

FTC turns the screw on children's advertising
NATPE '78: Bursting at the seams

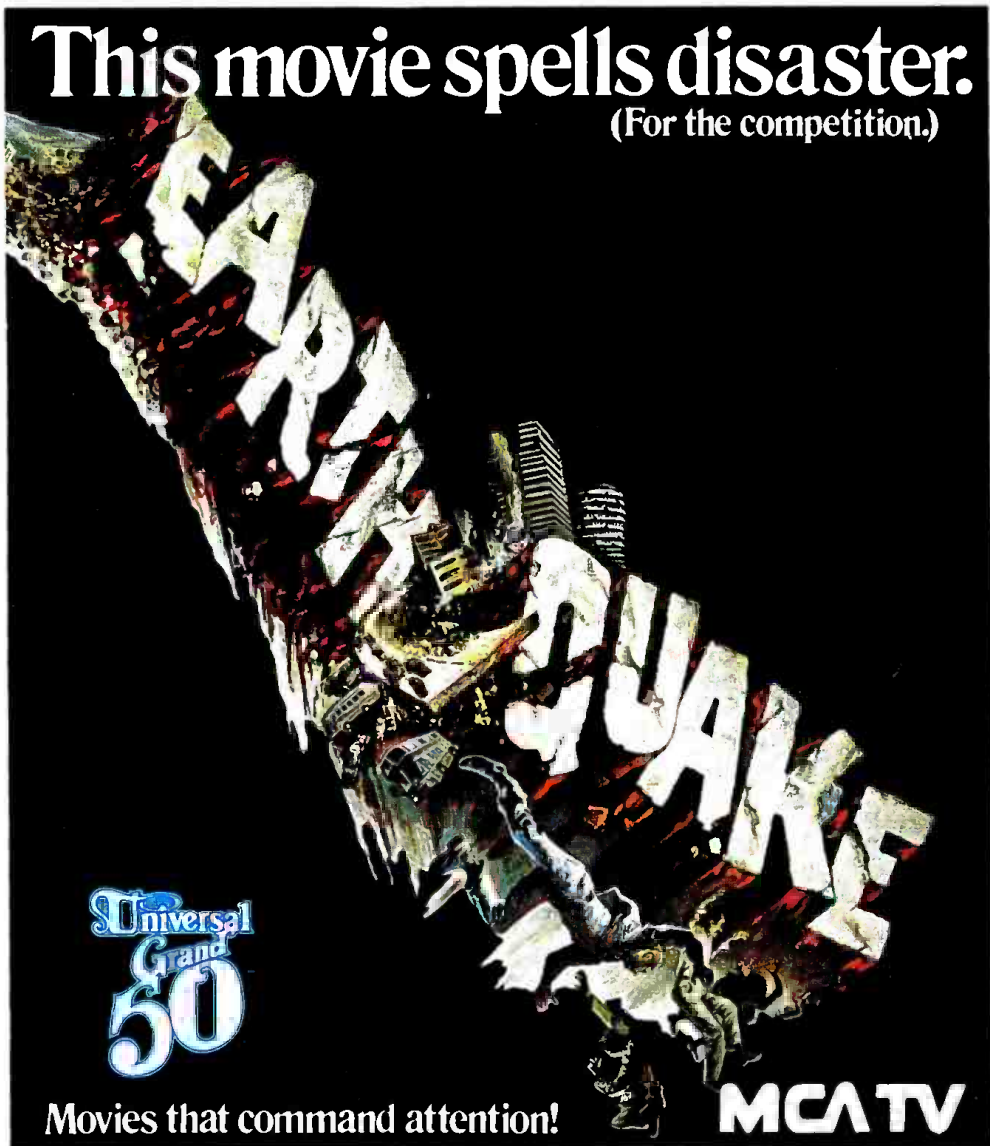
Broadcasting Feb 27

The newswiki of broadcasting and allied arts

Our 47th Year 1978

NEWSPAPER

This movie spells disaster.
(For the competition.)



Universal Grand 50

Movies that command attention!

MCA TV

5730 JHAN SLOLO136 DY4 NOV/78
G L HANSON
522 S MINNESOTA
MITCHELL SD 57301

NATPE Hospitality Suite 3108

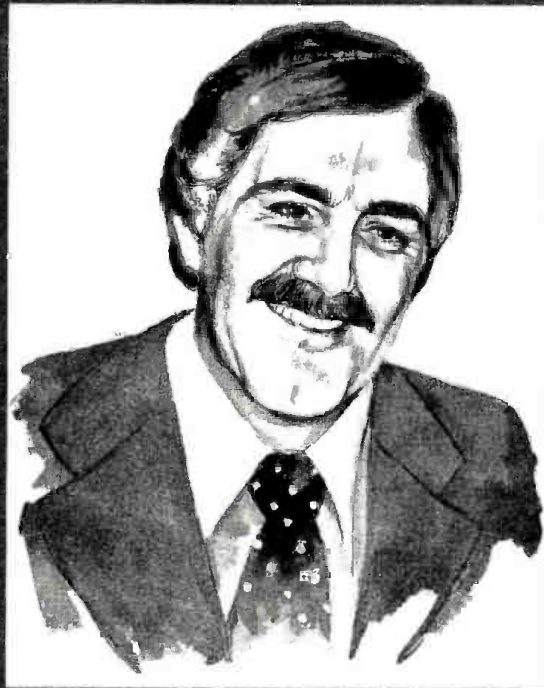


WEAR YOUR EARS PROUDLY!

SFM, the folks who brought you "The New Mickey Mouse Club," "The Adventures of Rin Tin Tin," Mobil's "Ten Who Dared," "When Havoc Struck," and "Between the Wars," have some exciting new projects for 1978 that we'll be unveiling at the NATPE convention.

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

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



Professional Profiles: Don N. Nelson

Every true professional, regardless of the industry he serves, desires personally, perhaps more than anything else, to be respected by his peers. Don Nelson has earned that respect in the broadcast business. His contributions to radio have spanned twenty-nine of his forty-one years. He is rather unique in this industry in many ways, not the least of which is his history of more than twenty-two years with the same firm. Those who know him well, and those who serve with him, recognize in Don a myriad of strengths

that have brought success: His fairness in decision-making, his open communication with employees, his initiative at keeping current with the industry, his positive mental attitude and creative imagination.

Don Nelson is a Director of the Radio Advertising Bureau, a Director of the National Radio Broadcasters Association, chairman of the Board of the Country Music Association, Vice President of Mid-America Radio and its flagship stations WIRE/WXTZ, Indianapolis. . . and a valued client.

The Research Group

Perceptual Research for Broadcast Management | San Luis Obispo, California

For those who would like to discuss their research needs, we would be happy to see you, by appointment, at the NAB Convention. Please call our offices for the time and day of your preference.

(805) 541-2838

The Week in Brief

STORM SIGNAL □ The FTC shows where it's headed on children's advertising in a staff report that calls for bans on advertising products aimed at those under the age of

CBS's Leonard:
 “Here we go again.
 It's Big Brother
 replacing mother.”

8, a ban on advertising of highly sugared products and counteradvertising for commercials for sugared products that are allowed on the air. **PAGE 27.**

'STAR' EXTENSION □ Parties in the proposed TV swap-sale between Combined Communications and Joe L. Allbritton extend the consummation deadline to March 3. Delay follows FCC postponement of its meeting to take another look at the deal. **PAGE 28.**

PEACE PIPING □ The broadcasters advisory committee on the Communications Act revamp gets together again with Lionel Van Deerlin. Though no new ground is broken and there are no concessions, some strained relations are eased. **PAGE 29.**

JANKOWSKI LOOKS AHEAD □ Speaking to Wall Street security analysts, he reports CBS-TV is pretty well sold out for the first quarter of 1978. He also forecasts substantial gains for network and spot TV sales in 1978 and 1979. **PAGE 34.**

AND FROM ROSENFELD □ Another CBS president makes his public bow in an NATAS address in which he deplors the actions of pressure groups against programing, and cites the escalating cost of production. **PAGE 34.**

NATPE '78 □ A record-breaking attendance of 2,900 is heading for The National Association of Television Program Executives' 15th annual conference. An overview of the people, products and convention plans. **PAGE 39.** The six-day agenda in Los Angeles. **PAGE 42.** A listing of the 176 exhibitors, what they'll be offering, and who will do the selling. **PAGE 50.**

FCC SCOLDED □ The Oversight and Investigations Subcommittee of the House accuses the commission of laxity in enforcing conflict-of-interest laws in connection with commission employees' stock holdings. **PAGE 68.**

TORONTO WARMUP □ NAB officials and representatives of the Canadian Association of Broadcasters huddle in Montreal. They sketch out an agenda for the joint meeting of their boards next June in Toronto. The dominion's position on ad taxes, cable deletion of U.S. commercials and WARC '79 will get priority. **PAGE 70.**

SETTLED □ Last-minute concessions by concerned parties allow the FCC to settle the drawn-out music-format case involving the sale of WEFM(FM) Chicago. **PAGE 74.**

BETTER AUDIENCE COUNTS □ The NAB is receptive to a Nielsen proposal that co-op effort be made to improve sampling methods for ethnic groups. **PAGE 75.**

PAY UP □ Field Communications files a \$600,000 suit against Mego International and Ted Bates & Co. It involves canceled advertising contracts with Field's three stations. **PAGE 76.**

NOT TREADING WATER □ NBC-TV's Klein offers a rundown of the new series being inserted on the schedule and those in development. There also will continue to be an emphasis on "events." **PAGE 79.**

THE RATINGS WAR □ No let-up in the prime-time battle next fall should be expected, say the programing chiefs of the commercial TV networks. An IRTS audience is told fall schedules will be unveiled in April or early May. **PAGE 80.**

RATE CASE SETTLEMENT □ The FCC and Comsat work out their differences. The latter is to make refunds of nearly \$100 million and file for reduced tariffs. **PAGE 82.**

SATELLITE NETWORKING □ Holiday Inns is the major owner in a new project to afford feature films and other services to hotels and motels. It will also use the bird to relay KTVU Oakland's signal to cable systems. **PAGE 83.**

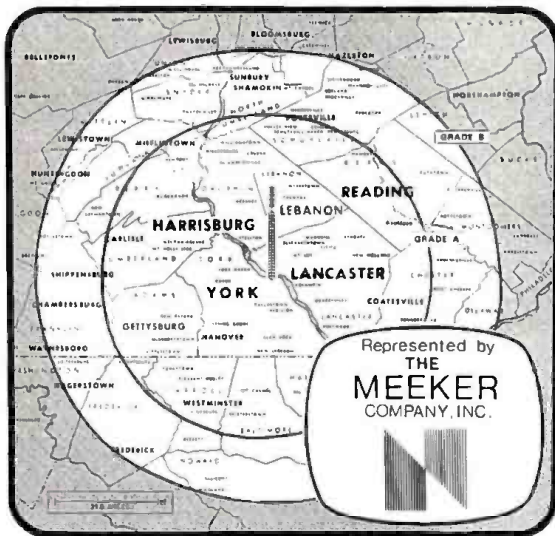
CENSORSHIP SUIT □ The Supreme Court declines to disturb a lower court ruling that CPB and PBS must go to trial over charges that they knuckled under to the Nixon White House. **PAGE 84.**

PBS'S CHLOE AARON □ The senior vice president for programing at PBS has definite ideas on the role of public broadcasting. Foremost is the conviction that, with adequate funding, it could compete better with the commercial networks. **PAGE 101.**

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PILLOW talks about WGAL-TV coverage



And no wonder. The strong and consistent WGAL-TV coverage is a sales-exciting subject, not only in this Dauphin County community but also in hundreds of other prosperous Pennsylvania towns and cities throughout the entire 9-county DMA. In your media buying, contrast WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1977 County Coverage Report

WGAL-TV 8

STEINMAN TV STATION

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Another Steinman TV Station **WTEV** Providence R.I. - New Bedford-Fall River, Mass.

Closed Circuit[®]

Insider report: behind the scene, before the fact

Overkill?

Has Federal Trade Commission staff gone too far in proposing harsh restrictions on TV advertising aimed at children (see page 27)? Some broadcasting officials with Washington expertise think proposals may be too extreme for majority of FTC members to swallow—especially in political atmosphere exemplified by recent defeat in House of bill to create consumer agency. As one broadcaster put it, in suggesting FTC staff plan would self-destruct: "We are not without our resources."

National Association of Broadcasters at week's end was already formulating plan to coordinate attack against FTC proposal. It's likely coalition of national organizations similar to one that gathered last year to fight proposed legislation to restrict saccharin advertising will be re-formed to lobby not only FTC but also Congress. With NAB firmly at helm, group is likely to include other broadcast associations, advertising associations, and associations of toy, candy and cereal manufacturers.

Training film?

Networks continue search for new sexual themes to squeeze into prime-time shows. Latest will be in premiere episode of ABC-TV's *Having Babies*, to have short-run tryout beginning Tuesday, March 7 (10-11 p.m. NYT). One segment concerns young married couple who "each suspects the other of being the source of a mysterious infection they share." Infection is not so mysterious—it's VD.

His deal

Despite one-week extension of contract between Joe L. Allbritton and Combined Communications Corp. for swap of his WJLA-TV Washington for its KOCO-TV Oklahoma City plus CCC stock (see page 28), there's at least chance deal will not survive. If Mr. Allbritton winds up with station, here's how his capital gains may be toted up since he acquired Washington Star Communications Inc. four years ago for about \$35 million.

Under FCC divestment order, he sold WMAL-AM-FM Washington (to ABC) for \$16 million and WLVA(AM) Lynchburg, Va. (to Shenandoah Broadcasting), for \$600,000. On his own hook he just sold *Washington Star* (to Time Inc.) for \$20 million cash (plus assumption of \$8 million in obligations). Sale proceeds of \$36.6 million already give him \$1.6 million gain—but to that must be added value of WSET-TV (formerly WLVA-TV) Lynchburg and WCIV(TV) Charleston, S.C., both VHF

network affiliates, which he retains, and of WJLA-TV (renamed with his initials, after sale of companion radio stations, in what may prove to be act of remarkable prescience). Experts say WSET-TV and WCIV are worth at least \$18 million. Based on CCC deal which included KOCO-TV, 550,000 CCC preferred shares at \$55 million and \$7-per-share interest during 20-year redemption period, WJLA-TV is worth about \$100 million. Bottom line: gain of \$120 million in four years.

Longer look

Search committee seeking replacement for late John H. Crichton as president of American Association of Advertising Agencies originally hoped to complete job before AAAA annual meeting in late April, but now is said to be hopeful it'll get its work done by end of this year. Committee, headed by Richard C. Christian of Marsteller Inc., Chicago, is screening list that at one time numbered over 100 names. William R. Hesse, former Benton & Bowles president, is serving as interim AAAA president and plans to retire next year.

On another AAAA front, Chester R. LaRoche Jr., AAAA vice president who had been regarded as one of leading prospects for presidency, is said to be planning to leave association soon.

Staying put

For day or two last week there was good chance CBS-TV affiliates' annual meeting would be held week later than scheduled and in Palm Springs, Calif., rather than Los Angeles. One reason network officials considered moving it was to give affiliates change of scene. Another was to give themselves extra week's planning leeway between going to market with new fall schedule, expected in late April or early May, and getting ready for affiliates' meeting, which was—and remains—set for May 9-10 at Century Plaza hotel. In end they decided it was just too late to make switch—decision with which at least some consulted affiliates concurred because they'd already made plans on original timetable.

House TV man

House Rules Committee having recommended that Speaker delegate authority over prospective House broadcast system to new committee, speculation has begun as to who will head it. No names have been heard for chairmanship yet, but there is speculation about who will head staff, where real legwork will be done. It centers on Richard Krolik, assistant to late Communications

Subcommittee Chairman Torbert Macdonald (D-Mass.) for three years, currently staff director of House Select Committee on Energy.

With his current committee expected to be phased out soon, Mr. Krolik seeks post, which would restore him to contact with broadcasting, his career before going to Capitol Hill in 1972. His past positions include vice president for programing, Time-Life station group, associate producer of NBC-TV's *Today* show and producer for NBC Radio.

News doctor

Avery-Knodel Television plans to offer its represented stations news consultancy service geared to outlets in medium-sized markets. Bob Hoyt, veteran news executive at WABC-TV and WNEW-TV New York, who has his own counseling firm, Hoyt TV News, Ridgefield, Conn., will head new A-K operation.

Frank exchange

CBS Sports President Robert Wussler has confirmed rumors that Barry Frank, who had headed CBS sports department until Mr. Wussler took over when it became CBS division last October, may soon leave. Rumors have Mr. Frank pursuing production deals already lined up. Mr. Wussler would only say that Mr. Frank had discussed various options. Mr. Wussler also maintained that Mr. Frank was not being forced out. "Barry did run it [the department] for a year and a half," Mr. Wussler said, "and you set up certain human conflicts in this kind of a situation."

Growing older

Broadcast management—particularly at such large organizations as networks—is keeping watchful eye on H.R. 5383, which goes to congressional conference this week (March 2). That's bill by Representatives Claude Pepper (D-Fla.) and Paul Findley (R-Ill.) that would lift mandatory retirement ceilings to age 70 in private industry. Passage, virtually assured, would affect futures of number of key broadcast figures now considered within range of retirement (ABC's Elton Rule, CBS News's Dick Salant and Walter Cronkite, for example).

Impact might be even greater in union and middle-management ranks. One NBC source estimates 300 to 400 employees—at high end of earnings cycle—would be affected by legislation. And if federal government doesn't, state governments may. California—where all networks have major operations—already has law similar to Pepper-Findley bill.

Business Briefly

TV only

S.S. Kresge Co. □ K-Mart division starts 15-week TV campaign in mid-April. Ross Roy, Detroit, will place spots in 142 markets during fringe and day time. Target: women, 18-49.

Wella Corp. □ Wella Flex hair spray gets three-month TV flight starting in March. Kalmar Responsive Ad/Marketing Group, Englewood Cliffs, N.J., will handle spots in 25 markets during prime, late fringe and news time. Target: total women.

Igloo Corp. □ Recreational ice chests and beverage coolers get three-month TV promotion starting in early April. Tracy-Locke, Dallas, is buying spots in 33 markets during sports time. Target: men, 18-49.

Globe Communications □ Company features its *Midnight* magazine in two seven-week TV flights starting in mid-March and April. Certified Advertising,

Rep appointments

- KZOK-AM-FM Seattle: CBS/FM National Sales, New York.
- KGMS(AM)-KSFM(FM) Sacramento, Calif.: H-R Stone, New York.

New York, will schedule spots in eight or nine markets during fringe, day and prime time, aiming for approximately 300 gross rating points per market. Target: women, 35 and over.

Arthur Treacher's □ Arthur Treacher's Fish N' Chips fast food restaurants launches three four-week TV flights in early April, May and June. Bozell & Jacobs, New York, will buy spots during fringe and prime time. Target: total adults.

Monarch Wine Co. □ Manischewitz light wines get eight-week TV push beginning next week. Savitt Tobias Balk, New York, is seeking spots in 36 markets during prime

and prime access time. Target: total adults.

Pepperidge Farm □ Subsidiary of Campbell Soup Co. focuses on its Pepperidge Farm bread in two four-week TV flights beginning in early April and late May. Ogilvy & Mather, New York, will select spots during fringe time. Target: women, 18-49.

Sunkist Growers □ Oranges will be spotlighted in two four-week TV flights beginning in mid-March and early May. Foote, Cone & Belding/Honig, Los Angeles, will schedule spots in 35 markets during fringe time. Target: women, 25-49.

Blue Cross/Blue Shield □ Insurance company plans eight-week TV drive starting in early April. J. Walter Thompson, Atlanta, will handle spots in Southern markets during fringe and prime time. Target: adults, 18 and over.

Stouffer Frozen Foods □ Frozen pizza will be featured in six-week TV buy beginning in mid-March. Creamer Lois/FSR, Pittsburgh, will select spots in 14-15 markets during day, prime and late fringe time. Target: women, 25-49.

Geo. A. Hormel □ Grocery products division will highlight its Tender Chunk ham in two three-week TV flights starting in early April and early May. BBDO, Minneapolis, will arrange spots in 40 markets during fringe and prime time. Target: women, 25-49.

Georgia Dept. of Community Development □ Tourism division plans five-week TV promotion starting in early April for the state of Georgia, spending approximately \$60,000 a week. Gerald Rafshoon Advertising, Atlanta, will buy spots in 14 markets during day, fringe and news time. Target: total adults.

California Federal Savings □ Savings and loan institution places five-week TV promotion starting in mid-March. Jensen & Ritchie, Los Angeles, will handle spots in Los Angeles, San Diego, San Francisco and Fresno, Calif. Target: adults, 50 and over.

Bostonians □ Division of Kayser-Roth features its Bostonian shoes for men and boys in four-week TV push starting in early April. Media Specialists, New York, will handle spots in about six markets during news and sports time. Target: men, 25-54.

Red Lobster Inns □ Division of General Mills starts four-week TV buy in mid-April. D'Arcy-MacManus & Masius, Chicago,

DASH® (DELTA AIRLINES SPECIAL HANDLING) GETS YOUR SMALL PACKAGE THERE IN A BIG HURRY.

Delta handles more over-the-counter shipments of 50 lbs. or less than any other certificated airline. What's more, DASH serves 85 U.S. cities plus San Juan. Any package up to 90 inches, width + length + height, and up to 50 pounds is acceptable. DASH packages accepted at airport ticket counters up to 30 minutes before flight time, up to 60 minutes at cargo terminals. The charge for DASH shipments between any two of Delta's domestic cities is \$30. Rate is \$25 between Dallas/Ft. Worth and Los Angeles or San Diego or San Francisco. There is an extra

charge for pick-up and delivery. For pick-up and delivery, call 800-638-7333, toll free. (In Baltimore, call 269-6393). Special DASH airbill provides speedy documentation. Special DASH bag makes identification easy. DASH shipments are prepaid.

You may pay for your shipment with cash or approved credit or an acceptable major credit card. For full details on rates and shipping information call your nearest Delta air cargo representative.

DELTA IS READY WHEN YOU ARE®



PLEASE STAND BY

A NEW FIRST-RUN FAMILY SITCOM FOR FALL '78)



Situation comedy is a proven vehicle for family audiences. And "Please Stand By" is like starting prime-time programming at 7:30.

Produced by William Bickley and Michael Warren, the creative production team whose record speaks for itself (Happy Days, The Partridge Family, What's Happening, Room 222).

The name is "Please Stand By." But the action to take is—call Viacom now!



Visit us at the NATPE, Bonaventure Hotel, Bunker Hill West, Suite 3220.

will schedule spots in 100 markets during fringe and prime time. Target: women and men, 25-54.

