and Television. Fairmont hotel, Dallas.

March 23—Colorado Broadcasters Association seminar (8:30 a.m.), management update (2 p.m.) and annual awards banquet (6 p.m.). Writers Manor, Denver.

March 23—New deadline for comments on proposed changes to alcoholic beverage advertising rules by Bureau of Alcohol, Tobacco and Firearms (BROADCASTING, Jan. 29). ATF Regulations and Procedures Division, P.O. Box 385, Washington 20044.

■ **March 23**—New deadline for FCC comments concerning regulation of domestic receive-only satellite earth stations (Docket CC 78-374). Previous deadline was Feb. 23. Replies are now due April 23.

March 25—Annual membership meeting of Association of Maximum Service Telecasters. Mezzanine

SUNBELT COMMUNICATIONS, INC.

has purchased the assets of
Radio Stations KVOR - AM &
KSPZ - FM, Colorado Springs,
Colorado, from

WOLVERINE
BROADCASTING CORP.

The undersigned initiated this
transaction and assisted seller
in the negotiations.

George
MOORE
AND ASSOCIATES

MEDIA BROKERS AND APPRAISERS

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DALLAS, TEXAS 75206 214/361-8970

Errata

Wxix-TV Newport, Ky. (Cincinnati), Metromedia Inc. channel 19, and non-commercial **KTPS(TV) Tacoma,** Wash., channel 62 licensed to Tacoma School District No. 10, were omitted from BROADCASTING'S "State of the art in UHF" table accompanying special report on UHF television (Feb. 26, page 44).

Major Meetings

March 9-14—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas Future conferences: Feb. 15-20, 1980, Hilton, San Francisco; Feb. 13-18, 1981, New Orleans.

March 25-28—*National Association of Broadcasters* annual convention. Dallas. Future conventions: 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; Las Vegas, April 10-13, 1988.

April 20-26—*MIP-TV's* 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

May 7-11—*ABC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 13-15—*NBC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 16-19—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 20-23—*CBS-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 20-23—*National Cable Television Association* annual convention. Las Vegas. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, May 25-28, 1982.

May 27-June 1—*Montreux International Television Symposium and Technical Exhibit*. Montreux, Switzerland.

June 5-9—*American Women in Radio and Television* 28th annual convention. Atlanta Hilton.

June 6-9—*Broadcast Promotion Association* 24th annual seminar. Nashville. Future seminars: June 1980, Montreal; June 1981, New York; June 1982, San Francisco; June 1983, New Orleans.

June 7-9—*Associated Press Broadcasters* convention. New Orleans Hilton. New Orleans.

June 9-13—*American Advertising Federation*

annual convention. Hyatt Regency hotel, Washington.

June 24-27—*Public Broadcasting Service's* annual membership meetings. Century Plaza hotel, Los Angeles.

June 25-29—*National Association of Broadcasters* joint board meeting. NAB headquarters, Washington.

Sept. 6-8—*Radio Television News Directors Association* international conference. Caesar's Palace, Las Vegas. 1980 conference will be Dec. 3-5 at Diplomat hotel, Hollywood-by-the-Sea, Fla.; 1981 conference will be Sept. 10-12 at Marriott, New Orleans.

Sept. 9-12—*National Association of Broadcasters* radio programming conference. Stouffer's Riverfront Tower, St. Louis.

Sept. 16-19—*Broadcasting Financial Management Association* 19th annual conference. Waldorf-Astoria, New York. 1980 convention will be Sept. 14-17 at Town and Country hotel, San Diego.

Sept. 24—Start of World Administrative Radio Conference for U.S. and 152 other member nations of *International Telecommunication Union*. Geneva.

Oct. 7-10—*National Radio Broadcasters Association* annual convention. Washington Hilton hotel, Washington. Future conventions: Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

Nov. 11-15—*National Association of Educational Broadcasters* 55th annual convention. Conrad Hilton, Chicago.

Nov. 12-14—*Television Bureau of Advertising* annual meeting. Omni hotel, Atlanta. Future meetings: Nov. 10-12, 1980, Hilton hotel, Las Vegas; Nov. 16-18, 1981, Hyatt Regency, New Orleans.

Nov. 14-17—*Society of Professional Journalists, Sigma Delta Chi* national convention. Waldorf-Astoria, New York.

Radio Association's 32nd annual convention. Marriott hotel, Newport Beach, Calif.

April

April 1—Deadline for comments in *FCC* inquiry on measurement techniques of television receiver noise figures. Replies are due May 1.

April 1—Deadline for registration for June 18-20 *Prix Jeunesse* seminar at Bayerischer Rundfunk, Munich, Germany. Entitled "Emotions As a Means of Dramaturgy"; seminar will feature international experts in analyses and discussions of children's TV programming. Contact: Dr. Ernst Emrich, Organisationsbüro Prix Jeunesse im Bayerischer Rundfunk, Rundfunkplatz 1, D 8000, München 2, West Germany.

April 1-3—*American Association of Advertising Agencies* South-Southwest joint annual meeting. Key Biscayne hotel, Key Biscayne, Fla.

April 1-7—*Second International Public Television Screening Conference (INPUT)*. Milan Trade Fair, Milan, Italy. Information in U. S.: Corporation for Public Broadcasting, Washington (202) 293-6160.

April 2—Deadline for comments on *FCC* proposal establishing table of assignments for FM-ED stations and new classes of stations (Docket 20735). Replies are due May 15.

April 2-5—*Electronic Industries Association* spring conference. Shoreham Americana hotel, Washington.

April 2-5—*Canadian Cable Television Association* annual convention. Sheraton Centre, Toronto.

April 3—*New York State Broadcasters Association* 25th annual meeting. Essex House, New York.

April 3—*Television Bureau of Advertising* regional sales meeting. Beverly Hilton, Los Angeles.

meeting room, Dallas Convention Center.

March 25-April 7—Advanced Management Development Program for public broadcasting executives, sponsored by *National Association of Educational Broadcasters*. Conference for senior executives in public broadcasting will be conducted by faculty of Harvard University in Boston. Information: James Fellows, NAEB, Washington.

March 25-28—*National Association of Broadcasters* annual convention. Convention Center, Dallas.

■ **March 27**—New deadline for comments in *FCC* inquiry to study the legal and policy issues posed by electronic computer originated mail (ECOM) as proposed by U.S. Postal Service (Docket 79-6). Previous deadline was Feb. 25. Replies are due April 17.

■ **March 30**—New deadline for comments in *FCC* inquiry on AM stereophonic broadcasting (Docket 21313). Previous deadline was Feb. 27. Replies are now due April 30.

March 30-31—*Society of Professional Journalists, Sigma Delta Chi Region 4* conference, Toledo, Ohio.

March 30-31—*Society of Professional Journalists, Sigma Delta Chi Region 12* conference, Nashville.

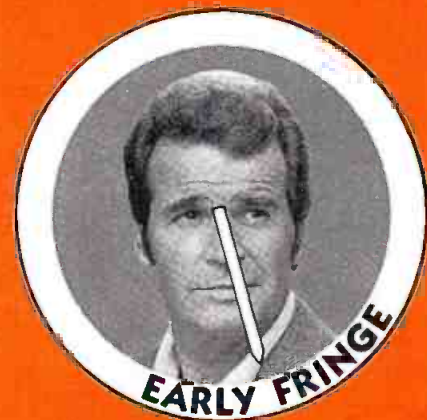
March 30-April 1—*Society of Professional Journalists, Sigma Delta Chi's Region 5* conference. Century Center, South Bend, Ind.

March 30-April 1—*Women in Communications Inc.* Pacific Northwest region meeting. Seattle.

March 30-April 1—*Women in Communications Inc.* Great Lakes region meeting. Sheraton West, Indianapolis.

March 31—*Women in Communications Inc.* Kansas City chapter dinner. Alameda Plaza hotel, Kansas City, Mo.

March 31—*California Associated Press Television*



YOUR EARLY NEWS TEAM NEEDS ANOTHER ANCHOR.

His great popularity with young adults makes him the ideal lead-in to your Early News. They'll come aboard for Rockford and stay anchored to your station.

The Rockford Files.
113 hours
available Fall 1979

MCA TV

The Professional

Dave Lubeski Leads The Sporting Life!

AP Radio's morning Sports Anchor has covered the Olympic's, the Superbowl, spring training and a lot of other important sporting events. But he had to pay some dues to get there.

Dave started paying in West Texas: announcing, news reporting, commercial writing, a stint as an all-night disc-jockey. He paid some more when he moved up to KTRH in Houston.

After a dozen years on the air, he's still paying. Dave Lubeski learned his broadcasting by broadcasting. We like that. We're like he is.

Professional.

AP Radio

Associated Press
Radio Network



April 5—*Advertising Research Foundation/Advertising Club of Metropolitan Washington* public affairs conference. International Inn, Washington.

April 5—*Television Bureau of Advertising* regional sales meeting. Benson hotel, Portland, Ore.

April 6—Mass communications career day conference of *Eastern Kentucky University*. Richmond, Ky.

April 6-7—*Women in Communications Inc.* Midwest region meeting. Hilton Inn, Denver.

April 6-7—*Society of Professional Journalists, Sigma Delta Chi Region 6* conference. St. Cloud, Minn.

April 6-8—*Women in Communications Inc.* South region meeting. Montgomery, Ala.

April 6-8—*Women in Communications Inc.* Far West region meeting. Mansion Inn. Sacramento, Calif.

April 7—Great Lakes Radio Conference of *Central Michigan University chapter of Alpha Epsilon Rho* for high school and college students interested in radio careers. Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3851.

April 7—*Women in Communications Inc.* Fort Worth chapter celebrity breakfast. Green Oak Inn, Fort Worth.

April 7—Meeting of *Region 8, Radio Television News Directors Association*. Campus of Wright State University, Dayton, Ohio. Contacts: Lou Prato, WDTN-TV, Dayton; Steve Baker, WPPW, Piqua, Ohio; Bob Pruett, Wright State University.

April 8-10—Annual convention of *Illinois-Indiana Cable TV Association*. Hilton Downtown, Indianapolis.

April 8-10—*West Virginia Broadcasters Association* spring meeting. Lakeview Inn and Country Club, Morgantown, W. Va.

April 9-11—Meeting of *Alaska Broadcasters Association*. Anchorage Hilton, Anchorage.

■ **April 10**—*Women in Communications Inc.* Cleveland chapter luncheon. Speaker will be Marlene Sanders, CBS correspondent. Cleveland Plaza hotel, Cleveland.

■ **April 10**—Symposium on "Doing Business With NATO", sponsored by *Armed Forces Communications & Electronics Association*. Commerce auditorium, Washington. Information: (703) 820-5028.

April 10-11—*Ohio Association of Broadcasters* Washington dinner. Hyatt Regency, Washington.

April 11—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

April 11—*New England Cable Television Association* spring meeting. Sheraton Inn and Conference Center, West Lebanon, N.H. Contact: Bill Kenny, NECTA. (603) 286-4473.

April 11-13—*Washington State Association of Broadcasters* spring meeting. Thunderbird Motor Inn, Wenatchee, Wash.

April 11-13—*Kentucky Broadcasters Association* spring convention. Hyatt Regency, Louisville, Ky.

■ **April 12-13**—Third annual *Alpha Epsilon Rho* Southwest regional broadcast conference and clinic. Texas Tech University, Lubbock, Tex. Information: (806) 742-3382.

April 13-14—Meeting of *Texas Association of Broadcasters*. Sheraton, Abilene, Tex.

April 13-14—*Society of Professional Journalists, Sigma Delta Chi Region 7* conference. Lincoln, Neb.

April 13-14—*Alabama UPI Broadcasters Association* annual meeting. Governor Fob James will be speaker at Saturday night awards banquet. Downtowner Motor Inn, Montgomery, Ala.

April 13-14—Seventh annual broadcast journalism seminar of *William Allen White School of Journalism* in conjunction with *Radio Television News Directors Association Region 6* meeting. University of Kansas, Lawrence. Contact Professor David Dary. (913) 864-3903.

■ **April 17-18**—*Alabama Cable Television Association* annual "Citizen of the Year" presentation. Recipient will be Representative Ronnie G. Flippo (D-Ala.). Hyatt House, Birmingham, Ala.

April 18-20—*Indiana Broadcasters Association* spring meeting. Sheraton Inn, Evansville, Ind.

■ **April 18-20**—*Minnesota Broadcasters Associ-*

ation spring conference. Friday luncheon speaker will be Representative Lionel Van Deerlin (D-Calif.). Marquette Inn, Minneapolis.

April 19—*Missouri Broadcasters Association* awards dinner. Ramada Inn, Columbia, Mo.

April 20-21—*National Translator Association* annual convention. Regency hotel, Denver. Information: Paul H. Evans, (801) 237-2623.

April 20-21—*Texas Associated Press Broadcasters Association* annual convention. Sheraton, Abilene, Tex.

■ **April 20-21**—*Society of Professional Journalists, Sigma Delta Chi Region 1* conference. Hartford, Conn.

■ **April 20-22**—*UPI Carolina Broadcasters Association* spring meeting and workshop on coverage of disasters. Holiday Downtown, Myrtle Beach, S.C.

■ **April 20-22**—*Society of Professional Journalists, Sigma Delta Chi Region 8* conference. Huntsville, Texas.

■ **April 20-22**—*Society of Professional Journalists, Sigma Delta Chi Region 11* conference. San Francisco.

April 20-26—*MIP-TV's* 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

April 22-23—Broadcasting Day of *University of Florida and Florida Association of Broadcasters*. Gainesville.

■ **April 22-24**—*Louisiana Association of Broadcasters* annual convention. Hilton hotel, Baton Rouge.

April 23-24—*Society of Cable Television Engineers* regional technical meeting. Portland Hilton Inn, Portland, Ore.

April 23-29—*Pennsylvania Association of Broadcasters* annual convention-cruise. Miami, Nassau, Bahamas.

■ **April 24-27**—*National Press Photographers Association* workshop on TV newsfilm-tape. University of Oklahoma, Norman. Contact: Professor Ned Hockman, School of Journalism.

■ **April 27-28**—*Society of Professional Journalists, Sigma Delta Chi Region 9* conference in conjunction with SDX Distinguished Service Awards ceremonies. Denver.

April 27-28—*Oklahoma Associated Press Broadcasters Association* annual convention. Holiday, Oklahoma City.

■ **April 27-29**—*Illinois News Broadcasters Association* spring convention. Ramada Inn, Rockford, Ill.

■ **April 27-29**—*Women in Communications Inc.* North Central region meeting. Hamline University, St. Paul.

■ **April 27-29**—*Women in Communications Inc.* Northeast region meeting. American hotel, Rochester, N.Y.

April 29-May 1—*Chamber of Commerce of the United States* 67th annual meeting. Washington.

May

May 1—Deadline for comments on *FCC* inquiry to study problem of radio frequency interference and need for regulation to lessen such interference (General docket 78-369). Replies are due July 1.

■ **May 1**—Deadline for comments to *FCC* on radio frequency interference to electronic equipment (Docket 78-369). Replies are due July 1.

May 2—Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

May 2—*National Radio Broadcasters Association* radio sales day. Hyatt House (airport), Los Angeles.

May 3—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **May 4-6**—*Society of Professional Journalists, Sigma Delta Chi Region 3* conference. Fort Lauderdale, Fla.

■ **May 4-5**—*Radio Television News Directors Association Region 2* meeting in cooperation with *UPI*. Cal-Neva Lodge, North Lake Tahoe, Calif. Contact: UPI, P.O. Box 4329, San Francisco 94101.

■ **May 5-6**—*Society of Professional Journalists, Sigma Delta Chi Region 10* conference. Portland, Ore.

■ **May 6-12**—Twenty-ninth annual Broadcast Industry Conference of *San Francisco State University*. Broadcast Preceptor and Broadcast Media Awards will be conferred May 12. Theme of conference will be "Ethics in Broadcasting." San Francisco State University. Information: Janet Lee Miller or Darryl Compton, SFSU.

■ **May 7-10**—*Southern Educational Communications Association* conference. Lexington, Ky.

■ **May 7-11**—*ABC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

■ **May 8**—*National Radio Broadcasters Association* radio sales day. Hyatt House (airport), Seattle.

■ **May 10**—*National Radio Broadcasters Association* radio sales day. Sheraton Airport Inn. Atlanta.

■ **May 12**—Meeting of *Region 1 of Radio Television News Directors Association*. Portland, Ore. Contact: Charles Blechlin, KATU(TV) Portland, or Dean Mell, KQ(A)M Spokane, Wash.

■ **May 12**—*Women in Communications Inc.* Dayton chapter luncheon. Speaker will be Phil Donahue. TV personality. Dayton, Ohio.

■ **May 13-15**—*NBC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

■ **May 16**—*National Radio Broadcasters Association* radio sales day. Americana, New York.

■ **May 16-19**—*American Association of Advertising*

Agencies annual meeting. Greenbrier, White Sulphur Springs, W. Va.

■ **May 17**—*Television Bureau of Advertising* regional sales meeting. Marriott, Kansas City.

■ **May 17-19**—*New Mexico Broadcasters Association* annual convention. Holiday Inn. Farmington, N.M.

■ **May 18-19**—Meeting of *Radio Television News Directors Association Region 12* in conjunction with *Pennsylvania AP Broadcasters*. Treadway Resort Inn. Lancaster, Pa.

■ **May 20-22**—Tentative date for *National Association of Broadcasters* meeting of broadcast general managers and public affairs directors to explore public affairs programming on TV. Site to be announced.

■ **May 20-23**—*National Cable Television Association* annual convention. Las Vegas.

■ **May 20-23**—*CBS-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

■ **May 22-24**—*Electronic Industrial Association* annual seminar, "Telecommunications: Trends and Directions," designed to brief members of the financial community on the status of the telecommunications industry. Dunfee's Hyannis Resort, Hyannis, Mass. Information: Peter Bennett or Karen Settevig, (202) 457-4937.

■ **May 24**—*National Radio Broadcasters Association* radio sales day. Hyatt Regency O'Hare, Chicago.



Open Mike®

Hemisphere

EDITOR: The 9 khz spacing proposal, while solving many problems in the United States, produces as many new difficulties.

The functioning of the plan is dependant on hemisphere-wide implementation. Otherwise, severe heterodyne interference would be suffered by stations, particularly in the South and Southwest. There are already hundreds of AM stations in Central America and northern South America with powers of 10 kw to 100 kw on U.S. regional and local channels, with an enormous potential for further interference.

Additionally, there are now over 200 stations which have been monitored in the United States operating on frequencies other than those at 10 khz intervals. If such a situation exists under current international frequency plans, it can only worsen with a change in frequency assignments which would attempt to shuffle simultaneously more than 4,000 non-U.S. stations in over 30 western hemisphere nations.—*David Gleason, general manager, WZNT(AM)-WQII(FM) Guaynabo, P.R.*

Seared

EDITOR: I feel neglected by BROADCASTING. Twice lately you have had articles on Sears's ability to thin out the crowded ad agency business, and twice you left out the demise of Cohen-Kelley Advertising in the Northeast Zone less than two and a half years ago. You're discriminating against a bunch of Maine and probably

New Hampshire stations stuck with about six figures worth of scratch paper.

While I can't speak for other stations in the Northeast, I for one want people to know that we haven't been unscathed by the empty hand of a Sears agency. I might add that while Cohen-Kelley was in the process of going under, I was personally assured by a high Sears official in the zone that Sears would make sure we were paid. Apparently this was before they learned that real money was involved. As a footnote, I'm still waiting to be paid on a September bill from Sears's current zone agency, Goldman, Walter & Tillman. But don't worry, Sears fans, I've just been assured for the umpteenth time that I'll get a check soon.—*Bob Papper, general manager, WKXA(AM) Brunswick, Me.*

Praise for 'Perils and Prospects'

EDITOR: Your article "Perils and Prospects over the Electronic Horizon" in the Jan. 1 issue was excellent. I spend a lot of my time following new technology and its economic and political implications. I have not seen a better short item on the this area than your article. I was particularly impressed with two aspects of the story—the wide range of authorities you consulted, from Irving Kahn to American Express—and the effective way the story conveyed the uncertainty and confusion facing everyone in this area. Journalists and futurists usually deal very poorly with uncertainty. You did it well.—*Chuck Jackson, staff engineer, House Communications Subcommittee, Washington.*

ROCKFORD IN PRIME-TIME. A GREAT WAY TO START A NIGHT OF ACTION.

Start off an "action night" schedule with The Rockford Files. Its perfect mix of adventure and whimsy makes it the ideal opener in prime time.

The Rockford Files.
113 hours
available Fall 1979

MCATV

Where Things Stand

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

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AM allocations. FCC has initiated rulemaking that could result in addition of 125 or even more AM stations in clear and adjacent channels. Commission decided against higher power for clear channel I-A stations as means of providing service to areas without nighttime radio service (BROADCASTING, Jan. 1). That action is coupled with increased discussion about converting daytime radio operations into full-time operations, with several actions pending. Among them: House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has sided with Daytime Broadcasters Association and its chief spokesman in Congress, Representative Paul Findley (R-Ill.), in advocating conversion of daytimers. First Communications Act rewrite would require FCC to do something about it. National Telecommunications and Information Administration has proposed reducing AM spacing to 9 khz to create more radio channels. Joint board of National Association of Broadcasters has proposed that FCC form industry-government advisory committee to study all proposals leading to universal full-time radio service for all, but without diminishing operation of existing full-time stations. Board of National Radio Broadcasters Association has called for industry-government committee to study 9 khz proposal.

AM stereo. FCC last year instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 1978). Included in proceeding are five proposed systems—Belar, Harris, Kahn, Magnavox and Motorola.

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 programming area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, have asked court to dismiss suits, and last fall, judge in case refused (BROADCASTING, Nov. 6, 1978). Federal Trade Commission also has begun preliminary inquiry into broadcast antitrust questions (BROADCASTING, July 31, 1978) and late last year held seminar on media concentration (BROADCASTING, Dec. 18, 1978).

AT&T rates. FCC has 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. Commission indicated it would designate existing tariff for hearing, after which commission could prescribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legally risky and commission's order rejecting rates, which was issued last spring, reflects that view

as it attempts to plug every loophole in decision (BROADCASTING, April 10, 1978). Commission has rejected AT&T petition for reconsideration.

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

Blanking intervals. FCC last June issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. Then in January, commission issued public notice saying that until July 1, it will issue no advisory notices or notices of apparent violation for blanking in excess of standards. The Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups (see "in Sync," Oct. 23, 1978).

Broadcasting in Congress. House of Representatives turned on its \$1.2 million system for televising its daily proceedings live on Feb. 22 (BROADCASTING, Feb. 26), to be made available to TV and cable by March 12 if all goes well during shakedown. Only organization planning to make regular use of feed is Cable Satellite Public Affairs Network (C-SPAN), which will beam proceedings in full to cable subscribers across country. Network news departments, having lost their battle to control feed, grudgingly say they will use pieces of it, but only during big events and with "super" that identifies material as being House-produced. Senate is expected to open its chamber to television in wake of House's action, but no proposals have been made yet.

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 were filed last March (BROADCASTING, March 20, 1978); main contenders—National Association of Broadcasters and National Cable Television Association—are waging ongoing battle of words in inquiry. On Capitol Hill, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced that legislation he will introduce this year will give cable "legislative mandate"; new Communications Act rewrite this year in House may do something along same line.

Carter use of broadcasting. President has held 45 televised press conferences since assuming office. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy to 1978 year-end interview with representatives of national TV networks; more such exposure can be anticipated with official return to Carter camp of campaign media adviser Gerald Rafshoon (BROADCASTING, May 29, 1978).

Children's advertising. Federal Trade Commission begins today (March 5) four weeks of hearings in Washington, with 138 witnesses slated to testify, including representatives of networks, Action for Children's Television and cereal industry. FTC already has completed 10 days of hearings in San Francisco on its proposals to limit, and in some cases ban, advertising aimed at children (BROADCASTING, Feb. 19). Opponents of proposed ban argued action would be unconstitutional and is, in fact, unnecessary since industry self-regulation has been effective. Proponents, however, argued that self-regulation has not worked, and children are unable to understand real intent of advertisement, making them "targets" of industry. FCC, meanwhile, has been inundated with comments in its inquiry into children's programming and advertising. (BROADCASTING, Jan. 22). And Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced that his unit will be looking into matter.

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 has become involved, urging commercial networks 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, Secretary of Health, Education and Welfare Joseph Califano is expected soon to announce commercial and noncommercial networks have agreed on system of providing captioning for the deaf. Officials of Department of Health, Education and Welfare have met separately with each of networks, producers and advertisers in ongoing discussion of problems.

Communications Act. Foundation for communications regulation is being revamped in both houses of Congress. In House, where it all started with House Communications Subcommittee Chairman Lionel Van Deerlin's (D-Calif.) Communications Act rewrite, revised bill is expected to be introduced on March 15. In Senate, "renovation" of Act is being worked on by Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.)

and Republican subcommittee members Barry Goldwater (Ariz.) and Harrison Schmitt (N.M.). Senator Hollings said in early February that bill should be out "in the next few weeks." Senator eschews rewrite approach saying there's lot of good in old act. One new concept he has endorsed is House bill's license fee.

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of "egregious" crossownership cases (BROADCASTING, June 19, 1978).

Crossownership (television broadcasting-cable television). FCC has amended its rules to require divestiture of CATV system 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). Pending before appeals court are petitions by three crossowners for stay of deadline for divestiture.

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has promulgated new cable EEO regulations anyway (BROADCASTING, Oct. 22, 1978). In broadcast EEO area, commission has tentatively voted to amend form 395, commission's annual employment reporting form, to require licensees to rank employees according to salary and to identify minorities and women (BROADCASTING, Nov. 6, 1978). However, after that action generated considerable criticism, commission decided to issue further notice of rulemaking (BROADCASTING, Jan. 1).

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 adopted report and order providing for refund of fees in excess of \$129 for radio stations and \$121 for television facilities. It expects to begin making refunds in about 90 days (BROADCASTING, Feb. 5).

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 over year

Continued on page 148.

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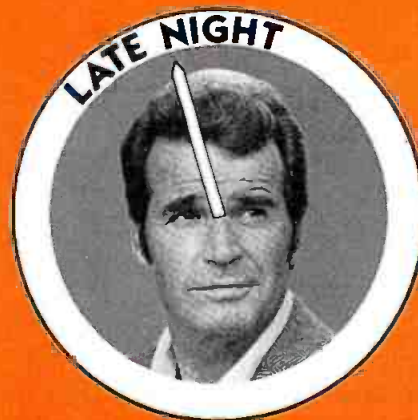
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IT'S NEVER TOO LATE FOR ROCKFORD.

Rockford's so popular, they're even staying up late to watch him. He's been top-rated of all late night hours, and he keeps breaking his own records!*

*Source: NTI, 1978-1979 season. Subject to survey limitations.

The Rockford Files.
113 hours
available Fall 1979

MCATV

Monday Memo[®]

A broadcast advertising commentary from William S. Doyle, New York State Division of Marketing and Advertising

A love affair with TV, a love affair with N.Y.

Those far-away places with strange-sounding names have determined new competition for tourist dollars from somewhere closer to home—the state of New York, as in “I Love New York.”

The state's \$10.5 million budget for tourist promotion for the current fiscal year—with some \$7 million of that going to television advertising—is unique among the 50 states and exceeds even the expenditures of such heavy-spending tourist-luring spots as Canada, Spain, Jamaica and the Bahamas. And the results of the “I Love New York” campaign are equally uncommon.

Genesis of the campaign: fall 1976, when prospects for New York City were anything but rosy, and I became head of the state's newly established Division of Marketing and Advertising.

As a first step, I committed the entire year's advertising budget of \$200,000 for market research. Several months later, Wells, Rich, Greene was appointed advertising agency for the division and commissioned to develop a structured marketing plan for New York State tourism. (It's ironic that New York City was the marketing capital of the world, but we weren't using that talent to sell New York. Now we are.)

Research conducted by Consumer Behavior Inc. screened more than 3,000 people and interviewed approximately 1,800 vacationers from adjacent states and Canada. From these interviews, a psychographic profile was created: what they sought in a vacation and how they perceived New York as a place to fulfill their needs. Our state has two “products” the research revealed. One is Broadway theater, the other is the outdoors, summer and winter.

From this information and other ideas, a comprehensive five-year marketing plan was developed and presented to New York State legislative leaders in May 1977. With bipartisan support, \$4.3 million was approved for the program in the fiscal year ending March 31, 1978. “I Love New York” was the theme, mountains and lakes and the Broadway theater were the subjects and television was the principal advertising medium.

Commercials, placed in every television market in New York State, major markets in surrounding states of the Northeast and in Ontario and Quebec launched the first phase of the campaign in June 1977. This was the “I Live in . . . , but I love New York” campaign.

The winter stage of the promotion



William S. Doyle was appointed second deputy commissioner of commerce for the state of New York on Feb. 1, 1977. In this position, Mr. Doyle is responsible for the Commerce Department's Division of Marketing and Advertising, including public information and tourism development programs. Prior to joining the Commerce Department, Mr. Doyle served as an officer of the Chase Manhattan Bank in London and New York. In that assignment he was responsible for marketing and advertising for Chase Manhattan in Europe, the Middle East and Africa. Before joining Chase, Mr. Doyle was assistant to the president and director of marketing services for Wolverine World Wide Inc., Rockford, Mich.

began appropriately, and spectacularly, on Valentine's Day 1978: a cast of some 80 Broadway actors, actresses, singers and dancers from nine shows performing the “I Love New York” theme song composed by Steve Karmen in the television commercials, placed in 12 markets. An added attraction was an 800 toll-free number for viewers to obtain information.

The commercial was first aired on the 6 o'clock news Feb. 14 and by the next day, we had received more than one thousand calls on the 800 line. The advertising ran for five weeks, and the total number of calls asking for the brochure was 93,800.

Magazine and print advertisements and radio commercials were used to supplement the campaign, but the main thrust was television. Commercials were mostly 60 seconds, although some 30-second spots were run, all placed in early evening and late news and prime time shows. Heavy frequency was employed to achieve some 200 GRP's a week, equivalent to the weight given a new product introduction

by a package goods advertiser.

Achievements of the first year's program were substantial.

- Travel activity in the summer of 1977 rose 3.8% over the summer of 1976 in New York State, compared with a national increase of only 0.7%. The New York figure was equal to an increase in summer travel dollars of over 10%, with inflation taken into consideration.

- Theater attendance rose sharply. Attendance per theater in New York City averaged 7,460 in the eight-week period following February 20, 1978, 19.9% above what might have been expected on the basis of the number of shows running and the time of the year. For the 12 months ended May 31, 1978, total attendance was 9.6 million, 9% above the previous year.

- Summer vacation travel receipts increased by some \$41 million in 1977, including approximately \$6 million in additional state tax revenues—a return of more than four to one on the cost of the advertising.

- Restaurant revenues in New York City rose an estimated 10%.

- Hotel occupancy in New York City was at 85%-90%.

The impact of good television advertising was suitably impressed on legislators, and they voted us an increased budget for fiscal 1979. The increase more than doubled the tourism budget to \$10.5 million for fiscal 1979, and with the new appropriation, new and expanded programs were undertaken. The waters and wilderness summer campaign unfolded in a greater number of markets. The matching funds program for localities was expanded to \$1 million. New and enlarged brochures were prepared.

Most significant, the “I Love New York” campaign is taking wing to markets well beyond the Northeast and Canada in cooperation with domestic and international airlines.

The airlines had already taken part in tourism activities through distribution of material and working with travel agents. Their enthusiasm, however, led to an enlarged role: sharing with the state to bring the successful “I Love New York” television commercials into major fly markets.

The arrangement enables us to use the airlines sales staffs to sell travel agents in major markets, answering phones, distributing material and obtaining displays in their offices.

The success of the campaign has been due to sophisticated research and the heavy use of television. New York loves TV (sung to the tune of “I Love New York.”).

Bing Crosby: His Life and Legend

Two Hours
Videotape

Winner 1979
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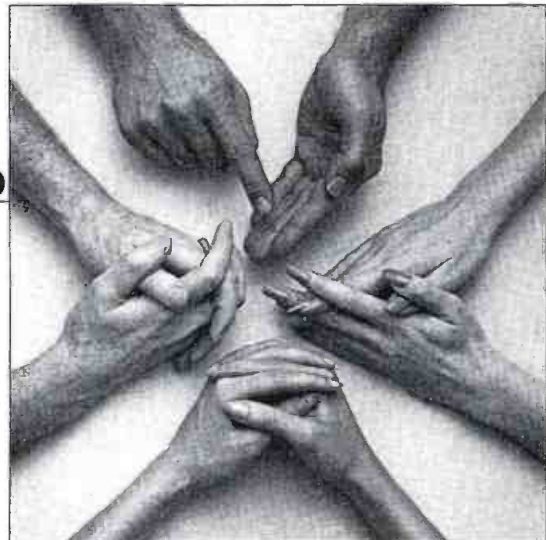
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WE CAN'T SOLVE LOS ANGELES' PROBLEMS IN HALF AN HOUR, SIX TIMES A WEEK. BUT WE CAN FACE THEM.

That's why KHJ-TV has some of the best public affairs broadcasting in the country, because they believe meeting problems face to face is the first step towards working them out.



YOUTH AND ISSUES: This community oriented program, gives high-school and college kids from the L.A. area a chance to exchange points of view with qualified spokesmen on subjects that range from the Energy Crisis to the Criminal Justice System. Moderator, John Stearns.

MID-MORNING LA: This segmented Public Affairs News program is open to discussion, interviews and news features covering a variety of community problems, with guests from all walks of life. Host, Bob Hilton.

COMMUNITY FEEDBACK: This program series concentrates on the major problems facing L.A.'s minority groups. Local guests discuss subjects of mutual concern to the Black, Chicano and Asian communities. Host, Fernando Del Rio.

FRANKLY FEMALE: There's wisdom in women, and the ladies will have their say. This program concentrates on subjects and issues of special interest to women. Guest experts discuss a variety of problems like fem fatalities; alcoholism and prostitution, and the controversy surrounding Children's Television and the ERA. Co-hostesses, Conee-Hutchinson-Caruso and Betty Myles.

IT CAN BE DONE: This program is of special interest to a very special group of people. The handicapped. Featured guests talk openly about the obstacles they face in everyday life and how they've hurdled them, in spite of their handicaps. Co-hosts, Mildred Kritt and Tom Meyers.

MEET THE MAYORS: Who's in charge? This program goes to the source, for information from Directors and Executives from various government agencies. Interviews focus on their organization's functions and problems. Host, Tom Frandsen.



KHJ-TV

WE DO MORE THAN REACH PEOPLE. WE TOUCH PEOPLE.

RIK@
TELEVISION

Top of the Week

Jumping the gun on Washington children's ad proceedings

Both sides are out of the blocks with public-relations pushes as FTC hearings begin this week in the nation's capital, where heavy media coverage is expected

A number of heavyweights came out swinging last week in advance of round two of the Federal Trade Commission's children's advertising hearings, which get under way today (March 5).

Action for Children's Television got things going with the release of its new film, "Kids for Sale," a 22-minute examination of children's commercial television. ACT President Peggy Charren called the film "a hard-hitting examination" of American TV and how it shapes the outlooks and insights of American children. Mrs. Charren predicted that the film, which asks viewers to make their feelings known to the FTC and the FCC, will be "an important tool in the campaign to encourage involvement in the FTC rulemaking."

Dr. Alvin F. Poussaint, associate professor of psychiatry at Harvard Medical School, praised the film at a news conference. "Kids for Sale" will show you how commercial television too often buries a child's sense of wonder, his curiosity about himself and the world, under a barrage of senseless cartoons and mindless advertising messages," he said.

While ACT was looking for an ultimate victory in the proceedings that propose to limit, and in some cases ban, television advertising aimed at children, the outlook from the advertising community was guarded optimism.

"I tend to be optimistic" was the message from American Association of Advertising Agencies Vice President Robert Purcell, a member of the advertising contingent that monitored the San Francisco hearings and attempted to serve as a sort of truth squad to counter critics.

"But," he added, "experience with the commission tends to temper that optimism." And he cautioned that in the Washington sessions the FTC "will be back on

The mood of the mothers and fathers. The idea of eliminating advertising in children's TV programming still goes against the grain of most parents. That's the nub of a new survey, fourth in a series started in 1972, conducted by the Roper Organization for the Television Information Office. Conducted last December, it found that 65% of the parents thought it was "all right" to have commercials in children's programs, while 28% thought it wasn't. (The rest had no opinion or gave no answer.)

Those for and those against represented gains of two percentage points since the 1976 survey. In comparison with 1972, however, the number against commercials was down by four points while those in favor were up by five. Parents whose children were under age 6 were more antiadvertising than those with children in higher age groups: 59% thought having commercials in children's programs was all right while 36% were opposed. Among parents with children both over and under age 6, the comparable figures were 69% and 28%, while among parents whose children were all over 6, the division was 68% to 27%.

The new Roper study also directed an additional question—as previous studies also did—to parents who thought commercials should be eliminated. These parents were asked whether they would prefer to eliminate the commercials if that meant "considerably reducing the number of children's programs," or whether they would keep the commercials in order to keep the programs. In 1976 the number who would eliminate the commercials in any event reached 54% and, for the first time in the series, exceeded the number who would keep the commercials in order to keep the programs (38%). In the newest study, those who would eliminate the commercials again outnumbered those who wouldn't, but by a smaller margin: The number who would get rid of the commercials dropped to 50%, while the number who would keep them rose to 41%.

The survey was based on personal interviews with approximately 2,000 persons selected to represent a nationwide cross-section of the U.S. population aged 18 and over. In another phase of the study, made public earlier, parents told the interviewers that nine out of 10 children aged 3 to 10 know the difference between programs and commercials, and that eight out of 10 of these also know the purpose of ads (BROADCASTING, Feb. 26).

its own turf, and the media environment will be quite different and much more difficult from our point of view."

Mr. Purcell spoke at a news conference called by Leonard S. Matthews, the AAAA's new president, to acquaint reporters with developments in the new "activist" role that AAAA members authorized last spring to answer advertising's critics in and outside government (BROADCASTING, May 1, 1978).

Mr. Purcell noted that the AAAA, the Association of National Advertisers and the American Advertising Federation had jointly hired the Burson-Marsteller firm to handle public relations on the children's advertising issue, and had also sent its own contingent to the San Francisco hearings. He said this strategy, to be pursued again in Washington, "seems to have neutralized some of the normally unfavorable media coverage" in San Francisco.

Media coverage of the Washington hearings, unfavorable or not, is expected to be unusually heavy. One FTC staffer suggested—half in jest—that members of the press arrive a day in advance to be assured a seat in the hearing room.

The list for the first week has a number of major witnesses scheduled, including ACT, ABC and Kellogg Co. The week shapes up as follows:

□ **Monday:** Grocery Manufacturers of

America, ACT, Dr. Robert Chestnut, (for AAAA), ABC and Child Research Service.

□ **Tuesday:** Harvard School of Dental Medicine, Forsyth Dental Center (for Kellogg) and Eastman Dental Center.

□ **Wednesday:** Kellogg Co., Center for Science in the Public Interest, Cereal Institute, A.S. Weiss Associates (for a number of unions) and representatives of the University of California at Berkeley.

□ **Thursday:** Columbia University Graduate School of Business, the Wharton School, Robert Keeshan (*Captain Kangaroo*) Associates, Dr. Edward Weiss, the Pacific Legal Foundation and the Carbohydrate Laboratory of the U.S. Department of Agriculture.

□ **Friday:** Chocolate Manufacturers Association, Community Nutrition Institute, Mego Corp., McGill University, Georgetown University Dental School and Children's Television Workshop.

General Mills, not scheduled to testify until March 29, also called reporters together in Washington last Thursday to make its positions known.

Arthur Schulze, group vice president, said he didn't believe there would ultimately be a ban on advertising, although there might be recommendations for public service announcements on dental advertising.

Mr. Schulze said he thought groups such

as ACT had worthy objectives, but he thought those goals weren't realistic. He said that using the sugared food approach was "a very astute way of getting advertising banned" since most people believe that sugar is not especially healthful.

Mr. Schulze declined to comment on the cost to his company thus far in connection with the hearings, but indicated that it was high. In addition, he said he suspected that a ruling in favor of a ban would probably result in an appeal.

FTC presiding Judge Morton Needelman, "has done a thorough and fair job in difficult circumstances," so far, said the AAAA's Mr. Purcell, although "occasionally [he] shows a kind of basic dislike for advertising."

Mr. Purcell said that AAAA, ANA and AAF are footing the Burson-Marsteller bill but that "talk about a \$2-million war

chest is ridiculous." Their joint effort, he said, will come nowhere near that figure.

AAAA President Matthews said AAAA's new "speak out and speak up" strategy against criticism and government encroachment was taking a number of approaches. In one, three agency executives are spending a year in Washington—one is working primarily with FCC, another with FTC—trying to interpret the agency business to regulators and the regulators to the agency field. The AAAA and its members have also been inviting FTC people to visit agencies and showing them how the business works, a strategy that Mr. Matthews says is showing positive results.

Mr. Matthews also revealed that he had written to ABC-TV protesting its plan to further reduce advertising time in weekend children's programming (BROADCASTING, Jan. 22). He wrote ABC-TV

President James E. Duffy that the plan would hurt children's programming in the long run, not help it, and that the timing of its announcement, during the San Francisco hearings, "can have only one result: To lend an aura of credibility to the arguments of those who would like to see advertising to children, and indeed certain products, disappear."

ABC's decision, Mr. Matthews wrote, "appears to have been hastily conceived and announced to achieve public relations advantages for the network at the expense of your advertisers, their agencies and even your listeners."

Mr. Matthews also wrote to CBS President James H. Rosenfield commending him for CBS-TV's decision not to follow ABC's lead, and to NBC-TV President Robert Mulholland urging that NBC, too, stand pat (as it has indicated it will).

TV gets a kick in the pants in 'Post' poll

Washington paper finds people are watching less, unhappier with more and more programming; majority regard children's viewing as a "serious problem"

As the warring sides of the children's advertising confrontation were rushing reinforcements to the new front in Washington in anticipation of this week's Federal Trade Commission hearings, that city's influential newspaper, the *Post*, has added its own critical fuel to the fight, and indeed to a larger issue—whether people are fed up with TV and turning off the tube.

The *Washington Post* poll, released last week, asserts that a majority of Americans are watching less television than they used to.

The nationwide telephone survey, which polled 1,693 people 18 years old or older, found that 53% of those interviewed said they are watching less TV than they did five years ago, while 32% said they are watching more. Pollster Barry Sussman, the *Post*'s editor for survey reportings, said that if the figures are correct, or close to being correct, "they represent a striking reversal in the nation's entertainment and leisure habits."

"It is clear, however, that Americans' love affair with TV remains a marvel unlike any in the history of communications or entertainment," Mr. Sussman added.

Industry reaction to the poll was swift and negative. Spokesmen for the three commercial television networks, citing latest available figures, claimed that viewing levels have either stayed the same, or are actually up slightly.

A.C. Nielsen spokesman Bill Behanna said his company's figures do not bear out the *Post*'s findings. Over a four-week period in October 1973, he said, adult women averaged 30.06 hours of TV usage per week, while men averaged 23.56 hours. In October 1978, the average for women rose to 31.07 hours, while the

average for men moved up to 26.17 hours. Mr. Behanna said he wasn't disputing the *Post*'s finding, but thought his research methods were more accurate.

The poll, conducted Oct. 19 to 29, 1978, suggests there is a relationship between the decline in viewing and the quality of TV entertainment. While 40% of those asked said TV entertainment is "better" now than it was five years ago, 41% said it was worse. Only 17% found the entertainment "much better" than it was five years ago, with 47% of this group saying they watch more, and 40% saying they watch less.

Another assertion of the poll was that people find few programs they regard as favorites; 30% of the sample, when asked to name their favorites, couldn't come up with any leading current show, while 53% couldn't name more than two shows.

The top 10 list of favorite programs, with percentage of people mentioning them, are as follows: *Little House on the Prairie*, 12%; *60 Minutes*, 9.3%; *The Waltons*, 8.6%; *M*A*S*H*, 8.4%; *All in the Family*, 7.1%; *Mork and Mindy* and *Happy Days*, tied at 7%; *Three's Company*, 5.3%; *Soap*, 5.1%, and *Family*, 4.2%.

A high disappointment level was recorded for the remainder of TV shows. For other-than-favorite shows, more than 60% of those sampled said they were frequently or occasionally disappointed, while only one in three said they were rarely or never disappointed with them.

Jay Eliasberg, vice president for research at CBS, said he thought the poll may not be the best indicator of TV viewing levels. "We have to rely on the best evidence available to us," Mr. Eliasberg said. "I happen to think I'd rather take unbiased behavior recorded electronically" than rely on the results of this poll, he said. Metered measurements, he noted, show that viewing levels have remained the same.

Bill Rubens, vice president for research at NBC, said he believed viewing was ac-

tually up. "There is no indication from anything we've seen there has been a fall-off," Mr. Rubens said.

Also contrary to the poll's findings are recently released statistics by the Television Bureau of Advertising which reported that daily TV home viewing during January registered an all-time high of seven hours and 20 minutes a day (BROADCASTING, Feb. 26).

■ Another sore spot for those polled was programming for children, although the survey revealed that parents with children under 16 were less concerned than those with older children and childless adults.

Of the 1,693 interviewed, 53% thought "the question of children seeing things they shouldn't see" was "a serious problem"; 32% felt it was "a minor problem"; and 12% said it was "not a problem at all." But among parents with children under 16, those who thought it a serious problem dropped to 45%, while 38% said it was a minor problem and 15% said it was not a problem.

In terms of "the effect of TV advertising on children," only 38% found it a serious problem, 35% thought it a minor problem, and 22% believed it to be not a problem at all.

■ Findings concerning commercials in general, were somewhat different. The *Post* reported that "dislike of commercials is now so widespread and deep that there is little doubt . . . that a new market consisting of people on all income levels is receptive to alternatives to regular commercial programming.

"Some viewers, but not a great many, have switched to public TV. Others, apparently unenthralled by the offerings on public TV or unable to receive it, have simply begun turning off their TV sets more and more."

The poll found a 50% increase since 1960 of people who would be willing to pay "a small amount" to have television without commercials. More than one-third of those polled fell into this category—which translates into 50 million people nationwide.

But the bottom line with commercials

may be that a majority of those interviewed feel commercials "are a fair price to pay for the entertainment you get." A 1970 poll found that 70% agreed with this statement; this poll found 67% in agreement. And even 58% of those who would pay to get rid of commercials agreed with the "fair price to pay" sentiment.

The rally in Washington: Taking it to the source

Smaller-than expected contingent of broadcasters gathers in the capital to vent their feelings about regulation; they get some reassurance that there's still hope

Washington, city of the tractorcades, has seen more spirited protests than broadcasting's rally against overregulation last week, but the 225 broadcasters present managed, nevertheless, to let off a little steam.

For them, last Wednesday (Feb. 28) was a day spent listening to speeches and visiting with their legislators on Capitol Hill.

The event was sponsored by five organizations—the National Association of Broadcasters, the National Radio Broadcasters Association, the Daytime Broadcasters Association, the Community Broadcasters Association and the Radio Television News Directors Association—some of which have been at cross purposes in the past. But they soft-pedaled those

differences last week to agree on a simple goal—deregulation.

A few pre-selected speakers were more specific in remarks to a lunchtime audience that included FCC Chairman Charles Ferris, among others. Jack Genaro of WFHR(AM)-WWRW(FM) Wisconsin Rapids, Wis., deplored commercial time limits. "We know that if we overcommercialize, we're going to lose our audience," he said. "We don't need an FCC. Your audience, your listeners, your advertisers tell you what to do."

William Summers of WLOU(AM) Louisville, Ky., said regulation is hard on minorities. "Competition is tough," he said. "And when you have to deal with regulation, it gets tougher." And David Palmer of WATH(AM)-WXTQ(FM) Athens, Ohio, said regulation is hard on the small market operator, for whom "every extra bit of paperwork becomes a problem."

Sis Kaplan of WAYS(AM)-WIOQ(FM) Charlotte, N.C., attacked regulatory delay at the FCC, saying that station applications that should be processed in a few days, take months instead. She said that according to commission staff, it takes an average of seven months to process an uncontested FM application and nine months to process an AM.

James Gabbert, NRBA president who owns radio stations in San Francisco and Hawaii, attacked the petition-to-deny process. "It happens time and time again," he said, that a station undergoing a transfer "goes down the tubes" because of a petition to deny. "We want the burden of proof to shift from accused to accuser."

Chairman Ferris, who was present to hear the repeated exhortations for reduced regulation and paperwork, responded that "there is very little that I have heard here

that I disagree with." He said the commission is reviewing its regulations for radio and aims to produce a "full set of zero-based regulations." He said to expect a "fresh judgment, hopefully before the end of this year."

When House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) took the rostrum, the exhorters suddenly became the exhorted. The congressman said he has seen encouraging signs of deregulatory action at the commission since Mr. Ferris became chairman, but that if anyone could point to an actual move to roll back broadcast regulation, "I'll be glad to resign my chairmanship." Mr. Van Deerlin, who has been pressing hard for broadcast support of his Communications Act rewrite, said, "What I'm telling you is, if you really believe the message . . . you better stick with Capitol Hill. You better stay where it can be done." Only Congress can lengthen the license period and do away with comparative hearings, he said.

Another featured speaker was Senator William Proxmire (D-Wis.), who urged support for his bill to abolish the fairness doctrine and equal time. The scarcity argument underpinning those sections, of the law no longer applies, he said, arguing that there is more scarcity in newspapers than in broadcasting. And yet "we have the best newspapers in the world." To loud applause, he said: "I think it's time we took a chance with freedom."

Attendance at the rally, never expected to represent a massive outpouring of broadcasters, nonetheless appeared to fall short of the planners' early estimates, which had been in the neighborhood of 400-500. One of the coordinators, NAB's government relations vice president,



Table talk. One of the stops during the broadcasters' "rally against overregulation" last Wednesday was the Executive Office Building in Washington, where the heads of five broadcast associations met with Henry Geller, assistant secretary of commerce for communications and information, and Rick Neustadt, a member of the White House domestic policy staff. Discussion focused on radio deregulation, which the administration supports. But the broadcasters were asked to supply information supporting their contention that deregulation should be extended to

all markets, regardless of size. Going clockwise around the conference table from Mr. Geller (back to camera), the participants were: Robert Herpe and Sis Kaplan, the National Radio Broadcasters Association; Ray Livesay, Daytime Broadcasters Association, Abe Voron, NRBA; Bill Walters and Roger Jeffers, Community Broadcasters Association; Irwin Krasnow, Donald Thurston and Donald Zeifang, National Association of Broadcasters; Len Allen and Paul Davis, Radio Television News Directors Association; James Gabbert, NRBA, and Mr. Neustadt.

William Carlisle, contended, however, that the final total was higher than the 225 counted at lunch. Many broadcasters disappeared after breakfast and new ones arrived for the luncheon, bringing the total closer to 400, he said. About 75 were in Washington anyway for the annual NAB-sponsored gathering of state association presidents and directors.

The rally opened Wednesday morning with each of the five sponsoring organizations expressing solidarity with the others. "We have no basic differences with other classes of stations and hope you have no differences with us," said Mr. Jeffers on behalf of the Community Broadcasters Association.

Their common platform—with radio center stage—was an end to FCC involvement in their business and programing affairs. They embraced NAB's petition to the FCC urging the elimination of all FCC-imposed program percentages for radio, commercial time standards and formal ascertainment.

NRBA circulated a position paper stating that the current "burdensome and unnecessary regulatory framework" ... runs contrary to current political and social trends favoring less government regulation. It attacked current FCC regulations such as ascertainment, commercial limitations and requirements to log programing and keep public files and proposals under consideration to regulate public service announcements and "community service"

programing.

NRBA stressed its position, however, that legislation from Congress is more important than "stop-gap" measures by the FCC. As long as the FCC is charged by statute with evaluating station operations in light of community needs and interests, some form of regulation will continue, the position paper said. "It is apparent that efforts toward deregulation without legislation will result in nothing more than reregulation."

In addition to the common cause, the other sponsors expressed their specific concerns. The Community Broadcasters Association wants authorization to boost power for class IV AM stations to 1,000 watts at night. The Daytime Broadcasters Association, representing the "handicapped of our industry," said its Chairman Ray Livesay of WLBH-AM-FM Mattoon, Ill., wants to have daytime only operations converted to full time.

The Radio Television News Directors Association, represented by President Paul Davis of WCIA(TV) Champaign, Ill., stressed its desire to see elimination of the fairness doctrine, equal time and other forms of content regulation. "This is a day in which we're not just concerned about paperwork or profits or protection, but for fundamental principle," Mr. Davis said.

No one disagreed with the others' aim. Summing up his remarks, Mr. Summers urged the broadcasters to push for "everything we can get."

Geller flexes administration muscle on 9 khz

He tells unappreciative DBA that despite FCC opposition, White House has the final word on WARC positions, and he's lobbying for the switch

There is a better than 50-50 chance that the United States' opposition to reducing AM channel separation to 9 khz can be reversed, and the National Telecommunications and Information Administration is working to accomplish that in time for the World Administrative Radio Conference this September, Henry Geller, head of NTIA, said last week.

Speaking to a Daytime Broadcasters Association meeting, where attendance fluctuated from 20 to 35, Mr. Geller apologized for "coming late" to the decision to support 9 khz, but said he thinks the U.S. position can be turned around "in the coming months." He is optimistic that the FCC will go along, but added that even if the commission rejects NTIA's petition to create 9 khz spacing, "that doesn't mean it will be the last stand." Channel spacing is an international issue, he said, on which the President has the last word. Mr. Geller said he has been talking about

In Brief

President Carter will address **National Association of Broadcasters** at opening general assembly of annual convention in Dallas on Sunday, March 25. Credit for persuading him to appear goes to presidential press secretary **Jody Powell**, media adviser **Gerald Rafshoon** and deputy news secretary **Walter Wurfel**.

ABC-TV rolled to massive prime time win in February sweep. For measurement periods of both A.C. Nielsen and Arbitron, network averaged **23.1 rating** to CBS-TV's **18.8** and NBC-TV's **17.5**. That's gain of 5% for ABC over February performance year ago, 4% loss for CBS and 2% loss for NBC, according to ABC research. **ABC won 21 nights**, CBS six and NBC two. Of month's 40 highest-rated telecasts, ABC had 35, CBS had six (including one tie and highest of all, "Rocky") and NBC none. In cumulative nightly averages, ABC won Tuesdays through Saturdays, CBS took Sundays and NBC Mondays, ABC said.

In largest account switch in advertising history, Chrysler Corp., Detroit, has moved estimated \$120 million in billings (about 65% in broadcast) to **Kenyon & Eckhardt**, New York and Detroit. **Billings can reach \$150 million**, depending on number of dealers electing to go to K&E. In process K&E must relinquish estimated \$75 million in Ford Motor Co. billings ending 34-year relationship between agency and client. Instrumental in landing account for K&E and expected to play leading role on Chrysler are **Ronald DeLuca**, executive vice president, who has headed creative team on Ford, and **John Morrissey**, executive vice president and head of Detroit office, who has had considerable auto background. **Agencies losing out** are Young & Rubicam, billing about \$57 million on Chrysler-Plymouth and Chrysler corporate; BBDO (Chrysler agency for 35 years), billing estimated \$60 million on Dodge cars, Dodge trucks and Dodge dealer association, and Ross Roy, billing about \$9 million on various component products.

Ksmt(TV) Salinas, Calif., has been sold to Retlaw Enterprises Inc. for

\$8.25 million. Retlaw is owned by widow and daughters of Walt Disney and managed by Joseph C. Drilling, president. It also owns KJEO(TV) Fresno and KOGO(AM) San Diego, both California. Seller: group of six, headed by Lynn J. Brinker. Ksmt is CBS affiliate on ch. 46. Broker: Richter-Kalil & Co.

With sale of **wspd(AM) Toledo, Ohio**, to Wood Broadcasting for \$3.3 million last Thursday, **Storer Broadcasting sold last of four facilities** it put on block last December, following decision to sell off all radio stations to help finance expansion of cable operations (BROADCASTING, Dec. 11). Storer sold **whn(AM) New York** to Mutual Broadcasting System last Monday (see "Changing Hands," page 103) and **wgbs(AM)-wlyf(FM) Miami** week earlier (BROADCASTING, Feb. 26). Total price for four stations was \$29.8 million—\$5.2 million less than Storer had asked. Assuming FCC approval of deals, only one radio station will remain: **wlak(FM) Chicago**, which Storer must retain until April 1981 to fulfill FCC's three-year ownership requirement. Wood Broadcasting, principally owned by **Willard Schroeder**, is licensee of **wood-AM-FM Grand Rapids, Mich.** All sales were brokered by Ted Hepburn Co.



Tenth annual **Abe Lincoln Awards** were presented Thursday (March 1) in Fort Worth. Among recipients (l to r): **John E. Fetzer**, chairman,

the issue with the head of the United States' WARC delegation, Glen O. Robinson.

It was apparent Mr. Geller's audience was not altogether supportive of his proposal. One of the benefits of 9 khz, he said, will be the creation of more channels to which daytime-only radio operators could move and become fulltimers. But it would also create more competition, presumably, and several seemed displeased about that. Said one in the group, "You've got a problem with broadcasters."

The concern was expressed more explicitly by the new ranking Republican on

the House Communications Subcommittee, James Collins (R-Tex.), who told the assembly that he was concerned about the number of new stations that might be created by going to 9 khz. "I don't want to so proliferate the radio market . . . that we end up with everybody in radio going broke," he said.

But if there was no groundswell of support at the meeting, the Daytime Broadcasters Association, nevertheless, has pressed hardest from within the industry for 9 khz. DBA Chairman Ray Livesay of WLBB-AM-FM Mattoon, Ill., spoke for it at the meeting Wednesday.

Other participants in the meeting, including House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and Representative Paul Findley (R-Ill.), sponsor of legislation to require the FCC to find ways to convert daytimers to fulltimers, were roundly critical of the FCC. Mr. Van Deerlin, urging support of his Communications Act rewrite which last year contained a provision to help the daytimers, told the group, "You're not going to get the kind of help you need from downtown."

But the chairman's subcommittee staff put it more bluntly. Chief Counsel Harry M. (Chip) Shooshan flatly condemned the commission's proposal to create 125 new stations on clear or adjacent channels and he said there is "no commitment" at the FCC to deal with the daytimers' problem. Subcommittee staff engineer Chuck

Jackson said it is clear to him that the commission staff is avoiding dealing with the issue. "There is a great rule in bureaucracy," he observed. "If you don't do anything, you don't do anything wrong."

Representative Findley praised the National Association of Broadcasters for finally breaking its official silence on the daytimer issue. The NAB joint board, at its January meeting, passed a resolution to support efforts to convert daytimers, as long as they do not harm existing fulltimers.

Larger issues hinge on KBSA renewal

Bond-fraud allegations concern religious broadcasters, but distress-sale effort a worry for the industry in general

The question of whether holders of some \$1.5 million in church bonds and other creditors of the Broadcasting Service of America will get the money owed them was left open last week, when the FCC instructed its staff to prepare an order designating for hearing the renewal of the church-owned KBSA(TV) Guasti, Calif. The station has been off the air for two years and is without any assets or equip-

Pot calling kettle black? The day before many were to pay visits to their legislators, presidents and directors of state broadcaster associations received a pep talk from the National Association of Broadcasters staff at their annual Washington gathering last week. Tell the congressmen to pressure the FCC for reduced paperwork, they stressed. Before the broadcasters were three-inch thick bundles of reports and how-to materials that NAB's staff had churned out in recent months. One state president, riffling through it, said to his neighbor, "Is the bureaucracy at NAB any different than any in government? It seems every department has to justify its existence."

Fetzer Broadcasting Co.; **J. Leonard Reinsch**, chairman, Cox Broadcasting; **Bob Hope**, who received Distinguished Communications Medal; **Dr. Paul M. Stevens**, retiring president of sponsoring Southern Baptist Radio and Television Commission, who himself received surprise DCM, and **Tom Landry**, coach of Dallas Cowboys, who received Christian Service Award. Top Abe Lincoln Awards went to **David Nelson**, VP-station services for CBS Television Stations Division, New York, and **George Ann Victor**, creative services director, KHOW(AM) Denver.

□

FCC is believed to have adopted final order on Wednesday granting application of Chapman Radio & Television Co. and denying competing application of Birmingham Broadcasting Co. in **14-year-old contest for channel 21 in Birmingham, Ala.** Instructions to staff on writing order were given in June; order is due today (March 5).

□

RCA American Communications plans FCC filing shortly for what is described as first commercial audio "end-to-end satellite service," with common carrier supplying uplink, satellite, and receive-only earth stations as well. If approved, **first client would be UPI**, which developed system with RCA. UPI has ordered full-time 15 khz satellite channel, would convert from landlines for 606 UPI Audio customers (who also would have teletype brought in by satellite). RCA would install more than 600 10-foot-diameter antenna dishes. UPI, which characterizes plan as "first step in a gradual conversion of all of UPI's services to satellite," hopes to have this phase of "end-to-end" service completed by mid-1980. Unaffected would be UPI Audio customers in regional networks—more than 300. Beyond UPI, RCA claims announcements will be coming soon about two other customers (AP Radio is understood not to be one of them.) Elsewhere, RCA Americom is claiming another first with free distribution to cable systems this week of shots of Jupiter from Voyager I spacecraft.

□

Ex-affiliate of 25 years, **wcbl-tv (ch. 4) Columbus, Miss., returns to CBS fold** Aug. 25 after two years with ABC. Switch was prompted by lowered ratings, even with top-ranked network, and undoubtedly encouraged by increase in compensation, reportedly 25%.



Dinner-dressed crowd of close to 850 turned out to see **Richard S. Salant**, president of CBS News, receive International Radio and Television Society's 1979 **Gold Medal Award** at dinner in New York Thursday night. He's shown above (r) with Gene F. Jankowski (l), president of CBS/Broadcast Group, and John D. Backe, CBS Inc. president.

□

Affiliation changes Monday (March 5) have been subject of **spectacular promotion campaigns** by KSTP-TV Minneapolis-St. Paul, switching from NBC to ABC, and of WTCN-TV there, former independent picking up NBC. After extensive research study, KSTP-TV spent approximately \$500,000 on radio and print advertising and equivalent of that on its own on-air promotion spots, according to Stanley S. Hubbard, president. Campaign included more than 200 billboards, 900 bus advertisements and 800,000 direct mail brochures tied to contest giveaways. WTCN-TV was gearing up for extravagant "celebration" last weekend, when NBC President Fred Silverman and stars of NBC shows—including *Today*, which will originate from Minneapolis today—were to join 115 reps and buyers and 25 television critics invited for occasion. Station's promotion director, Georgia Gould, said \$1 million had already been spent on print advertising, in addition to 200 billboards and 200 bus signs.

ment, even a telephone.

But the case is cause for larger concern in the religious broadcasting community, some of whose members sell bonds as a means of raising funds. And it could be cause for concern to broadcasters generally, for an informal objection to the renewal and sale, which arrived two days before the commission action, seemed to underscore the fears some broadcasters had expressed regarding the commission's new distress-sale policy—that minority groups might attempt to force stations into license hearings for the sake of picking them up at bargain prices.

The commission indicated the order is not final; it is to be prepared for the commission's "consideration," probably after this month. And officials said the commissioners are aware of the concerns of the bondholders, many of them persons of modest means. But the action, on Feb. 28, was taken on a 7-0 vote on the day that a contract providing for the sale of the station, designed as a bail-out of bondholders and creditors, expired.

The commission staff had recommended approval of the renewal and sale.

The Berean Baptist Church of Orange County which, through the Berean Bible Ministries, owns the licensee, had hoped to sell the station to Metropolitan Broadcasting Co., which is 80% owned by Dental Finance Co. of Irvine, Calif.

The objection was filed by the Inter-American Broadcasting Co., which says it qualifies as a minority organization, is interested in acquiring KBSA under the distress-sale policy, though not, it says, at the expense of creditors and bondholders. Inter-American is a subsidiary of a federally and privately financed umbrella organization for community and private enterprises providing services and employment for Spanish-speaking residents of the Los Angeles area, and was organized for the purpose of acquiring television licenses in areas with large Spanish-speaking populations. It had failed in an earlier attempt to buy KBSA, which is in the Los Angeles market.

The station's problems at the commission involve allegations of fraud and misrepresentation in the sale of the \$1.5 million in bonds, most of them through a contract sales agency. The money was to be used to build and operate the station. Other allegations involve possible unlawful transfer of control.

Metropolitan agreed to pay \$1.5 million, an amount believed sufficient to satisfy creditors and retire the bonds, possibly with some interest. If the amount proved inadequate to pay principal, Metropolitan had agreed to increase its offer by \$200,000.

Inter-American maintains that the creditors and bondholders would not lose if it were to acquire the station. Inter-American's attorney, Charles Barnard, said in the informal objection that, if the renewal is designated for hearing, its purchase offer would be sufficient to pay off all creditors and compensate bondholders "with all accrued interest."

The FCC commissioners, those old softies

Last week, the FCC decided to be "irrational." In this instance, the commissioners deliberately acted as a matter of compassion. And there were those on the staff who seemed to think compassion got the better of the FCC's judgment in another case as well.

The decision to give up on reason involved a proposed transfer of Scripps-Hagadone Newspaper, which owns KVN1(AM) Coeur d'Alene, Idaho, and the only newspaper there, to Frank Hagadone. The grant involved a waiver of the crossownership rule, and the staff was ready to recommend it. Mr. Hagadone the staff explained, is a native of Coeur d'Alene, had run the newspaper and station for some 16 years, and had once had negative control (50%) of the corporation, although his ownership has been reduced to 32%. And he would be getting the Coeur d'Alene media properties as part of a division of some \$50 million in holdings among owners of the corporation, who, the staff said, had a falling out. "Heartwise," as one staff member put it later, approving the transfer was "right."