J.I. Case □ Outdoor power equipment is featured in four-week TV campaign beginning in early April. Bozell & Jacobs, New York, will select spots in 10-12 markets during early fringe, late fringe and news time. Target: men, 25-54.

Velsicol Chemical Corp. □ Agricultural herbicides and pesticides manufacturer begins four-week TV drive in mid-April for its Banvel corn. Kenrick Advertising, St. Louis, is buying spots in 15-26 markets during prime and news time. Target: total men.

Time Corp. □ *People* magazine starts four-week TV flight in early April. Young & Rubicam, New York, will place spots in 13 markets during day and fringe time. Target: men and women, 18-34.

Mid-America Farms □ Group focuses on its cheese products in three-week TV campaign starting in early March. Paragon Companies, Minneapolis, will arrange spots in 10 markets during fringe time. Target: women, 25-54.

Anheuser-Busch □ Brewery highlights its Michelob Lite beer in one-week TV buy beginning in late March. D'Arcy-MacManus & Masius, St. Louis, will place spots in 33 markets during prime time. Target: men and women, 18-49.

Litton Industries □ Diamonair division starts one-week TV push for its gold and jewelry treasures in early March. Marschalk, New York, will pick spots in 10 markets during fringe and daytime. Target: total women.

Hallmark Cards □ Company sponsors rebroadcast of *Peter Pan* starring Mia Farrow and Danny Kaye, on NBC-TV,

Thursday, March 16 (8-10 p.m. NYT), through Foote, Cone & Belding. Special features musical score by Anthony Newley and Leslie Briscusse.

Xerox □ Company will sponsor NBC-TV special, *A Family Upside Down*, starring Fred Astaire and Helen Hayes, on Sunday, April 9 (9-11 p.m. NYT) through Needham, Harper & Steers. Drama special will also star Efrem Zimbalist Jr. and Patty Duke Astin.

Radio only

Wate-On □ Food supplement for gaining weight gets nine-to-12-week radio promotion starting in May. United Advertising Companies, Oak Brook, Ill., will buy spots in 58 markets including Albuquerque, Chicago, Houston, New York, San Francisco and Washington. Target: teen-agers and adults, 18-24.

Kindy Optical □ Optical firm begins six-week radio buy in April. Torrieri-Myers, Baltimore, will handle spots in five or six markets including Milwaukee and Omaha. Target: adults, 18-34.

Big Horn □ Beef snack stick gets four-week radio campaign beginning in early March. Fanfare Communications, Philadelphia, will handle spots in Philadelphia, Baltimore and Washington. Target: adults, 18-49.

Pirelli □ Tire corporation schedules three-week radio push starting next week. Meyers & Muldoon, San Francisco, will place spots in five or six markets including Los Angeles. Target: men, 18-49.

Olympia Brewing Co. □ Olympia Gold beer gets three-week radio campaign beginning in late March. Dancer-Fitzgerald-Sample, New York, will buy spots in seven markets including Los Angeles, Phoenix and Seattle. Target: adults, 25-49.

Genesis Magazine □ Magazine schedules one-week radio test starting this week. Pete Glasheen Advertising, New York, will handle spots in Baltimore and Washington costing approximately \$15,000. Target: men, 18-34.

Radio-TV

Stokely-Van Camp □ Speciality products division arranges two-week TV and radio push beginning in early May, spending approximately \$100,000. Handley & Miller, Indianapolis, will seek spots during news and prime time in 31 markets including Atlanta, Dallas, Nashville and San Antonio. Target: women, 25-49.

BAR reports television-network sales of Jan. 29

ABC \$107,730,800 (35.7%) □ CBS \$103,676,200 (34.4%) □ NBC \$90,166,200 (29.9%)

Day parts	Total minutes week ended Jan. 29	Total dollars week ended Jan. 29	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	143	\$ 963,000	544	\$ 3,520,300	\$ 3,059,900	+15.0
Monday-Friday 10 a.m.-6 p.m.	1,050	16,676,100	4,070	68,176,400	55,846,000	+22.1
Saturday-Sunday Sign-on-6 p.m.	330	8,641,800	1,354	38,151,300	43,657,500	-12.6
Monday-Saturday 6 p.m.-7:30 p.m.	100	3,865,200	403	16,994,700	16,017,000	+6.1
Sunday 6 p.m.-7:30 p.m.	16	827,600	108	8,997,100	6,290,700	+43.0
Monday-Sunday 7:30 p.m.-11 p.m.	404	36,562,300	1,694	148,459,200	136,109,800	+9.1
Monday-Sunday 11 p.m.-Sign-off	210	3,963,400	857	17,274,200	16,283,900	+6.1
Total	2,253	\$71,499,400	9,030	\$301,573,200	\$277,264,800	+8.8

... as of Feb. 5

ABC \$135,479,100 (36.2%) □ CBS \$126,790,600 (33.9%) □ NBC \$112,096,900 (29.9%)

Day parts	Total minutes week ended Feb. 5	Total dollars week ended Feb. 5	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	134	\$ 909,200	678	\$ 4,429,500	\$ 3,872,800	+14.4
Monday-Friday 10 a.m.-6 p.m.	1,021	16,124,600	5,092	84,301,000	70,405,800	+19.7
Saturday-Sunday Sign-on-6 p.m.	325	8,086,100	1,679	46,237,400	50,529,300	-8.5
Monday-Saturday 6 p.m.-7:30 p.m.	101	4,019,000	504	21,013,700	19,673,900	+6.8
Sunday 6 p.m.-7:30 p.m.	23	1,334,600	131	10,331,700	7,530,500	+37.2
Monday-Sunday 7:30 p.m.-11 p.m.	408	38,229,100	2,099	186,688,300	168,042,700	+17.1
Monday-Sunday 11 p.m.-Sign-off	210	4,090,800	1,068	21,365,000	20,835,500	+2.5
Total	2,222	\$72,793,400	11,251	\$374,366,600	\$340,890,300	+9.8

Source: Broadcast Advertisers Reports

Show Biz, Inc.

What is Show Biz?

TV Guide said much of it when they described Show Biz as "The General Motors of country music syndication."

They're right-we are the world's biggest producer and syndie distributor of music programs that have ranged from pop to rock, from country to gospel. Beyond this, however, we are equally successful with other type programming such as our 1978 syndication of TONY BROWN'S JOURNAL, a series that brings black America into sharp focus.

Show Biz productions are seen every week on 270 stations including 49 of the top 50 markets. POP! GOES THE COUNTRY is on 136 stations. NASHVILLE ON THE ROAD runs on 122. The RALPH EMERY SHOW is heard for an hour each day on 258 stations.

Fantastic Numbers are delivered by MARTY ROBBINS' SPOTLIGHT in 86 markets. GOSPEL SINGING JUBILEE is on 75 stations. And the kingpin of all country shows, PORTER WAGONER, has been on for 18 straight years in 101 markets.

For 1978-79 we are producing six new music variety specials, are in development on a new pop music show and a series for public television.

Our clients include 23 major blue chip companies and every major advertising agency. We've worked hard to build a reputation as a company that is creative, organized, straight-shooting and dependable.

That's what Show Biz is.

Bulletin

Johnny Carson... the music charts... the concert crowds... Time... Newsweek... Vogue... Rolling Stone... The New York Times... (even Mr. Blackwell) agree — this has been a Dolly Parton year. Within the past six weeks station after station has urged us to make the high rated DOLLY series available for 1978. The decision (just in time for this ad) is GO. Details on the following pages.



Jiving with the Hues Corporation



Million dollar trio—Linda Ronstadt, Dolly and Emmylou Harris



DOLLY stars Dolly Parton, the most exciting female (yeah!) of the decade, and features Marilyn McCoo and Billy Davis, Jr., Karen Black, Tennessee Ernie Ford, K.C. and the Sunshine Band, Jim Stafford, Linda Ronstadt, Emmylou Harris, the Hues Corporation, Rod McKuen and the Fifth Dimension.



Television monkey shines



Best seller—the Dolly

DOLLY OUR #1 LADY "HERE YOU COME AGAIN"



NASHVILLE ON THE ROAD—television cameras go where the action is to shoot Country Music Association Awards winners Jim Ed Brown and Helen Cornelius along with fabulous funny man Jerry Clower.

DOLLY

As Dolly Parton has become the most talked about music star in America, station after station has urged us to make the high rated DOLLY series available for 1978. Okay, you've got it, and on the terms you want — straight cash.



NASHVILLE ON THE ROAD

A different show idea. Every week the Show Biz cameras go on the road to capture the excitement of a live performance somewhere in the United States. NASHVILLE ON THE ROAD stars the #1 RCA singing team, Jim Ed Brown and Helen Cornelius, along with comedian Jerry Clower. On 122 stations. Cash.



GOSPEL SINGING JUBILEE

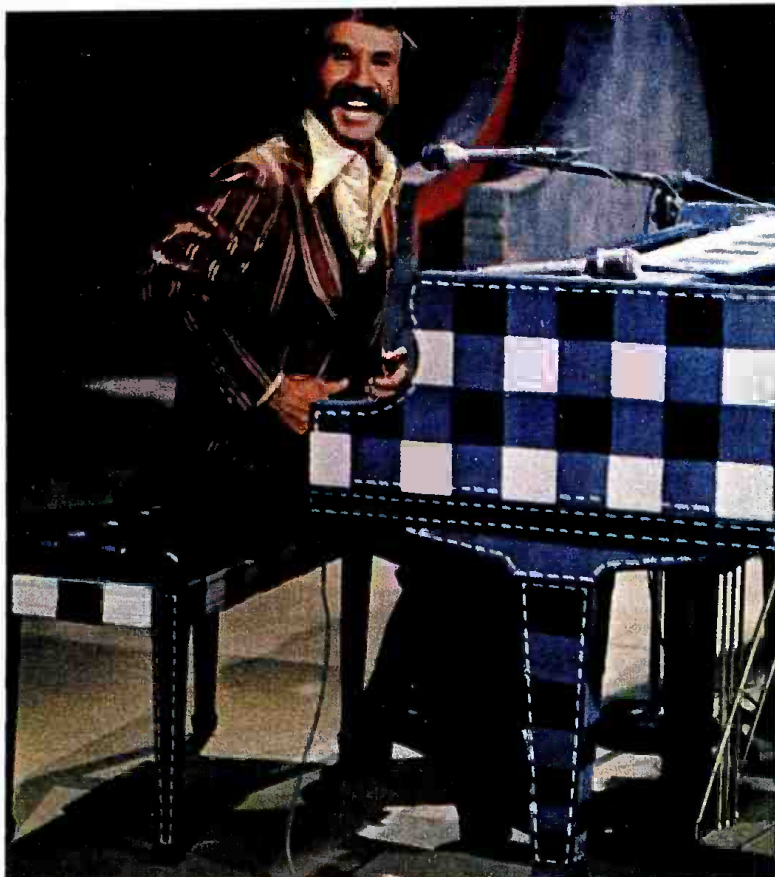
Suddenly, gospel singing is big on television. This is the show that has won seven Dove Awards as the best show of its type in America. Jubilee consistently draws double figure ratings in many of its 75 markets.



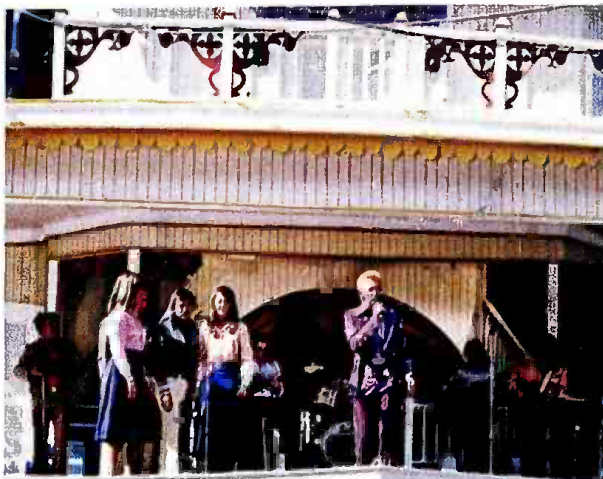
THE RALPH EMERY SHOW

An hour a day every day as the country's number one disc jockey, Ralph Emery, talks with superstars and features their music. Now in its fourth year Monday through Friday.





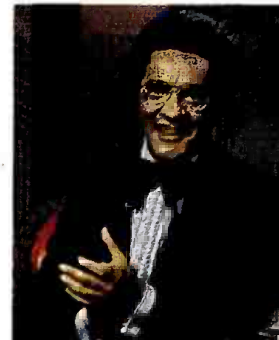
A smash hit, **MARTY ROBBINS' SPOTLIGHT** starts its second season.



Superstar **Porter Wagoner** sings with pretty **Linda Carol Moore** as his program begins its 18th successful year.



Ralph Emery and friend — **Willie Nelson** — on the set of **POP! GOES THE COUNTRY**, and with guests **Terry Bradshaw**, **Crystal Gayle** and **Mel Tillis**.



The **Tony** who was nominated for an Emmy hosts **TONY BROWN JOURNAL**.

MARTY ROBBINS' SPOTLIGHT



A smash hit on 86 stations in the very first book. Every week Marty Robbins turns his spotlight on the well known music and little known facts of one famous performer. The result is exciting. *It's like programming your station with 24 new specials.* Cash.

THE PORTER WAGONER SHOW



This is the kingpin of all country music shows. Hosted by Nashville's number one Grand Ole Opry star, Porter Wagoner, his series has been running every week since 1959 and still pulls unbelievable ratings and demos on 101 stations. Cash.

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Ralph Emery presents the superstars — only the superstars — of country music. Johnny Cash, Anne Murray, Loretta Lynn, Roy Clark, Waylon Jennings, Willie Nelson, Crystal Gayle, Dolly Parton, Merle Haggard, Mel Tillis. Now in its fourth year on 136 stations. Barter.

TONY BROWN'S JOURNAL



This is television at its best. Hosted by the Tony who was nominated for an Emmy, TONY BROWN'S JOURNAL was a January start on 44% ADI including flagship stations in 10 of the top 12 markets. Barter for Pepsi-Cola Company.

Show Biz, Inc., Baker Building, Nashville, TN 37212, (615) 327-2532

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Monday Memo[®]

A broadcast advertising commentary from Tony May, co-partner, D-M Restaurant Corp., New York

Radio for a restaurant: gold for the Rainbow

Since my partner and I came back to the elegant 64th and 65th floors of the NBC building in Rockefeller Center in New York some three years ago, we have seen our business more than triple in volume. In that period, many of our competitors have stopped operating. Yet the Rainbow Room and the Rainbow Grill are open 52 weeks a year, and we don't even own a laser beam or light show. In all that time, we have depended on constant communications with our potential market to build awareness of our operations. And for 52 weeks a year we're on New York radio.

Consistency is something that we believe must be an integral part of a marketing program for restaurants and clubs. But consistency has never counted for much in a business where advertising and public relations vary each week according to the receipts.

We have had one policy since taking over the Rainbow Room and Rainbow Grill. That policy is to give the customers the best value for their money. That means excellent food, friendly and professional service, the most beautiful view of New York, the most beautiful room in New York and entertainment that is outstanding in the grill. We also brought back touch dancing to the Rainbow Room.

We have had only one agency since we commenced operations. Grey & Davis is our partner in all marketing operations. They work closely with us on everything we do or plan to do. And, through Grey & Davis, we secured Tony Grande, who handles graphics of all kinds as well as our advertising.

Radio is our most consistent media choice. We also use print on a fairly regular basis and had a test run on national television last year. But radio, day in and day out, carries our messages.

I wish I could report to you that we know exactly what radio has contributed to our success, but we don't. Nobody from the Radio Advertising Bureau has ever come through the door and asked us. The stations we use are happy about our relationship but busy with the rest of their business; they have not studied their results. And we just don't have the time or the budget to mount an effective research program.

We do know, however, that the total mix of communications seems to work for our establishment, and that consistency may be as creative as flash-in-the-pan copy slogans that change every few moments.

Radio leads us to the middle-income audience we want. The Rainbow Room is an unusual spot. Born in 1934 as the most elegant dancing and dining club in New



Tony May is co-partner in the D-M Restaurant Corp., New York, which operates the Rainbow Room and Rainbow Grill atop Rockefeller Center. A native of Naples, Italy, Mr. May attended the Institute Alberghiero di Napoli and worked in hotels and restaurants in Italy and Switzerland and at the Dorchester hotel in London before coming to the U.S. in 1963. He formed the D-M Corp. in 1975 after working in New York at the "21" Club, the Colony and Orsini's.

York, it has had two contradictory public images.

First, the place was supposed to be for very wealthy people; the average diner-out couldn't afford to go there. Second, New Yorkers thought it was for tourists. It was an institution that everybody admired for different reasons—but didn't feel they specifically had to patronize.

When we decided that heavy use of radio was a must, we went for stations that appeal to the middle-income and upper-income groups. We didn't want the youth stations. As a result, we began building a solid base of acceptance among people in our marketing area. They became used to hearing about the different acts at the grill and the joys of dining and dancing at the Rainbow Room. Most of the time we supplied live copy for the station personalities, who would attend the room themselves to put more believability into their delivery.

We buy only 60-second spots because in them we cross reference the grill and the Rainbow Room. Essentially, the spots are designed to sell the room, with news of the various acts currently at the grill. However, when we began playing famed song writers such as Sammy Cahn and Julie Styne, we decided to use them for the commercials. And it seemed to work. At least we think it worked. Business was excellent.

The live commercials vary. We supply personalities with an outline of copy points such as these:

"Art Deco is the rage today; the Rainbow Room is the leading example of Art Deco in New York. Built more than 40 years ago, it holds its own as the most beautiful restaurant in the Big Apple. And the service, the food, the dance music by Sy Oliver all combine for a going out experience that is unique."

And "Before theater, for dinner, for after-theater, New Yorkers are meeting the rest of the world at the Rainbow Room. It's the gold at the end of the Rainbow. It's what made people go out in the good old days—and it's what you want today when you go out for an evening on the town. It's the world of the Rainbow Room—high over New York, beautiful surroundings, service that is just what it should be, food that maintains the highest standards."

And "Keely Smith's back, and she's a smash hit at the Rainbow Grill, 65 floors atop Rockefeller Center . . . It's that 'Old Black Magic' spell which Keely Smith is casting over Rainbow Grill audiences performing the shows nightly."

Usually, we are on three stations every week. Sometimes we'll augment the schedule for a particular act, but most of the time we're content to go along with our regular schedules.

Our love affair with New York radio doubly benefitted us last New Year's Eve when WOR(AM) broadcast an hour remote from the Rainbow Room, sponsored by Henkell sparkling wine. We did receive quite a lot of notice from that broadcast. Hopefully, we'll repeat the procedure during 1978.

As an industry, I think print media take us for granted. They know we like to see ourselves in print, whether it be newspapers, weekly magazines or other pertinent publications. Television has a high weekly bill for a one-location establishment. No matter how big you may be, the economics are against us all the way in TV.

But radio is different. It provides an atmosphere of local interest, local people, local personalities. It enables us to pick our audiences, aiming for the people who would most appreciate the good things offered at our grill and room. And we think our category is good for radio. It's a refreshing change from some of the product commercials.

The fact is we're buying radio—we're not being sold radio. The fact is we have held to our 52-week schedules without knowing for sure that radio is delivering what we think it delivers. The fact is that we like radio—but we don't know why.

Maybe some day we'll find the answer. If we do, our love affair is either going to be terminated or we'll really get married.

SUMMA “CUME” LAUDE.

**We reach more
adults than any other
radio network***

*Source: Radar 16 Spring/Fall 1977, Volume 2. Seven day weekly cume.
For a copy of the complete report, write Kathryn Lenard, Director of Research,
NBC Radio Network, 30 Rockefeller Plaza, New York, New York 10020



Datebook

■ indicates new or revised listing

This week

Feb. 26-28—CBS Radio Affiliates Board meeting. Cerromar, Dorado Beach, Puerto Rico.

Feb. 27-March 3—Annual Public Radio Conference, sponsored by the Corporation for Public Broadcasting and National Public Radio. Representative Lionel Van Deerlin (D-Calif.) will speak at March 3 luncheon. St. Francis hotel, San Francisco.

Feb. 27—Pennsylvania Association of Broadcasters congressional/gold medal reception and dinner. Washington Hilton, Washington.

Feb. 28—Radio Advertising Bureau sales clinic. Hilton Gateway, Kissimmee, Fla. (for Orlando area).

Feb. 28—Special meeting of the engineering committee of the Association of Maximum Service Telecasters. AMST headquarters, Washington.

Feb. 28-March 1—Two-day course on "Trends and Practices in Public Information and Public Affairs," sponsored by New York University and Public Relations Society of America. Barry Jagoda, special assistant to President for media and public affairs; Sunny Jones, public affairs officer, U.S. Military Academy, and Alvin M. Hattal, director of broadcast news and media services, Department of Commerce, will speak. Edward DeFontaine, AP Radio; Sam Donaldson, ABC; George Herman, CBS; Barbara Newman, National Public Radio; John Raye, WTTG(TV) Washington, and Carl Stern, NBC, will participate in panel. Mayflower hotel, Washington.

March 1—Deadline for entries for American Bar Association's Gavel awards. Television, radio, wire services and news syndicates are among the categories that will be judged for efforts during 1977 to increase public understanding of the American system of law and justice. Committee on Gavel Awards, ABA, 77 South Wacker Drive, Chicago 60606.

March 1—Radio Advertising Bureau sales clinic. Holiday Inn-National Airport, Washington.

March 1—Deadline for entries in competition for distinguished service in health reporting, sponsored by the American Chiropractic Association. Cash prizes and medallions of merit will be awarded in radio, television, newspaper and magazine categories. Entry forms: Journalism Awards, ACA, 2200 Grand Avenue, Des Moines 50312.

March 1—Deadline for entries in the 1977 Roy W. Howard Awards competition for public service last year by a commercial radio station and by a commercial television station. Bronze plaque and \$2,500 will be given the over-all broadcast winner with \$1,000 awards for the first runner-up in radio and the first runner-up in television. Contact: F Ben Hevel, The Scripps-Howard Foundation, 500 Central Avenue, Cincinnati 45202.

March 1—Deadline for entries in 1977 National Broadcast Editorial Association awards competition (regional and national in radio and TV). Inquiries: Art McDonald, c/o KOMO-TV Seattle 98109.

March 1-2—Combined television and media workshops of Association of National Advertisers. Plaza hotel, New York. Contact: William Kistler, ANA, 155 East 44th Street, New York 10017.

March 2—Television Bureau of Advertising regional seminar. Hyatt Embarcadero, San Francisco.

March 3—Television Bureau of Advertising regional seminar. Olympic hotel, Seattle.