The problem was in providing a rational basis for it. The staff offered one, based on the only precedent available. But the commissioners did not consider it persuasive, nor could they offer anything better.

Finally, Chairman Charles D. Ferris cut the knot. "Why be rational?" he asked. "Just do it without an order, without trying to make rational what is irrational." Granting the waiver "seems right," he said. "It's his [Mr. Hagadone's] town and is consistent with grandfathering."

So the commissioners instructed the staff under delegated authority simply to issue an order granting the waiver. Presumably, the commission has left no precedent that might bedevil it in some future proceeding.

The other case that had some staff members, including commissioners' assistants,

shaking their heads last week involved the treatment of a Sitka, Alaska, broadcaster said to have violated technical logging rules. The commission in September had notified Sitka Broadcasting Co., licensee of KIFW-AM-TV, of a proposed forfeiture of \$4,000 for a total of 11 technical logging violations at both stations. The staff said the engineer had resigned the TV logs, indicating he had been on duty full time, seven days a week, when he had not.

The licensee had sought mitigation of the fine, noting the lack of first class engineers in Alaska. It also said that because Sitka is a small market, it had been forced to cut corners. But the staff was not impressed. "This man is a repeater," said Arthur Ginsburg, chief of the Complaints and Compliance Division. "This is willful."

The commissioners, however, would have none of that. Commissioner James H. Quello cited the stations' marginal financial condition—the radio's total revenues in 1977 were \$130,000; the television station's, even less, and payment to principals for each station was \$1,200. "A \$2,000 fine would be plenty," he said. "They have a good case saying they can't get qualified people." The rules encourage violations, he said.

Broadcast Bureau Chief Wallace Johnson noted that broadcasters could seek waivers of rules they find unreasonable. And Mr. Ginsburg noted that the commission had maintained it would use forfeitures "to compel compliance" with the rules. He also said that the owner's station in Juneau, KJNO(AM) is in more robust financial health.

But the forces of compassion were not to be thwarted. Commissioner Abbott Washburn felt even \$2,000 was too much of a fine; he proposed cutting it to \$1,000.

The commissioners, taking that as one possibility and the staff's recommendation as the other, settled, 7-to-0, on \$2,000.

Mr. nice guy. In a city where Elizabeth Taylor is merely a senator's wife, the appearance of a real, live television star—one who happens to play the role of America's best-known city editor—qualifies as a bona fide media event. So much, in fact, that last week Ed Asner (aka Lou Grant of the mythical *Los Angeles Tribune* and former news director of the equally mythical WJM-TV Minneapolis) stood at the same National Press Club podium as have Presidents and prime ministers. At \$6.50 a head, the crowd for the National and Washington Press Clubs' jointly sponsored luncheon overflowed the banquet hall. Working reporters hung over the balcony rail. The flash units flashed. The pens scratched away.

The star of the CBS-TV series showed off his one and only journalistic accomplishment: the feature page of his Kansas City, Kan., high school newspaper. Offering more mirth than meat, the speaker was joined in his largely tongue-in-cheek hour of anecdotes by some of the otherwise staid members of Washington's press corps. Some Asnerisms:

"The only time most people like a city editor is when he's neither sitting nor standing and is surrounded by a lot of flowers."

"It's ridiculous that in this country some courts want to see a reporter's notebooks. I've never seen a reporter's notebook that was legible."

On television versus print journalism: "No newsman is probably worth anything unless somewhere along the way he came out of print."

"I find myself going over the *L.A. Times* with a blue pencil."

Before *Lou Grant*, television's portrayal of the news business "was often a cop show. We've tried to study journalism. We try to do justice to the newspaper business."

An unsigned question from one female reporter: "Are you married? I'm available." Answer: "I'm married, but available."

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	1976	1977	1978
Markets	81	113	149
Homes	2,372,000	3,652,000	5,509,000
Women	1,947,000	3,172,000	4,767,000
W18-49	960,000	1,529,000	2,286,000

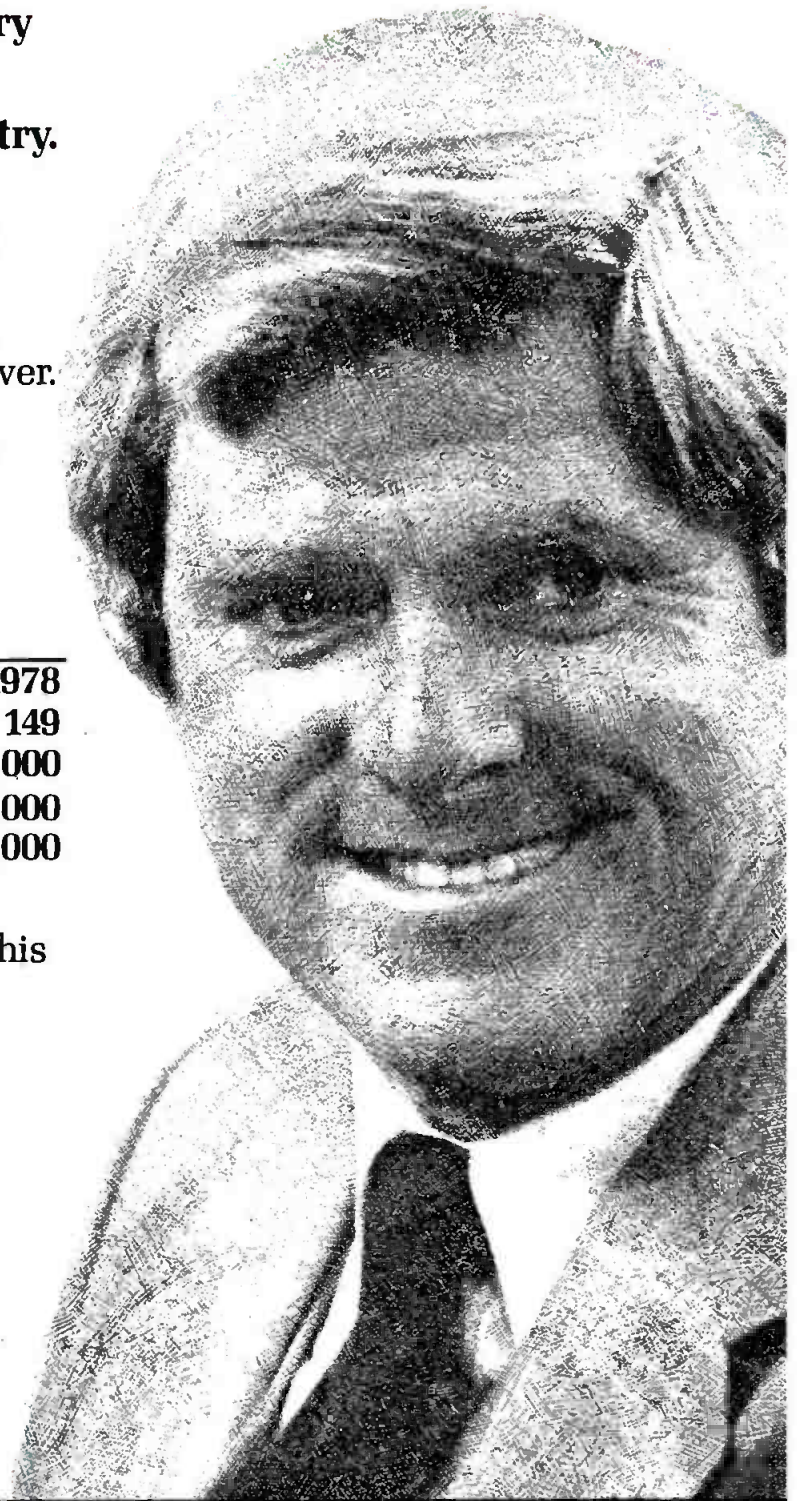
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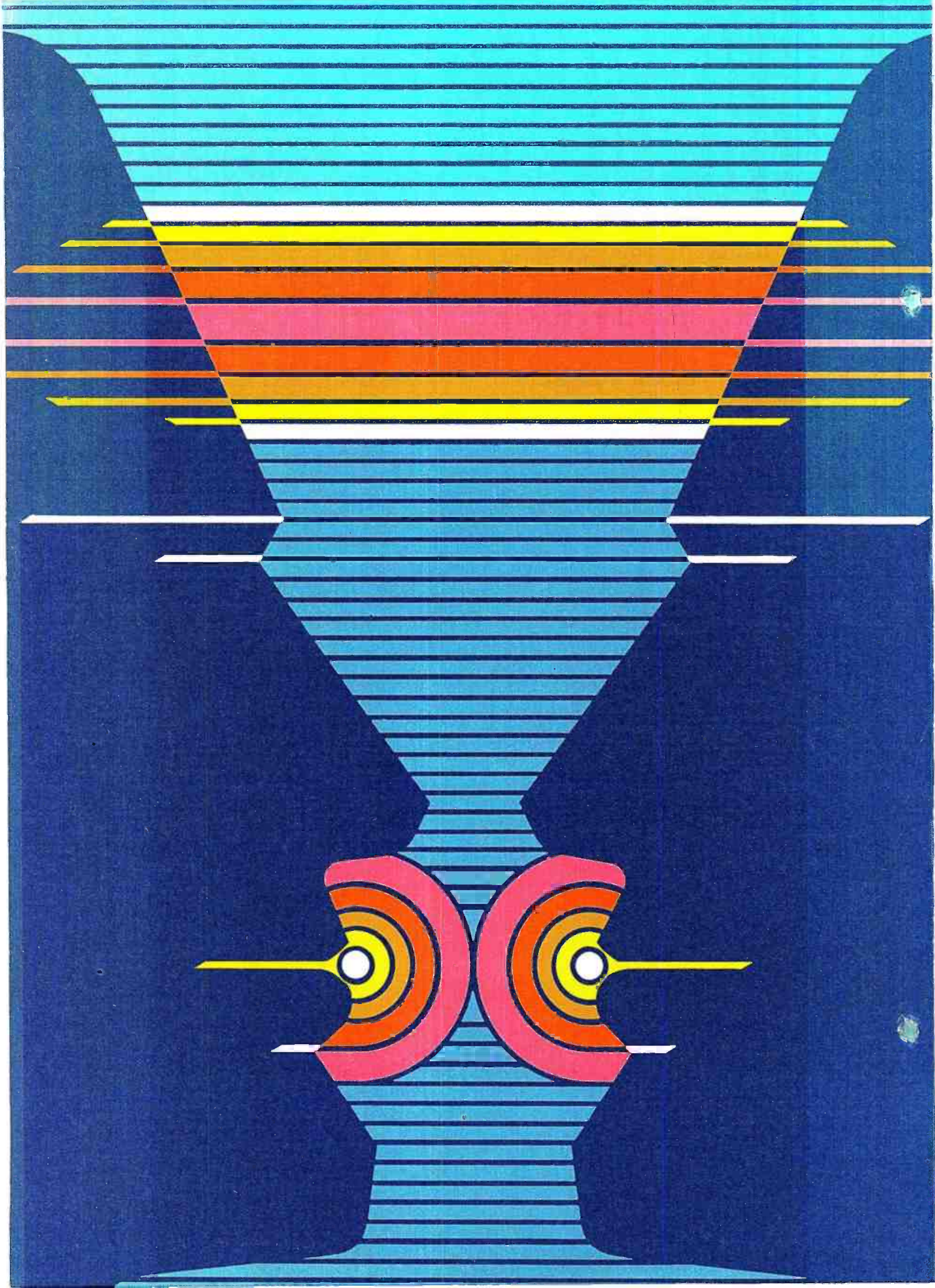
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Her story? "The New South: Shade Behind the Sun Belt." It seems dollars headed for economically impoverished areas were somehow going elsewhere.

She found out where. She also found the resourceful leaders who are transforming civil rights into economic power. Point is, she did it all on her own. We like that.

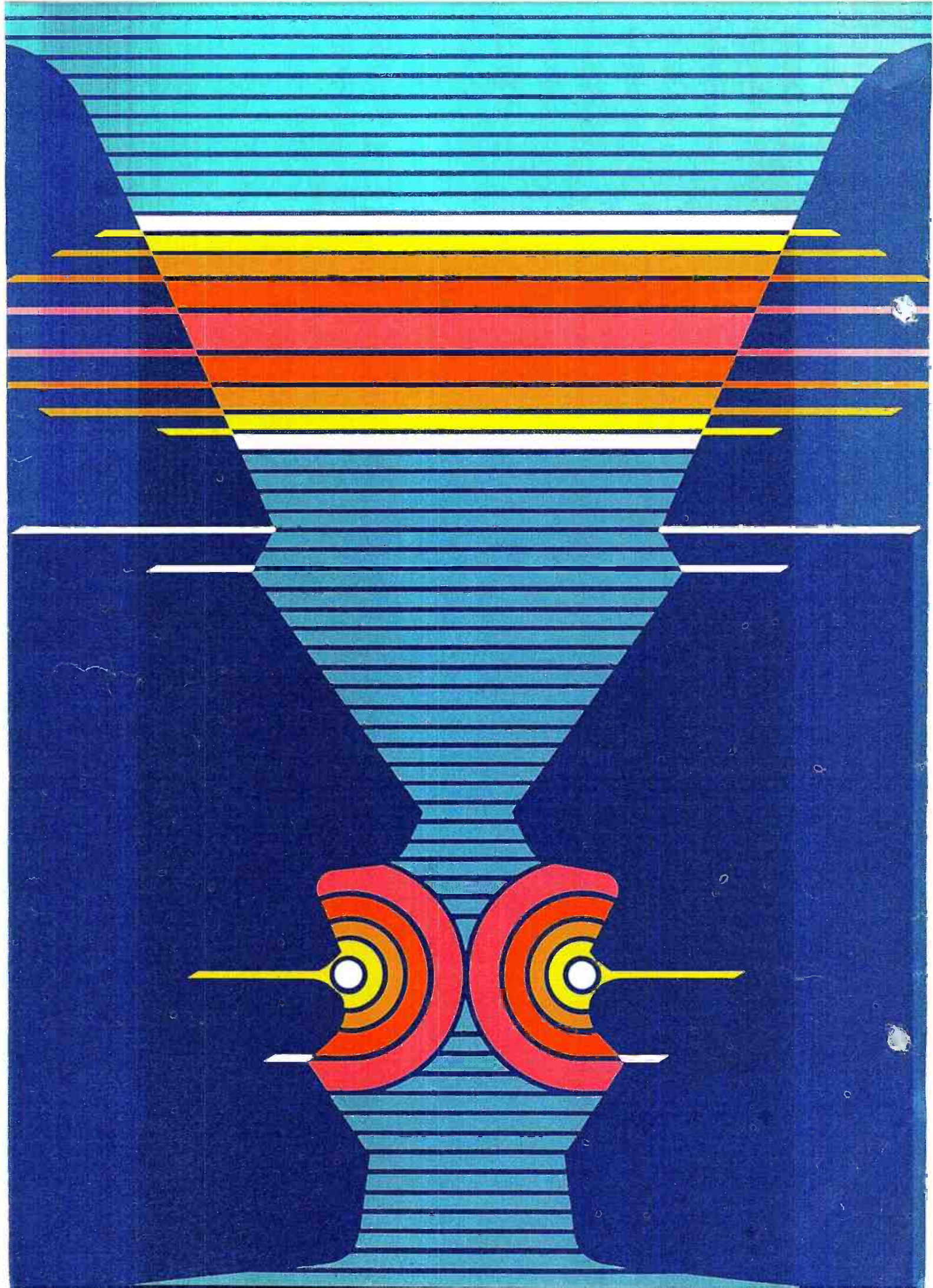
Julie Frederikse is the sort of person who's helping to make AP Radio one of the most respected broadcast networks in the country. We're only 4 years old, but we're winning the awards that are making the rest of the industry sit up and take notice. No wonder. We're like Julie Frederikse. Professional.

AP Radio

Associated Press Radio Network



Julie Frederikse/Associated Press Radio Network



THE RIGHT TO RESPOND

The first situation comedy where the viewers in your market can actually participate. Each week our Baxter family presents a provocative issue which your studio audience resolves.

In this unique half-hour format, the best of Norman Lear's social comedy provokes and reveals the convictions, emotions and prejudices of the people in your community.

Hosted by one of your station's on-air personalities, this high entertainment program qualifies as locally produced public affairs.

Co-produced by Norman Lear's T.A.T. Communications Co. and your station.

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Produced and Distributed by **TAT** Communications Co.

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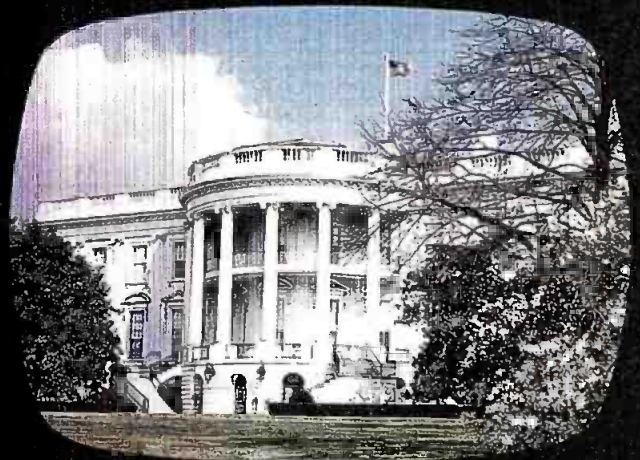
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Columbia Pictures Television

Theatre (78), Charlie Chan/Mr. Wong (12), 13 movie packages (525). **Personnel:** Martin J. Robinson, Stephen L. Elsky, Jack McLaughlin, Selwyn Ginsler, Glen Hagen, Paul Kalvin, Murray Oken, Fred A. Watkins, William Wineberg, Robert Corona, Barton Edward Farber.

Universal-International Productions

18800 N.W. Second Avenue, Suite 105B, Miami 33169

Product: The Jackie Mason Show (260)*, Showtime America (39)*, The Morning Show (260)*, Fred Hall children's insert (260)*. **Personnel:** J. Leslie Wooley, Paul S. Bast, Murray S. Bast, Myra Shuman, Terry Moore, Kim Jones, Lynn Seville.

UPA Productions of America

4440 Lakeside Drive, Burbank, Calif. 91507

Product: Super Science Fantasies (10), Mr. Magoo Color Cartoons (130), The Famous Adventures of Mr. Magoo (26), Mr. Magoo's Feature Film Festival (6), Mr. Magoo's Christmas Carol, Uncle Sam Magoo, Retreat From Kiska, The Fifth International Tchaikovsky Competition, Grenoble, Dick Tracy Color Cartoons (130), Kukla & Ollie (195), All Star Golf (142), 77 UPA Cartoon Show (77), Roy Rogers Show (100), Pinata. **Personnel:** Henry G. Saperstein, Lee Cannon.

U.S. Air Force

U.S. Chamber of Commerce

1615 H Street, N.W., Washington 20062

Product: It's Your Business (52)*. **Personnel:** Carl Grant, Milton E. Mitler, Robert Adams, William Dalton, Karna Small, Bette Alofsin.

Viacom

1211 Avenue of the Americas, New York 10036

Product: All in the Family (future release), Bob Newhart Show (142), Mary Tyler Moore Show (168), Hawaii Five-O (future release), Cannon (future release), The Rookies (90), The Honey-mooners (39), Family Affair (195), I Love Lucy (179), Beverly Hillbillies (110), Gunsmoke (226), Perry Mason (245), Hogan's Heroes (167), My Three Sons (160), Andy Griffith Show (249), Gomer Pyle (120), Dick Van Dyke Show (158), Wild, Wild West (104), The Twilight Zone (134), Phil Silvers Show (138), Petticoat Junction (148), Grizzly Adams (future release), Family Feud (98), Price is Right (230), \$25,000 Pyramid (150), Romie-O and Julie-8*, Devil & Daniel Mouse, Cosmic Christmas, Circus (26)*, Whew!, Terrytoons, seven movie packages (188). **Personnel:** Ralph M. Baruch, Ave Butensky, Elliott Abrams, Art Zeiger, William P. Andrews, Todd Gaulocher, William Stynes, Donald Toye, Don Joannes, George Milner, James McCormick, Richard Golden, J. Warren Tomassene, Jeffrey Kinney, Edward Hewitt, Dick Moran, Larry Gershman, Brian McGrath, Sandra Landau, Richard Reisberg, George Faber, Ed Warren, Charles Tolep, Jean Goldberg, James Ferris, Jackie Barrios, Eric Veale, David Laking, Len Smith, Peter Waldvogel.

Jim Victory Television

45 East 45th Street, New York 10017

Product: Rhoda (109), Streets of San Fran-

cisco (119), Match Game PM. **Personnel:** James T. Victory, Robert Koib, Ben Okulski, John Rohrs.

The Video Tape Co.

10545 Burbank Boulevard, North Hollywood, Calif. 91601

Product: Video tape, cassettes, tape stock and duplication/distribution services in all formats. **Personnel:** Keith Austin, Frances Van Paemel, Donald Johnson, Dick Millais.

Vidtronics

855 North Cahuenga Boulevard, Hollywood 90038

Product: Computerized post-production services, film-to-tape transfers, videotape duplication, audio sweetening and mixing, videotape production, digital intercontinental conversion. **Personnel:** Jerry Kurtz, Burton I. Lippman, Neal Rydall, Denny King, Hugh Hole, Marilyn David.

Vipro

645 North Michigan Avenue, Chicago 60611

Product: Paul Harvey Comments (5 per week), The Fisherman (34), Celebrities On the Couch*, Gigglesnort Hotel (78), Kup's Show, Winner's Circle (26), Computer Roulette (104), Let's Go To the Races (78), Harness Racing Sweepstakes (26). **Personnel:** Donald J. Frehe, Howard Christensen, Thomas M. Edinger, Patricia K. Edinger, Richard G. Palmer, Paul S. Eggleston, Jack Concannon, Roger Clark.

Visual Productions TV Ltd.

1380 Elaine Trail, Mississauga, Ont. L5G 3W8

Vitt Media International

437 Madison Avenue, New York 10022

Product: Archies (104), Big Blue Marble (104), Match Makers (65), Week-end World (26), At Night*. **Personnel:** Richard Olsen, Hal Katz, Lee Block, Jim Barker.

V.O.O./Veronica

Warner Bros. Television Distribution

4000 Warner Boulevard, Burbank, Calif. 91522

Product: Roots: The Next Generations (14 hours)*, The Phenomenon of Roots*, Roots (12)*, The David L. Wolper Specials of the Seventies (30)*, The Waltons*, Welcome Back, Kotter*, Chico and the Man (88)*, 20 movie packages (505), Tarzan Features (32), The Bowery Boys (48), Charlie Chan Film Festival (21), The FBI (234), Maverick (124), Tarzan (57), F Troop (65), Superman (104), Batman/Superman/Aquaman (69), Porky Pig & Friends (156), Bugs Bunny & Friends (100). **Personnel:** Charles D. McGregor, Alfred Ashley, George Mitchell, Peter Affe, Sid Cohen, Bill Seiler, John Louis, Robert Mitchell, Gordon Hellmann, Dee Eulberg.

Weiss Global Enterprises

333 South Beverly Drive, Beverly Hills, Calif. 90212

Product: Select First Runs (20), Golden Showmanship Group (9), Parade Pictures (4),

Impact Group (120), English Classics (63), Westerns (60), Vintage Flicks (24), Documentaries (3), Custer's Last Stand (15), The Black Coin (15), The Clutching Hand (15), Voyages of a Queen (130), The Traveler/Northwest Traveler (184), Ski West (39), Craig Kennedy, Criminologist (26), Thrill of Your Life (13), Canine Comments (13), The Chuckle Heads (150), Alice cartoons (10), Krazy Kid Kartunes (4), Nursery Rhymes (6). **Personnel:** Adrian Weiss, Steven A. Weiss.

Western Union Telegraph

One Lake Street, Upper Saddle River, N.J. 07458

Gene Wilken Film Syndication

Robert Wold Co.

11661 San Vicente Boulevard, Los Angeles 90049

Product: Television networking services including production, distribution and real-time delivery, various special programs available for telecast on time-buy basis. **Personnel:** Robert N. Wold, Wayne Baruch, Robert Patterson, Richard Marsh, Karen Brooks.

World Championship Tennis

405 Park Avenue, New York 10022

Product: The \$320,000 Challenge Cup, The \$200,000 Tournament of Champions, The \$200,000 WCT Dallas Finals. **Personnel:** Mike Davies, Jon Doyle.

Worldvision Enterprises

660 Madison Avenue, New York 10021

Product: Holocaust*, Little House On the Prairie*, Stars On Ice*, The Next Step Beyond (24), The Newlywed Game (520), Let's Make a Deal (260), Casper, The Friendly Ghost (244), Wonders of the Wild (26), FDR (27), The Irish Rovers (27), Come Along (13), The Wonderful Stories of Professor Kitzel (104), The Mod Squad (124), It Pays To Be Ignorant (39), The Jackson Five (23), Discovery (103), 'Specially for Kids (17), Ben Casey (153), Combat (152), Fabulous Sixties (10), Bay City Rollers, Is It Christ, Roberta Flack, Billy Paul and the Staple Singers, World of Hugh Hefner, World of Liberace, Raphael, Prime VI (19), Prime V (26), Prime IV (26), Prime III (16), Prime II (16), Prime I (10). **Personnel:** Kevin O'Sullivan, Jerry Smith, Howard Lloyd, Jack Kelley, John Ryan, Jim Thomson, Randy Hanson, John Barrett, Reggie Jester, Bert Cohen, Eugene Moss, Barry Zajac, Mel Watson, Brian O'Sullivan.

Yongestreet Program Services

357 North Canon Drive, Beverly Hills, Calif. 90210

Y&R Program Services

285 Madison Avenue, New York 10017

Product: -Night Flight*. **Personnel:** Joseph Ostrow, Richard Low, Gerald Baldwin, Joseph Schrier, Steve Lazarus.

Ziv International

**WHAT HAS 3 REAR-ENDS,
FOUR-ON-THE-FLOOR AND
APPEALS TO WOMEN 18 TO 34?**



 Columbia Pictures Television

vices. **Personnel:** Herb Jacobs, Ron Krueger, Jim Ritter, Grace Jacobs.

Telcon

Route 1 and Haynes Avenue, Newark, N.J. 07114

Personnel: Dino DiGiorgio, Edward M. Caruso.

Telecast International

4447 Lakeside Drive, Burbank, Calif. 91505

Product: The Daring Breed (26)*, Spectreman (63)*, The Patsy Awards. **Personnel:** John F. Feeney.

Telepictures

One Dag Hammar skjold Plaza, New York 10017

Product: Telepictures Feature I, An Appointment with Dr. Joyce Brothers (65), Peter Lupis' Body Shop (130), Canada Jam (4), Who's No. 1. **Personnel:** Michael Solomon, Michael Garin, Dick Robertson, Rocco Viglietta, Jody Shapiro, Zane Bair.

TeleRep

919 Third Avenue, New York 10022

Product: Operation Prime Time: The Rebels (4 hours), The Seekers (4), Books II and III of Kent Family Chronicles, Top of the Hill (4), The Dream Merchants (4). **Personnel:** Al Masini, Dennis FitzSimons, Mary Jane Hastings.

Telesound

Box 1900, San Francisco 94101

Product: 35mm and 16mm live action filming, computer assisted graphic animation, total image development, custom music and music packages for radio, TV animation packages, promos and tags. **Personnel:** Karl H. Sjodahl, David Horak, John Hawkins.

Televisa S.A.

Television Representatives/CB Distribution

Television Syndication Group

83 Booth Street, Stratford, Conn. 06497

Product: The Melting Pot (130), Success (104)*, Imagine That (26)*, Up for Grabs (39)*, America Still (52)*, The Sam Diego Show (65)*, Country Serenade (26)*, Remarkable (26)*, Funny Man (26)*, Sky's the Limit (27), Coping (130), Master Bridge (26), Sew What's New (78), America Sings (52), Eat Yourself Healthy (78), Down Home USA (52), Sacred Space (39). **Personnel:** Jeffrey P. Smith, Milt Strasser, Barbara Smith.

Television Syndications

230 West Alabama No. 410, Houston 77006

Product: Funny Farm, My Little Margie, Waterfront, Jim Bowie, feature films (600). **Personnel:** Tom Thuman, Buzz Hassett, Mike Lavine.

Teleworld

10 Columbus Circle, New York 10019

Product: Specials: Prestige I (10), Entertainment Specials (6). Series: The Great Ones (26)*, Star Maidens (13), Castaway (13).

Features: Tele 20 Volume II (20), Chiller Package (29), Action Adventure Classics (51).

Personnel: Robert Seidelman, Dalton Danon, Noah Jacobs, Karen Jamison.

Time-Life Television

Time & Life Building, New York 10020

Product: Time-Life Volume 2 (23)*, The Joyce Davidson Show*, World War II Diary (25), Doctor Who (98), Wild, Wild World of Animals (129), The Harold Lloyd World of Comedy (26), Monty Python's Flying Circus (39), Murder Most English (5), Vision On (74), America (26), The Goodies (26), The Onedin Line (42), Time-Life Volume I (25), Harold Lloyd Film Classics (12), The Africans (6), Americans (13), Ten Who Dared (10), Europe, The Mighty Continent (13), Fall of Eagles (13), Pennies From Heaven (6), Glittering Prizes (6), BBC Outlook (10), The Shirley Bassey Show (6), The Fight Against Slavery (6), The Search for the Nile (6), Elizabeth R (6), The First Churchills (12), The Commanders (7), Ripping Yarns (6), Fawly Towers (6), When the Boat Comes In (26), Window on the World (11), Civilisation (14), The Ascent of Man (13), Wodehouse Playhouse (20), War and Peace (19), The Six Wives of Henry VIII (6), The Fall and Rise of Reginald Perrin (14), Premiere (6), The Dick Van Dyke Harold Lloyd, Little Women (9), Ivanhoe (10), The Black Tulip (6), The Last of the Mohicans (13), Tom Brown's Schooldays (8), Billy Smart's Circus (4), The Story Behind the Story (6), Touring Great Cities (4), Life Around Us (26), Great Zoos and Great Parks of the World (14). **Personnel:** Bruce Paisner, William E. Miller, Robert J. Peyton, Robert L. Greenstein, Tony Brown, Thomas Todd, Monte Lounsbury, Jack Donahue, Frank Miller, Wynn Nathan, Harvey Chertok, Paul Hughes, Bryon Parkin, Peter Lord, Roy Gibbs, John Grist, John Stringer, Tom English, Michael Checkland.

TM Productions

1349 Regal Row, Dallas 75247

Product: Radio and TV ID packages*, multimedia marketing plan, production libraries, music formats (beautiful music, rock, C&W, mellow rock, disco*), syndicated radio programs (The Evolution of Rock, The Elvis Presley Story, Album Greats: A History of Album Rock*). **Personnel:** Jim Long, Jerry Atchely, Ernie Winn, Tim Moore, Ron Nickell, Mike Baer, Joey Levin, Bill Fultz, Paul Meacham, Rick Lemmo, Marc Leunison, Rick Loth, Bruce Bresleau, Dennis Meeks, Cecelia Garr, Tom Corbett, Bob Bruton.

Tricentennial Productions

230 West Alabama No.410, Houston 77006

Trident Television

420 Lexington Avenue, New York 10017

TVAC

6464 Sunset Boulevard, Suite 930, Los Angeles 90028

Product: Promotion and distribution of government-funded children's TV programs. **Personnel:** Nate Long, Nivette Vicens, April Perry, Craig Swenson, Brenda Mabra.

TV Cinema Sales

211 South Beverly Drive, Suite 101, Beverly Hills, Calif. 90212

Product: Rollin' On the River (85)*, Barbara McNair Show (52)*, Story Theater (26)*, George Kirby Show (26)*, Masterpiece (25 films), Nostalgia (9 films), First-run Color Features (11), Western Classic Features (12), EMI Feature Films (101), Nutty Squirrel (150). **Personnel:** Jerry Weisfeldt, Richard Ostrander, Peter Rodgers, Arden Moser.

TV Globo of Brazil

909 Third Avenue, New York 10022

Product: Documentaries, music specials, soccer games, miniseries. **Personnel:** Joseph Wallach, Felipe Rodrigues.

TV National Releasing

37 West 57th Street, New York 10019

Product: Joe Franklin's Hollywood Memories (26), Princess Knight, Princess Knight (52), Laff-Movies (52), Features International (30), Guns of the West Classics, Shirley Temple Comedy Theatre (7), Kiddie Camera (250), Toffsy Cartoon Theatre (26), History Machine (50), Felix the Cat Cartoon Theatre (44), Your Daily Horoscope (365), Victor & Horace (26), Les Onyx (26). **Personnel:** Maurice H. Zouary, Tom J. Corradine, Ken Weldon, Wallace Lancton, Liliane Stoumon.

TVS Television Network

280 Park Avenue, New York 10017

Product: A Joke's A Joke*, The Supersatellite Concert Show (13)*, The Radio Show*, Portraits of Power (26)*, The 1979 AIAW Championships (5)*, The Edge. **Personnel:** George H. Gallup, Bill Madden, Cay Trigg, Gary Lico.

20th Century-Fox

Box 900, Beverly Hills, Calif. 90213

Product: First run: Dinah!, Dance Fever, The Jackie Gleason Show, Peyton Place '79*, The Guinness Game*, That's Hollywood!, All Star Secrets, National Enquirer, Smart Alecks, It All Happens at the Madd House, Numero Uno, The Olympiad. Off network: M*A*S*H (200), Batman (120), Circus (52), The Ghost and Mrs. Muir (50), Nanny and the Professor (54), Room 222 (113), Land of the Giants (51), Lost in Space (83), Planet of the Apes (14), Voyage to the Bottom of the Sea (110). Films: Century 5,6,7,8,9,10, Fox One, Two, Three, Premiere 1, Laurel & Hardy Comedy Classics, Shirley Temple Theatre, Golden Century, cartoons (68). **Personnel:** Sy Salkowitz, Ron Beckman, David Sontag, Russ Barry, Richard A. Harper, Steven R. Orr, George Paris, Martin J. Groothuis, Jerry Greenberg, Steve Astor, Susan Devaney, Stan DeCovnick, Ed Greenberg, Joseph Greene, Jim Puffer, Stu Stringfellow, Dennis Juravic, Tom Maples, Lawrence Keller, Gerald Ross, John Walden, William L. Clark, Ron Beckman, Sheldon Saltman.

United Artists Television

729 Seventh Avenue, New York 10019

Product: Warner Bros. cartoons, Popeye cartoons, MGM cartoons, MGM shorts, Rat Patrol (58), Outer Limits (49), Gilligan's Island (98), Hollywood and the Stars (31), Mothers-In-Law (56), Patty Duke Show (104), Science Fiction

**WHAT HAS GREAT SEX APPEAL,
TIGHT FADED BLUE JEANS
AND RUNS BEST AFTER DARK?**



Product: Movies: Days of Thrills and Laughter*, Theft of the Mona Lisa*, March of the Wooden Soldiers, When Comedy Was King, Golden Age of Comedy, Lady Takes a Chance, Bull Run to Appomattox, D'Jango, Day the Sky Exploded, Incredible Petrified World, Teenage Zombies, Ape Man, Corpse Vanishes, Limping Man, Williamsburg—A Colonial Christmas, White Fire, Redneck*, Thirsty Dead*, Memory of Love, September 1939, Orient Express, Stars Look Down, Spotlight Scandals, East Side Kids (9). Series: Charlie Chaplin Comedy Theatre (26), Sherlock Holmes (39), The Goldbergs (39), Courageous Cat (130). **Personnel:** Ken Weldon, Art Greenfield.

Program Syndication Services
347 Madison Avenue, New York 10017

Promotional Services
501 Madison Avenue, New York 10022

Product: Bartering of film series, financing film and syndicated purchases. **Personnel:** Sidney Halpern, Al DiPietro, Jack Issac.

Pro Sports Entertainment
154 East 46th Street, New York 10017

Product: NFL Game of the Week (21), This is the NFL (21), NFL Great Teams, Great Years/ Great Games (16), Big Buck Bingo, I Hope You're Bluffing (39). **Personnel:** George Fritzing, Mike Vaughan, Ray Bentley, Jay Moran.

PTL Television Network
Charlotte, N.C. 28279

Quad Media Concepts
20 Crossways North, Woodbury, N.Y. 11797

Product: Psychology feature with Dr. William Haase (65). **Personnel:** Jack Sumroy, Candace Herman, Bert Diener.

Bruce A. Raymond Co.
63 Huntley Street, Toronto M4Y 2L2

Product: Alphabet (52), The Amazing Kreskin (52), The Bobby Vinton Show (26), Changing Worlds (14)*, Circle Square (81)*, Concert for Earl Scruggs, Enjoy Being Beautiful (130), Explorers of the World (8), Inside Track (29)*, One Day (365)*, Superstars of Wrestling (100+ hours), Thacker's World (26), The Young Chefs (13). **Personnel:** Bruce Raymond, Milton Avruskin.

RCA American Communications
201 Centennial Avenue, Piscataway, N.J. 08854

R.C.P. Destination Films
409 King Street West, Toronto M5V 1K1

Product: The Human Experience (13)*. **Personnel:** Rick Campbell, Paul Campbell.

Reymer & Gersin Associates

Sheldon Reynolds Organization
136 East 55th Street, New York 10022

Rhodes Productions
6535 Wilshire Boulevard, Los Angeles 90048

Product: Second City Television—Series I (52), Second City Television—Series II (52)*, Celebrity Concerts (48), Circle of Stars (24), The Cisco Kid (156), Divorce Court (260), Disco Break (130)*, Celebrity Cooks (390)*, Body Buddies (390)*, What Will They Think of Next? (91)*, Keystone Komedies (79), Plants Are Like People (52), Chi Coltrane, World Full of Music, Sinatra in Paradise. **Personnel:** Jack E. Rhodes, Ralph V. Cunningham, William G. Rhodes, Willis R. Tomlinson, James R. Deitsch, Buzz Hassett, Bruce Genter.

Dan Robinson Broadcasting
127 East 59th Street, New York 10022

Burt Rosen Co.
8489 West Third Street, Los Angeles 90048

Ruffhouse Television

Sagen Arts
5823 Santa Monica Boulevard, Hollywood 90038

Product: Dusty's Treehouse (350). Specials: Funky; Guzzle, Gurgle, Gone; A Christmas Dream; What-If; It. **Personnel:** Stuart M. Rosen, James Mahoney, Martin Gerard.

Robert Schuller Televangelism
4201 West Chapman Avenue, Orange, Calif. 92668

Product: Robert Schuller (52), Hour of Power (52). **Personnel:** Michael C. Nason.

SESAC
10 Columbus Circle, New York 10019

Product: Music licensing. **Personnel:** Sidney H. Guber.

SFM Media Service Corp.
Six East 43d Street, New York 10017

Product: SFM Holiday Network, Edward the King, Between the Wars. **Personnel:** Stanley Moger, Jordan Ringel, John Doscher, Jack Thayer, Gary Lico, Janet Radeck, Virginia Jucius, Bob Perlstein.

Edward Shaw Productions
9465 Wilshire Boulevard, Beverly Hills, Calif. 90212

Product: Camp Wilderness (70), Melody Randy (65), A Hard Look At the New Cuba, In the Name of Peace and Friendship, Flight of Space, The Sights and Sounds of Hawaii. **Personnel:** Edward Shaw, Lynne Southerland, Noreen Jenney.

Show Biz Inc.
110 21st Avenue, Nashville 37212

Product: The \$128,000 Question (40)*, Anne Murray's Ladies Night*, Tony Brown's Journal (13), Marty Robbin's Spotlight (24), Pop! Goes the Country (26), Nashville on the Road (26), Dolly! (26), The Porter Wagoner Show (26), Gospel Singing Jubilee (26). **Personnel:** Reg Dunlap, Stan Sellers, Dick Montgomery, Beverlie Brewer, Peggy Romersa, Elaine Albricht.

Showcorporation
Box 1070, Stanford, Conn. 06904

Product: American Life Style '79 (3). **Personnel:** John T. Manby, Henry Otto.

Simcom International
1900 Avenue of the Stars, Suite 1000, Los Angeles 90067

Siroco Enterprises
9200 Sunset Boulevard, Los Angeles 90069

Solaris International Pictures

SSC&B
One Dag Hammarskjold Plaza, New York 10017

Sunn Classic Pictures
15 South Gallatin, Liberty, Mo. 64068

Syndicast Services
919 Third Avenue, New York 10022

Product: Intuition (24-34), What a Year (24), Brenda Starr (24), At Home With Family Circle (26), Don Kirshner's Rock Concert (26), 1979 Rhythm & Blues Awards, Pre-Oscar Special, Whitney & the Robot (26), Reader's Digest Animated Children's Films (5), Reader's Digest "Joe" Medical Films (4), NASL Soccer, NCAA Football (3). **Personnel:** Sheldon Boden, Leonard V. Koch, Prem Kapur, Gerry Lepkanich, Bob Chenoff.

D.L. Taffner
1370 Avenue of the Americas, New York 10019

Product: The Benny Hill Show (40), Hollywood—The Silent Years (13), Children's Animated Classics (12), The Christmas (13), King of Kensington (88), World At War (26 or 52), World At War Specials (10), musical specials (6). **Personnel:** Don Taffner, John Fitzgerald, Dick Cignarelli, Rob McGuire, Ed Nugent, Dave Fox.

Taft H-B Program Sales
One East 57th Street, New York 10022

Taiwan Television Enterprise

Tandem/TAT/PITS
1901 Avenue of the Stars, Suite 666, Los Angeles 90067

Product: Sanford & Son (136), Maude (141)*, Good Times (133), The Baxters (24)*, Fernwood 2Night (65), America 2Night (65), Forever Fernwood (130), Mary Hartman, Mary Hartman (260). Available internationally in addition to above: The Jeffersons, One Day At a Time, Diff'rent Strokes, Hello Larry, Mister Dooley. **Personnel:** A.J. Perenchio, Robin French, Gary Lieberthal, Ron Brown, Joanna Metro, Hal Gaba, Leslie Tobin, Becky Craig, Michael Ross.

William B. Tanner Co.
2714 Union Avenue Extended, Memphis 38112

Telcom Associates
1901 Avenue of the Stars, Century City Suite 1030, Los Angeles 90067

Product: Program and news consultancy ser-

**WHAT HAS 4 LEGS,
4 WHEELS, BLOND HAIR
AND IS 1/3 POLISH?**



M.P.T.V.T. Productions

6404 Hollywood Boulevard, Suite 415, Hollywood 90028

Multimedia Program Productions

140 West Ninth Street, Cincinnati 45202

Product: Donahue (235), Young People's Specials (12), Archie Campbell Show (26)*. **Personnel:** Donald L. Dahlman, Lee Jackoway, Bruce Johansen, Grant Norlin.

National American Video

8530 Wilshire Boulevard, Suite 300, Beverly Hills, Calif. 90211

National Telefilm Associates

12636 Beatrice Street, Los Angeles 90066

Product: Search and Rescue (26), Bonanza (310), High Chapparral (98), Laredo (56), Laramie (124), Get Smart (112), Car 54, Where Are You? (60), Theatre Macabre (26), Loretta Young (192), T.H.E. Cat (26), Roy Rogers' The Great Movie Cowboys (26), The Best of NTA (134), Story Book Theatre (9), John Wayne Classic Westerns (30), Science Fiction (36), Horror Features (48), Mystery-Suspense/Great Detectives (393), Nostalgic Musicals (47), Nostalgic Westerns (455), George Pal Puppets (42), Max Fleischer Color Classics (35), Noveltoons (26), Republic Serial (45), Paramount Short Subjects (500), Victory At Sea (26), Uncommon Valor (26), Betty Boop (100). **Personnel:** Bud Groskopf, Arthur Gross, Burt Rosenburgh, Dennis Emerson, Barry Bernard, John Herrin, Ken Harris, Ralph Smith, Dee Hopkins, Patti Fleming, Laura Perry.

NBC-TV

30 Rockefeller Plaza, New York 10020

Bob Neece and Associates

13 Maryhill Drive, St. Louis 63124

Product: The Mitch Miller Show (26), Upstairs/Downstairs (39), A New Zoo Revue (90), Best of Groucho (230), The Lone Ranger (182), Sergeant Preston of the Yukon (78), Timmy & Lassie (156), Jeff's Collie (103), The Amazing Kreskin (130), Alexander Korda Features (30), Group IV movies, Children's Feature Film Package (21), Bogart, Hollywood: The Selznick Years, RKO Shorts, Greatest Headlines of the Century, Sportfolio, Roger Ramjet, Funny Company. **Personnel:** Bob Neece, John McElfresh, Lou Israel, Steve Bunyard.

Newsweek Broadcasting Service

444 Madison Avenue, New York 10022

Product: What's Cookin' (260)*, Headlines (365)*, Cartoon-A-Torial, Today's Woman, Newsweek Feature Service. **Personnel:** Bernard J. Shusman, Sally Hunter, Neila Smith, John Peaslee, Michael Klein, Nancy Lowden, Burt Wolf.

New World Pictures

11600 San Vicente Boulevard, Los Angeles 90049

The New York Times Syndication Sales Corp.

200 Park Avenue, New York 10017

Product: Portraits of Power (26), Olympic

Champions, Then and Now: Filmmakers Salute Oscar. **Personnel:** Sam Summerlin.

New Zoo Revue

1401 Wilshire Boulevard, #620, Beverly Hills, Calif. 90212

NFL Films

410 Park Avenue, New York 10022

Personnel: Inez Aimee.

A.C. Nielsen

1290 Avenue of the Americas, New York 10019

Nielsen-Ferns International

55 University Avenue, Suite 1100, Toronto M5J 2H7

Product: Portraits of Power (26)*, Cities (13)*, Al Oeming-Man of the North (12)*, The Stationary Ark with Gerald Durrell (13), Karen Kain-Ballerina (1), Lynn Seymour-A Portrait (1)*, From Russia with Bruno Gerussi (1), Dostoevsky with Malcolm Muggeridge (1), An Ark for Our Time (1), A Third Testament (6). **Personnel:** Richard Nielsen, Samuel C. Jephcott.

NTN Entertainment

295 Madison Avenue, New York 10017

Product: Rock-World (39)*, Miss USA State Pageants, Classic-World (13), Hobb's Choices*, children's inserts*, American Youth Movements 1956-1976*. **Personnel:** Edward P. Noyes, Robert A. Wulforth.

Official Films

Six East 45th Street, New York 10017

Opryland Productions

2800 Opryland Drive, Nashville 37214

Orange Coast Video**Osmond Television Sales**

Box 911, Brentwood, Tenn. 37027

Product: One More Time (52), Country Roads (52), Christmas With the Lennon Sisters, Best of Donny and Marie (8). **Personnel:** David F. Sifford, Toby Martin.

Jim Owens Productions

50 Music Square West, Nashville 37203

Product: Big Al's Doggs (26)*, 13th Annual Music City News Country Awards, A Concert: Behind Prison Walls, A Barbi Benton Special, Jerry Reed Show (2), A Barbi Doll for Christmas. **Personnel:** James Owens, Hal Buckley, Gus Barba, Connie Gossam.

Ozma Broadcast Sales

408 South Sixth Street, Philadelphia 19147

Product: Toni Holt in Hollywood, Eastern sales rep for Gray-Schwartz Enterprises, Cinema Shares International, TV Cinema Sales and C&C Syndication. **Personnel:** R.W. Ostrander, Elizabeth Ostrander, Toni Holt.

Paramount Television Distribution

One Gulf & Western Plaza, New York 10023

Product: Make Me Laugh (65)*, Laverne &

Shirley (84+), Happy Days (115+), The Odd Couple (114), The Brady Bunch (117), Star Trek (79), Star Trek Animated (22), The Brady Kids Animated (22), Mission Impossible (171), Love, American Style (224), The Untouchables (117), The Lucy Show (156), Premiere Fever (6), 10 movie packages (367). **Personnel:** Richard Frank, W. Randolph Reiss, Robert Jacquemin, Leonard J. Grossi, Teddy Abramowitz, Charles Keys, Kevin Tannehill, Robert Horen, Jim Ricks, Jerry Kaufer, Gina Jasper.

The Peter Rodgers Organization

969 Hilgard Avenue, Los Angeles 90024

Product: Specials: Buck Rogers (12), Kennedy's Ireland, The Man From Buttonwillow, Freddie the Football, Johnny Cash—A Flower Out of Place, How the West Was Lost, The Middle East—A View From the Inside, The American Song Festival, Wild Wonderful Winter, A Christmas Visit. Series: Hollywood Memories, Wyatt Earp (226), Bill Cosby Show (52), Flip Side (13), The Outdoor Sportsman (52), High and Wild (52), The White Escape (13), Wide World of People (26), Exploration (85), Body Buddies (260), Lucky Jim Adventure Show (26), The James Brown Show (26), The New Three Stooges (156), Space Angel (260), Captain Fathom (195), Clutch Cargo (260), Roger Ramjet (156), Funny Company (260), Spunky & Tadpole (150). Twelve movie packages (449). **Personnel:** Peter S. Rodgers, Rita B. Davis.

Peters Griffin Woodward

645 Fifth Avenue, New York 10022

Peters Productions

8228 Mercury Court, San Diego 92111

Product: Complete television marketing services. **Personnel:** Edward J. Peters, Lee C. Hanson.

Petry Television

Three East 54th Street, New York 10022

Product: The \$100,000 Name That Tune (52), The Adventures of Robin Hood (52), We Wuz Robbed (52), The Bobby Vinton Show (52), The New Treasure Hunt (52). **Personnel:** Martin F. Connelly, Robert E. Muth, Art Scott, Dave Allen, Ed Karlik, George Blinn, Michael Lambert, Theodore D. Van Erk, Rod Sterling, Paul Sacks, Dana T. Nelson.

Picturmedia Limited

1775 Broadway, New York 10019

Product: Features One (15), Mischief Makers/Comedy Capers (170), Classic Horrors (16), Spectacular Toga Spectacles (12), King: A Filmed Record—Montgomery to Memphis, Action Dramas (14). **Personnel:** Donald Stillman.

Post-Newsweek Programs

2139 Wisconsin Avenue, N.W., Washington 20007

Product: Shorts (2), Go Tell It (6). **Personnel:** Len Giarraputo, Jack Allen.

Premore Inc.

919 Third Avenue, New York 10022

Prime TV Films

527 Madison Avenue, New York 10022

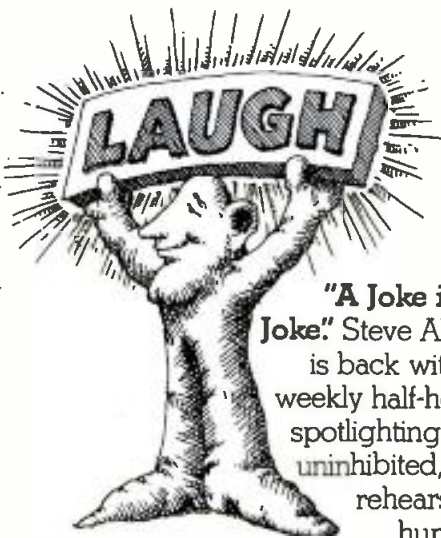
H I K E

Entertainment today is a whole new ballgame and for a company with big ideas the field is wide open. That's why TVS is introducing a complete line-up of exciting new programs in addition to our continuing coverage of major sports events. This season, we've got the shows your audience will be looking for. Live music. Outrageous comedy. High adventure. Living history. Take a close look. You'll see why we believe these programs will not only attract new viewers to your station but actually increase HUT levels in your market. At TVS, we're not afraid

to be original. As a matter of fact, we think we're producing some of the best new ideas in television.

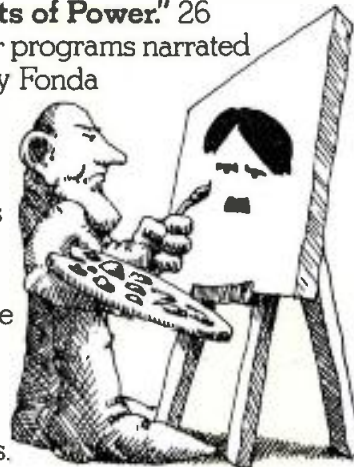


"The Live SuperSatellite Concert Show." 13 concerts beamed live by satellite to capture the flavor and the fever of the world's leading on-stage performers.



of real people all across America.

"Portraits of Power." 26 half-hour programs narrated by Henry Fonda examining the lives and thoughts of world leaders who have shaped and shaken our times.



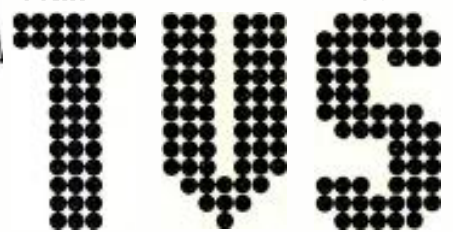
"1979 AIAW Championships." New this year, the first major national coverage of women's intercollegiate championship sports.

"The Radio Show." All the music and comedy of your favorite radio station translated into a pulsating half-hour of visual delight.



At TVS, we're involved in all this and more. Like another season of college basketball produced in association with NBC. An exciting new series of "Olympic Champions" featuring Bruce Jenner. An Academy Awards special. And "The Edge," a remarkable outdoor adventure series spotlighting real people facing life-and-death challenges.

Come huddle with us at NATPE.



TELEVISION NETWORK

Personnel: Robert E. Buchanan, Marie Luisi, John J.P. Davis, Norman Varney, Michael Tremper.

Kaman Sciences

Box 7463, Colorado Springs 80933

Product: BCS Films—film library management and amortization, BCS Demographic search and avail submission. **Personnel:** Jack Finlayson, Tom Roper, Dick Trapp, George Beattie.

Katz Agency

One Dag Hammarskjold Plaza, New York 10017

M.A. Kempner

2455 East Sunrise Boulevard, Suite 703, Fort Lauderdale, Fla. 33304

Product: TV Powww! **Personnel:** Marvin A. Kempner, Jim Phillips, Eric Carlson, Tim Overmyer.

King Features Television Productions

235 East 45th Street, New York 10017

King World Productions

480 Morris Avenue, Summit, N.J. 07901

Lexington Broadcast Services

800 Third Avenue, New York 10022

Product: Sha Na Na (24), Hee Haw Honeys (24), Cairo Crown (1), Health Field, Hot Fudge, Not For Women Only, Health Watch (52).

Product: Henry Siegel, Roger Lefkon, Chips Barrabee, Bill Finkeldey, Louise Granelli, Heather Regan, John Courtney, Bob Archer.

Lorimar Syndication

1345 Avenue of the Americas, New York 10019

Lutheran Film Associates

360 Park Avenue South, New York 10010

Product: The Joy of Bach, Martin Luther, Question 7, A Time for Burning. **Personnel:** Robert E. A. Lee, Lothar Wolff.

Lutheran Television

2185 Hampton Avenue, St. Louis 63139

Product: Miles To Go*, Tension Point (18), This is the Life, Easter Is, Esta Es La Vida, Pattern For Living. **Personnel:** Jan Najji, Bill Dingler.

Major League Baseball Promotion

75 Rockefeller Plaza, New York 10019

Marathon Entertainment

110 East 59th Street, New York 10022

Product: Greatest Sports Legends (20). **Personnel:** Alan Lubell, Berl Rotfeld.

Masscasting Corp.

18 Newbury Street, Boston 02116

Product: Custom and packaged television station promotion packages with computer animation, production soundtracks and support graphics. **Personnel:** Neal P. Cortell,

Donald W. Hill, Louise Eichelberger, Julie Burke.

MCA TV

445 Park Avenue, New York 10022

Product: The Champagne Movies (34)*, The Road to Moscow (30)*, Dean Martin (100)*, Ninety Minute Movies (49)*, The Rockford Files (113)*, Novels II (33)*, Bionic Woman (58), The Six Million Dollar Man (108), Universal Grand (50), Novels I (30), The Rebels (2)*, The Seekers (2)*, The Bastard (2), Evening in Byzantium (2), The Immigrants (2), Testimony of Two Men (6), Diabolical Dozen (12), Alias Smith and Jones (43), Woody Woodpecker & Friends (185), Rich Man, Poor Man Book I (12), Adam-12 (174), Marcus Welby M.D. (172), Ironside (198), Rod Serling's Night Gallery (97), The Bold Ones (98), The Name of the Game (76), It Takes a Thief (65), Boris Karloff Presents (267), Dragnet (98), The Virginian (225), Run For Your Life (85), Suspense Theatre (53), The Munsters (70), The Jack Benny Show (104) Leave It To Beaver (234), Don Adams Screen Test (24), McHale's Navy (138), Universal Star-Spangled 33, 10 movie packages, Abbot & Costello (29), Comedy Festival I (26), Comedy Festival II (26), Western Roundup (26), Universal 36 Black and White Elite (36). **Personnel:** Lou Friedland, Don Menchel, Shelly Schwab, Al Rush, Hal Cranton, Bob Davis, Bert Herbert, Carl Russell, Jack Robertson, Phil Conway, Carl Runge, Marc Grayson, Paul Hoffman, Andy Lee, DeArv Barton.

Richard McHugh Enterprises

The Media Associates

1165 Empire Central Place, Suite 105, Dallas 75247

Product: Audience research and consulting for radio and television. **Personnel:** William W. Taylor.

Mediavision

1709 Bloor Street West, Toronto M6P 1B2

Product: Flip Wilson's Salute to Football, Jonathan Winters' Salute to Baseball, Behind the Scene With Jonathan Winters (47), Friends of Man (45), The Fabulous Talking Time Machine (52), Professor Moffett's Science Workshop (26), Gentle Art of Makeup (13), Element of the Unknown: The Sea, Invisible Influences, Talk of the Devil, Magical Mountain; Java. **Personnel:** Mark Frostad, Jo-Ellen Frostad, Michael Milville, Hank Guzik, Ken Weidon.

Metromedia Producers

485 Lexington Avenue, New York 10017

Product: The Merv Griffin Show, The Cross Wits, And Then I Wrote*, The World Championship of Trivia*, The Donna Fargo Show, Groovie Goolies and Friends (104), The Undersea World of Jacques Cousteau (36), National Geographic Specials (24), David Frost Presents the Guinness Book of World Records (6), Jane Goodall and the World of Animal Behavior (4), three movie packages (48), The Jackie Gleason Specials (11), Untamed World (156), That Girl (136), Mayberry R.F.D. (78), My Favorite Martian (107), Living Together (26),

The Ice Palace (8), Vaudeville (13), Future Shock, Natural History of Our World: The Time of Man, The Sleeping Beauty, The Royal Ballet Salutes the USA, Die Fledermaus, Tournament of Roses Parade, Then and Now, Filmmakers Salute Oscar. **Personnel:** Lennart Ringquist, Joseph D. Indelli, Terry Palmer, Gary Gannaway, Jack Garrison, Jim Weathers, Herb Weiss, James A. Stabile, Russell Stoneham, Robert Doudell, Nona Parmelee Brown, Sharon Osen, George Hankoff, Kalus J. Lehmann, Susan Bender, Robert Freedman, Morton Slakoff, Kate Kelleher, Bill Doty, Phillip Matthews, William Featherstone.

Metro Productions

1438 Gower Street, Suite 276, Hollywood 90028

Product: The Melting Pot (130), Imagine That (26), Success (104), Up For Grabs (39), America Still (52), Remarkable (26), Eat Yourself Healthy (78), Master Bridge with Edwin Kantar (26), Sew What's New (78), The San Diego Show (65), Funny Man (26), Coping (91), Sky's the Limit (30), Country Serenade (26), America Sings (54), The Sacred Space (39), Down Home USA (52). **Personnel:** Michael Miller, Ralph Smith, Donald E. Smith, Geraldine Hiott.

MG Films

141 East 56th Street, New York 10022

MGM Television

10202 West Washington Boulevard, Culver City, Calif. 90230

Product: Medical Center (170), How the West Was Won (21 episodes and 6-hour miniseries), Tom and Jerry (263), Pre-Shows, Thirteen Tailor Mades (13), Sports Preview Specials, Extra, Extra Movies (25), Hawkins (8), Conquest (6), The Rise and Fall of the Third Reich (3), An Evening With Gene Kelly, The Courtship of Eddie's Father (73), Please Don't Eat the Daisies (58), Daktari (89), Then Came Bronson (26), Man From U.N.C.L.E. (128). **Personnel:** Edward A. Montanus, Joseph C. Tirinato, Harvey R. Reinstein, Virgil B. Wolff, James M. Kraus, Neil Russell, Leslie Friends, Charles Gersch, Susan Swimer, William A. Kunkel, Edna Kaye, Anna Cruz.

Mighty Minute Programs

840 Battery Street, San Francisco 94111

MIS Syndications/Interpublic Television

485 Lexington Avenue, New York 10017

Product: Maude (142), Sports Time (130)*, Black Beauty (52), Theme Parks*, Mrs. America, Black Achievement Awards, Sports Year in Review. **Personnel:** Dave Martin, John Fortune, Mike James, Jackie Anderson, Mike Martin, Steve Leff, Phil Howort, Barry Frey.

MMT Sales

747 Third Avenue, New York 10017

William Morris Agency

151 El Camino Drive, Beverly Hills, Calif. 90212

MPA International

HUT4

"The Radio Show."

Some ideas are so obvious you wonder why no one ever thought of them before. Here's all the comedy, music and madness of your favorite radio station translated into a pulsating half-hour of visual delight. Pop. Rock. Disco. America's hottest talents are on-hand to perform their biggest hits, all surrounded by the zaniest group of resident jesters on the tube.

Produced by Chris Bearde for TVS, The Radio Show is ready for scheduling in your market now. The pilot—hosted by top Los Angeles disc jockey, The Real Don Steele—is available for viewing.

Now for the first time you can actually see why radio is so popular with kids and young adults. That's HUT 4. More Households Using Television and more prime viewers watching your station. Entertainment today is a whole new ballgame and for a company with big ideas



the field is wide open. Get to know TVS. We're producing some of the best ideas in television.

TVS
TELEVISION NETWORK

Come huddle with us at NATPE.

General Foods

250 North Street, White Plains, N.Y. 10625

Product: The Guinness Game (26)*. **Personnel:** David K. Braun, Patrick E. Kane, Bob Gillespie.

Gerber/Carter Communications

488 Madison Avenue, New York 10022.

Product: For You ... Black Woman, Black Broadway. **Personnel:** Charles S. Gerber, Saint Charles Lockett.

The Gillespie Co.

101 Ocean Avenue, Santa Monica, Calif. 90402

Personnel: Henry A. Gillespie.

Golden Productions

3716 Barham Boulevard, Suite B-110, Los Angeles 90068

Product: Senior Olympics, Sue Dorn—America's Housewife (130), Punchliners. **Personnel:** Hal Golden, Don Golden.

Gold Key Entertainment

Tower 53, 159 West 53d Street, New York 10019

Product: Krofft Super Stars (164), Popeye cartoons (220)*, Beetle cartoons (116)*, Cool McCool (60)*, Krazy Kat (50)*, Barney Google (50)*, Beetle Bailey (50)*, Perspective on Greatness (26)*, TV Time Capsules (2,000)*, The Neptune Journals (12)*, Galaxy One (12)*, The Beta Chronicles (12), The Alpha Chronicles (10), Bill Burrud Features (6), 14 movie packages (257), Alice's Adventures in Wonderland, The Two Kennedys—A View From Europe*, In Search of Ancient Astronauts, In Search of Ancient Mysteries, Loggins and Messina—In the Attic, Walt Wagner Show with Peggy Flemming*, A Christmas Carol, Dick Tracy serials (4), Flash Gordon serials (3)*. **Personnel:** Robert B. Muller, William F. Cooke, Robert Lloyd, Daniel E. Mulholland, James Ricks Jr., Leonard R. Soglio, Mort Marcus, Judy Gillespie.

Samuel Goldwyn Television

1041 North Formosa Avenue, Los Angeles 90046

Product: The Best of Goldwyn Features, The Samuel Goldwyn Library of Feature Films, Snipets (50), Hollywood: The Goldwyn Years. **Personnel:** Thomas Seehof.

Goodson-Todman Productions

375 Park Avenue, New York 10022

Granada Television International

Suite 3468, 1221 Avenue of the Americas, New York 10020

Product: Family At War (52), Victorian Scandals (7), Crown Court (150), Persuasion (5), Shabby Tiger (7), Stars Look Down (13), The Sinners (13), Once Upon a Time (5), Flower of Gloucester (13), Ghosts of Motley Hall (7), The Intruder (8), Soldier and Me (9), Disappearing World (26), The Christians (13), Laurence Olivier Presents (6), International Pop Proms (7), Barenboim on Beethoven (13), World in Action. **Personnel:** Barrie Heads, Haidee Granger, Karen Briskie.

Greg Garrison Productions

3400 West Alameda, Burbank, Calif. 91505

Group IV Distributors

150 East 58th Street, New York 10022

Product: Series: Amigo and Friends (52)*, Upstairs, Downstairs (64)*; films: Sci-Fi (10), Block of Shock (10), Terror (10); specials (45). **Personnel:** Mort Zimmerman, Brian O'Daly, Jonathan Falk, Martin Rosenblatt, Rosemary Klausz, Sarah Ordovery.

Group W Productions

7800 Beverly Boulevard, Los Angeles 90036

Product: The Mike Douglas Show, PM Magazine, Marlo and the Magic Movie Machine, News Test, National Running and Jogging Test, Impact 27 (27), The Coral Jungle (12). **Personnel:** William F. Baker, Joseph H. Goldfarb, Howard Mendelson, Peter Yaman, Jack Foley, Jack Swindell, Carl Menk, Peter Gimber, Owen S. Simon, Jack Wartlieb, Frank R. Miller, Jim Moloshok, George A. Sperry Jr., Mary Healy, Bill Hillier, James Dauphinee.

Leo A. Gutman Inc.

230 Park Avenue, New York 10017

Product: Sherlock Holmes (14), Charlie Chan (11), Mr. Moto (8), East Side Kids (13), The Spectaculars (2), Hollywood Seven (7), International Three (3), The Cliffhanger Five (5). **Personnel:** Leo A. Gutman, Esther Balenz.