■ **March 3**—Newsmaker luncheon of International Radio and Television Society, spotlighting National Parent Teachers Association. Hotel Americana, New York.

March 4—Meeting of Region 14 of Radio Television News Directors Association. Georgia State, Atlanta.

March 4—Open meeting of National Public Radio board of directors. Hotel St. Francis, San Francisco.

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

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

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

Also in March

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

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

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

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

Major meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

March 13-16—Annual spring conference of Electronics Industries Association. Mayflower hotel, Washington.

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

March 14—Television Bureau of Advertising regional

Hilton, Los Angeles.

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

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

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

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

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

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

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

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

This is one side of Paramount Television Distribution.

Portfolio VIII 37 Outstanding Features



PARAMOUNT TELEVISION DISTRIBUTION  DOMESTIC SYNDICATION

Introducing Portfolio VIII: 37 of the most successful,
highly acclaimed films available anywhere, including these
outstanding titles: "The Longest Yard,"
"Chinatown," "Death Wish," "Romeo and Juliet,"
"The Great Gatsby" and "Murder on the Orient Express."

PORTFOLIO VIII
NOW APPEARING IN THE BUNKER HILL SOUTH SUITE 3340/3240

This is the other side of Paramount Television Distribution.

Domestic Syndication invites you to visit the world of "Happy Days" the nation's #1 half-hour comedy ... "Laverne & Shirley," the most watched situation comedy in television history ... and, "Mannix," the long-running top rated action drama



... plus other star attractions: "The Brady Bunch," "The Odd Couple," "Star Trek" as well as the entire

top-flight series of Paramount stars ... and, the world's greatest title holders ... Paramount Television's renowned portfolios of fine feature

films. And, if you want to see what the world is coming to, **International**



Distribution is here, too, with highly-rated series, mini-series, docu-dramas, Movies of the Week, and

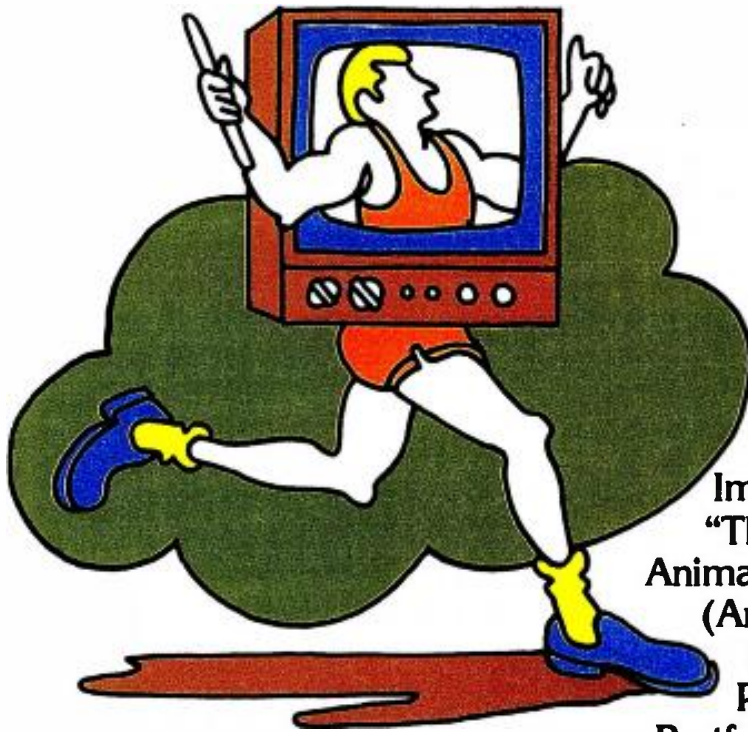
the finest library of feature films available anywhere. You are also invited to look into **The Hughes Television Network**. If it has anything to do with com-



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we have all the right connections, from simultaneous transmissions to first-run major event programming,





"Happy Days" • "The Odd Couple"
 "The Brady Bunch"
 "Love, American Style"
 "Star Trek" • "Mission Impossible"
 "The Untouchables"
 "The Lucy Show" • "Star Trek Animated"
 "The Brady Kids" (Animated) • Marquee I
 Paramount Action Theatre
 Portfolios I thru V • Portfolio VI
 Portfolio VII • Portfolio VIII
 "Sports Special of the Month"
 "Premiere Fever" • "Outdoors With Liberty Mutual"

"Disco Fever," starring John Travolta and the Bee Gees...the new "Premiere Fever," a glittering series of special "premiere" events introducing this year's major new releases...

"The Sports Special of the Month," an outstanding series of 90 minute



monthly specials on major sporting events from all over the U.S.A. produced by TWI...and, for the first time, a dramatic one hour prime time special, "Outdoors With Liberty Mutual"



The entire Paramount Television Distribution family is looking forward to seeing you at NATPE!

Visit us at The Bunker Hill South Suite 3340/3240.

The Love Experts

The uproarious new late-night show for young adults



Kathy and Beth have been dating a guy without telling him they're twins. Now he knows and the joke's over. They both want him but he can't decide which to choose. The amorous one or the homemaker? Clearly a problem for—"The Love Experts."

The emphasis is on fun as host Bill Cullen and a celebrity panel of "experts" try to solve the intimate love and sex problems of real people.

Sometimes naughty, often outrageously funny, always great entertainment—"The Love Experts" is the ideal new late-night vehicle.

Visit us at the NATPE, Bonaventure Hotel, Bunker Hill West, Suite 3220.



seminar. Hyatt O'Hare, Chicago.

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

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

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

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

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

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

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

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

March 21—Fifth symposium on microwave mobile communication as precede to *Institute of Electrical and Electronics Engineers* Vehicular Technology Conference. Denver.

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

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

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

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

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

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

March 31—FCC's new date for replies in its FM quadrasonic broadcasting inquiry (Docket 21310). FCC, Washington.

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

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

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

April

April 5—Luncheon to induct John Caples, BBDO, and Dr. George Gallup into *American Advertising Federation's* Advertising Hall of Fame. Waldorf-Astoria hotel, New York.

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

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

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

April 6—*Missouri Broadcasters Association* awards presentation. Ramada Inn, Columbia, Mo.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

April 13-14—Second annual *Texas Association of Broadcasters* Southwest broadcast conference and clinic. Texas Tech University, Lubbock, Tex.

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

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

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

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

April 14-16—*Women in Communications* meeting for West region 5. Snowbird Ski and Summer Resort, Snowbird, Utah.

April 14-16—*Women in Communications* meeting for Pacific Northwest region 1. Marylhurst Education Center, Portland, Ore.

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

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

April 16-18—*Canadian Association of Broadcasters* annual meeting. Queen Elizabeth hotel, Montreal.

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

April 19-21—Spring convention of *Kentucky Broadcasters Association*. Senator Wendell Ford (D-Ky.) will

be the principal speaker. Executive West Inn, Louisville, Ky.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

May

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

June

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

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

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

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

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

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

June 7—Advertising Research Foundation midyear conference. Hyatt Regency O'Hare, Chicago.

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

June 8-10—Alabama Broadcasters Association spring convention. Gulf Park Resort, Gulf Shores, Ala.

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

■ **June 8-11**—Combined meeting of Missouri Broadcasters Association and Kansas Association of Broadcasters. Marriott, Kansas City International Airport.

June 11-13—Montana Broadcasters Association annual convention. Fairmont Hot Springs Resort, south of Butte, Mont.

June 12-14—National Association of Broadcasters meeting for presidents and executive directors of state broadcasters associations. Hyatt Regency hotel, Washington.

June 13—Tennessee Association of Broadcasters congressional breakfast. Washington.

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

June 15-16—Oregon Association of Broadcasters spring conference. Salishan Lodge, Gleneden Beach, Ore.

■ **June 15-17**—South Dakota Broadcasters Association meeting. Holiday Inn, Mitchell, S.D.

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

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

■ **June 21-23**—Maryland-District of Columbia-Delaware Broadcasters Association meeting. Sheraton Fountainebleau hotel, Ocean City, Md.

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

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

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

June 25-28—Public Broadcasting Service's annual membership meeting. Fairmont hotel, Dallas.

June 25-30—National Association of Broadcasters joint board meeting, together with board of Canadian Association of Broadcasters. Hotel Toronto, Toronto.

July

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



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What was golden

EDITOR: Your Feb. 13 editorial using *The Continental* as the example of the so-called "Golden Age of Television" is unfair to a period that was a golden age as far as creative drama and the caliber of the writers, producers and directors that were associated with the medium. Of course, in the field of news and documentaries as well as live coverage of public events and sports, television has surged way beyond what it was 20 or 25 years ago. Also, much of what was on is best forgotten, those days as well as today.

But the period that gave us *Requiem For A Heavyweight*, *Days of Wine and Roses*, *Miracle Worker*, *Patterns*, *The Rainmaker*, *Marty*, *Visit to a Small Planet*, *The Gray Nurse Said Nothing* and *Night to Remember*, and had writers, producers and directors such as Paddy Chayefsky, Robert Penn, Delbert Mann and Gore Vidal can certainly stand up to the period that gives us *The Bionic Woman*, *The Man From Atlantis* and *Laverne and Shirley*.—*Frank E. Eckardt, KSD-TV St. Louis.*

The good sounds

EDITOR: I rejoice as does everyone in the industry (and, for that matter, those outside the industry) at the recent incredible improvement in audio feeds for the television networks. Heretofore, one had to live in New York or Los Angeles to enjoy the brilliant high-frequency reproduction of the *Tonight Show* band or the very sound-of-room presence on *CBS Evening News*.

I will, however, stop short of commending the nation's most damnable monopoly, AT&T, for delaying this previously attainable piece of technology. Had it not been for its extreme fear of competition (the public broadcasting satellite system), it would have sat on its tail for another decade.—*Terry Climer, video-tape supervisor, Complete Post-Production Center, Hollywood.*

Symbiosis

EDITOR: Why pay music fees at all? The American Society of Composers Authors & Publishers and Broadcast Music Inc. claim we use the artist for entertainment and gain dollars. Paradox is if radio didn't play the material, how would it gain public exposure? It's a tradeout—or should be.—*William Varecha, president, WTAO(FM) Murphysboro, Ill.*

Get it wholesale

EDITOR: I have, for the second or third time, recently received a notification from somebody who calls himself the "U.S. Document Distributors" wanting to sell me a set of FCC rules and regulations for

the station. The card states that the "regular" subscription price is \$281, but that if I buy two sets I can have them for only \$250.

I suppose everybody is getting them, and I hope other broadcasters are aware that these rules and regulations plus transmittal sheets cost less than \$20 when purchased from the U.S. Government Printing Office.—*Dale Brooks, president and manager, WLAB(AM) Lumberton, N.C.*

The National Association of Broadcasters reports that it has received many inquiries about U.S. Document Distributors, that the company has no Washington listing and no affiliation with the government. NAB quotes the current government price for its document service as \$39.50 and has been working with the FCC to effect a speed-up in delivery of updated rules and regulations.

Juxtaposed

EDITOR: The Feb. 6 "Profile" of John Warwick is interesting, as all "Profiles" are.

However, I would like to know exactly how Mr. Warwick defines "moral." The article states, "He admits that sex-oriented programs often get good ratings and may be satisfactory media buys, but believes they 'do not boost the morality or ethics of our country.'"

Mr. Warwick also admits in the "Profile" that Seagram's is one of Warwick, Welsh & Miller's "large accounts." Apparently, sex on TV is not moral, but it is moral to promote liquor. Something doesn't jibe.—*Carl E. Dentremont, WPBC(FM) Bangor, Me.*

Should have been

EDITOR: We have reviewed our data which appeared in the Feb. 6 issue and have discovered two typographical errors. I call attention to: television's "unjustified high rate increases" rather than "justified" (in addition to being unprecedented), and the expenditure trend index for network television for the year 1975 should be 139 rather than 135.—*Walter Reichel, senior vice president and executive director, media and programs, Ted Bates & Co., New York.*

A matter of time

EDITOR: We were pleased to see the report BROADCASTING published on the Lab for Public Affairs Television's "Profile on Public Affairs Programming" in the Feb. 20 issue. However, we did notice one inaccuracy. The survey covered programming over a seven-month period in 1975-76, not a 14-week period as reported.—*Cathy Popernik, research assistant, LPAT, New York.*

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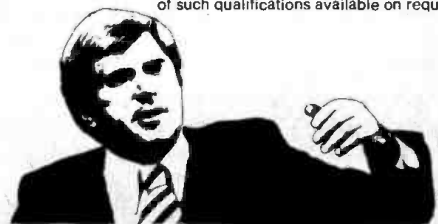
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Top of the Week

FTC takes dead aim at kid ads

Staff proposals call for prohibition on advertising to children under 8 and on commercials for products high in sugar; ACT now goes also to FCC for an all-out ban

The Federal Trade Commission commenced its long-awaited assault on children's advertising this week with the release of a 50-page summary of a staff report recommending broad changes in the way products are advertised to children. The staff suggested that the commission institute a rulemaking looking to:

- Banning all televised advertising directed to children under 8 years of age.
- Banning televised advertising of products that pose "the most serious dental health risks" to children under 12.
- Requiring that advertisers of products such as sugared cereals counter their own claims with "nutritional" and "health disclosures."

And in a related development, Action for Children's Television, the citizen group that brought the children's advertising question before the FTC, last week also petitioned the FCC for a rulemaking that, the group said, "would ultimately eliminate all advertising from children's television programs."

According to figures supplied by the Television Bureau of Advertising for 1977, spot and network television advertising expenditures in the three product categories most likely to be seriously affected by an FTC ban totaled \$660,765,000. TVB could provide no breakdown of children's advertising specifically, but reported that confectionary and soft drinks accounted for \$314,773,400 in advertising sales last year. Cereals, both presweetened and unsweetened, accounted for \$172,489,900, and expenditures for games, toys and hobbies were \$173,501,700.

The full 340-page staff report was prepared by members of the staff of the commission's Bureau of Consumer Protection, headed by former public-interest lawyers Albert H. Kramer and Tracy Westen. According to FTC sources, commission Chairman Michael Pertschuk was instrumental in directing the staff, which worked

principally under the auspices of Mr. Westen.

The FTC will take up the proposals at a meeting tomorrow (Tuesday, Feb. 28).

According to the introduction of the report, the staff worked from the premise that the consumption of sugared foods "poses a threat" to the health of children and that "an apparent majority of those under the age of 8 are so naive that ... they cannot perceive the selling purpose of television advertising or otherwise comprehend or evaluate it." For example, the report said, "it appears that a large proportion of preschoolers think that the persons or animated figures on television are addressing them personally, and that the animated figures are 'real' and in some sense appropriate objects for emulation."

Furthermore, the staff concluded in its legal justification for the proposed rules, that "no jurisdictional or constitutional impediments to the commission's adoption of the proposed remedies" exists under current law.

Addressing itself to the specific recommendations, the staff concluded that "televised advertising directed to children too young to understand the selling purpose of, or otherwise comprehend or evaluate, commercials is inherently unfair and deceptive." The second proposal "reflects the conclusion that the most cariogenic sugared products should not be advertised to children on television," and the third "remedy" stemmed from the "view that those products of lesser cariogenicity should be advertised to children only if balanced" by counter-advertising spots with nutritional and health information.

In its legal justification of the proposals, the staff elaborated on its developing "unfairness" doctrine. That concept, the staff said, "arises out of the striking imbalance

of sophistication and power between well-financed adult advertisers, on the one hand, and children on the other." Many children, the report said, "are too young to even appreciate what advertising is."

And on the unfairness of advertising to older children, "who may be aware of the selling purpose" of a commercial, the staff said, the FTC has the right to regulate if the "advertising has the capacity to induce [children] to take health risks."

Reactions to the FTC staff proposals from the advertising and broadcasting communities was swift.

Howard Bell, president of the American Advertising Federation, said that his organization would be "studying the report very carefully" and would have representatives at the commission's Tuesday meeting. After a preliminary and admittedly cursory review of the report, Mr. Bell said he had "serious reservations" about the proposals and said the proposed bans "raise serious legal and policy questions."

The networks' reactions to the FTC's initiative were predictably hostile. "Here we go again," said CBS Washington Vice President William Leonard. "It's Big Brother replacing mother." Mr. Leonard said he assumes that if the proposal is adopted by the commission, it will be tested in court. "I can't imagine," he said, "that the courts will allow ... government to make determinations as to what people can see on television and one what can be advertised." "Who's to determine what ads are directed at children?" he continued. The proposal has strong implications not only for Saturday morning children's programs but programing "in all kinds of dayparts ... Only your imagination limits you to what effect it will have on broadcasting as we know it."

Washington spokesmen for NBC and ABC reserved comment last week until



FTC's Pertschuk



ACT's Charren

they had a chance to study the FTC proposal. But ABC Washington Vice President Eugene Cowen implied that the proposal, if enacted, could lead to a curtailment of children's programming. Without commenting directly on the children's TV advertising proposal, he said that as a general rule, commercial programming has to have commercial support to be viable.

Peggy Charren, president of ACT, called the staff report a "significant victory" for the public and said she was "delighted" at the recommendations—although, she said, ACT would have preferred "a ban on all advertising directed toward children."

The ACT petition to the FCC, when taken with the FTC action, Mrs. Charren said, should bring about "significant changes in children's advertising on television." The FCC petition asked the commission to reduce immediately advertising levels on weekday children's programs from 12 to nine and a half minutes; to further reduce the number of commercial minutes per hour on children's programs to six per hour, and eventually to eliminate advertising on children's programs.

Mrs. Charren said that children's shows do "not have to have commercials" and added that it was helpful to her cause that the broadcasting industry is as profitable as it is. Children's television, she said, is a "public service" that broadcasters are compelled to provide with or without advertising. If the broadcasters think differently, she said, "see what happens when they apply for license renewals."

Allbritton deal twists slowly in the wind

FCC puts off meeting to reconsider; CCC and WSCI extend a deadline; 'Star' owner says commission forced him to sell the newspaper

The FCC last week placed one more straw on the camel's back of the station-transfer deal revolving around Joe L. Allbritton's WJLA-TV Washington, but that overburdened animal remained standing—at least until this week.

Last Wednesday, the commission voted to postpone a Feb. 24 meeting at which it was to reconsider its approval of the swap of WJLA-TV to Combined Communications Corp. for its KOCO-TV Oklahoma City and \$55 million in CCC preferred stock. Feb. 24 was also the contractual deadline for the deal to have the green light from the government, but the parties to the sale agreed to put off that cut-off until Tuesday (Feb. 28), when the commission is expected to meet to reconsider. The parties also agreed late last week to extend the final, Feb. 28, contract deadline to March 3.

According to FCC sources, the commission vote to grant an extension of time, taken by circulation, received the full sup-

port of only four of the commissioners—Chairman Charles Ferris, Tyrone Brown, Joseph Fogarty and Robert E. Lee.

The request for more time was made by lawyers representing several Washington-area groups opposing the sale. They had asked for the extension in order to prepare responses to an affidavit filed by Mr. Allbritton that tells his side of the controversy surrounding the sale of the *Washington Star*.

Two weeks ago, the commission voted to reconsider its approval of the station transfer. That action was a response to the announcement two weeks earlier that Mr. Allbritton had agreed to sell the faltering newspaper to Time Inc. for \$20 million (BROADCASTING, Feb. 6, 13, 20).

In his affidavit, a response to commission questions about the newspaper sale, Mr. Allbritton revealed that he had been disturbed by the FCC's order approving the sale which, he said he felt, "impaired" his financial plans for the paper. He said he "could no longer be assured" that the commission would allow him to retain \$55 million worth of Combined Communications preferred stock "for the 20-year redemption term." Furthermore, Mr. Allbritton said, the FCC order "placed me on notice that divestiture may be required in the future" and "jeopardized the chance of my receiving a tax certificate."

Mr. Allbritton also said that the commission's order contained "strong indications" that it approved the sale initially "because the revenues created by the ex-

In Brief

Board of **IMS International**, New York, **voted down** agreement in principle whereby **CBS** would have acquired IMS for approximately \$80 million cash (BROADCASTING, Feb. 20). Majority felt offer too low. CBS officials they said were "surprised and disappointed," and that IMS President David Dubow assured them in advance he had board's support for deal. They said they were considering whether to take further action, with alternatives ranging from "getting off to getting back on full steam." Not being considered, they said: Raising \$20-per-share offer to IMS shareholders.

McGeorge Bundy, Ford Foundation president, last week endorsed idea of **tax on commercial broadcasting** to help support noncommercial radio and TV. At Carnegie Commission meeting in New York on funding, he said levy could be "political trade-off." At same meeting, Exxon's Steve Stamas said his firm currently is largest corporate supporter of public medium, gave \$4.5 million in 1977, \$13 million since 1971. Mobil's Herbert Schertz put his company's annual grants in \$3 million range.

Estimate of viewers who watched some part of CBS-TV's **Super Bowl XII** Broadcast Jan. 15 is **now 102 million**, compared to CBS's original projection of 85 million. New figure comes from CBS, based on higher than expected viewers per household revealed in A. C. Nielsen's just-released pocketpiece for two weeks including Jan. 15. Low projection apparently resulted from inexperience in pegging viewing habits for first nighttime Super Bowl. New estimate makes broadcast **most-watched TV program in history**, outdistancing last episode of ABC-TV's *Roots* by some 17 million viewers.

UHF television households increased by 2.4 million in 12 months, reaching **67.9 million** or **93%** of all U.S. TV households, according to Arbitron Television Census for fall 1977. Color TV homes increased by four million to reach 58.3 million, or almost 80%. Arbitron said 49 mar-

kets have over 95% UHF penetration, 36 have over 85% color penetration.

Eighth Circuit Court of Appeals in St. Louis has **set aside FCC's rules governing cable systems' access channels**. Unanimous decision by three judges in Midwest Video case (BROADCASTING, May 9, 1977) said rules adopted in 1976 that allow FCC to pre-empt cities in regulating access channels and impose requirements were beyond commission's jurisdiction.

White House last week proposed number of **amendments to public broadcasting legislation** now before Congress. Principal change involved reinstatement of 50% floor for community service grants, administered by Corporation for Public Broadcasting but paid directly to stations. **Robert Sachs** of Office of Telecommunications Policy said change was made after meetings with stations, where "unanimous judgment" was that both radio and television outlets "need that guarantee."

Robert Wold Co. and **RCA** are vying for rights to provide **satellite program-transmission service to Alaska**, and Wold hopes to swing deal with proposal to use CBS-developed STRAP (simultaneous transmission and recovery of alternating pictures) digital technology to double transmission capacity. RCA's Americom subsidiary would provide interstate service plus some intrastate-transmission, sending programming out to remote locations as it has been doing under government-funded project. Contract with state is for three years, covers up to 336 hours of programming per week.

Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice has **scheduled hearings** on legislation to create **performer royalties** in Los Angeles March 28 and 29. Bill, by Representative George Danielson (D-Calif.), would require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers. That will be only hearing for industry witnesses. Hearing has also been scheduled March 21 in Washington to hear Barbara Ringer, register of copyrights, whose recommendation for or against legislation is expected this week.

change would be used" to support the ailing paper. "While this was my intention, I could not predict the financial future of the *Star* with sufficient confidence to allow me to make representations to the FCC to that effect," Mr. Allbritton reported.

About the sale of the paper, Mr. Allbritton told the commission that he reached his decision to sell when "it seemed that I could not rely fully" on the consummation of the agreement to exchange the television stations. "When I assessed the full impact of the FCC's decision approving that exchange," he said, "I determined that I could not rely on the revenues from the WJLA-KOCO exchange to support the *Star*, even if the exchange were consummated." It was only after the commission's Jan. 12 meeting approving the station transfer that "I entered into detailed negotiations" with Time, Mr. Allbritton swore.

According to the affidavit, Mr. Allbritton and James R. Shepley, president of Time, had several meetings throughout 1977 about the financial condition of the paper. Prior to last September, however, Mr. Allbritton said he did not consider Time's interest in the paper "sufficiently strong to warrant serious discussion."

But, Mr. Allbritton insisted, it was only after the Jan. 12 meeting "that I decided to sell" the paper. On Feb. 1, after turning down an offer from CCC President Karl Eller for the paper (in the event that the station deal did not go through), Mr. Allbritton said he telephoned Mr. Shepley

from his Houston home at 6:45 a.m. local time to say that he had decided to sell the paper to Time "for cash only, in the amount of \$20 million—which was less than the figure I had proposed earlier." That afternoon, Mr. Allbritton said Mr. Shepley informed him that Time's executive committee had accepted the offer. The public announcement of the sale was made by the two companies on Feb. 3.

Mr. Allbritton also revealed that on two recent occasions he "pressed" Mr. Eller for a termination of their agreement. "He declined," Mr. Allbritton said.

The Feb. 24 date, which the commission's action of last week negated, called for "final written consent" to the transfer. Another, Feb. 28, is the date by which the parties agreed to close the transaction.

According to Mr. Eller, the parties agreed to extend the Feb. 24 cut-off until tomorrow (Tuesday, Feb. 28), when the commission is expected to consider the question of the sale. Mr. Eller has said repeatedly that Combined Communications wants to close the deal as written.

The commission's decision of last week gave the citizen groups until noon today (Feb. 27) to respond to Mr. Allbritton's affidavit. That Feb. 28 meeting may now be all important—to the commission, to Combined Communications and to Mr. Allbritton. Mr. Eller said his company would "wait and see" what action the commission takes on Tuesday. That, he suggested, is pretty much all that anyone can do.

The 'rewrite': animal, vegetable or mineral?

Broadcast advisory committee has friendly meeting with Van Deerlin, thinks it scored some points, but comes away with no better idea than before of what's going to happen to the Communications Act

The 15 broadcasters assembled to advise on the House Communications Subcommittee rewrite of the Communications Act, while sticking to their position opposing the project, got back on the good side of subcommittee Chairman Lionel Van Deerlin (D-Calif.) last week. Their two-and-a-half-hour session Wednesday broke no new ground, however, and they emerged with no clearer idea than they had before of what the subcommittee might produce.

The group had seemed at the point of dissolving after delivering a flatly worded rejection of the rewrite idea in December, which had provoked the ire of Mr. Van Deerlin (BROADCASTING, Dec. 19, 1977). But all 15 were back in Washington last week for renewed talks with the chairman, who was smiling as he took his seat at the conference table. But if by their gesture they succeeded in exchanging black hats for white, they did so without changing

Board of Television Bureau of Advertising formally accepted recommendation of its steering committee that TVB's **goal for total television revenues in 1980** be raised to **\$10.5 billion** ("Closed Circuit," Oct. 17, 1977). Action "comes as a direct result of the new dollar and percentage commitments that advertisers are making in television," according to Marvin L. Shapiro of Westinghouse Broadcasting, TVB chairman. Goal for 1980 was set in 1974 at \$8-billion, raised last spring to \$9-billion-plus. If new goal is reached it'll represent doubling of annual revenues in five years.

NBC News and AP have joined forces to conduct **national public opinion polls**. Both national telephone surveys and election day street polls will be made. CBS News has similar arrangement with *New York Times*.

Americom Satellite Network, subsidiary of publicly held Digital Communications Inc., has announced **four-transponder deal with Western Union**, said to call for "most massive use of satellite distribution by a single channel lessor." ASN, based in Marina Del Rey, Calif., said May 1 start is planned for transmission of movie and sports channel and KTTV(TV) Los Angeles, WGN-TV Chicago and WOR-TV New York to cable systems. Said to follow will be data services and 35 stereo channels. ASN claimed to have technology to convert four transponders to eight video channels.

Broadcast rewrite advisory committee's meeting last week (page 29) wasn't only powwow on rewrite on Capitol Hill last week. National Association of Broadcasters joint board Chairman **Donald Thurston** of WJNB-AM-FM North Adams, Mass., had session Tuesday with House Communications Subcommittee counsel, Harry M. (Chip) Shooshan, with **same outcome as advisory committee's meeting**. Mr. Thurston said he wanted to make sure NAB's relations with subcommittee are in "sound shape," and is satisfied they are. He made no pledges to support rewrite before seeing first draft and reports he was not informed of any specific provisions that will be in it.

BBDO, in report covering television viewing from 1972 to 1977 (based

on Nielsen data), concludes that while homes-using-television **levels are declining in daytime, they are increasing in prime time**. Report said there are two clear-cut viewing declines—females in daytime and older women in daytime and prime time.

With continued rumors that **Barbara Walters** will be leaving anchor role on *ABC Evening News* (one report said within couple of weeks), ABC issued statement saying "We have **no plans to remove her** from the *Evening News* or to **diminish her role**." ABC spokesman added that "speculation that she is leaving the anchor's seat is erroneous." Meanwhile no word came from co-anchor Harry Reasoner, who is said to be close to getting out of his ABC contract, or Robert MacNeil, executive editor of Public Broadcasting Service's *MacNeil/Lehrer Report*, who has been talking with ABC (BROADCASTING, Feb. 20).

APRadio is talking with members about plan to **convert from landline to satellite** transmission, with small dishes provided at member stations. While offering no target date, APRadio said if members give go-ahead, it will approach FCC as soon as possible. APRadio currently has some satellite service to several West Coast points through large multiplex earth stations.

David Allen has resigned as senior vice president of Katz Television, New York, because of "**disagreement in policy matters**" with some members of board of employe-owned company. Frank McCann and David Abbey, presidents respectively of Katz TV Continental and Katz American Television, who had reported to Mr. Allen, now will report to Oliver Blackwell, executive vice president of Katz Agency Inc.

Harvey L. Schein, chairman and chief executive officer, Sony of America, and former CBS/Broadcast Group president, named executive vice president, Warner Communications Inc. He is succeeded by **Kazuo Iwama**, president of Sony Corp. of Japan. Sony-Japan also announced that U.S. subsidiary would be reorganized into three independent marketing companies: Consumer Products, Sony Industries and Video Products. **Ken Tsunoda** will head Video Products (VTR's, cameras, monitors, receivers and video tape).



Together again. The 15-broadcaster rewrite advisory committee, nearly defunct after turning its back on the House Communications Subcommittee's rewrite of the Communications Act two months ago, was back in business last week and meeting with the subcommittee and staff. Congressmen and broadcasters reported friendly ties were re-established and plans made to meet again. Meeting in the Rayburn building in Washington were: (clockwise from left foreground) Ray Johnson, KMED-TV Medford, Ore.; Jerry Lee, WDVR(FM) Philadelphia; Don B. Curran, Field Communications, San Francisco; Stephen Heater, KSPN(FM) Aspen, Colo.; Neil E. Derrough, WCBS-TV New York, Joe Floyd, KELO-TV SIOUX Falls, S.D.; Kelly Atherton, WFIE-TV Evansville, Ind.; Howard Chernoff, special consultant to the subcommittee for the rewrite (standing); James Gabbert, KIOI(AM)-KIOI(FM) San Francisco; Bazil O'Hagan, WNDU-TV South Bend, Ind.; Charles Murdock, WLW(AM) Cincinnati; Carl Venters Jr., WPTF(AM) WODR(FM) Raleigh, N.C.; Edward Fritts, WNLA-AM-FM Indianola, Miss.; Lionel Van Deerlin (D-Calif.), subcommittee chairman; Marc Marks (R-Pa.), subcommittee member; Stanley S. Hubbard, KSTP-TV St. Paul, and Joseph M. Costello III, KSMI-FM Donaldsonville, La. Charles Grisham, WYEA-TV Columbus, Ga., Representatives Lou Frey (R-Fla.) and Martin Russo (D-Ill.) joined the group after the photo was taken.

their position— that the Communications Act of 1934 ought not be tampered with.

Advisory committee members who were present at the closed session said much of the time was spent traversing ground covered before. The broadcasters repeated that it is not their place to negotiate for favors from the subcommittee, or, in the terminology popular in recent months, to discuss "trade-offs." They also repeated that rather than wholesale revision of the act, they support piecemeal amendments to relieve them of some of the paperwork involved in renewals of their licenses and to lengthen the license terms themselves.

"I think we definitely got a message through," said James Gabbert of KIOI(AM)-KIOI(FM) San Francisco, president of the National Radio Broadcasters Association. "That is that we're overregulated." It was Mr. Gabbert who reassembled the group last week, out of concern that the advisory group's action in December had been widely interpreted as "stonewalling" the rewrite.

Members of the group feel they corrected that impression last week. "We're back together and everyone's friends," said one. And they will get together again,

it was reported, after the subcommittee finishes a draft bill.

But there was no clear indication last week when that will happen. Mr. Van Deerlin has said his target for completion of the draft is the end of March, but at least one broadcaster at the meeting last week came away with the impression that deadline could slip as far back as July.

More important, however, the broadcasters said they received no clear impression of what the bill might say, a source of frustration to several. There were general discussions of some issues Wednesday, but specifics remained elusive. Representative Marc Marks (R-Pa.), one of three other congressmen at the meeting, told the committee, for instance, that one thing that will not change in the act is the concept of broadcasters as public trustees. Representative Martin Russo (D-Ill.) suggested that one way to check overregulation of the industry by the FCC might be to pass legislation allowing Congress to veto agency regulations. Lou Frey (Fla.), ranking subcommittee Republican, floated the idea of turning radio completely loose from regulation.

The broadcasters' reactions to those ideas, even to Mr. Frey's suggestion, were

reportedly muted. Until some specifics are put on paper, there is "real apprehension," said one broadcaster. "There's a lot of fear of the unknown."

The broadcasters reportedly had no trouble making clear their opposition to the idea of a tax or "spectrum use fee" they would pay for the support of public broadcasting or of minority participation in ownership of commercial stations. The concept has been discussed by Mr. Van Deerlin as a possible trade-off for reduced regulation in the form of longer license terms and release from fairness doctrine and equal time obligations.

The fee concept was not presented to the group as something that is already etched into the rewrite draft. In fact, said one, "I get the feeling that everything's up in the air," leaving many of the members still stuck on the first question in a game of "20 questions" about the rewrite. Is it animal or mineral? Is it a major overhaul or is it a fistful of mild amendments?

After discussions last week with the broadcasters, Mr. Van Deerlin and other subcommittee members, one thing seems clear. The term rewrite as originally used, applied, with its connotations of sweeping change, would no longer seem to apply.

Representative W. Henson Moore (R-La.) said last week that originally he joined with those who thought the term rewrite contained "some thought of drastic changes." "But my opinion now is that we're not talking about that . . . We're talking about tuning it up, polishing it."

Mr. Van Deerlin said last week he would accept Mr. Moore's "fine tuning" label—"but not with a piecemeal tuner." He is steadfast in his insistence that all the proposed changes that emerge be handled as a package and not be broken into pieces as the broadcasters have urged.

He told the broadcast advisory committee that the bottom line he set for legislation still holds—to foster the growth of new communications technologies. If the public interest suffers from introductions of new technologies, he said, it will be up to the existing technologies, such as broadcasting, to prove it.

The broadcasters were given assurance last week—which is reassuring to them—that rather than give the subcommittee staff carte blanche to draft the legislation, the entire project will be closely overseen by the subcommittee members themselves. That being the case, some on the advisory committee feel privately, that a bill is not likely to emerge. There has been speculation among some in the Washington communications fraternity that Mr. Van Deerlin does not have enough support from his subcommittee membership to move the project forward.

That theory will be given its first test Wednesday (March 1) when the subcommittee is scheduled to have its first rewrite organizational meeting. Mr. Van Deerlin said last week he expects discussion at that session will be general and will at best produce a timetable for the year. There is "no way," he said, that the panel will get down to specific language for a bill then.

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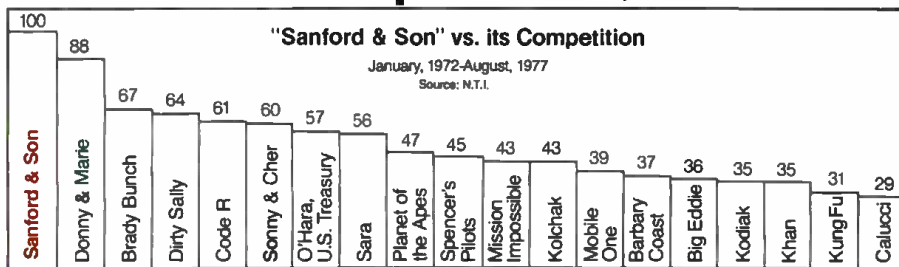
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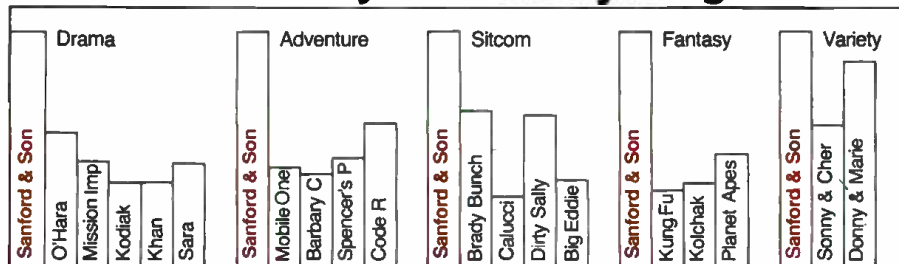
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Source: Arbitron Network Program Analysis

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'Big balloon' of business on horizon, says Jankowski

CBS/Broadcast Group head paints promising picture for N.Y. security analysts

CBS-TV is "pretty well sold out" for the first quarter of 1978, at prices better than a year ago. For the second quarter "a big balloon [appears to be] building out there," with similar promising signs developing for spot TV. Discounting on prices that developed in the fourth quarter of 1977 is dissipating.

This outlook was offered by Gene F. Jankowski, president of the CBS/Broadcast Group, in an appearance with other CBS group presidents and CBS Inc. President John D. Backe before Wall Street security analysts in New York last week.

Mr. Jankowski forecast an 11% increase in both network and local TV sales and an 8% growth for spot TV in 1978. For 1979 he anticipates a 10% advance for both network and spot and 11% for local.

He acknowledged that the CBS-owned TV stations group's 1977 performance was "not the best in the world," particularly that of KNXT(TV) Los Angeles. But he said a new manager at KNXT, Van Gordon Sauter, had developed plans that could turn the station into "the shining star in that market." In answer to another question he said he expected the profit margins of the O&O stations to rise in 1978, and Mr. Backe added, "I do, too."

Mr. Jankowski said, as on other occasions, that "what appears on the screen" is CBS-TV's first concern and that prime time currently gets first priority—although, he added, this doesn't mean other day parts aren't also getting attention. But "functional" operations unrelated to what appears on the screen, he said, get a secondary priority and may be "sort of second-class citizens for a few months until we get a handle on things."

He also disclosed, in answer to another question, that CBS-TV does not have "a contractual arrangement" with Leon Spinks—winner of his championship fight against Muhammad Ali on CBS-TV a couple of weeks ago—but that CBS does have an option to carry the next Spinks fight.

Mr. Jankowski expressed satisfaction with CBS-TV's prime time progress. A year ago, he said, CBS was 15% behind ABC but is now only 10% behind. For the period from Dec. 26, 1977, through Feb. 19, he said, CBS-TV's average prime time rating was 20.2 to ABC's 21.7 and NBC's 18.0. And for the total day, he said, CBS is still ahead with a full-year 1977 average of 34.8 as compared with ABC's 32.9 and NBC's 32.3.

An analyst wanted to know whether Fred Silverman's upcoming move from ABC to president of NBC will cause program costs to rise further. Mr. Jankowski



Jankowski



Rosenfield

said that, considering how much NBC has been spending on its "event" programming, "I doubt that even Freddie's going there will send costs any higher." Actually, he said, having three strong network competitors is better than "having one that drags us all down."

Mr. Backe agreed with that. He also had some good words for Mr. Jankowski. At the time of the reorganization last fall when Mr. Jankowski moved into his present job, Mr. Backe said, cost control was a major concern in broadcasting. Based on Mr. Jankowski's performance to date, he said he was "much encouraged."

Another CBS group president makes his public bow: Rosenfield, who heads TV network, decries pressure on programming, says costs are threatening profit

Broadcasters and advertisers must stand their ground against pressure groups of all kinds who "have made this a time of danger to creative freedom, a danger just as insidious as government control," James H. Rosenfield, president of the CBS-TV network, said last week.

In his first speech since he was named to the network presidency last fall, Mr. Rosenfield also covered a wide range of subjects, from CBS plans for production in New York to program costs and the expected impact of technological innovations. He spoke Thursday at a luncheon of the National Academy of Television Arts and Sciences in New York.

Pressure groups' mail campaigns against advertisers, he said, "may cause knee-jerk reactions" but must be recognized for what they are: "a minority determined to control what the majority may see."

He cited two instances: the campaign against NBC-TV's *Jesus of Nazareth* that caused General Motors to withdraw its sponsorship of the two-part program last spring (BROADCASTING, March 21, 1977), and a less well known incident a few weeks ago in which, Mr. Rosenfield said, a letter-writing campaign by an organization of parents of Hari Krishna members caused two advertisers to pull out of an episode of the *Lou Grant* show. He did not identify the advertisers.

In the *Grant* episode, he said, "Lou's editor is confronted with the choice of accepting his son as a member of the Hari Krishna movement or taking direct action

to have him deprogramed." The campaign against it, Mr. Rosenfield said, was launched "before the broadcast, before any of these people had seen it," by "parents of Krishnas, through an organization called the Individual Freedom Foundation of Educational Trust," consisting of 6,000 members with more than 40 chapters.

As for plans for production in New York, he quoted Alan Wagner, CBS Entertainment's vice president for nighttime programs, New York, as saying some 40 "good" scripts are in the works with about 10 expected to go to pilot and two or even three expected to go into the CBS prime time schedule next season.

Among shows being developed on the East Coast, he said, are *Cool Breeze*, a 30-minute comedy whose main characters are employees of a gypsy cab company in the Bedford-Stuyvesant section of Brooklyn; *People*, based on the magazine of that name, mixing social commentary, gossip and reports on celebrities in two- and three-minute segments; a to-be-titled 30-minute comedy about a husband-and-wife team of comedy writers on "a zany show something like [NBC's] *Saturday Night Live*"; *The Contender*, a one-hour pilot about the life of a professional boxer; *Flatbush Fungoes*, an hour pilot about a bunch of young happy-go-lucky Brooklynites; *Tom and Joann* a one-hour pilot about a pair of divorcees, and *Smashville*, about the people running a recording studio.

Escalation of program costs, Mr. Rosenfield said, has been "fantastic," and it was because network officials could see it coming, he said, that they initiated large increases in their charges to advertisers "back in '77 when it looked like network profits were skyrocketing."

"For two prime time runs," he said, "negotiated increases with film unions in Hollywood since January 1976 will add 46% to basic costs by the time we begin to produce new film product in July of this year. A year later, product for the '79-80 season will cost about 60% more."

It was increased TV program costs, he noted, that helped put the fourth-quarter profits of the CBS/Broadcast Group below those for the fourth quarter of 1976.

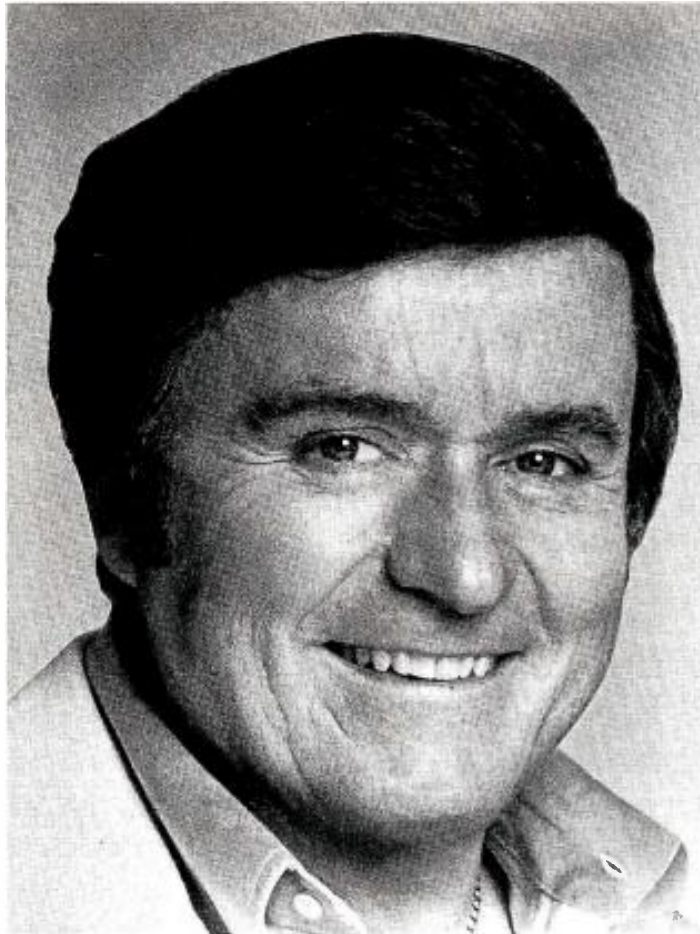
"But we will control these costs," he said. "We have to. And the answer, I feel, is to get back to CBS basics: committing ourselves to quality series and rebuilding a habit-forming schedule; cutting down on expensive and confusing program stunting—stunting for the sake of stunting—and reducing program reshuffling."

Mr. Rosenfield also cited technological developments that he said promised to deliver superior quality in production with greater flexibility at lower cost. Among these were "the first experiments with converting program production from film to video tape at CBS Studio Center in Hollywood, our new one-inch helical video tape machines, with editing capabilities that are impossible with conventional quadruplex video tape machines, and the possibilities of converting single-camera cinematography from film to video."

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Donna Fargo: award winner to access winner.



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She's multi-talented! She's dynamic! She's beautiful! And the Osmonds have put her in good hands. "The Donna Fargo Show" is produced and directed by Jack Regas, whose credits include John Travolta's "Disco Fever" and "The Brady Bunch Variety Hour." The musical director is Bob Rosario ("Tony Orlando and Dawn") and the sets are by Bill Bonnert ("Donny and Marie").

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Hogan's Heroes

Source: ARB, Nov. 1977.
Audience estimates subject to qualifications
available on request.

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Biggest ever NATPE poised for record run in Los Angeles

Over 200 series on the block in the Bonaventure; barter may be losing its grip on some of O&O prime time

The National Association of Television Program Executives opens its 15th annual conference this Friday (March 3) with 176 exhibitors (up from 132 last year) preparing to set up shop in Los Angeles' Bonaventure and nearby hotels. More than 200 new programs will be ready for screening in the back rooms.

Aside from the official NATPE agenda, there has been a marked increase in the number of internal meetings planned by station groups, syndicators and representative firms. Significantly a number of station groups are planning joint meetings, leading NATPE observers to expect much co-production activity to surface in Los Angeles. A good amount already has, since the conference is being held a few weeks later than it has been in past years.

Representation from diverse segments of the television industry also is on the rise. This year, 48 foreign broadcasters are expected, about double the number last year. The same holds true for advertising agency executives who are expected to number between 35 and 40. And while only a handful of public television representatives and educators was there last year, some 40 now have arranged to attend.

From the government, definite commitments to attend include those received from FCC Commissioners James Quello, Abbott Washburn and Margita White, as well as House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.). From the network side, on hand for affiliate meetings will be James Duffy, ABC Television Network president; Anthony Thomopoulos, president, ABC Entertainment; Robert Mulholland, NBC-TV president, Paul Klein, NBC-TV executive vice president for programs; James Rosenfield, president, CBS Television Network; Robert Daly, president, CBS Entertainment, and Robert Wussler, president, CBS Sports.

By last week, the network O&O's had all but finalized their entire line-ups. From what's been bought in that sector, the direction in syndicated programming appears to be away from game and animal shows—staples in recent years—and toward comedy and drama.

Least changed among the three owned

groups is ABC. The ABC stations renewed two weekly half-hours of *Hollywood Squares* (produced by Heatter-Quigley, syndicated by Rhodes Productions) and half hours of *The Gong Show* (Chuck Barris/Len Firestone), and *Match Game P.M.* (Goodson-Todman/Jim Victory Television). ABC also has taken *The \$100,000 Name That Tune* (Ralph Edwards/Sandy Frank) for WABC-TV New York, KABC-TV Los Angeles, KGO-TV San Francisco and WXYZ-TV Detroit. Remaining prime-time access half hours will offer local public affairs and children's program-

ing including *Little Vic* (Danny Wilson/Viacom), another series Mr. Wilson is developing and Encyclopaedia Britannica (Alan Sloan/20th Century-Fox).

For the most part, CBS O&O's are chancing it with new fare. Beyond *The Muppets* (Jim Henson/ITC Entertainment) renewed for five markets and strong consideration for renewing *Candid Camera* (Allen Funt/Len Firestone) at WCBS-TV New York and *The Price is Right* (Goodson-Todman/Viacom) at KNXT(TV) Los Angeles, the group has picked up *Bonkers* (Jack Burns/ITC) in all markets

To page 46

NATPE 78

A record-breaking attendance of 2,900 persons including 1,900 buyers and sellers is expected at the Bonaventure hotel in Los Angeles March 3-8 for the largest National Association of Television Program Executives conference to date. Out of the suites, conference planners have lined up sessions (see agenda on page 42) ranging from "The New Technologies: Full Ahead, Medium or Slow" (setting the stage for a film versus tape debate) to "Hollywood Fights Back—Revisited" (giving producers the chance to sound off.)

Another highlight should be a general session "designed to make working relationships among buyers and sellers more productive." To be held on Wednesday morning the closing day of the convention, this session will require members of the audience to wear face masks before entering the room.

Beyond these sessions, the affiliate meetings, the Iris Awards banquet (where the stars give the awards, instead of getting them*) and the like, a variety of other activities are planned for delegates and spouses alike.

Sunday morning, March 5, will begin at 8:30 a.m. with a Rex Humbard Gospel breakfast, then a Catholic mass an hour later with Father Raymond R. Schlinkert, producer of *With this Ring*. That afternoon, in a session arranged by Lucie Salhany of WLVI-TV Cambridge, Mass., Burt Lancaster will narrate a film about a trip he took to Moscow and cosmetics expert Harry Blake will discuss "What You Always Wanted to Know about How Hollywood Stars Use Makeup."

Monday morning (8:30) features a Group W breakfast with Mr. and Mrs. Mike Douglas as hosts at the Grand Hall of the Dorothy Chandler Pavilion. And at 2:15 p.m. TAT/Tandem will offer a taping of Norman Lear's latest syndication entry, *America 2Night*. That evening at 9:15, there will be the first screening of a new feature film release from Universal, "House Calls."

Tuesday morning's 8:30 breakfast is being handled by Multimedia Program Sales. Phil Donahue will play host. Merv Griffin has that responsibility during a Metromedia Producers Corp. luncheon at 11:45.

The conference is scheduled to close with a NATPE business session and election of new officers. While names can be taken from the floor, the slate drawn up by the nominating committee and expected to be approved by NATPE members calls for A.R. Van Cantfort, of WSB-TV Atlanta, to succeed James Major, of WJBK-TV Detroit, as president. Convention chairman Tay Voye, of WTVJ(TV) Miami is up for first vice president and Charles Gingold, of KATU(TV) Portland, Ore., has been slated as second vice president.

*The Iris presenters: Ed Asner, David Birney, Lloyd Bridges, Carol Burnett, Phil Donahue, Mike Douglas, Stephanie Edwards, Burt Lancaster, Allen Ludden, Penny Marshall, Peter Marshall, Melba Moore, Martin Mull, Jim Nabors, John Newland, Leonard Nimoy, Buck Owens, Dinah Shore, Rene Simard, Suzanne Somers, Bernadette Stanis, Jean Stapleton, Sally Struthers, David Susskind and Betty White. Dick Clark will be master of ceremonies.

Why you should continue Plumbicon[®] TV tubes in

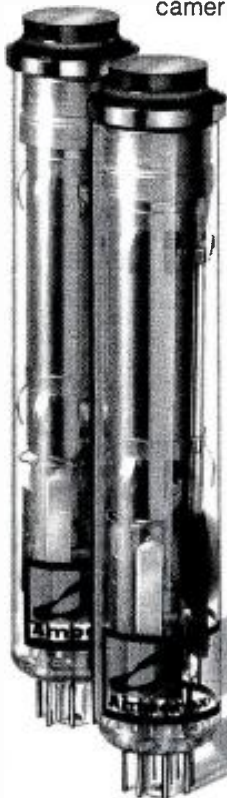
The future for ENG grows brighter and more exciting with each passing day. The same can be said about the $\frac{2}{3}$ -inch Plumbicon, the TV camera tube that made Electronic News Gathering possible and practical at the same time.

Reflecting our continuing commitment to provide the broadcast community with state-of-the-art Plumbicon tubes—it was a Plumbicon tube that revolutionized color TV broadcasting in 1964—we invested almost four million dollars in the development of the $\frac{2}{3}$ -inch Plumbicon tube, most of it before the first ENG cameras were even introduced. Very early in the game, we felt that electronic journalism, with the support of modern tube and camera technology could surely add a new dimension to television broadcasting.

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

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

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



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

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

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

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

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

Temperature Stability

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

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

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

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

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

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NATPE's six-day week in Los Angeles

Friday, March 3

Board of directors meeting. 9 a.m.-4 p.m.

Registration. 10 a.m.-9 p.m.

Board of directors dinner. 7 p.m.

Saturday, March 4

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

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

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

NATPE cocktail reception. 6 p.m.

Iris Awards banquet. 8 p.m. Annual citations for program excellence and the Award of the Year. Dick Clark, master of ceremonies.

Sunday, March 5

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

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

Monday, March 6

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

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

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

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

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

Workshop C (markets 51-210). Moderator: Lon Lee, WJXT Jacksonville, Fla. Panelists: George Back, Hughes Television Network; Jane Cohen, National Association of Broadcasters; Judy Girard, WBNG-TV Binghamton, N.Y.; Ted Kohl, WLEX-TV Petersburg, Va.

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

Affiliate and independent meetings. 2:45 p.m. Moderators: Mal Potter, WTAE-TV Pittsburgh, for ABC; Bill Logan, WMT-TV Cedar Rapids, Iowa, for CBS; Dick Ballinger, WNEW-TV New York for independents; Tom Reiff,

KPRC-TV Houston, for NBC, and Chuck Allen, KCET Los Angeles, for the Public Broadcasting Service.

Hospitality suites open. 4-7 p.m.

Tuesday, March 7

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

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

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

Concurrent seminars. 11:15 a.m.

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

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

Luncheon. 12:45 p.m. Honoring NATPE board of directors. Presentation of Lee Waller Memorial Scholarship Awards by cochairmen Jack Michael, WREG-TV Memphis, and Chuck Larsen, WKYC-TV Cleveland. Retrospective: "What Really Happened to the Class of '63?" Moderator: Ed Bleier, Warner Bros. Panelists: former network TV executives Bob Wood, Mort Werner and Tom Moore.

Hospitality suites open. 3-7 p.m.

Wednesday, March 8

Registration. 8:30 a.m.

Concurrent seminars. 9 a.m.

Workshop A. "Everybody Loves a Winner—the Business of Awards." Moderator: Bob Guy, KING-TV Seattle. Panelists: Worth McDougald, George Foster Peabody Awards, University of Georgia; Barry Solomon, NBC; Hank Rieger, Academy of Television Arts and Sciences; Elizabeth Young, Ohio State Awards, Ohio State University.

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

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

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

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That's no theory.

That's a fact demonstrated time and time again.

By stations who fill fringe time with a long lineup of laughs.

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Gomer Pyle

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The Dick Van Dyke Show

The Honeymooners

The Phil Silvers Show



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programs
better than 75%
of the time!**

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Results: better than three out of four wins for "The Cross-Wits."

"The Cross-Wits" vs. 21 competing prime-access shows in 42 markets.

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DMA Rating	77%
DMA Share	77%
Households	77%
Adults	76%
Women 18-49	76%

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The Cross-Wits

with host Jack Clark

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but Chicago where WBBM-TV's local news runs in prime-time access; *The Cheap Show* (Robert Wood-Chris Bearde/20th Century Fox) and *World War II: A GI Diary* at WCBS-TV, KNXT and WCAU-TV Philadelphia, and *The \$1.98 Beauty Contest* so far at WCAU-TV. Understood still to be in the running are new shows, *All in the Castle* (D'Angelo-Bullock-Allen/JWT Syndication) and *Venture Bay* (National Telefilm Associates).

NBC-owned stations will be returning with *Family Feud* (Goodson-Todman/Viacom); *The Price is Right* (Goodson-Todman/Viacom) at WNBC-TV New York and WMAQ-TV Chicago; *Sha Na Na* (a barter vehicle for Procter & Gamble offered by Grey Advertising's Lexington Broadcast Services); *The \$100,000 Name That Tune* at WRC-TV Washington and WMAQ-TV Chicago. Picked up are *The \$1.98 Beauty Contest* (Chuck Harris/Sandy Frank) at WNBC-TV, WMAQ-TV and KNBC Los Angeles and *Please Stand By* (Bob Banner/Viacom). KNBC's own *Consumer Buyline* has been accepted on a limited basis. *Candid Camera* (Allen Funt/Len Firestone) is slated for KNBC. For the single openings in New York and Los Angeles and the two in Washington remaining last week, strongly being considered were two barter vehicles, *Search Of* (produced by Alan Landsburg for Bristol-Myers) and *The Next Step Beyond* (Factor-Newland/Worldvision) as well as *That's Hollywood* (Jack Haley Jr./20th Century-Fox).

The only series by midweek to have made it to the owned-and-operated stations on a barter basis was *Sha Na Na* and none was from the list of new programs being offered this year.

Other barter shows understood to have had options held by the network O&O's are *Showdown of the Dream Teams* (Syndicast Services); *Going Home* (Marathon Productions); *Honest Al's AOK Used Car & Trailer Rental Tigers* (DFS Program Syndication); *Beach Girls* (Lexington); *Serenity '62* (Lexington) and *On Trail* (Syndicast Services).

But Joel Chaseman, president of the Post-Newsweek Stations, expects the "private discussions" to make the news at this year's NATPE conference. More so than

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

ever, he anticipates co-production deals to be worked out with the result that stations could become less "dependent on traditional sources of programing." P-N is eager to get involved, he said, particularly in the "next generation of long-form shows." Mr. Chaseman added that he has been talking with producers and station groups and that "we'd like to be a catalyst."

While new announcements are expected to come out of the conference, stations, producers and distributors already are heading there with projects rolling. Operation Prime Time and MCA TV/Universal claim to have nearly 100 stations already on board for the second OPT year, now with 12 hours of programing over-all. Additional markets are expected to be picked up, and at a special OPT meeting during the convention, ideas ranging from promotion to new projects are to be discussed.

Also heading for NATPE are a growing number of series whose pilots were funded in part by stations. Y&R Ventures' barter soap opera, *High Hopes*, for example, started out with help from individual stations as well as from the Metromedia, Scripps-Howard and Capital Cities Communications groups and the Canadian Broadcasting Corp. Now bartered for Bristol-Myers, Lever Bros., Gillette and Nestle, it is said to have been cleared in 50% of the country. Another effort, *The Love Experts*, distributed by Viacom and produced by Bob Stewart, had seed money from Golden West Broadcasters, Scripps-Howard and RKO General. Marketing of that show has not begun.

Time-Life Television is said to have some 30-35 stations signed so far for 13 one-hour specials, *The Americans*, it co-produced in the U.S. with the BBC. That

series is being directed toward prime time.

As John Serrao, director of operations and programing for Petry Television, put it, "the pressure's on" and there has been an "on-rush" of first-run production for the access period. "I think [the producers] deserve a lot of credit for pumping the dough in," he said, adding that "new avenues are being explored."

Frequently mentioned by Mr. Serrao and others as an example of high budget access productions is ITC Entertainment's *Bonkers*. According to ITC's Pierre Weis, executive vice president for syndication, the budget earlier had been estimated at about \$170,000 per episode to produce at ITC's parent ATV studios in London. Within the first month of sales, Mr. Weis said, more than 50 markets have been cleared, including 25 of the top 30 markets. He added that renewals of ITC's *The Muppets Show* also are well over 50.

According to Jamie Kellner, Viacom's vice president, first-run syndication and development, the success of ITC's *Muppets* "gives us all hope" that "prime time quality" programing can be successfully produced for access. He said Viacom is taking a "tremendous risk with its new prime time access series, *Please Stand By*, budgeted between \$100,000 and \$150,000 per episode. By last week he claimed about 35 stations sales including the NBC O&O's.

Still another high-priced vehicle is *The Next Step Beyond*, produced by Factor-Newland and distributed by Worldvision. The barter show, estimated at more than \$100,000 in production costs per episode, was said to be the highest-rated among the new entries when the pilot was tested. According to Jerry Smith, Worldvision executive vice president-marketing, a special Nielsen gave a 23.0 national rating after surveying 95 markets that ran it between Jan. 2 and Jan. 22.

Distributors offering once-weekly access shows, however, have been expressing concern regarding the growing acceptance of stripping. That more stations are choosing to run the same vehicle during the access period, Mr. Kellner said, is the most "disturbing" trend he's found. He claimed that stripping there "is in direct opposition to the access rule."

Mr. Weis is another who said that stripping "may not sit very well with the FCC. While ITC currently is offering two big-ticket programs once a week for next season, he said that the company, in light of stripping, may think twice about coming up with a third for the following year.

As one rep said, stripping is "becoming a hard fact of life," with "multiple exposure drying up" various programing opportunities. Added to that, he said, are the lessening opportunities for independent distributors when groups such as Westinghouse Broadcasting Co. put on their own local programing during access time.

Sandy Frank, the distributor who had fought long and hard at the FCC to prevent stripping during the access period, is no longer fighting. His product, *Liar's Club*,

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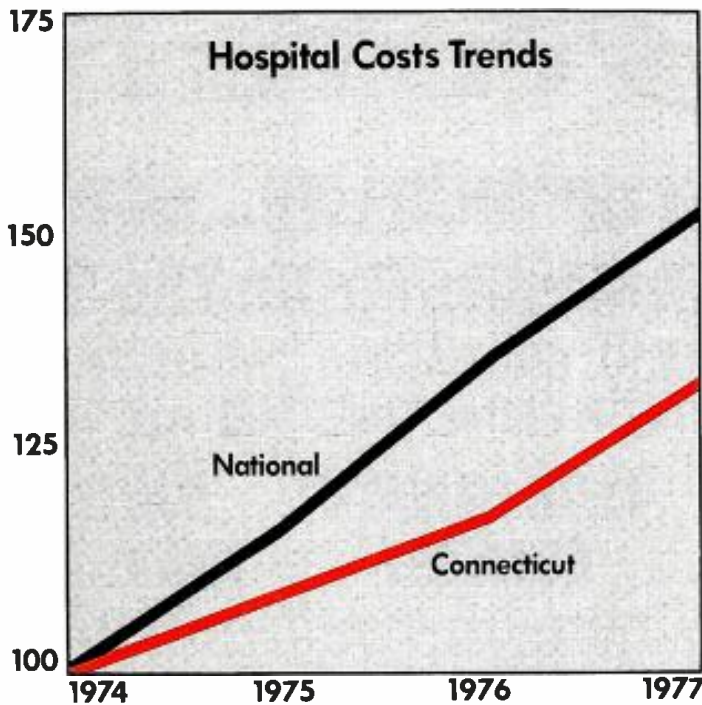
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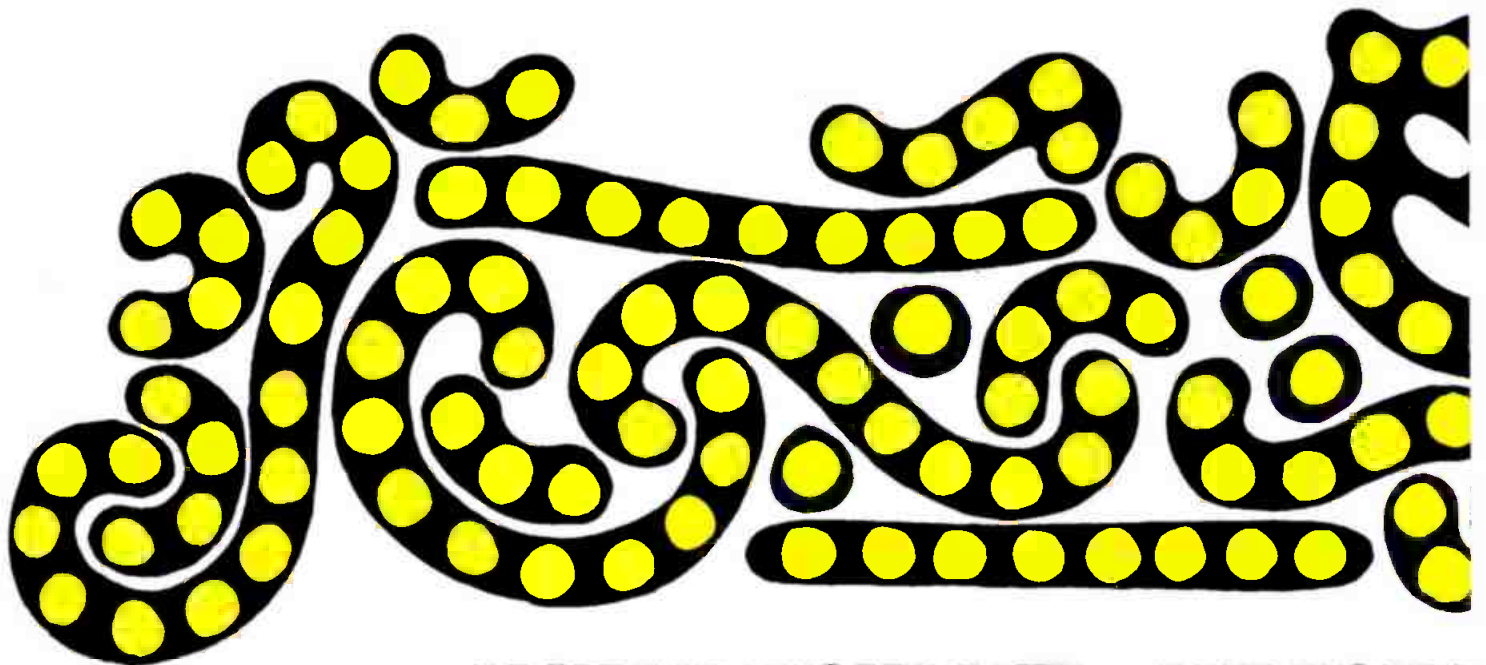
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The No. 1 prime access half-hour in adult delivery in the Nov. ARB Syndicated Analysis Report ... The only access series sold in all Top 50 markets... Bought by the ABC O&O's and the NBC O&O's for 1978-79 ... Starting its fifth smash-hit season next Fall!

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The wild...wacky...off-the-wall ... fun-derful "spin-off" of the smash-hit *Gong*. From Chuck Barris, maker of hits. Starring way-out Rip Taylor... and girls ... girls ... girls (?)! Perhaps no one will like it or understand except its guaranteed millions of viewers!