Alfred Haber Inc.

321 Commercial Avenue, Palisades Park, N.J. 07650

Product: Bing Crosby: His Life and Legend, Disco Magic (27), Marvin Gaye in Concert, Ann Murray in Concert, Charley Pride in Concert (2). **Personnel:** Alfred Haber, Russell Kagan, Martha Strauss.

Hanna-Barbera Productions

3400 Cahuenga Boulevard, Hollywood 90068

Product: Captain Inventory (129), The Fun World of Hanna-Barbera (84), The Banana Splits and Friends (125), Josie (32), Top Cat (30), Wait Till Your Father Gets Home (48), Energy—A National Issue. **Personnel:** Samuel T. Johnston, Melvin Getzler, Michael J. Gould, Stanley Sherman, John Michaeli, Joan Marcus.

Harrington, Righter & Parsons

280 Park Avenue, New York 10017

Product: Television station representative. **Personnel:** John J. Walters, Peter Ryan, Dean McCarthy.

Hemdale Leisure

375 Park Avenue, New York 10022

HIS Marketing and Advertising

2690 State Road, Cuyahoga Falls, Ohio 44223

Product: Rex Humbard. **Personnel:** Judd Jackson, Gary Taylor.

Raymond Horn Productions

245 East 63d Street, New York 10021

HR Television

750 Third Avenue, New York 10017

Personnel: Edgar White, Harry Wise, Warren Ford, Philip Corper, Roy Edwards, Gorden

French.

Image Audio

Box 2135, Hollywood 90028

Intercontinental Communications

10 Rockefeller Plaza, New York 10020

Product: Beany & Cecil (78), Brazil: The Transamazonian*, James Bay: Testimony of Man's Spirit of Adventure*, Last of the Pharaohs (13)*, The Friend of My Friends (13)*, The Revolutionaries (3)*, The Wit and World of George Bernard Shaw. For foreign distribution only: Classic International Features (more than 150), Grand Prix Tennis (12)*, National Geographic Specials (27)*, The Body Human (5)*, The World of Wizards. **Personnel:** Tom Einstein.

ITC Entertainment

115 East 57th Street, New York 10022

Product: The Muppet Show, Year Four (24), The Thrillers (43)*, Edward the King (13)*, Entertainment Volume One (15), Space: 1999 (48), Six Super Specials (6), Extraordinary 7 (7), The Protectors (52), My Partner the Ghost (26), Department S (29), UFO (26), The Persuaders (24), The Adventurer (26), The Saint (114), The Champions (30), The Baron (26), Man in a Suitcase (28), The Prisoner (17), Secret Agent (45), Dangerman (39), The Gale Storm Show (125), Fury (114), Spotlight (9), Showtime (12), Captain Scarlett and the Mysterons (32), Thunderbirds (32), Stingray (39), Fireball XL5 (39), Mr. Piper (39), Action 7 (7), Magnificent 15 (15). **Personnel:** Abe Mandell, Pierre Weis, Armando Nunez, Joseph Fusco Jr., Joseph Ceslik, James C. Stern, S. Allen Ash, Al Lanken, Carl Miller, Cy Kaplan, Nat Liepziger, Murray Horowitz, Robert Mandell.

Janus Films

745 Fifth Avenue, New York 10022

Product: movie packages: Laurel & Hardy (60)*, Classic Mystery Theatre (39), Action 99 (31), Janus Gold (32). **Personnel:** Bob Curtiss, Robert Schmidt, Virginia Martin.

J.E.D. Productions

140 East 56th Street, New York 10022

Product: Alexander Korda Classics (30), Children's Package (18), Documentary Features (4), RKO Shorts Library (600). **Personnel:** Jackson E. Dube, Jed Dube.

Gordon Jones Programing

Two Ledge Road, Scarborough, Ont. M1M 1H1

JWT Syndication

420 Lexington Avenue, New York 10017

Product: Cricket (24)*, Roald Dahl's Tales of the Unexpected (24)*, Spotlight (6)*, Kenneth and Company, Numero Uno (13)*, Update on Health (156), Newsweek Broadcasting Service, All You Need is Love (5), Words and Music—Sammy Cahn (2), Wayne Newton's Country Portraits and Lynn Anderson's Country Welcome (2), Today's Woman, World of Survival (21), For a Better World (6), Magic of Mark Wilson, Cartoon-A-Torial (5 per week), Billboard's Disco Party (3), A Gorey Halloween.

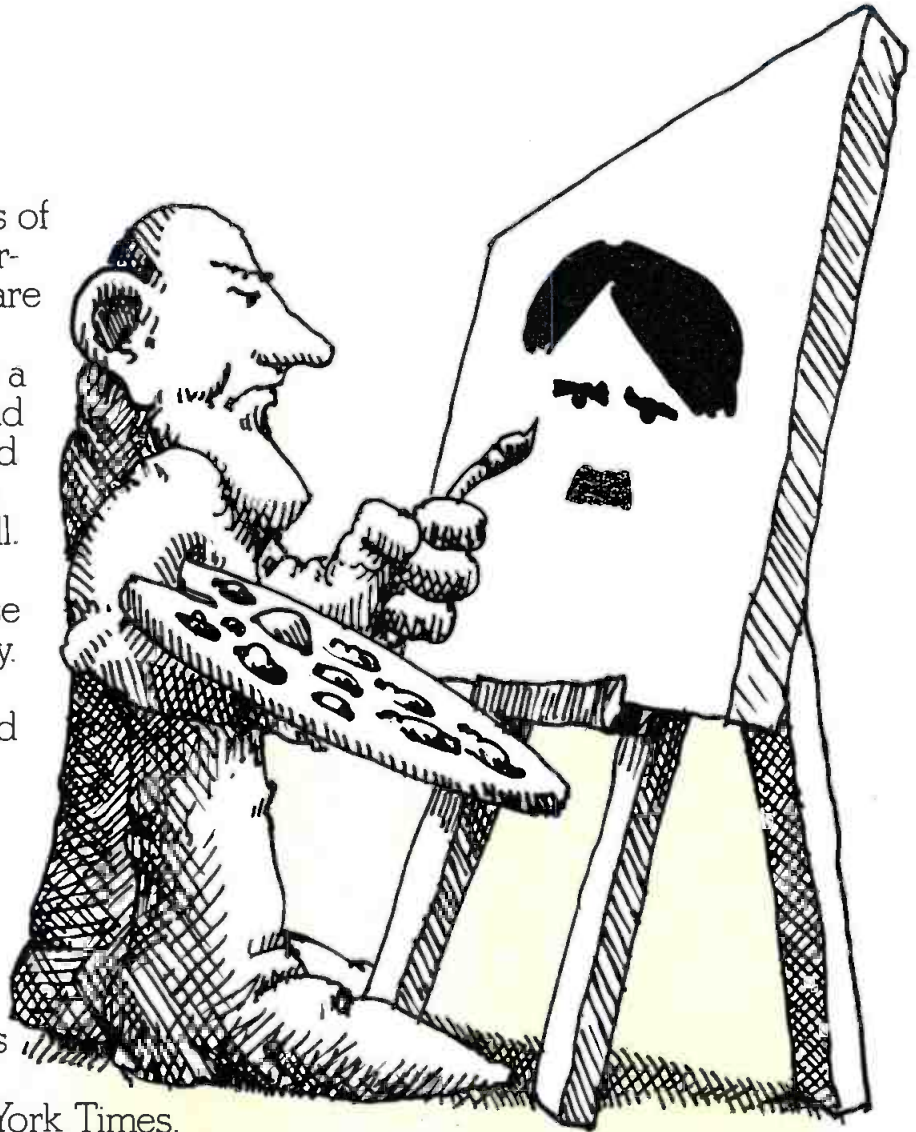
HUT3

"Portraits of Power."

Introducing a television series of daring scope and drama. Narrated by Henry Fonda, here are the personalities that shaped and shook the world. Here is a unique record of their lives and thoughts—much of it captured on rare footage never before shown on television. Churchill. Mao. Roosevelt. De Gaulle. Nineteen human beings whose power dominated all humanity. Stalin. Hitler. Kennedy and Kruschev. Here is the bold and bloody story of our times.

Offered for the first time in the United States by TVS, this important series of 26 half-hours was produced by Nielsen-Ferns International. Each program was distilled from the writing, recollections and eyewitness accounts of correspondents of The New York Times.

For TVS, Portraits of Power is another demonstration of our commitment to programming that will attract new and bigger audiences. That's HUT 3. More Households Using Television and more upscale adults watching your station. Entertainment



ment today is a whole new ballgame and for a company with big ideas the field is wide open. Get to know TVS. We're producing some of the best ideas in television.

TVS
TELEVISION NETWORK

Come huddle with us at NATPE.

TVS Television Network, A Division of Corinthian Broadcasting Corporation / 280 Park Avenue, New York, New York 10017 (212) 949-3939

Catalena Productions

Box 91501, West Vancouver, B.C. V7V 3P2

Product: The Stan Kann Show (26)*, Pitfall (65)*. **Personnel:** Ian MacLennan, Geoff Theobald.

CBS-TV**Chiaramonte Productions**

133 West Sycamore Street, Suite 12, Pittsburgh 15211

Cinaco Productions

9056 Santa Monica Boulevard, Los Angeles 90069

Cinema Shares International Television

450 Park Avenue, New York 10022

Product: Movie packages. **Personnel:** Ken Israel, Sid Sapsowitz, Beverly Partridge, Arnold Friedman, Dick Ostrander, Hank Guzik, Ken Weldon.

R. D. Citron Associates

17831 Southwest 108 Court, Miami 33157

Product: Great Adventure (157). **Personnel:** Richard D. Citron, B. Leon Adler, M. Chagall, M. D'Artigny, Ty Down, N. San Remo.

Claster Television Productions

660 Kenilworth Drive, Towson, Md. 21204

Product: Star Force (52)*, Romper Room (195 taped, 260 local-live), Bowling For Dollars, Pinbusters (52). **Personnel:** John Claster, Ken Gelbard, Robin Pride, Sally Gelbard.

Coe Film Associates

70 East 96th Street, New York 10028

Product: The Shorts Collection (300), The Children's Package (1,200). **Personnel:** Bernice Coe.

Colbert Television Sales

1888 Century Pike East No. 1100, Los Angeles 90067

Product: People Watchers (13), Joker! Joker!! Joker!!! (52)*, The Joker's Wild (260), Tic Tac Dough (260), Lassie (15 movies, 192 half-hours). **Personnel:** Dick Colbert, Richard Colbert, Jody Pollock, Meri Brantley, Jack Barry, Dan Enright, Ron Greenberg.

Columbia Pictures Television

15250 Ventura Boulevard, Sherman Oaks, Calif. 91403

Personnel: Joe Abruscato, Jack Arbib, Chuck Atkins, Seymour Burns, George Blaug, Don Bryan, David Campbell, Dick Campbell, Abbie Chapman, Madeline DeRyke, Robert Donnelly, Jack Ellison, David Fein, David Friedman, Fred Gilson, Tom Holland, Norman Horowitz, Doug Johnston, Kelly Kalcheim, Mark Kaner, Walter Kaufman, David McLaughlin, Ken Page, Brian Pike, Matt Pouls, Allan Schwartz, Paul Shrage, Carol Sussman, Pat Knight, Leslie Nelkins, John McDonald.

Compro

2064 Peachtree Industrial Court, Suite 402, Atlanta 30341

Product: The Countryside (26)*, The Country Traveler (104), Talkback (156)*. **Personnel:** Kim Anderson, Andy Johnston.

Con Hartsock & Co.

499 North Canon Drive, Suite 400, Beverly Hills, Calif. 90210

Corl Film Services of London**Cox Broadcasting**

1601 West Peachtree Street, N.E., Atlanta 30309

CPM Systems

200 West 79th Street, New York 10024

Product: Program audience research services for syndicated programming and cable TV. **Personnel:** Jonathan D. Lazarus, Kerrin L. Griffith, J. Sullivan, F. Bear, Carl Shapiro.

CTV Television Network

42 Charles Street East, Toronto M4Y 1T5

Data Communications Corp.

3000 Directors Row, Executive Plaza, Memphis 38131

Product: Automation systems for television and radio sales, traffic, accounting and engineering. **Personnel:** Nancy Jefferies, Carol McInnis, Sherri Sawyer, Bill Boyce, Dewey Hemphill, Skip Sawyer, Uvella Cohenour.

Dancer Fitzgerald Sample

347 Madison Avenue, New York 10017

Jerry Dexter Program Syndication

139 South Beverly Drive, Beverly Hills, Calif. 90212

Product: Superstar Profile (13), The Wolfman Jack Show (26), The Captain & Tennille (19). **Specials:** Johnny Cash Ridin' the Rails, Bachman-Turner Overdrive. **Personnel:** Jerry Dexter.

Dyna Metrics**Faith For Today**

Box 320, Newbury Park, Calif. 91320

Product: Westbrook Hospital (52), Who Shall Live?*, Lillian's Secret*, Coming Home*, Rafael Is Running*, Doomsday Ward*, The Seeker*, The Harvest*. **Personnel:** William B. Hull, Joyce Gillespie.

Don Fedderson Productions

4024 Radford Avenue, Studio City, Calif. 91604

Richard Feiner & Co.

230 Park Avenue, New York 10017

FilmLife

141 Moonachie Road, Moonachie, N.J. 07074

Product: Restoration of damaged motion picture film, television storage, shipping and distribution, inspection and repair of TV syndication prints. **Personnel:** C.E. Feltner Jr., Marvin A. Bernard, Shelia N. Bernard, Robert Levine, John Natali.

Filmways Enterprises**Firestone Program Syndication**

540 Madison Avenue, New York 10022

Product: Three's A Crowd (260 strip, 52 weekly), The Dating Game (175), The Gong Show (104 twice-a-week, 260 strip). **Personnel:** Len Firestone, Brian Firestone, Philip Besser, Alton Whitehouse, Pattie Firestone.

Four Star Entertainment

400 South Beverly Drive, Beverly Hills, Calif.

Product: Big Valley (112), Target: The Impossible (26), The Lohman & Barkley (26), The Wonderful World of Magic (12 or 26), Thrillseekers (52), Can You Top This (195), Here Come the Stars (26), Monty Nash (14), Secrets of the Deep (8), Toward the Year 2000 (26), Rogues (29), Burke's Law (81), Dick Powell Theatre (59), Detectives (30 or 67), Target: The Corruptors (35), Honey West (30), Ensign O'Toole (32), Law and Mr. Jones (45), Richard Diamond (26), McKeever and the Colonel (26), Tom Ewell Show (32), Stagecoast West (38), Wanted: Dead or Alive (94), Westerners (125); **Specials:** Will Rogers' U.S.A., Bully, musicals (7), children's features (6), adventure features (10). **Personnel:** David B. Charnay, Joseph J. Doyle, David T. LaFollette, Al Goustin, Bill Seymour, Jason Elkin, Greg Meidel.

Franciscan Communications**Sandy Frank Film Syndication**

635 Madison Avenue, New York 10022

Product: Battle of the Planets, Name That Tune (52), \$1.98 Beauty Show (52), Liar's Club (130), Lee Mendelson Star Specials (12). **Personnel:** Sandy Frank, Irving Klein, Joe Gavin, Bob Cohen, Milton Rich.

Fremantle International

555 Madison Avenue, New York 10022

Black Beauty I and II (52), Take Kerr (260), Swiss Family Robinson (26). Properties for foreign distribution: The New Candid Camera (130), Romper Room, The Family Hour Festival (36), As the World Turns, Ryan's Hope, Goodson-Todman game shows, Woobinda—Animal Doctor (39), Who's Afraid of Opera (8), Hopalong Cassidy (52 half-hours, 54 features), The Cisco Kid (156), The Killiam Collection (62), Witness to Yesterday (39), Classics Dark and Dangerous (6), Free to Be... You and Me, The National Geographics (27), The Tiny Tree, A Special Valentine with the Family Circus, Christmas with the Family Circus, The Nutcracker, The Life of Erich Von Stroheim, The National Crime Prevention Test. **Personnel:** Paul Talbot, David Champaloup.

Fuji Photo Film

350 Fifth Avenue, New York 10001

Product: Blank video tape. **Personnel:** John Dale, Al Bedross, Whitey Henderson.

Gateway Productions

18 East 50th Street, New York 10022

Product: Special TV programming for selected broadcast groups including The Glory and the Dream. **Personnel:** Dick Hubert, Bob Alexander, Paul Galan.

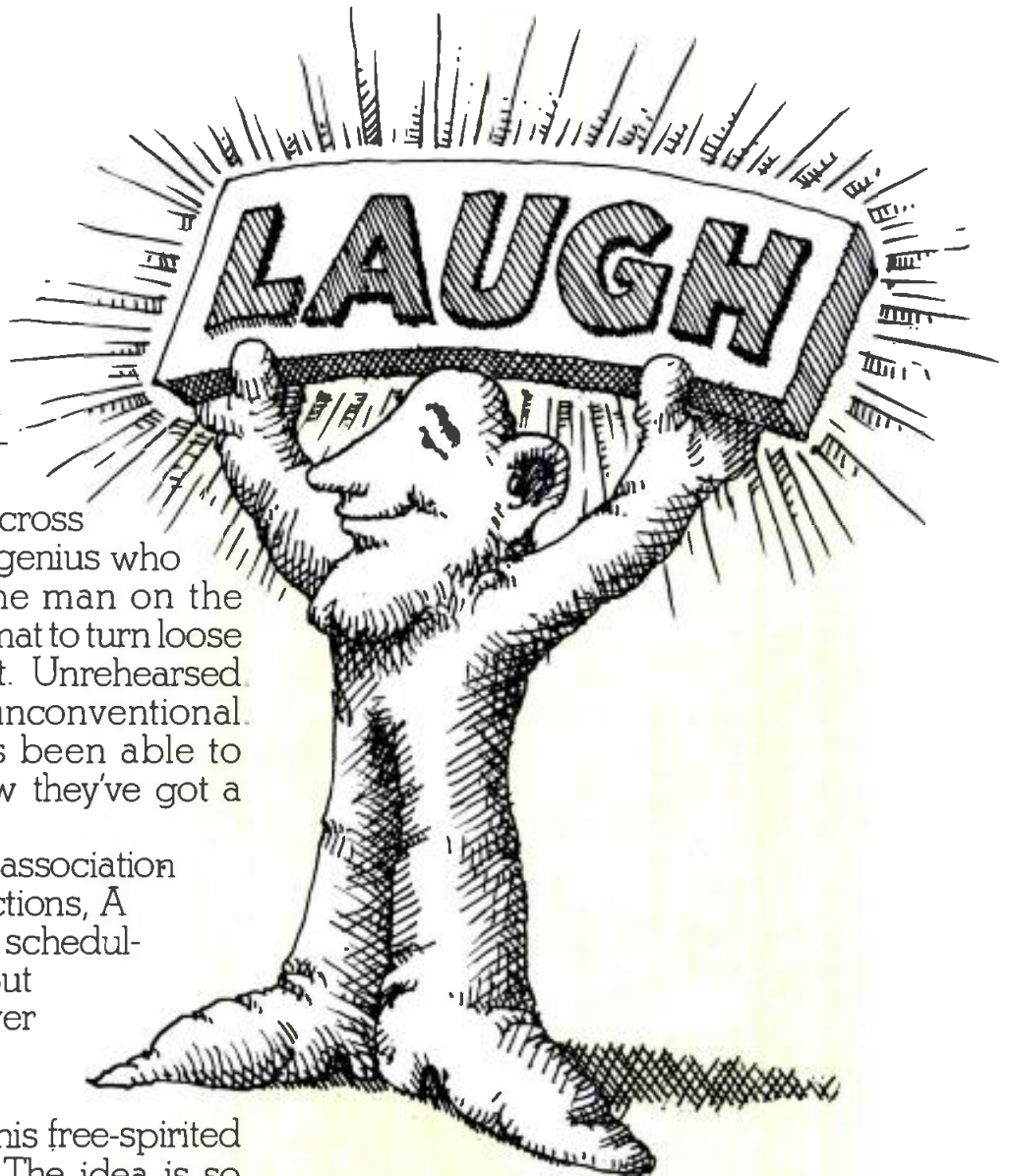
HUT 2

"A Joke is a Joke."

Here comes the comedy hit of the year. Steve Allen is back with a weekly half-hour spotlighting the real humor of real people all across America. Now the comic genius who practically invented "the man on the street" has the perfect format to turn loose his own spontaneous wit. Unrehearsed. Uninhibited. Definitely unconventional. Americans have always been able to laugh at themselves. Now they've got a show that lets them do it.

Produced by TVS in association with Jon Roseman Productions, A Joke is a Joke is ready for scheduling in your market now. But you'd better hurry. Whoever gets this show is going to have the last laugh.

Take a close look at this free-spirited half-hour comedy romp. The idea is so fresh it's sure to attract just about everyone who enjoys a good laugh. That's HUT 2. More Households Using Television and more people watching your station. Entertainment today is a whole new ballgame



and for a company with big ideas the field is wide open. Get to know TVS. We're producing some of the best ideas in television.

TVS
TELEVISION NETWORK

Come huddle with us at NATPE.

TVS Television Network, A Division of Corinthian Broadcasting Corporation / 280 Park Avenue, New York, New York 10017 (212) 949-3939

Speed Racer (52), Felix the Cat (260), The Mighty Hercules (130). **Personnel:** Alan L. Gleitsman, Anne Christ.

Alan Landsburg Productions

110 North Doheny Drive, Beverly Hills, Calif. 90211

Alcare Communications

1600 Walnut Street, Philadelphia 19103

Product: Buyer Beware (117), The Lyons in America (117)*, Corner Drugstore (130)*, Star News (117)*, Movie Review (52)*, Maintenance Ms (117), National Television Sports Quiz (100), Senior Report (117), Medical Report (117), Mort Crim With One Moment Please (260), One Great Moment in Sports (160), Network Graphics (62), Disaster (26)*, Invitation To Dance (26)*, Senior Olympics*, Classic Features (170)*, Great American Men (3). **Personnel:** Frank Beazley, Jordan Schwartz, Diane Abramson, Rob Feldman, Stuart Doriss, Marilyn Rovner.

Allied Artists Television

15 Columbus Circle, New York 10023

Product: Movie groups I-VIII (204), Dial AA For Action (29), Science Fiction (51), Charlie Chan (11), Bomba (13), Special 42 (42), Camp & Classic (50), Westerns (135), Topper (78), The Evil Touch (26). **Personnel:** Andrew P. Jaeger, Joseph Zaleski, Leo M. Brody, Ralene Levy, Virginia Garrison.

Allworld Telefilm Sales

60 West 57th Street, New York 10019

Product: Allnight at the Movies (1,000), Bozo the Clown (156), Bozo the Clown Circus Show (39)*, Celebrity Cabaret (26)*, Danceworthy (26)*, Good For You (13)*, Great Adventure (100)*, Laurel & Hardy Cartoons (156), Chiller-Thrillers (60), Strike It Rich (26)*, The Adventure Team (39)*, The Mind Matters (65)*, The People Who Made the Magic (65)*, Very Personally Yours (65)*, Watch Your Money (65)*. **Personnel:** Gustave Nathan, Andrea Dix, Joseph Miller, Joan Starr.

Herb Altman Communications Research

Box 728, Port Washington, N.Y. 11050

Product: Entertainment and communications research and consultation, national and local market research studies. **Personnel:** Herb Altman, Mildred Altman.

American International Television

9033 Wilshire Boulevard, Beverly Hills, Calif. 90211

Product: Comeback (20), The Racers (22), Jukebox (26), Lorne Greene's Last of the Wild (78), Sports Challenge (18), Miss National Teenager Pageant, The Night Before Christmas, Daytime Star, Flipper (88), The Avengers (57 color, 26 b&w), Adventures of Ozzie & Harriet (200), Johnny Sokko and his Flying Robot (26), Prince Planet (52), Touch of Music (6), Sinbad Jr. (130). Film packages (26). **Personnel:** Harold Brown, Alex Horwitz, Philip Leopold, David Brown, Sandy Aronowitz, Gerry Corwin, Jerry Molfese, Al Shore, Dan Cieri, Larry Jacobson.

American Subscription TV of California

8383 Wilshire Boulevard, Suite 900, Beverly Hills, Calif. 90211

American Television Syndication

2 Lincoln Square, New York 10023

Product: The King's Adventurer (7)*, Michael Strogoff (7)*, The New Ed Allen Show (260), color first run features (28). **Personnel:** Larry O'Daly, James Bogans, Barbara Hosie, Phillippe Levesque, John MacNamara, Sam Messiter, Ron Monje, Tom Philips, Steve Rintoul.

Arbitron

4320 Ammendale Road, Beltsville, Md. 20705

Personnel: Norman Hecht, Pierre Megroz, Ronald Laufer, William Shafer, James Mocarski, Max Goldberg, Gerald Troxell, Harry Stecker, Evelyn Meyers.

ARP Films

342 Madison Avenue, New York 10017

Product: Spider-Man (52), Marvel Superheroes (65), Rocket Robinhood (52), Max the 2,000 Year Old Mouse (104), Linus the Lionhearted (39), Strange Paradise (195). **Personnel:** Claude S. Hill, Robert Marcella, Anne B. Cody.

Associates Press

50 Rockefeller Plaza, New York 10020

Avco Embassy Pictures

3460 Wilshire Boulevard, Suite 903, Los Angeles 90010

Product: Pete 'N' Gladys (72), The Rifleman (168), Ports of Call (26), Witness to Yesterday (26). Movies: The New Ones II (16), The New Ones, V.I.P. Group, Plus Twelve (12), 28 for '68, Top Time, Nightmare Theatre (13). Special: Years of Lightning, Day of Drums. **Personnel:** Robert M. Newgard, Charles Britt, Maury Lanken, Merritt Sticker, Jack Ledwith.

Avery-Knodel Television

437 Madison Avenue, New York 10022

Product: Station representation. **Personnel:** J. W. Knodel, Robert J. Kizer, F. Robert Kalthoff, Richard A. Bomtane, Robert Hoyt.

Bandera Enterprises

Box 1107, Studio City, Calif. 91604

Baron Enterprises

999 North Doheny Drive, Suite 812, Los Angeles 90069

Product: Nature's Window (13), Hallmark Hall of Fame (26), The Country Club (13), Olympic Games 1948-1976 (8), City Lights—Brian Linehan Show. **Personnel:** Barry Bergsman.

The Behrens Co.

2451 Brickell Avenue, Miami 33129

Product: Kidsworld (32). **Personnel:** Bob Behrens, Betsy Behrens.

Benton & Bowles

909 Third Avenue, New York 10022

BIAS Data Communications

3000 Directors Row, Memphis 38131

Blair Television

717 Fifth Avenue, New York 10022

Bonded Services

733 Third Avenue, New York 10017

Product: Services for communications and entertainment companies including film and tape program booking and scheduling; program fulfillment and physical distribution to theatrical, TV and other exhibitors; film and tape maintenance and duplications; computerized print library management; archival storage; audio-visual systems. **Personnel:** Harold J. Eady, Phil Teneriello, Bernard Stolar, Stanley Halperin.

Boston Broadcasters

5 TV Place, Needham, Mass. 02192

Product: Update on Health News Inserts (156), House Call (26), Why Do I Feel This Way?, The Final Right, Parenting, Arthritis, The Baxters (26)*, Catch a Rainbow (6), Jabberwocky (131), Drawing From Nature With Capt. Bob (154), This Was America (6)*, Heritage of Power: Edward M. Kennedy. **Personnel:** Robert M. Bennett, Paul Rich, Jack Duffield, Bruce Marson, Timothy Johnson, Debra Shapiro.

Bill Burrud Productions

The Bloom Film Group

1680 Vine Street, Hollywood 90028

Product: Adventure Quadrangle Features (13)*, Edgar Wallace Mystery Features (39), Roger Ramjet and the American Eagles (31), The Funny Company (52)*, American Features (11). **Personnel:** David Bloom, Ida R. Bloom, Bill A. Bloom, Art Greenfield, Ray Myles, Al McKaye, Bruce Schmier.

Blue Hill Communications

52 South Main Street, Spring Valley, New York 10977

Blue Marble Co.

Bristol-Myers

345 Park Avenue, New York 10022

Product: In Search Of ... (24). **Personnel:** Marvin Koslow, Peter Spengler, Robert Turner, Sharon Joyce, Lionel Benn, Jim McGinn.

Capital Cities Television Productions

4100 City Line Avenue, Philadelphia 19131

Product: Capital Cities Special Reports (3), Capital Cities Family Specials. **Personnel:** Robert K. King, Charles Keller, William Mulvey.

Carter-Grant Productions

17915 Ventura Boulevard, Encino, Calif. 91316

Product: The Women of Russia*, The 24 Days of Christmas (24), The 21 Days of America (21), The Eight Days of Chanukah (8)*, The Traditions of Easter (11)*, Dr. Ari Kiev (180)*, Starscope with Arlene Dahl, Safety Trek*, East Meets West*, Charles Dickens*, The Quality of Life (130). **Personnel:** Sandy Carter, Sherry Grant, Linda Lieberman, Donna Wells, Monty Morgan.

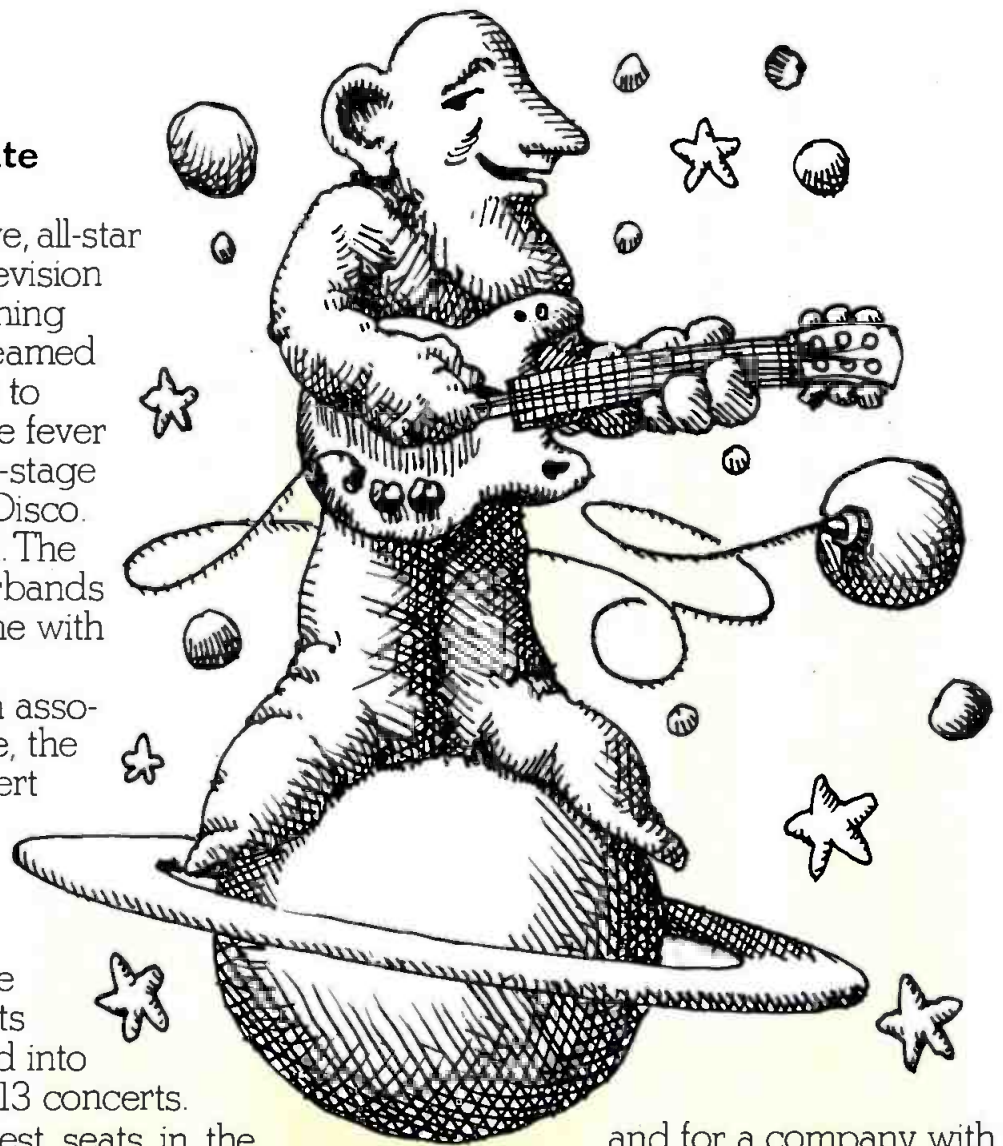
HUT 1

"The Live SuperSatellite Concert Show"

Introducing the first all-live, all-star musical road show in television history. Nothing cut. Nothing canned. Live concerts beamed coast-to-coast by satellite to capture the flavor and the fever of the world's leading on-stage performers. Rock. Pop. Disco. Country & Western. Soul. The superstars and the superbands presented for the first time with nothing artificial added.

Produced by TVS in association with Chris Bearde, the Live SuperSatellite Concert Show will be rocking your market by summer. So you'd better hurry. All the experience and technology that has made TVS a leader in live sports coverage is being poured into this exciting package of 13 concerts.

Starting now, the best seats in the house are at home. That's HUT 1. More Households Using Television and more young adults watching your station. Entertainment today is a whole new ballgame



and for a company with big ideas the field is wide open. Get to know TVS. We're producing some of the best ideas in television.

TVS
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The Gong Show.

Stripping may not yet be the norm for the O&O's, but it is growing elsewhere. *Three's A Crowd*, for example, will be on only once a week for the CBS O&O's but will be stripped at various times by 62 other stations. At several of them, it is replacing checkerboard access programing, joining such other access game strips as Metromedia Producers Corp.'s *Cross-Wits*, Worldvision's *Newlywed Game*, Firestone's *Dating Game* and Colbert Television Sales' *Joker's Wild* and *Tic Tac Dough*.

An important element in the growing use of strips has been Group W Productions' *Evening* magazine and *P.M.* service to those outside the Westinghouse fold. Including Group W's five owned stations, the total now is up to 20 stations, with more expected to be added, according to company spokesmen.

Because of both kinds of stripping, Sandy Frank is one who calls new access productions "exercises in futility." Like some others, he won't be going to Las Vegas with anything new that is firmly directed towards that time period.

Bill Miller, senior VP, Time-Life Television, sums up the general feeling. "It was a tough enough game before . . . Now it's so much tighter." While Time-Life is developing a strip of its own, Mr. Miller explains, "it is nothing that we are going to bring to NATPE." Time-Life will look for mid-season openings.

As usual, there will be the off-network introductions at NATPE.

Worldvision Enterprises will have *Little House on the Prairie*. Columbia Pictures Television will be talking about a syndicated run for *Starsky and Hutch* for either September 1980 or 1981 and also will be discussing futures for *What's Happening*, with a September 1980 launch likely. Among other NATPE first-timers are Tandem's *Maude* and Viacom's *The Life and Times of Grizzly Adams*.

Celebrities will be turning up in a variety of offerings. Time-Life, for example, will be promoting the Canadian *Joyce Davidson Show* (more prominent stateside is her husband, David Susskind, from the Time-Life fold). That distributor also will have celebrities on its *Food, Wine and Friends* and they'll discuss fitness on *The Good Life*.

Television Syndication Group has its *Success* series among others; Telepictures Corp. has *An Appointment with Dr. Joyce Brothers* within its portfolio, and Colbert TV Sales has *People Watchers*. The list continues from routines in JWT Syndication's *Comedy Shop* to Columbia Pictures Television's game, *Celebrity Charades*.

Over-all, first-run U.S. syndicated offerings range from Post-Newsweek Stations' six *Go Tell It* half-hours—featuring former FCC Commissioner Ben Hooks, who now heads the National Association for the Advancement of Colored People—to Air Time's *Soupy Sales* strip.

In other areas, both new and old, Sandy Frank will continue his animation push

with *Battle of the Planets*; ITC Entertainment will have *Edward the King*, which finishes its run on Mobil's ad hoc network next month; the U.S. Chamber of Commerce has a pilot for a half-hour weekly *It's Your Business* (BROADCASTING, Feb. 19) and Viacom will have the Canadian *Circus* series. Time-Life will have the vintage *Real McCoys* and MCA TV will be on the *Road to Moscow* as the Olympics grow near.

■ While there may be fewer access pilots at the NATPE convention than in years past, there is expected to be considerable talk about new directions there and in other time periods.

One new step for access, however, already has been made by Norman Lear's TAT Communications and WCVB-TV Boston's BBI Productions. Called *The Baxters*, this weekly half-hour combines nationally syndicated issue-oriented situation comedy with locally produced audience reaction.

According to Gary Lieberthal, TAT vice president, syndication, the show answers at least two marketplace needs: Costs were held down by "producing half a sitcom" and the public affairs obligations of stations are met by letting them take the remaining 15 minutes or so for local audiences.

On another front, when Paramount's Mr. Reiss talks of developing shows that can sell in access but are not specifically tied to it, he is referring in particular to *Make Me Laugh*, produced by Paramount with support from the Program Development Group (WPIX(TV) New York, KTLA(TV) Los Angeles and the Field stations). *Make Me Laugh* is PDG's first co-production effort on the air and already has been sold in 30 markets.

For that strip, PDG began with a 13-week commitment and now has renewed



Peyton Place revival. One co-production effort to surface at this year's NATPE convention will be *Peyton Place '79*, a venture teaming the Program Development Group and 20th Century-Fox. PDG, a consortium of WPIX(TV) New York, KTLA(TV) Los Angeles and Field Communications' KBYK-TV San Francisco, WFLD-TV Chicago, WLVI-TV Boston, WKBD-TV Detroit and WKBS-TV Philadelphia, last spring set out in development. Already on the air is its *Make Me Laugh* strip from Paramount. The *Peyton Place '79* pilot has been delivered. Pictured above are *Peyton* backers (l-r) Leavitt J. Pope, president, WPIX; Richard N. Hughes, senior vice president, WPIX and W. Russell Barry, senior vice president, 20th Century-Fox.

for another 26 weeks. It is insisting on the short-term arrangements for all the properties it is considering—another indication of a cautious marketplace.

PDG also has its eyes on late night. A pilot for a *Peyton Place '79* strip from 20th Century-Fox has been delivered to the PDG group and being considered is *96 Hollywood Boulevard* from D.L. Taffner.

Co-production along the fourth-networking lines of Operation Prime Time also is spreading among distributors. While last year OPT was the exclusive domain of MCA TV/Universal, Paramount has now joined in with an Irwin Shaw original tentatively titled *Top of the Hill* (February 1980) and Columbia Pictures Television is on board with Harold Robbin's *The Dream Merchants* (May 1980). The next OPT project, however, is MCA TV/Universal again John Jake's *The Seekers* (November 1979).

In still another programing move, veteran network hour series are being packaged in half-hour strips. *Carol Burnett and Friends* already has proved a success in recycling. And at this year's NATPE, MCA TV will have 100 half hours of *The Best of Dean Martin* and 20th Century-Fox will be exploring the potential for the old black-and-white Jackie Gleason variety shows.

■ The following is a listing of personnel and product at the MGM Grand hotel. An asterisk indicates shows new to the syndicated marketplace. Due to Nevada state law, suite numbers at the MGM Grand cannot be assigned until check-in. NATPE organizers will have a room assignment display at that time.

ABC Management/VIP Video

ABC-TV

1330 Avenue of the Americas, New York 10019

Advanswers

10 Broadway, St. Louis 63102

Advertising Media Services

Air Time International

919 Third Avenue, New York 10022

Product: The Unknown War (20), The Soupy Sales Show (90)*, The Race for the White House (10)*, World Championship Tennis (37), Giselie*, Rod McKuen's Christmas in New England*, The Cannes Film Awards, Jerry Lewis Takes You to the Movies (8)*. **Personnel:** Fred Weiner, Bruce Fogel, Kal Liebowitz, Mark Goldman, Al Sussman, Dick Waller, Dick Gold, Steve Mathis, Alan Zaretsky, Sid Bakal.

Alan Enterprises

26170 Pacific Coast Highway, Malibu, Calif. 90265

Product: Contemporary Cinema Features (17), Cinema Classics (40), Fine Arts Cinema (30), The Edward Small Package (30), Special Cinema (35), Premium Cinema (9), War and Peace (4), The Abbott and Costello Show (52),

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Roots

Chico And The Man

The Waltons

Welcome Back, Kotter

The David L. Wolper

Specials Of The Seventies

Bugs Bunny & Friends

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Superman

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...and
Super Features

Warner Bros. Television Distribution



A Warner Communications Company

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(March 9-14, 1979)**

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Featuring balanced discussions on current issues.

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SOME LIKE IT HOT. Marilyn Monroe, Tony Curtis, Jack Lemmon



THE MISFITS. Marilyn Monroe, Clark Gable, Montgomery Clift



TOM JONES. Albert Finney, Susannah York



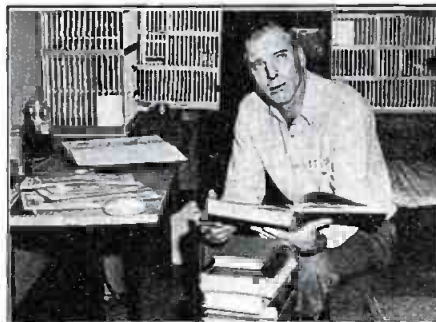
KID GALAHAD. Elvis Presley, Charles Bronson, Gig Young



THE VIKINGS. Kirk Douglas, Tony Curtis, Ernest Borgnine, Janet Leigh



EXODUS. Paul Newman, Eva Marie Saint, Lee J. Cobb, Sal Mineo



BIRDMAN OF ALCATRAZ. Burt Lancaster, Karl Malden, Telly Savalas



POCKETFUL OF MIRACLES. Glenn Ford, Bette Davis, Ann-Margret, Peter Falk



HELP! The Beatles



KHARTOUM. Charlton Heston, Laurence Olivier



THE MIRACLE WORKER. Anne Bancroft, Patty Duke

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The Return Of The Magnificent Six M.U.



Wednesday, March 14

Registration. 9 a.m.-noon.

Workshop. 9-10:15 a.m. Broadway Room. "The Superstations: Implications and Complications." Moderator: Jim Major, KGO-TV San Francisco. Panelists: Russ Barry, 20th Century-Fox; Norman Horowitz, Columbia Pictures TV; Norman Walt, McGraw-Hill Broadcasting; Vincent Wasilewski, NAB; Sid Pike, WRGC-TV Atlanta.

Break. 10:15-10:30 a.m.

Workshop. 10:30 a.m.-noon. Broadway Room. "The Development Jungle: the Next Five Years." Moderator: Chuck Gingold, KATU(TV) Portland, Ore., Speaker: Richard Wiley, former FCC chairman. Panelists: Ave Butensky, Viacom; Sandy Frank, Sandy Frank Productions; Wes Harris, NBC Owned Stations; Seymour Horowitz, ABC Owned Stations; E. Hal Hough, CBS Owned Stations; Ray Bliss, United Video.

Annual business meeting and elections. Century Room. Noon-1 p.m.

Conference Committee meeting. 1:15-2:30 p.m.

NATPE 79

The tightening market for access

Proliferation of stripping cuts down on number of nights available to distributors, cues new caution by producers; back to the tried and true

Among the most striking features of this year's NATPE marketplace—opening Friday (March 9) at the MGM Grand hotel in Las Vegas—may not be what's being offered, but what isn't.

After conspicuous experimentation and enthusiasm last year, the key prime-time access period appears to be in a state of retrenchment. Big-budget first-run production specifically targeted for access has diminished radically. So has the number of entries.

Last year the talk was of breaking down barriers to allow new forms—sitcoms and documentary, among them. It now appears that the barriers never fell.

Of last year's crop of new access shows bought by the key owned-and-operated station groups of the three major TV networks—*Please Stand By* (produced by Bob Banner/distributed by Viacom), *Bonkers* (Jack Burns/ITC Entertainment), *World War II: A G.I. Diary* (Time-Life Television), *The Next Step Beyond* (Factor-Newland/Worldvision), *The Cheap Show* (Wood Beards/20th Century-Fox) and *The \$1.98 Beauty Contest* (Chuck Barris/Sandy Frank)—only the last has survived in an access O&O position.

This year, only two new entries have made it to the O&O's, the breakthrough often needed to support nationwide distribution: *Three's A Crowd* (Chuck Barris/Firestone Program Syndication) on four CBS O&O's and a General Foods barter vehicle, *The Guinness Game* (Paradine-Hill-Eubanks/20th Century-Fox), on two NBC O&O's.

Aside from the definite disadvantages of a tight O&O market, distributors also cite the proliferation of entertainment and public-affairs stripping as a reason they are lying low.

Randy Reiss, senior vice president of Paramount Television, is not alone when

he says, "We have decided not to program specifically for access." Development now is concentrated on shows that will work elsewhere—and can be sold elsewhere—just in case.

Norman Horowitz, president of Columbia Pictures Television distribution, says that his company will be going ahead with development but he mentions "how difficult it is to justify" expenses to the board of directors as the marketplace tightens.

Pierre Weis, executive vice president for syndication of ITC Entertainment, questions: "Who's going to spend that kind of money and have difficulty placing it?"

Should the golden idea come along, producers and distributors claim they would jump on it. But in the meantime, they clearly are cautious.

Given the track record of last year's expensive failures, this year's trend is a return to the safer areas. Game shows are in force, with the emphasis on comedy—and cost-consciousness. As Mr. Weis puts it, "There is not a strip today that costs as much as one *Muppets* show." *The Muppets* (Jim Henson/ITC) may be exceptional in terms of its costs and its success, but Mr. Weis's point also is voiced by other distributors.

The ABC O&O's are going with

veterans: *Hollywood Squares* (Heatter-Quigley/Filmways), *Match Game P.M.* (Goodson-Todman/Jim Victory Television); *The \$100,000 Name That Tune* (Ralph Edwards/Sandy Frank), *That's Hollywood* (Jack Haley Jr./20th Century-Fox), *Family Feud* (Goodson-Todman/Viacom) and *Sha Na Na* (Procter & Gamble barter/Lexington Broadcast Services), with the remainder public affairs and children's programming.

Among those on the list of probable drops by CBS's O&O group are *World War II: A G.I. Diary*, *The Cheap Show*, *Bonkers* and *The Next Step Beyond*. Adds are *The Gong Show*, maneuvered away from the ABC O&O's with promise of play on two nights, and Chuck Barris's latest, *Three's A Crowd*. Other titles on CBS O&O's are *The Muppets*, *The Price Is Right* (Goodson-Todman/Viacom), *\$1.98 Beauty Contest*, *Sha Na Na*, *Family Feud* and local magazine shows.

Game shows in various comedic forms also dominate the NBC O&O schedules. But that group also has employed stripping in Cleveland, where WKYC-TV runs *The Newlywed Game* (Chuck Barris/Worldvision) and *The Dating Game* (Chuck Barris/Firestone) in the 7-8 p.m. hour. Other shows on the NBC O&O's are *The Guinness Game*, *The \$100,000 Name That Tune*, *Family Feud*, *Sha Na Na*, *In Search of* (produced by Alan Landsburg for Bristol-Myers), *\$1.98 Beauty Contest* and

Social notes. NATPE's official welcome party for spouses and guests will feature lessons in disco dancing and gambling. And if that doesn't send them directly to the clubs and casinos, there are other extracurricular convention activities ranging from a tennis tournament to TV show tapings. Following the first gathering from 10 a.m. to noon on Saturday in the MGM Grand's Globe Room, Kodak will sponsor round one of a tennis tournament (noon-4 p.m.) on the hotel courts. For those who aren't tennis buffs, 20th Century-Fox has a fashion show with Dinah Shore as hostess in the Ziegfeld Room (1-3 p.m.). Sunday morning begins with a Rex Humbard gospel breakfast in the Ziegfeld Room (9-10:15) and a Catholic mass celebrated by Monsignor Noel C. Burtenshaw, director of communications of the Archdiocese of Atlanta, in the Adelphi Room (9:30 a.m.). The Kodak tennis tournament continues with round two (again noon-4 p.m.) followed by a wine and cheese tennis awards party (4-6 p.m.) by 20th Century-Fox. That evening, Fox will offer a disco party to all at the Jubilation discotheque at 10 p.m. Monday, Phil Donahue plays host to a Multimedia brunch (10:30 p.m.-1 p.m.) for spouses and guests in MGM's Celebrity Room. His guest is Erma Bombeck. That evening, at both 9 p.m. and 11 p.m., 20th Century-Fox will screen its new feature film, "Norma Rae." A Group W brunch with Mike Douglas is scheduled for Tuesday (10 a.m.) at the Desert Inn, followed by a taping of his show at the Hilton. With Mr. Douglas will be Tony Orlando.

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1979-80

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1979-80

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1979-80

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Stan Sellers, VP/Sales Manager
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Peggy Romersa, Manager Station Traffic
Elaine Albright, Sales Secretary

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Now in its second successful season this is the show that turns the spotlight on one famous performer (and his famous friends) every week. The result is exciting. It's like programming your station with 24 new specials. Now on 91 stations. Cash.



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DOLLY

As Dolly Parton became the most talked about music star in America with two straight number one hits, a Playboy cover, the Entertainer of The Year award, and the brightest spot on the Johnny Carson Show her hit series was re-released to 121 stations. If it's not in your market yet, let's talk about a cash deal for 1979.



THE NEW

\$128,000

QUESTION

THE KING OF GAME SHOWS IS BACK!

On April 10, 1978, Broadcasting told the rating story. The \$128,000 QUESTION was tied with THE MUPPETS as the number one prime access show in the top fifty markets (1978 Feb/Mar ARB).

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New

THE ANNE MURRAY SPECIAL "LADIES' NIGHT"

A super extravaganza starring Anne Murray, Marilyn McCoo, Phoebe Snow, Carroll Baker, Lisa Dalbello, Lisa Hartt, Gloria Kaye, Colleen Peterson, Charity Brown, Shirley Eikhard, Maryann McDonald and Salome Bey. A unique concept. Super stars. Super music. Network quality production. ANNE MURRAY'S LADIES' NIGHT—quite possibly the best pop music variety show of the year.



Pittsburgh (WPGH, KDKA) • Milwaukee (WVTV, WTMJ, WITI) • Jacksonville (WJKS, WJXT) • Louisville (WAVE, WDRB, WHAS) • Des Moines (WOI) • Baltimore (WMAZ, WJZ, WBAL) • New Orleans (WGNO, WFSU) • Kansas City (KBMA, KCMO, KMBC) • Portland (KPTV) • Oklahoma City (KTUV, KOCO, OETA, KWTU) • Philadelphia (KYW) • Memphis (WMC, WHBQ, WPTY, WREG) • Wichita (KAFB, KTVH) • Cincinnati (WXIX, WLWT) • Columbia (WIS, WLTX) • Dallas (KDFW, KTVT) • San Diego (XETV, Cable) • El Paso (KLB, KPIA) • Richmond (WTVR, WWBT) • Mobile (WEAR, WALA) • Phoenix (KPHO, KTAR) • Wheeling (WTRF, VSTV) • Little Rock (KARK, KETS, KTHV) • Sacramento (KCBS) • Ft. Myers (WEVU, WINK, WBBH) • Macon (WMAZ, WCWB) • Peoria (WMBD) • Topeka (WIBW, KTSB) • Lexington (WLEX, WTVQ, WKYT) • Shreveport (KTAL, KSLA) • Bangor (WABI, WLBZ, WIII) • Alpena (WBKB) • Jackson (WJTV, WAPT, VLBT) • Joplin (KOAM) • Helena (KTCM) • Buffalo (WKBW) • Greensboro (WGHP, WFMY) • Columbus (WBNS) • Ada/Ardmore (KTEN, KXII) • Eugene (KVAL) • Johnstown/Altoona (WJAC, WTAJ, WJNL) • Charleston (WCSC) • Nashville (WSM, WNGE, WTVF) • Beaumont (KBMT) • Burlington (WNNE, WPTZ) • Roanoke (WDBJ, WSLS) • Seattle (KSTW, KING) • Charleston/Huntington (WSAZ, WCHS, WOWK) • Miami (WHET) • Tampa (WTOG, WTVT) • Hartford (WHCT) • Grand Rapids (WUHQ) • Birmingham (WAPI, VBIR) • South Bend (WSBT, WHME) • Chattanooga (WROB, WTVG) • Champaign (WCIA) • Davenport (WHBF) • Portland (WCSH, WMTW) • Fresno (KMPH) • Springfield (KOLR, KYTV) • Lincoln/Hastings (WTTV, WHMB, WISH) • Indianapolis (WTTV, WHMB, WISH) • Cleveland (WUAB, WJKW, WJAN) • KSTP • St. Louis (KISD, KPLR) • Flint (WJRT, WNEM) • Rochester (WRGB) • Norfolk (WTAR) • Rapid City (WMT, KWWL) • Raleigh (WTVD) • WLK, WFRV) • Albuquerque (KGGM) • Toledo (WTOL) • Paducah (WPSD, KFVS) • Knoxville (WATE,



Houston (KHTV, KPRC, KRIV, KDOG) • Boston (WBZ, WXNE) • Minneapolis (WOKR) • Harrisburg/Lancaster (WGAL, WLYH) • Orlando (WESH, WFTV) • WAVY) • Tulsa (KOTV, Cable) • Cedar Rapids (KXLY, KHQ) • Green Bay (WATE,

At Show Biz This is the Biz we Show

New York (WNBC) • San Francisco (KPIX, KVOF) • Detroit (WDIV, WJBK) • Los Angeles (KABC, KTTV) • Chicago (WMAQ, WGN) • Atlanta (WTGG, WXIA, WSB) • Denver (KOA) • Washington (WJLA, WRC) • KHAS, KHGI, KOLN) • Evansville (WFIE, WEHT) • Tri Cities (WJHL, WCYS) • Huntsville (WHNT, WOWL, WAFF, WAAY) • Tucson (KZAZ, KVOA) • Fargo (KTHI, WDAY) • Greenville/Washington/New Bern (WNCT, WTN) • Ft. Wayne (WKUG) • West Palm Beach (WPEC, WTVX) • Sioux Falls (KELO, KSFY) • Baton Rouge (WBRZ, WRBT) • Lansing (WJIM) • Waco (KCEN) • Colorado Springs (KOAA) • Madison (WISC, WKOW) • Augusta (WJBF, WRDW, WATU) • Terre Haute (WTHI, WTWO) • Rockford (WREX) • Amarillo (KAMI, KAMR) • Duluth (WDIO, KBJR) • Montgomery (WKLB, WSFA, WCOV) • Monroe (KTVE, KNOE) • Austin (KTVV, KVUE, KTBC) • Binghamton (WICZ, WBNG) • Columbus (WRBL, WYFA) • Santa Barbara (KSBY) • Sioux City (KMEG, KTIV) • Wichita Falls (KIAUZ, KHDX) • Lafayette (KATC) • Monterey (KMST, KSBW) • Yakima (KIMA, KAPP, KNDO) • Traverse City (WGTU, WWTU, WPBN) • Columbia/Jefferson City (KOMU, KHGG) • Beckley/Bluefield (WHIS, WOAY) • LaCrosse (WKBT, WEAU) • Corpus Christi (KRIS, KZTV) • Savannah (WTOG, WJOL) • Columbus (WCBI, WTVV) • Mason City (KIMT, KAAL, KTTC) • Quincy (KHQA) • Minot (KXMC) • Wilmington (WWAY, WECT) • Tallahassee (WOTV) • Lubbock (KMCC, KCBZ, KLBK) • Las Vegas (KVVU) • Albany (WALB) • Chico/Redding (KRCR, KHSL) • Abilene (KRBC) • Dothan (WDOH, WTVY) • Boise (KIVI) • Bowling Green (WBEK) • Medford (KTVL) • Rapid City (KOTA) • Harlingen (XRIO) • Ft. Smith (KFSS, KFPW) • Panama City (WMBB, WHHG) • Bakersfield (KJTV) • Idaho Falls (KIPV, KIPW) • Alexandria (KALB) • Lake Charles (KPLC) • Hannsberg (WQAM) • St. Joseph (KQTV) • Odessa (KMOM, KMID) • Meridian (WTOK) • Clarksburg (WDTV, WBOY) • Yuma (KYEL) • Jonesboro (KAIT) • Gainesville (WUFB, WUFT) • Eureka (KVIQ) • Manakota (KEYC) • Ellixi (WLOX) • Missoula (KECI, KQVO) • Roswell (KTWS) • Parkerburg (WTAP) • Jackson (WBBJ) • Lima (WLO) • Presque Isle (WAGM) • Ottumwa (KTVO) • Flagstaff (KOAI) • Waterbury (WATH) • Harrisonburg (WHSV) • Glendive (KXGN) • Palm Springs (KMIR) • Hagerstown (WHAG) • Elmira (WENY) • Greenwood (WABG) • Worcester (WSMW) • North Platte (KNOP) • Manchester (WMUR) • Bend (KTVZ) • Allentown (WFMZ) • Victoria (KXIX) • Greenville/Astreville/ Spartanburg (WFBC, WSPA, WLOS) • San Antonio (KMOL) • Charlotte (WCCB, WBTV, WRET) • Rock Springs (KTUX) • Wilkes Barre (WN-P) • Bellingham (KVOS) • Dayton (WHIO) • Peoria (WMBD) • Albany (WROB)

Our warmest thanks to these 327 TV stations and to the 55 national advertisers and agencies who have sold their products with Show Biz programs during the past 12 months.

And now for 1979-80

at an election, Chuck Gingold of KATU(TV) Portland, Ore., will move up from first vice president to president; Lucie Salhany of WLVI-TV Boston from second to first vice president, and John Goldhammer, conference coordinator from KABC-TV Los Angeles, will join the line of succession as second vice president.

Several broadcast and production firms will be holding their own meetings at the MGM Grand, timed in advance of the NATPE convention. Among them are McGraw-Hill, Petry, Harrington, Righter & Parsons, Metromedia, Time-Life, Storer, Cox, Peters, Griffin & Woodward and Multimedia. With cross-visits planned among companies, some meetings are expected to add to co-production discussion and activity.

Thursday, March 8

Executive committee meeting. 9 a.m.-2:30 p.m.

Registration. Noon-6 p.m.

Board of directors meeting. 3-7 p.m.

Friday, March 9

Board of directors meeting. 9 a.m.-noon.

Registration. 9 a.m.-7 p.m.

Hospitality suites open. Noon-6 p.m.

Saturday, March 10

Registration. 9 a.m.-5 p.m.

Continental breakfast. 9-10 a.m. Bijou/Century/Strand/Tivoli Rooms. For first-time NATPE attendees. The past: Jim Major, NATPE immediate past president. The present: A.R. Van Contfort, president. The future: Chuck Gingold, first vice president.

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

Reception and Irish Awards banquet. 6-11 p.m. Grand Ballroom.

Sunday, March 11

Registration. 9 a.m.-6 p.m.

Affiliate and independent station meetings. 10:30-noon. ABC, Broadway Room Moderator; Philip Corvo, KSTV(TV) San Diego. CBS, Bijou/Century/Strand/Tivoli Rooms. Moderator: Tom Kenney, KHOU-TV Houston. NBC, Rialto Rooms Three and Four. Moderator: Marv Chauvin, WOTV(TV) Grand Rapids. **Public Broadcasting Service,** Ritz/Plaza Rooms. Moderator: Paul Corbin, KOCE-TV Huntington Beach, Calif. Comments: Norman Horowitz, Columbia Pictures Television; Steve Weiss, Weiss Global Television; Bill Miller, Time-Life Television; Carl Russell, MCA-TV. **Independents,** Metro Room. Moderator: Greg Nathanson. Comments: Crawford Rice, Gaylord Broadcasting; Bob Wormington, KBMA-TV Kansas City, Mo.; Levitt Pope, WPIX(TV) New York; Evan Thompson, Chris Craft Stations. Responses: Marvin Kaslow, Bristol-Myers; Marvin Antonowsky, Universal TV.

Hospitality suites open. Noon-7 p.m.

Rewrite update. 9 p.m. Bijou/Century/Strand/Tivoli Rooms. Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee.

Monday, March 12

Registration. 8:30 a.m.-6 p.m.

General session. 9-10:15 a.m. Grand Ballroom. Call to order: A.R. Van

Contfort, wsb-TV Atlanta, NATPE president. Invocation: Robert H. Schuller (*Hour of Power*). Welcome: Bill H. Briare, mayor of Las Vegas. Keynote address: Joel Chaseman, president, Post Newsweek Stations.

Break. 10:15-10:30 a.m.

Workshop. 10:30-11:30 a.m. Grand Ballroom. "Children and Television." Moderator: Charles Larsen, WNBC-TV New York. Speaker: FCC Commissioner Abbott Washburn. Panelists: Brenda Fox, National Association of Broadcasters; Susan Futterman, ABC; Susan Greene, FCC; Alice Marsh, Committee for Children's Television; Dr. Joyce Brothers.

Workshops. 11:45-1 p.m. "The Local Talk Show: a Talent's-Eye View."

For markets 1-20. Rialto Rooms Three and Four. Moderator: N. Neil Kuvin, WABC-TV New York. Panelists: Bruce Elliott, WMBR-TV Baltimore; Regis Philbin, KABC-TV Los Angeles; John Willis, WCVB-TV Boston.

For markets 21-50. Bijou/Century/Strand/Tivoli Rooms. Moderator: Ed Jones, WDM-TV Washington. Panelists: Bob Braun, WLWT(TV) Cincinnati; Malcolm MacLeod, WOTN(TV) Dayton; Kate Underwood, WAVE-TV Louisville, Ky.

For markets 51-212. Ritz/Plaza Rooms. Moderator: John Comas, wxix-TV Winston-Salem, N.C. Panelists: Kitty Broman, WWLP(TV) Springfield, Mass.; Gary Cubberley, WYTV(TV) Youngstown, Ohio; Allie Shattuck, KLAS-TV Las Vegas.

Luncheon. 1:15-2:45 p.m. Grand Ballroom. Speaker: FCC Chairman Charles Ferris.

Hospitality suites open. 3-7 p.m.

Tuesday, March 13

Registration. 7:30 a.m.-6 p.m.

Workshop. 8-8:55 a.m. Grand Ballroom. "Programming and Promotion: Hand in Hand Or Foot in Mouth?" Moderator: Roger Ottenbach, KCRA-TV Sacramento, Calif. Panelists: Barry Barth, WJXT(TV) Jacksonville, Fla.; Robert Klein, Klein &, Los Angeles; Teddy Reynolds, Hamilton & Staff, Washington.

Workshop. 9-10:15 a.m. Grand Ballroom. "The Critics Are Revolting." Moderator: Grant Tinker, MTM Productions. Speaker: FCC Commissioner James Quello. Panelists: Dorothy Belden, *Wichita* (Kan.) *Eagle-Beacon*; Les Brown, *New York Times*; Neil Hickey, *TV Guide*; Tom Shales, *Washington Post*.

Break. 10:15-10:30 a.m.

Workshops. 10:30-11:45 a.m.

"From ENG to ELP: the Minicam Comes to Local Programming." Moderator: Jeanne Findlater, wxyz-TV Detroit. Panelists: John Edgerton, WBT(TV) Charlotte, N.C.; Alan Frank, WOIV(TV) Detroit; Ralph Hodges, KFMB-TV San Diego; Bruce Marson, WCVB-TV Boston.

"The Fourth Network: a New 'Bastard' in Prime Time." Moderator: Peter Schlesinger, KCOPTV Los Angeles. Panelists: Barry Thurston, Field Communications; Ron Devillier, PBS; Al Rush, MCA; Al Masini, Telerep.

"How To Manage—By Guts or by Guile?" Rialto Rooms One and Two. Moderator: Cal Bollwinkel, KTXL(TV) Sacramento, Calif. Panelists: Bill Brower, Sterling Institute; Reid L. Shaw, GE Broadcasting; Bill Wilkins, Athyn Group.

"Invasion of the HUT Snatchers," Bijou/Century/Strand/Tivoli Rooms. Moderator: J. Clifford Curley, WRC-TV Washington. Speaker: FCC Commissioner Joseph R. Fogarty. Panelists: Bill Donnelly, Young & Rubicam; Gerald Levin, Home Box Office; Gus Hauser, Warner Cable; Herbert Schmetz, Mobil Oil.

"New Frontiers in Worldwide Television." Rialto Rooms Three and Four. Moderator: George Back, Hughes Television Network. Panelists: Thomas Alexandersson, Sveriges Radio, Sweden; Renato Pachetti, RAI, Italy; John Stringer, BBC; Joseph Wallach, TV Globo, Brazil. Special guests: Bernard Chevy, commissioner general, and John Nathan, U.S. representative, MIP TV.

Luncheon. 1:15-2:45 p.m. Speaker to be announced. Presentation of Lee Waller and Mort Rosenman Memorial Scholarship Awards Presentation of President's Award. First report of NATPE Educational Foundation.

Hospitality suites open. 3-7 p.m.

WAGA-TV, Atlanta:

"Never have we enjoyed such tremendous reaction from our audience. We couldn't be happier..."

Paul Raymon, Vice-President, General Manager

WCMH-TV, Columbus (Ohio):

"We are delighted with the reaction. PM Magazine is a whole new dimension in service to the local community..."

David E. Henderson, President,
Outlet Broadcasting

WFAA-TV, Dallas-Fort Worth:

"PM Magazine gave WFAA-TV a 50% audience increase in Nov. 1978 compared to Nov. 1977."

David T Lane, Vice-President & Station Manager

WJBK-TV, Detroit:

"The concept already is a gratifying success in Detroit."

Bob McBride, Vice-President & General Manager

WFMY-TV, Greensboro (N.C.):

"...in 29 years, no program has excited our staff like PM."

Dave Alexander, Program Manager

WFSB-TV, Hartford-New Haven:

"...ad agencies and retailers alike rave at the way PM reaches out to the community."