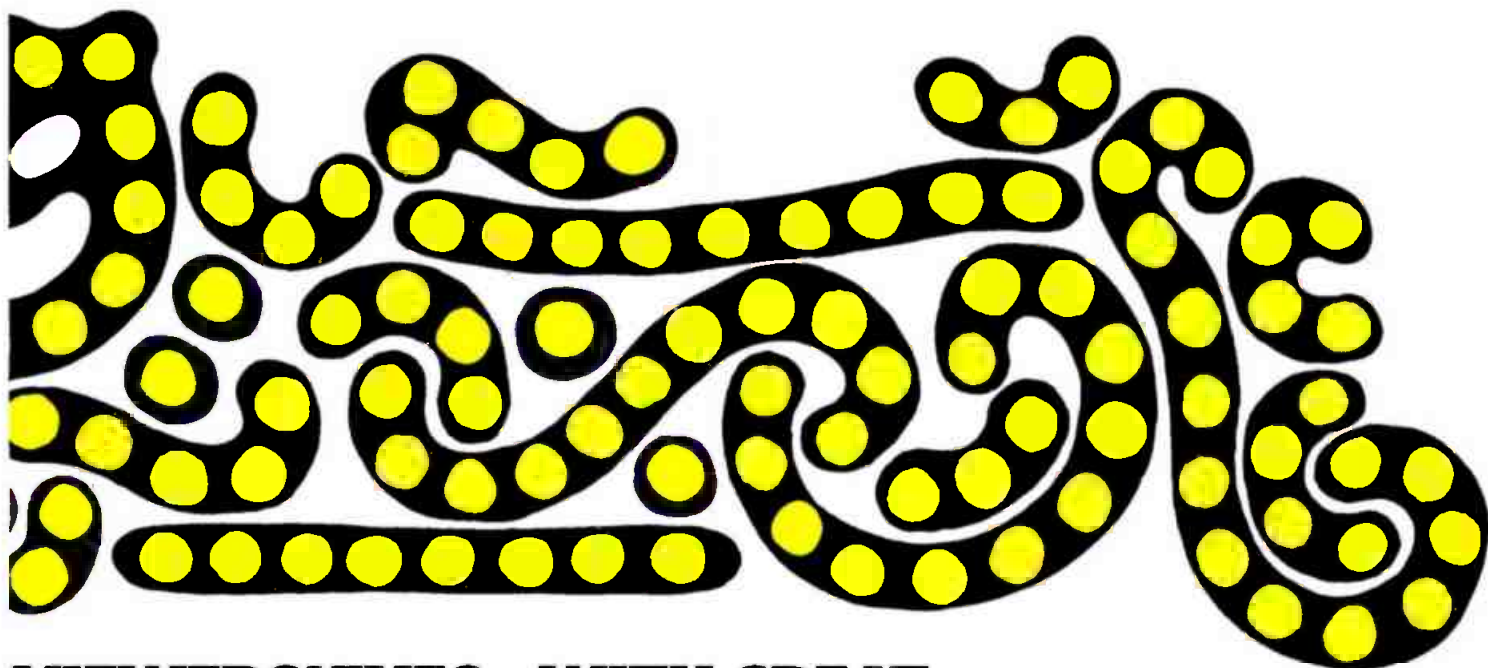
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78 brand new sci-fiction animated action half-hours, made-for-America... with robot narrator 7-Zark-7 and starring the G-Force! First run! First rate!! First in ratings!! A light year ahead of anything you've ever seen.

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VIEWERS' EYES...WITH GREAT FRANK GROUP OF COMPANIES!

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The hottest strip show in town—No. 1 among all syndicated series in delivery of Women, 18-49 (May ARB)! Monday through Friday mirth and madness...hilarity and hit ratings with MC Allen Ludden.

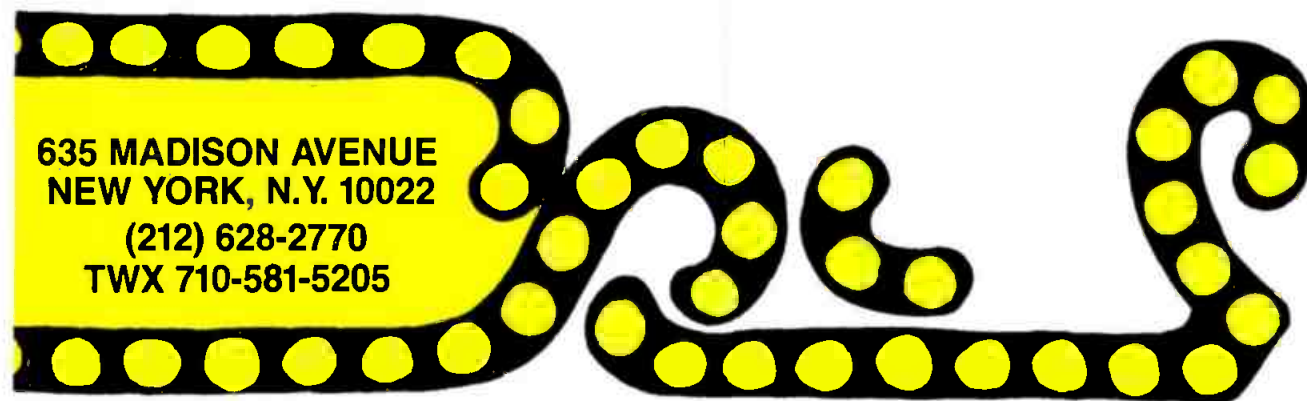
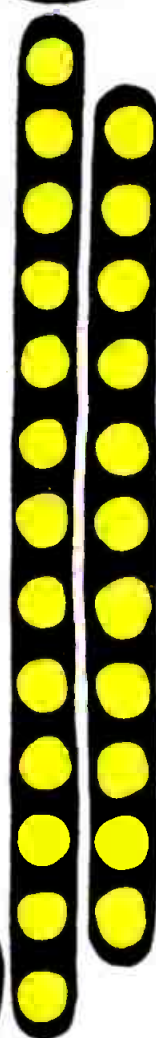
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produced by Golden West Broadcasters, for example, is available for stripping at any time.

As to increased stripping, he said, the industry "unfortunately" is going "heavily" in that direction. He explained that he was tired of protesting "out of my pocketbook" and added that he did not intend to "go out of business on principles."

NATPE's program marketplace: Let the buyers be there

The following companies will be exhibiting programs or services at the NATPE convention March 4-8. Listed are the programs (with the number of available episodes in parentheses) and the personnel attending. New programs are listed with an asterisk. Hospitality suites are in the Bonaventure hotel unless stated otherwise. Some are yet to be announced (TBA).

ABC-TV 2678
1330 Avenue of the Americas, New York 10019

Advancers Biltmore 10-229
10 Broadway, St. Louis 63102

Air Time International 1837-9
19 Third Avenue, New York 10022

The Unknown War (20). **Personnel:** Bruce Fogel, Fred Weiner, Kal Liebowitz, Mark Goldman, Al Sussman, Sid Bakal, Roy Terzi, Alan Zaretsky.

Alan Enterprises 2929
26170 Pacific Coast Highway, Malibu, Calif. 90265

Contemporary Cinema Features (17), Cinema Classics (37), Fine Arts Cinema (30), The Edward Small Package (30), Special Cinema (32), Premium Cinema (9), War and Peace (4), Abbott and Costello (52), Speed Racer (52), Felix the Cat (260), The Mighty Hercules (130). **Personnel:** Alan L. Gleitsman, Jo Kranitz.

Alcare Communications 2738
Box 361, Wayne, Pa. 19087

National Television Sports Quiz, Maintenance Ms., Mort Crim with One Moment Please (daily), Network Graphics (weekly chromakey news slide service), One Great Moment in Sports, Great American Men, Pixanne Show (104), Buyer Beware, Senior Report with Maggie Kuhn, Medical Report with Dr. Lynne Kitei. **Personnel:** Jordan Schwartz, Frank Beazley.

Allied Artists TV 2965
15 Columbus Circle, New York 10023

Feature film packages: Golden Seventies—Group VII (48), Golden Sixties—Group VI (30), Cavalcade of 60's—Group VI (22), Cavalcade of 60's—Group IV (15), Cavalcade of 60's—Group III (20), Cavalcade of 60's—Group II (28), Cavalcade of 60's—Group I (34), Cavalcade of 50's (17), Dial AA for Action (29), Science Fiction (48) Charlie Chans (11), Bomba (13), Special "42" (42), Camp and Classic (50), Westerns (135); series: Topper (78), The Unknown (39), The Evil Touch (26); special:

The American Newsreel of Time. **Personnel:** Andrew P. Jaeger, Joseph Zleski, Leo M. Brody, Ralene Levy, Virginia Garrison.

Allworld Telefilm Sales 2704-6
1350 Avenue of the Americas, New York 10019

Allnight at the Movies (800), Adventure Team (39), Contemporary Woman (65), Emmett Kelly Jr. Show (26), Good For You (39), Great Adventure (100), Hocker (26), Strike It Rich (39), Mind Matters (65). **Personnel:** Gustave Nathan, Andrea Dix, Nelson Smith, Renee Weisenfeld.

American International TV 3157-60
9033 Wilshire Boulevard, Beverly Hills, Calif. 90211

Series: Flipper (88), Lorne Green's Last of the Wild (78), The Avengers (57), Ozzie and Harriet (200), Johnny Sokko and His Flying Robot (26), Prince Planet (52), Touch of Music (6), Sinbad Jr. (130); feature film packages: The Winning Hand (33), World of the Macabre (8), Ghoul-A-Rama (16), Fantastic Sci-Fi Theater (14), Young Adult Theater (26), New Science Fiction Theater (13), Startime Theater (5), Amazing Sci-Fi 1 (6), Amazing Sci-Fi 2 (7), Amazing Sci-Fi 3 (24), Children's Showtime (6), Holiday Storybook of Fables (8), Top Secret Adventure (5), Dominant 10 (10), New Color Adventures (31), Strongmen of the World (23), Adventure Package (7), A.I.P. (26), Selma (42), A.I.P./Selma (31), Films for the Seventies (26). **Personnel:** Hal Brown, Alex Horwitz, Gerry Corwin, Al Shore, Jerry Molfese, Philip Loepold, Larry Jacobson.

Arbltron 1878-9
1350 Avenue of the Americas, New York 10019

Personnel: Norman Hecht, Pierre Megroz, Ronald Laufer, William Shafer, James Mocariski and Brian Byrne.

Arcadia Entertainment 2445

ARP Films 2177-8
342 Madison Avenue, New York 10017

Spider Man (52), Marvel Superheroes (65), Strange Paradise (195). **Personnel:** Claude Hill, Bob Marcella.

Atwood Richards 2138-9
99 Park Avenue, New York 10016

Crime Stoppers, You and Your Health. **Personnel:** Donald J. Quinn, George Milliken.

Avco Embassy Pictures 1778
3460 Wilshire Boulevard, Los Angeles 90010

Avery-Knodel Television 2958
437 Madison Avenue, New York 10022

Representative firm. **Personnel:** J.W. Knodel, Robert J. Kizer, F. Robert Kalthoff, Richard A. Bompane, Jack Devine.

Bandera Enterprises 1939
Box 1107 Studio City, Calif. 91604

Thrillmaker Sports Series (13), Action Adventure Features (12), Sports Specials (8). **Personnel:** Don Flagg, Helen Mazeika, Ethel Taylor, Bill Patten

Baron Enterprises 2929
999 North Doheny Drive, Los Angeles 90069

Nature's Window (130), Wild, Beautiful and Endangered (26), City Lights, Premier Performances (26), The New Dick Van Dyke Show

(72), The Swiss Family Robinson (26), Cleo Lane Special, Dick Van Dyke Specials (3). **Personnel:** Barry Bergsman.

Ben Barry & Associates 2438
600 Madison Avenue, New York 10022

The Two Kennedys (1), House of Horrors (17), Volume One (14), Volume Two (12), Volume Three (28). **Personnel:** Ben Barry, Peter Rodgers, Ken Weldon, Buddy Brooks.

The Behrens Co. 2728-30
2451 Brickell Avenue, Miami 33129

Kidsworld (weekly), The Explorers (22), Hot Dog, Friends (100). **Personnel:** Bob Behrens, Betsy Behrens.

Dave Bell & Associates 1745
3211 Cahuenga Boulevard West, Hollywood 90068

Blair Advertising TBA
96 College Avenue, Rochester, N.Y. 14601.

Mr. Chips (200). **Personnel:** Francis J. Cosentino.

The Bloom Film Group 2424-5
1680 Vine Street, Hollywood 90028

New American Features (11), Edgar Wallace Mystery Features (39), Roger Ramjet and the American Eagles (31), The Funny Company (260), Four Winds to Adventure (39), It's a Small World (39). **Personnel:** David Bloom, Ida R. Bloom, Bill A. Bloom, Tom Corradine, Art Greenfield, Ray Myles, Bruce Schmier.

Boston Broadcasters 2665
5 TV Place, Needham, Mass. 02192

Specials: Learning to Care*, Dying to Grow Up*, There's Something We've Been Meaning to Tell You*, The Frightening Feeling You're Going to Die, It's My Body, It's My Life, Common Sense Diet Test, Babies Are For Fathers Too; series: The Baxters (26), Catch a Rainbow (6)*, Update on Health (156)*, House Call (26)*, Jabberwocky (131), Drawing From Nature with Captain Bob (154), This Was America (6)*, The World of Edward M. Kennedy (1)*. **Personnel:** Robert M. Bennett, Jack Duffield, Paul Rich, Bruce Marson.

Bristol-Myers 2617-9
345 Park Avenue, New York 10022

In Search Of ... (24). **Personnel:** Marvin Koslow, Peter Spengler, Robert Turner, James McGinn, Sharon Joyce, Peggy Kelly.

Burson-Marsteller 1705
866 Third Avenue, New York 10016

Canadian Broadcasting Corp. 2518
Box 8478, Ottawa K1G 3J5

Canadian Television Network 2905
42 Charles Street East, Toronto M4Y 1T5

Capital Cities Television Production 2749

Carter Grant Productions 2404-5,7
545 Madison Avenue, New York 10022

Starscope (daily)*, 21 Days of America (21)*, The Quality of Life (130), 24 Days of Christmas (24), The Women of Russia (5)*. **Personnel:**



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Viacom Features I

Elvis Presley stars in 5 lavish Hal Wallis productions that averaged a 43% share in their network debuts.

Frank Sinatra stars in "Man with the Golden Arm." Kirk Douglas in "Last Train from Gun Hill." Shirley MacLaine in "All in a Night's Work." Jerry Lewis in "Don't Give Up the Ship."

Altogether, 20 great movies (and many more great stars)! They grossed over \$100 million at the box office, and 17 that aired on network television averaged a 38% share in initial showings.

All 20 are immediately available.



Viacom Features II

"Walking Tall" topped its 45% network share with a 46% the second time around.

"The African Queen" drew an initial 43% network share and won an Oscar for Bogart.

"The Autobiography of Miss Jane Pittman" embellished its 47% share with 9 Emmy awards.

This is an extraordinarily powerful group of 21 motion pictures. With 2 more of Hal Wallis' best Elvis Presley films. And other hits that star William Holden, Lee Remick, Richard Burton, Elizabeth Taylor, Donald Sutherland, Richard Chamberlain, Jerry Lewis, Walter Matthau, George C. Scott, Susannah York and more big names.

15 of the 21 movies have appeared on network television, with an average 36% share.

19 are immediately available.



Viacom Features III

These 24 movies are made for big television audiences!

In initial network exposure, "Larry" pulled 44% of a prime-time audience, "The Glass House" 41 "Born Innocent" 39%, "The Runaways" 44%. And "Queen of the Stardust Ballroom" drew a glistening crowd of 3 golden Emmys.

Starring in these 24 movies are many of the most popular personalities on television today. Henry Winkler, Alan Alda, Earl Holliman, Shirley Jones, Barbara Eden, Desi Arnaz, Jr., Linda Blair, Andy Griffith, Peter Graves, Nehemiah Persoff, Patricia Neal, Art Carney, Glenn Ford and Bradford Dillman.

23 are immediately available.



Viacom Features IV

A name-dropper's delight! This group is loaded with the likes of Woody Allen, Steve McQueen, Michael Caine, Robert Shaw, Tony Curtis, Walter Matthau, Sidney Poitier, Omar Sharif, Sean Connery, Gig Young, Jane Fonda, Ernest Borgnine, Cliff Robertson, Art Carney, Cloris Leachman, Alan Alda, Nancy Walker and more heavyweights.

Titles are just as impressive.

"Take the Money and Run," "They Shoot Horses, Don't They?" (Academy Award), "Junior Bonner," "Charly" (Academy Award), "For Love of Ivy" and "Lovers and Other Strangers."

This is an exceptionally well balanced group of 30 movies with the added attraction of limited network runs.

16 are immediately available.



Viacom Features V

Another group that vividly illustrates television's ability to produce its own top drawing movies!

"Sybil" collected a 40% share for Part I and 43% for Part II, along with 4 Emmys, a Peabody and other awards.

"Nowhere to Hide" won 42% of a national audience against prime-time competition. "Savage Bees" won a 41% share, "Judge Horton and the Scottsboro Boys" 39%.

In this group of 20 movies are such standout talents as Faye Dunaway, Jane Fonda, Cicely Tyson, Ed Asner, Sally Field, Joanne Woodward, Arthur Hill, Cloris Leachman, Robert Reed and Richard Boone.

10 are immediately available.



Viacom Movie Greats

Back when popcorn cost a nickel, giants like Selznick and Hitchcock were making great movies destined to become classics with timeless appeal.

"Spellbound," "Rebecca," "Duel in the Sun," "Notorious," "Portrait of Jennie," "The Spiral Staircase," "The Paradine Case," "Since You Went Away."

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The Blue Knight (Kennedy)
The Stranger Within
Dead Man on the Run
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They Shoot Horses, Don't They?
Volcano (Krakatoa, East Of Java)
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Lovers and Other Strangers
Custer of the West
Lady Caroline Lamb
Suppose They Gave a War
and Nobody Came
Good Times
Too Late the Hero (Suicide Run)
Kotch
How Do I Love Thee
The Last Valley
Santee
Death Scream
The High Commissioner
Marco
A Time for Loving
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Viacom Features V

Sybil I
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Sandra Carter, Sherry Grant, Bobbi Fisher.

CB Distribution 2277-9
9911 West Pico Boulevard, Suite 16 M, Los Angeles 90035

Carol Burnett & Friends (120). **Personnel:** Alan Silverbach (Television Representatives Inc.), Herb Lazarus, Gerald Feifer.

CBS-TV 2878
51 West 52d Street, New York 10019

Cinaco Television 1844-5
9056 Santa Monica Boulevard, Los Angeles 90069

Specials: Adios Amigos *, Bearheart of the Northwest *, Child Under a Leaf *, Death Harvest *, Death Journey *, Escape to the Sun *, Funny Car Summer*, He Is My Brother*, High Crime*, Mean Johnny Barrows*, My Boys Are Good Boys*, No Way Back*, Rainbow Bridge*, Pepper and His Wacky Taxi*, Weed*, Telly: the Man and the Horse*; series: Grand Ole Opry (200)*. **Personnel:** Robert Hoffman, Fred Briskin.

Cinema Shares International 2869
450 Park Avenue, New York 10022

Feature Package I (12), Feature Package Package II, (11), Feature Package III (12), Feature Package IV (15)*. **Personnel:** Ken Israel, Beverly Partridge, Arnold J. Friedman, Dick Ostrander, Buddy Brooks, Gene Martin, Ken Weldon, Hank Guzik.

R.D. Citron Associates 1958
17831 Southwest 108th Court, Miami 33167

Claster Television Productions 2858
660 Kenilworth Drive, Towson, Md. 21204

Romper Room (local and live), Romper Room (260), Fred Flintstone & Friends (95), Bowling for Dollars (local and live). **Personnel:** John Claster, Ken Gelbard, Sally Rogers and Jim Reid.

Coe Film Associates 2378
70 East 96th Street, New York 10028

The Children's Package (1,000), The Shorts Collection (400), Children's Features (4), Adult Features (12), Family Specials (26), Children's Specials (12). **Personnel:** Bernice Coe.

Colbert Television Sales 2825
1900 Avenue of the Stars, Los Angeles 90067

College Bowl Biltmore 10-324

College Sports 2358

Columbia Pictures Television 3144
1520 Ventura Boulevard, Sherman Oaks, Calif. 91403

Barney Miller (125). **Personnel:** Joe Abruscato, Don Bryan, Dick Campbell, David Campbell, Abbie Chapman, Madeleine DeRyke, Norman Cohen, Jack Ellison, David Friedman, Bill Hart, Patricia Hibbits, Norman Horowitz, Mark Kaner, Wally Kaufman, Phil Mayer, George Milner, Ken Page, Matt Poulos, Paul Shrage.

Compro Biltmore 10-201

Corporation for Entertainment & Learning/Fish Communications 2545
515 Madison Avenue, New York 10022

Marlo and the Magic Movie Machine (52); Cinedex 2000 (historic newsfilm library), News/Test (500). **Personnel:** Mert Koplin, Charles Grinker, Sanford H. Fisher.

Data Communications 2745
3000 Directors Row, Memphis 38131

BIAS automation systems, film amortization package*. **Personnel:** Skip Sawyer, Bill Boyce, Sam Hill, Richard Harper, Sherri Roberson Sawyer, Jim McKee.

Jerry Dexter Program Syndication 2018
205 South Beverly Drive, Beverly Hills, Calif. 90212

Specials: The Beach Boys at Hollywood Bowl, Johnny Cash Ridin' the Rails, Bachman-Turner Overdrive; series: The Wolfman Jack Show (26), The Captain & Tennille (19—foreign sales only). **Personnel:** Jerry Dexter.

Faith For Today 2038-9
Box 1000, Thousand Oaks, Calif. 91360

Westbrook Hospital Series (52). **Personnel:** William B. Hull, Joyce Gillespie, Bernie Paulson.

FilmLife 2085
141 Moonachie Road, Moonachie, N.J. 07074

Firestone Program Syndication 3138
540 Madison Avenue, New York 10022

The New Dating Game (daily), The Gong Show (daily—strip), The Gong Show (prime access), The New Candid Camera, Tattletales, To Tell the Truth (daily), Perspective of Greatness (26), Blondie (28), Flash Gordon (3), Popeye (220), Krazy Kat (50), Barney Google (50), Beetle Bailey (50), Cool McCool (60), Beatles (116). **Personnel:** Len Firestone, Alton Whitehouse, Philip Besser, Brian Firestone, Jane Powell, Pat-tie Firestone.