Edward P. Jones, Program Manager

KHOU-TV, Houston; KXTV, Sacramento:

"In Houston, audience reaction has been outstanding...The story is very much the same in Sacramento...Favorable viewer response, outstanding audience position...very, very good sales rates and levels."

Lee S. Eden, Vice-President, Programming
Television Stations Division
Corinthian Broadcasting Corporation

KTVN, Reno:

"...immediate acceptance... We're looking forward to a long partnership."

Stuart Murtland, Producer, PM Magazine

While you're at NATPE, ask these broadcasters about
PM Magazine.

And, be sure to get the entire *PM Magazine* story
from Group W Productions in the Mayer Room,
26th floor, of the MGM Grand.





MORE THAN A PROGRAM.

PM Magazine. Not just another syndicated show. It's prime time access programming that becomes an integral part of *your* station and *your* community.

A unique cooperative venture between local stations and Group W. Locally produced. Locally hosted. Combines material from Group W's PM Magazine Service with your own local segments.

Sure to attract audience. A lively half-hour, Monday-through-Friday, with proven staying power.

PM Magazine evolved from Group W's *Evening Magazine* which started on KPIX, San Francisco, in August 1976. Today, *Evening Magazine* is first at 7:30 PM in four of the five Group W markets.

And, the concept builds. The *Evening Magazine* audience in these markets has grown by 17% during the past year.

Now, *PM Magazine* is off to a flying start. Launched last Fall in nine markets, it ranks first in its time period—or ties for first—in five markets: Atlanta, Dallas-Ft. Worth, Hartford-New Haven, Sacramento, Reno.

Beyond ratings? *PM Magazine* gives you a local prime time showcase. Serving your community. Reflecting your concern for program quality. Something you can be proud of.

That's evident from these quotes:

Daniel Is a Powerhouse that Helps Make

The Greenville-- Spartanburg-- Asheville Market 37th in the U.S.

Daniel International Corporation, headquartered in the 25-story Daniel Building in Greenville, is a major industrial builder with capabilities ranging through site selection, engineering, construction, maintenance and operation. Clients are in industries that include power, chemical, fibers, pulp and paper, and pharmaceuticals. Annual revenues exceed \$1 billion. Permanent employees exceed 5,100—plus some 40,000 field employees on worldwide projects. Close to home, the power group is currently building a combined nuclear and pumped-storage facility at Parr, S.C., which will generate 918 megawatts (nuclear) and 480 MW (hydro) of electric power.

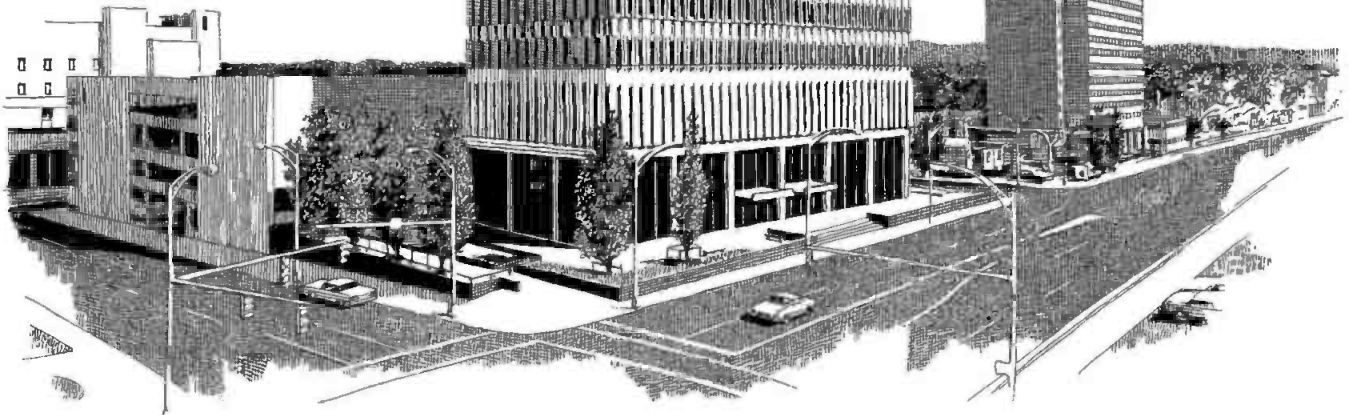
The WSPA-TV market keeps building because of modern



headquarters and manufacturers making products for the pharmaceutical, textile and electrical industries. Additional income-generating activities are farming, transportation, and tourism. A stable labor force of 600,000 develops significant spending ability in our 29-county area of dominant influence of 504,800 households.* For availabilities, check our national reps.

WSPA-TV 
A CBS Affiliate

Owned and Operated by
Spartan Radiocasting Company
Walter J. Brown, President
TV 7 · AM 95 · FM 98.9
National Reps: H-R Television Inc.
* Arbitron '78-'79



“Our FM doubled its audience share with *The Evolution of Rock*”

—Dick McKee, KRKE, Albuquerque

Ratings dynamite from TM! Updated version of *The Evolution of Rock* is expanded to 67 hours and includes the rock milestones of 1977.

The Evolution of Rock is a ratings blockbuster. And it's just in time for the next ARB survey. It can be sold to only one station in a market, so call TM Special Projects and order it for your station.

The Evolution of Rock maintains listenership because it's chronological. After the introductory (pre-1955) chapter, each three-hour chapter covers an entire year. Listeners know what to expect, and they have something to look forward to.

The Evolution of Rock maintains listenership because it's interesting. It includes rare interviews with artists, even recording session out-takes. Program Directors have nothing but the highest praise for the production values of this special: The writing, pacing and announcing are all first-rate.

Here's what broadcasters have said about *The Evolution of Rock*:

“I've heard them all, and *The Evolution of Rock* is the biggest, the best, the most complete documentary of Rock.”

—Chris Curtis, WZUU, Milwaukee

“*The Evolution of Rock* is an incredible audience grabber.”

—Robin Mitchell, KYYX, Seattle

“We ran it against ‘The History of Rock ‘n’ Roll’ and just obliterated them.”

—Don Roberts, WIXX, Green Bay

“In the dayparts where we ran *The Evolution of Rock*, we had up numbers, especially with Men 25-34.”

—Peter Booker, WHND, Detroit

“We ran *The Evolution of Rock* on a weekend, and it outperformed all other weekends in our book.”

—John Gehron, WLS, Chicago

“Great listener response. We made a good profit, too.”

—Ron Sandilands, KYOS, Merced

“You're going to get a lot of listeners from other stations.”

—Bob Reich, WBYQ, Nashville

“A great money-maker, a great image builder.”

—R.C. Rogers, WRBR, South Bend

“It was very simple for the jock on the air to put together. Absolutely no problems.”

—Johnny London, WICH, Norwich

Here's what you get with *The Evolution of Rock*:

• Four-hour introductory chapter and 21 three-hour chapters for programming flexibility. 67 one-hour

discs in all. Air it straight through a weekend, or a chapter a day.

• 700 minutes of commercial availability for maximum profit potential.

• 10 on-air promos. They're pre-produced and ready for you to customize.

• Fully produced jingles to build and maintain audience excitement.

• Over 100 promotional scripts.

• Operations manual, with everything you need to keep the program running smoothly.

• Sales presentation kit, to help you sell the program to local advertisers.

• News releases for the local media.

• Fully produced ads for newspapers, magazines and outdoor.

• Artwork for you to use in creating promotional materials for participating sponsors.

Call today and be ready for the next ratings survey

If you call right now, TM can have *The Evolution of Rock* on your doorstep right away. This will give you time to promote and sell the program before the next survey begins.

So don't delay. Call TM collect and ask for Ron Nickell. The number is 214-634-8511. Call right now.



TM TM Special Projects
1349 Regal Row
Dallas, Texas 75247

Shirley Jones

Gene Kelly

Liberace

Rich Little

Gina Lollobrigida

Paul Lynde

Ethel Merman

Zero Mostel

Bob Newhart

Wayne Newton

Olivia Newton-John

Carroll O'Connor

Donald O'Connor

Juliet Prowse

Don Rickles

Debbie Reynolds

Ginger Rogers

Rowan & Martin

Peter Sellers

Phil Silvers

Frank Sinatra

Frank Sinatra, Jr.

Elke Sommer

David Steinberg

Jimmy Stewart

Danny Thomas

John Wayne

Dennis Weaver

Raquel Welch

Orson Welles

Flip Wilson

Jonathan Winters



**And lots more
headliners.**

**The Best of Dean
Martin and the best
of Dean Martin's
guests. For his
entire nine network
seasons, he
averaged a 37%
Nielsen share.**

**100 very funny
half-hours.**

**Ready to strip
starting Fall 1979.**

MCA TV

NATPE Hospitality Suite,
Penthouse, 26th Floor.

THE DEAN'S LIST:

(continued from front cover)

Don Adams	Sid Caesar	Phyllis Diller
Woody Allen	Glen Campbell	Buddy Ebsen
Andrews Sisters	Art Carney	Barbara Eden
Ann-Margret	Diahann Carroll	Peter Falk
Louis Armstrong	Carol Channing	Marty Feldman
Lucie Arnaz	Myron Cohen	Ella Fitzgerald
Pearl Bailey	Mike Connors	Fonteyn & Nureyev
Lucille Ball	William Conrad	David Frost
Jack Benny	Tim Conway	George Gobel
Milton Berle	Bill Cosby	Joel Grey
Eubie Blake	Howard Cosell	Andy Griffith
Victor Borge	Bing Crosby	Buddy Hackett
Ernest Borgnine	Rodney Dangerfield	Goldie Hawn
George Burns	Sammy Davis, Jr.	Joey Heatherton
Raymond Burr	Dom DeLuise	Bob Hope
Red Buttons	Angie Dickinson	Arte Johnson

We're installing the world's largest satellite communication network for public television.

It's something for hotel chains, sports networks, medical networks, universities and corporations to think about.

The Corporation for Public Broadcasting (CPB) and Rockwell Electronics Operations are changing the face of public television.

Rockwell-Collins is completing for CPB the installation of the largest satellite earth station communication network in the world. The network provides interconnection of the member public television stations. (The role is a natural, since we were the first company to transmit a photo and voice by satellite.)

The system serves 150 stations, several of which have up-link transmit capability.

Get the picture?

As a result of this changeover from limited terrestrial communication to multichannel satellite communication, individual stations can select their programs from several program sources. They can also record programs for delayed broadcast while showing live programs.

This system not only provides increased programming flexibility and improved picture quality, it also

offers long-term cost advantages over conventional systems.

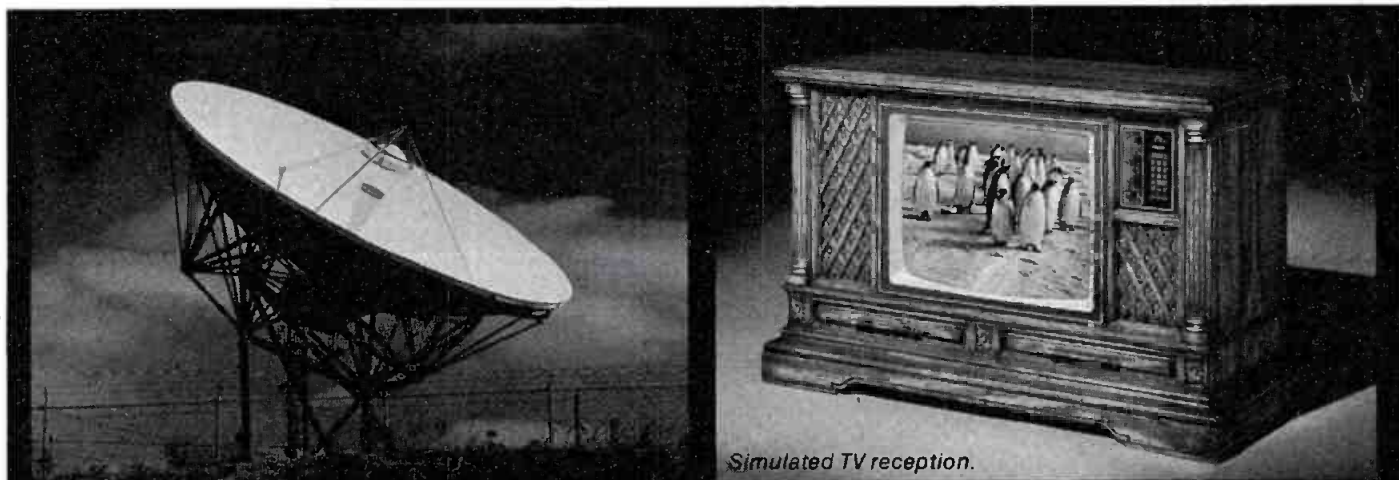
Although this system is a large-scale, turnkey installation, we can build small-scale, private network installations that can be just as practical and economical.

For more information, contact Collins Transmission Systems Division, Dept. 410-158, Electronics Operations, Rockwell International, Dallas, Texas 75207, or phone 214/996-3802.



**Rockwell
International**

...where science gets down to business



The latest words in communications: Rockwell-Collins.

NATPE '79

It's no gamble in Las Vegas

The National Association of Television Program Executives moves to Las Vegas for its 16th annual conference on Friday (March 9), with records again expected to be broken in attendance and number of program exhibitors.

NATPE organizers are looking forward to passing the 2,000 mark for paid attendance, up from about 1,850 last year in Los Angeles. Over-all the group is expected to total more than 3,000; last year's was about 2,800. More significant from the buying and selling standpoint is that 225 suites in the MGM Grand hotel have been reserved, up from 175 a year ago. And more exhibition time has been scheduled. This year suites will be officially open five days instead of the usual four.

Among those addressing the conference (March 9-14) will be keynoter Joel Chaseman, president of Post-Newsweek Stations, and FCC Chairman Charles D. Ferris. Serving as speakers on different panels will be FCC Commissioners Abbott Washburn, Joseph Fogarty and James Quello. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) will provide an update on the proposed rewrite of the Communications Act. A Tuesday luncheon speaker has yet to be announced. (With NATPE President A.R. Van Cantfort of WSB-TV Atlanta, from Jimmy Carter's home state of Georgia, the organization had been hoping to schedule President Carter.)

As usual, meetings have been arranged for network affiliates and independents. Among those committed so far to attend are James Duffy, ABC Television Network president; Anthony Thomopoulos, ABC Entertainment president; Gene Jankowski, CBS/Broadcast Group president; James Rosenfield, CBS Television Network president; Mike Weinblatt, NBC Entertainment president; Paul Klein, NBC Entertainment senior vice president, programs, and Lawrence Grossman, Public Broadcasting Service president.

Less usual, however, is the increased interest in the Public Broadcasting Service gathering. This year some 75 noncommercial TV stations are expected to be represented, about double last year's number. And at the meeting itself syndicators will be making a strong presence, with comments from Norman Horowitz, Columbia Pictures Television; Steve Weiss, Weiss Global Television; Bill Miller, Time-Life Television, and Carl Russell, MCA TV.

Expected to be the most heated session—and scheduled on the last day of the conference (Wednesday)—is "The Superstations: Implications and Complications." The controversy over the satellite transmission of local TV signals to cable systems ran strong last month at the Association of Independent Television Stations (INTV) convention in Washington (BROADCASTING, Feb. 12), and it is expected to continue at NATPE.

Moderating the superstations session will be Jim Major, NATPE's immediate past president, of KGO-TV San Francisco,

with panelists Russ Barry, 20th Century-Fox; Mr. Horowitz, Columbia Pictures Television; Norman Walt, McGraw-Hill Broadcasting; Vincent Wasilewski, National Association of Broadcasters, and Sid Pike of WTCG(TV) Atlanta. NATPE organizers claim to have been unsuccessful in their attempts to balance the panel; only Mr. Pike will speak in defense of superstations.

New to the NATPE convention is a session Tuesday on international program fare: "New Frontiers in Worldwide Television." Moderator is George Beck, Hughes Television Network, and the panelists are Thomas Alexandersson, Sveriges Radio, Sweden; Renato Pachetti, RAI, Italy; John Stringer, BBC, and Joseph Wallach, TV Globo, Brazil. Special guests at this session are Bernard Chevry, commissioner general, and John Nathan, U.S. representative, from the Marche International des Programmes de Television (MIP-TV), the international television program marketplace held yearly in Cannes, France.

Given the increased foreign interest in NATPE, the session is no surprise. About 120 foreign broadcasters and suppliers representing about 25 countries have made plans to attend. Last year they numbered about 45 from 17 countries. Among them, the Netherlands will be present for the first time; TV Globo from Brazil will be bringing tapes including English dubs, and Sweden will be hoping to sell as well as buy. Hong Kong also plans to beef up its presence.

Other sessions run the gamut of programing issues. "Children and Television" is a forum for the discussion of a child's relationship to the medium as a whole. "Programing and Promotion: Hand in Hand or Foot in Mouth" has Roger Ottenbach, president of the Broadcast Promotion Association, moderating. "The Critics Are Revolting" gives center stage to local and national television reporters. "The Development Jungle—the Next Five Years" will have buyers and sellers projecting what's to come and why.

Simultaneous sessions also have been scheduled with a choice of "From ENG to ELP... the Minicam Comes to Local Programing" or "The Fourth Network—a New 'Bastard' in Prime Time." The international session will be competing for audience with "How to Manage—By Guts or by Guile?" and with "Invasion of the HUT Snatchers," a look at cable and pay cable in the 1980's.

Special workshops attention will be given "The Local Talk Show: a Talent's-Eye View," with attendees divided into three groups depending on market size.

Other activities include NATPE organizational meetings as well as the annual Iris Awards banquet, where celebrities hand out honors to programing executives. Emcee this year is Richard Dawson, host of the network and syndicated game show, *Family Feud*. Donny and Marie Osmond will be guest performers.

According to the nominating committee's slate to be presented



HERE'S HOW WE'RE DOIN':

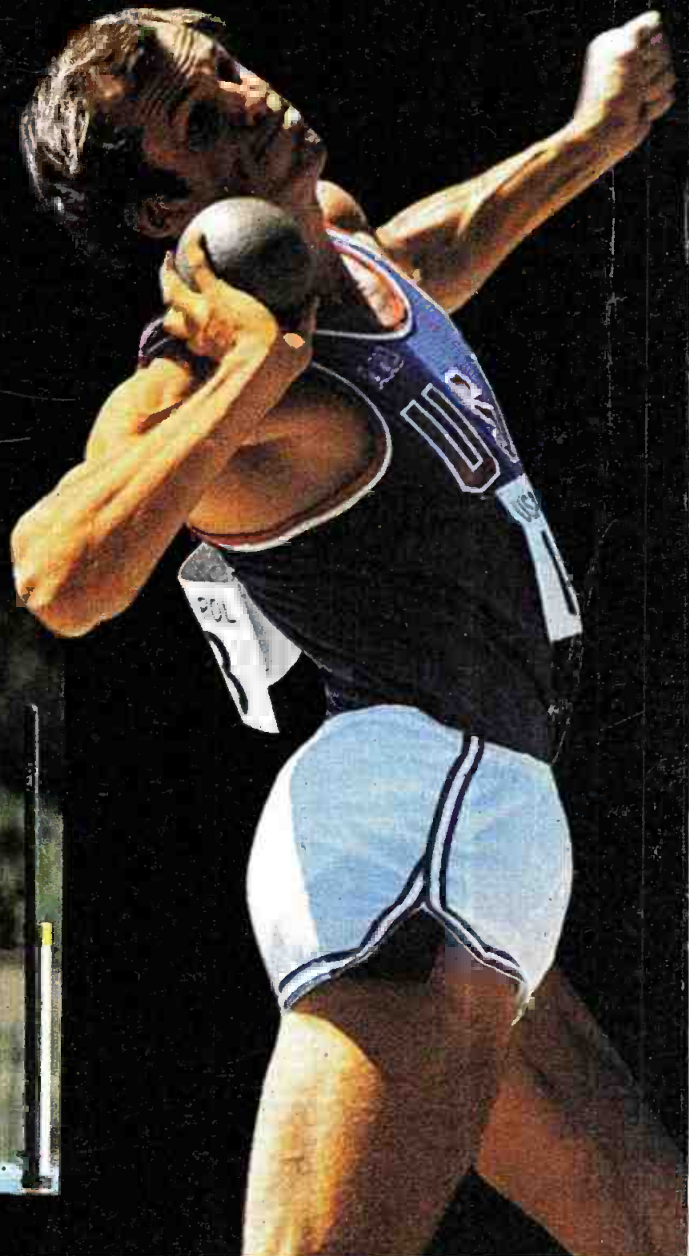
HERE ARE THE SHOWS WE REPLACED:

HERE'S HOW THE AUDIENCE WENT UP:

MARKET	FORMER PROGRAM IN TIME PERIOD	RATING	HOUSE HOLDS	WOMEN				KIDS
				18-49	18-34	18-49	18-49	
(% Change)								
PRIME ACCESS:								
Los Angeles	Adam 12	UP 60%	UP 69%	UP 87%	UP 104%	UP 57%	UP 56%	
Philadelphia	Star Trek	UP 67%	UP 84%	UP 104%	UP 48%	UP 112%	UP 150%	
Atlanta	Hogan's Heroes	UP 150%	UP 116%	UP 226%	UP 243%	UP 96%	UP 279%	
Louisville	My Three Sons	UP 120%	UP 124%	UP 131%	UP 100%	UP 220%	UP 146%	
Shreveport-Texarkana	Andy Griffith	UP 39%	UP 42%	UP 90%	UP 50%	UP 50%	UP 131%	
Monroe-El Dorado	Mary Tyler Moore	UP 44%	UP 43%	UP 70%	UP 133%	UP 75%	UP 400%	
EARLY FRINGE:								
New York	Star Trek	UP 38%	UP 46%	UP 59%	UP 10%	UP 37%	UP 98%	
Cleveland	Hogan's Heroes	UP 83%	UP 87%	UP 145%	UP 112%	UP 154%	UP 106%	
Houston	Hogan's Heroes	UP 25%	UP 27%	UP 142%	UP 144%	UP 30%	UP 7%	
Charleston-Huntington	Gunsmoke	UP 75%	UP 65%	UP 44%	UP 50%	UP 75%	UP 210%	
El Paso	Dragnet	UP 50%	UP 45%	UP 133%	UP 150%	UP 60%	UP 200%	
Augusta	Beverly Hillbillies	UP 85%	UP 83%	UP 75%	UP 56%	UP 113%	UP 73%	
Las Vegas	Andy Griffith	UP 50%	UP 67%	UP 83%	UP 60%	UP 150%	UP 83%	
LATE NIGHT:								
Chicago	2 Night	UP 50%	UP 34%	UP 44%	UP 54%	UP 16%	UP 1125%	
St. Louis	Couple	UP 50%	UP 94%	UP 45%	UP 33%	UP 78%	UP 300%	

Source: Arbitron. Details available upon request.

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Dick O'Leary and his O&O management team have already picked up *Tune* in all four ABC owned station markets where it is running. Surprised? Neither are we—for we know the “song” that *Tune* is playing.

Tune is No. 3 among all weekly access half-hour programs in total households.*

Tune is the No. 2 show—among all weekly half hour series—in delivery of Women Viewers.*

Tune is the No. 1 or No. 2 show among all weekly access half-hours in 72% of its markets.*

So you can understand why Dick—and Tom—and Harry—and everyone's rushing to renew

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*ARB and NSI November, 1978 Syndicated Reports

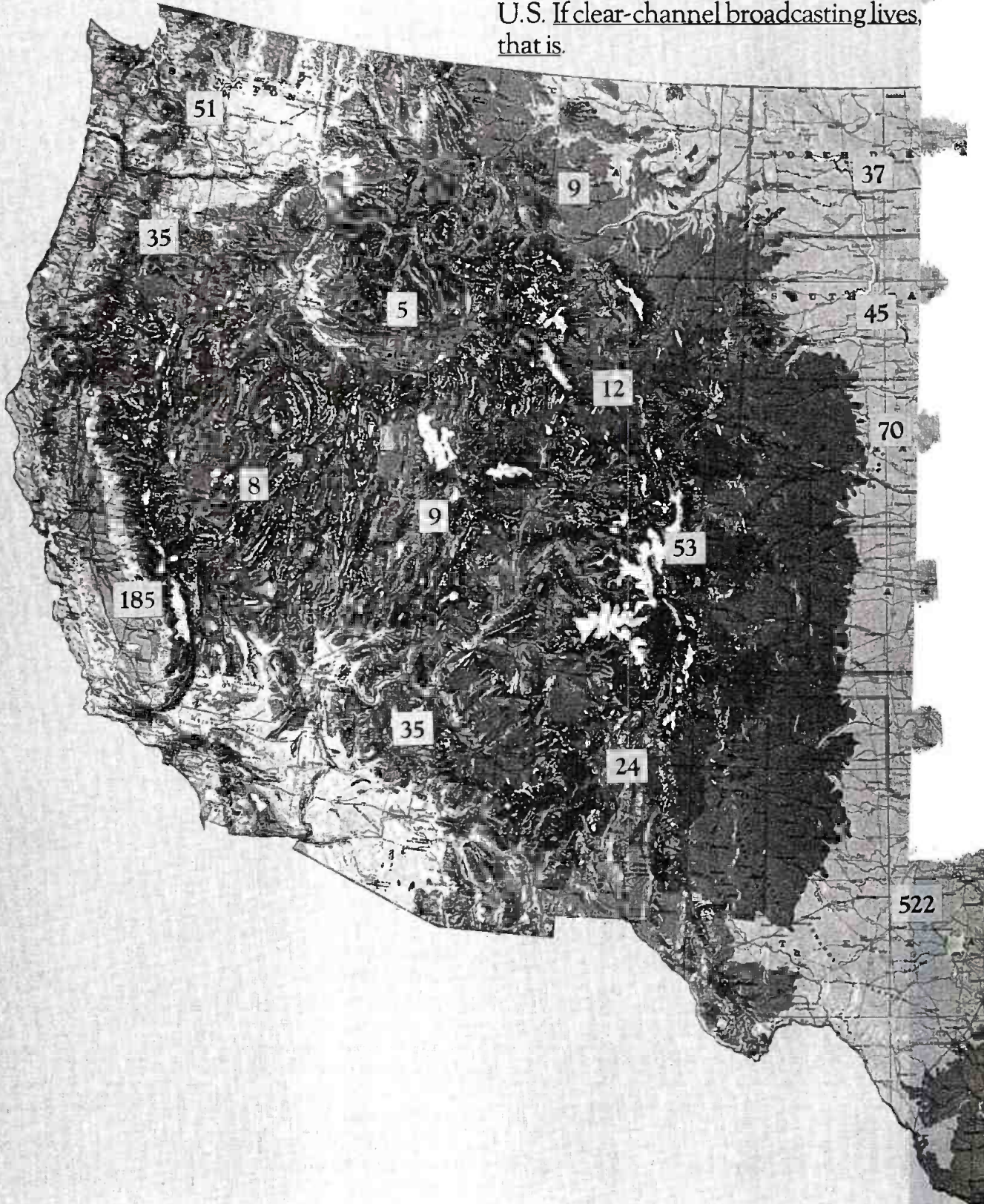
At NATPE-
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From sea to

WSM's Grand Ole Opry pulls 12,024 letters from every state in America in January 1979!

Always our slowest month, even our January mail-pull figures tell you that nothing is more American than the Grand Ole

Opry, though we seem to be more American in Ohio (929) than we are in Idaho (We expect 500,000 letters this year, 900,000 plus to see the Opry live, and who know how many millions of listeners across the U.S. If clear-channel broadcasting lives, that is.



shining sea...

If it doesn't live, most of those millions longer will hear the Opry...and most of those letter writers will have no place and reason to write.

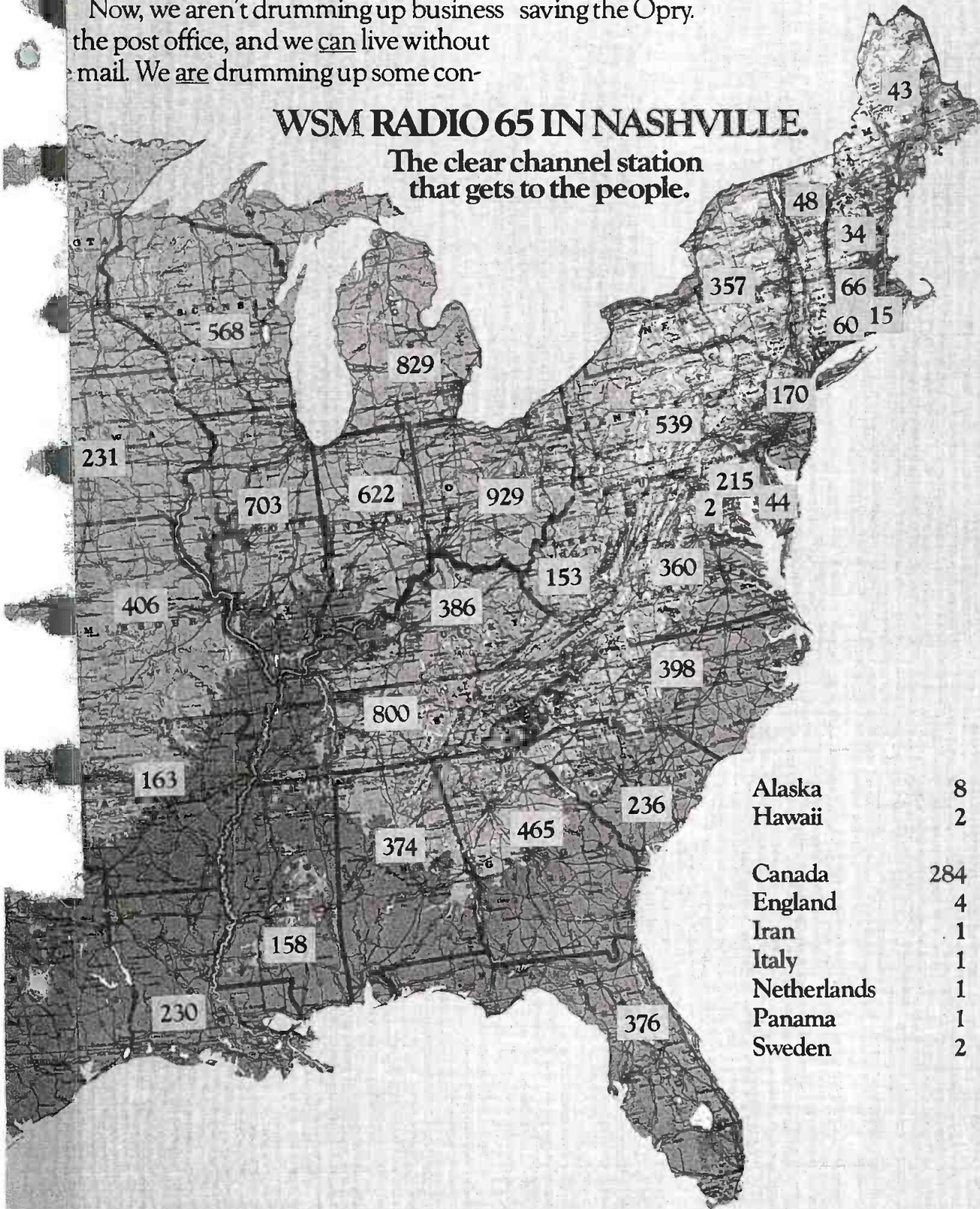
Now, we aren't drumming up business the post office, and we can live without mail. We are drumming up some con-

sideration for all those people in all those states who'll have to give up this 53-year-old, one-of-a-kind American institution.

They add up to millions of reasons for saving the Opry.

WSM RADIO 65 IN NASHVILLE.

The clear channel station that gets to the people.



Alaska	8
Hawaii	2
Canada	284
England	4
Iran	1
Italy	1
Netherlands	1
Panama	1
Sweden	2

HUT 1, HUT 2, HUT 3 EMMYS!



**OUTSTANDING
ACHIEVEMENT IN
FILM EDITING**

"Skateboard Fever"
(NBC)

Edited by Steve Sabol



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"Skateboard Fever"
(NBC)

Photography by Steve Sabol,
Ernie Ernst, Howard Neef,
Phil Tuckett



**OUTSTANDING
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WRITING**

*"Joe and the Magic Bean:
A Super Bowl Fairy Tale"*
(CBS)

Written by Steve Sabol

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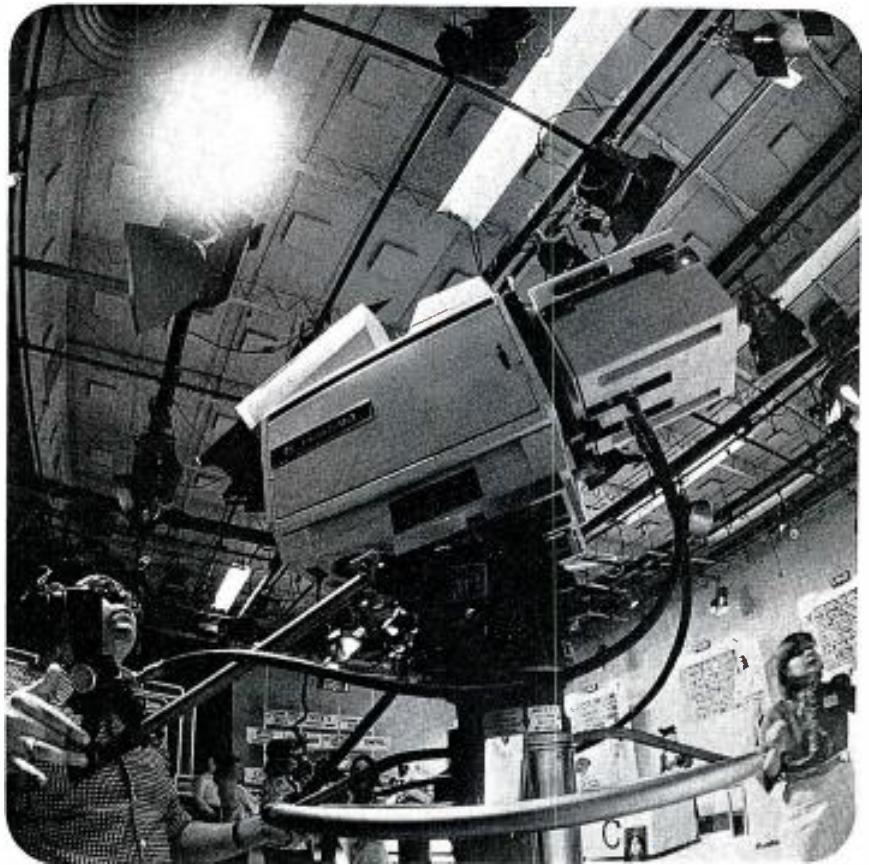
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We're pleased to announce that CBS Owned WBBM-TV has selected The Mike Douglas Show as its 3:30-5 p.m. news lead-in beginning April 9.

And there's more great news.

The CBS Owned stations in New York and St. Louis have just renewed Mike — WCBS-TV for the 12th year, KMOX-TV for the 10th year.

The Mike Douglas Show has recently added KDFW-TV, Dallas; KCRA-TV, Sacramento; WRAL-TV, Raleigh; WTVC, Chattanooga; KVOA-TV, Tucson; WILX-TV, Lansing; WQRF-TV, Rockford;

army welcomes



KVII-TV, Amarillo; KMCC-TV, Lubbock. And more to come.

With all the new markets, renewals, upgraded time periods and many 60-minute stations expanding to 90, the trend is clear:

Syndication's longest running variety-talk strip, now produced in Hollywood, is hotter than ever.

THE MIKE DOUGLAS SHOW

GROUP W PRODUCTIONS

We'll give you a warm welcome at our NATPE Suite,
MGM Grand, Mayer Room, 26th Floor. Meet Mike Sunday afternoon.

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The Winners for 1979



As Dance the Flames (series)
Manitoba Dept. of Education and CBC

Speak Easy (series)
Minnesota School of the Air

Let's Write (series)
Ontario Educational Communications
Authority

Private Eye on the Environment:
London Killer Smog
WNYE-FM

Viva Latino (series)
Latino Institute American University

**Flight Into Other Worlds: Danny, The
Champion of the World**
Alberto School Broadcasts

Ideas: Friedrich Wilhelm Nietzsche:
1844-1900
Canadian Broadcasting Corporation

**Fascinating Rhythm: The Making of
'Lady, Be Good'**
National Public Radio

The DNA Debate: Science Against Itself
CBS News

The Pro-Israel Lobby
NBC Radio Network

A Blind Eye to Murder
Canadian Broadcasting Corporation

News Blimp
Progressive Radio Network

**CBS Radio at 50—An Autobiography in
Sound**
CBS News

Harry Somers' History of Music in Canada
Council of Ministers of Education, Canada and
CBC

**Rozhinkes Mit Mandlin (Raisins with
Almonds)**
Gamut Productions, Inc.

The Massachusetts Poetry Series
WGBH Radio

Children's Radio Theatre
Children's Radio Theatre/WPFW

The Spiders Web: Choices
WGBH Radio

The Spiders Web (series)
WGBH Radio

Report on Medicine
WCBS Newsradio

The Prairie was Quiet
KSJN, Minnesota Public Radio

The Spider's Web: Earthways
WGBH Radio

The Role of the Courts in a Changing Society
(series)
KSJN-FM

The Right to be Wrong:
Free Speech for Extremist Groups
KPFA Radio

Public Education: Priority One (series)
WNBC Radio News

KNX Assault on Rape Campaign (series)
KNX Newsradio

People, Places, Events: Gunter Grass
Duetsche Welle, Transkriptionsdienst

**KBPS Radio Theatre: The Last of Mrs.
Lincoln**
Part II
KBPS-AM/Portland, Oregon Public Schools

The Last Voyage of the Cap'n Bill
WOCB Radio News

A Kentucky Legend: The Chandler Years
WHAS Radio

The Age of Uncertainty-A Personal View
by John Kenneth Galbraith (series)
KCET-TV

Write On (series)
Ontario Educational Communications
Authority

**Osteoporosis: A Disorder of Bone
Remodeling**
The Network for Continuing Medical Education

Waiting for Lefty
University Division of Instructional Services
Penn State University

The Way I See: No. 5 Reptiles
ACCESS Alberta

Just Around the Corner:
Prenatal Care and Vaccinations
Mississippi Authority
for Educational Television

The Measuring Show (series)
Mississippi Authority for Educational Television

Metrication
Auburn Television

Of Earth & Man (series)
Maryland Center for Public Broadcasting

**World Food Problems: Two More Every
Second**
University of Mid-America

Lawmakers: Weekly Review (series)
Georgia Educational Television Network

The Defection of Simas Kudirka
CBS Television Network

Roll of Thunder, Hear My Cry
American Broadcasting Company

Mysterious Castles of Clay
NBC and Survival Anglia

Animals, Animals, Animals—The Crane
ABC News

60 Minutes (series)
CBS News

Outreach Ontario (series)
Ontario Educational Communications
Authority

Eric Hoffer: The Crowded Life
Community Television of South Florida, Inc.

Visions (series)
KCET-TV and Community Television
of Southern California

Catch a Rainbow: The Frogs
WCVB-TV

A Race With Death
WJLA-TV

**Becoming Jeanne. . .A Search for Sexual
Identity**
WNBC-TV

The Great Metric Mystery
WCAU-TV

And Baby Makes Two
KNBC Television

World (series)
WGBH Educational Foundation/World

As We See It (series)
WTTW/Chicago Public Television

**Extended TV Coverage of Ronnie Zamora
Trial**
WPBT/Community Television of South
Florida, Inc.

Snippets (series)
Field Communications

Damien
Hawaii Public Broadcasting Authority

The Islander
Mississippi Authority
for Educational Television

The Mystery Ship
University of Wisconsin Teleproduction
Center at Green Bay/Wisconsin
Educational Communication Board

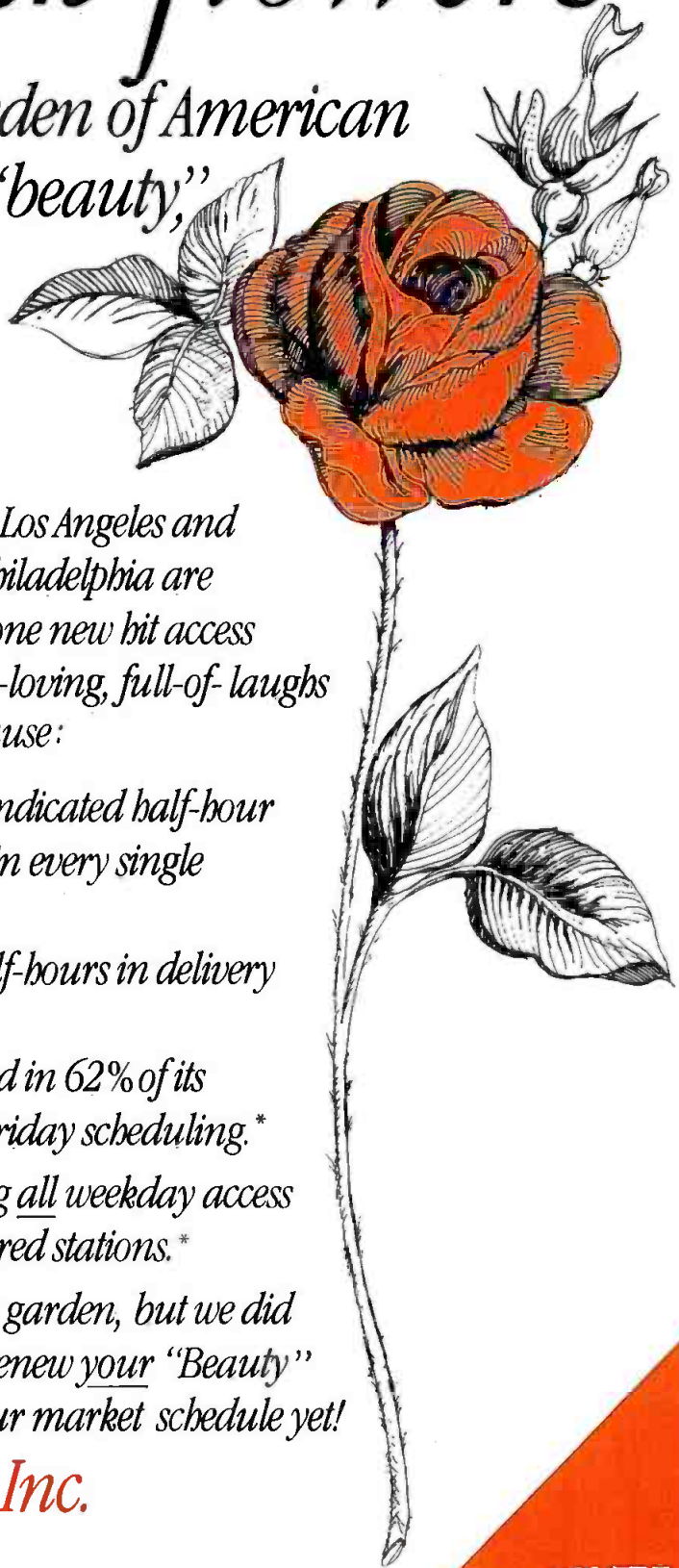
King Tutankhamun Documentary Minutes
KOMO Television

New England Alcohol Awareness Test
WJAR-TV


First Grade in the News
KLVX-TV


Say it with flowers!


Presenting a whole garden of American Beauty roses to a real "beauty," the \$1.98 Beauty Show, just renewed for next season!




The NBC Owned stations in New York, Los Angeles and Chicago, and CBS Owned WCAU in Philadelphia are throwing bouquets of renewals at the one new hit access series of this season, Chuck Barris' fun-loving, full-of-laughs zaniness, the \$1.98 Beauty Show because:

 ... "Beauty" is the all-time first-run syndicated half-hour weekend hit — No. 1 in its time period in every single weekend market.*

 ... "Beauty" was No. 4 of all access half-hours in delivery of Women 18-49.*

 ... "Beauty" was No. 1 in its time period in 62% of its cleared Top 50 markets, in Monday-Friday scheduling.*

 ... "Beauty" was No. 1 or No. 2 among all weekday access shows in 70% of its Top 50 market cleared stations.*

We may not have promised you a rose garden, but we did predict an access hit. Here it is. Better renew your "Beauty" today; or order it quick if it isn't on your market schedule yet!

Station Program Sales, Inc.

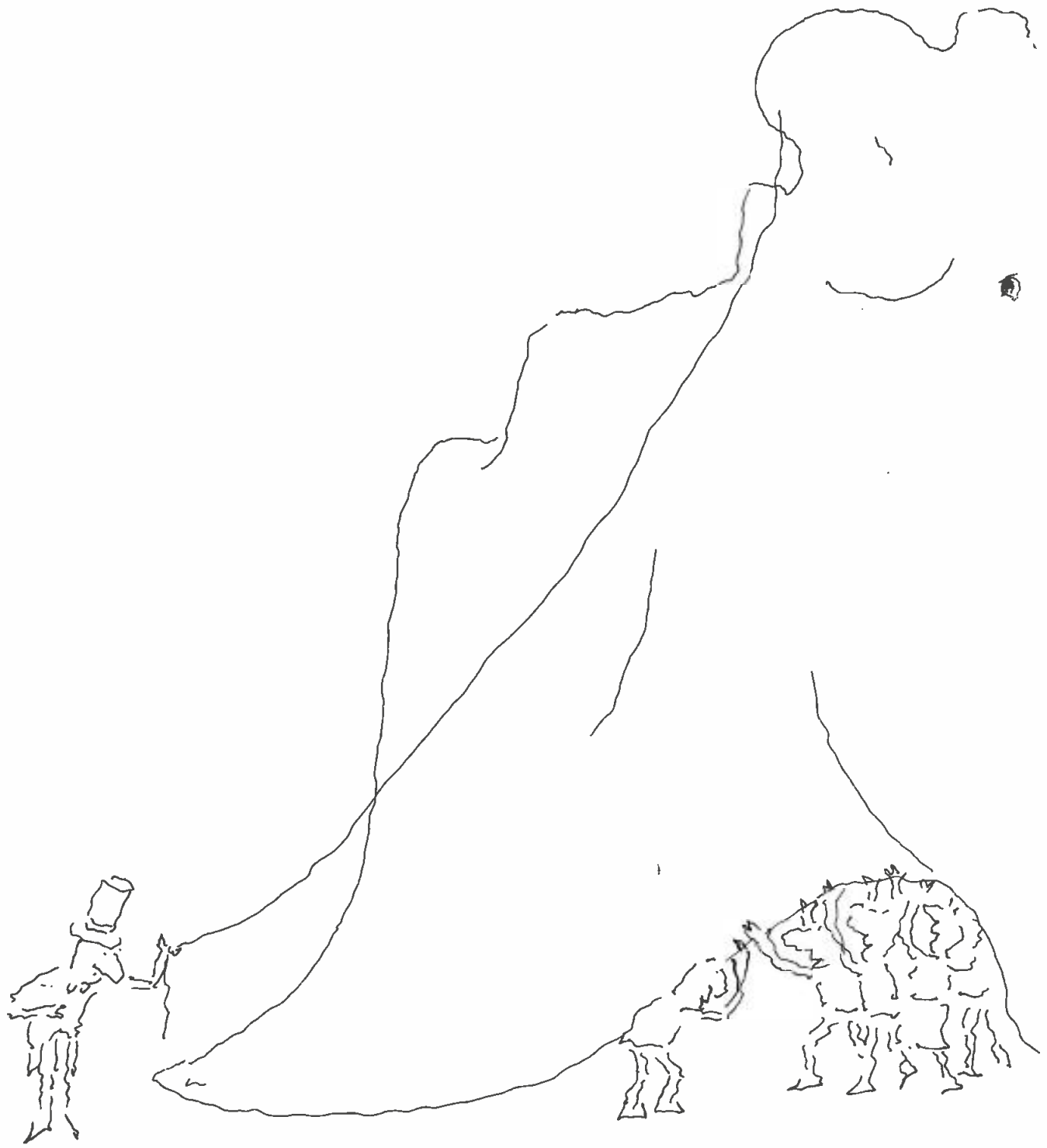
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While the engineers at Sony continue to advance the state of broadcasting technology on a daily basis, NAB conventions are, unfortunately, held but once a year.

Which means you have only four fleeting days to examine first-hand what Sony has been developing for the last 365.

And the past 365 days have indeed been fruitful.

This year at NAB, for example, we'll be introducing our improved Type C 1" VTR: the BVH-1100. A state-of-the-art recorder incorpora-

ting everything from Sony "confidence" heads for monitoring off the tape during recording, to a dynamic tracking option that makes noise-free "on air" transmissions possible from 1/4 speed in reverse to double speed in forward.

The NAB show will also mark the introduction of our new digital time base corrector, the BVT-2000, plus a new dynamic tracking remote control unit, a new mid-range editor, and some things so advanced they weren't finished in time to talk about here.

And, you'll also be able to examine the Sony computer editing unit, and the complete range of portable ENG/EFP cameras, recorders and monitors that have already proven Sony's leadership in 1" technology.

Don't miss the Sony booth at the NAB show this year.

Because it would be a pity to come all the way to Dallas and not see how far the industry has come.

SONY
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Breaking down clear channels a fait accompli?

Testimony of FCC Chairman Ferris to House Appropriations unit would make it seem so; he says commission favors new stations over 'nostalgia value'; speaks in favor of fairness doctrine, less than wholesale deregulation

Although comments have yet to be received in the FCC's rulemaking aimed at breaking down the remaining 25 clear channels, (BROADCASTING, Jan. 1), Chairman Charles D. Ferris is talking as though the decision to open the channels to new stations has already been made.

If restricting the signal of the clear channel stations that now reach across the country to about 750 miles "affords new opportunities" for the establishment of AM outlets, he said last week, "the environment" at the commission "is for change." There might be some "nostalgia value" in retaining the clears as clears, he added, but facilitating new entry of stations should be "public policy." That, he added, "is the collective judgment of the commission."

The chairman offered the comments at a House Appropriations Subcommittee hearing on the commission's proposed fiscal 1980 budget of \$71,816,000, which would be an increase of \$1,370,000 over the current budget and provide for only five additional positions over the 2,231 permanent slots approved for fiscal 1979. The five would be used to promote equal employment opportunity in the broadcasting industry.

Clear channel stations have been mounting a grassroots campaign to turn the commission around on what appears to be its determination to proceed with the breakdown of the clears to make room for additional stations. The option that the chairman indicated as favored would reduce clear channel stations' protection to the skywave, which extends about 750 miles. And some members of the subcommittee appear to have heard from constituents regarding the issue.

Chairman Ferris, who discussed the issue in response to a question from Representative George M. O'Brien (R-Ill.), also made it clear he was not moved by the argument being made by WSM(AM) Nashville that its *Grand Ole Opry* program could not survive a breakdown of the station's clear channel (650 khz) (BROADCASTING, Feb. 19). The station maintains that top country music stars appear on the station for minimal fees only because the station is heard over much of the country, and appearing on it helps sell their records.

Without mentioning the *Opry*, the chairman said, "I don't know why a program

can't be submitted to other stations by networking."

Chairman Ferris also had a word of caution for daytime broadcasters who are harboring hopes of becoming full timers as a result of commission moves to make room for additional AM stations—not only through the clear channel proceeding but through the proposal offered by the National Telecommunications and Information Administration to reduce AM channel spacing from 10 to 9 khz. Yet another proposal—which the U.S. will offer at the World Administrative Radio Conference in Geneva in the fall—would expand the AM portion of the spectrum above 1615 khz, where the AM band now ends, and make room for some 700 more stations.

Representative Joseph D. Early (D-Mass.), subcommittee chairman, noted that the National Association of Broadcasters has urged the commission to make an over-all study of the various proposals, with a view to permitting daytimers to move into full-time operations. Chairman Ferris said that whether daytimers would be given "a leg up" in their quest for full-time status or whether the additional assignments would be used for new entrants to broadcasting "is an open question."

In other matters, Chairman Ferris:

■ Made it clear that, at a time when deregulation is in vogue, he is not ready to dump regulations wholesale. "We have a lot of useful regulations," he said. "We should make decisions [on repealing rules] on an individual basis." He said that the self-interest of individuals often influences their view of which rules to "sunset"—some he noted, would eliminate the public interest standard and keep regulations that maintain the monopoly characteristics of a market.

■ Disagreed with Judge David Bazelon of the U.S. Court of Appeals in Washington and others who have expressed the view that the fairness doctrine inhibits broadcasters in covering controversial issues. He said the doctrine only requires of broadcasters what is required of good journalists. He also said he is "more comfortable" with the doctrine than without it.

■ Said that the commission expects to begin making fee refunds of more than \$20 some time in June. He noted that the design of the fee refund program has been completed and said that the necessary forms would be distributed by April. All told, the commission will refund some \$88 million of a total of \$163 million that was collected—and later ruled illegal—under fee schedules adopted in 1970 and 1975. Radio broadcasters will receive refunds of fees in excess of \$129 and television operators, those in excess of \$121.

■ Disclosed that plans are being formulated to speed up comparative hearings. He did not reveal any details other than that the commission "next month" will consider a proposal aimed at setting a firm "cut-off date" as to when procedural motions must end. The preliminaries now possible, he said, "resemble the mating

routine of the goony bird."

He also said Congress could play an even more decisive role in the area. It could, he said, enact legislation replacing comparative hearings with auctions or lotteries. "The commission should have other remedies than trying to determine who is going to promise the best performance," he said.

■ Reported that the commission will consider by spring a proposal to fund citizen groups interested in participating in the commission's rulemaking proceedings. And he expressed hope the commission adopts such a plan.

■ Revealed that the commission hopes to begin in 60 days to answer the tidal wave of mail it has been receiving from persons urging the commission to reject a proposal that was never made—to ban religious broadcasting from the air. The

Don't be timid with your stations, Brown tells college heads

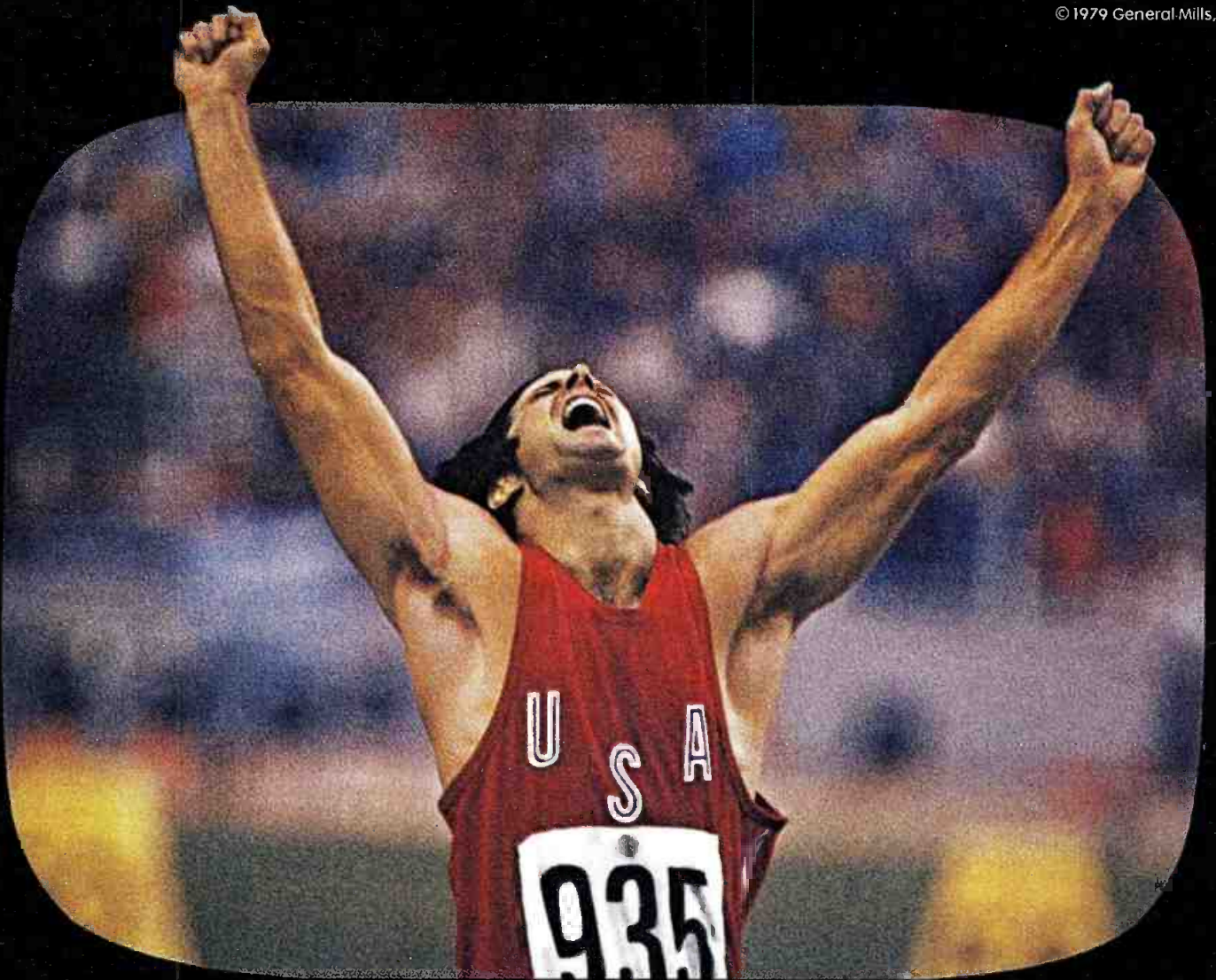
FCC commissioner urges school administrators to permit and encourage controversial programming on their outlets

FCC Commissioner Tyrone Brown urged university and college presidents assembled for a Public Broadcasting Service-sponsored conference last week to "extend to their broadcast programming the same kind of protective freedom to air unconventional, provocative, even radical ideas" that they have traditionally extended to print scholarship and journalism.

The plea had special meaning coming from Commissioner Brown, since, as he noted, he was the author of the commission decision denying renewal to WXPB(FM) Philadelphia, which had been licensed to the University of Pennsylvania. The station had aired a substantial amount of off-color language. However, Commissioner Brown said that the decision "was not intended and should not be read as one involving the censorship of a university broadcast station."

Rather, he said, it was concerned only with whether the university and its officers had adequately supervised the station "when they should have been aware of complaints about the station's operations." He noted that college and university boards, and the institutions' chief executives, "are ultimately responsible to see that the obligations of a broadcast licensee are carried out."

But far from seeking to censor programs, Commissioner Brown said, his complaint goes in the opposite direction. He said he is disappointed to hear that some institutional licensees decline to broadcast some programming available to them "on the ground that the programming deals with topics that are too controversial." The PBS conference was held at Wye Island, near Easton, Md.



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"Olympic Champions" hosted and narrated by Bruce Jenner.

The DFS Program Exchange has created "Olympic Champions," a sensational program that can help your station win big. First, in the ratings game, by capitalizing on the upcoming Olympics, and secondly, in the profit game, as you hit pay dirt doing it.

"Olympic Champions" consists of sixty one-minute profiles of truly astonishing Olympic performances, narrated by Bruce Jenner, 1976 Decathlon Champion. It's being offered on an exclusive market basis with no cash outlay.

Produced by TVS with NYT Productions.

Each profile will have 50 seconds of spectacular Olympic history, followed by a 10 second I.D. available for your station's local sale. These minutes will run on the sixty days preceding the 1980 Summer Olympics. But you must make your move now. To win in the ratings and profits game, team up with the "Olympic Champions"!

See us and Bruce Jenner at the NATPE Conference in the MGM Grand Hotel, Las Vegas, March 9-14, 1979.



White steps out of the FCC, into the rest of her life

She managed to leave a mark on the commission in only 29 months of service; as for the future, she's open minded

This is a time of pause in the career of Margita White, late of the FCC. The one-time Nixon campaign worker and White House aide who was nominated to the commission by President Ford, felt the other edge of the political sword when she wasn't reappointed by Democrat Jimmy Carter. Her last day on the commission was Wednesday (Feb. 28).

Mrs. White had spent only 29 months on the FCC, not a long tour by most standards. She had hoped, and worked, for reappointment. But the disappointment didn't overwhelm her. She said last Tuesday in her office, from which most of her personal papers and belongings had been removed that it had been a rewarding experience. "It was an exciting time to be involved" in helping to shape telecommunications policy, she said.

Indeed, her tour, although it was barely long enough for anyone to become familiar with the wide range of complex issues that come before the commission, was sufficient for her to have made a contribution. She had worked hard, mastered some tough issues, even taken the lead on several.

A couple of weeks ago, for instance, she had the satisfaction of seeing the commission reverse itself and decide to accept "substantially" a plan for a seventh trans-Atlantic cable in 1983. More than a year earlier, she had been the only commissioner voting for a seventh cable. (Commissioner Joseph Fogarty last week called the TAT-7 decision her "monument.")

She had also been the first commissioner to press, in preparations for the 1979 World Administrative Radio Conference, for a "flexible" approach that, if adopted by the conference, would permit some future FCC to share UHF channels with land mobile and fixed radio services. Originally, back in May 1977, she had been in the minority on that issue also (BROADCASTING, May 23, 1977).

(The position did not please Mrs. White's supporters among the nation's broadcasters. She took it, she says, not because of lack of interest in UHF but because she did not believe the commission had the information it needed to warrant being "locked in" on UHF allocation policy until the next WARC, which probably would not be held for another 20 years.)

She had also taken advantage of the stump made available to commissioners to speak out on issues of concern to her. Some of her speeches dealt with the kind

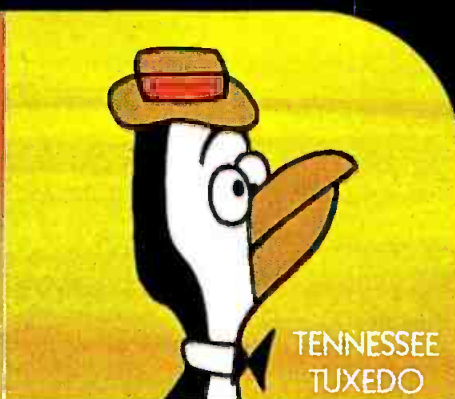
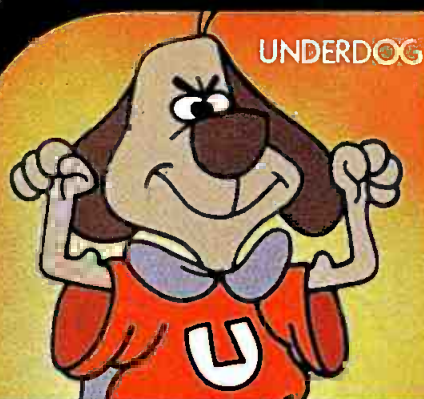
of thing that might have been expected: She urged parents to supervise the television viewing of children as a means of dealing with sex and violence, and criticized the stereotyping and sexual exploitation of women on television.

But she took on some tougher issues, too. Back in October, she advised broadcasters to look to Congress for deregulatory relief. "The greatest threats to the independence of the broadcast media come from the commission itself," she said. Don't be taken in by the "rhetoric about a deregulatory commission," she said, in what appeared to be a knock at the chairman, Charles D. Ferris (BROADCASTING, Oct. 23, 1978). That speech made her colleagues sit up and take notice.

And last month, she expressed a sense of the frustration she felt as a commissioner in not having what she said was the necessary resources to match the policy-leadership role that a chairman can exercise. The system, she said, "is stacked against dissent" (BROADCASTING, Feb. 5).

Last week, Mrs. White showed no interest in prolonging controversy. As for the deregulation issue, she credited the commission and staff with "good intentions" but said that legislation offered the better route, since the commission was bound by law and precedent in so many areas. (Of course, she still has reservations regarding

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The DFS Program Exchange has designed a unique package of successful kids' shows to make your children's programming a winner.

Our gang of 18 top-flight programs includes Bullwinkle, Underdog, The Jetsons, Tennessee Tuxedo and Johnny Quest. All winners working for 121 stations in 91 markets.

And you can win on the financial end, too. Because the DFS Program Exchange operates on a 100% trade basis. So you don't have to spend a penny for this proven programming.

Visit us at the NATPE Conference
in the MGM Grand Hotel, Las Vegas,
March 9-14, 1979.





four Democrats, as many as the law allows. Anne P. Jones, general counsel of the Federal Home Loan Bank Board, named to succeed Mrs. White, is a registered Republican. But she is not a Nixon-Ford Republican.

Mrs. White's rejection by the White House this time around was not the only bruise she has suffered in the nominating process. It was not easy in 1976, either. President Ford nominated Mrs. White, then White House assistant news secretary and director of the White House office of communications, to a full seven-year term and Democrat Joseph Fogarty, then counsel of the Senate Communications Subcommittee, to the remaining two years of Charlotte

legislation, too. She has opposed, for instance, the provision in the Communications Act rewrite calling for a spectrum use tax whose proceeds would be used to support public broadcasting and other causes.)

President Carter's decision to pass over Mrs. White for reappointment was not dictated by a decision to replace her with a Democrat. The commission already has

Reid's unexpired term. But the political reality of a Democratic Senate being what it is, President Ford was persuaded to change his mind about which candidate would be given which term.

But that was not the end of Mrs. White's problems. Public interest groups, suspicious of her Republican party connections and service, questioned her

qualifications for the commission. And former Senator John Pastore (D-R.I.), then chairman of the Communications Subcommittee, raised the question of a possible conflict of interest flowing from the fact that Mrs. White's husband was a partner in a law firm which included AT&T among its clients. (Stuart White eventually set conflict of interest questions to rest when he changed law firms.)

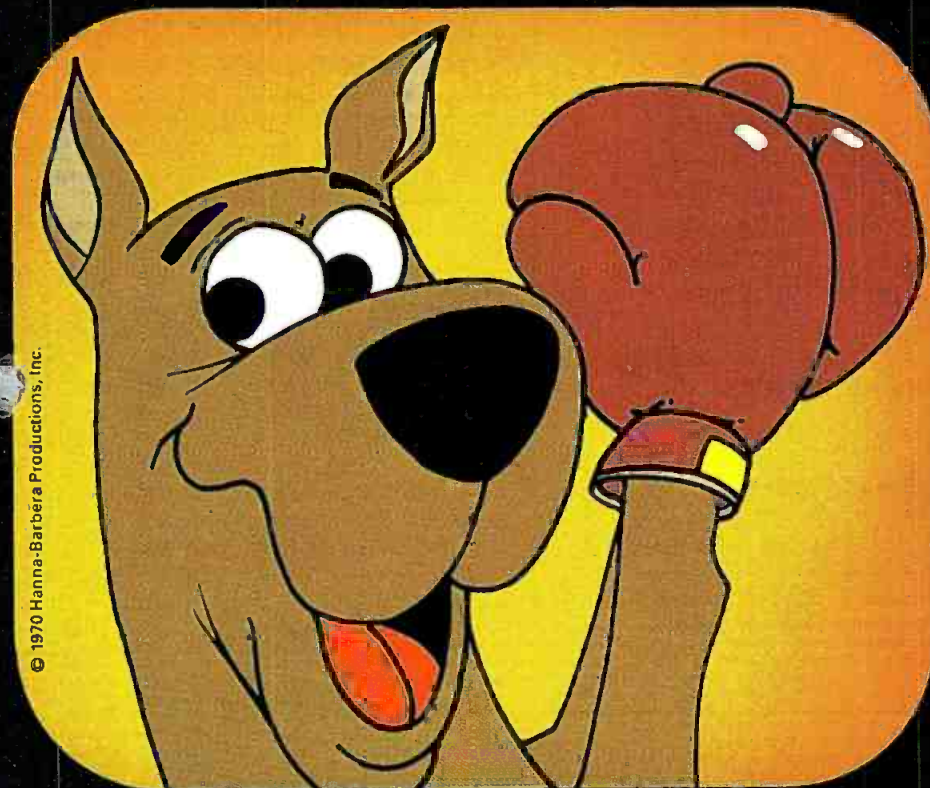
And Mrs. White seems to take satisfaction in the complimentary comments on her service she has been receiving as her term drew to a close. "I've received letters from people around the country, from broadcasters and others. I've heard from what might be called outside observers, and from the chairman of another regulatory agency. Even public interest groups," she added, "have indicated I was better than they expected."

As for her fellow commissioners, they bathed her in affection and praise at the close of her final meeting, which provided the forum for an emotional farewell.

Chairman Ferris said he had "enjoyed" his service with her but did not ignore the differences they had had; rather, he said they were the inevitable product of a collegial system in which each member offers a different perspective on how the public interest is to be served. Mrs. White, he said, "can take pride" in her service at the commission and in the executive branch.

Commissioner Robert E. Lee said she had been "a force for good. She should have been reappointed." "When I look

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back over this period," said Commissioner Abbott Washburn, "Mrs. White's two and a half years will be a highlight to remember." And Commissioner Fogarty, long an unabashed fan, noted his efforts in behalf of Mrs. White's reappointment, and said, "unfortunately, I didn't do a very good job." He added: "We'll miss you very much."

(The commissioners will have a chance to say goodbyes again on Tuesday at a luncheon the chairman is giving for Mrs. White.)

For her part, Mrs. White, who was dabbing at her eyes with a handkerchief at the meeting's close, thanked the staff for its support, and told the commissioners it had been "a joy" to work with them and those other members who had finished their service since her arrival on Sept. 23, 1976.

Mrs. White has made no decision on her future plans. She is considering a combination of things—perhaps serving on one or more boards and doing some writing and speaking—or settling on a single occupation.

But as she said in her farewell remarks, "Tomorrow is the first day of the rest of my life. I look forward to whatever challenge lies ahead."

Synanon opposes KGO-TV

The Synanon Committee for Responsible American Media and Synanon Foundation Inc. have filed with the FCC a

petition to deny the license renewal of KGO-TV, ABC's owned-and-operated San Francisco station. The complaint, accompanied by three volumes of documents and a video tape, charges KGO-TV with slanting and distorting the news, violating FCC conflict-of-interest regulations and violating FCC regulations regarding public files. Synanon last year brought a \$42-million slander suit against KGO-TV employees who in turn countered with a \$6-million suit against Synanon for intentionally inflicting emotional distress and invasion of privacy. Synanon now claims that KGO-TV personnel involved in both suits continue to cover Synanon activities, and that their reporting is biased and distorted.

Handicapped step up California campaign

Second suit charging discrimination in hiring is filed, this one joining CBS and FCC as defendants

The California Association of the Physically Handicapped has filed another suit against what it says is the illegal discrimination broadcasters practice in refusing to hire persons because of a physical handicap. The suit, filed in the U.S. District Court in Los Angeles, names the FCC and CBS as the defendants. It requests orders directing the commission to

promulgate rules prohibiting such discrimination, and barring CBS from refusing to hire persons solely because of a physical disability.

The suit is similar to one filed a week earlier against the commission and NBC. However, unlike that one, which names a polio victim and a person suffering from cerebral palsy as plaintiffs, CAPH's second suit does not list specific persons alleged to have been discriminated against; rather, it says that CBS's KNXT(TV) Los Angeles has refused to hire "qualified handicapped persons, including members of CAPH, solely by reason of their handicap." (CAPH is composed largely of individuals who through accident or disease have lost the use of one or more of their limbs.)

The FCC is named a defendant as a result of its alleged failure to promulgate rules imposing on broadcasters an affirmative obligation to employ the physically handicapped, as it has adopted rules regarding minorities and women.

The commission last month rejected CAPH petition to adopt such rules. CAPH claims this failure violates the physically handicapped's constitutional right to equal protection of the law, as well as a statute requiring federal agencies to prohibit discrimination by parties receiving federal assistance. And the suit maintains that KNXT's FCC-granted license, which it says is worth "far in excess of \$100 million," constitutes "federal financial aid and assistance."


And since CBS receives that assistance, CAPH said, its alleged discrimination against qualified physically handicapped persons puts it in violation of the law. CAPH also said CBS's practices "are contrary to the public interest, the statutory condition under which the said privilege to use the airwaves was granted.

Households with color, cable and more than one set on the rise

Continued growth in the number of U.S. color television households, cable television households and multiset households is shown in the Arbitron Television Census for the fall of 1978. Total U.S. TV households are put at 73.9 million.

The census shows that households with color sets rose to 61.6 million, up 3.3 million from the previous year. Seventeen markets had 90% or more color set penetration, including San Diego; Indianapolis; Reno; Anchorage; Bakersfield, Calif.; Fort Wayne, Ind.; Odessa-Midland, Tex., and Sacramento-Stockton, Calif.

CATV households grew by about one million during the past year to an estimated 12.4 million, Arbitron said. The total TV households figure of 73.9 million represented a rise of 1.6 million over the previous year. The number of TV households with one or more TV sets was pegged at 35.9 million, a growth of 1.2 million equal to about 49% of all TV homes.



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3/5/79

Changing Hands

The beginning and the end of station transfers:
from proposal by principals to approval by FCC

Proposed

■ WHN(AM) New York: Sold by Storer Broadcasting Co. to Mutual Broadcasting System for \$14 million—second highest price for radio station (highest was \$15.1 million Cox Broadcasting paid for KFIA(AM) Los Angeles in 1973). Storer had asked for \$17 million, when it placed WHN and other radio stations on block (BROADCASTING, Jan. 1); as in \$12.5-million sale of WGBS(AM)-WLYF(FM) Miami to Jefferson-Pilot Broadcasting week earlier (BROADCASTING, Feb. 26), it had to shave asking price. Buyer is Arlington, Va.-based radio network, owned by Amway Corp. (Richard DeVos and Jay Van Andel, principals), mass marketer of home products. Gary Worth, executive vice president of MBS, is to oversee owned stations under planned acquisition program. Mutual also has purchased, subject to FCC approval WFLA(AM) Chicago, its first step into broadcast ownership (BROADCASTING, April 10, 1978). Country-formatted WHN is on 1050 khz with 50 kw. Mutual says it plans no changes in format or station personnel. Broker: Ted Hepburn & Co.

■ WIOQ(FM) Philadelphia: Sold by Que Broadcasting Co. to Outlet Co. for \$6,425,000, including \$500,000 for agreement not to compete and \$425,000 for real estate. Seller is owned by Richard Butera (54%) and Sidney Brotman (46%). They have no other broadcast interests. Buyer is publicly traded owner of department stores, three AM stations, two FM's and four TV's. Bruce Sundlun is president and chief executive officer. Its latest acquisition was WTOP(AM) Washington, purchased last April. WIOQ is on 102.1 mhz with 27 kw and antenna 650 feet above average terrain.

■ WAOV-AM-FM Vincennes, Ind.: Sold by Vincennes Sun Co. to Green Construction Co. for \$900,000. Seller is owned by Howard N. Greenlee, who is retiring from broadcasting; he has no other broadcast interests. Buyer, owned by Robert E. Green and headquartered in Oaktown, Ind., is engaged in general construction and operation of hotels. WAOV is on 1450 khz with 1 kw day and 250 night. WAOV-FM is on 96.7 mhz with 2.8 kw and antenna 110 feet above average terrain.

■ KISO(AM)-KLOZ(FM) El Paso, Tex.: Sold by Mesa Radio Inc. to Jalepeno Broadcasting Inc. for \$875,000. Seller is owned by James Clauson and Bill Walcik, of Klute, Tex., who own real estate and construction business. They have no other broadcast interests. Buyer is owned by Kentucky Technical Institute (80%) and Lee Masters (20%). Kentucky Technical, owned by Clarence Henson and family, also owns WLRS(FM) Louisville, Ky. Mr. Henson per-

sonally owns WXVW(AM) Jeffersonville, Ind., and WORX-AM-FM Madison, Ind., through his engineering consulting firm. Mr. Masters, former announcer at WNBC(AM) New York, will become general manager at El Paso stations. KISO is 1 kw daytimer on 1150 khz. KLOZ is on 102.1 mhz with 57.3 kw and antenna 1,189 feet above average terrain. Broker: Magruder Media Associates.

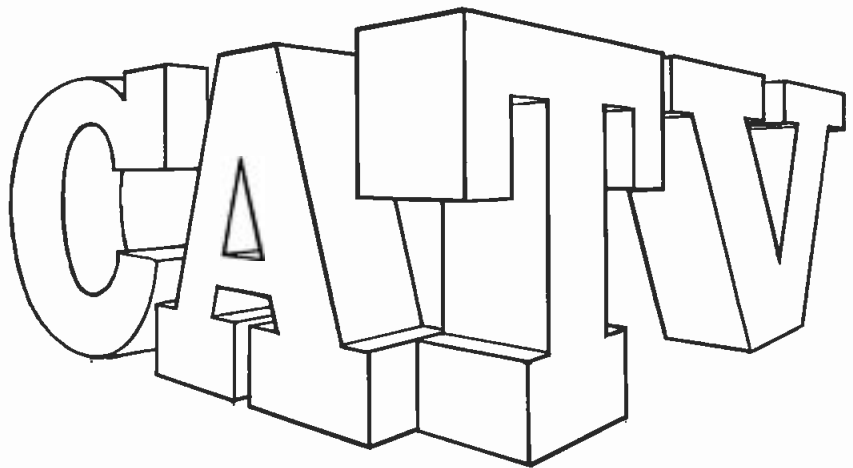
■ KGOL(FM) Lake Jackson, Tex.: Sold by Coastal Broadcasting to John Brown Broadcasting Inc. for \$784,000. Seller, principally owned by Jim T. Payne and Lewis Wilburn (44% each), also owns KBRZ(AM) Lake Jackson. Buyer is owned by John Brown University; Dr. John E. Brown Jr. is president. It also owns KUOA(AM)-KMCK(FM) Siloam Springs, Ark., and KGER(AM) Long Beach, Calif. KGOL is on 107.3 mhz with 28 kw and antenna 180 feet above average terrain.

■ KPLS(AM) Santa Rosa, Calif.: Sold by 1150 Radio Inc. to Kilibro Broadcasting Corp. for \$630,000. Seller is owned by Hugh Turner (president), Mario Ghillotti, James Lang and his mother, Margaret

Lang, and Herman Barber (20% each). Buyer is owned by F Robert Fenton (51%) and City Capital Corp. (49%), owned principally by Howard Engelman and Morton Heller, Los Angeles investors. Kilibro owns KFIV-AM-FM Modesto and KTOM(AM)-KWYT(FM) Salinas, both California. It also has minority interest in KCMX(AM)-KKIC(FM) Ashland, Ore., and in group that has purchased, subject to FCC approval, KMYC(AM)-KRFD(FM) Marysville, Calif. (BROADCASTING, Jan. 22). KPLS is on 1150 khz with 5 kw day and 500 w night. Broker: Hogan-Feldmann.

■ WRAC-AM-FM Williamsport, Pa.: Sold by Wright Mackey Corp. to Stainless Broadcasting Co. for \$500,000 plus \$100,000 for agreement not to compete. Seller is principally owned by Wright Mackey, who is retiring from broadcasting. Buyer is owned by Henry J. Guzewicz (38%), Richard J. Eberle (26%) and 39 others. It also owns WICZ-TV Binghamton, N.Y., and WCDL-AM-FM Carbondale, Pa. Messrs. Guzewicz and Eberle are principals of broadcast tower fabricator in North Wales, Pa., and leasing companies in Massachusetts and New York. Mr. Guzewicz also has interest in bank in Lansdale, Pa., and Mr. Eberle is director of investment fund. WRAC is on 1,400 khz with 1 kw day and 250 w night. WRAC-FM is on 102.7 mhz with 53 kw and antenna 1,270 feet above average terrain.

■ KXFM(FM) Santa Maria, Calif.: Sold by Tepusquet Rolling Rock Co. to KXFM



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Broadcasting Inc. for \$400,000. Seller is owned by Paul Hallack who has no other broadcast interests. Buyer is principally owned by James H. Ringer and his wife, Betty (90% held jointly). Rangers own KUHLM (AM) Santa Maria and are part owners of KCOY-TV there. They also own equipment and property rental company there. KXFM is on 99.1 mhz with 1.8 kw and antenna 1,900 feet above average terrain.

■ KNEZ (AM) Lompoc, Calif.: Sold by KNEZ Inc. to Jess Carlos and Eduardo Caballero for \$232,000 plus \$100,000 for agreement not to compete. Seller is owned equally by Alan Beach and Marvin Chesebro, who have no other broadcast interests. Mr. Carlos is general manager of KOFY (AM) San Mateo, Calif., and Mr. Caballero is owner of Spanish Media Inc., station rep firm based in New York. They have also purchased, subject to FCC approval, KXES (AM) Salinas, Calif. KNEZ is on 960 khz with 500 w full time. Broker: Hogan-Feldmann.

Aftermath of release of Nixon papers on public broadcasting

Pollicymakers reaffirm need to insulate system from political intimidation; Carnegie chairman wants to see more White House material released

The release of the White House documents revealing the extent of Nixon administration efforts to influence public broadcasting's programming and journalistic efforts (BROADCASTING, Feb. 26) is generating a "never again" determination among some of those with responsibility for shaping national policy for public broadcasting.

Henry Geller, head of the National Telecommunications and Information Administration, whose decision it was to make the papers public, said the material "shows there is a problem and that there is a need for remedial action." However, he said the administration does not yet have the answer as to how public broadcasting should be insulated from political pressure.

He noted that the administration—in his testimony before Congress and in President Carter's message accompanying the public broadcasting financing bill sent to Congress last year—stressed the need to insulate public broadcasting from political pressures. But, he said, the 1978 bill did not achieve much in that regard.

Harry M. (Chip) Shooshan, chief counsel for the House Communications Subcommittee, said the documents made it clear the protection is needed on two

fronts—financing and the selection of persons to govern public broadcasting. He noted that the documents showed that not only the White House played politics with the selection process; members of Congress did also in urging favorites as candidates for the board of the Corporation for Public Broadcasting.

The proposed Communications Act rewrite would provide for insulation in terms of funding by providing for a spectrum fee that would be used to finance public broadcasting. It does not guard against political pressures being exerted in the process of selecting persons to run the system.

However, the Carnegie Commission on the Future of Public Broadcasting offered a proposal Mr. Shooshan indicated would receive serious consideration. It calls for the creation of a blue-ribbon panel, headed by the librarian of Congress, that would nominate persons for selection by the President (BROADCASTING, Feb. 5).

And he said that although a new administration is in power, the potential for mischief remains. Legislation providing for long-term funding for CPB has been enacted, but Mr. Shooshan said "political" and other advisers to President Carter are continuing to screen prospective CPB board nominees. The screening "may not be done with the same intent" as in the Nixon era, Mr. Shooshan said. "But the opportunity is there."

However, the "ultimate lesson" of the White House documents to Mr. Shooshan is that, although changes in structure can be helpful in assuring the integrity of the system, if there are individuals in the White House or on Capitol Hill who want "to exert influence," they can. "You can't legislate morality."

For at least one CPB official, Cortland Anderson, executive vice president, the mere fact efforts to apply political pressure were made—and now have been disclosed—provides some kind of protection. "We have a healthy paranoia" regarding possible government efforts to control the system.

But William J. McGill, chairman of the Carnegie Commission, said the "revelations" contained in the documents that were released "are shocking." They "underscore more than ever before the need for prompt congressional investigation and follow-up action to truly insulate public broadcasting from political reprisal" for its programming and journalistic decisions, he said. He also said the commission is not satisfied with the extent of the documents made available by the National Telecommunications and Information Administration. Not included were policy papers written during the Ford and thus far in the Carter administrations. (Strictly factual material has been made available.) Mr. Geller, NTIA administrator, said in a covering letter that documents dealing with policy are exempt from the Freedom of Information law. The exemption was waived in the case of the Nixon papers, he said, because many of them "show a pattern of practices that evidence the extent to which public broadcasting has been sub-

ject to political pressures—practices which are germane" to the work of the Carnegie Commission and to the legislative activities of the House and Senate Communications Subcommittees.

Mr. McGill's statement came at about the same time Senator Barry M. Goldwater (R-Ariz.) was making an even more expansive request and charging that the disclosure of material thus far is "at the very least . . . biased and unfair" and, "at the worst . . . smacks of a coverup." The Senator, in a statement inserted in the *Congressional Record*, said he is repeating an earlier demand for disclosure of "each and every written and oral contact" Carter administration officials had with public broadcasting officials, as well as with officials of the Carnegie Commission and representative of the Ford Foundation.

Carnegie report draws public broadcasters closer together

Meetings to start March 19 on common areas within document as well as clarification of stances on Hill rewrite; NPR, PBS begin cross-promoting; Fleming cooperation plan endorsed

In the wake of the report of the Carnegie Commission on the Future of Public Broadcasting, which recommended broad changes in the current noncommercial radio and television structure, the various entities of the system appear more willing to cooperate and even to pool some resources. National Public Radio and the Public Broadcasting Service have begun coordinating some of their promotional and programming efforts. They are also now in early discussions designed to outline their positions on the Carnegie report as well as the rewrite of the Communications Act.

The Corporation for Public Broadcasting, the funding organization of the system, has also invited the other organizations to join it in focusing on both the structural and operational changes that may be necessary to improve the various levels of the system.

It is still too soon to tell whether the recent developments portend a new era of good feelings among CPB, NPR and PBS, but officials in each are encouraged by the largely coincidental events that seem to suggest a less combative atmosphere within the system and a greater willingness by each entity to reduce the conflicts that have characterized much of the past.

■ NPR and PBS have begun cross-promoting some their programs, and in some instances they have developed complementary program offerings ("Closed Circuit," Feb. 19).

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Tyrrell offers to buy the
lease. (Part 4 of 15) (R)

9:30 **32** JOKER'S WILD
38 GOOD NEWS
44 ROOM 222

7 COCAINE
★ How It's Smuggled
Eyewitness Close Up

10:00 **2 5 7 9 16 22 28**
NEWS
11 DICK CAVETT
Guest: A.L. Rowse
26 INFORMACION 26
(SPANISH NEWS)
32 SANFORD AND
SON
38 JIMMY SWAGGART
44 MARSHAL DILLON
"Cholera"
50 HIGH SCHOOL
SCOREBOARD

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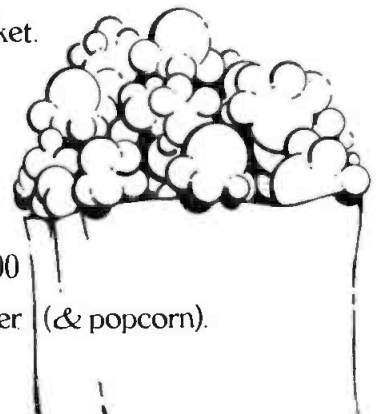
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television officials will meet to map out "areas of general consensus" on the Carnegie report, the rewrite and their own long-range planning efforts.

■ The CPB board has endorsed a plan put forth by the organization's new president, Robben W. Fleming, calling for "full cooperation among the parties who control the essential ingredients" of the noncommercial system.

Largely as a result of the new PBS Shakespeare series, which will present the entire 37-play corpus of the playwright over a six-year span, and NPR's own *Shakespeare Festival* of related programs, local radio and television outlets have begun running promotional spots for each other. The radio stations have offered slides and video-taped promotions for the television stations while they have had audio spots on the radio stations.

PBS's new series, *The Scarlet Letter*, scheduled to air April 2-9, will be complemented by *The Legacy of the Letter: The Scarlet Letter Commentaries*, a series of four half-hour documentary programs produced by WGBH-FM Boston. (The television series is a production of WGBH-TV.) The radio series will feature conversations with leading humanities scholars, audio portions of the television production, readings from Nathaniel Hawthorne's book, interviews with the general public about the issues raised by the novel and excerpts from 17th- and 19th-century letters, journals and sermons.

NPR is also aiming for a May start-up of its new *Masterpiece Radio Theatre*, a spin-off of the long-running PBS series. The radio programs, almost half of which will feature American productions, are being underwritten by Mobil Corp., which has also provided the financial support for the television series (BROADCASTING, Feb. 19).

NPR President Frank Mankiewicz said that he and PBS President Lawrence Grossman "would like to do some joint programming—particularly in news and public affairs." He even suggested the likelihood of something along the lines of a public broadcasting news division composed of both radio and television talent, "a marriage, in effect, of what we can do," as he described it. NPR and PBS, he said, are prepared to "collaborate to the fullest extent possible."

There is as well evidence of new cooperation in areas beyond programming. According to Walda Roseman, NPR's vice president for national affairs, as an outcropping of a series of long-range planning meetings conducted by PBS Vice Chairman Hartford Gunn, radio and television station managers and other representatives will hold another series of conferences beginning March 19. Although Ms. Roseman stressed that there will be no effort to present a joint radio-television position on Carnegie or the rewrite, the "information mission" of the meetings, which will be held in Atlanta, Chicago and Los Angeles, will be to point out areas where the media can agree and to discern those in which they do not. There is evidence to suggest,

she said, that "smaller television stations would have much the same problems as radio."

A new element in the noncommercial mix is CPB President Fleming, who said during a presentation to his board two weeks ago that "there is considerable evidence that in every element of the system there is a willingness to have a new look at our mutual problems." He said that much of the past history of the system suggests "deep-seated differences of opinion and interest among the stations, the associations and CPB."

It will "not be easy to bring about a new era," Mr. Fleming, the former president of the University of Michigan and a labor mediator, told his board. "There are immense legal and philosophical problems in

thinking of resolving the lack of harmony by placing more power in fewer hands. If that is not to be done, and harmony cannot be brought about, the only remaining alternative is a mediocre system which limps along but never achieves the quality that is possible.

"If CPB wishes to take the initiative in trying to bring about a more harmonious working relationship with PBS, NPR and the stations, the time to start is right now," he said.

In his proposal, adopted by the CPB board, Mr. Fleming suggested serious discussions among PBS, NPR, CPB and the National Telecommunications and Information Administration in four broad areas: (1) what effect the restructuring of CPB, as proposed by both Carnegie and the



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rewrite, would have in the system; (2) whether CPB, NPR and PBS "could find ways of pooling and administering their program monies"; (3) whether CPB and NTIA should cooperate more closely "in the administration of their radio and television facility capabilities," and (4) "how can the intent of Congress in areas of public accountability, public participation, accessibility to the system and independent producers best be achieved by cooperation among CPB, the associations and the stations."

In his presentation, Mr. Fleming said public broadcasting "seems to be at the crossroads." Expanding on that, Executive Vice President Cortland Anderson said that it appears as if changes are "going to happen whether we do anything or not." His feelings seemed to echo those of the CPB board, which said in its resolution that it prefers "changes which might be accomplished by voluntary action." Or, as another CPB official said, "it's better for us to start doing things to improve rather than waiting for it to be legislated."

Mr. Grossman said the release two weeks ago of Nixon-era documents outlining the "political intrusion" at CPB (BROADCASTING, Feb. 26) has done much to bring the organizations together. "That era is closed," Mr. Grossman said, and "we're moving heaven and earth" to usher in a new one of cooperation. "It's in all of our interests. It always should have been this way."

Mr. Mankiewicz said this was a "good

time" to bring the broadcasting organizations closer together. As did Mr. Fleming, he pointed out that the relatively new leadership now in power at NPR, CPB and PBS was in a position to see "that the ancient quarrels can be forgotten."

Black may lose reins of Virgin Islands V

Appeal is planned, but judge says control has shifted in corporate deal-making

One of the few television stations in the country under the control of a black may lose that distinction. A U.S. district judge in St. Croix, the Virgin Islands, directed the management of the Antilles Broadcasting Corp., licensee of WSVI-TV (ch. 8) Christiansted, to issue five shares of stock to one of three shareholders, which would effectively take control out of the hands of Leroy Mercer, a black. However, Antilles plans an appeal.

Judge Warren H. Young issued the ruling from the bench following a hearing on the default of a \$25,000 note held by Barakat Saleh, a local merchant. He, Mr. Mercer and Leon Garwuch own 100% of the corporation.

Judge Young said that under the terms of an agreement signed by the parties in November, Mr. Saleh would receive five additional shares of the corporation, and the total number outstanding could be 105. Since Mr. Saleh now owns 25% while Mr. Garwuch owns 24% and Mr. Mercer, 51%, control would pass to Messrs. Saleh and Garwuch.

Mr. Saleh, who was born in Ramallah, on the West Bank of the Jordan River, but who is now a U.S. citizen, acquired his 25% interest in the station for \$80,000 in November.

The appeal, to the U.S. Court of Appeals for the Third Circuit, in Philadelphia, will delay implementation of the district court's order. But if that order is eventually affirmed, FCC approval of the proposed transfer would be required.

WSVI-TV is believed to be the first television station in the country controlled by a black. Its black history dates back to November 1973, when it was purchased from a Puerto Rican group by Peoples Broadcasting, most of whose stockholders were black. Peoples sold the station to Antilles in January 1978.

NAB copyright watchdog

The National Association of Broadcasters has formed a committee to insure that broadcasting's interest in cable television's copyright payments is protected.

Under the new copyright act that became law in 1976, cable television operators were given a compulsory license that requires them to make copyright payments for the material they retransmit, but in a lump sum that has to be divided

among the claimants, one group of which is broadcasting.

The new NAB committee will help devise an industrywide formula for broadcasting's share of the money, represent broadcasting in negotiations with other industries with claims on the money and represent the industry before the Copyright Royalty Tribunal in any distribution proceedings it initiates.

It appears cable's annual royalty payments will come to about \$12 million, but claimants probably will not see any of the money before the end of this year.

Chairman of the new NAB Ad Hoc Committee on Cable Copyright Royalties is David Polinger, vice president of WPIX(TV) New York. Members include Lynn Christian, vice president, Century Broadcasting Corp., Chicago; Abiah A. Church, vice president, Storer Broadcasting, Miami; Thomas J. Dougherty, vice president, Metromedia Broadcasting, Washington, and Harry Olsson, general attorney, CBS Inc., New York.

TPT wants to write an end

Teleprompter Corp. has proposed a settlement of up to \$11 million to close the book on Leeds vs. Teleprompter, said to be the "last remnant of litigation" from its troubled period before new management took over in 1973.

The case, a class action suit stemming from the merger of H&B American Corp. into Teleprompter in 1970, charged that a proxy statement had been misleading. The plaintiffs claimed that Teleprompter did not reveal that its then-president, Irving Kahn, had made illegal payments regarding earlier franchise acquisitions.

Although Teleprompter is offering the \$11-million figure, subject to court approval, it expects the settlement to be less. Not every shareholder who traded H&B for Teleprompter stock—especially the smaller ones—is expected to make a claim.

Teleprompter said the settlement would not have an adverse impact on its expansion plans.

Setback in racial-slur case

Efforts of the Atlanta chapter of the National Association for the Advancement of Colored People and Georgia state Senator Julian Bond to ban the word "nigger" from being broadcast have again been set back—this time by a U.S. District Court judge in Atlanta. Judge Charles A. Moya dismissed their suit seeking such a ban, saying that the case was brought to trial prematurely and that the plaintiffs first should have asked the FCC to review its decision not to ban the word. That decision was made last July after Mr. Bond and the NAACP asked the FCC to ban the word from the campaign ads of J. B. Stoner, running for the Democratic gubernatorial nomination in Georgia.

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"Play it again,
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Please join us as we celebrate the first smash season of the SFM Holiday Network and reveal more of our spectacular programming for 1979 and beyond.

You must remember this...come to the SFM Suite at the MGM Grand Hotel during the NATPE Convention, March 9-14.

SFM Media Service Corporation, 6 East 43rd Street, New York, New York 10017 (212) 682-0760

EEO crackdown

The FCC has imposed sanctions on 13 more stations for failure to meet the FCC's standards for minority employment. On Dec. 21, 1978, 19 stations were cited for EEO violations (BROADCASTING Jan. 15). In the latest action WLOE(AM)-WEAF(FM) Eden, N.C., and WMMB(FM) North Myrtle Beach, S.C., were granted short-term renewals to June 1980 and April 1980, respectively. The FCC said the other 10 would be granted conditional renewals provided there are no further problems. They are WDBS(FM) Durham, N.C.; WFTC(AM)-WRNS(FM) Kinston, N.C.; WHAP(AM) Hopewell, Va.; WITN-TV Washington, N.C.; WKLM(AM) Wilmington, N.C.; WNCG(AM)-WKTM(FM) North Charleston, S.C., and WTAB(AM)-WKSM(FM) Tabor City, N.C. All 13 will also be required to submit periodic EEO progress reports to the commission.

Alabama accommodation

The Alabama Educational Television Commission and a citizen group that has been competing with it for the licenses to noncommercial TV channels 10 Birmingham and 41 Demopolis, on which AETC stations now operate, have reached an agreement aimed at ending their FCC hearing, now in its fifth year.

Under the agreement, Alabama Citizens for Responsive Public Television Inc. would obtain the license for channel 10 (WIBQ) and AETC would receive licenses for channels 41 (WIIQ) and 26 Montgomery (WAIQ) as well as for a new facility on channel 39 Tuscaloosa. The agreement is dependent on a commission summary grant of approval of the applications involved.

The competing applications for the stations in Birmingham, Demopolis and Montgomery were filed in 1975, after the commission denied renewal of AETC's applications for its nine stations because of alleged discriminatory programming practices. AETC obtained new licenses for six stations in 1976.

Hispanic group gets noncommercial TV

The FCC has granted a construction permit for the nation's first Hispanic-controlled noncommercial educational television station. The grant went to the Texas Consumer Education and Communications Development Committee, to operate on channel 60 at Harlingen, Tex.

In its application, the group proposed to serve the three southernmost communities in the state, Cameron, Willacy and Hidalgo, where 80% of the population is said to be Mexican-American. Thirty percent of the station's programming, it said, would be in Spanish, 30% in English and 40% bilingual.

Cable Briefs

HBO in Houston. Home Box office, Time Inc. pay-programing service, has signed deal with Gulf Coast Cable Television and will introduce HBO in Houston later this year. Gulf Coast system is expected to be completed in three years, with 280,000 homes passed.

Sale. Acton Corp., Acton, Mass., has sold cable system serving Burlington county, N.J., to subsidiary of Storer Broadcasting Co. for \$3 million. System with approximately 5,200 basic subscribers was sold to Futurevision Cable Enterprises Inc.

Traffic tie-up. Paterson, N.J., has put out unusual call for CATV franchise applications. City has \$1 million grant from Federal Highway Administration to interconnect traffic signals with coaxial cable and has voted to issue \$2.45 million in self-liquidating bonds to build and engineer CATV system along with it. It's estimated that 50,000 homes would be passed with about 13,500 subscribers. Cable operator would be responsible for installing hookups and converters (expected to run about \$1.5 million) and would rent and run municipally owned system.

Annexation. Warner Cable Corp. will add 1,300 new subscribers to its Canton, Ohio, system through acquisition. Multiple-system operator has announced purchase of CAS Communications, system adjacent to Warner's Canton operation. Canton, currently serving more than 36,000 subscribers, is among largest of Warner's 140 cable systems in country.

Singles barred

The FCC has rejected a petition to deny license renewals of five Washington television stations which contended the stations did not adequately serve the needs of single people in the nation's capital.

Two local men, Christopher Walker and James H. Burch, had filed the complaint. They said the television station had not afforded an opportunity for self expression, or programming in general, for the single community.

The commission staff said the two men had been turned down when they suggested to the stations a *Dating Game*-type format. Panelists would describe their interests, and members of the audience would be free to call in to attempt to contact the panelists.

The commission, on a 6-to-0 vote, found the petition without merit. However, only the renewals of WJLA-TV and WDCA-TV were granted—and WDCA-TV's after a petition to deny filed by a local group concerned with children's programming was also denied.

Action on the renewals of WRC-TV, WTTG(TV) and WDVM-TV was deferred pending resolution of other matters.

Broadcast Advertising

Ten years to overtake newspapers, says TVB

Television ad revenues—even without income from liquor, cigarettes and classifieds—should top print's by 1990

The Television Bureau of Advertising is sharpening its aim—and its ambition—with a revised forecast that now predicts television revenues will surpass total newspaper revenues by 1990.

"Last year we predicted television would pass total newspaper ad dollars by 1995," TVB President Roger D. Rice said last week. "If, however, the current rate of growth taking place within the industry continues, we foresee television reaching total dominance before the end of the next decade."

TV, he noted, passed newspapers in 1977 in terms of advertising dollars from categories for which both media compete, and extended this lead in 1978.

In 1978, he said, total newspaper investments came to an estimated \$12.69 billion, while TV's reached \$8.97 billion. But after deducting \$3.9 billion for classified advertising for which TV can have no counterpart under FCC rules, \$240 billion for cigarette advertising that is legally off limits to TV and \$60 million for hard-liquor advertising that television doesn't accept, TVB said, newspapers' total take from common-category advertisers was \$8.49 billion, or \$480 million less than TV's revenues from the same classifications. In 1977, TV was ahead on this basis by \$8 million.

Mr. Rice traced the rise of television revenues. He said they first passed farm publications' revenues in 1949, outdoor in 1950, business publications in 1951, radio and magazines in 1954, direct mail in 1964 and, on the common-category basis, newspapers in 1977.

In 1978, he noted, TV revenues rose 18% above 1977 levels, with local up 24%, spot up 20% and network up 13%.

Too close to home for GE

An interview with actress Jane Fonda in which the nuclear power controversy is discussed has prompted General Electric to withdraw as sole sponsor of an upcoming Barbara Walters special on ABC-TV.

During the program, scheduled to air March 13, Ms. Fonda talks about her new film, "The China Syndrome," which concerns a fictional accident at a California nuclear plant and efforts to cover it up. GE, which has sponsored Ms. Walters's specials since 1976, is one of the country's

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and be next year's #1 kid show

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Washington,
D.C.

New York

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©Sunwagon Productions, Inc. 1979

Fifty-two original half hours of thrill-packed space adventure animation for your '79-'80 season. Don't wait! Contact John Claster or Ken Gelbard, Claster Television Productions, (301) 825-4576. **JOIN THE STAR FORCE—SEE US AT NATPE—MGM GRAND**

SOUTHERN BAPTIST RADIO-TELEVISION COMMISSION'S

10th Anniversary

ABE LINCOLN AWARDS

TO DISTINGUISHED BROADCASTERS

Television



DAVID NELSON
Vice President, General Manager
WBBM-TV
Chicago, Illinois
For "Project: Parenting" Campaign
to strengthen families

Radio



GEORGE ANN VICTOR
Creative Services Director
KHOW Radio
Denver, Colorado
For efforts on behalf of
Colorado Special Olympics



MERIT AWARDS



LETA POWELL DRAKE
Producer, Performer
KOLN/KGIN-TV
Lincoln, Nebraska



BRIAN JENNINGS
News Director
KXL Radio
Portland, Oregon



SANDRA M. JOHNSON
Community Affairs Director
WIKW-TV
Cleveland, Ohio



WILLIAM C. O'DONNELL
Vice Pres., Gen. Manager
WBBM Radio
Chicago, Illinois



TERRY K. SHOCKLEY
President
WKOW-TV
Madison, Wisconsin



FRED WILLIAMS
Director, Public Affairs
WAHT Radio
Lebanon, Pennsylvania

A Modern Fraternity Of Liberators Liberating...

- ... Audiences from ignorance, prejudice, suspicion
- ... Industry from apathy, materialism, mediocrity
- ... Nations from arrogance, degeneracy, inhumanity

Southern Baptist Radio and Television Commission's
ABE LINCOLN AWARDS / Fort Worth, Texas 76150 / Paul M. Stevens, President

largest manufacturers of nuclear reactors and other nuclear power equipment.

The company's decision that it would be "inappropriate" to back the program came after its executives screened the interview, a spokesman for the company said, because the interview "contains material that could cause undue public concern about nuclear power." The spokesman added that GE would definitely continue to sponsor other Walters specials in the future, and that "our decision for this particular program in no way alters our respect for Ms. Walters and her staff."

In the film, Ms. Fonda plays a TV newswoman who comes across the nuclear accident while doing a routine feature story. The plot focuses in part on her management's complicity in the cover-up. Technical consultants on "The China Syndrome" included three former GE engineers who resigned the company because of dissatisfaction with its safety procedures for nuclear equipment.

A question of taste

NATAS panel argues merits and demerits of using sex to push products on television

There was divided and heated opinion as to whether sex in TV advertising is tasteless and debasing to women, but participants in a forum on the subject last week did agree that sex sells.

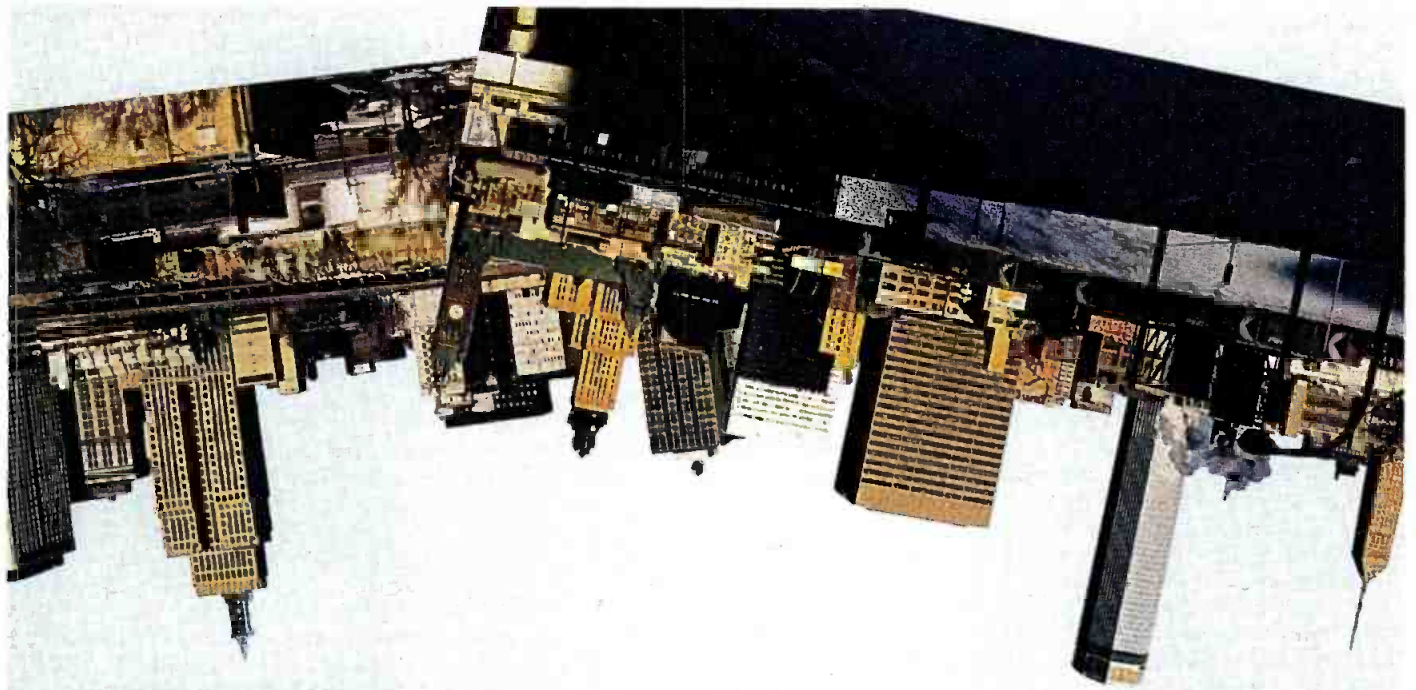
Those labeling much of sex in TV advertising degrading to women during a symposium of the New York chapter of the National Academy of Television Arts and Sciences were Ms. magazine editor Gloria Steinem and Frank Mankiewicz, president of National Public Radio. Panelists who felt that sex in advertising need not be tasteless and often is not were Shirley Polykoff, president of Shirley Polykoff Advertising, New York; Ed McCabe, senior vice president and copy chief of Scali, McCabe & Sloves, New York, and Gunilla ("Take it all off") Knutson, an actress who achieved popularity in a TV commercial for Noxzema shaving cream.

Ms. Steinem contended that TV commercials sometimes show women nude, but not men, and said this implies that women are powerless. She insisted that advertisements should stress the values of a product or service and not sex appeal. Ms. Steinem said advertisers exploit a "romance-sick" syndrome.

Mr. Mankiewicz asserted that TV commercials commit "fraud" when they proclaim that the use of a certain product is going to improve a person's life.

Mr. McCabe defended sex in commercials, as long as it is in good taste, because it sells products. He claimed that "women do relate to women" and a romantic aura often makes women more receptive to a sales message.

Similarly, Ms. Polykoff, who created such advertising catch-phrases as "Does she or doesn't she?" and "Is it true blondes have more fun?", conceded that



We've turned the towns upside down!

The Twin Cities will never be the same.

For on March 5, NBC moved up to 11 . . . with the whole wonderful gamut of NBC movies, series and sports.

And that isn't all. We've also made a million-dollar investment in new facilities for our new news department (an operation headed by a new, top-flight news

team) to make NewsCenter 11 one of the nation's finest examples of electronic journalism.

Our broadcast day — now 24 hours long—does, of course, also include the best of the programs that made WTCN-TV America's No. 1 independent.

What we're trying to say is that the new 11 is a very special kind of television station.

Watch it!

We've got it now!



Represented by Metro TV Sales
441 Boone Ave. N., Minneapolis, MN 55427

some commercials with sexual overtones are tasteless, but commented that "the TV programs, in my opinion, are a lot worse."

Ms. Polykoff said that in the final analysis, the public is the ultimate arbiter. "It takes about four years to be sure that a product is going to make it in the marketplace," she said. "It's the repeat business that counts. If the public is turned off by the product or the advertising, forget it."

Ralph Daniels, vice president, broadcast standards, NBC-TV, who was also a panelist, agreed that commercials are examined more closely. "There's a very good reason for it," he explained. "All the action in a 30-second commercial is compressed in a limited frame. In a program there's lots of opportunity to develop a mood or a characterization so that the viewer is conditioned to accepting a certain action or phrase."

Mr. Daniels was asked if NBC-TV received many complaints about sex in commercials. He replied: "No, not at all. Last year we received only seven complaints."

Divining the rating books

CPM Systems Inc. last week announced the development of a new computerized research system it claims can "provide immediate access to performance informa-

tion on every program telecast" within 48 hours of Arbitron and Nielsen rating book publication.

Called the "Cassandra System," it is said to eliminate "the tedium of searching through ratings books, performing complicated calculations and formatting and typing reports."

Viacom is understood to have been a major financial backer in the system's development.

The system calls for the installation of computer terminals in offices. They would be connected to a main computer by phone. With complete ratings data programmed into the computer, subscribers could request the specific information they need and then there would be direct print-out in the office. For those without the terminals, CPM also plans to prepare reports within 24 hours after specific information is requested.

Exact costs haven't been established but it is expected that initial costs for the system will run about \$10,000, with charges thereafter depending on the amount of data requested. Rental of the office terminal is projected at about \$100 per month.

The "Cassandra System" will be displayed this week in Las Vegas at the annual conference of the National Association of Television Program Executives. CPM says the system will be ready for client use with the upcoming May ratings books.

kids are important to you.
kids are important
to us.



now . . . kids are very important
to the FCC

Cluster Television Productions

660 Kenilworth Drive / Towson, MD 21204 / Phone: 301-825-4576

See us at NATPE

Telling radio to get on the ball

Major market radio stations were warned last week by consultant Kevin B. Sweeney to regain their leadership over television among big-city retailers or face a dark period in the 1980's.

Mr. Sweeney, a one-time president of the Radio Advertising Bureau who is now active in management and sales consultancy, told a meeting of the Northern California Broadcasters in San Francisco, that in that state, TV has jumped to an almost two-to-one lead over radio in local advertising during the past four years. Among the "sins" he attributed to radio station management were: "a concentration of firepower on the PFC's and corporals in agencies" rather than "the colonels and generals at the store itself"; an emphasis on talking "airily" about radio rather than explaining what specific stations can do for specific goods and departments, and "the acceptance and even encouragement of institutional copy from retailers, even for storewide events."

Blair study shows 25-to-54-year-olds make strong gains in demographic popularity

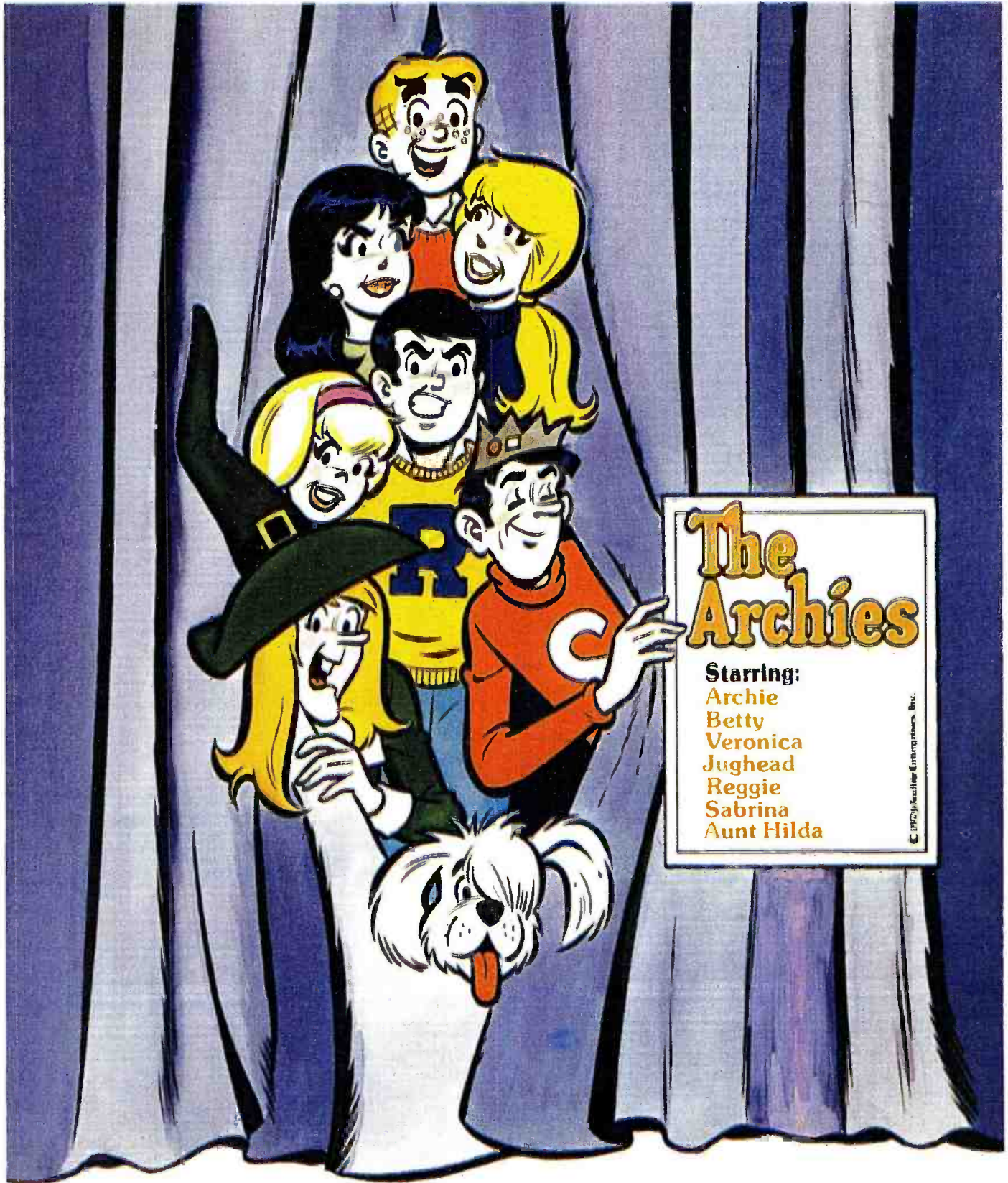
A shift in demographic preferences for radio availabilities is underscored in an analysis by Blair Radio, New York, which shows the 25 to 54 age group scored the highest percentage increase in 1978 versus 1977.

Blair noted that in 1977 the 25 to 54 group accounted for 5.1% of requests from agencies and in 1978 the figure rose to 19.6%. The 18 to 49 category continues to be the strongest demographic, although it has fallen from 28% in '77 to 21% in '78.

"The 25 to 49 grouping continues to be a strong target representing almost 13% of our opportunities, down from 18% in 1977," Blair reported.

The one-minute announcement continues to grow in strength, accounting for 76% of radio commercials on Blair Radio-represented stations in 1978, up from 69.6% in 1977. The 30-second spot was second at 18.3%, down from 20.9%.

Hardest hit. A supplement to an Association of Independent Television Stations study on the Federal Trade Commission children's advertising proposals paints a bleak picture for nonnetwork stations. The INTV report says 38% to 43% of broadcast hours on the average independent station would be affected by bans, but only 12% to 14% of hours on the average network affiliate. The potential revenue loss would exceed the amount which the average independent spent on syndicated programming during 1977 (16% of gross sales), and would nearly equal total programming costs (31.9% of gross sales).



The Archies

Starring:

Archie
Betty
Veronica
Jughead
Reggie
Sabrina
Aunt Hilda

© 1979, Kellie Enterprises, Inc.

- 100 half hour episodes available for 5 day-a-week strip
- Third successful year in syndication - 55 station line up
- Barter for ITT Continental Baking and Mattel Toys

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Fruits of their labors

New York Market Radio Broadcasters Association presented "Big Apple Awards" to agencies, production firms or stations producing outstanding radio commercials carried in the metropolitan area in 1978.

First place winners were as follows: national music—Budweiser/D'Arcy, MacManus & Masius, St. Louis; national humorous—*Time Magazine/Young & Rubicam*, New York; national open—Miller Brewing/Mingo, Jones, Guilleminot Inc., New York; national new advertisers—BMW North America/Ammirati, Puris AvRutick, New York, and national public service—American Cancer Society/The Cowen Organization, New York.

First place winners in various local categories were: local music—Citibank/Wells, Rich, Greene Inc., New York; local humorous—"The Wiz" (Broadway play)/Serino, Coyne & Nappi, New York; local open—William Morrow & Co. (publishing)/Waterman, Getz, Niedelman Advertising Inc., New York; local new advertisers—United Artists Records/Malverne Advertising, New York and local public service—"I Love a Clean New York" campaign/Young & Rubicam, New York.

NYMRAD gave first-place winners Steuben Glass apples and second- and third-place winners, certificates of appreciation.

Thirty seconds over all. The 30-second commercial is increasing its dominance as the most prevalent length in television.

In releasing its latest commercial activity report last week based on Broadcast Advertiser Reports (BAR) figures, the Television Bureau of Advertising said that in 1978, network 30's constituted 82.6% of network spots, up from 81.8% in 1977, while nonnetwork 30's rose to 83.7%, from 82.2% in the previous year.

TVB noted that despite agency talk and interest in 10-second commercials, the share of 10's dipped to a new low of 7.9% of nonnetwork advertising. The 60-second length also slipped to new lows, both in network and nonnetwork (3.3% and 7.3% respectively).

Commenting on the trends, Roger D. Rice, president of TVB, pointed out that "when the goal of an advertiser is to give specific details about itself, its products or services, the 30-second announcement is the most effective and efficient length. Unlike the 10-second commercial, which can concentrate on only one point at a time, such as one sale event, or one item, the 30-second provides the advertiser with the opportunity to develop its various sales points."

	Network percent of total*			Nonnetwork percent of total*				
	30's	Piggyback 30's	60's	10's	20's	30's	Piggyback 30's	60's
1965	0.0	23.3	76.7	16.1	13.3	0.8	5.1	64.0
1966	0.0	31.5	68.5	15.6	12.7	0.8	8.8	61.5
1967	6.4	43.3	49.2	16.1	12.3	3.0	11.5	56.7
1968	7.9	50.4	40.1	14.0	10.6	16.0	11.8	47.2
1969	14.4	50.8	33.9	12.3	7.7	32.0	11.4	36.2
1970	25.1	47.2	27.0	11.8	4.5	48.1	9.0	26.5
1971	53.3	30.3	15.8	12.1	2.4	60.5	4.1	20.7
1972	67.6	21.9	10.3	11.6	1.2	67.4	1.8	17.8
1973	71.8	19.4	8.5	9.8	0.9	72.7	1.2	15.2
1974	75.4	17.5	6.8	8.9	0.6	77.0	0.8	12.6
1975	79.0	14.7	5.6	9.1	0.5	79.2	0.8	10.4
1976	80.2	13.3	5.8	8.1	0.5	82.2	0.9	8.3
1977	81.8	12.9	4.5	8.2	0.4	82.2	0.8	8.3
1978	82.6	12.6	3.3	7.9	0.2	83.7	0.7	7.3

*Totals include miscellaneous lengths and individual breakouts may not add to 100%.

From UIPi ~ 2 Great Today Shows Available on a Unique New Basis

NO CASH/NO BARTER

The Jackie Mason SHOW



A VERY FUNNY...VERY TIMELY...
1/2 HOUR STRIP LAUGH/TALK SHOW



FROM THE GREATEST SHOW LOUNGES IN AMERICA COMES A DAZZLING... JOYFUL NEW SERIES OF 60 MINUTE MUSICAL SHOWS!

SHOWTIME AMERICA
THE GREAT SHOW BANDS OF THE 70's

UNIVERSAL-INTERNATIONAL Productions, Inc. • T.V. Production Division

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NATPE

Breakfast

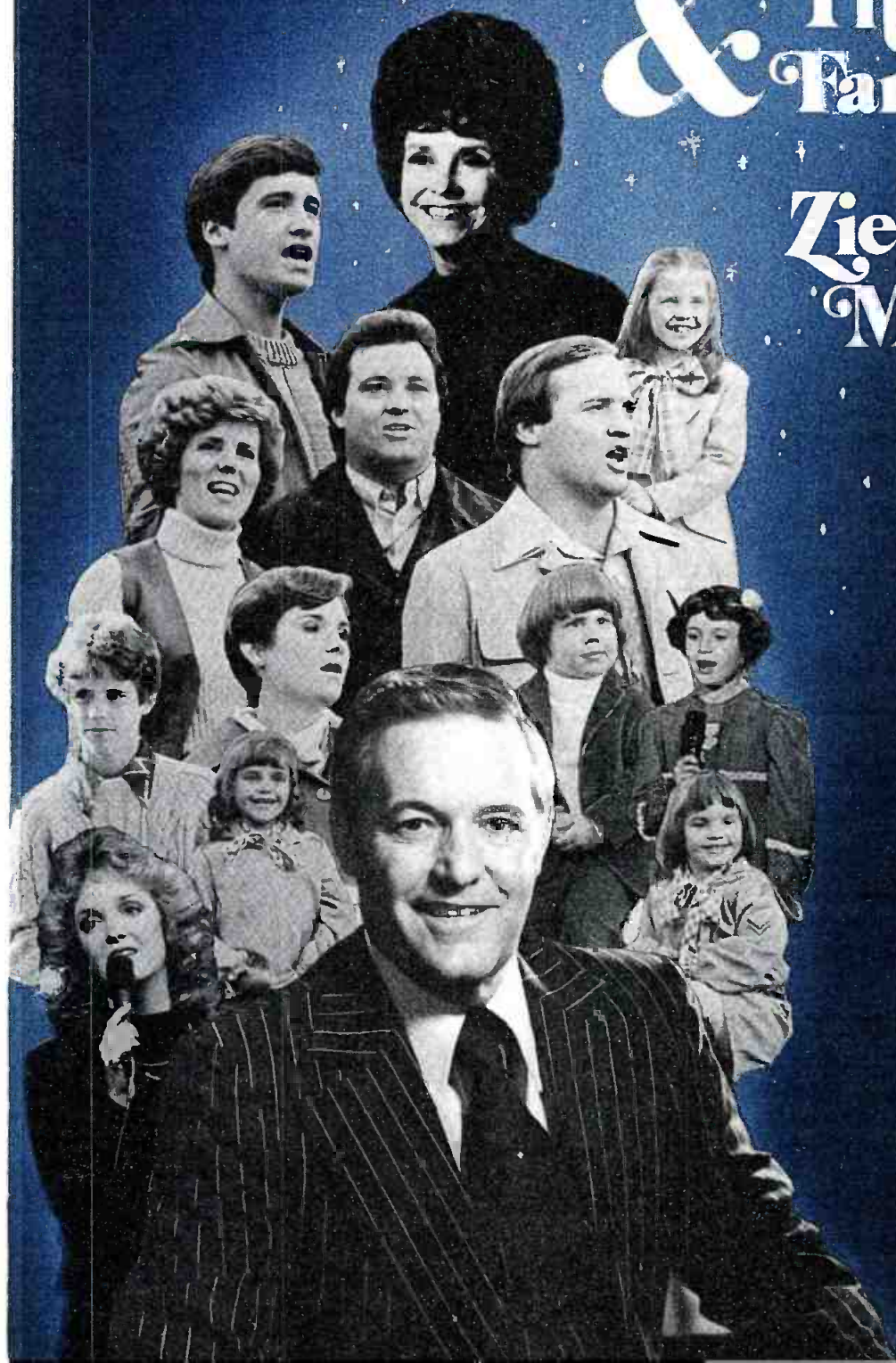
Hosted by Rex Humbarð
& The Humbarð
Family Singers

Ziegfeld Room
MGM Grand

Sunday,
March 11
9:00 a.m.

Everyone
Welcome

Contact
H.I.S. Advertising
if you can attend.
Phone 216/923-0434
or TWX 810-431-2036



The year that was. Advertiser investment in network television in 1978 rose 13.4% to \$4.1 billion, according to figures released last month by the Television Bureau of Advertising. Citing figures compiled by Broadcast Advertiser Reports, TVB said weekend daytime television achieved the largest increase, rising by 18.1% to \$486.5 million. Nighttime grew by 14% to \$2.7 billion, and weekday daytime gained by 9.5% to \$928.7 million. BAR's compilation for the year placed ABC-TV in first place with advertiser investments of \$1,479,906,700, followed by CBS-TV, \$1,350,280,700, and NBC-TV, \$1,274,911,000.

How long from bill to bank?

Szabo study finds it takes TV broadcasters 59 days to collect for spots, radio 61

Television broadcasters who collect their bills, on the average, in fewer than 59 days from date of invoice, and radio broadcasters who get the money in fewer than 60 days, are ahead of the game. That is, they're doing better than average.

And a TV station that writes off less than 0.91% of its total annual sales as bad debt, or a radio station that writes off less than 1.42%, is, again, doing better than most.

These averages were compiled by Szabo Associates Inc., Atlanta, a media collection specialist, in telephone interviews with some 500 broadcasters. The survey also found wide variations by market size and by geographic region. It also found that, on the whole, local accounts tend to pay faster than national accounts, in both TV and radio.

"Historically, average-day pay periods have appeared to be shorter than now," said President Peter F. Szabo. He cited studies by Robert Morris Associates, a

	December			January-December		
	1977	1978	% change	1977	1978	% change
Daytime	\$116,361,600	\$136,483,900	+17.3	\$1,260,480,600	\$1,415,234,300	+12.3
Mon.-Fri.	73,792,500	73,931,100	+ 0.2	848,454,400	928,712,000	+ 9.5
Sat.-Sun.	42,569,100	62,552,800	+46.9	412,026,200	486,522,300	+18.1
Nighttime	215,905,000	252,690,200	+17.0	2,358,994,800	2,689,864,100	+14.0
Total	\$332,266,600	\$389,174,100	+17.1	\$3,619,475,400	\$4,105,098,400	+13.4

	ABC	CBS	NBC	Total
January	\$ 114,555,900	\$ 110,403,600	\$ 96,302,100	\$ 321,261,600
February	109,602,700	98,030,500	89,015,400	296,648,600
March	115,521,500	108,987,200	98,836,800	323,345,500
April	125,202,200	112,389,600	104,784,200	342,376,000
May	130,286,700	118,414,100	104,895,800	353,596,600
June	111,086,400	95,936,400	94,942,500	301,965,300
July	95,471,700	85,430,900	84,197,700	265,100,300
August	94,915,600	85,796,200	85,217,300	265,929,100
September	130,301,900	108,350,500	103,881,900	342,534,300
October	161,895,000	143,967,300	152,095,600	457,957,900
November	161,847,900	151,555,400	131,805,800	445,209,100
December	129,219,200	131,019,000	128,935,900	389,174,100
Year to date	\$1,479,906,700	\$1,350,280,700	\$1,274,911,000	\$4,105,098,400

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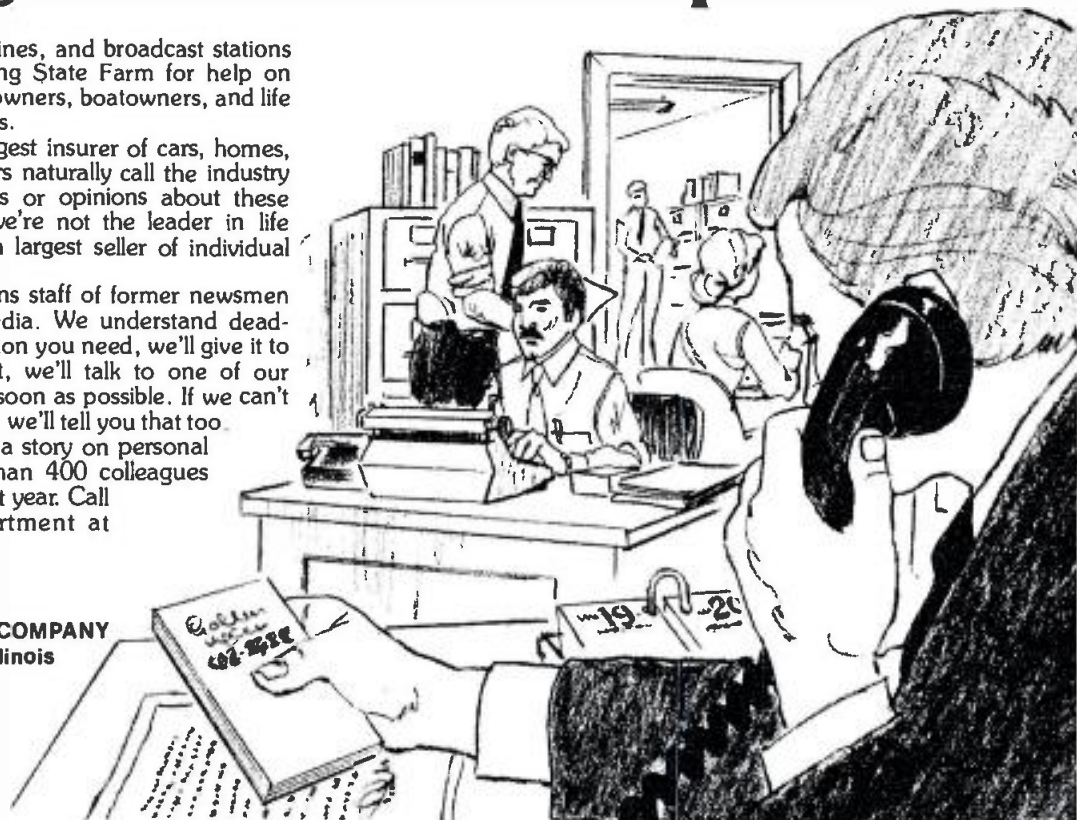
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'Roots II' is just that: second only to its predecessor

Sequel, along with ABC's regulars, push network to the highest weekly ratings average since the first 'Roots' in 1977

ABC-TV came in second for the prime-time ratings week in which it aired *Roots: The Next Generations*. Second, that is, in television history.

Six episodes of *Roots II* placed in the week's top 11 programs, a list that was rounded out by ABC's regular series *Mork and Mindy*, *Eight is Enough*, *Laverne and Shirley*, *Happy Days* and *Angie*, in that order.

Together they put the network's rating average for Feb. 19-25 at 27.0—an incredible eight rating points ahead of its closest rival, CBS-TV, and the highest weekly average ever except for the one in which the original *Roots* aired in January 1977. ABC averaged a 35.5 that week.