Four Star International 2757-9
400 South Beverly Drive, Beverly Hills, Calif. 90212

Series: Big Valley (112), Peter Lupus's Body Shop (130)*, Wonderful World of Magic (26 half hour, 12 hour), Lohman & Barkley (26), Thrillséekers (52), Can You Top This? (195), Here Come the Stars (26), Secrets of the Deep (8), Toward the Year 2000 (26), Rogues (29), Burke's Law (81), Dick Powell Theater (59), Detectives (30 hour, 67 half hour), Target: the Corruptors (35), Honey West (30), Ensign O'Toole (32), Law and Mr. Jones (43), Richard Diamond (26), McKeever and the Colonel (26), Stagecoach West (38), Wanted: Dead Or Alive (94), Zane Grey Theater (145), Westerners (125); specials: Alice Cooper and Friends*, 10 CC in Concert*, 20 Years of Rock and Roll*, Rocky Marciano Story*, For the Fun of It—New Zealand—Vic Damone, For the Fun of It—Australia—Vic Damone, Will Rogers' USA, Blackstone Jr. Magic, Festival of Children's Film Classics (8), Cricket on the Hearth, The Mediterranean, Sajid and Susan Barret, Holiday Specials (5), Portrait of a Star (12); feature films: Pippi Longstocking (4)*, Man Against the Organization*, Bloody Mary*, Funeral for an Assassin*, Cagliostro*, Della, Last of the Few, Last of the Mohicans, Tyrant of Castile, The

Violent Patriot. **Personnel:** David B. Charnay, Joseph J. Doyle, David LaFollette, Al Goustin, Maury Lanken, Steve Rintoul, Greg Meidel.

Sandy Frank Film Syndication 3058
635 Madison Avenue, New York 10022

The \$100,000 Name That Tune (52), The \$1.98 Beauty Contest (52)*, Battle of the Planets (78)*, Liar's Club, The Bobby Vinton Show (52), Treasure Hunt (122), The Lee Mendelson Star Specials (12). **Personnel:** Sandy Frank, Irving Klein, Madelyn D. Goldberg, Larry O'Daly, Nancy Schecter, David Paley, Edward Koster.

Gerber/Carter Communications 2565
488 Madison Avenue, New York 10022

For You... Black Woman (30), Black Broadway (1). **Personnel:** Charles S. Gerber, Alan S. Aronson, A. David Bergman

Gold Key Entertainment 3048
855 Cahuenga Boulevard, Hollywood 90038

Series: Krofft Super Stars (137)*, The Beta Chronicles (15)*, Rainbow IV Outdoor Adventures (10)*, Bill Burrud Features (6)*, The Alpha Chronicles (10), Rainbow III Outdoor Adventures (15), Rainbow II Outdoor Adventures (10), Rainbow I Outdoor Adventures (10), Scream Theater (20), Dick Tracy (4 series, 4 movies), Television Premieres (13), Awards Theater (40), Silent Classics (13), Action Theater I (16), Action Theater II (20), Astor Classic Features (10), Astor Sci-Fi Features (6), George (26), The Hank Thompson Show (26); specials: In Search of Ancient Astronauts, In Search of Ancient Mysteries, Loggins and Messina In the Attic. **Personnel:** Jerome Kurtz, Robert Muller, James Ricks Jr., Daniel E. Mulholland, William F. Cooke, Judy Sida.

Samuel Goldwyn Television 2828-30
1041 North Formosa Avenue, Los Angeles 90046

Samuel Goldwyn Library of Feature Films (52), The Best of Goldwyn Features (33), Hollywood: the Goldwyn Years (special), Snippets (50). **Personnel:** Thomas Seehof.

Granada Television International 2869
1221 Avenue of the Americas, New York 10020

Disappearing World (26), The Christians (13), Laurence Olivier Presents the Play of the Year (4), World in Action (25), Family at War (52), Crown Court (150), Victorian Scandals (7), Persuasion (5), Stars Look Down (13), Shabby Tiger (7), Barenboim on Beethoven (13). **Personnel:** Haidee Granger, Barrie Heads, Dee Hopkins.

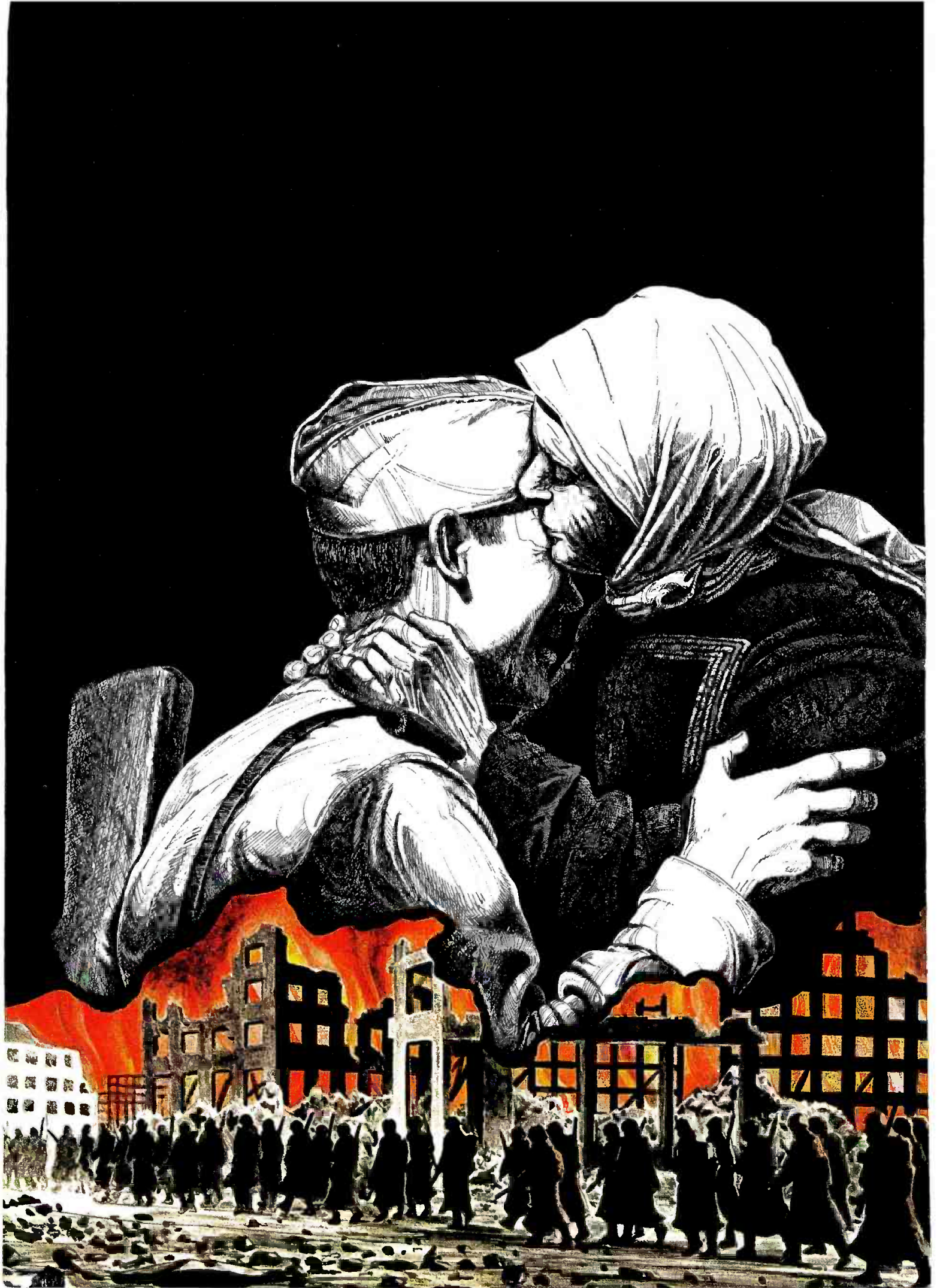
Gray-Schwartz 3008

Group IV Distributors 2805
128 East 71st Street, New York 10021

Film packages: Sci/Fi (10), General Entertainment (40), Horror (15), Terror (10); specials: Christian the Lion, Henry VIII and His Six Wives, Miracle of Survival, Santa and the Three Bears; series: Big World of Little Adam (104). **Personnel:** Mort Zimmerman, Martin Rosenblatt, Brian O'Daly.

Group W. Productions 3280
90 Park Avenue, New York 10016

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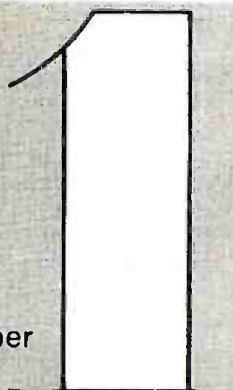
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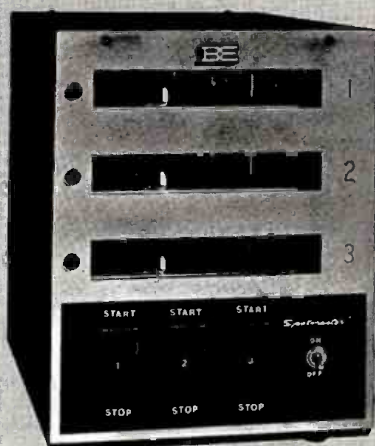
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News/Test (500), Impact 27 (27), The Coral Jungle (12), Playmates-Schoolmates (65), Call It Macaroni (24) Black African Heritage (4), A Matter of Pride (30), Rush Toward Freedom (6), Peter Marshall Variety Show (19), Apollo (2), Summer Camp (45), Star Show (special), Doctor in the House (78), documentaries. **Personnel:** David E. Salzman, Joseph H. Goldfarb, Howard H. Mendelson, Peter Yaman, Carl Menk, Jack Swindell, Jack Foley, Jack Wartlieb, Ralph V. Cunningham, Frank R. Miller, Russell W. McCorkle, Owen S. Simon, Joseph M. D'Amico, George Sperry, Nan D. Omansky.

Leo A. Gutman Inc. 2559
230 Park Avenue, New York 10017

Larry Harmon Pictures 2718
649 North Bronson Avenue, Hollywood 90004

America's Wildlife (pilot)*, Computer Football Forecast (19), The American Outdoors (26). **Personnel:** Don L. Higley, Wallace H. Lancton, Kurt S. Roehm.

Harrington, Righter & Parsons 2649
280 Park Avenue, New York 10017

Hat Trick Productions 1925
7947 Rareholm Drive, Hollywood 90046

Don L. Higley & Associates 2164-6
610 North Milpas Street, Santa Barbara, Calif. 93103

Raymond Horn Productions 2464-6
Box 255, New Bern, N.C. 28560

Specials: Love, Melba, The Golf Hall of Fame, The American Image Awards, Melba in Paris; series: Beauty Break, Talkback (52). **Personnel:** Raymond Horn, Gloria Horn.

HR Television 1945
575 Lexington Avenue, New York 10022

Rex Humbard Ministry TBA
Box 100, Akron, Ohio 44331

Rex Humbard (weekly). **Personnel:** Rex Humbard Jr., Judd Jackson.

Intercontinental Communications 2224
Rockerfeller Plaza, New York 10020

International Communications Consultants 2265

Interpublic Television 2145

Investors Management Services 1904-5
143 Jackson Avenue, Bridgeport, Conn. 06606

The Melting Pot (130), Down Home USA (52), The Sacred Space (39), America Sings (54), Sky's the Limit (27), Eat Yourself Healthy (78), Coping (130), Sew What's New (78). **Personnel:** Jeffrey P. Smith, Marvin Busker.

ITC Entertainment 3260
115 East 57th Street, New York 10022

Bonkers (24)*, The Muppet Show (24), Entertainment, Volume One (15), Space: 1999 (48), Six Super Specials (6), Extraordinary 7 (7), The Protectors (52), My Partner the Ghost (26), Department S (28), 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),

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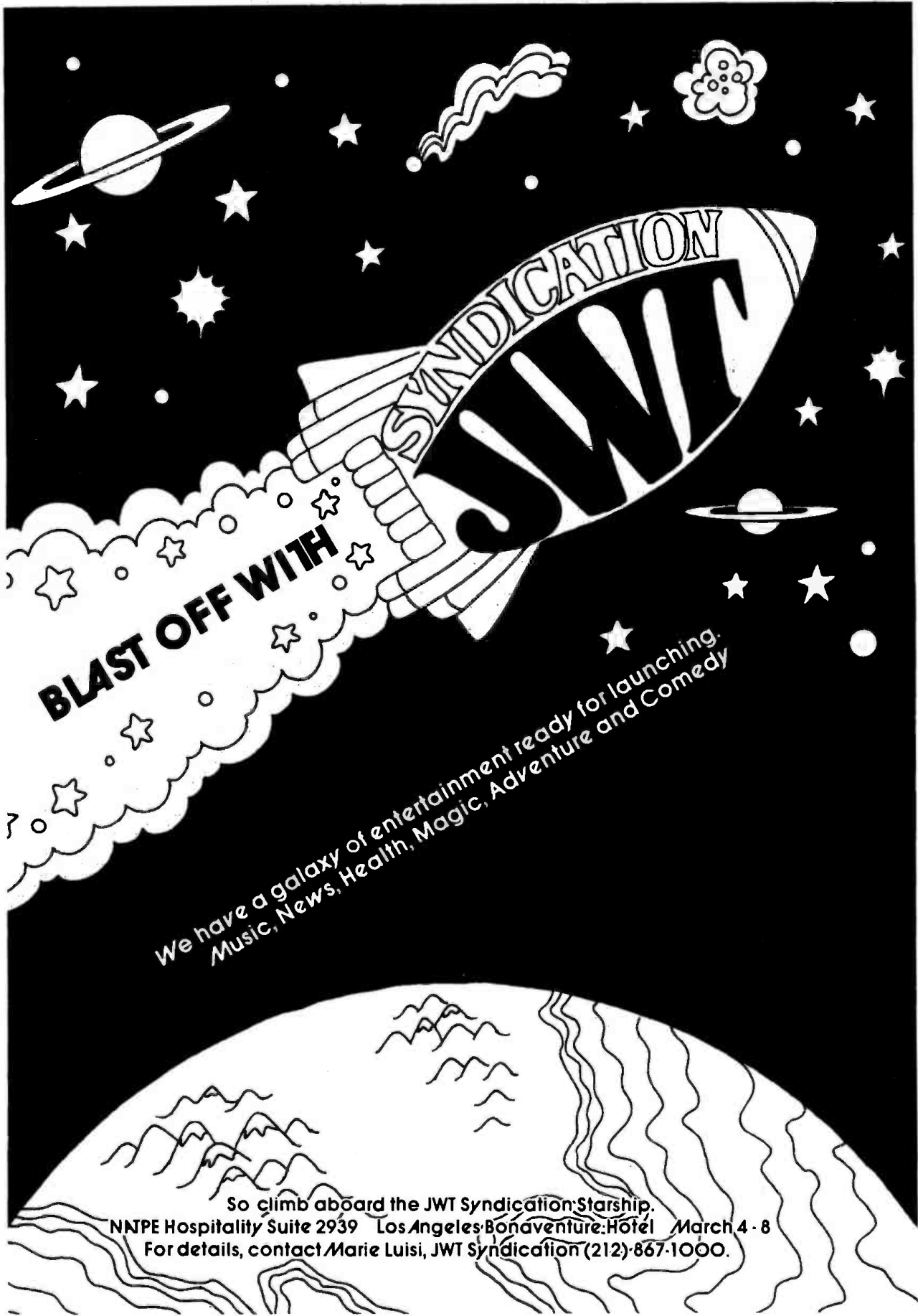


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Dangerman (39), The Gale Storm Show (125), Fury (114), Spotlight (9), Showtime (12), Captain Scarlett and the Mysterons (32), Thunderbirds (32), Stingray (39), Fireball XL5 (39), Mr. Piper (39), Action 7 (7), Magnificent 15 (15), Deluxe 19 (19), Exploitable 13 (13). **Personnel:** Abe Mandell, Pierre Weis, James C. Stern, S. Allen Ash, Al Lanken, Carl Miller, Cy Kaplan, Nat Leipziger, Joseph Fusco Jr., Murray Horowitz, Robert Mandell.

Janus Films 2785
745 Fifth Avenue, New York 10022

Janus I (25), Janus II (49), Janus III (43), Mystery Shelf (21), Faces of War (18), Cinema Classics (33) and Movie Magic half-hour adventures series. **Personnel:** Bob Curtiss.

JED Productions 1858
140 East 56th Street, New York 10022

Kaman Sciences 2478
Box 7463, Colorado Springs 80933

The Katz Agency 2908
One Dag Hammarskjold Plaza, New York 10017

Representative firm. **Personnel:** David S. Abbey, Davis S. Allen, Oliver T. Blackwell, Kenneth Donnellon, James L. Greenwald, Gordon L. Hastings, Frank J. McCann, J. Philip Oldham, Robert J. Peyton, George Skinner.

Kebec Films Biltmore 11-324

M.A. Kempner Inc. 3088
Suite 313, 2455 East Sunrise Boulevard, Fort Lauderdale, Fla. 33304.

Kenrick Advertising 2024-5
7711 Carondelet, St. Louis 63105

Earl Butz Reports (weekly)*, Elmer Dapron's Grocery List (weekly)*, Breakaway (26)*, Spirit of Nuku Hiva (1)*. **Personnel:** Stephen Bunyard, Ric Sides.

Kentucky Derby Festival Network Biltmore 10-224

c/o WAVE-TV, Box 32970, Louisville, Ky. 40232

Kenyon & Eckhardt Biltmore 11-224
200 Park Avenue, New York 10017

This Week in Baseball (26). **Personnel:** Bette Aofsin.

King World Productions 2218
Box 41, Berkeley Heights, N.J. 07922

Abbott & Costello cartoons (156), The Butcher Show (195), Hopalong Cassidy (54), House Call With Dr. Lendon Smith (130), Good Growing With Allan Swenson (65), Little Rascals (71), Carport (65). **Personnel:** Robert A. King, Roger G. King, Michael G. King, Howard Henson.

Lexington Broadcast Services 2788-71
800 Third Avenue, New York 10022

Sha Na Na (24), Hee Haw Honeys (24), Not For Women Only (daily), Hot Fudge (weekly), Bazoocy (100), Night Bird. **Personnel:** Henry Siegel, Roger Leffon, Heather Regan, Bob Archer, Teddy Abramowitz, Alan Sternfield.

Lutheran Television 2078
2185 South Hampton Avenue, St. Louis 63139

Magnavox Productions 2725

Marathon Entertainment 2825
10 East 49th Street, New York 10017

Mascom Advertising 2324-5
4201 West Chapman Avenue, Orange, Calif. 92668

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

Masscasting Production Studio 1958
18 Newbury Street, Boston 02116

TV station promotional materials including computer animation, custom audiotracks, support graphics, custom new programming and promotional packages. **Personnel:** Neal P. Cortell, Donald W. Hill, Kathy Sperl

MCA TV 3108
445 Park Avenue, New York 10022

The Bastard*, Evening in Byzantium*, The Immigrants*, Universal Grand 50 (15)*, Testimony of Two Men, The Bionic Woman, The Novels (4), Alias Smith & Jones (43)*, Woody Woodpecker and Friends (185)*, Rich Man, Poor Man Book I, The Six Million Dollar Man (100+), Emergency! (148), 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 Thriller (67), 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 (33), Universal World Premiere (35), Universal 40 (40), Universal 49 (49), Universal 50 (50), Universal 52 (52), Universal 53 (53), Universal Color One Hundred (100), Universal 102 (100), Universal 123 (119), Universal 260 (260), 77 Horror Greats (77), Abbott & Costello (29), Comedy Festival I (26), Comedy Festival II (26), Western Roundup (26), Universal 36 Black & White Elite (36). **Personnel:** Lou Friedland, Don Menchel, DeArv Barton, Layton Bailey, Andy Lee, Phil Conway, Marc Grayson, Paul Hoffman, Jack Roverson, Carl Runge, Carl Russell, Hal Cranton, Bob Davis, Bert Herbert.

Tom McManus/Grundy 2045
425 East 63d Street, New York 10021

Mediavision 2808
1709 Bloor Street West, Toronto M6P 1 B2

Behind the Scene with Jonathan Winters (52), Friends of Man (45), The Fabulous Talking Time Machine (52), Professor Moffett's Science Workshop (26), Element of the Unknown: The Sea (special), Invisible Influences (special), Talk of the Devil (special), The Gentle Art of Make-Up (13). **Personnel:** Brian Shaw, Jo-Ellen Frostad.

Media Corporation of America 2458

Metromedia Producers Corp. 3131
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The Merv Griffin Show (260), Cross-Wits (260),

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The Donna Fargo Show (26)*, Groovie Goolies and Friends (104)*, David Frost Presents the Guinness Book of World Records (6)*, Jane Goodall and the World of Animal Behavior (4)*, The New Truth or Consequences, The Undersea World of Jacques Cousteau (36), Premium Plus (28), Premium Package I (8), Premium Package 2 (12), The Jackie Gleason Specials (11), National Geographic Specials (24), Untamed World (156), That Girl (136), Truth or Consequences, Mayberry R.F.D. (78), My Favorite Martian (107), Living Together (26), Vaudeville (13), The Ice Palace (8), For a Better Life (260); specials: Future Shock, Natural History of Our World: The Time of Man, The Eva Gabor Show. **Personnel:** Lennart Ringquist, Russell Stoneham, Robert Doudell, Nona Parmelee Brown, Joseph A. Indelli, Lynee Dowling, Tony Brown, Gary Gannaway, Jack Garrison, Jim Weathers, Herb Weiss, Klaus J. Lehmann, Robert Freedman, Morton Slakoff, Annette C. Campbell, Bill Doty.

Metro Productions Biltmore 7-235

MG Films 2605
141 East 56th Street, New York 10022

Spirit of '76 (104), Spirit of Independence (104), Hilarious House of Frightenstein (130), Wonderful Stories of Professor Kitzel (104), A-Laugh-A-Minute (130), Hot Fudge (30), TV Calendar (365), graphic holiday station I.D.'s (26). **Personnel:** Marvin M. Grieve, John C. Ranck.

MGM Television 3080
1350 Avenue of the Americas, New York 10019

Medical Center (170), How the West Was Won (6), Tom and Jerry (263), Thirteen Tailor Mades (13), Eight More Tailor Mades (8), Extra Extra Movies (25), Conquest (6), The Rise and Fall of the Third Reich (3), An Evening with Gene Kelly (1), 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, Harvey R. Reinstein, Virgil B. Wolff, Ben Wickham, Al Newman, Les Friends, Joseph C. Tirinato.

Mighty Minute Programs 2865
155 Montgomery Street, San Francisco 94101

Joe Carcione—The Greengrocer (daily), The Tipsters (65), Voices West (daily), Focus on Fitness, Good Taste (daily), Ruff House (weekly), Bill Graham Rock Concerts, A Christmas Carol (1). **Personnel:** David Meblin, Lou Hummel, Bob Jeremiah, Becka Boss.

MMT Sales 2405
747 Third Avenue, New York 10017

Representative firm. **Personnel:** Gary Scollard, Neil Kennedy, Farrell Reynolds, Doug Balogh, Dolores White, Lorna Stewart, Bob Dickenson, Arlene Dahl, Sid Gurkin.