CBS finished Feb. 19-25 with a 19.1 average and NBC-TV with 17.4, leaving no doubt that ABC would win a substantial victory in the February sweep period. Sweep standings through Feb. 25 stood at 23.2 for ABC, 19.1 for CBS and 17.4 for NBC.

Roots II averaged a 30.1 rating and 41 share for all seven episodes (the first segment was counted in the previous week's tallies), compared to a 44.9/66 for *Roots I*. *Roots II* scored its highest rating and share—a 32.7/50—on Tuesday night, when it followed *Happy Days* and *Laverne and Shirley*. Surprisingly, the concluding segment on Sunday was one of the least-watched, pulled a paltry 28.6/40, and the only one that didn't deliver a nightly win to ABC.

CBS took Sunday by a rating point with strong performances from *60 Minutes*, *All in the Family* and *Alice* at 7-9 p.m. NYT. Those series helped hold a special two-hour episode of ABC's *Battlestar Galactica* to a 28 share. CBS's *Celebrity Challenge of the Sexes* was somewhat less effective against *Roots*, scoring a 32 share at 9-11 p.m. NBC's "Sound of Music" came out on the short end with a 30 share at 7-10:30 p.m.

Roots so dominated the week that competitive readings on many new series were hard to come by, but there were a few. On Monday, ABC's *Salvage 1* followed *Roots* and dropped 16 share points to a 25. On Wednesday, NBC's *Supertrain* dropped five points from its previous outing to a dismal 20. *From Here to Eternity* failed to overcome either that lead-in or *Roots'* competition and ended up with a 23 share. NBC also continued to have lead-off trouble on Thursday, when *Little Women* scored a minuscule 11 share, the least-watched program of the week.

On Friday, *Diff'rent Strokes* maintained

Blitz. Almost 200,000 copies of a 16-page study guide on *Roots: The Next Generations* were distributed to teachers and educators, giving *Roots II* a major promotion shot in the arm when it premiered Feb. 18. Prime Time School Television, a Chicago-based nonprofit TV study guide distributor, estimates that its materials could reach five million to six million students—a potential 7 rating points alone. PTST, which produced and distributed the materials with financial help from ABC-TV, has a mailing list including 25,000 from the National Council of Social Studies as well as a 55,000-circulation educational magazine insert. Additionally, each ABC affiliate has received at least 100 copies. Also 100,000 National Council of Churches study guides were sent to churches and synagogues, and the Anti-Defamation League-National Association for the Advancement of Colored People version went to 200 newspapers. AP put the first two hours of the script on its wire.

its blistering pace for NBC at 8-8:30 p.m., pulled a 38 share, while ABC's *Makin' It* continued to flounder with a 21. Interestingly, however, ABC picked up at 8:30-9 p.m. with a 30 share from *What's Happening*, while NBC's *Hello, Larry* dropped to a 26. And again it was steadily down hill from there for NBC as *Brothers and Sisters* hit 17 and *Sweepstakes* 15.

Also on Friday, CBS put *The Incredible Hulk* back in the line-up at 8-9 p.m. and pulled an encouraging 31 share. *Dukes of Hazzard* behind it dropped to a 30 and *Dallas* to a 29, still not bad considering the 47-share competition from *Roots*.

ABC's *Delta House* in the Saturday lead-off spot showed no sign of progress, coming in with a 24 share, followed by *Welcome Back Kotter's* 23. *CHiPs* remained the leader for the time period with a 38 share, while CBS's *White Shadow* held to its usual 26. At 9-10 p.m., NBC's *BJ and the Bear* repeated its previous performance, a 29 share, but *Rockford Files* improved to a 30 at 10-11 p.m.

Oak's acorns for pay television

STV operator announces plans for marketing its hardware

Oak Communications Inc., which owns 51% of the nation's largest subscription television franchise, will announce a new STV licensing agreement "to any UHF station in operation and to any persons licensed by the FCC to operate a station," company officials said last week. The offer to provide Oak's STV hardware and technical expertise will be made at the National Association of Broadcasters convention later this month in Dallas.

John Gwin, president of OCI (and a former vice president of Cox Cable Com-

munications Inc.), said the company is offering "turn-key" STV operations to established UHF's as well as to new venturers who may hold a UHF construction permit. Oak will offer its home STV hardware, including an addressable decoding box that automatically guards against theft by rendering itself useless eight minutes after being disconnected from its electrical source. Oak is also offering to build a station from the ground up and install the STV equipment and computers, if necessary.

OCI is the largest stockholder of National Subscription Television, which operates on Oak's KBSC-TV Corona, Calif. (Los Angeles) on channel 52. As of last week NST had 128,000 subscribers in the Los Angeles area. Oak will also operate an STV station in Phoenix, which is expected to begin operations this summer. Future Oak-NST stations are planned for Philadelphia, Chicago, Miami, Dallas-Fort Worth and Minneapolis-St. Paul.

Mr. Gwin said, "We know we're not going to get into every STV market in the country." The licensing arrangement was arrived at, he said, because there "was no reason we shouldn't go on the open market with that product."

He emphasized that OCI would not be offering software for the systems. "We honestly felt not too many people could handle an STV operation," he added, without calling on outside expertise.

Influences of TV violence on boys studied in new book

Report, funded by CBS grant, finds a link between viewing certain violent acts and aggressive adolescent behavior

A distinction between the kinds of TV violence that may tend to increase serious violence by boys and the kinds that don't is drawn in a report on a large-scale London study that is to be published in the U.S. this week ("Closed Circuit," Feb. 26).

The book, "Television Violence and the Adolescent Boy," by William A. Belson of North East London Polytechnic, is based on a study conducted under a \$290,000 grant that CBS made nine years ago. Its central finding, made public in London 17 months ago, is that high exposure to TV violence increases the degree to which boys engage in serious violence (BROADCASTING, Sept. 26, 1977).

Professor Belson makes clear in his 530-page book, however, that the nature and context of TV violence must be taken into account. He found five types that "appear to be more potent in releasing serious violence by boys," They were:

- Violence involving close personal relationships.
- Violence that seems "just thrown in for its own sake."
- Violence that is fictional but pre-

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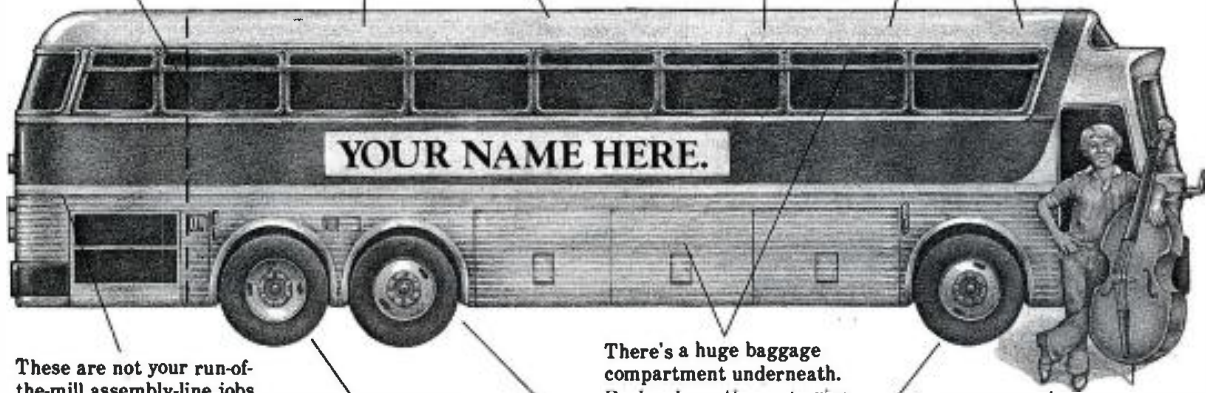
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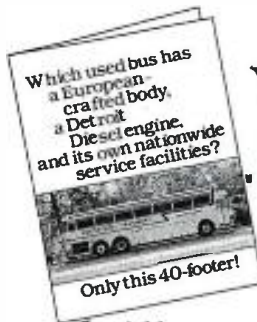
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sented with great realism.

■ Violence presented as being for a good cause, as in the case of "good guys" using violence to overcome violent "bad guys."

■ Westerns of a violent kind.

Professor Belson found little or no support for the theory that four other types of TV violence cause serious violence in young viewers:

■ Violence in sports broadcasts (excluding boxing and wrestling).

■ Violence in cartoons "including Tom and Jerry."

■ Violence in science fiction.

■ Violence in slapstick comedy.

Professor Belson says he found "no meaningful support" for hypotheses that high exposure to TV violence "leads to preoccupation with acts of violence frequently shown on TV," leads boys to feel more willing to commit such acts, "hardens" them, causes them to "see violence as a basic part of human nature" or "to accept violence as a way to solve their problems," or that it lowers their consideration for others or their respect for authority.

Some 1,500 boys ranging from 12 to 17 years of age were enlisted in the study. They filled out questionnaires relating their TV viewing habits over the preceding six months, then responded to questions about individual involvement in 53 kinds of violent acts. A total of 117 TV programs were assigned a violence index by 50 former members of the BBC viewing panel for correlation with the boys' reports on their participation in violent acts. After the data was collected a series of controls was applied and the boys were organized into subgroups of 30 to 50 each for further testing.

CBS officials said last week that little or no research such as this had been conducted when CBS issued its grant in 1970. Since then, they said, a great deal of research has been done, some of which reached results opposed to Professor Belson's.

"I think the tide [of criticism of TV violence] has receded," one CBS official responded. He said that "there's a very large minority now" that doesn't think a real connection between TV violence and real-life violence exists or has been established. In any case, he added, violence is no longer much of a factor in TV.

"Television Violence and the Adolescent Boy" will be published in the U.S. on March 1. It is being published jointly in the U.S. and England by Lexington Books, Lexington, Mass., and Teakfield Ltd., London. List price is \$19.95.

Backing for brokerage

The National Telecommunications and Information Administration last week urged the FCC to postpone adoption of a detailed blueprint concerning time-brokerage arrangements as a means of stimulating minority-oriented programming. Instead, NTIA asked the commission to issue a brief policy statement showing sup-

port for the idea, and favorably consider such arrangements on an ad hoc basis.

In reply comments filed with the commission, NTIA asked for an announcement indicating FCC encouragement of the time-brokerage idea. "In this way, licensees and minorities will be alerted, in straightforward terms, to the possibility of working out such arrangements, and will be encouraged to experiment. If none comes forward, the commission will nevertheless have tried its best, and will have lost nothing," NTIA said.

In addition, NTIA suggested that the commission give some indication of the basic licensee responsibility under such arrangements. It noted that if a licensee has entered into proper contractual arrangements, the commission should be able to look to the minority broker in case there is some violation of FCC rules.

ABC Contemp on top of latest RADAR

Statistical Research Inc., Westfield, N.J., released last week the fall 1978 RADAR reports including estimated radio audiences by individual networks.

The RADAR data show estimates of average quarter hour and weekly comes for persons 12 and older, 6 a.m. to midnight, Monday through Sunday, to cleared programs and commercial exposure. Average audience and come figures respectively are as follows: ABC Contemporary, 2,089,000 and 31,452,000; ABC Information, 1,747,000 and 25,211,000; NBC, 1,729,000 and 30,068,000; Mutual, 1,612,000 and 22,215,000; ABC Entertainment, 1,438,000 and 22,744,000; CBS, 1,410,000 and 27,227,000 and ABC FM, 1,322,000 and 17,177,000.

SRI also reported that 1977 measurements have begun. The sample size remains at 5,000 persons with the sample equally divided between the spring and fall measurements.

RADAR studies are jointly sponsored by the ABC, CBS, Mutual and NBC radio networks. Reports and special tabulations are available on a subscription basis to advertisers and agencies.

Watch that music

A spokesman for the All-Industry Radio Music License Committee said licensing rights to music named in invoices sent to radio stations in the name of Pacific West Management Inc. were claimed, in all the instances the committee has seen, by either the American Society of Composers, Authors and Publishers or Broadcast Music Inc. A check with ASCAP and BMI, a committee spokesman said, indicates "that nothing more than BMI and ASCAP blanket licenses are required if these compositions are broadcast." The spokesman added that "because of the apparently conflicting claims, stations in-

voiced by Pacific West may wish to check specific compositions directly with ASCAP and BMI or through their own legal counsel." The spokesman said the investigation resulted from inquiries from stations that had received notices saying they had played certain works without authorization and offering licenses for \$5 per composition. In a spot check of stations, the spokesman said, the committee found many stations denied having played works for which they were involved.

Spreading the word against gun control

The Citizens Committee for the Right to Keep and Bear Arms is hoping to step up its antigun-control campaign with increased airings of its television documentary *The Gun Grabbers*.

The show debuted in 1978, and was shown on 95 stations in 41 states between November 1978 and January 1979. The line-up for this month includes 30 additional stations.

Citizens Committee spokesman Brad Peterson said citizen response to the show has thus far been "overwhelming," with close to 14,000 favorable letters from viewers. Mr. Peterson said he had received no reservations from broadcasters concerning possible fairness doctrine problems associated with airing the program. The reason, he said, was that antigun material in the media has "far and away" exceeded pro-gun material, according to a study the committee conducted.

Another format fight, this one over Boston C&W

The Boston-based Committee for Community Access has filed with the FCC a petition for reconsideration in the granting of license renewals and transfers of WACQ(AM) and WTK(FM).

Upset over the loss of Boston's only country and western stations, formerly WCOP-AM-FM, which changed their formats to album-oriented rock and adult contemporary, respectively, the committee claimed the renewals should have required an evidentiary hearing. The group said in its petition the FCC had exceeded its powers in granting the applications without a hearing, or even a finding, as to the required public interest considerations.

The FCC last December rejected similar petitions from the committee and transferred control of the stations from Plough Broadcasting Co. to GCC Communications of Boston. In its latest petition, the Committee for Community Access said the loss of country and western music has brought considerable dissatisfaction to Boston listeners. It said that as a result of press coverage concerning its challenge, the group "has received numerous letters and phone calls from people wanting to know how they can help bring country music back to Boston radio."

Insilco to network New Orleans sports

The Insilco Sports Network has been formed as a subsidiary of Broad Street Communications Corp., New Haven, Conn., to handle the radio and television broadcasts of both the professional New Orleans Saints (football) and the New Orleans Jazz (basketball).

Insilco is based in New Orleans. The Saints Radio Network consists of 37 radio stations. The Jazz Network includes radio 10 stations, WGNO-TV New Orleans and Vistar Satellite and Cable Television, which serves systems in 26 states. WGSO(AM) New Orleans, owned by Broad Street, is the radio anchor station of the Insilco Sports Network.

Alvin L. Smith, senior vice president of the Insilco Broadcast Group of Louisiana, has assumed executive responsibility for the operation of ISN. Eastman Radio, New York, has been appointed national sales representatives.

NOW on community service

The National Organization for Women has sided with a number of church groups in suggesting that the FCC implement a new "community service" program category for television producers. (BROADCASTING, Feb. 5). But, in addition, NOW asked the commission to consider riders to the proposal.

Specifically, the group asked that the rulemaking proposal include commercial AM and FM broadcast stations; it requested that those license renewal applications that reflect a lack of community service programming be referred to the full commission for resolution. And it suggested that licensees not be permitted to shift their community service programming responsibilities to the shoulders of non-profit groups.

In its comments, NOW said the institution of the new program category would give community groups greater access to the airwaves, would encourage development of creative programming and would lead to more diverse and responsive programming. NOW also said that nonprofit groups could provide licensees with "invaluable expertise and perspective as well as direct assistance" in the production of community service programming.

Program Briefs

Indian Roots. How to follow *Roots I* and *Roots II*? ABC-TV last week announced deal with *Roots* producers, David Wolper and Stan Margulies, to produce minimum of six-hour program based on new novel, "Hanta Yo" by Ruth Beebe Hill. Book is "multigenerational saga" of two Indian families from late 1700's to 1830's. ABC's vice president in charge of production, Brandon Stoddard, hopes it will "substantially break down Indian stereotypes that have existed for generations." Project is to air in 1980-81 season.

have existed for generations." Project is to air in 1980-81 season.

Ride 'em. Blair Pro-Rodeo Enterprises, newly formed division of John Blair & Co., has completed videotape coverage of its first venture, finals of 10-day spring rodeo competition in Houston. One-hour program has been sold to 79 TV stations for telecasting, starting on Wednesday (March 7). Charter advertisers are Dodge Trucks, Coleman Co., Wrangler Western Wear and Coors.

New team. Telepictures Corp., New York, has formed association with Pasetta Productions, Hollywood, with goal of three one-hour variety specials for first-run syndication as well as new daily strip. Pasetta is veteran of Grammy, Oscar and Emmy shows as well as other prime-time specials.

No go. MCA TV has shelved plans for pro-

posed hour or 90-minute *Toni Tennille Show*. Marketplace was said not to "appear able to financially support" talk vehicle with singer from Captain and Tennille.

Mutual jamboree. In its first musical programming venture in many years, the Mutual Broadcasting Network has picked up WWVA(AM) Wheeling, W.Va.'s *Jamboree U.S.A.* for an hour each week. Some 200 stations were expected to have carried the show when it was launched on Mutual Feb. 23.

ABC spectacular. ABC-TV announced that on-location production has started in Israel for eight-hour miniseries, *Masada*. Based on Ernest Gann's novel, "The Antagonists," epic will depict story of 960 Judeans who, after four-year rebellion, committed suicide rather than be captured and enslaved by Roman legions. George Eckstein, producer of project for Universal

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Read the TV. Round-the-clock TV programming is not an unusual practice in Minneapolis-St. Paul, so the fact that wcco-tv has been broadcasting from 2 a.m. to 6 a.m. since about the first of the year isn't unusual. What is different, however, is what the station broadcasts: commercial-free stock market quotations across the top of the screen, news and sports across the middle and weather at the bottom. In a programming move generally made by cable systems, wcco-tv hooked up to a dedicated telephone line from Reuters and another from the National Weather Service; it also uses its own resources to supplement direct computer feeds.

TV, said budget has been set at \$16 million—same price ABC paid for 14 hours of *Roots: the Next Generations*. He said that despite securing “unprecedented” license fee from network, Universal will probably not turn profit.

Just plain folks. NBC-TV is taking another stab at “reality television”: one-hour magazine-type special pilot called *Real People*, produced by George (*Laugh-In*) Schlatter. Program is to focus on humorous activities of “everyday folks,” with live and taped segments both in studios and on location. Plan is to “raise the American eccentric to his proper place in the public esteem,” according to Mr. Schlatter.

From the bench. ABC-TV announced that six-episode run of *Three's Company* spin-off, *The Ropers*, will begin Tuesday, March 13. Program will air first week immediately after its parent at 9:30-10 p.m. NYT, then move to 10-10:30 p.m. that night for remaining weeks.

Record for CBS Radio. Six stations have become affiliates of CBS Radio, raising total to record high of 280. New affiliates are KYOR(AM) Blythe, Calif.; KVCK(AM) Wolf Point, Mont.; WQRA(FM) Warrenton, Va.; KNCW(AM) Grand Coulee, Wash., and KOJO(AM)-KIOZ(FM) Laramie, Wyo.

Six to ABC Radio. Since first of year, six stations have joined ABC American Contemporary Network as affiliates. They are KBEQ(AM) Kansas City, Mo.; KCBQ(AM) San Diego; WMC-FM Memphis; KROY(AM) Sacramento, Calif.; WNOX(AM) Knoxville, Tenn. and KMGX(AM) Tucson, Ariz.

New to NBC Radio. Joining NBC Radio as affiliates, effective today (March 5), are KWSL(AM) Sioux City, Iowa, and WLNC(AM) Laurinburg, N.C.

WHA playoffs offered. Moon Radio Network has been granted U.S. radio rights to World Hockey League's Avco World Trophy championship playoffs in April and May. It marks second major sports acquisition of Pittsburgh-based radio syndicator, which last fall set up network for Grey Cup, championship game of Canadian Football League. *MRN, 2842 Shady Ave., Pittsburgh 15217; (412) 421-5155.*

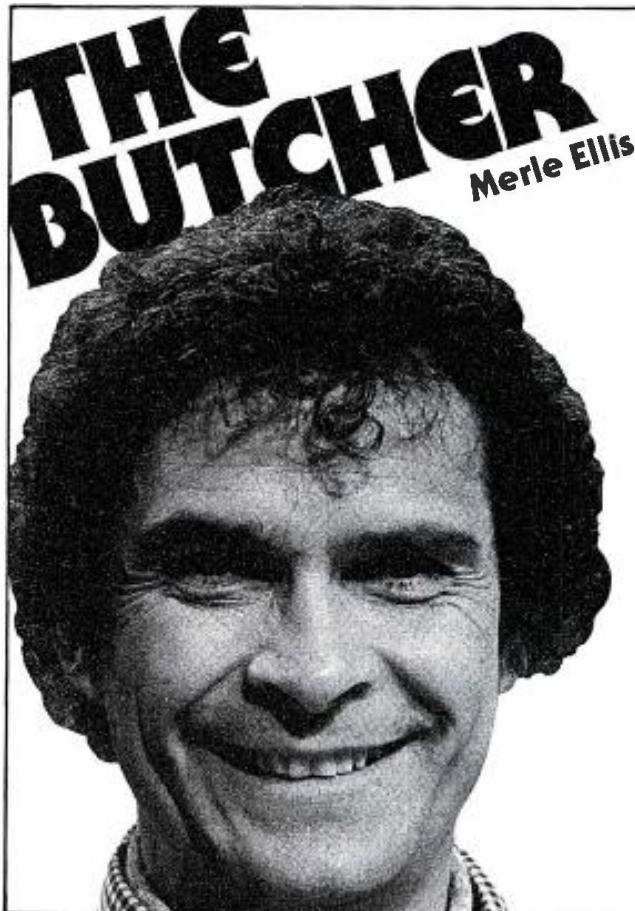
ABC-owned TV's say 'Roots II' was news to them

Stations play down nudges from above, but all were doing spin-off stories on miniseries

News directors for the ABC owned-and-operated TV stations insisted last week that documentaries they aired to “tie in” with *Roots: the Next Generations* (“Closed Circuit,” Feb. 26) were the result of journalistic, not promotional, judgments. But a report on “marketing support plans” for the miniseries obtained by BROADCASTING shows that management of the O&O division at least considered the efforts of the stations' news departments to have been an important contribution to the *Roots* publicity campaign.

The loose-leaf report, prepared by the O&O's creative services staff several weeks in advance of the miniseries' Feb. 18-25 broadcast, details the plans for airing *Roots*-related minidocumentaries on news programs at all five stations, as well as other features on many of their public affairs programs.

A five-part WABC-TV New York docu-



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mentary on "the making of *Roots II*," including interviews with stars of the miniseries, was not only made available to the O&O's, but was also fed to the news departments of all ABC affiliates over the network's daily electronic feed (DEF). And the report specifies that at each O&O station, "the closing copy of the 6 p.m. news—where *Roots: the Next Generations* immediately precedes the late news—will include a statement to the effect that the news will return that evening immediately following *Roots*."

The report lists a "marketing plan" for each station, with the news departments' contributions at the top. For example, for WLS-TV Chicago, it lists a five-part minidocumentary on area black leaders for the late news, in addition to the WABC-TV piece for the early news. For WXYZ-TV Detroit, there is a multipart minidocumentary on prominent ethnic groups, the WABC-TV documentary and an updated version of an earlier report by black correspondent Doris Biscoe, who traced her own roots in a multipart series. At KABC-TV Los Angeles, there was a five-part report on local ethnic groups and a re-edited version of the WABC-TV documentary. At KGO-TV San Francisco, the WABC-TV documentary was also re-edited and used.

Other sections of the report list activities planned for local program tie-ins, promotional spots, advertising, screenings for community leaders, use of scripts and study guides by local newspapers and dis-



Next time, 2017. Television provided some spectacular images last Monday (Feb. 26), of the last total solar eclipse over the continental U.S. until the year 2017. ABC News covered the event live in a half-hour program from 11-11:30 a.m. with Frank Reynolds as anchor in New York and Jules Bergman in Golden-dale, Wash. Ron Miller in Helena, and crew in Portland, Ore. Mont. NBC News supplied live coverage between 11:10 and 11:18 a.m., with Jack Perkins at the Goldendale Observatory and Robert Bazell in Portland. CBS News assigned Terry Drinkwater to Goldendale and Eric Engberg to Portland and their coverage was used in various CBS-TV programs.

tribution of other materials to teachers, principals and religious and community leaders.

Inquiries to individual news directors of several stations brought the unanimous response that the news features on *Roots* were independently conceived and that they were scheduled because of legitimate

news value, usually related to the social relevance of *Roots* and to viewer interest in the program. Paul Jacobus of KGO-TV pointed out that the mayor of San Francisco had declared it "Roots Week" there and that "Black History Month" had been declared nationally. "Nobody in ABC's O&O division or corporate ever encouraged us to do anything," he said.

Roy Polevoy, vice president of creative services for the O&O division, also said most of the documentaries had been in the works long before the marketing plan was assembled. "We did give them [stations] ideas," he said, "but we did not dictate the news. This was their reaction to our suggestion that it would make sense to tie it in if you're going to be using minidocumentaries [for the February sweeps]. That's what they chose to do." Later he said that it was discovered that news directors already had projects planned.

He also said that it was at first suggested that the local anchors and their early evening newscasts urge viewers to watch that night's episode of *Roots*. Station refused to do so, he said, and the statement that the late news would be on immediately following *Roots* was substituted as a compromise. Many other ideas by the O&O division staff were ruled out before being suggested to the stations as being "a step further than we ought to go," he said. Asked if management's suggestions carried significant weight at the station level,

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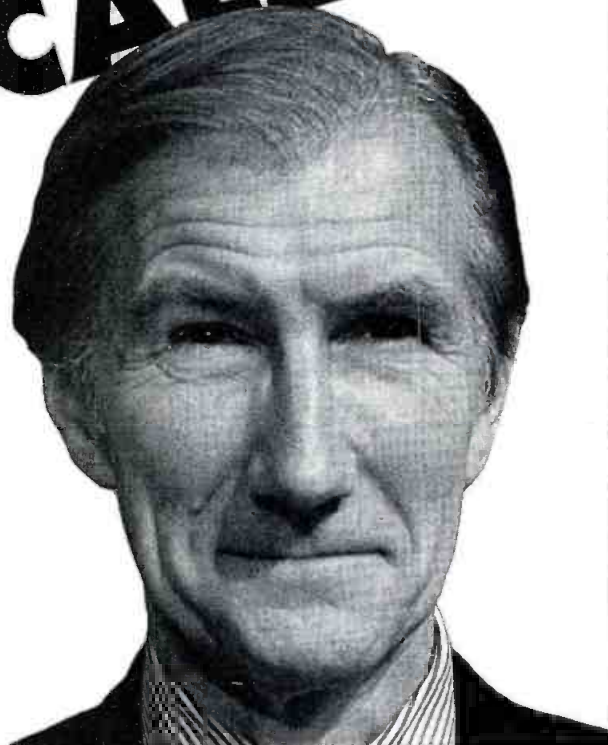
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he said, "I guess being members of the [division] president's staff, we have a certain amount of influence, but our jobs are really to advise."

Checks with the news and O&O divisions of NBC and CBS found no evidence of any tie-ins to *Roots* aired either by the networks or by local stations. Similarly, all the ABC news directors contacted said they knew of no other tie-ins by any stations in their markets—"I would sincerely doubt it," said Bill Fyffe, vice president, news, O&O stations. ABC's network news also did no such features. Mr. Jacobus of KGO-TV said his station had done a series of reports in connection with NBC-TV's *Holocaust*, and WXYZ-TV did one in relation to ABC's *Behind Closed Doors*, according to news director Phil Nye.

Many local newspapers shared the O&Os' judgment that *Roots* was an event of social and historical importance, however, and ran the study guides and portions of the script provided by ABC.

Journalism Briefs

OSU ceremonies. Ohio State University Telecommunication Center will present 42d annual awards for "meritorious achievement in educational, informational and public affairs broadcasting" at banquet March 7 at National Press Club in Washington. Keynote speaker will be Henry Geller, assistant secretary of commerce for communications and information, and awards will be presented by Janet Murrow, member of board of National Public Radio and widow of Edward R. Murrow, Senator John Glenn (D-Ohio), and playwright Jerome Lawrence.

Zamora judge dies. Dade county, Fla., circuit court Judge H. Paul Baker, 51, who presided over "television intoxication" trial of Ronny Zamora two years ago, died of cancer in Miami Dec. 28, 1978. Trial, at which Zamora was found guilty of murder, was televised as part of state's experiment in broadcast coverage. In report on coverage, Judge Baker said: "The court took the position that access to the actual trial proceedings in this pilot program was a major step in the media's favor."

'79 humanities seminars. National Endowment for the Humanities has announced April 16 deadline for applications for its summer humanities seminars for journalists. Program brings journalists together with members of other professions for month of full-time study in seminars directed by critics, historians, philosophers, political scientists and other scholars at selected schools. Four professional seminars are open only to full-time journalists; five interprofessional seminars are offered to journalists and members of other professions outside of teaching. From 12 to 15 persons will attend each seminar, tuition-free and with stipend up to \$1,200 plus travel reimbursement. Information: Professions Programs, Fellowships Division MS-101, National Endowment for Humanities, Washington 20506.

Tide runs in other direction in broadcast-publishing deals

ABC's plans to buy up Chilton point up acquisition trend in which networks are acquiring pring firms, not vice versa

ABC Inc.'s agreement to acquire a major position in the Chilton Co. and commitment to buy all of its outstanding shares (BROADCASTING, Feb. 19) underlines the growing affinity between broadcast network-allied companies and the publishing field.

In the early days of broadcasting it was the newspaper and magazine publishing companies that expanded into radio and then television. Today, although the publishing-to-broadcasting movement has continued, the reverse approach has become more pronounced.

In the wheeling and dealing for Chilton, for example, ABC had to stave off a host of competitors, including CBS Inc. and Capital Cities, which have been making aggressive moves into publishing in recent years.

Dennis Liebowitz, broadcast analyst for Donaldson, Lufkin & Jenrette Inc., New York, observed that for a broadcasting network to diversify and expand today, a logical route is via publishing.

"Generally speaking, networks and many group owners have their full complement of stations," he pointed out. "It makes sense to expand into an allied field, such as publishing, which is often advertising-oriented insofar as magazines are concerned."

ABC has agreed to pay \$86 per share for 265,077 shares of Chilton stock, amounting to about \$23 million for the 44.6% of stock outstanding. It intends to make a tender offer for the remaining public shares at \$86 per share. If consummated, the transaction would amount to more than \$20 million, placing the entire acquisition at more than \$51 million.

Chilton, based in Radnor, Pa., is a publisher of specialty magazines and books and is the latest of a string of such firms ABC has added to its roster. Starting in 1974, ABC established a long-term goal of expanding into the specialty publishing field in both consumer and business areas. Since that time it has bought *Los Angeles High Fidelity* and *Modern Photography* magazines; NLS Publishing Co. and Word Inc. The company also owns a number of farm publications, including *Prairie Farmer*.

ABC Publishing has racked up a history of growing profits since 1975. In that year it showed a profit of slightly more than \$5 million, followed by almost \$5.6 million in

1976 and more than \$7 million in 1977.

Similarly, CBS Inc. has forged ahead in publishing endeavors. Today the CBS/Publishing Group has four divisions, covering educational, consumer, professional and international markets.

CBS's principal holdings in publishing are Holt, Rinehart & Winston, educational publishers, and Fawcett Publications, which CBS acquired in 1977 for about \$50 million.

The contributions of publishing to CBS Inc. are evident from these statistics: operating profits rose from \$4.2 million in 1972 to \$17.6 million in 1975 and \$26.2 million in 1978.

Conspicuously absent from publishing acquisition trend has been the RCA Corp., parent company of NBC. RCA, of course, has owned Random House for many years. In 1977 Random House reported a fifth year of record sales. (Its revenues and profits are not reported by the company since they are listed under "other products and services," including Banquet Foods, Coronet Industries and Oriel Foods Group.) But for 1978 RCA said Random House had attained "the best earnings" in its history.

Prime time hits the bottom line for ABC finances

Records are set in revenues and profits, with broadcasting and publishing big contributors; losing divisions are being unloaded

ABC Inc. reported 1978 net earnings reached a record \$135,575,000, up 23.5% from 1977 levels, on revenues that totaled \$1,783,985,000, also a record, up 16% from the year before.

The earnings included \$2,491,000 from discontinued operations and a \$5,574,000 gain from the sale of ABC Theaters during 1978. Net earnings from continuing operations totaled \$127,510,000, an increase of 19.2%.

"Our excellent financial results stem from the continuing strength of our broadcasting and publishing operations," Chairman Leonard H. Goldenson and President Elton H. Rule said.

"The ABC Television network was once again the world's largest advertising medium; it posted record revenues and profits. Our owned television stations also maintained their pace of record results in the robust television marketplace of 1978. They have long been the most successful group of stations in the industry.

"At ABC Radio, excellent performance from the AM and FM owned-station groups led to record division revenue and profits as well."

Messrs. Goldenson and Rule said the ABC publishing division posted record results but that ABC Records "incurred substantial losses." The records division is being sold to MCA for a price reported

Company	Period/Ended	Revenues	Current and change			Per Share	Year earlier		
			% Change	Net Income	% Change		Revenues	Net Income	Per Share
American Broadcasting Companies Inc.	Year 12/30/78	1,783,985,000	+16.2	135,575,000	+23.5	4.89	1,535,667,000	109,795,000	4.03
Ampex Corp.	9 mo. 1/27	272,675,000	+16.4	18,766,000	+27.3	1.65	234,256,000	14,744,000	1.35
Capital Cities Communications Inc.	Year 12/31/78	367,476,000	+20.0	54,033,000	+16.1	3.80	306,146,000	46,554,000	3.13
CBS Inc.	Year 12/31/78	3,290,052,000	+16.4	198,079,000	+8.8	7.15	2,826,313,000	182,008,000	6.50
The Charter Co.	Year 12/31/78	2,046,330,000	+38.1	23,288,000	+16.7	1.17	1,481,645,000	19,961,000	1.00
Cowles Communications Inc.	Year 12/31/78	14,443,000	+23.2	4,953,000	+23.4	1.25	11,724,000	4,015,000	1.01
Eastman Kodak Co.	Year 12/31/78	7,012,923,000	+17.5	902,284,000	+40.2	5.59	5,966,986,000	643,448,000	3.99
Jefferson-Pilot Corp.	Year 12/31/78	685,528,000	+11.4	88,752,000	+12.3	3.85	615,468,000	79,035,000	3.30
McGraw-Hill Inc.	Year 12/31/78	761,201,000	+15.5	63,661,000	+23.9	2.57	659,024,000	51,392,000	2.08
Meredith Corp.	6 mo. 12/31/78	157,371,000	+14.8	7,614,000	+5.9	5.0	137,039,000	7,188,000	4.0
Ogilvy & Mather	Year 12/31/78	181,674,000	+20.0	12,599,000	+18.1	3.16	151,370,000	10,670,000	2.79
Post Corp.	Year 12/30/78	56,416,000	+45.1	4,152,000	+33.7	2.30	38,875,000	3,106,000	1.74
The Starr Broadcasting Group Inc.	6 mo. 12/31/78	20,573,297	+11.0	1,176,087	+67.9	.76	18,528,955	700,358	.47
Torco Broadcasting Co.	Year 12/31/78	149,747,000	+22.7	19,171,000	+34.3	3.21	122,023,000	14,275,000	2.93
Teleprompter Corp.	Year 12/31/78	146,847,000	+16.6	14,231,000	+49.7	.84	125,985,000	9,509,000	.66
Valtec Corp.	Year 12/31/78	40,700,000	+31.7	1,904,000	+48.8	.47	30,900,000	1,280,000	.35
Warner Communications Inc.	Year 12/31/78	1,309,419,000	+14.5	87,106,000	+23.1	6.11	1,143,792,000	70,766,000	5.30
Zenith Radio Corp.	Year 12/31/78	980,000,000	+1.5	23,300,000	+495.7	1.24	965,600,000	(4,700,000)	(.25)

unofficially to be under \$50 million (BROADCASTING, Feb. 5).

During 1978 the ABC Record and Tape Sales operations were sold, resulting in a loss that the ABC leaders said was about \$13 million. They said they were in the process of selling the Historic Towne of Smithville, "whose losses in 1978 marred an otherwise improved year for our leisure attractions division."

Looking to 1979, Messrs. Goldenson and Rule said that "we expect our broadcasting and publishing units to perform very well. Our television network is maintaining its momentum both in terms of audience and revenue

"Our sports programs remain the most successful of their kind, and we see gratifying progress in news, in our *Good Morning, America* program and in children's programming.

"Our owned television stations are experiencing strong revenue gains the first quarter. We feel confident that 1979 will be another excellent year for ABC."

Earnings per share for 1978 were put at \$4.89 as compared with 1977's \$4.03 (after adjustment for three-for-two stock split in September 1978). Fourth-quarter revenues and earnings also set records for the quarter, ABC reported.

Blair sets record in 1978

John Blair & Co. reported last week that net earnings reached \$10,852,000 in 1978, an 18% increase over 1977, on revenues totaling \$170,597,000, up 20%. Earnings per share reached \$4.42 from 1977's \$3.79.

The Blair broadcasting division—TV and radio station representation operations and WHDH(AM)-WCOZ(FM) Boston—accounted for \$36,843,000 or 21.6% of the company's revenues, as compared with \$30,688,000 or 21.5% in 1977. Biggest revenue contributor was the graphics division: \$133,571,000 or 78.3% of the total. Earnings of the various divisions were not shown.

Blair said net earnings for both 1978 and the fourth quarter set Blair company records for those periods.

Broadcast Technology

Gronouski warns of politics in technical clothing at WARC

The possibility that next fall's World Administrative Radio Conference could fail to increase available short-wave spectrum or, worse, reduce it, could "seriously imperil" the international broadcasting efforts of the U.S. and other Western nations, the chairman of the Board for International Broadcasting said in Munich last week.

Speaking before NATO's Committee on Education, Cultural Affairs and Information, John A. Gronouski said the upcoming 10-week conference "looms as a serious three-way confrontation between East, West and Third World for control of broadcasting frequencies." He warned that the Western interests "must be alert to politically motivated strategies disguised as technical proposals." WARC '79, the first general radio conference in 20 years, will attempt to reallocate much of the electromagnetic spectrum.

Mr. Gronouski, whose board oversees the operations of Radio Free Europe/Radio Liberty Inc., said that the expected Soviet Union WARC position would be not to increase the current short-wave spectrum. "Along with most other countries of the Warsaw Pact, they [the Soviets] have established 'safe havens' for their broadcasting by pre-empting segments of the short-wave spectrum reserved originally for other communication services." (The Soviets have taken diplomatic "reservations" on many issues of international frequency allocation, thus avoiding specific treaty obligations.)

According to Mr. Gronouski, the Soviet Union's decisions to broadcast short-wave on frequencies allocated for other services has allowed it to avoid interference problems suffered by many other international broadcasters. "Obviously," he said, "the Soviets would like to keep these more or less exclusive broadcasting enclaves for

themselves and their allies at WARC '79."

If the Soviet position should prevail at the conference, he said, and if the Third World majority is successful in forcing a redistribution of the present frequencies, "members of the NATO alliance could expect to lose the most."

Mr. Gronouski proposed a three-point "coordinated NATO position" for WARC: conference leadership, the availability of sufficient interference-free frequencies for all countries and identifying NATO interests "with the responsible desires and goals of the Third World nations."

"We cannot hope to achieve our goals at WARC '79, I submit, unless we can gain the support of these nations or, at least, avoid their active opposition," he said.

Look-see sought for MDS

The FCC has been asked to investigate the use of multipoint distribution service frequencies and facilities for the transmission of pay television programming to private homes and apartments.

Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind, a Washington communications law firm, in a letter to FCC Chairman Charles D. Ferris, said this "new development" is having a "substantial effect" on free television, pay television operations of UHF licensees and cable television systems. The law firm represents Blonder-Tongue Laboratories, which designs and franchises over-the-air pay television equipment and owns UHF stations either providing pay service or awaiting commission approval to offer it.

The law firm attached to its letter a copy of a promotional piece from Richmond (Va.) Subscription TV Ltd. which announced the availability of satellite-provided subscription programming for individual homes. Such use of MDS frequencies would be a waste of "valuable spectrum space," given the "growing need" for MDS frequencies for transmission of high-speed computer data and other types of information, the law firm said. It added that "de facto broadcasting" to individual homes is not the kind of service MDS was created to provide.

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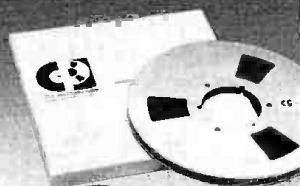
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In Sync

Up and coming in broadcast technology



Have dish, will travel. NBC-TV has used it. So have CBS and ABC. There was a plan—since put on hold—to use it at Mount Sinai for the expected signing of a peace treaty between Israel and Egypt. It was used most recently last week at Goldendale, Wash., one of the prime viewing sites for the solar eclipse. It's a Collins-built 4.5-meter portable

transmitting satellite earth station owned by Western Tele-Communications, a Denver common carrier. The \$400,000 set-up was used by NBC last summer to feed the pictures of President Carter's raft trip down the Snake river. NBC also used the rig last week to feed pictures of the eclipse. The dish and supporting electronic hardware are carried around the country on a truck trailer. The whole assembly can also be transported by airplane. Once a proposed site has been properly frequency co-ordinated to avoid interference with other carriers, setting up of the station can be accomplished in two hours. As a matter of fact, the biggest slowdown with the use of the station occurs not at the site, nor even in Denver where it and Western are based. The real hold-up is at the FCC, which can take up to 10 days to approve each move of the station. (The commission has yet to approve a truly portable earth station, so to accommodate the regulatory mind-set, Western, in effect, applies for a new earth station at each location where the rig is sent. That takes time.) According to Robert Ottmann of Western, they are asking for a "temporary fixed" authorization from the commission, which would make it much easier to move the station about. Charges for the station are based on a three-tier system. The only fixed charge is the \$450 per hour for transmitting. Users are also assessed a "construction" fee based on distance traveled and set up expenses and a "station daily charge" that covers the over-all job-to-job time that the station is in use. □ □ □

Sidebar. Sony Corp. has done an about-face of sorts. The first Japanese electronics company to build its own manufacturing facilities in the U.S. is now exporting U.S.-built Betamax video cassettes to Japan. Cassettes built at Sony's Dothan, Ala., plant have been going to Great Britain and West Germany since last May, and according to Morton Fink, senior vice president, represent "a \$20-million contribution to the U.S.-international trade balance." □ □ □ **Saab story.** Saab Univac, the Sperry Rand Corp. joint venture organization in Scandinavia, has delivered to the Swedish Broadcasting Corp. (Sveriges Radio) a computer the latter is using to expedite the production and lower the costs of making animated films. Employing a Univac 1100/11 computer, SBC uses a technique developed by British animation and data processing specialist, Alan Kitching, to produce, among other things, "smooth, natural motion" in animated figures. The technique, known as ANTICS, begins with a basic drawing being prepared and entered into the computer using a special light pen. An operator can specify a pattern of movements based on key positions, and the computer will automatically create all of the intervening pictures needed to complete the over-all sequence of movements. □ □ □ **Below.** An SBC technician is shown using the computer display.



The Broadcasting Playlist Mar 5

Contemporary

<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
1 1	<i>Do Ya Think I'm Sexy</i> □ Rod Stewart	Warner Bros.
2 2	<i>I Will Survive</i> □ Gloria Gaynor	Polydor
4 3	<i>Tragedy</i> □ Bee Gees	RSO
10 4	<i>Heaven Knows</i> □ Donna Summer	Casablanca
3 5	<i>Fire</i> □ Pointer Sisters	Planet
7 6	<i>Shake Your Groove Thing</i> □ Peaches & Herb	Polydor
5 7	<i>A Little More Love</i> □ Olivia Newton-John	MCA
6 8	<i>YMCA</i> □ Village People	Casablanca
14 9	<i>Le Freak</i> □ Chic	Atlantic
19 10	<i>What You Won't Do For Love</i> □ Bobby Caldwell	Cloud
9 11	<i>Too Much Heaven</i> □ Bee Gees	RSO
22 12	<i>Don't Cry Out Loud</i> □ Melissa Manchester	Arista
12 13	<i>What a Fool Believes</i> □ Doobie Bros.	Warner Bros.
11 14	<i>I Don't Know If It's Right</i> □ Evelyn King	RCA
13 15	<i>Livin' It Up Friday Night</i> □ Bell & James	A&M
16 16	<i>Haven't Stopped Dancin'</i> □ Yet □ Gonzalez	Capitol
20 17	<i>Sultans of Swing</i> □ Dire Straits	Warner Bros.
8 18	<i>Soul Man</i> □ Blues Bros.	Atlantic
29 19	<i>Big Shot</i> □ Billy Joel	Columbia
15 20	<i>Got To Be Real</i> □ Cheryl Lynn	Columbia
24 21	<i>Keep On Dancin'</i> □ Gary's Gang	Columbia
35 22	<i>The Gambler</i> □ Kenny Rogers	United Artists
40 23	<i>Heart of Glass</i> □ Blondie	Chrysalis
23 24	<i>Crazy Love</i> □ Poco	ABC
21 25	<i>Lotta Love</i> □ Nicolette Larson	Warner Bros.
17 26	<i>No Tell Lover</i> □ Chicago	Columbia
30 27	<i>Knock On Wood</i> □ Amil Stewart	Ariola
31 28	<i>Music Box Dancer</i> □ Frank Mills	Polydor
38 29	<i>Every Time I Think of You</i> □ Babys	Chrysalis
33 30	<i>I Just Fall in Love Again</i> □ Anne Murray	Capitol
44 31	<i>Stumblin' In</i> □ Suzi Quatro & Chris Norman	RSO
26 32	<i>Dancin' Shoes</i> □ Nigel Olsson	Bang
18 33	<i>September</i> □ Earth, Wind & Fire	Columbia
36 34	<i>Lady</i> □ Little River Band	Harvest
25 35	<i>Every 1's a Winner</i> □ Hot Chocolate	Infinity
— 36	<i>He's the Greatest Dancer</i> □ Sister Sledge	Cotillion
37 37	<i>Maybe I'm a Fool</i> □ Eddie Money	Columbia
34 38	<i>Forever in Blue Jeans</i> □ Neil Diamond	Columbia
47 39	<i>I Want Your Love</i> □ Chic	Atlantic
43 40	<i>Hold the Line</i> □ Toto	Columbia
42 41	<i>Song on the Radio</i> □ Al Stewart	Arista
28 42	<i>Somewhere in the Night</i> □ Barry Manilow	Arista
48 43	<i>Precious Love</i> □ Bob Welch	Capitol
— 44	<i>Blow Away</i> □ George Harrison	Dark Horse
27 45	<i>Shake It</i> □ Ian Matthews	Mushroom
— 46	<i>Love Ballad</i> □ George Benson	Warner Bros.
45 47	<i>Busting Loose</i> □ Chuck Brown & Soul Searchers	Source
— 48	<i>Roxanne</i> □ The Police	A&M
— 49	<i>Rubber Bisquit</i> □ Blues Bros.	Atlantic
39 50	<i>My Life</i> □ Billy Joel	Columbia

Playback

Sledge hammer. Sister Sledge enters "Playlist" with a bang—and a bolt at 36—with its disco single, *He's the Greatest Dancer* (Cotillion). Jim English of WDRC(AM) Hartford, Conn., says "It broke in the discos and it's big on the R&B's, but it sounds pop. It's not basic disco; it's different. The lyric is there—there's a story to it—and it doesn't have the same, constant beat." **Dancing Chic to Chic.** *I Want Your Love* (Atlantic), Chic's latest single, came on at 47 last week and this week bolts to 39. Programers agree this one is even more mass appeal than *Le Freak* (which held "Playlist's" number one spot for six weeks and remains in the top 10 at nine this week). Barry James of WGBF(AM) Evansville, Ind., says "It's going to be a killer. It's adult *Le Freak*—not teeny bopper. There's more to the lyric. It's a better song, with a lot of hooks." Lou Meyer of WMJZ(FM) Miami concurs: It's not as irritating as *Le Freak* was to some people. It may make a lot of other people interested in the group." **Welsh's winner.** Former Fleetwood Mac member Bob Welsh continues his successful solo efforts with *Precious Love* (Capitol) from the new *Three Hearts* album. The single bolts to 43 this week. Jim Reitz of WTLB(AM) Utica, N.Y., calls it "just so commercial; a typical top 40 record with a lot of good hooks." Jim Golden of WBSR(AM) Pensacola, Fla., calls it "a very hot mix. It's like a Phil Spector production of the mid '60's—there's a big sound to it." **Welcome back, Harrison.** George Harrison returns to "Playlist" after a long absence with *Blow Away* (Dark Horse). The single comes on at 44 and Bill Thomas of WRVO(FM) Richmond, Va., calls it "a sing-along song. It's happy and simple, which makes it a good programming record."

Country

<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
1 1	<i>Golden Tears</i> □ Dave and Sugar	RCA
17 2	<i>If I Could Write a Song . . .</i> □ Billy Craddock	Capitol
21 3	<i>I Just Fall in Love Again</i> □ Anne Murray	Capitol
22 4	<i>Send Me Down to Tucson</i> □ Mel Tillis	MCA
4 5	<i>Back On My Mind</i> □ Ronnie Milsap	RCA
15 6	<i>I Had a Lovely Time</i> □ Kendalls	Ovation
3 7	<i>Tonight She's Gonna Love Me</i> □ Razy Bailey	RCA
11 8	<i>I'll Wake You Up When I Get Home</i> □ Charlie Rich	Elektra
2 9	<i>Every Which Way But Loose</i> □ Eddie Rabbitt	Elektra
8 10	<i>I Just Can't Stay Married to You</i> □ Cristy Lane	LS
9 11	<i>If Everyone Had Someone Like You</i> □ Eddy Arnold	RCA
7 12	<i>Happy Together</i> □ T.G. Sheppard	Warner/Curb
10 13	<i>Whiskey River</i> □ Willie Nelson	Columbia
5 14	<i>Why Have You Left</i> □ Crystal Gayle	United Artists
6 15	<i>Come On In</i> □ Oak Ridge Boys	ABC
16 16	<i>Somebody Special</i> □ Donna Fargo	Warner Bros.
— 17	<i>My Heart Has a Mind . . .</i> □ Debby Boone	Warner/Curb
19 18	<i>Alibis</i> □ Johnny Rodriguez	Mercury
— 19	<i>Still a Woman</i> □ Margo Smith	Warner Bros.
— 20	<i>Fall In Love With Me Tonight</i> □ Randy Barlow	Republic
14 21	<i>Everlasting Love</i> □ Narvel Felts	ABC
18 22	<i>I Really Got the Feeling</i> □ Dolly Parton	RCA
23 23	<i>Son of Clayton Delaney</i> □ Tom T. Hall	RCA
— 24	<i>Baby I'm Burnin'</i> □ Dolly Parton	RCA
25 25	<i>Your Love Had Taken Me That High</i> □ C. Twitty	MCA

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

Fates & Fortunes[®]

Media

William J. Poorvu, treasurer of Boston Broadcasters Inc., licensee of WCVB-TV Boston, named to additional post of vice chairman.

Robert I. Mart, station manager, KTVU(TV) San Francisco (Oakland, Calif.), assumes additional responsibility for operation of station.

John Russell Snee, VP-station manager and air personality, KDAL(AM) Duluth, Minn., named general manager. He is also assistant secretary of KDAL Inc., licensee of station.

Michael T. Burns, sales manager, WXLW(AM) Indianapolis, joins WAAC(AM) Terre Haute, Ind., as VP-general manager.

Robert L. Rice, VP-general manager, WFBC-AM-FM Greenville, S.C., joins WGAC(AM) Augusta, Ga., as general manager.

Dal Stallard, general manager, KAAA(AM)-KXXX(FM) Kingman, Ariz., elected VP of licensee, Sun Mountain Broadcasting.

John Dorkin, assistant program director, WXYZ-TV Detroit, joins KXTV(TV) Sacramento, Calif., as director of broadcast operations.

John L. Greene Jr., station operations man-

ager, WRAL-TV Raleigh, N.C., named station manager.



Walsh

Robert S. Walsh, VP and general manager of NBC-owned WMAQ-TV Chicago, named executive VP of NBC Television Stations Division, New York, succeeding Arthur Watson, who was named executive VP, NBC-TV, earlier this month (BROADCASTING, Feb. 19).

Daniel A. Fiorillo, chief engineer, WGY(AM)-WGFM(FM)-WRGB(TV) Schenectady, N.Y., named operations manager of co-owned KOA-TV Denver.



Resing

George E. Resing Jr., VP-general manager, Group W's KPDX(TV) San Francisco, named senior VP of Group W. **Pat Polillo**, VP of television news operations for Group W, New York, succeeds Mr. Resing. **Arthur H. Kern**, assistant general manager of Group W's KYW-TV Philadelphia, appointed VP-general

manager of co-owned WJZ-TV Baltimore. He succeeds **Stephen Seymour**, who has been acting



Polillo



Kern

general manager since January (BROADCASTING, Feb. 5). Mr. Seymour resumes his duties as VP-television sales for Group W in New York.

Broadcast Advertising



Tausch

William J. Tausch, senior VP-management supervisor on big car segment of car advertising, Campbell-Ewald Co., Detroit, appointed executive VP and director of Chevrolet account. He succeeds Paul L. John, who was named president of Campbell-Ewald (BROADCASTING, Feb. 26). **Anthony J. Hopp**,

VP-broadcast advertising, small car market segment of Chevrolet account, named senior VP-associate management supervisor on Chevrolet account, big car segment. **Martin F. West**, VP-account executive in truck merchandising for Chevrolet, named senior VP-associate management supervisor, Chevrolet trucks.

Jim Weir, VP and head of television production, Ogilvy & Mather, Los Angeles, named director of program services.

John J. Mulholland, VP-account supervisor, Marsteller, New York, joins McCaffrey and McCall there as VP-account supervisor on ABC News account.

Jamie Darder, principal and treasurer in Darder Associates Ltd., joins Cunningham & Walsh, New York, as account executive.

Len Alaria and **Christopher Shorten**, associate creative directors, **William McEwen**, research director, and **Michael Walsh**, account supervisor, D'Arcy/San Francisco, part of international group of D'Arcy-MacManus & Masius, named VP's. **William Brøneman**, media supervisor, Kenyon & Eckhardt, joins DM&M, Bloomfield Hills (Detroit), Mich., as associate media director.

Walter Hampton, copy supervisor, Doyle Dane Bernbach, New York, elected VP.

Nancy Posternak, associate research director, Grey Advertising, New York, named VP.

Ellen Perless, VP-creative supervisor, Young

"She knows the talent better than anyone in the business."

She's Sherlee Barish.
And television news people are her specialty.
Call her.

Broadcast Personnel, Inc.
527 Madison Avenue, NYC 10022
(212) 355-2672

* The Wall Street Journal, 1977

Parting company. David Tebet, the man credited with keeping Johnny Carson and dozens of other stars happy at NBC-TV, has announced his resignation from the company effective the end of March.

Mr. Tebet, whose title is senior vice president, had also resigned his post last March to head a new television production arm being formed by Joseph E. Levine Presents Inc. That deal fell through, and he remained with NBC. He told BROADCASTING last week he is now considering two offers, both in television and motion pictures, and that he would announce his plans shortly.

Mr. Tebet termed his separation with the network an amicable one, calling a report that it was otherwise "an outrageous lie." Of his 22-year tenure at NBC, he said "that's really long enough to be anywhere. I want to take it a little easier and do something more rewarding to me." NBC Entertainment President Mike Weinblatt called Mr. Tebet "a legend in his time" and commented, "We will always be indebted to him for his ability to handle the sensitive and vitally important areas of talent acquisition and development and for his tireless efforts on behalf of NBC."

& Rubicam, New York, named associate creative director.

Bill Budde, VP-art group head, Gardner Advertising, St. Louis, and **Dennis Stevens**, from Seigle Rolfs & Wood, Honolulu, join Needham, Harper & Steers, Chicago, as creative supervisors.

Bruce Goldman, copy group head, Marsteller, New York, named associate creative director.

Janice Villegas, account coordinator, Reid Advertising, Newport Beach, Calif., named media buyer.

Rex Wilson, senior designer, ABC, New York, joins Cavalieri Kleier Pearlman there as design director.



Brackeen

Edith Brackeen, national sales manager, WPTV(TV) West Palm Beach, Fla., named general sales manager. **Alan Frank**, local sales manager, named national sales manager. **Donald Brown**, from WEAT-AM-FM there, joins WPTV as local sales manager.

Steven L. Harris, from KWYZ(AM) Denver,

joins KOA-TV there as sales manager. **Gwen M. Coleman** and **Jay A. Rabin**, both from KWGN-TV Denver, join sales staff of KOA-TV.

Michael Lambert, director of programing, Petry Television, New York, appointed VP. **Wendy Phillips**, with Petry in various capacities, named assistant to director of programing.



Lambert



Leslie

William D. Leslie, with H-R Television in Chicago, named VP-Chicago manager.

Mark M. Goldman, VP-treasurer, Air Time Inc., New York, named executive VP and treasurer.

James L. Miller, manager of RKO General's representative office in Los Angeles, joins Blair Television there on ABC and CBS independent stations sales team. **Stephen K. Brooks**, on special research assignments in Blair's New York office, joins Blair's Jacksonville, Fla., sales staff.

Nick Trialonas, account executive, H-R Television, New York, joins Katz Television Continental, Silver team, New York.

Charles Verell, national sales manager of Christian Broadcasting Network's WXNE-TV Boston, and New England representative for CBN's Spot Sales group, appointed general manager of CBN Spot Sales, Virginia Beach, Va.

Bonnie Press, in sales for The Christal Radio Networks, New York, named sales manager.

Charles Dropkin, former head of Atlanta office of Bolton Broadcasting, joins HR Television's sales team there.

Laurie Hollander, sales assistant, Avery-Knodel Northwest, Portland, Ore., named account executive.

David Kaufman, account executive in Chicago office of Petry Television, moves to Petry's New York office. **Jack Foley**, from Petry's sales training program in New York, named account executive in Chicago office.

Mark Goldschmidt, account executive, H-R Television, New York, joins Metro TV Sales there in same capacity.

Bob Klein, account executive, WXYZ-TV Detroit, and **Owen Johnson**, account execu-

tive, Blair Television, San Francisco, join ABC-TV Spot Sales in Detroit as account executives.

Jane Engel, media negotiator for Mediators, buying service in New York, joins Bernard Howard & Co. there as account executive.

Alan H. Buckman, account executive, Westinghouse Broadcasting's Television Advertising Representatives, New York, joins co-owned WJZ-TV Baltimore as sales manager. He succeeds Daniel Lawlor, who was named sales manager of TVAR Chicago office (BROADCASTING, Feb. 12). **Nick Marnell**, account executive, co-owned Radio Advertising Representatives, New York, joins KYW(AM) Philadelphia, also owned by Westinghouse, as sales manager.

New officers, San Francisco chapter of Station

WOULD CONSISTENT CONTROL OF YOUR FORMAT RAISE YOUR RATINGS? DO YOU NOW SUFFER FROM LOST SPOTS, FORMAT ERRORS OR DEAD AIR? DOES YOUR TALENT NEED MORE TIME TO BE CREATIVE?



Harris 9000 Program Control with Multi-File™ Program Memory is the answer.

Multi-File™ Program Memory provides:

- Independent files for music, news, commercials—No chance of lost events
- Easiest system to learn—Eliminates operator errors
- Efficient entry of information saves time
- Self-checking rejects "phantom" or non-ready sources—Dead air is virtually eliminated

Need more information on the Harris 9000 Program Control, the system most copied by others, contact your local Harris representative or Mark Hutchins, Harris Corporation, Broadcast Products Division, Quincy, IL, 62301; (217) 222-8200.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

Ask for Demo - NAB Convention - March 25-28.

Representatives Association: **Paul Sacks**, Petry, president; **Bill Wexelblatt**, Harrington, Righter & Parsons, secretary, and **John Ryan**, Blair Television, treasurer.

Geoffrey Rose, account executive, Petry Television, New York, joins WVIT-TV New Britain-Hartford, Conn., as sales manager.

Arthur E. Mann, account executive, KOKX(AM) Keokuk, Iowa, appointed general sales manager.

Eva Gibson, account executive, WSGN(AM) Birmingham, Ala., named local sales manager.

Sally Hanke, from U.S. Olympic Committee in Boston, and **Bob McKay Jr.**, from WRKO(AM) Boston, join WXNE-TV there as account executives.

Chris Wegman, general manager, WWIW(AM) New Orleans, joins WDSU-TV there as account executive.

Ray Mineo, VP-general manager, KTLK(AM) Denver, and **James Jorgensen**, account executive, KLIR-FM Denver, join KWGN-TV there as account executives.

Jimmie Sue Baise, account executive, Dulaney Advertising, Louisville, Ky., joins WAVE-TV there as account representative.

Richard J. Hayes, national sales manager, WTLV(TV) Jacksonville, Fla., joins WANE-TV Fort Wayne, Ind., in same capacity.

Miriam Lopez, assistant director, research, Major Market Radio Representatives, New York, joins WOR(AM) New York as research manager.

Robert Friedman, operations manager, WVOT(AM)-WXYY(FM) Wilson, N.C., joins WRAL-TV Raleigh, N.C., as marketing specialist.

Charlton Smith, salesman with WBZ(AM) Boston, joins local sales staff of WRKO(AM) Boston.

Gil Guglielmi, producer, KABC(AM) Los Angeles, named direct response marketing counselor.

John Hendricks, research director, WXYZ(AM) Detroit, named account executive. **Deborah L. Curtis**, traffic manager, and **Richard Duerston**, from WVOY(AM) Charlevoix, Mich., named retail account executives, WXYZ.

Candace Poetmann, account executive, *The Daily Herald*, Pittsburgh, and **James McClintock**, account executive, WWWJ(FM) Johnstown, Ohio, join WWSW(AM) Pittsburgh as account executives.

Joby Jones, retail market development manager, WTEN(TV) Albany, N.Y., joins WBZ-TV Boston as market development manager.

Bill Satterfield, public relations coordinator for Tennessee Community Services Administration, Nashville, joins WRET-TV Charlotte, N.C., as account executive.

Judy Dalton, media buyer, Prince McNabb Advertising, Asheville, N.C., joins WSPA-TV Spartanburg, S.C., as account executive.

Samuel Beasley Jr., account executive and field merchandiser, Warner/Elektra/Atlantic Record Corp., joins sales staff of WFBR(AM)-WBKZ(FM) Baltimore.

Charlene Knox, from sales department of *Algona (Iowa) Reminder*, joins KRNA(FM) Iowa City as account executive.

Howard Anderson, account executive, WOWT(TV) Omaha, named exclusive regional sales representative for Nebraska Hometown Radio Group, based in Omaha. **Red Abels**, sales manager, Nebraska Hometown group, joins KLMA(AM) Lincoln, Neb., as regional sales representative.

David Frankel, account executive, WPRO-AM-FM Providence, R.I., joins WFAS(AM) White Plains, N.Y., in same capacity. **Marjory Civil**, graduate, Villanova University, Philadelphia, joins sales staff of WFAS and co-owned WWYD(FM) there.

Mark M. Cember, play-by-play announcer, WARE(AM) Ware, Mass., joins WKXR-AM-FM Exeter, N.H., as announcer and salesman.

Melinda Fitzgerald, advertising manager, *Havelock (N.C.) Progress*, joins WCPQ(AM)-WMSQ(FM) Havelock as account executive.

Helen Jackson, sales service director, WITN-TV Washington, N.C., named national sales service director.

Linda A. Dewey, continuity director, WNPV(AM) Lansdale, Pa., named assistant to sales manager.

Carolyn Myers, marketing consultant, Poin-dexter Associates, Wichita, Kan., joins non-commercial KPTS(TV) Hutchinson, Kan., as research coordinator.

Programming

Jack Markham, manager of Fisher-Harrison Studios, High Point, N.C., joins WRAL-TV Raleigh, N.C., as production manager. **Bill Brown**, manager of promotion and graphic arts, named executive producer.

Marc A. Smith, producer, WDBO-TV Orlando, Fla., joins WHAS-TV Louisville, Ky., as director.

Barney Keep, morning disk jockey on KEX(AM) Portland, Ore., for 35 years, retired Feb. 14.

Wayne Miller, production technician, WSAU-TV Wausau, Wis., named film director.

Keith Newman, closed circuit television production and operations assistant with Ohio University Telecommunications Center, Athens, named producer-director for non-commercial WOUB-TV there. **Rick Dreeves**, from WRUP-AM-FM Gainesville, Fla., joins non-commercial WOUB-AM-FM Athens as program coordinator.

Ann Santen, host of music programs on non-commercial WGUC(FM) Cincinnati, named director of music unit.

Mauro Sardi, VP-administration and controller, Lin Broadcasting Corp., New York, joins United Artists there as VP-finance.

Gary Lico, director of program marketing, SFM Media Service Corp., New York, joins TVS Television Network there as manager of program sales.

Scott Kenyon, program director, KIMN-FM Denver, joins sales staff of broadcast division of Tuesday Productions, San Diego.

Teri Wernicke, in sales for Metromedia Television, Los Angeles, joins sales department of Audio Stimulation, Hollywood, radio syndication firm.

News and Public Affairs



Vance

Bill Vance, news director, WBNS-TV Columbus, Ohio, appointed news director of KXAS-TV Fort Worth.

Jack L. Gillum, from sales department of KKFM(FM) Colorado Springs, joins KRDO-AM-FM there as news director.

Ray Gandolf, writer, CBS News, New York, named correspondent

on *Morning* broadcasts.

Bill Rees, reporter and anchor, WAST(TV) Albany, N.Y., joins news team of KPLR-TV St. Louis.

Carol Cookerly, desk assistant, ABC, Washington, joins WFMV-TV Greensboro, N.C., as High Point, N.C., correspondent.

Beth Rawles, community affairs director, WVIT(TV) New Britain, Conn., named public affairs director.

Jeff Beauchamp, reporter, WBAL(AM) Baltimore, named news director. **Galen Fromme**, newscaster, retires after 40 years with station. Mr. Fromme had also served as news director during his career at WBAL. **Joe Walsh**, administrative head of news, succeeds Mr. Fromme as morning drive newscaster.

Promotion and PR

Sharri Shaw, director of advertising and promotion, KSAT-TV San Antonio, elected chairman of ABC Television Network's Promotion Advisory Board. **Jim Ellis**, promotion manager of WKRC-TV Cincinnati, appointed vice chairman and **Rosalie Sayyah**, promotion manager, KOMO-TV Seattle, secretary. Two new members elevated to board: **Will Mebane**, promotion manager, WKBW-TV Buffalo, N.Y., and **Sally Mandeville**, promotion manager, WHSV-TV Harrisonburg, Va.

Ann Finucane, information services manager, WBZ-TV Boston, promoted to creative services director. **Jolen Schmauss**, producer, KFMB-TV San Diego, joins WBZ-TV as audience promotion manager.

Don Willis, commercial producer-director, KIII(TV) Corpus Christi, Tex., joins WJAR-TV Providence, R.I., as creative services director.

Joyce A. Schwarz, account supervisor, Foote, Cone & Belding Public Relations, San Francisco, joins Hofer-Amidei Associates Public Relations there in same capacity.

Carolyn Smith, from Kiley, Miller & Bain Advertising, Indianapolis, joins noncommercial KOSU-FM Stillwater, Okla., as development director.

Montie R. Blackman, director of resource development and public relations, Christian Action Ministry, joins WLS-TV Chicago as publicist.

Diane Tasis, creative services director, WTLV(TV) Jacksonville, Fla., joins WXIA-TV Atlanta as general promotion manager. **David LaFontaine**, promotion assistant, WXIA-TV, named news promotion manager.



**NTA's BEST OF
JOHN
WAYNE
47 GREAT FEATURES**

Charles Andrew, promotion manager, KHOU-TV Houston, joins WTSP-TV Tampa-St. Petersburg, Fla., in same capacity.

Yvonne A. Nichie, account supervisor, Ketchum, MacLeod & Grove Public Relations, Pittsburgh, named VP.

Cable

Kevin P. Barry, director of marketing, Merrill Cable Equipment Corp., Phoenix, named president and general manager.

Richard Hancock, with GTE in Ontario, Canada, named national sales manager in Canada for company's Sylvania cable TV equipment and installation operation.

Broadcast Technology

Gordon W. Bricker, manager, consumer electronics division, RCA, Indianapolis, named staff vice president, Selectavision video-disk programming operations, RCA, New York.

James Abercrombie, chief engineer, WGAC(AM) Augusta, Ga., named group chief engineer for parent company, Beasley Broadcast Group, responsible for group's 12 radio stations.

Fay Davis, with GTE Lenkurt in San Carlos, Calif., named sales coordinator of district sales office.

Sidney Wolin, manager of applications engineering, RHG Electronics Laboratory, Deer Park, N.Y., named sales manager. **Martin Markson**, sales engineer, named advertising manager.

Francis A. Fedorko, plant manager of

Sylvania's cable television operation in El Paso, named program manager for GTE circuit module operation, Muncy, Pa.

Raymond R. Morin, marketing administrator for instrument rental at General Electric's Instrumentation and Communication Equipment Service, Schenectady, N.Y., joins Leasametric, supplier of rental and leased electronics equipment, Foster City, Calif., as manager of operations. **Daniel F. Ridings**, with parent company of Leasametric, Trans Union Corp., Chicago, named national sales manager, Leasametric.

Allied Fields

Paul Rule, project manager, research, Arbitron, Beltsville, Md., named manager, research.

Jhan Hiber, director of marketing and research, CKLW-AM-FM Windsor, Ont. (Detroit), forms radio consulting firm of Hiber & Hart in Detroit. Mr. Hiber will serve as president.

Deaths

F. Parker Hoy, 52, president of Hoy Communications Corp., licensee of WIDE-AM-FM Biddeford, Me., died of heart attack on his way to work Feb. 20. Mr. Hoy was also president of Lewiston-Auburn Broadcasting Corp., licensee of WLAM(AM) Lewiston, Me., until it was sold in 1975. WLAM was co-founded by Mr. Hoy and his father, Frank S. Hoy, who is retired and lives in Lewiston. F. Parker Hoy had also been president of Maine Association of Broadcasters. Besides his father, survivors include his wife, Caroline, two daughters, and one son, Frank M. Hoy, who is acting president of Hoy Com-

munications.

Bill Berry, 62, co-host of *Sunrise* program on WFTV(TV) Orlando, Fla., died of cancer Feb. 3 at Winter Park hospital in Winter Park, Fla. Mr. Berry began his broadcasting career in 1945 at WSPB-AM-FM Sarasota, Fla., as announcer. He also worked for WHOO-AM-FM and WDBO-AM-FM, both in Orlando. In 1971, he formed his own advertising agency, Bill Berry Associates. He joined WFTV in April 1978 on *Sunrise*. Survivors include his wife, four daughters and two sons.

David H. Mynatt, 46, news director of American Forces Network, Europe, Frankfurt, Germany, died of cancer Feb. 15 at his home in Boca Raton, Fla. He joined American Forces Network in 1961 and had been news director since 1965. Survivors include his wife, Ilse, and two sons.

Thomas J. Brophy, 71, producer of educational television programs, including at one time CBS's *Sunrise Semester*, died Feb. 22 in his New York home after short illness. Mr. Brophy was also director of New York University office of radio and television until his retirement in 1972. There are no survivors.

Pamela Lackner Edie, 34, host of cooking program on noncommercial WAMU-FM Washington, was found dead Feb. 23 in her Washington home. Police reported her death was caused by stab wounds. She had hosted program since November 1978. Survivors include her husband, John A. Edie, and two children by her first marriage.

Margaret Caverly Hamilton, 65, wife of William Thomas Hamilton, executive VP of WNDU-AM-FM-TV South Bend, Ind., died Feb. 19 of arteriosclerosis. Survivors, besides her husband, include four children.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by FCC during the period Feb. 20 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.

Ownership Changes

Applications

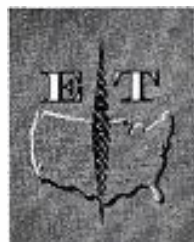
■ WAOV-AM-FM Vincennes, Ind. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 2.8 kw)—Seeks assignment of license from Vincennes Sun Co. to Green Construction Co. for \$900,000. Seller is owned by Howard N. Greenlee, who is retiring. He has no other broadcast interests. Buyer, owned by Robert E. Greenlee and headquartered in Oaktown, Ind., is primarily engaged in general construction and operation of hotels. It has no other broadcast interests. Ann. Jan. 15.

■ KXFM(FM) Santa Maria, Calif. (99.1 mhz, 1.8 kw)—Seeks assignment of license from Tepusquet Rolling Rock Co. to KXFM Broadcasting Inc. for \$400,000. Seller is owned by Paul Hallack who has no other broadcast interests. Buyer is principally owned by James H. Ranger and his wife, Betty (90% held jointly). Rangers own KUHL(AM) Santa Maria and are part owners of KCOX-TV there. They also own equipment and property rental company there. Ann. Feb. 16.

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TWO HUNDRED AND
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IN 1979-80**

IN PRODUCTION

THE NEWLYWED GAME
Monday-Friday Strip
in over 130 Markets
(Over 90% in Access Time Periods)

THE DATING GAME
Monday-Friday Strip
in over 100 Markets
(Over 90% in Access Time Periods)

THE \$1.98 BEAUTY SHOW
Access Weekly

THREE'S A CROWD
Monday-Friday Strip
in over 75 Markets
(Over 90% in Access Time Periods)

THE GONG SHOW (Re-runs)
Monday-Friday Strip

THE GONG SHOW
Access Twice Weekly

THREE'S A CROWD
Access Weekly

IN DEVELOPMENT

THE GONG SHOW MOVIE
Robert Downey, Director
Written by Robert Downey and Chuck Barris
For Theatrical Release

HOW'S YOUR MOTHER-IN-LAW
Starring Pat McCormick
For Television

CHUCK BARRIS HOUR TALKSHOW
For Television

DOLLAR A SECOND
For Television

THE DIVORCE GAME
For Television

Call Letters

Applications

Call	Sought by
KJOP	New AM's Goodwill Broadcasting Co., Lemoore, Calif.
KLEH	Louise E. Hamlin, Anamosa, Iowa
KRZJ	KRZJ Broadcasters, Beloit, Kan.
WLSN	S&W Enterprises, Lebanon, Tenn.
	New FM's
*KMAH	Menlo Atherton High School, Atherton, Calif.
WDDO	Timberland Communications Inc., Adel, Ga.
KWBJ	Blue Mountain Broadcasting Co., Payette, Idaho
WLSK	Lebanon Springfield Broadcasting Co., Lebanon, Ky.
KAYO	Valkyrie Broadcasting Inc., Warsaw, Mo.
WQNS	Waynesville Broadcasting Co., Waynesville, N.C.
KTLR-FM	Terrell Radio, Terrell, Tex.
WUVA	WUVA Inc., Charlottesville, Va.

Existing AM's

KEKA	KHUM Eureka, Calif.
KMIA	KXES Salinas, Calif.
KOLM	KKEE Rochester, Minn.
KNDN	KWYK Farmington, N.M.
WNIS	WHNE Portsmouth, Va.

Existing FM's

KDIS	KRE-FM Berkeley, Calif.
KROY-FM	KROI Sacramento, Calif.
WKZ	WXLI-FM Dublin, Ga.
WXXO	WFRL-FM Freeport, Ill.
WHLB-FM	WIRN Virginia, Minn.
KBLR-FM	KLTB Bolivar, Mo.
WMWV	WBNC-FM Conway, N.H.
KLLB	KYTE-FM Portland, Ore.
WZLT	WDXL-FM Lexington, Tenn.
WXJY	WZMF Menomonee Falls, Wis.

Existing TV's

KPNX-TV	KTAR-TV Mesa, Ariz.
KSDT	KSD-TV St. Louis.
WTOV-TV	WSTV-TV Steubenville, Ohio
WLUZ-TV	WRIK-TV Ponce, PR.

Grants

Call	Assigned to
	New AM's
WTXN	East Alabama Broadcasting Co., Lafayette, Ala.
KBBI	Kachemak Bay Broadcasters Inc., Homer, Alaska
	New FM's
WJBB-FM	Haleyville Broadcasting Co., Haleyville, Ala.
KCMR	TLC Broadcasting Corp., Mason City, Iowa
*WRKF	Public Radio Inc., Baton Rouge
*WWAS	Williamsport Area Community College, Williamsport, Pa.
	New TV
KFHC-TV	Christian Broadcasting Co. of Oklahoma, Oklahoma City
	Existing AM's
WFXI	WHAN Haines City, Fla.
WEEF	WOVQ Highland Park-Deerfield, Ill.
WDXR	WPAD Paducah, Ky.
WPAD	WDXR Paducah, Ky.
WRDC	WDSK Cleveland, Miss.
KESY	KOOO Omaha, Neb.
	Existing FM's
KAYZ	KEZU El Dorado, Ark.
KREO	KJHP Healdsburg, Calif.
KEWE	KFAM Oroville, Calif.
WOLM-FM	WCCF-FM Punta Gorda, Fla.
WTRW	WLRO Whitehall, Mich.
WOAZ	WDLT Cleveland, Miss.
KESY-FM	KOOO-FM Omaha, Neb.
WVOR-FM	WVOR Rochester, N.Y.
WPCT	WTHJ Lobelville, Tenn.
WLUM-FM	WAWA-FM Milwaukee

KUOA(AM)-KMCK(FM) Siloam Springs, Ark., and KGER(AM) Long Beach, Calif. Ann. Feb. 23.

■ WMTD(AM) Hinton, W.Va. (1380 khz, 1 kw-D)—Seeks transfer of control of Bluestone Broadcasters Inc. from David B. Jordan (64.34% before; none after) to Lonnie R. Mullins (35.66% before; 100% after). Consideration: \$90,075. Principals: Mr. Jordan also owns 25% of WNRG(AM)-WMJD(FM) Grundy, Va.; 75% of WDTM(AM) Selmer, Tenn., and 85% of WJPJ(AM) Huntingdon, Tenn. Mr. Mullins has been general manager and minority owner of station since 1964. He is also 25% owner of WDTM(AM) Selmer and 24% owner of real estate company in Hinton. Ann. Feb. 23.

Actions

■ KBFS(AM) Belle Fourche, S.D. (AM: 1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Joseph F. Kopp to Plumier Broadcasting Inc. for \$200,000. Seller has no other broadcast interests. Buyer is owned by Mark Plumier (25%), Dee Ann Plumier (25.01%) and June Plumier (49.99%). June is mother of Mark who is married to Dee. Mark is salesman at KACI(AM) The Dalles, Ore. Dee is teacher at day care center and June is owner of truck stop in Belle Fourche (BAL781114EB). Action Jan. 10.

■ WRDN-AM-FM Durand, Wis. (AM: 1430 khz, 1 kw-D; FM: 95.9 mhz, 930 w)—Broadcast Bureau granted transfer of positive control of WRDN Inc. from Steven Noetzel and C. Stanley McMahon to Richard H. Darby for \$16,150 (BTC781117EG, BTCH781117EH). Action Jan. 11.

Facilities Changes

AM Applications

■ KRUX(AM) Glendale, Ariz.—Seeks CP to increase night power to 1 kw and make changes in DA-N ant. system. Ann. Feb. 22.

■ KTKT(AM) Tucson, Ariz.—Seeks CP to make changes in ant. system. Ann. Feb. 16.

■ WPLP(AM) Pinellas Park, Fla.—Seeks CP to increase power to 1 kw; make changes in DA-2 and redesign TL and SL as 9700 82nd Ave. N, 2.7 miles W of Pinellas Park. Ann. Feb. 22.

■ WZNG(AM) Winter Haven, Fla.—Seeks CP to change SL to Cypress Gardens, Fla.; increase day power to 5 kw; add night service with 2.5 kw, and install DA-2. Ann. Feb. 22.

■ KBUF(AM) Garden City, Kan.—Seeks CP to specify additional MEOV. Ann. Feb. 16.

■ WBGY(AM) Tullahoma, Tenn.—Seeks CP to change TL to Rock Creek Road, near Tullahoma; change type trans., and decrease height of tower to 248 ft. Ann. Feb. 16.

FM applications

■ WAMU-FM Washington—Seeks CP to install new aux. ant.; change type trans., ERP: 13.5 kw and HAAT: 398 ft., and change TPO. Ann. Feb. 5.

■ WRMB(FM) Boynton Beach, Fla.—Seeks mod. of CP to change type trans.; change type ant.; make changes in transmission line; decrease HAAT: 464 ft., and change TPO. Ann. Feb. 5.

In Contest

Designated for hearing

■ Salinas, Calif.—FCC has set for hearing mutually exclusive applications of KLOC Broadcasting Company Inc. and Leejon Broadcasting Co. for CP for new commercial television station on ch. 35 there. Action Feb. 14.

FCC actions

■ Salinas, Calif.—FCC has granted application of Central California Communications Corporation and renewed its license for KSBW-TV there for remainder of its license term—December 1, 1980. It rejected petition to deny renewal filed by League of United Latin

■ WJRR-FM Mifflinburg, Pa. (98.3 mhz, 3 kw)—Seeks assignment of license from Buffalo Valley Broadcasting Co. to FM-98 Inc. for \$125,000. Seller is owned by Fred R. Sechler (55%), Walter R. Rice (10%) and William Nisbett (10%). Buyer is principally owned by Anthony I. Sylvester who is anchorman at WAVY-TV Portsmouth, Va. Ann. Feb. 23.

■ WBFN(AM) Quitman, Miss. (1500 khz, 1 kw-D)—Seeks assignment of license from A.C. Elliott Jr. to Clark County Broadcasting System for \$175,000. Mr. Elliott has no other broadcast interests. Buyer is owned by Lamar Williams (98%) and his wife, Betty (2%). They also own WFHK(AM) Pell City, Ala. Ann. Feb. 2.

■ KLTJ(AM) Macon, Mo. (1560 khz, 250 w-D)—Seeks assignment of license from KLTJ Radio Inc. to Radio Macon Inc. for \$180,000. Seller, of which Mr. Leland Ebert is president, has filed application under protest, pursuant to temporary injunction against it by Macon County (Ga.) circuit court. Buyers are Bruce W. Scheider, George T. Wilkins, Warren G. Seitz, William Moran, J.C. Wight and Victor A. Terreault, Ann. Feb. 2.

■ WRAC-AM-FM Williamsport, Pa. (AM: 1400 khz, 1 kw-D, 250w-N; FM: 102.7 mhz, 53 kw)—Seek assignment of license from Wright Mackey Corp. to Stainless Broadcasting Co. for \$500,000 plus \$100,000 for agreement not to compete. Seller is principally owned by Wright Mackey who is retiring from broadcasting. Buyer is owned by Henry J. Guzewicz (38%), Richard J. Eberle (26%) and 39 others. It also owns WICZ-TV Binghamton, N.Y., and WCDL-AM-FM Carbondale, Pa. Messrs. Guzewicz and Eberle are principals of broadcast tower manufactory in North Wales, Pa., and leasing companies in Massachusetts and New York. Mr. Guzewicz also has interest in bank in Lansdale, Pa., and Mr. Eberle is director of investment fund. Ann. Feb. 14.

■ KGOL(FM) Lake Jackson, Tex. (107.3 mhz, 28 kw)—Seeks assignment of license from Coastal Broadcasting Inc. to John Brown Broadcasting Inc. for \$784,000. Seller is principally owned by Jim T. Payne and Lewis Wilburn (44% each). It also owns KBRZ(AM) here. Buyer is owned by John Brown University; Dr. John E. Brown Jr. is president. It also owns

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April 30

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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Broadcasting

April 16/30

Summary of Broadcasting

FCC tabulations as of Jan. 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,506	5	38	4,549	50	4,599
Commercial FM	3,022	2	80	3,104	147	3,251
Educational FM	947	0	38	985	74	1,059
Total Radio	8,475	7	156	8,638	271	8,909
Commercial TV						
VHF	514	1	1	516	8	524
UHF	214	0	2	216	49	265
Educational TV						
VHF	94	1	7	102	6	108
UHF	151	2	5	158	4	162
Total TV	973	4	15	992	67	1,059
FM Translators	254	0	0	254	86	340
TV Translators						
UHF	1,151	0	0	1,151	260	1,411
VHF	2,408	0	0	2,408	205	2,613

*Special temporary authorization

**Includes off-air licenses

American Citizens and individual petitioners—Raul Calanche, Crencio Padilla, Nick Torres and Julio Padilla. Petitioners contended that station inadequately ascertained needs and interests of Mexican-American community, failed to broadcast sufficient programing for that community and discriminated against Mexican-Americans in employment. Action Feb. 14.

■ Washington—FCC has renewed license of WDCA-TV Washington over objections of Washington Association for Television and Children. WATCH contended that WDCA-TV failed to ascertain adequately needs of children and failed to follow FCC children's television guidelines in providing suitable children's programing. Action Feb. 6.

■ Wilkes-Barre, Pa.—FCC has denied request by WBRE-TV Inc., licensee of NBC-affiliated WBRE-TV there, that FCC exempt three network affiliated stations in Wilkes-Barre-Scranton market from off-network restrictions of prime-time access rule. If request were granted, WBRE-TV, as well as WNEP-TV (ABC) and WDAU-TV (CBS), both licensed to Scranton, could broadcast half or full-hour of off-network programing during prime time each evening in addition to regular three hours of network material. WNEP-TV opposed request and urged as an alternative that any grant of such exemption take effect in three to five years. Action Feb. 14.

Allocations

Action

■ Florida—FCC has denied two petitions for reconsideration of its FM assignment of 96.5 mhz to Ft. Walton Beach, instead of Crestview, and assignment of 92.1 mhz to Destin, instead of Ft. Walton Beach. Action reversed earlier decision assigning 96.5 mhz to Crestview and 92.1 mhz to Ft. Walton Beach. Action Feb. 14.

■ Grand Rapids and Hibbing, Minn.—Chief of Broadcast Bureau, in response to request by counsel for WKKQ Inc. and Jerry J. Collins, extended from Feb. 15 and March 9, respectively, dates for filing comments and reply comments to Feb. 22 and March 16, in matter of amendment of FM table of assignments there. Action Feb. 15.

Rulemaking

Petition

■ Washington—The National Telecommunications and Information Administration of the United States Department of Commerce requests rule to require all CATV systems commencing operation to obtain consent of all distant signals carried (RM-3324). Ann. Feb. 23.

Translators

Applications

■ Martin, S.D.—Martin TV Club Inc. seeks two translators, one on ch. 6 (TPO: 10w, HAAT: 110 ft.) to rebroadcast K1VV-TV Lead, S.D. via other on ch. 58. (TPO: 100 w HAAT: 250 ft.) Ann. Feb. 5.

Other

■ FCC has denied The Committee for the Scientific Investigation of Claims of the Paranormal review of Broadcast Bureau ruling of July 14, 1978, that denied Committee's Fairness Doctrine complaint against NBC television network concerning its program *Exploring the Unknown*. Action Feb. 14.

■ U.S. Court of Appeals for the District of Columbia Circuit has reversed November 30, 1977, FCC action returning as untimely application of The Way of Life Television Network Inc. for new TV station on ch. 11 at Houma, La. Since cut-off date had not been published in Federal Register as required by rules, court said no valid cut-off date had been established and thus application could not be said to have been filed untimely. Ann. Feb. 22.

Cable

■ The following operators of CATV systems have filed service registrations:

■ Coaxial Cable TV Corp., for Edinboro, Pa. (PA1698) new system.

■ Altro TV Co., for Altro, Haddix, Lost Creek, Clayhole, Ned, Walfcoal, Talbert, Whick, Saldee and Watts, all Kentucky (KY0329, 32, 31, 30, 33, 38, 37, 36, 35, 34) new systems.

■ Cablevision of Lake Travis Inc., for Lake Travis and Lakeway, Tex. (TX0346, 23) new system.

■ Westbank Cablevision, for Gretna, La. (LA0133) new system.

■ Teleprompter Southeast Inc., for Manatee and Brandon, Fla. (FL0067, 183) add signal.

■ Teleprompter Corp., for Bowling Township, Ill. (IL0293) new system.

■ Storer Cable TV of Florida Inc., for Frostproof, Fla. (FL0062) new system.

■ Broward County Cable, for Lauderdale by the Sea, Fla. (FL0454) new system.

■ Cablevision Systems Long Island, for Hempstead, N.Y., (NY0772) new system.

■ Metro Enterprises, for Minatare, Morrill and Bayard, Neb. (NE0019, 21, 18) new system.

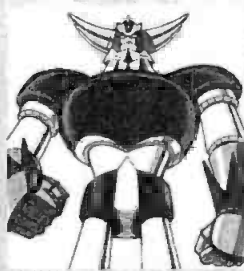
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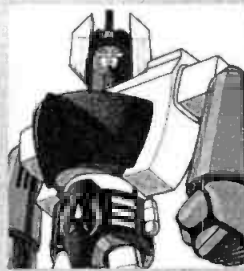
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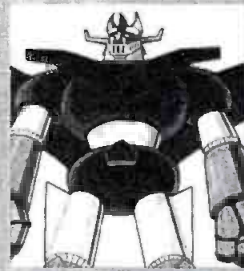
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"Where Things Stand,"
continued from page 25.

ago (BROADCASTING, Dec. 19, 1977); second notice of inquiry was issued early this year (BROADCASTING, Jan. 15).

Format changes. FCC more than two years ago ended 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. But this was contrary to several previous 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); oral argument was held in January at U.S. Court of Appeals in Washington.

License renewal legislation. Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure suddenly became more urgent after Washington appeals court's WESH decision in October, although that decision was later amended (BROADCASTING, Jan. 2). Senator Howard Cannon (D-Nev.), chairman of Senate Commerce Committee, told them Senate plans to act on legislation in upcoming Congress (BROADCASTING, Oct. 30, 1978). Any action on renewal issues will take place within context of House's rewrite and Senate's renovation of Communications Act, it appears. Introduction of renewal measures, reaching flood stage in previous years, is limited to just two bills this year, both reruns from last Congress.

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, April 24, 1978). FCC also has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans last year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has incorporated its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1). National Radio Broadcasters Association has created program where its members help minorities learn station operations. Group, consisting mostly of blacks, has filed for what will be first minority-controlled VHF in continental U.S., WHEC-TV Rochester, N.Y. (BROADCASTING, Aug. 28, 1978); another all-black firm is seeking VHF WAEO-TV Rhinelander, Wis. (BROADCASTING, Sept. 25, 1978).

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee's negotiations for new Broadcast

Music Inc. licenses are temporarily in abeyance. In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP, and BMI, and has filed a class-action suit in U.S. Southern District Court in New York against the two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has agreed to review appeals court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses (BROADCASTING, Oct. 6, 1978).

Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.

Network standings. Prime-time TV ratings averages, Sept. 18, 1978-Feb. 25: ABC 21.1, CBS 18.7, NBC 17.7.

Operator licensing. FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits can now perform routine technical chores at radio stations (BROADCASTING, Jan. 1). Commission has not yet acted, however on proposal calling 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.

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers has been reintroduced as H.R. 237 by Representative George Danielson (D-Calif.). Although bill made little progress in last Congress, broadcast representatives in Washington are bracing themselves for more activity this year. Bill is before Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which has not scheduled hearings yet. It's entirely possible that Senate Judiciary Committee under new chairman, Edward Kennedy (D-Mass.), who voted for measure in 1974, will get involved again after inactivity in copyright area for last two years.

Public broadcasting. Congress passed new legislation last year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (BROADCASTING, Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Public broadcasting is also treated in Communications Act rewrite, which proposes elimination of CPB, creation of Public Telecommunications Programming Endowment to support public radio and TV programming. Proposed National Telecommunications Agency would be empowered to fund public telecommunications and interconnection facilities. Last month, second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (BROADCASTING, Feb. 5).

Shield legislation. Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search

newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M. A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29). After *Stanford Daily* decision, House Government Operations Committee has endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation (BROADCASTING, Jan. 1). Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28, 1978). And Carter administration has announced plans to draft legislation to overcome effects of *Stanford Daily* ruling (BROADCASTING, Dec. 18, 1978). Still, last month Supreme Court refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources in connection with story he did while with KAKE-TV Wichita, Kan. (BROADCASTING, Feb. 26).

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). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability, and made plans for spending up to \$610,000 on project (BROADCASTING, Jan. 8).

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 (BROADCASTING, Dec. 19, 1977). Commission had matter on agenda in one of last meetings of last year, but postponed action (BROADCASTING, Jan. 1).

WARC. U.S. and 152 other member nations of International Telecommunications Union are in what technicians and officials involved regard as home stretch in developing national positions to present to World Administrative Radio Conference this fall (BROADCASTING, Dec. 11, 1978). 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 were due to be submitted to ITU in January (BROADCASTING, Jan. 1).

WESH. FCC renewal of license for Cowles Communications's WESH-TV Daytona Beach, Fla., and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (BROADCASTING, Oct. 2, 1978). Court decision then threw into disarray commission's policy on comparative renewals, but in clarification of its order, court, in view of commission and private attorneys, restored flexibility to commission's method of handling comparative renewal matters (BROADCASTING, Jan. 22).

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Religious format station needs manager. An excellent opportunity in large Texas market. Call 405-495-1065.

General Manager for AM station in Calif.; suburb of one of the top 100 markets. Selected applicant will have total administrative responsibility. A strong management and sales background required. Salary open. E.O.E. Send full resume, salary history and references, in confidence to Box C-48.

Sales Manager for New Jersey AM Station. Managerial experience a plus. Please contact Kenneth Holmberg, WJDM, 9 Caldwell Place, Elizabeth, NJ 07201.

Manager. Need experienced person to take sole command of 1-kw AM, Springfield, Mass for absentee stockholders. Starting salary open but will negotiate profit-sharing and ownership options. Replies held in strict confidence. Mort Bardfield, 16 Addington Rd. Brookline, MA 02146.

General Sales Manager wanted for radio station in medium sized Southern New England Arbitron market. All replies held strictly confidential. Please send resumes to Box C-66.

Sales manager for dominant southeast, major market, AM & FM stations. Must have established track record for training and motivating and leading a large successful sales force of 10. Compensation in excess of \$50,000. Extraordinary fringe benefits. Send fullest possible details to Box C-74.

HELP WANTED SALES

WIRA and WOVV have not received a satisfactory number of applications from minorities for announcer and sales openings. Minorities interested in applying for announcer or sales openings with our stations should send a resume, and if applying for announcer openings, a tape to Bill Brown, WIRA/WOVV, PO Box 3032, Fort Pierce FL 33450. WIRA/WOVV is an Equal Opportunity Employer.

Growing group looking for experienced salesperson who wants to move up to a larger market ... either Chicago or Milwaukee. You must be aggressive and a self-starter. EOE/MF Send resume to Ron Leppig, Group VR WYEN, 2400 E. Devon Avenue, Des Plaines, IL 60018.

Hungry for an opportunity? We can satisfy the right person with a top list in an aggressive medium market station. Send resume and call. WHON, Box 1647, Richmond, IN 47374. 317-962-1595. Kevin Rice, GSM. Equal Opportunity Employer.

We are expanding. Radio station group seeking an experienced sales person with a potential for management and/or sales management. Our starting position has a \$1000 per month guarantee against a 15 percent commission with an existing \$70,000 account list. This is an unusual opportunity for an individual whose present position does not allow for adequate personal growth. Reply to Gordon Stafford, Radio Station KLMR, PO Box 890, Lamar, CO 81052. If you wish you may call Mr. Stafford at 303-336-2206. No collect calls accepted. An equal opportunity employer.

Sales Representative needed immediately. Experience preferred. Let's talk money, the market's here. Grow with us. Call Bob Outer at WSPK(FM), Poughkeepsie, NY 914-462-5800. E.O.E.

WKGN Knoxville, Tennessee offers executive broadcast salespersons unlimited opportunity for growth and advancement in nationally prominent entertainment company. Excellent fringes. WKGN is an equal opportunity employer. Call Barry Sherman 615-573-2931.

Rare opportunity—Immediate opening for experienced Account Executive to continue dynamic growth of FM Stereo Station in Western New York. Small market, yet giant within the industry. Corporate headquarters for Multi-Station Radio Group. Good Pay, full insurance program, profit sharing plan. Excellent area for raising family. Recreational—Industrial—Cultural Mecca. Equal Opportunity Employer. Reply Box C-15.

Account Executive—Adult Contemporary in Capitol City between New York and Philadelphia needs a real street fighter. You must like a challenge, be organized, enthusiastic, creative, and able to work under pressure. 2 Years radio sales experience is desired. Contact: Sales Manager, WTTM, Trenton, NJ 08618 ... phone 609-695-8515.

AOR Format Radio station in Columbia, S.C. looking for aggressive account executive. Future management possibilities. Above average earnings. Send resume to radio station WZLD FM, 1303 State Street, Cayce, SC 29033. 803-796-8896.

NYC Station has an opening for a sales person who is strong on retail & direct sales. Salary & benefits commensurate with experience. (m/f-EOE) Box C-25.

Aggressive sales/station manager combination needed for a rapid, growing medium size market in Florida. This station has good numbers: therefore, only those who are experienced and success oriented need apply. Send resume: SUN, PO Box 583, Washington, D.C. 20044.

Boston/Cambridge—Looking for aggressive salesperson for small station in heart of metro market. Must have "we try harder" outlook. Sales management a possibility for the right person. Broad music-oriented format with good community support. Complete resume to WCAS, 380 Green St., Cambridge, MA 02139.

HELP WANTED ANNOUNCERS

WGAC Augusta's leading Adult Contemporary Station is looking for a Morning Personality. Send your tape and resume to Webster James, Program Director, WGAC PO Box 1131, Augusta, GA 30903. WGAC is an equal opportunity employer.

Good mature voice ... ability to read ... good on production. Live and work on beautiful Cape Cod ... number one WCIB FM stereo 102 ... playing the 'best of everything'. Qualified? Tape and resume to Jim Connors, WCIB, Falmouth-Cape Cod, MA 02540.

Morning Drive Personality for station near the beautiful New York Finger Lakes. Maturity, experience and community involvement required. Salary to \$13,000. EOE. Send resume and salary requirements to Box B-183.

WIRA and WOVV have not received a satisfactory number of applications from minorities for announcer and sales openings. Minorities interested in applying for announcer or sales openings with our stations should send a resume, and if applying for announcer openings, a tape to Bill Brown, WIRA/WOVV, PO Box 3032, Fort Pierce FL 33450. WIRA/WOVV is an equal opportunity employer.

Versatile midwesterner for announcing position at well managed station located between St. Louis and Springfield, Illinois. Resume, tape. WSMI, Litchfield, IL 62056.

Florida MOR seeks experienced announcer, strong on production, third class endorsed license. Delightful living by the ocean in warm, sunny Florida. Send resume, tape and salary requirements to Bill Brown, WIRA, Box 3032, Fort Pierce, FL 33450. An Equal Opportunity Employer.

K-102 needs an experienced, professional jock. Appreciation of disco and good production ability required. Minority applicants encouraged. Tape, resume and salary requirements to John Galanses, WCKO, 4431 Rock Island Road, Ft. Lauderdale, FL 33319. No calls please.

WMLM St. Louis, Michigan needs experienced announcer/news person or announcer/salesperson. Send tape, resume to General Manager WMLM PO Box 1, St. Louis, MI 48880.

Announcer—Immediate Opening. min. one year experience. Good pay—fringes. Contact John Weir, KBUR-KGRS, Burlington, IA 319-752-2701.

Immediate opening. AM/FM city of 25,000. EOE. Send resume to WLDS/WELI, PO Box 1180, Jacksonville, IL 62651.

WTAE Radio, Pittsburgh, Pa., has an immediate opening for an afternoon air personality. Applicants must have considerable prior major market experience and be recognized as a professional entertainer and communicator. This is an AFTRA staff announcer position with an on-air shift Monday through Saturday. Salary is commensurate with prior experience and abilities. Contact Ted J. Atkins, Vice President and General Manager, WTAE Radio, 400 Ardmore Blvd., Pittsburgh, PA 15230 Resumes and tapes only ... no phone calls. An Equal Opportunity Employer, M/F

Open line talk show personality wanted for new News/Talk station. Send resume, tape, salary requirements and prior ratings experience. EOE. WHNE, Box 1350, Norfolk, VA 23501.

Wanted: bright, fresh, experienced personality for 7 to midnight shift. Production abilities a must. Send tape and resume to Mike Sands, Program Director, WJAR Radio, 176 Weybosset Street, Providence, RI 02903. An Equal Opportunity Employer.

Morning Air Personality, Country format, immediate opening with good salary. Requires: mature air sound, experience to handle information and commercial commitment, strong production. Interested prospect should investigate and send tape and resume to Buster Pollard, WBHP Radio, PO Box 547, Huntsville, AL 35804 E.O.E.

Hot Springs Arkansas. Professional Radio seeks morning announcer-sales combo. Modern Country Experience necessary. 501-525-1301. EOE.

HELP WANTED ANNOUNCERS CONTINUED

KOY Phoenix is looking for a talk show host for a new talk show in the evening. This is a good opportunity at a very well rated radio station for someone able to discuss contemporary issues from a variety of viewpoints, like Phil Donahue. Please send tapes of talk shows only to Nat Stevens, Program Director, KOY, 840 N. Central Ave., Phoenix, AZ 85004, together with salary range. KOY is an Equal Opportunity Employer M/F

WSPD Toledo's leading adult contemporary station needs announcer for major daytime shift. EOE. Call Bill Chambers 419-244-8321.

Anchor for morning news information format. Experienced and capable of telephone talk show and PD duties. North Atlantic metro area station. EOE. Resume and salary requirements to Box C-44.

Bright MOR personality for medium-size midwest market. Growing company with several broadcast properties. Great opportunity for personality with proven track record. Box C-58.

Immediate opening for Announcer with news and production skills for non-automated, Beautiful Music format. Only thoroughly experienced, mature sounding pros need apply. Tape & resume to WSRB, West Side Station, Worcester, MA 01602. EOE.

Experienced Morning Personality wanted with some sales. Modern Country format on the coast of N.C. Phone WDZD 919-754-8171.

HELP WANTED TECHNICAL

Chief Engineer for AM/FM both automated. Ed McKernan Station Manager KVOE/KLRF, Box 968, Emporia, KS 66801. 316-342-1400. EOE.

Chicago Suburban needs Chief-asst. general manager. Four tower, dual site operation. \$18-22K to start, three weeks vacation, top major medical plan. Year/end bonus. EOE/MF Experienced professional 1st phones only write Box B-117.

Complete Charge of AM-FM, partly automated. Some announcing. Box B-54.

Small Market AM-FM needs engineer-announcer. First Class, automation, production. Send resume and tape. WWDR, PO Box 38, Murfreesboro, NC 27855. EOE.

Chief Engineer: AM-Live/FM-automated. Transmitter and studio maintenance. Group operation. Good pay and benefits for hard worker. You will be tested for technical knowledge. Apply in writing: WIBM Box 1450, Jackson, MI 49204. EEO.

KDES, Palm Springs has an immediate opening for a full-charge Chief Engineer. Must be familiar with AM directional, FM automation. Send resume and salary requirements to: Joe Tourtelot, KDES, 821 N. Palm Canyon Dr., Palm Springs CA 92262—An equal opportunity employer.

Religious 50KW daytime 2-tower directional needs chief with minimum 5 years transmitter maintenance. Send resume with salary requirements to Wilbur Goforth, WMOO Radio, PO Box 1967, Mobile, AL 36601.

Need Chief Engineer. Enjoy the great Southwest, Old-Mexico, and average January temperature of 62.50 degrees. Contact Doug Stalker, KEPS/KINL, PO Box 1123, Eagle Pass, TX 78852. EOE.

Eau Claire, Wisconsin's WJJK & WBIZ(FM) is accepting applications for Chief Engineer. Will consider small market chief ready for move. Major company with substantial benefits, including retirement. \$9-\$12000. EEO. Contact Wayne Phillips, 715-835-5111.

Full-time chief engineer needed immediately. Salary open. 1kw AM with CP for 5kw; directional nights with two towers. 100kw FM with automated Shaeffer 900E system. Construction of new facilities planned for this summer. Contact: William J. Luzmoor, III, KRKK/KQSW-FM, PO Box 2128, Rock Springs, WY 82901. Telephone no: 307-362-3793.

HELP WANTED NEWS

News person Experienced—Sunny and warm South Texas Medium Market Station needs local news gatherer. Write KVOU, Box 758, Uvalde, TX 78801.

WBEL Radio News team has opening for news person with news gathering, writing and on-air experience. Send short news tape, writing samples and resume to John Weitzel, WBEL, PO Box 27, Beloit, WI 53511, or call 608-365-6641. E.O.E.

News Reporter—Immediate opening for reporter with anchor capabilities for 100kw FM NPR station. Background in small market reporting, government and agriculture helpful. Salary range \$7500-8500, excellent benefits. No calls. Application deadline: March 15, 1979. Send tape and resume to PB. Greedy, Director of Personnel, Western Iowa Tech. Community College, 4647 Stone Ave., Sioux City, IA. 51106. EOE. female and minority applicants encouraged.

Empire State Network—staff news writer/reporter. Experienced applicants forward resume, references. Salary history/requirements, 5:00 audition cassette and original script NLT March 16 to: Personnel Dept, PO Box One, Albany, NY 12201. EOE.

News people wanted for new News/Talk station. Prior on-air experience at all-news station a MUST. Send resume, tape and salary requirements. EOE. WHNE, Box 1350, Norfolk, VA 23501.

Tired of that major market instability? KFGO, Fargo, seeks aggressive reporter/anchor. Decent hours. New Plant. Decent people. If somebody gets canned every-time the ratings come out, you're not in the wrong business, just the wrong place. KFGO carries the highest metro share in the nation, 28.5%. T&R to Jay Joiner, News Director, KFGO, Box 2966, Fargo, ND 58108, EOE.

Illinois small-market stations need newperson with experience. Will write and deliver local news and features, host phone talk show. Send tape, resume, writing samples and salary expectations to WPMB/WKRV, Box C, Vandalia, IL 62471.

Outstanding station in South needs good writer in newsroom. Must be able to cover and write local news beat, develop and follow leads, and set up actualities. Great opportunity for aggressive journalist wanting that big break. No air work required, but may lead to position of news director. An Equal Opportunity Employer. Send resume to Box C-17.

Needed immediately: reporter/anchor, male/female, tape, resume KQIZ, 2903 Western, Amarillo, TX 79109.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production enthusiast: creativity a must, deep voice, excellent production equipment to work with. AM-FM automated, Midwest. Box B-152.

Excellent Small market station in Keokuk, Iowa still looking for qualified program director. Prefer experienced person with good production abilities. Phone 319-524-5410.

Mid-day AM Air Personality. Two years experience, adult format. Tape and resume to Personnel Director, WSM Broadcasting, PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Manager with many successes looking for immediate permanent position. Proven winner with heavy track record, best qualifications, references possible. Tired of mediocre applicants? Answer this ad! Box B-133.

General Manager seeks new challenge. Experienced with major market track record, references. Top 100 markets only. Box B-120.

Mature, sales minded general manager, successful background, wants Southeast. Any market considered. Box C-35.

Operations, Program Director. If you desire hiring a creative, personality-oriented motivator who understands the relationship of solid entertainment with the bottom line, we should talk! A 14-year pro with an MBA is seeking a fresh challenge. Box C-64.

Florida, Southwest, California. Fifteen years experience... two in sales (excellent billings), 13 in programming/operations. Best references. Seeking rare opportunity with leading station/group for longterm association. Box C-43.

Successful, Employed, V.P., General Manager. Impending sale permits search for similar position. Superior administration, sales, programming history. Twenty years experience. People, profit motivator. License, labor, acquisition background. Convincing credentials. Box C-23.

Successful manager of small market station looking for permanent position in medium market. 15 years experience in all areas of broadcasting. A better product brings bigger profits. A proven winner in programming and sales. Reply in confidence. Box C-24.

Station owners, group owners take a look. Here's a gen mgr looking for a real challenge not just a change. 16 years experience all in management level, AM-FM and combinations, small, medium, and major markets. Presently employed and in no hurry. Looking for that rare opportunity. A dedicated professional with heavy sales background and credentials to back it up. Box C-5.

Sales, Programming, Administration, license renewal, references. Eight year pro. Operations/GM oriented. Top 100. Box C-39.

18 year Broadcaster seeks management opportunity. Well versed in programming, administration, FCC regulations and asserntainments, with strong sales background. I can build your track to run on now! Family man 37, excellent leadership and motivational abilities. Call 315-736-3236 after 7 pm or write in confidence to Box C-65.

Manager with excellent sales background wants stable middle market, Southeast. Box C-10.

SITUATIONS WANTED SALES

Good climate! Successful background sales, programming. Excellent references. Box C-42.

Management plus—Sales, engineering, announcing, production! Husband/wife team, currently West Coast. Box B-75.

SITUATIONS WANTED ANNOUNCERS

24 year old married, top afternoon man in small market is ready to grow. First phone, natural delivery, 2 years experience. Box B-175.

Coming home to Florida. Experienced, dependable Communicator. Radio or TV. Available two weeks notice. Box B-171.

Broadcasting School graduate, 1st phone, 23 year old ambitious male seeking permanent DJ position. Legally blind, equipment furnished for normal broadcasting operations. Reliable, Dedicated. call 318-744-5685.

Experience female combo desires advancement to medium market. Great delivery, write, produces spots. Relocate. Box B-176.

Talk All Night—10 years experience in all markets, talk and interviews, specializing in blending controversy, humor and "human interest" subjects, for a well rounded entertaining and informative night show. Call Art Murphy 617-758-9235. 25 Deep Woods Drive, Mattapoisett, MA 02739.

Chicago or suburbs—experienced PD, MD, production pro. Smooth, reliable. Contemp or Disco. Pat O'Brien 815-838-5670.

Broadcast School Grad looking for first job. Know FCC R&R's. Weekdays 716-834-4457.

Best offer gets 5 year pro, 3rd endorsed, BS-RTV. Creative, committed, will relocate. Not a screamer. 25, single, stable. Also: ace production, copy, management experience, more. Prefer AOR, progressive. 10K in top 50; consider all. Out two months; don't let me rust. Jack Kontney, 480 Illinois Blvd., Hoffman Estates, IL 60194, 312-882-5040.

Classical Announcer. Experienced. Creative production. Bruce Thomson, 1435 University Ave. Riverside, CA 92507.

Young student of the business seeking to move from part to fulltime air work. Experience includes contemporary AOR and pop-adult. 3rd endorsed. Call Barry at 1-213-478-8775.

BM Announcer available for weekends in New York State. Experience, First Phone. 716-243-4267.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Announcer, Engineer, experienced 15 yrs. Labor lawsuit—no good references. 250 week. 606—367-4808 before 1:30 EST.

Let Me Take a load off you. Energetic 3rd endorsed broadcaster with extensive training in speech, news and commercial writing and delivery, production and sales willing to go anywhere and do anything to make your station work for you. Call Jan Oberman at 215—467-2714.

Female minority broadcaster with happy adult contemporary style, with many hours of excellent training and an audition tape to prove it. Call Mattie McKeever at 215—877-6192 or 215—922-2797.

Ten years of continuous announcing. Three markets have heard my voice. Looking for a position that's stable. I'll accept the most promising choice. Would prefer afternoon drive or evening slot. I'm a family man interested in what you got. Box C-21.

If you're looking for a "mover" who does more than sit, open mouth, and fall in love with his own voice, call for D.J.-news tape. Tony Mitchell, 215—345-6612 or 215—922-2530.

Experienced baseball play by play ready for 1979 season. Box C-34.

Laid back personality wants to return to West Coast. Six years experience. BA. Available immediately. Call Terry 606—299-1692.

Experienced Third Endorsd looking for Country or Rock in the West. Creative production. C. Graham, 4629 N. 10th Street, Phoenix, AZ 85014. 602—279-7092.

Air talent, 3rd phone, some experience, seeking positive career breakthrough in Florida. Box C-45.

Young, hard working, third ticket, looking for top forty or adult contemporary airshift in small or medium market. Experience in all phases, willing to relocate, anywhere, especially in Ohio or Indiana. Phone 419—238-2245 for Ron.

Versatile—Young—Experienced Black announcer in all phases of radio. Seeks job anywhere, anytime, any format, for anything! Greg Stanley, 4222 W. 21st Place, Chicago, IL 60623 312—762-1557-8.

Play by play—football, baseball, basketball. Major college conference background. Also sales and production experience. Box C-32.

SITUATIONS WANTED TECHNICAL

Experienced maintenance technician/engineer with 1st phone. Excellent announcer too. Prefer small market. Box C-11.

SITUATIONS WANTED NEWS

Experienced Engineer looking for chief's position in smaller market with warm climate suitable for retirement in future. AM-DA, FM, stereo. Box B-173.

Two years commercial experience, one year play-by-play in medium market, seeking step up in news/sports/announcing combo. Box B-170.

Sportscaster. Experienced 6 years. Educated MS communications. 27 male. Current radio sports director 100KW FM-1KW AM Midwest. University PBP broadcaster. Looking for step up. Tapes (audio-video), resume, references on request. Box B-174.

Just Another pretty voice. Former ND with metro experience wants back in the saddle again. Blue Chipper. Write Box B-135.

Strong on writing. B.S. Mass Communications, third endorsed. Presently one man team looking for bigger operation. Jeff Ruffner 502—295-3725.

Top-notch sportscaster/solid reportorial skills, thorough experience, lively delivery. BA-R-TV. can combine with news—Bob 516—741-1298.

Sports an important part of your station? I have experience at every level of competition. Strong PBP, polished interviewer, smooth delivery. References. Box C-52.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Automation Programer. Currently supervising music format, news production and other on air material for adult MOR station using a Harris System 90. Music syndicator says we are tightest sounding station they service. Want to move to more challenging position anywhere in country. If you take as much pride in your automation sound as I do let's talk. Box B-172.

Dynamic, versatile and hardworking air personality with 13 years experience and First Class license seeks announcing/production with advancement opportunity to operations, programming or music position in major or large market. Top 40, Pop, AOR or C&W. Box B-128.

Audio Tape Editor, announcer, 16 years experience, married, currently employed. Position wanted: New Jersey/New York. Advertising/recording/radio. Good voice, excellent track record, top references. Box C-29.

Recent college graduate needs a start. Help me please. You won't regret it. Box C-33

TELEVISION

HELP WANTED MANAGEMENT

General Manager, WEAR-TV, Pensacola, Fla., ABC affiliate, 64th Market, Group Owner. Only applicants with proven management track record, with ability to function within Corporate environment. No calls please, resume only. Jack Robinette, Director of Television, Rollings, Inc., PO Box 647, Atlanta GA. 30324.

HELP WANTED SALES

Pacific Northwest NBC affiliated seeks experienced, solid account executive with management potential. Send resume to Ben Shropshire, GSM, KNDO-TV, Box 10028, Yakima, WA 98907. Regional applicants preferred. EOE.

Local Sales Manager—rapid expansion of 4-month-old UHF affiliate (NBC) requires immediate needs of a sales professional to fill newly created position. Individual selected will be responsible for developing fast-growing single station TV market (Hanover, N.H.) to full potential. Booming local economy... Super life style. Excellent potential for growth in a growing organization of professionals. Reply in detail to: Charlie Webb, General Sales Manager, WNEE-TV, PO Box 906, White River Junction, VT 05001. 1—802—295-7564.

Effective immediately, there is a Sales position available in a Local TV Sales Department. Qualifications for this position are: At least 3-5 years broadcast sales experience, pleasing personality, and a self starter. Automobile necessary. Additional details and position responsibilities are available upon request. An Equal Opportunity Employer, M/F Box C-31.

HELP WANTED ANNOUNCERS

Experienced Announcer for top 10 tv station voice work. On camera experience also preferable. Women encouraged to apply. Send ¼' reel and resume to Production Manager, WDVN-TV, 4001 Brandywine St. NW, Washington, D.C. 20016.

We're looking for a daytime talk show host who is natural and at ease on air, intelligent and believable. We're a top 10 market network affiliate with a tradition of local program excellence. We are an equal opportunity employer. Reply box: C-57.

HELP WANTED TECHNICAL

Chief Engineer—for University telecommunications center. Midwest location. Responsible for engineering planning, supervision and maintenance. Qualifications: Bachelor's degree required. Masters preferred; minimum of three years successful experience in engineering management; demonstrated technical expertise, including up-to-date knowledge of digital electronics, systems design and production facilities. Written and oral communications skills essential. Applicants should furnish a detailed resume, references, and salary history. Salary: \$17-\$20,000 per year. An affirmative action, equal opportunity employer. Box B-108.

Chief Engineer: California Public Television Licensee needs qualified "working" Chief Engineer to build staff and equipment. Experience in all engineering aspects of color and digital remote controlled UHF 30 kw transmitter as well as studio. Minimum 5 years experience. Salary-consideration for placement on step 2 may be granted based on experience. Applications are being taken for the purpose of establishing an eligibility list. Apply: Fresno County Department of Education, Personnel Office, 2314 Mariposa Street, Fresno, CA 93721. Deadline: Open until applicant selected from list.

Chief Engineer—We are a UHF Network affiliate in Central Virginia looking for a chief with management ability and a maintenance background. Salary in the mid-twenties plus fringe benefits. Contact Harold B. Wright, WVIR-TV, Charlottesville, VA 22902, 804—977-7082. Equal Opportunity Employer.

KUAM-TV needs two maintenance technicians. If you have a first-class ticket, some formal electronics training and a working knowledge of broadcasting equipment and trouble-shooting, why not consider a sabbatical year or two on tropical Guam where challenging work and a rewarding foreign experience can be combined. Send resume in confidence to Hammett & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

Tech. For S.W.FL TV. Knowledge in RCA tape machines, color camera, transmitter, and ENG equipment. Send resume WEVU-TV, PO Box 6277, Fort Myers, FL 33901.

Television Transmitter Supervisor—McGraw-Hill Broadcasting Company station KERO-TV is seeking an experienced television engineer with an FCC First Class Radiotelephone license and a strong background in all areas of commercial television engineering. Primary responsibility will be the repair and maintenance of the television transmitter plant and supervision of an assistant. 40-hour work week, base salary \$18,000 annually with excellent fringe benefits. Send complete resume in confidence to Norman Hall, Director of Engineering, KERO-TV, Channel 23, PO Box 2367, Bakersfield, CA 93303. We are an Equal Opportunity Employer, M/F.

Need Immediately—Strong tech or Assistant Chief to fill Chief Engineer position. Small market dominant CBS/ABC affiliate. Ampex 1200B, GE PE240, Grass Valley switcher, GE TT50 and more. To \$32,000. Box C-28.

Chief Engineer for Indy U in Great Lakes area. Managerial experience required to supervise small staff of engineers. Opportunity to grow with company. Equal Opportunity Employer. Send resume and salary history to Box C-16.

Assistant Chief Engineer—Western group looking for Assistant Chief Engineer with maintenance background. Competitive salary. An Equal Opportunity Employer. Box C-12.

TV Maintenance Engineer. Strong, growing Mid-Manhattan TV facility seeks performance oriented maintenance engineer. Quad or broadcast helical experience required. TR-600 ideal, computer background helpful. Also: **Apprentice Engineers** with significant non-broadcast VTR maintenance experience. Square deal commensurate with your skills and experience. Excellent company benefits. Apply Box C-46.

Assistant Chief Engineer—Medium market, Group owned VHF network affiliate. Experience required in transmitters, studio and ENG. Send complete resume and salary requirements to: Chief Engineer, WSTV-TV, 320 Market Street, Steubenville, OH 43952. Equal Opportunity Employer.

Chief Engineer to build the finest new medium-market facility in the South. Challenging opportunity for professional growth in fast-growing resort area with family recreational opportunities second to none. Resume to Box C-47.

TV Broadcast Engineer—Group owned commercial UHF station in Central California. Four days of studio operations and one night of transmitter maintenance. First phone and experience essential. Excellent company with room for advancement. Up to \$18,000 for right person. Qualified applicants please send resume to Richard Graham, KFSN-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications, Inc. is an Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Television Transmitter Field Engineers. Good opportunity in a growing company specializing in television transmitting equipment. Telephone or write to Bob Bromley, Townsend Associates, Inc., PO Box 1122, Westfield, MA 01085, Tel: 413-562-5055.

A network affiliated television station in the top ten markets is looking for two experienced electronic technicians. One with maintenance and operational experience in studio equipment and a second with a strong maintenance background in all electronic news gathering equipment. Both of these persons must have a valid FCC Radio Telephone First Class License. Pay will be commensurate with experience. References required. An Equal Opportunity Employer, M/F. Box C-51.

Assistant Chief/Maintenance Engineer—3 years extensive TV experience. 4 AVR-2 VTR's, RCA TTU-30 transmitter (going to 60) 3/4" Sony ENG. Repairs and General maintenance. \$12,500. Immediate need. Call 607-754-4777 (no collect) send resume to Margie Laskoski, WSKG Public TV/FM, PO Box 97, 3311 E. Main Street, Endwell, NY 13760. EOE/AA/M-F.

VTR Operator—1st or 2nd Class FCC License for gulf coast VHF. Will train applicant with technical background. An Affirmative Action EOE. Send resume to Box C-73.

HELP WANTED NEWS

Producer/Reporter—Miami public broadcasting station is seeking producer/reporter to assist in writing, reporting and production of nightly business news program, in addition to acting as Producer/talent of other news and public affairs programs. Candidates must be bilingual with educational background in journalism—broadcast or print. News reporting and writing skills required. College degree, course work in economics, political science or related field; or comparable work experience. Experience as on-air talent a plus. Apply Personnel, PO Box 610001, Miami, FL 33161.

News Director—Southwest major market. News leader applicant must be experienced in all areas of news gathering techniques. Send all information first letter. Box B-142.

We are accepting applications for News Anchor position. Send resume and audition cassette to: Roland King, KMSP-TV, 6975 York Avenue South, Minneapolis, MN 55435. EOE.

Television News Reporter. College degree or equivalent experience. All ENG News Department. Videocassette and resume to Jim Bradley, WHSV-TV, PO Box TV 3, Harrisonburg, VA 22801. EOE.

Weather Anchor for 6 and 11 p.m. News Monday thru Friday in Northeast Medium Market station. Should have background in Meteorology and be a communicator. Equal Opportunity Employer. Box C-9.

Sports anchor needed for New England Medium Market station. If you like to cover local sports and not just read scores ... we want you. Equal Opportunity Employer. Send resumes to Box C-8.

TV News photographer, major Ohio station; must be experienced in all phases of ENG and film operations. State salary expectations and availability. Resumes to Box C-18.

News Producer for Top-100 Midwest Station. Professional journalist with television production experience vital. Send resume to Box C-27.

Want to move up to co-anchor slot at the ABC affil. In Hawaii? Send the video tape and res. to News Director, KITV, 1290 Ala Moana Blvd, Honolulu HI 96814. No phone calls please. An equal opportunity employer.

Weatherperson: Top 50 market in the East. Looking for zany, creative weather presentation. Personality more important than experience. Equal Opportunity Employer. Send resume to Box C-38.

Northern New York TV News Department looking for experienced on-air reporter. Some anchor work possible. Minimum 2 years experience in TV News. ENG experience a strong plus. Good delivery and on-air presence a must. Salary commensurate with ability. Send resume, references and videotape to News Director, WWNY TV, Box 211, Watertown, NY 13601.

Weekday Co-anchor. Upper Midwest network affiliate. Experience a must. Women are encouraged to apply. Send resume and salary expectations to Box C-54.

Combined radio-TV newsroom seeks on-air reporter. Some anchoring. One-year experience preferred with BA. Send resume, writing sample and tape to: Pete Williams, KTWO, PO Box 2720, Casper, WY 82602.

Wanted: Experienced TV News Reporter for Midwestern, medium-sized market. Must have thorough and current knowledge of 16mm film, ENG, B.A. or strong minor in journalism and 2-3 years experience in commercial TV news and demonstrated on-air ability. Salary to \$13,000 depending upon experience & qualifications, plus excellent fringe benefits. Send complete resume and current VTR to Edwin Hart, WOI-TV, News Director, WOI-TV, Ames, IA 50011 by March 15, 1979. An Equal Opportunity Employer.

Weather Reporter—Southeastern top 50 NBC affiliate seeking weather reporter for on air work at 6:00 and 11:00 p.m. Prior experience required. Please submit 3/4" videotape and salary requirements with application. Wayne Ashworth, News Director, WXII-TV, Box 11847, Winston-Salem, NC 27106.

Hawaii Magazine Shows Needs: Investigative Reporters/Editors/Camerapersons, free housing. Speculative prime time show. Low starting pay. Krane Productions, Box 23252, Honolulu, HI 96822. Immediately. 808-947-3577.

Sportscaster—Looking for energetic, willing to get involved sportscaster for top 50 market. Will fill position quickly. Equal Opportunity Employer. Send resume to Box C-37.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Coordinator of Instructional TV to be responsible for all aspects of broadcast TV use in schools. Applicant should be experienced in program scheduling, producing teacher guides, and ITV utilization. Send resume to Office B, WNED-TV, PO Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Children's Program Host/Producer—Top 100 market network affiliated VHF seeking applicants to host and/or produce children's programming. Related experience and college education required. An Equal Opportunity Employer. Send resume and salary requirement to Box B-161.

TV Producer: Immediate opening for a creative person with substantial experience in all phases of Television Production. Candidate must be strong in writing ability, and knowledge of film, tape, and Studio Production. Send resume, scripts, and/or tape to Bob Johnson, Production Manager, WTVD, PO Box 2009, Durham, NC 27702, E.O.E.

Broadcast Editor wanted by Purdue University. Chance to work on national scale with Office of Public Information. Must be able to write, narrate, shoot, and edit stories. Modern ENG equipment to work with. Must also be able to do some radio. Need 2-3 years' experience. Deadline for applications: March 19, 1979. Send resume, cassette, and writing samples to: Employment representative, Department of Personnel Services, Purdue University, West Lafayette, IN 47907. Purdue is an equal opportunity employer/Affirmative Action Employer.

WBRE-TV and its associated production company need a production coordinator, who will handle studio and personnel scheduling, generally oversee quality control of studio and air production. Management abilities with good background and training ability in all crew positions necessary. E.O.E., good salary and benefits. Contact: Franklin D. Coslett, Box 28, Wilkes-Barre, PA 18773 or 717-823-3101.

Immediate opening for director-switcher. Capable of handling fast moving news broadcasts and commercials. Grass Valley experience a plus. E.O.E. with good salary and fringes. Contact: FD. Coslett, Box 28, Wilkes-Barre, PA 18773 or 717-823-3101.

Producer/Host—Major Midwest PBS station looking for producer/host for weekly arts magazine. Absolute minimum 10 years producing experience with some commercial television work and management experience desirable. Excellent salary. An Equal Opportunity Employer. Send resume to Box C-19.

Graphics Director/Animator—Top 3 TV market station requires person with experience in both print production & ability to produce own animation with newly acquired stand. Will interface with in-house advertising & promotion dept. Good benefits. Salary commensurate with experience. Applicants will be screened in confidence. Phone: 213-655-4082.

Financial Manager—We are the leading independent station in Los Angeles and are owned by the major non-network television station chain broadcaster in the country currently searching for an individual to become Assistant Business Manager of the station. The successful candidate will assist in the responsibility for the execution and planning of the accounting, budget and other financial administration functions of the station Business Affairs Department. Goal and profit oriented individual desired. This is a career opportunity with a leader in the field. Successful candidate should have a degree in accounting or a closely related discipline plus 3 to 5 years experience in broadcast station or closely related business environment. Such experience should clearly demonstrate the candidate's professional ability together with that candidate's supervisory effectiveness with people. Excellent salary and benefits. Our employees know of this ad. EOE/MF. Qualified interested parties should send resume to Box C-2.

Cinematographer/Videographer for award winning PTV KUID-TV. BA required; salary \$11,592. Closing date March 31. Vacancy announcement and application procedure; write Arthur R. Hook, KUID-TV, RTV Center, University of Idaho, Moscow, ID 83843. An AA/EO employer and educational institution.

Director for well-paced newscasts at 6 & 10 p.m. at progressive Midwest net affiliate. Must be both news and production oriented for full-time assignment to aggressive news operation. Resume and salary requirements to Box C-1.

Program Director for Public Television KUID-TV who will also teach Television Production classes. Opening available August 1979. Requires Masters Degree and professional experience. Full details in Vacancy Announcement from A.R. Hook KUID-TV, RTV Center Moscow, ID 83843. Closing date April 1, 1979. An AA/EO employer and educational institution.

Talent ... man and woman for co-hosting PM. Magazine format. On camera experience with ability to write copy and assist producer. Video cassette must accompany resume to: TV Program Director, KFMB-TV, Box 80888, San Diego, CA 92138. No phone calls please. All resumes will be acknowledged, all tapes returned. Equal Opportunity Employer.

Production Photographer—Prefer 2 years experience in all phases of film/mini-cam photography, editing, lighting and audio. Excellent pay and benefits with a multi-station company. Person will work with programming, public affairs, promotion and commercial to satisfy production requirements. Send resume to: Don Swaim, Operations Manager, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27106. An Equal Opportunity Employer.

Television producer with extensive experience desired to revitalize TV program formerly on the air. Outstanding opportunity for individual with outstanding track record. Box C-53.

Lighting Designer needed by Mississippi Authority for Educational Television. Necessary to have a broad knowledge in electricity and wiring, lighting design for television, and maintenance of all types of lighting equipment. Directs the crew in hanging lights, keeping lighting equipment and supplies in operational condition. Degree in speech, radio, television or related broadcast curriculum from an accredited college or university; OR degree from recognized college or university supplemented by five years experience in lighting for the theatre, film and/or television. Equal Opportunity Employer. Women and minorities welcomed. Contact Personnel Manager, PO Drawer 1101, Jackson, MS 39205. 601-982-6227.

Top 30 Emmy Award Station is looking for that creative person to produce-direct and write specials, direct newscasts and other related programming. Move up to Ohio's best equipped station. We need the creativity—you'll have the tools and personnel from mini-cam to squeezezoom. Experienced/degree preferred. EOE. Write: Al Dompke, Production Manager, WBNS-TV, 770 Twin Rivers Drive, Columbus, OH 43215. (No phone calls).

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

Great opportunity for a producer (or associate ready to move up) with major market talk show experience. Top 10 network affiliate building new show from scratch. Must understand daytime audiences and be able to program to them. We are an equal opportunity employer. Reply Box: C-56.

Cinematography/EFP position available at award winning broadcast teleproduction center. Requires strong 16mm shooting and editing skills (single and double system). EFP experience highly desirable. Must be able to demonstrate abilities through examples of work. Bachelor's or higher preferred. Salary approximately \$12,000. Send credentials and work samples to: Lee O'Brien, Teleproduction Center, University of Wisconsin-Green Bay, Green Bay, WI 54302 (work samples will be returned). Equal Opportunity Employer.

Creative Services Director—Metromedia station seeking professional experienced as commercial TV Director with proven ability to write/conceptualize good commercial copy. Ability to operate all production equipment, work rapidly and effectively with clients and peers. An Equal Opportunity Employer M/F. Submit resume in confidence with salary requirement to Box C-62.

SITUATIONS WANTED MANAGEMENT

General Manager with outstanding credentials! Broadcasting 34 years: Television 22 years; Radio 12 years; Management 18 years. Now 49. Thoroughly experienced all aspects: ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in industry. Very competitive! In small, medium and major markets. achieved revitalization/rapid turnarounds; produced spectacular sales and profits, plus prestige. Accustomed to full responsibility; overcoming overwhelming obstacles. Produces—at accelerated pace—outstanding ratings, sales, profits and prestige! Now arranging weekend-interviews. Box C-61.

TV Program Manager, top fifty market, experienced in station management, seeks increased earning opportunity. Box C-13.

M.B.A. with 5 years experience in production seeks entry level position in TV management. Contact PO Box 6, Notre Dame, IN 46556, for resume.

SITUATION WANTED SALES

Good climate, please! Fifteen years successful experience radio sales, programming, operations. Excellent references. Seeking opportunity with leading television station. Box C-41.

SITUATIONS WANTED TECHNICAL

Transmitter Engineer: Maintenance. Prefer South or East. Box B-169.

TV-FM-AM Field engineering service, 29 years experience ... construction—maintenance—system design—available by the day-week or duration of project. Bruce Singleton 813—868-2989.

SITUATIONS WANTED NEWS

Anchorman accomplished reporter/producer/writer. 8 years continuous on-air work. Youth, but with rich news credibility. Confidential resume and tape available. Box B-70.

Working medium market TV reporter, 28, female, would like to work major market ... experienced with film and ENG. Relocate anywhere. Box B-180.

Sportscaster currently top 20's market doing weekends. Young, degree, pro football and basketball play-by-play. Strong sports features. Box B-167.

Clean Up Your Language! Award winning newspaper editor/reporter seeking assignment editor or assistant producer spot with a station that's dedicated to news. Box B-182.

Chief Photographer top 10 market looking to relocate in similar position. Experienced in building and supervising an all ENG operation. Box B-186.

Photographer. Experienced. Creative, hard-working professional seeks challenging temporary or permanent job. Box B-185.

Anchor/Reporter who gets off his anchor and gets the ratings seeks organization with commitment, not quick fix. Box B-53.

Live remote expert. Personable female reporter. Five years experience. Wants more anchoring. Ready. Box C-6.

Female News Anchor Reporter. Single, 32. Talented, trained, on-air experienced, 3rd endorsed. West Coast preferred. Peggy Bone, 41 Dumont Ct., Millbrae, CA 94030. 415—441-5700.

Personal touch. Features/News. Reporter/Producer. News/Public Affairs, C-49.

I'm ready for hard work. Aggressive, experienced March grad seeks entry level position as TV News reporter/photographer. Capable with both VTR and SOF. Have completed one year's internship, will relocate, and am available now. Contact Les Rose, 14423 Hellenic Dr., Apt. L-12, Lutz, FL 33549. 813—971-5649.

Assignment Editor position wanted by creative, self-starting, professional, energetic TV reporter. Box C-68.

Edward R. Murrow devotee; recent-grad; reporting, photography, copy desk experience in print media; wants to enter broadcast field; dedicated, aggressive, willing to start at bottom. Location no barrier; available immediately. Terri Osterman, 301—489-4083, PO Box 15, Glenwood, MD 21738.

Ten years of television news experience, including three years as news director. Journalism degree. Reporting awards. Seeking news director, assistant news director, executive producer, or investigative reporting job. Call: 405—373-2711.

Experienced TV Reporter ... strong on politics and features wants professional Top 65 newsroom now. Box C-69.

Currently employed but seeking greater opportunity in better climate. I offer you reporting, anchoring, news directing experience and youthful-looking maturity. C-50.

Sports Reporter/Anchor: Top 20 experience. Reporter, producer, writer, play-by-play experience. ENG editing. B.S. Radio/TV. Energetic, excellent references. Will relocate. Tape available. Bill Weber, 526 Blue Ridge Rd., Indianapolis, IN 46208. 317—283-1656.

Weekday producing position wanted by Top 40 reporter with some weekend producing experience. Box C-70.

Sportscaster with creative reporting flare looking to make the move to a major market that can make full use of my skills. Any medium market station in need of an anchor/reporter that is really dedicated to sports would also be desirable. Contact Brad Evans, 497 Whispering Hills Drive, Lexington, KY 606—273-2870.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Writer/producer/creative manager, 6 yrs. advertising writing, all media; tape/film/audio production. Supervisory experience, some voice over. Woman, 28, desires to expand further in TV writing/producing. Sunbelt or major creative centers. Box C-4.

Researcher/Writer/Producer seeks medium or major market position on television documentary film unit. Three years reporting experience with excellent credentials. Journalism degree. Aggressive, creative, enthusiastic, and hard-working! Box C-40.

Producer/Director TV film. Motivated young N.Y. director, with solid professional credits seeks challenging position with fast-paced production house or station. 516—751-6038. Box 875, Setauket, NY 11733.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Join an affiliation of National Broadcast Brokers. Prefer extensive broadcast experience. Must sustain yourself financially. Send resume to Box B-155.

HELP WANTED SALES

Business oriented, successful salesperson with good credit and character who really wants to improve his income level. This is a straight commission opportunity involving substantial dollar amounts. We'll train in brokerage work. Midwest location. Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

HELP WANTED TECHNICAL

Donrey Media Group is seeking all around TV studio maintenance engineers, radio engineers, and microwave technicians for positions in Nevada and Arkansas. Send resume or phone: Director, Broadcast Engineering, Donrey Media Group, PO Box 70, Las Vegas, NV 89101. 702—385-4241, ext. 330. An equal opportunity employer.

**HELP WANTED PROGRAMING,
PRODUCTION AND OTHERS**

Graduate Student Teaching Assistant—Radio-Television. Halftime position for M.A. candidate offers \$3,600-\$4,300 for 9 months. Production experience necessary. Begins fall semester. Write: Head, Journalism Dept., Kansas State University, Manhattan, KS 66506. Equal Opportunity Employer.

Graduate Assistantships. Opportunity for students seeking masters degree to serve as laboratory assistants in undergraduate radio-TV labs. Must have completed under graduate degree in broadcasting with minimum 2.6 GPA. Professional Experience helpful. Persons serious about graduate degree encouraged to apply. Send resume, references to: Dr. Rik Whitaker, Graduate Coordinator, Department of Mass Communication, Central Missouri State University, Warrensburg, MO 64093. An Equal Opportunity Affirmative Action Employer.

HELP WANTED INSTRUCTION

Mass Communications Department—Opening for faculty member to teach broadcast news writing. Extensive professional experience required; Ph.D. desirable; prior teaching experience helpful. Assistant or Associate Professor, salary competitive. Apply by March 15, 1979, to George T. Crutchfield, Chairman, Department of Mass Communications, Virginia Commonwealth University, 817 West Franklin Street, Richmond, VA 23284. VCU is an affirmative action/equal opportunity employer.

Broadcast News & Public Affairs—Experience newperson to teach broadcast news and public affairs and other basic courses and work with TV Production Center in supervision of student interns and other production personnel in twice-weekly student newscast on local cable. Sales experience desirable. Available August, 1979. Master's degree required. Doctorate preferred. Letter of application and resume by April 15 to Dr. Jack Wilson, Head, Department of Communications, UPO 912, Morehead State University, Morehead, KY 40351. MSU is an Equal Opportunity Affirmative Action Employer.

Assistant Professor, to teach courses and labs in television and radio news, documentary production, related areas. Must have at least master's degree and professional news experience OR must have bachelor's degree and significant (15 years) professional news experience, mostly in major markets, and national honors or reputation. An equal opportunity employer. Available August, 1979. Contact: Bruce Linton, 217 Flint Hall, University of Kansas, Lawrence, KS 66045. Closing date: March 20, 1979.

Boston University School of Public Communication invites applications for faculty positions in Broadcasting starting September 1979. Master's degree plus significant professional experience, or Ph.D. plus professional experience, required. Teaching experience preferred. Candidates should possess expertise in one or more of the areas listed: Broadcasting regulation and structure, development of new technology and alternative systems, radio and TV production, broadcast administration, international broadcasting. Salary commensurate with educational and professional experience, \$13,500 to \$17,000. To apply, send resume to: Dr. Roger Kahle, Associate Dean; 640 Commonwealth Avenue; Boston, MA 02215. Boston University is an Equal Opportunity, Affirmative Action Employer.

INSTRUCTION CONTINUED

Middle Tennessee State University seeks a person to teach with a professionally-oriented program with 18 full-time faculty and approximately 800 undergraduate majors in the telecommunications sequence. Teaching expertise in film history, criticism, writing, and production required. Some expertise in TV production would be helpful. Professional and appropriate university teaching experience required; MA in film or broadcasting required. This is a full-time tenure track position beginning Aug. 1, 1979. Salary and rank will be determined by qualifications and experience. MTSU is located 35 miles from Nashville and has state-of-the-art facilities in radio, TV, and film. Application deadline March 19, 1979. Applications should include a resume of educational experience, references, and samples of film and TV productions. Contact Dr. Edward M. Kimbrell, Chairman, Dept. of Mass Communications, MTSU, Murfreesboro, TN 37132 Tel: AC 651-898-2813. MTSU is an Equal Opportunity/Affirmative Action Employer.

University of Akron seeks assistant or associate professor beginning September, 1979; to teach radio/TV production, electronic journalism and broadcast management. Ph.D. and commercial or non-commercial media experience required. Salary dependent upon qualifications. Send resume and three recommendations by March 30, 1979, to Dr. James Fee, Department of Mass Media-Communication, The University of Akron, Akron, OH. 44325. An Equal Opportunity/Affirmative Action Employer.

Howard University, Department of Radio, Television and Film, is seeking a chairperson, beginning August 1, 1979. Ph.D. or appropriate degree, with extensive administrative and/or teaching experience at the college level expected; publications in the field desirable. Forward resume, transcripts, and three letters of recommendation by March 14, 1979 to: Professor A. R. Ford, Department of Radio, Television and Film, School of Communications, Howard University, Washington, D.C. 20059. Because of short notice we encourage applicants to call 202-636-7927 for initial contact.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need UHF transmitters, antennas, VTR's, color studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-568-1155.

Wanted Studio, and 3 kw or 5 kw transmitter. Write Box B-168.

35kw GE High Channel VHF Transmitter. Reply Box C-36.

Needed: donated equipment. Tax deductible receipt furnished. Non-Profit Organization needs all broadcast equipment including 1200 ft. tower & transmitter proposed channel 48 for new UHF television station. Ship to: The Old Time Religion Hour, Inc., 1400 Lundy Ln, Friendswood, TX 77546 713-331-0035. George J. Lupo, Pres.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5' Air Helix 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.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

1-200' Self-Supporting tower, angle legs 2-300', 1-180', 2-220', 48" face towers, all used Telco towers, 1-275' Tubular leg. Call 901-274-7510 days 901-853-8037 nights.

10KW FM CCA, 6 yrs old, stereo, exc. cond. M. Cooper, 215-379-6585.

For Sale: 16mm. Houston Fearless ME4-VF film processor (color) complete with flo meters, holding tanks, mixing tanks and plenty spare parts. Contact: Bob Stallworth, Houston, TX 713-771-4631, ext. 232.

GE 12KW UHF Transmitter—Available with Channel 14 Antenna, \$28,000

GE PE 350 Color Cameras—Several available, good condition, \$8,000 ea.

RCA TR-4 Hi-Band VTR—Two available, new heads, \$14,000 ea.

IVC 500A Color Cameras—With all accessories, excellent shape \$16,000 ea.

RCA TK42 & TK43 Color Cameras—Two of each, package includes TR-2 VTR, Sync Generator, Camera Mounts and Cables, entire 4-camera package, \$6,000. Call Bill Kitchen, Quality Media Corporation, 404-568-1155.

Scully 250-FT ... Full Track Mono Recorders. In stock. Bargain prices. Call collect Val-tronics 717-655-5937.

Seven GE 350 Studio Cameras, complete with 10:1 zoom lens, ccu's, cam heads, pedestals and cable. All cameras in excellent condition and in use at well known production company. \$9,500 each. 615-255-0516, Mr. Daniels.

For Sale—Jamieson Compac 35/16 color film processor. Semi-automatic, equipped for Kodak ME-4. Make Offer: 813-597-6038.

Parts available for RCA BTA 5F transmitters, very complete selection. Les Kleven, KBHB, Sturgis, SD 605-347-4455.

Optomod—AM in stock, immediate delivery. David Green Broadcast Consultants Corporation 703-777-8660.

For Sale: Approximately 1900' of transmission line. Prodelin 3 1/8" 50 Ohm, EIA flanged. Many extras—elboes, bullets, patch panels, etc. Antenna GE TY42B. Helical 10db gain. Transmitter GE TT-36A. CH—10 50 KW, with—Sideband Filter, Harmonic Filter, Receiver Corrective Filters. Some tube terminal equipment, including demod (GE). Please write or call: Richard A. Swank, Chief Engineer, WILX-TV, PO Box 30380, Lansing, MI 48909. 517-783-2621.

For Sale: Gates SP-19 automation system mono. Cost new 32K. 10 source unit. Phone 615-882-1600.

Ampex Audio Recorder: 601 portable. Very good condition, \$500. Mike Kelley, 703-591-6333.

Hitachi FP1212 plumbicon camera \$8,500. Hitachi FP1100 Chalnicon camera \$4,500. Both \$12,000. Call 213-465-7146.

Motors—New, never used; GE 5KCP12B622 4 pole syn, and Ashland A84 HCEZU-8A 600/1200 rpm syn. \$89 each. E. W. Horne, 214 S. Canada St. No. 17, Santa Barbara, CA 93103.

Hitachi FP 1010 Color Camera with Saticon tubes. Includes 10:1 11.8 zoom lens, ITE cam-link head, elevator tripod and dolly, and custom cases. This is an excellent camera with very few hours on it for sale at half the original cost. (415-841-4810).

Complete 3/4" color VTR production, editing equipment. 1977 Dodge customized Video-Van. Excellent condition. 303-245-5400.

Clearance—Moving Scully 270 Playbacks, Mono or Stereo, \$1200. each; Carousels, Mono \$1300.—Stereo \$1350; Instacarts, Mono Stereo; Many other Automation Systems and Components, all completely reconditioned and guaranteed for 1 year. CONTROL TECHNOLOGY INC., 2513 Tortugas Lane, Ft. Lauderdale, FL 33312 (305-587-2716).

JVC 4400 LU with AC Adaptor 44LU—2 batteries, carry case-service manual-Anvil shipping case. 8 months old. \$4,000. Walter Edel 516-661-1019.

4 leg self supporting 200ft heavy duty tower, inc. base insulators, top light and flasher on ground excellent condition. \$9000 FO.B. or best offer. Sam 812-425-4226.

ITC-3D. Like new. Used only as backup. Price \$1600. Save about \$700. Bud Bastian, 309-342-3161.

Ideal for production house or news operation: 1 model D448 Bell and Howell 35 mm printer with attachments; 1 Bell and Howell printer model; 1 model 21 Houston fearless processor; 1 model 22 Houston fearless processor; 1 PM 25 mix tank; 1 replenishing kit; 1 VNF conversion kit; 1 backing removal kit. Special price for complete package, contact Bill Andrade, Wichita Leasing Company, PO Box 966, Wichita Falls, TX 76301. Phone collect 817-322-1572.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Not Comedy—Total personality service for Top MOR, AOR. Sample: GALAXY, Box 20093, Long Beach, CA 90801. (Phone 213-438-0508).

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Free Jobsheet! See why the Best is Not the most advertised. "Hot Tips", PO Box 678, Daytona, FL 32017. 904-252-3861.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160. 303-795-3288.

Major Market TV/Radio voice will record your radio spots, liners, drop-ins reasonably. Box C-71.

INSTRUCTION

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.

1979 "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.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 26 and May 7. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

First Class FCC License in six weeks. Contact Elkins Radio License School, PO. Box 45765, Dallas, TX 75245, 214-352-3242.

1st class FCC, 6 wks., \$500 or money back guarantee, VA appvd. Nat'l Inst. Communications. 111488 Oxnard St., N. Hollywood CA 91608.

First Class License in 6 weeks at First Class Communications School—4801 Classen Blvd., Oklahoma City, OK 73118—405-842-1978.

RADIO Help Wanted News

KEBE/KOOI-FM

We are the premier news voice of East Texas. If you are the premier news gatherer, writer and caster in your market, we want to talk with you. This is an opportunity to work with a thoroughly professional organization and enjoy the leisurely life style of the beautiful Sunbelt. Equal opportunity employer. Send resume, references, aircheck, and salary requirements to:

Perry Andrews
P. O. Box 1648
Jacksonville, TX 75766

**Help Wanted News
Continued**

News Director

with broad experience in investigative and street reporting. Position requires Director that can demonstrate leadership and administrative ability, a cut or two above average, with a strong interest in public affairs and community involvement. Experienced only, may send tape, resume, and salary requirements to Byron Cowan, WSAC AM/FM, Box 70, Fort Knox, Kentucky, 40121. EOE.

Help Wanted Announcers

WONE, DAYTON

has a rare opening for a morning drive air personality. Two person morning teams will be considered. If you feel qualified for a demanding position submit your tape, resume and references to Jon Reed, Program Director, WONE, 11 South Wilkinson St., Dayton, Ohio 45402. An Equal Opportunity Employer.

Situations Wanted Management

**General Manager
Exec. V.P.**

outstanding award winning track record in sales and programming. Currently GM of AM/FM combo which is being sold (top 50 market). Have been known to triple ratings and billing. Top references. Box C-72.

Situations Wanted Announcers

DOUBLE TALK!

Dichotomously different man and woman phone show offers grist for all manner of mouth from recipes to ratiocination. Fun, too! (415) 569-6192

BASEBALL PLAY-BY-PLAY

Available for coming season. 4 years radio and minor league baseball experience. Open to any situation. Respond to Box C-60.

**Situations Wanted Progaming,
Production, Others**

Please Read This!!

I've spent 12 years learning radio programming inside & out. Award winner in production & airwork. Adult contemp & disco are my long suits. Ready to roll. Available ASAP. Box C-59.

TELEVISION

Help Wanted Management

**MANAGEMENT &
OWNERSHIP**

New Network Affiliate, located in Eastern United States, with expected on-air date in the Fall of this year, would like to hear from television broadcast executives experienced in station management, sales, or programming.

This is a ground-floor opportunity for any person who understands the risks and rewards of TV station ownership. We are looking for a station manager, as well as managers for sales and programming. Successful candidates will join with us in the building and operation of this station as well as the search for and acquisition of other properties.

To qualify, you should have a minimum of 10 years experience in the business, of which 5 have recently been earned in your specialty. However, Sales Managers wishing to move up to station manager will be considered. A cash investment in the mid 5 figures will be required.

Our people know of this advertisement so you can write in confidence. We are an equal opportunity employer.

Box B-160.

**General Manager
TV Station**

Budget preparation. Expense control. Operating statement analysis. Audience development. Sales and pricing strategy, locally and with a top national rep. Above needed for continued profit growth of strong network affiliate in Southeast. Manager's compensation will include piece of that profit growth. Letter and resume to Box C-22.

Help Wanted News

ANCHOR

Major medium market news operation seeking resumes from anchor candidates. Applicants need strong news background and minimum of two years anchor experience. Candidates are being sought for both weekday and weekend anchor positions. Salary open. Send to Box C-26.

Equal Opportunity Employer (M/F)

Help Wanted Technical

**Electrical
Engineers**

Get on our wavelength and join the #1 team today!

Construction of new broadcast facilities in New York City provides openings for engineers to participate in the design of TV studios, Video Tape facilities and digital systems for the future. All positions offer generous starting salaries commensurate with background and qualifications plus an outstanding program of employee benefits. We currently need individuals with expertise in the following areas:



AUDIO/VIDEO SYSTEMS ENGINEERS EE degree or equivalent, with some experience in broadcast studio or equipment design.

EQUIPMENT PLANNING ENGINEERS EE degree or equivalent with a minimum 6 years experience in TV broadcasting equipment design. Participate in advanced development and equipment improvement.

R.F. SYSTEMS ENGINEERS EE degree or equivalent required with a minimum 3 years design and overall systems responsibility including TV, AM/FM, microwave and 2-way communications. FCC license preferred.

ABOVE POSITIONS BASED IN NEW YORK CITY
OTHER TECHNICAL POSITIONS AVAILABLE IN LOS ANGELES

Qualified applicants should send resume with salary history and requirements to: Mr. Hector Villanueva, American Broadcasting Companies Inc., One Lincoln Plaza, New York, New York 10023. An equal opportunity employer/male and female.

American Broadcasting Companies, Inc.



**Help Wanted Technical
Continued**

**TEMPORARY
SUMMER
TECHNICIANS**

WCVB-TV Boston, an ABC affiliate on Channel 5, seeks applications for summer technician positions. Period of employment will be from early June into September 1979. WCVB-TV offers a 4 day work week with full provisions of the current IBEW agreement, including a base salary from \$302 to \$499 per week depending upon experience.

Applicants should have proven ability in more than two of the following operating areas: audio, video, camera, switching, VTR, ENG, projection, and master control. A first class FCC radio telephone license is a must. WCVB-TV operates a 24 hour per day schedule with extensive news and studio production demands.

Closing for applications is March 31, 1979. Applicants will be notified of their status by April 30. To apply, send a resume to Personnel Department (no telephone calls please), Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192. Please note Summer Technicians on the resume.

An Equal Opportunity Employer M/F

**SONY-VIDEO
MAINTENANCE
INSTRUCTOR**

Sony Video Products Company offers this position to experienced maintenance engineers with at least two years of technical school. You should enjoy analyzing and explaining the theory and maintenance of the latest videotape and color camera equipment and be able to stand up before groups of broadcast engineers. You should be good with your hands to demonstrate mechanical disassembly and adjustment. If you are ready to be recognized as "The Sony Expert" Send your resume to:

Thomas Scott III, Mgr.
Video Maintenance School
Sony Corporation of America
2020 S. Central Ave.,
Suite No. 240
Compton, Ca. 90220
(213) 537-4300

An equal opportunity employer

**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.

**Help Wanted Programing,
Production, Others**

Graphics/Art Director

Leading network affiliate in midwest Top 30 Market is reorganizing its art department and seeks a creative, perceptive innovator to breathe new life into all aspects of concept and design, on-air graphics, print, set design. Challenging opportunity. Send samples of work, resume to Box B-187.

HELP !!!

Los Angeles based production company contracted to produce a television magazine series for internal use by a major U.S. corporation seeks the following outstanding individuals to work out of L.A. or San Francisco.

2 PRODUCER/DIRECTORS—These individuals will head up their own crew and be responsible for completing one or two mini documentary stories every two weeks. Requirements: 5 years experience, strong creative judgment and excellent writing skills. Prefer someone with heavy ENG/EFP experience.

3 TV REPORTER/Writers—Responsible for researching, writing and on camera reporting of documentary stories. Requirements: 3 years experience, good on camera performance and ability to present all material in a clear, interesting fashion.

2 TV CAMERAMAN/EDITORS—Must have an excellent creative eye, lighting expertise and know how to edit their footage for maximum impact. Requirements: 3 years experience with a strong ENG/EFP shooting and editing background.

2 ENGINEER/SOUNDMEN—Responsible for operation and maintenance of ENG, studio and editing equipment; plus recording sound on location. Requirements: 2 years experience with 3/4" & 1" formats. Prefer 1st class license.

1 TV SERIES HOST/REPORTER—Needed part-time to intro program, bridge between stories and occasionally write and report mini-docs. Requirements: Excellent on camera appearance, and 5 years writing, reporting &/or anchoring experience.

Send letter, detailed resume & salary requirements to

LARRY HIGGS & ASSOCIATES
177 E Colorado Blvd.
Room 1190
Pasadena, CA 91105

*Please note if you're attending NAB in Dallas.

Miscellaneous

NEED A NEWS SET?



TELE-VISION DESIGN

3246 Clearendon Rd - Cleveland Hts 44118 (216) 621-0072

**PRODUCTION/
PROGRAMMING
COORDINATOR**

The Wisconsin Educational Television Network (WETN) has an immediate need for an individual to coordinate informational, cultural, and instructional television programming produced under contract. Accountable to the program/operations director, this individual will also be responsible for assisting and previewing and evaluating programs broadcast by the WETN and evaluating program ideas and proposals. Qualified applicants will possess a minimum of 6 years of television experience as a producer and/or 3 years of production/operations supervisory experience. A working knowledge of both video and film production, copyright laws and contract administration is required. Send resume, salary history, and references to: ECB Administrative Services-Personnel, 732 N. Midvale Blvd., Madison, WI. 53705, by March 14, 1979.

An Equal Opportunity Employer
Functioning Under An Affirmative Action
Plan

ALLIED FIELDS

Help Wanted Sales

**Positions
Available**

One of the largest manufacturers of audio tape recording equipment has immediate openings in Technical Service and Sales.


Send resume stating salary requirements to Larry Cutchens, Sales Manager

International
Tapetronics
Corporation



2425 South Main St
Bloomington, IL 61701
Phone: 309-828-1381

Radio Programing




Gunsmoke
The Original Radio Network Series
starring **William Conrad**
BACK ON THE AIR!
Now available for local purchase
CHARLES MICHELSON, Inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546



UNIVERSAL SOUNDS UNLIMITED
UFO'S ENCOUNTERS OF EVERY KIND
DAILY 7 MINUTE DRAMATIZED RADIO VIGNETTES OF ACTUAL REPORTED UFO ENCOUNTERS EXCLUSIVELY BY:
UNIVERSAL SOUNDS UNLIMITED INC.
P.O. BOX 835, DEER PARK, MASS. 01906 509-276-2871

PROFESSIONAL SYNDICATION
SERVICE-QUALITY-EXPERTISE
ALIVE COUNTRY-CASUAL COUNTRY-CANNED POP
THE MUSICWORKS INC.
6238 LaPas Trail • Indianapolis, IN 46268 • (317) 291-9400

THE BIG BAND ERA LIVES
and is ready to produce profits for your station—
Send for details:
STRIKE UP THE BAND
Box 221, Beloit, WI 53511.

LUM and ABNER
5 - 15 MINUTE PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Employment Service

HOT TIPS
"WORLD'S FASTEST RADIO JOBSHEET"
• FREE LISTINGS FOR STATIONS!
• FREE SAMPLES FOR YOU!
• STILL \$12 FOR 13 WEEKS!
904-252-3861
P.O. BOX 678 DAYTONA, FLA. 32017

BAL
BROADCASTER'S ACTION LINE
The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Search \$25.00
Call 812-889-2907
R2, Box 25-A, Lexington, Indiana 47138

Business Opportunities

STARS
Big name TV & Film Stars, Sports Celebrities available for personal appearances. They can come complete with autographed pictures (still the best premium going—great for openings, fund-raisers, etc.). For particulars, call or write the people who arrange everything:
Pfeiffer, Anderson & Co.
Talent Agents: 8322 Beverly Blvd., Hollywood, CA 90048 (213) 658-5052.

For Sale: BROADCASTING SCHOOL
in New York City
Phone 212-245-2640 or Write: P.O. Box 23, Radio City Sta., N.Y., N.Y. 10019

PROGRAM SYNDICATION
company for sale - \$65,000. Price includes \$30,000 in lease contracts, 372 master tapes of Easy Listening, Rock, Disco and Country, 8,000 Lp's and 45's plus current hits library, demos, programming aids - everything except equipment. Contact Box C-30.

MANAGEMENT
in search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box Q-45.

Wanted To Buy Stations

Financially qualified Investor group
wishes to buy radio properties (Class C FM or AM/FM Combinations preferred). Serious inquiries only. Box C-67.

Individual with \$300,000 cash
wishes to purchase AM or FM in top 150 markets. Profit or Loss History not important. Will pay large finders fee, all replies treated confidentially. Box C-55.

Black Broadcast Group, fully funded, seeking Television stations. Will consider radio. Reply in strict confidence to Box B-165.

WANTED
AM-FM OR BOTH
MIDWEST & S.E.
UP TO 900M
PRINCIPALS ONLY
Box B-130

For Sale Stations

SHERMAN AND BROWN ASSOC.
MEDIA BROKER SPECIALISTS
TV RADIO CATV
P.O. Box 4475, Ft. Lauderdale, Fla 33338
Phone (305) 561-9334

H.B. La Rue, Media Broker
RADIO . TV . CATV . APPRAISALS
West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/873-4474
East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

Select Media Brokers

NC	Daytimer	225K	Small
NC	Daytimer	260K	Suburban
PA	Daytimer	575K	Suburban
WA	Daytimer	250K	Suburban
GA	Daytimer	467K	Metro
GA	Daytimer	385K	Small
AL	Fulltimer	635K	Small
	AM-FM		
NY	Fulltimer	1.6MM	Major
	AM		
TX	Daytimer	695K	Medium
	AM		

P.O. Box 5
Albany, Georgia 31702
(912) 883-4908

For Sale Stations Continued



STATIONS

S	Small	AM	\$185K	29%
NW	Small	AM	\$300K	\$87K
S	Small	Fulltime	\$400K	Terms
W	Metro	AM/FM	\$1MM	29%
MW	Metro	AM	\$1.7MM	\$493K

CONTACT

Bill Cate	(404) 458-9226
Ray Stanfield	(213) 363-5764
Bill Chapman	(404) 458-9226
Bill Whitley	(214) 387-2303
Jim Mackin	(312) 354-3340

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

HOLT CORPORATION
 BROKERAGE — APPRAISALS — CONSULTATION
 OVER A DECADE OF SERVICE
 TO BROADCASTERS

The Holt Corporation
 Westgate Mall, Suite 205
 Bethlehem, PA 18017
 215-865-3775

Holt Corporation West
 5844 Luther Lane, No. 401
 Dallas, TX 75225
 214-696-1353

RALPH E. MEADOR
 Media Broker
 AM - FM - TV - Appraisals
 P.O. Box 36
 Lexington, Mo. 64067
 Phone 816-259-2544

LARSON/WALKER & COMPANY
 Brokers, Consultants & Appraisers

213/826-0365
 Suite 214
 11881 San Vicente Blvd.
 Los Angeles, CA. 90049

202/223-1553
 Suite 417
 1730 Rhode Island Ave. N.W.
 Washington, D.C. 20036

- AM/FM Kentucky. Real Estate. \$420,000.
 - FM Suburban market in Georgia. \$280,000.
 - AM/FM in Western N.Y. State. \$590,000.
 - 1 kw AM in Southern Ga. Real Estate. \$250,000.
 - 3 kw FM in good Ga. market. \$280,000.
 - 1kw AM pre-sunrise. Real Estate. Eastern N.Y. \$575,000.
 - 10kw AM in North Carolina. University town. \$480,000.
 - Fort Worth/Dallas area. Fantastic coverage. Billing 500,000. Make offer.
 - AM-FM in Kentucky \$380,000. Terms.
 - Unusual circumstance regarding fantastic buy in New Jersey. Powerful day timer. Great market. \$650,000.
 - 3kw Stereo FM. Densely populated suburban area in Central Ohio. \$375,000.
 - Eastern Georgia. 1kw Daytimer with very good coverage. \$420,000.
 - Underdeveloped facility in large metro area. \$1.5 million.
 - North Florida Metro area. Daytimer. \$360,000.
 - 10kw AM in Texas with Fulltime C.P. \$675,000.
 - FM in Waco, Texas area. \$140,000.
 - AM/FM. Southern Kentucky. Real Estate. \$340,000.
 - AM/FM in Louisiana with very high potential. \$425,000.
 - Overseas AM/FM/TV. U.S. Commonwealth Automation. 220,000.
 - N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.
 - Two central Georgia properties.
- All stations listed every week until sold. Let us list your station. Inquiries and details confidential.
- BUSINESS BROKER ASSOCIATES**
 615-756-7635 24 HOURS

PREDOMINANT FM
 Combined horizontal and vertical power of 200,000 watts from tall tower in stereo. Large booming Southwest market with successful inspirational format. Excellent staff.
 1,250,000 with Terms
 Owner Box C-7

FOR SALE BY OWNER
 Single station market Class A in Northeast Indiana. Only partially developed. \$225,000 cash or \$250,000 with \$72,500 down.
 (219) 583-4551 Evenings

Sunbelt AM-FM
 Middle Georgia Single Station Market which benefits from two larger nearby growing markets. '78 Billing more than doubled '77 Billing. Price: \$220,000. Principals only. Box C-14

Several California Radio stations for Sale.
 W. John Grandy
 Broadcasting Broker
 1029 Pacific Street
 San Luis Obispo, California
 93401
 805-541-1900

WQIZ AM-FM
 5000 watts daytime · 810 khz
 100,000 watts, 24 hours. 107.5 stereo

This powerful Charleston SC area combo programs Gospel on AM and Disco-Soul on FM. A great potential and opportunity for minorities.

Priced slightly above 2 1/2 gross
 \$1,000,000

MEDIA BROKERS APPRAISERS

RICHARD A. STAHEEN
 435 NORTH MICHIGAN · CHICAGO 60611
 312-467-0040



BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; 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.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

THE KEITH W. HORTON COMPANY, INC.

P. O. Box 948
 Elmira, NY
 14902
 (607) 733-7138

Brokers and Consultants to the Communications Industry



Stock Index

Stock symbol	Exch.	Closing Wed. Feb. 28	Closing Wed. Feb. 21	Net change in week	% change in week	High	1978-79 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	N	34	37 1/8	- 3 1/8	- 8.41	41 1/4	23 1/2	7	27,700	941,800	
CAPITAL CITIES	CCB	N	37 3/8	40 1/4	- 2 7/8	- 7.14	75	37 3/8	10	14,000	523,250
CBS	N	50 5/8	52 1/8	- 1 1/2	- 2.87	64	43 7/8	7	28,100	1,422,562	
COX	N	59 3/4	57 3/8	+ 2 3/8	+ 4.13	59 3/4	25 1/2	13	6,667	398,353	
GROSS TELECASTING	GGG	A	20 3/8	21	- 5/8	- 2.97	23 7/8	13 5/8	8	800	16,300
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2	-	11 3/4	3 7/8	21	462	5,313	
LIN	O	37 1/4	38 3/4	- 1 1/2	- 3.87	43	16 1/2	10	2,789	103,890	
METROMEIOA	MET	N	52 1/2	53	- 1/2	- .94	71	25 1/4	9	4,600	241,500
MDONEY	MOON	O	5 3/4	5 1/4	+ 1/2	+ 9.52	6 1/2	1 7/8		425	2,443
RAHALL*	RAHL	O	20 1/2	20 1/2	-	21 1/4	8 5/8	23	1,264	25,912	
SCRIPPS-HOWARD	SCRP	O	50	50	-	52	30 1/2	9	2,589	129,450	
STARR	SBG	M	13 3/4	13 1/2	+ 1/4	+ 1.85	13 3/4	76	1,547	21,271	
STORER	SBK	N	30 3/8	32 1/4	- 1 7/8	- 5.81	34 7/8	19 3/8	8	4,948	150,295
TAFT	TFB	N	19 3/4	22	- 2 1/4	- 10.22	24 7/8	12 1/4	7	8,508	168,033
TOTAL									104,399	4,150,372	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	10 1/2	10 7/8	- 3/8	- 3.44	14 7/8	3 3/4	9	1,257	13,198
AMERICAN FAMILY	AFL	N	10 5/8	11	- 3/8	- 3.40	17 1/8	9 1/4	5	10,536	111,945
JOHN BLAIR	BJ	N	25	28 1/4	- 3 1/4	- 11.50	31 3/8	11 1/8	6	2,447	61,175
CHARTER CO.	CHR	N	7	7 1/8	- 1/8	- 1.75	8	3 7/8	7	19,219	134,533
CHRIS-CRAFT	CCN	N	11 1/2	11 7/8	- 3/8	- 3.15	11 7/8	4 1/2	10	3,696	42,504
COCA-COLA NEW YORK	KNY	N	6 1/4	6 5/8	- 3/8	- 5.66	9 1/4	6 1/8	9	17,641	110,256
COMBINED COMM.	CCA	N	31 1/8	31 1/2	- 3/8	- 1.19	45 1/8	19	12	10,369	322,735
COWLES	CWL	N	21 3/4	22 1/2	- 3/4	- 3.33	25 1/4	12 1/2	18	3,969	86,325
DUN & BRADSTREET	DNB	N	30 5/8	33	- 2 3/8	- 7.19	38	26 1/4	13	27,886	854,008
FAIRCHILD INO.	FEN	N	26 1/8	27 7/8	- 1 3/4	- 6.27	35 1/4	9 1/2	6	5,708	149,121
FUQUA	FQA	N	9 1/4	9 7/8	- 5/8	- 6.32	13 5/8	8	5	12,661	117,114
GANNETT CO.	GCI	N	41 1/2	41 1/4	+ 1/4	+ .60	49	32 3/4	14	22,430	930,845
GENERAL TIRE	GY	N	24 3/4	25 3/4	- 1	- 3.88	30 5/8	22 3/8	5	22,710	562,072
GRAY COMMUN.	O		21	21 1/2	- 1/2	- 2.32	24	8	7	475	9,975
HARTE-HANKS	HMH	N	21 1/4	22 1/2	- 1 1/4	- 5.55	24 1/2	13	13	9,117	193,736
JEFFERSON-PILOT	JP	N	30 3/8	30	+ 3/8	+ 1.25	34 1/2	26 5/8	8	22,895	695,435
MARVIN JOSEPHSON	MRVN	O	14 1/4	14 1/4	-	14 3/4	8 1/4	8	2,547	36,294	
KANSAS STATE NET.	KSN	O	12 1/2	13 1/2	- 1	- 7.40	14 3/8	4 3/4	11	1,799	22,487
KNIGHT-RIDDER	KRN	N	23 1/4	23 3/4	- 1/2	- 2.10	28 1/8	13 1/4	10	32,797	762,530
LEE ENTERPRISES*	LEE	N	22 5/8	22 5/8	-	22 3/4	11 1/8	10	7,285	164,823	
LIBERTY	LC	N	30 1/8	31	- 7/8	- 2.82	33 7/8	18	7	6,762	203,705
MCGRAW-HILL	MHP	N	24 7/8	29 5/8	- 4 3/4	- 16.03	32 5/8	15 5/8	10	24,777	616,327
MEDIA GENERAL	MEG	A	20 1/2	21 5/8	- 1 1/8	- 5.20	23 1/8	13 5/8	10	7,456	152,848
MEREDITH	MOP	N	28 3/8	28 3/8	-	40 1/4	17 3/8	6	3,094	87,792	
MULTIMEDIA	MMEO	O	24 3/4	25 1/4	- 1/2	- 1.98	28 1/4	16 1/4	11	6,630	164,092
NEW YORK TIMES CO.	NYKA	A	26 1/2	27 1/8	- 5/8	- 2.30	31 5/8	15 3/4	15	11,599	307,373
OUTLET CO.	OTU	N	20 1/4	21	- 3/4	- 3.57	32 7/8	16 5/8	5	2,445	49,511
POST CORP.	POS	A	17 1/8	17 3/4	- 5/8	- 3.52	19 3/8	8 1/8	8	1,824	31,236
REEVES TELECOM	RBT	A	5 1/8	5 1/4	- 1/8	- 2.38	5 1/4	1 3/4	57	2,388	12,238
ROLLINS	ROL	N	16 5/8	17	- 3/8	- 2.20	24 1/4	14 7/8	8	13,407	222,891
RUST CRAFT	RUS	A	33 1/4	33 1/4	-	33 1/4	8 1/2	16	2,319	77,106	
SAN JUAN RACING	SJR	N	15	14 5/8	+ 3/8	+ 2.56	15 7/8	7 5/8	25	2,509	37,635
SCHERING-PLOUGH	SGP	N	29	29 1/2	- 1/2	- 1.69	44 3/4	26 3/8	8	53,580	1,553,820
SONDERLING	SOB	A	24 1/2	24 1/2	-	25	8 3/8	8	1,105	27,072	
TECH OPERATIONS	TO	A	7 1/4	6 3/8	+ 7/8	+ 13.72	8 3/4	2 3/8	26	1,352	9,802
TIMES MIRROR CO.	TMC	N	30	31	- 1	- 3.22	35	20 3/4	9	34,811	1,044,330
TURNER COMM.	O		27 1/2	29	- 1 1/2	- 5.17	31	7 3/4		3,800	104,500
WASHINGTON POST	WPO	A	22 5/8	23 1/8	- 1/2	- 2.16	26 1/2	10 7/8	8	16,268	368,063
WOMETCO	WOM	N	14 3/4	15 3/8	- 5/8	- 4.06	18 1/4	10 7/8	8	8,524	125,729
TOTAL									442,094	10,577,181	

Cablecasting

ACTON CORP.	ATN	A	9 1/8	9 1/8	-	13 5/8	3 1/8	6	2,419	22,073	
AMECO*	ACO	O				1/2			1,200		
ATHENA COMM.	O		4 3/8	3 5/8	+ 3/4	+ 20.68	5 1/2	1/8	2,125	9,296	
BURNUP & SIMS	BS1M	O	5 3/8	5 1/4	+ 1/8	+ 2.38	6 1/8	3 1/8	41	8,531	45,854
CABLE INFO.*	O		2 1/4	2 1/4	-	3	1/4	11	648	1,458	
COMCAST	O		12 1/2	13 3/4	- 1 1/4	- 9.09	14 1/4	3 3/4	15	1,617	20,212
COMMUN. PROPERTIES	COMU	O	16 1/2	14	+ 2 1/2	+ 17.85	16 3/4	3 5/8	19	5,018	82,797
ENTRON*	ENT	O	1 1/4	1 1/4	-	3 1/2	7/8	1	979	1,223	
GENERAL INSTRUMENT	GRN	N	28 1/8	30	- 1 7/8	- 6.25	40	17 5/8	7	7,682	216,056
GENEVE CORP.	GENV	O	13	13	-	15 3/4	7 1/2	4	1,121	14,573	
TELE-COMMUNICATIONS	TCOM	O	17 5/8	18 3/8	- 3/4	- 4.08	19 1/8	2 7/8	43	5,327	93,888
TELEPROMPTER	TP	N	12 1/2	13 7/8	- 1 3/8	- 9.90	14 1/4	6 3/4	18	16,952	211,900
TEXSCAN	TEXS	O	1 7/8	2	- 1/8	- 6.25	2 7/8	1 1/4	11	786	1,473
TIME INC.	TL	N	38 3/4	41 3/8	- 2 5/8	- 6.34	50	31 3/4	7	20,505	794,568
TOCGM	TOCG	O	8	8 1/4	- 1/4	- 3.03	8 1/4	1 5/8	17	1,496	11,968
UA-COLUMBIA CABLE	UACC	O	43	42 3/4	+ 1/4	+ .58	43	15 1/2	21	1,679	72,197
UNITED CABLE TV	UCTV	O	28 3/4	30 3/4	- 2	- 6.50	30 3/4	3 7/8	24	2,036	58,535
VIACOM	VIA	N	26	27 7/8	- 1 7/8	- 6.72	28	16 5/8	15	3,799	98,774
TOTAL									83,920	1,756,845	

Stock symbol	Exch.	Closing Wed. Feb. 28	Closing Wed. Feb. 21	Net Change in week	% change in week	1978-79		PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
Programing											
GOLUMBIA PICTURES	CPS	N	19	20 1/2	- 1 1/2	- 7.31	24 1/2	7 3/8	3	9,749	185,231
DISNEY	DIS	N	37 1/8	39	- 1 7/8	- 4.80	47 5/8	32 1/4	12	32,416	1,203,444
FILMWAYS	FWY	N	14 7/8	13 5/8	+ 1 1/4	+ 9.17	17	6 7/8	8	10,980	163,327
FOUR STAR			1 1/4	1/2	+ 3/4	+ 150.00	2 1/8	1/2	13	666	832
GULF + WESTERN	GW	N	14 1/8	14 7/8	- 3/4	- 5.04	18 3/8	10 1/4	4	48,177	680,500
MCA	MCA	N	40 7/8	44 1/4	- 3 3/8	- 7.62	48 1/4	25 3/4	7	23,227	949,403
MGM	MGM	N	21 1/4	21 3/4	- 1/2	- 2.29	24 1/8	12 7/8	7	29,102	618,417
TRANSAMERICA	TA	N	16 1/4	16 5/8	- 3/8	- 2.25	19	13 1/4	5	66,475	1,080,215
20TH CENTURY-FOX	TF	N	35 1/8	36	- 7/8	- 2.43	39 3/8	10	5	7,759	272,538
VIDEO CORP. OF AMER	O		5 1/4	5 5/8	- 3/8	- 6.66	9 3/4	3 1/2	15	988	5,187
WARNER	WCI	N	43 7/8	45 1/8	- 1 1/4	- 2.77	56 7/8	25 3/4	8	14,622	641,540
WRATHER	WCO	A	13 3/8	14 1/8	- 3/4	- 5.30	14 7/8	4 1/2	36	2,308	30,869
									TOTAL	246,469	5,831,502

Service

BBD0 INC.	BBD0	O	34 1/2	34 1/2			38 3/4	22 1/2	8	2,513	86,698
COMSAT	CQ	N	39 1/8	40 7/8	- 1 3/4	- 4.28	48 3/4	28 3/4	10	8,000	313,000
DOYLE DANE BERNBACH	DOYL	O	17 1/4	18	- 3/4	- 4.16	31	16 1/4	7	1,776	30,636
FOOTE CONE & BELDING	FCB	N	17 1/2	18	- 1/2	- 2.77	23 1/8	14 3/4	6	2,538	44,415
GREY ADVERTISING	GREY	D	34	34			36	16 1/2	4	624	21,216
INTERPUBLIC GROUP	IPG	N	31 3/4	33 1/4	- 1 1/2	- 4.51	39 1/4	22 1/2	7	2,387	75,787
MCI COMMUNICATIONS	MCIC	O	4 3/4	5 5/8	- 7/8	- 15.55	5 3/4	7/8	43	20,431	97,047
MOVIELAB	MDV	A	3 1/2	2 7/8	+ 5/8	+ 21.73	3 3/4	1	13	1,414	4,949
MPO VIDEOTECHNICS*	MPO	A	4 5/8	4 5/8			65 3/8	4	4	520	2,405
A. C. NIELSEN	NIELB	O	20 3/4	21 1/4	- 1/2	- 2.35	28 1/2	18 7/8	10	10,980	227,835
OGILVY & MATHER	OGIL	O	21 3/4	21 3/4			56 1/2	20	7	3,610	78,517
TPC COMMUNICATIONS	TPCC	O	7 3/4	8 1/4	- 1/2	- 6.06	10 1/2	2 1/4	14	899	6,967
J. WALTER THOMPSON	JWT	N	23 7/8	23 1/4	+ 5/8	+ 2.68	32 7/8	15 1/8	6	2,649	63,244
WESTERN UNION	WU	N	17 1/4	17 3/8	- 1/8	- .71	21 1/4	15	7	15,177	261,803
									TOTAL	73,518	1,314,519

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	5 5/8	5 3/4	- 1/8	- 2.17	10 1/4	2 3/8	4	1,672	9,405
AMPEX	APX	N	14 5/8	15 1/4	- 5/8	- 4.09	19 1/4	7 3/8	11	11,357	166,096
ARVIN INDUSTRIES	ARV	N	14 1/4	14 5/8	- 3/8	- 2.56	22 1/2	12 1/2	4	5,959	84,915
CCA ELECTRONICS*	CCA	O	1/8	1/8			5/8	1/8	1	897	112
CETEC	CEC	A	4 3/4	4 5/8	+ 1/8	+ 2.70	5 3/4	1 3/4	11	2,127	10,103
COMU	COM	A	3 1/4	3 1/8	+ 1/8	+ 4.00	5 1/2	2 1/8	10	1,732	5,629
CONRAC	CAX	N	13 7/8	13 1/2	+ 3/8	+ 2.77	27 1/4	13 1/2	7	2,052	28,471
EASTMAN KODAK	EASKD	N	59 5/8	62 1/4	- 2 5/8	- 4.21	86 3/4	42	12	161,376	9,622,044
FARINDON	FARN	O	11 1/4	12 1/4	- 1	- 8.16	16 1/2	8	11	4,782	53,797
GENERAL ELECTRIC	GE	N	46	47 1/2	- 1 1/2	- 3.15	56 5/8	44 1/2	9	184,581	8,490,726
HARRIS CORP.	HRS	N	26	27 3/8	- 1 3/8	- 5.02	35 3/4	19 7/8	12	25,461	661,986
HARVEL INDUSTRIES	HARV	O	6	6			6	3 1/8	16	480	2,880
INTL. VIDEO CORP.*	IVCP	O	1 7/8	1 7/8			2 5/8	1/4		2,701	5,064
M/A COM, INC.	MAI	N	38 1/8	41	- 2 7/8	- 7.01	41 7/8	20 1/4	17	1,320	50,325
3M	MMM	N	56 3/8	59 1/4	- 2 7/8	- 4.85	64 3/4	43 1/2	13	116,473	6,566,165
MOTOROLA	MOT	N	36 1/4	36 1/4			56 7/8	34 1/4	9	28,544	1,034,720
N. AMERICAN PHILIPS	NPH	N	25 3/4	26 1/2	- 3/4	- 2.83	36	24 1/2	5	12,033	309,849
OAK INDUSTRIES	OAK	N	20 3/4	21 3/4	- 1	- 4.59	24	6 1/4	20	2,973	61,689
ORROX CORP.	ORRX	O	4 7/8	5	- 1/8	- 2.50	6 1/2	1/2	7	1,977	9,637
RCA	RCA	N	25 1/4	27	- 1 3/4	- 6.48	33 5/8	22 3/4	7	74,821	1,889,230
ROCKWELL INTL.	ROK	N	36	36 5/8	- 5/8	- 1.70	38	28 1/4	6	33,900	1,220,400
RSC INDUSTRIES	RSC	A	2 5/8	2 1/2	+ 1/8	+ 5.00	4	1 5/8	13	2,412	6,331
SCIENTIFIC-ATLANTA	SFA	A	34 1/4	36 5/8	- 2 3/8	- 6.48	36 5/8	16 3/4	16	2,644	90,557
SONY CORP.	SNE	N	8 1/4	8 1/8	+ 1/8	+ 1.53	10 3/8	7	13	172,500	1,423,125
TEKTRONIX	TEK	N	49 7/8	52 1/2	- 2 5/8	- 5.00	68 1/2	28 1/4	14	17,995	897,500
TELEMIATION	TLMT	O	1 1/4	1 1/2	- 1/4	- 16.66	2 1/4	1/2	2	1,050	1,312
VALTEC	VTEC	O	9	9 1/2	- 1/2	- 5.26	12 3/4	6 1/2	23	4,056	36,504
VARIAN ASSOCIATES	VAR	N	15 7/8	16 5/8	- 3/4	- 4.51	21	13	11	6,838	108,553
WESTINGHOUSE	WX	N	17 1/2	18	- 1/2	- 2.77	24 1/2	16 1/4	5	86,511	1,513,942
ZENITH	ZE	N	13 3/8	14	- 5/8	- 4.46	28	11 3/8	19	18,800	251,440
									TOTAL	990,024	34,612,517
									GRAND TOTAL	1,940,424	58,242,936

Standard & Poor's 400 Industrials Average; 107.10 110.51 -3.41

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.

Blair's Boden: still crazy about radio after all these years

John Boden has been in the broadcasting sales business for almost a quarter of a century, all of that time in radio, none in television. And he doesn't feel the least bit deprived.

"There's still a lot of glamour in radio, and in selling radio," he says. "I'm more excited about it now than when I first got in."

He first got in from the agency side, and he got into that as much by accident as by design. Just out of DePauw University with a degree in political science, he had wanted to go to law school but couldn't afford it. So he talked to his brother-in-law, who was in the time-sales business and who not only suggested that he try advertising but also, upon finding the young man agreeable to the notion, got him his first job, with Leo Burnett Co. in Chicago.

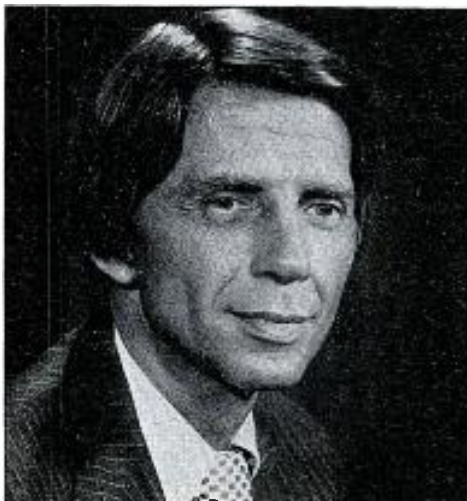
The brother-in-law was Harry B. Smart, then working for the John Blair & Co. station representation firm in Chicago and now chairman and chief executive officer of the company's Blair Television. With Mr. Boden installed as president of Blair Radio since the first of the year, there is a tendency around the Blair headquarters these days to joke about the divisions' being run by "the Chicago Mafia."

At Burnett, Mr. Boden started in 1952 in the mail room, that generation's equivalent of today's training program, and progressed upward to timebuyer before deciding he would be happier selling than buying. That decision took him to the Weed & Co. rep firm, where he started as a salesman in 1955 and became Chicago radio office manager in 1956, his last stop before Blair Radio put out feelers and hired him as a salesman a year later.

He remained in Chicago until 1973 but his responsibilities grew steadily, first to vice president and Midwest sales manager and later to vice president and general manager of Chicago radio sales operations.

His success there vaulted him in 1973 to Blair Radio's number two post, that of vice president and general manager of the division. It also vaulted him from Chicago to New York, a place he has learned to defend heartily against bad-mouthers. Its spirit and even its seamier characteristics, he feels, teach values vital in a salesman's—or almost anyone else's—line of work.

"New York is dirty, it's crowded, it's damn near bankrupt," he says, "but it's got a help-each-other spirit like nowhere else. It's an effort to just get to work. In New York you're hassled, cajoled—but you learn tolerance and patience, two



John Nash Borden—president, Blair Radio, New York; b. Oct. 19, 1928, Evanston, Ill.; BA, political science, DePauw University, Greencastle, Ind., 1952; trainee, later time-buyer, Leo Burnett Co., Chicago, 1952-55; Weed & Co., salesman, 1955, and manager of Chicago radio office, 1956; with Blair Radio since 1957, starting as salesman in Chicago 1957; VP and Midwest sales manager, 1968-70; manager, Chicago radio office, 1970-73; VP and general manager of Blair Radio, based in New York, 1973-79; present post, Jan. 1, 1979; m. Shirley Krejci, 1953; three children—John N. Jr., 23; Chris, 21; Jeff, 20.

traits that I think are essential to survival in this world we live in."

Mr. Boden's world—and the station-rep world as he sees it—is a people world. His own part of it encompasses about 90 people in headquarters and 12 branch offices, serving 127 AM and FM stations in some 75 markets.

"In the representative business," he says, "all we have is people. The growth of a company is the growth of its people. The winner—and that's what it's all about—has the best sales people calling on the buyers. The company that has the best sales people wins."

Selling radio, he says, has changed a lot since he broke in—and yet hasn't changed all that much, either. "Selling is more numbers-oriented now," he explains, "but we're coming back to personal salesmanship—if we ever left it."

When the number-one station in a market has a 5.6 rating and the number nine station has a 4.6, which he says is the situation in San Diego, "you have to go back to the age of personal selling—when nine stations are within one rating point of the top, you have to sell other values, you can't just sell the numbers."

The San Diego situation may be more extreme than most, but in any event he feels that radio shouldn't let itself be

"bound up by the rating books." Radio selling, he says, "is still the last frontier for creative selling."

In hiring, Mr. Boden says, he looks for "people-oriented people," people with "intelligence, of course," and also honesty, integrity, creativity, persistence.

He also looks for bad losers. "By bad," he says, "I don't mean desk pounders, but people that aren't satisfied with losing. Most sales people are one-step sales people: 'Sorry we lost the business; better luck next time.' I look for the two-step sales people who say, 'Sorry we lost the business, and this is what I'm going to do to get the business.'"

Mr. Boden says he also tries to hire people with a potential to become managers. It can be tricky, he admits, because good managers may be lost to other employers, but he reasons that "it's better to have top-flight people and lose them than to have mediocre, security-seeking people who'll never leave."

He looks, too, for self-motivated people. "The days of Knute Rockne and win-one-for-the-Gipper are over," he says. Management's job, in his view, is to provide "an atmosphere for motivation"—not one based on fear, or wholly on money, but based instead on "love" and "caring for each other" to make the company "a fun place to work," a place where people "want to come to work," where management people are good listeners, good teachers, good problem-solvers.

It seems clear that Mr. Boden himself is motivated—and having fun. Jack W. Fritz, president of John Blair & Co., calls him "one of the hardest-working people I've ever known. He's completely devoted to the business and his family."

He's also a sports enthusiast, runs about five miles a day, is a long-time collector of sports trivia, and is especially fond of hockey, which he's coached at high-school and semi-pro levels. He also reads a lot, particularly biographies, and friends say one of his favorite pastimes in New Canaan, Conn., where he and his family live, is "hanging around the bookstore on Saturday." For all this, he puts in a long office day, arriving about 8:45 a.m. and working till 6 or later, and often takes work home on weekends.

He also travels a lot. He is one of four Blair Radio executives who regularly put on seminars covering radio advertising and programing basics for clients and agencies in cities around the country. He also visits each of his division's 12 branch offices at least three times a year. In all, he figures, he's on the road 120 to 130 days a year.

Does he like it? Of course he does.

"You have to go where your clients are," he says. "If you don't like it, you should leave the business."

No isolation ward

It has now been documented that the Nixon administration set out to enfeeble an already ailing noncommercial television system that was perceived to be an enemy. If the documentation told us no more than that, it would be an interesting but not especially important footnote to a dark moment in White House history. It tells much more.

Most of all, it exposes the political vulnerability of the system that the Nixon operators decided to corrupt. The evidence is clear that noncommercial broadcasting would have been captured or at least subdued if the Nixon administration had lived out its expectations.

Except for changes in personnel, the system of today is essentially the system of the Nixon period. It is still vulnerable to political manipulation, as the second Carnegie Commission also concluded in the \$1-million report it delivered a month ago (BROADCASTING, Feb. 5). So far, however, nobody has invented a certain way to keep politics out of a federally funded system operating under a federally appointed bureaucracy. Carnegie is no exception to that statement.

There is a common paradox in all national proposals for the development of noncommercial broadcasting. Expansionists assume that Congresses can be persuaded to vote and Presidents to approve more and more money for public radio and television while taking less and less interest in what is put on the air. That assumption further assumes a selflessness that is absolutely antithetical to political success. The bigger public broadcasting gets and the larger the audiences it attracts, the more keenly will it be monitored by political incumbents and aspirants.

There is probably no certain way to immunize the national apparatus of noncommercial broadcasting from congressional and administration pressures, as long as the national apparatus serves both as distributor of federal funds to the many independent stations in the system and as angel and conduit of national programming. Perhaps the solution lies in a diminished federal presence and a larger role for local jurisdictions and states. The same taxpayers, after all, are the root sources of all governmental revenues.

If the federal government is to remain the predominant patron, the constructors of the system will be wise to recognize that political immunity is unattainable. Perhaps, however, they can create a bureaucracy that will at least be resistant to one-sided interests and will reflect the political complexities of the real world.

NAB convention eve

At the conclusion of its winter meeting in Maui, Hawaii, two months ago, the 45-member board of directors of the National Association of Broadcasters gave a standing ovation to the executive staff as the best in the trade association's 56-year history. It was a deserved tribute to Vincent T. Wasilewski, who, as president for 14 years, has structured an organization to cope with the interminable problems confronting the most dynamic of media.

There have been trials and errors. Today's executive staff bears little resemblance to the relatively ineffectual one inherited by young lawyer Wasilewski in 1965. Still in his prime at 56, Mr. Wasilewski has been with the NAB for 30 years—his first and only employment after leaving law school and the Air Force.

There has never been a time in the half-century memory of this publication that the NAB could afford complacency. Once politicians learned that elections were won and lost on the air—

and that was in the late 1920's—it became a hard ball game. It is destined to be ever thus as the politicians and the interest groups attack, and as the broadcasters, through the NAB as their only all-inclusive instrument, defend.

Inelegant or not, lobbying is the NAB's most important function. Mr. Wasilewski, as spokesman, heads the team. He is not flanked by an expert staff familiar with the congressional ropes and by legal counsel competent to resist the pressures invoked by an FCC that is determined to get its nose into forbidden areas of program control or censorship. Crack the "big boys" is the overriding order of the Ferris commission.

The Van Deerlin rewrite of the Communications Act constitutes the immediate business at hand. The Wasilewski NAB knows every nuance of that enormous legislative effort while keeping a wary eye on the FCC and the public interest fronts.

One day, we assume, there will be a reorganization. Perhaps there will emerge a confederation—a sort of congress of entities in broadcasting and its offshoots. This must be the constant goal of a continuing study.

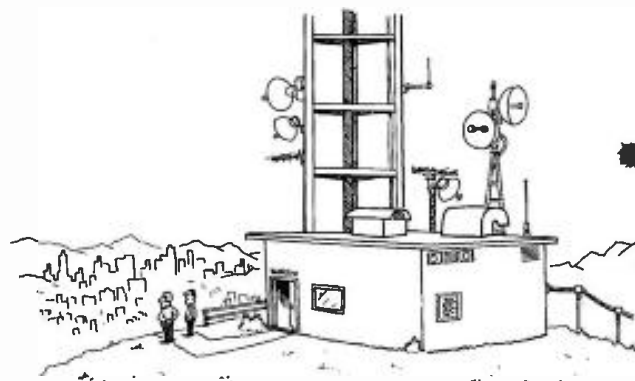
But the time to disturb the status quo is not now. Current suggestions for a change in command are ill-timed. Nor would that mischief-making get anywhere.

This isn't the Army, Miss Jones

Margita White left the FCC last week, a political casualty who deserved better. Mrs. White, a Republican, was appointed by President Ford to the two-year unexpired portion of a predecessor's term in anticipation of reappointment later to a full seven years. The bargain went down with Mr. Ford in the November 1976 election.

If Mrs. White's successor, Anne Jones, turns out to be as industrious and independent, broadcasters will have no quarrel with President Carter's choice, assuming politics required him to make one.

Miss Jones, also a Republican and, by the testimony of associates, her own woman, will be under special scrutiny in her new role. Any time she votes with FCC Chairman Charles Ferris, who proposed her for this job, she will be suspected of collusion or docility. Friends are confident she will act on her own. It is a confidence to be shared at this point.



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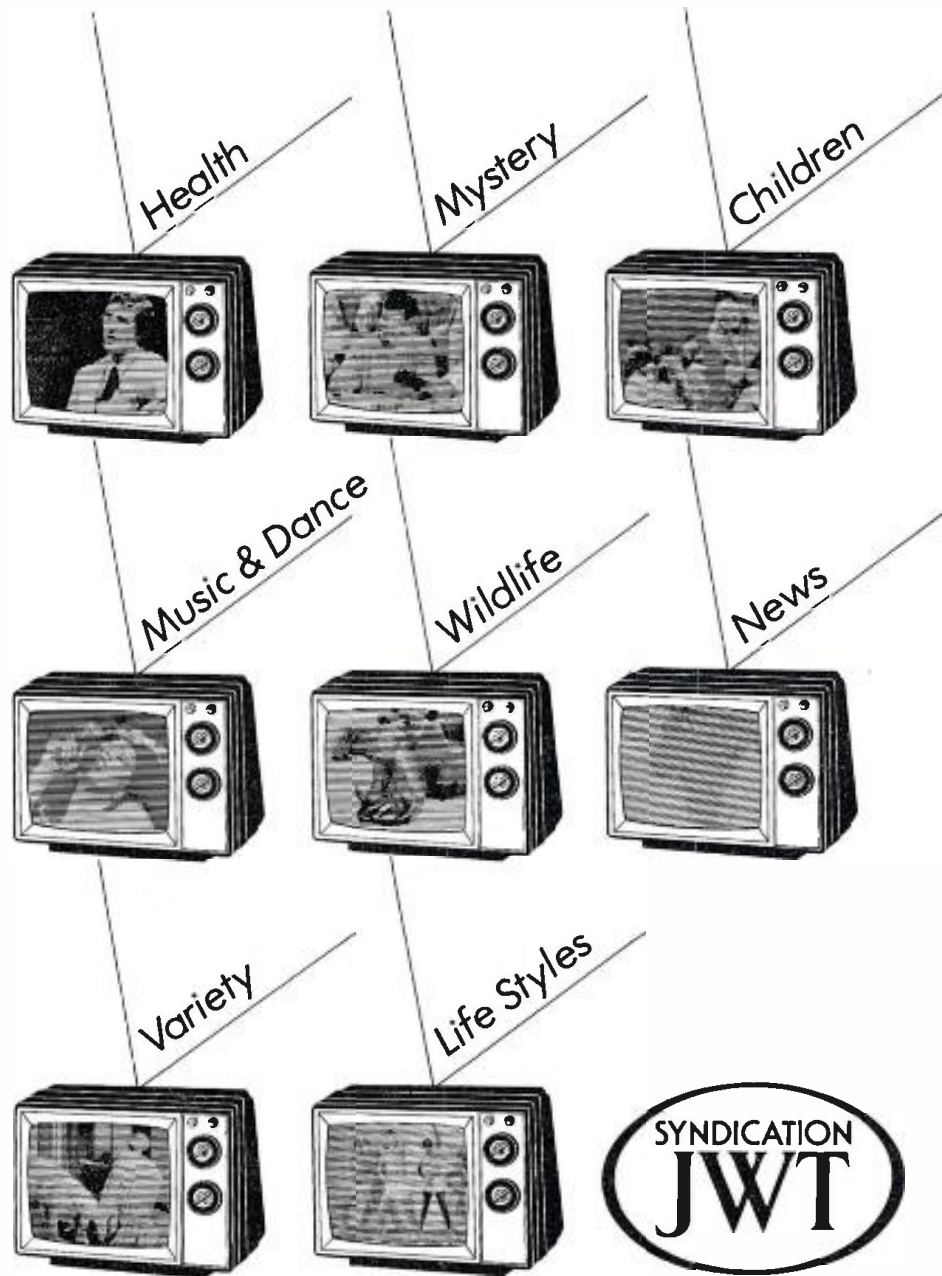
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