Modern Media Services 2258
45 Rockefeller Plaza, New York 10022

MPTVT Biltmore 11-325

Multimedia Program Productions 3004
2501 Bradley Place, Chicago 60618

Donahue (daily), Young People's Specials (monthly), Hanna-Barbera Holiday Specials (2), Threshold (104), Weekend Gardener (52). **Personnel:** Phil Donahue, Don Dahlman, Dick

Thrall, Dick Mincer, Lee Jackoway, Grant Norlin, Mal Klein, Al Callahan.

Muscular Dystrophy 2918
810 7th Avenue, New York 10019

National Telefilm Associates 3044
12636 Beatrice Street, Los Angeles 90066

NBC-TV 2778
30 Rockefeller Plaza, New York 10020

A. C. Nielsen 2339
1290 Avenue of the Americas, New York 10019

Nielsen Television Index, Nielsen Station Index. **Personnel:** Dave Traylor, Ed Edmonson, Kal Weber, Jerry Infantino, Bill Chesney, Bill Hamill, Carroll Carter, Ted Donovan, Jim Cute, Jim Lyons.

New Zoo Revue 2365

NTN Entertainment Biltmore 11-326
211 East 49th Street, New York 10017

Wonda-World (130), Classic-World (7), Rock-World, Africa (5). **Personnel:** Edward P. Noyes, Philip E. Franznick, John T. Brady.

Official Films 2238
776 Grand Avenue, Ridgefield, N.J. 07657

Of People, Places & Things Biltmore 11-328

Ontario/Canada Distributors Group Biltmore 10-326

Jim Owens Productions 1978
50 Music Square West, Nashville 37203

Ozma Broadcast Sales 1725-6
408 South Sixth Street, Philadelphia 19147

Toni Hot in Hollywood (weekly)*. **Personnel:** Richard W. Ostrander.

Paramount TV Distribution 3340
1 Gulf & Western Plaza, New York 10023

Happy Days (100+), The Odd Couple (114), The Brady Bunch (117), Love, American Style (224), Star Trek (79), Mission Impossible (171), The Untouchables (114), The Lucy Show (156), Star Trek animated (22), The Brady Kids (22), Portfolio I (46), Portfolio II (41), Portfolio III (60), Portfolio IV (42), Portfolio V (35), Portfolio VI (30), Portfolio VII (30), Portfolio VIII (37), Marquee I (13), Paramount Action Theatre (33), Hughes Television Network. **Personnel:** Richard Frank, W. Randolph Reiss, Mel Harris, Len Grassi, Carol Strond, Jerry Kaufer, Louis Israel, Robert Jacqueman, Charles Keys, Robert J. Horen, Robert F. Neece, Jim Ricks, Bruce Gordon, Patrick Stambugh, Malcolm Orme, Ramon Perez, George Back, Alan Fields, John Tagliaferro, Andy Spitzer.

Peters Griffin Woodward 2818
645 Fifth Avenue, New York 10022

Representative firm. **Personnel:** Gene Swerdlow, Dennis Gillespie, James Sefert, Charles Kinney, Tom Will, Bob Galle, Bob Steres.

Peter Rodgers Organization 1864-5
969 Hilgard Avenue, Los Angeles 90024

The Man From Buttonwillow (1)*, Star Force (26)*, Buck Rogers (12), Kennedy's Island (1),

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Johnny Tough (1), Joey (1), A View From Europe (1), The Intercontinental Feature Group (14), Pro Features Group (11), Yordan Feature Package (17), Barry Feature Groups (29), P-M Feature Group (14), The House of Horror (17), Crystal Feature Group (10), The New Three Stooges (156), Space Angel (52), Captain Fathom (195), Clutch Cargo (260). **Personnel:** Peter S. Rodgers.

Petry Television 2809
3 East 45th Street, New York 10022

Premore Inc. 1818
919 Third Avenue, New York 10022

Program Syndication Services 3028
347 Madison Avenue, New York 10017

Honest Al's A-OK Used Car and Trailer Rental Tigers *, The 24 Days of Christmas * (24), Unicorn Tales * (8), Peanuts to the Presidency* (special), Quality of Life (130), 21 Days of America* (21), Jerusalem, Jerusalem* (special), Cleo Laine (special), Sumthin' Good (special), Up Country, Down Under (special), Gift of Winter (special), The Twelve Gifts (special), Silent Night (special), The World of Hans Christian Andersen (special), The Three Musketeers (special), Topper (78), Magic at the Roxy (special), You Asked for It (52). **Personnel:** William Weilbacher, Ave Butensky, Robert L. Rierson, Ronda Kerschner, Alice Desposito.

Pro Sports Entertainment 2118-9
154 East 46th Street, New York 10017

This is the NFL, NFL Game of the Week, Great Teams/Great Years, Big Buck Bingo. **Personnel:** George Fritzinger, Michael Vaughan, Jay Moran, Ray Bentley, Doug Grimm.

PTL Television Network 2305
Charlotte, N.C. 28279

Quinn Martin Productions Biltmore 10-223
9595 Wilshire Boulevard, Suite 810, Beverly Hills, Calif. 90212

Bruce A. Raymond 2178
63 Huntley Street, Toronto M4Y 2L2

Alphabet Soup (52), Celebrity Cooks (379), Connection (16), Enjoy Being Beautiful (130), Explorers of the World (6), The How-To

House (65), The Marriage Counselor (130), Shape Up with the Stars (130), Superstars of Wrestling (79), Thacker's World (26), What's the Score? (26), The Young Chefs (13). **Personnel:** Bruce Raymond, Milton Avruskin.

Rhodes Productions 2628-31
6535 Wilshire Boulevard, Suite A, Los Angeles 90048

Hollywood Squares (104), Gambit (260), Cisco Kid (156), Second City Television (52), Divorce Court (260), Celebrity Concert Specials (48), Green Acres (170), Addams Family (64), Mister Ed (143), Chi Coltrane (2), Lucky Jim Adventure Show (52), Plants Are Like People (52), Mel Tillis Specials (13), Stars on Ice (48)*, The Seventh Sense (52)*, Gangway for Comedy (260)*. **Personnel:** Jack E. Rhodes, Roger B. Head, Will Tomlinson, Dick Deitsch, William Rhodes, Chris Remington, Buzz Hassett, Bruce Genter, Susan Scofield, Lou Wexner.

Rigler & Deutsch Biltmore 11-220/222

Dan Robinson Broadcasting 2638
127 East 59th Street, New York 10022

The Burt Rosen Co. 2944-5
8489 West Third Street, Los Angeles 90048

David Horowitz Consumer Buylines (42). **Personnel:** Burt Rosen, Eugene W. Wilkin, Lee Pfeifer, David Horowitz, Lloyd Thaxton, Rob Sharkey, Barbara Reardon.

SFM Media Service 2848
6 East 43rd Street, New York 10017

The New Mickey Mouse Club (130), When Havoc Struck (12), Between the Wars (16), SFM Holiday Network*. **Personnel:** Stan Moger, John Doscher, Jordan Ringel, Jack Thayer, Gary Thomas Lico, Janet Radeck.

Show Biz 2968-71
110 21st Avenue, Nashville, 37203

Tony Brown's Journal* (13), Marty Robbins's Spotlight (24), Pop Goes the Country (26), Nashville on the Road (26), The Porter Wagoner Show (25), Dolly (26), Gospel Singing Jubilee (26), The Billy Walker Show (52), Del Reeves Country Carnival (52), The Wilburn Brothers Show (52). **Personnel:** Reg Dunlap, David Sifford, Beverlie Brewer, Peggy Romersa.

Simcom International 1965
1900 Avenue of the Stars, Suite 1000, Los Angeles 90067

All Star features (14)*, So the Story Goes (57), The Funny Farm (53), Mama (special), Golden Hits of the Monkees Show (special). **Personnel:** Peter R. Simpson, Richard Simpson, Donald M. Hine, George J. Krieger.

Sports Syndication Biltmore 10-324
10 East 39th Street, New York 10016

Storer Broadcasting 2925
1177 Kane Concourse, Miami Beach, Fla. 33154

Stunkard-Parker Productions 2005
6216 South Lewis, Tulsa, Okla. 74136

Fishing With Roland Martin. **Personnel:** James R. Stunkard, J. Clyde Parker Jr.

Sunn Classic Pictures 2505
1554 South Sepulveda Boulevard, Los Angeles 90025

Specials: In Search of Noah's Ark, When the North Wind Blows, The Mysterious Monsters, The Adventures of Frontier Fremont, Guardian of the Wilderness, Amazing World of Psychic Phenomena, The Last of the Mohicans, The Incredible Rocky Mountain Race; series: The Life and Times of Grizzly Adams (35). **Personnel:** Charles D. King, John Hinks, Jim Rogers, Allen Dillon, Ron Perkins.

Survival Anglia Ltd. 2939
420 Lexington Avenue, New York 10017

World of Survival series, For a Better World specials. **Personnel:** John F. Ball, Delta Willis, Victor Simpkins.

Syndicast Services 2505
919 Third Avenue, New York 10022

Syntar Productions 2265

D.L. Taffner 3062-5
1370 Avenue of the Americas, New York 10019

Personnel: Donald L. Taffner, John P. Fitzgerald, Dick Cignarelli, Pat J. McNamara.

Taft, H-B Program Sales 2708-11
1 East 57th Street, New York 10022

Specials: Energy—a National Issue, Cyrano, The Crazy Comedy Concert, The Runaways, Robin Hoodnik, Oliver Twist and the Artful Dodger: Part I and Part II, Banana Splits/Hocus Pocus Park; series: Josie (32), Banana Splits (125), Atom Ant (26), Huck Finn (20), The Adventures of Gulliver (17), Secret Squirrel (26), Banana Splits (18 hours or 36 half hours), Top Cat (30), Wait Till Your Father Gets Home (47), Max B. Nimble (39), Captain Inventory Packages*; Fantastic Four (19), Frankenstein Jr. and the Impossibles (18), Space Ghost/Dino Boy (18), Herculooids (18), Shazzan (18), Moby Dick/Mightor (18), Birdman/Galaxy Trio (20). **Personnel:** Samuel T. Johnston, Melvin Getzler, Michael J. Gould, Stanley Sherman, John Michaeli.

TAT/Tandem Syndication 2657-9
1901 Avenue of the Stars, Los Angeles 90067

Sanford & Son (136)*, Good Times (109-157)*, America 2Night (65)*, All Star Charades*, Forever Fernwood (130), Fernwood 2Night (65), Mary Hartman, Mary Hartman (325), All That Glitters (65). **Personnel:** Norman Lear,

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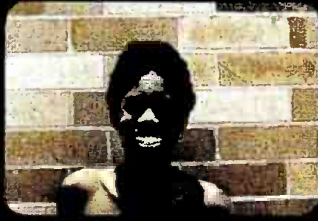
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919 Third Avenue, New York 10033

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Box 1900, San Francisco 94101

Personnel: Karl H. Sjudahl, Greg Overton, Katie Reeve.

Teleworld 1758
10 Columbus Circle, New York 10019

Star Maidens (13), Castaway (13), Best of Groucho (235), Hopalong Cassidy (54), Melotons (52), Tele 20 Vol. 2 feature films (20). Chiller package (29), Action Adventure Classics (51), BBC Entertainment Specials (6). **Personnel:** Robert Seidelman, Dalton Danon, Noah Jacobs, Karen Jamison.

J. Walter Thompson 2938
420 Lexington Avenue, New York 10017

Time-Life Television 3165
Time & Life Building, New York 10020

World War II: G.I. Diary (25), Americans (13), Time-Life Volume I (25), Wild, Wild World of Animals (129), Europe, the Mighty Continent (13), Wodehouse Playhouse (13), The Shirley

Bassey Show (6), The Harold Lloyd World of Comedy (38), Fawly Towers (6), The Ascent of Man (13), The Fight Against Slavery (6), BBC Outlook (7), Fall of Eagles (13), Window on the World (6), Window on the World II (5), The Onedin Line (42), The Goodies (26), America (13), Monty Python's Flying Circus (39), The Commanders (7), Play of the Month (16), Billy smart's Circus (4), Elizabeth R (6), One Man's China (7), The First Churchills (12), Civilisation (14), Nana (5), The Search for the Nile (6), Family Classics I (10), Family Classics II (13), China Times Two (2), War and Peace (19), The Six Wives of Henry VIII (6), Life Around Us (26), Great Zoos and Great Parks (14), Vision On (32), Dr. Who (72). **Personnel:** Bruce L. Paisner, William E. Miller, David Susskind, Michael N. Garin, Wynn Nathan, Bob Greenstein, Jack Donahue, Monte Lounsbury, Bob Lloyd, Frank Miller, Harvey Chertok, Peter Hansen, Bryon Parkin, Peter Lord, Roy Gibbs, Terry Sampson, John Grist.

Transworld International 2345
1800 Century Park East, Suite 520, Los Angeles 90067

Trident Anglia 2979
420 Lexington Avenue, New York 10017

Flambards (13), In Praise of Love (1), The Lover (1), Raiffes (13), Whicker's World (5), Four Faces of Communism (4), Alternative Three (1). **Personnel:** John F. Ball, Jack R. Crutchfield, Tim Buxton, Brian Keyser.

TVAC Biltmore 10-325
6464 Sunset Boulevard, Suite 930, Los Angeles 90028

TV Cinema Sales 2265

TV National Releasing 2838
37 West 57th Street, New York 10019

Princess Knight, Princess Knight (52), Laff-Movies (52), Hopalong Cassidy Features (23), Features International (30), Shirley Temple Comedy Theatre (7), Kiddie Camera (150), History Machine (50), Toffsy Cartoons (26), Felix the Cat (44), Your Daily Horoscope (365), Victor & Horace (26), Les Onix (26). **Personnel:** Maurice H. Zouary, Tom J. Corradine, Ken Weldon, Lilian Stoumon.

TVS Television Network 2524-6
280 Park Avenue, New York 10017

NASL Soccer (9), Victor Awards (1), The Edge (14), Portraits of Power (13), Torch of Champions (3), You Call It (52). **Personnel:** George H. Gallup, Bill Madden.

20th Century-Fox Television 3038
10201 West Pico Boulevard, Los Angeles 90035

Arnie (58), Audubon Wildlife Theater (78), Batman (120), Blue Light (17), Breakaway (6)*, Broken Arrow (72), The Cheap Show (24)*, Circus! (52), Dobie Gillis (147), Doctor Dolittle (17), Fantastic Voyage (17), The Felony Squad (73), The Ghost and Mrs. Muir (50), The Green Hornet (26), The Hardy Boys (17), The Incredible World of Adventure (31), Journey to the Center of the Earth (17), Julia (86), The Legend of Jesse James (34), The Loner (26), The Man Who Never Was (18), M*A*S*H (175), Masquerade Party (30), My Friend Flicka (39), Nanny and the Professor (54), Numero Uno (13)*, Orson Welles Great Mysteries (26), Peyton Place (514), Room 222 (113), Salty (20), The

Shari Show (24), That's Hollywood (26), Valentine's Day (34), Adventures in Paradise (91), Bracken's World (41), Bus Stop (25), Daniel Boone (165), Dinah! (52), Five Fingers (16), Follow the Sun (30), The Fortunes of Nigel (5), Hong Kong (26), Jack the Ripper (6), Journey to the Unknown (17), Judd for the Defense (50), Lancer (51), Land of the Giants (51), The Long Hot Summer (26), Lost in Space (83), The Monroes (26), National Enquirer (26)*, The Olympiad (10), The Pathfinder (5), Seven Little Wolcotts (5), The Starlost (16), The Time Tunnel (30), Twelve O'Clock High (78), Voyage to the Bottom of the Sea (110), Shirley Temple Theater (20), Fox One (50), Fox Two (50), Mark I (11), Golden Century (50), Century 5 (36), Century 6 (32), Century 7 (25), Century 8 (25), Century 9 (30), The Great American Music Celebration (1), The Truth About Houdini (1), The War to End All Wars (1). **Personnel:** Sy Salkowitz, Lucy Powell, Ron Beckman, Pamela Matteson, David Sontag, W. Russell Barry, Richard Harper, William L. Clark, Allan B. Schwartz, Allan Rice, George Sefectis, Martin J. Groothuis, Frank Neill, Roberta Haynes, Lynn Roth, Irv Wilson, Carl Kugel, Fifi Booth, George Paris, Wilton Haff, John Walden, Richard Colby, Mark Evans, Joe Silver, Ted Butcher.

United Artists Television 3151
729 Seventh Avenue, New York 10019

United Productions Biltmore 10-220
1416 North LaBrea Avenue, Hollywood 90028

UPA Productions of America 2445
4440 Lakeside Drive, Burbank, Calif. 91507

Super Science Fiction and Action Features (10), Retreat From Kiska (special), The Famous Adventures of Mr. Magoo (26), Mr. Magoo Feature Film Festival, Mr. Magoo color cartoons (130), Mr. Magoo's Christmas Carol (special), Uncle Sam Magoo (special), Roy Rogers Show (100), Project Action Features, Kukla & Ollie (195), Grenoble, All Star Golf (142), Dick Tracy cartoons (130), Pinata. **Personnel:** Henry G. Saperstein, Lee Cannon, Millard Segal.

Viacom 3220
1211 Avenue of the Americas, New York 10036

All-Star Anything Goes (24), Caught (1), The Soupy Sales Show (daily)*, The Love Experts (weekly)*, Please Stand By!(weekly)*, (1), Cosmic Christmas (1), Family Feud (39), Little Vic (6), Please Stand By (24), The \$128,000 Question (81), The Price is Right (195), The \$25,000 Pyramid (120), Wildlife in Crisis (26), Cannon (future release), The Bob Newhart Show (future release), The Mary Tyler Moore Show (168), The Rookies (90), Hawaii Five-O (future release), The Honeymooners (39), Family Affair (195), I Love Lucy (179), Beverly Hillbillies (216), Gunsmoke (226), Perry Mason (245), My Three Sons (160), Hogan's Heroes (168), The Andy Griffith Show (249), Gomer Pyle (150), The Dick Van Dyke Show (158), Wild Wild West (104), The Twilight Zone (134), Viacom Features I (20), Viacom Features II (21), Viacom Features III (24), Viacom Features IV (30), Viacom Features V (20), Viacom Movie Greats (48), What's My Line, Most Important Person (66), Dolphin computer animation, Viacom licensing and merchandising. **Personnel:** Henry A. Gillespie, Elliott Abrams, James C. Kellner, William P. Andrews, Todd Gaulocher, Charles Tolep, Sandra Landau,

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Streets of San Francisco (120), Match Game
PM (daily), Concentration (daily). **Personnel:**
James T. Victory, Robert J. Kolb, Ben Okulski.

Vidtronics 3048
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90038

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cility. **Personnel:** Harold Goldman, Ted Raynor,
Peter Palmer, Hugh Hole, Marilyn Davis.

Vipros 2158
645 North Michigan Avenue, Chicago 60611

Paul Harvey Comments (daily), The Fisherman
(34), The Designery (13)*, Kup's Show
(weekly), Winner's Circle (26), Computer
Roulette (104)*, Let's Go To the Races (78).
Personnel: Donald J. Frehe, Howard
Christensen, Thomas M. Edinger.

Vitt Media International 2245
437 Madison Avenue, New York 10017

Warner Bros. Television 3118
4000 Warner Boulevard, Burbank, Calif.
91522

Weiss Global Enterprises 2838-9
333 South Beverly Drive, Beverly Hills, Calif.
90212

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), Fantasies (daily), Where in the World,
Winner Elimination, The Chuckle Heads (150),
Alice (10), Krazy Kid Kartunes (4), Nursery
Rhymes (6). **Personnel:** Adrian Weiss, Steven
A. Weiss, Mary Virginia Head.

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pionship, The Kansas, Rainbow and All Ameri-
can Futurities (3), The 54th Annual Shrine
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lines for point-to-point broadcasts and special
national and regional live networks. **Person-
nel:** Robert N. Wold, Wayne Baruch, Robert
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Worldvision Enterprises 3124
660 Madison Avenue, New York 10021

The Doris Day Show (128), Dark Shadows,
Let's Make a Deal (daily), The Newlywed
Game (daily), Prime I (10), Prime II (16), Prime
III (16), Prime IV (26), Prime V (26), Prime VI
(17), Casper, the Friendly Ghost (244), Won-
ders of the Wild (26), FDR (27), Great Adven-
ture (39), The Irish Rovers (39), Come Along
(13), The Wonderful Stores of Professor Kitzel
(104), The Mod Squad (124), It Pays to be Ig-
norant (39), The Jackson Five (23), Discovery
(103), Specially For Kids (17), Anything You
Can Do, Ben Casey (153), The Invaders (43),
Combat (152), Fabulous Sixties (10); specials:
Bay City Rollers, Is It Christ?, Billy Paul and The
Staple Singers, World of Hugh Hefner, The
World of Liberace, Raphael. **Personnel:** Kevin
O'Sullivan, Jerry Smith, Howard Lloyd Sr., Scott
Towle, John Ryan, Jim Thomson, Kevin Tan-
nehill, Randy Hanson, John Barrett, Mel Wat-
son, Gene Moss, Barry Zajac, Jonathan D.
Shapiro.

Yongestreet Program Services 2948-51
357 North Canon Drive, Beverly Hills, Calif.
90210

Hee Haw (52). **Personnel:** Alan D. Courtney,
Nick Vanoff, Frank Peppiatt, John Aylesworth,
Sam Lovullo.

Adam Young 2318
3 East 54th Street, New York 10022

Y & R Ventures 2645
285 Madison Avenue, New York 10017

High Hopes (daily). **Personnel:** Dick Cox,
John White, S.R. Lazarus.

Moss unit hits FCC for lax enforcement of stock conflicts

Investigation finds many employes get around the law by putting shares in wives', children's name

Representative John Moss's (D-Calif.) Oversight and Investigations Subcommittee released a report last week accusing the FCC of skirting government employe conflict-of-interest laws by allowing high-level employes to simply transfer proscribed stocks to their spouses and children, and it called for stricter enforcement by the agency of conflict-of-interest statutes.

The report springs from earlier staff investigations that originally brought these findings to light, along with another, involving FCC Commissioner James Quello, that is not contained in this newest report. Attempting to show that violations of the government's conflict of interest laws reach the highest levels at regulatory agencies that regulate business, the subcommittee revealed at a hearing in May (BROADCASTING, May 30, 1977), that it had found an FCC commissioner holding illegal stocks. Mr. Quello, whose name came out in press reports (BROADCASTING, May 23), claimed then that he had not been aware he was in violation and promptly disposed of stock in Martin Marietta, Pennzoil and Gladding, all firms whose stock is prohibited to FCC employes because they are involved in the manufacture of communications equipment.

Mr. Quello's action apparently satisfied the subcommittee, which makes only fleeting mention in its new report that an FCC commissioner had been among officials whose finances were scrutinized. The report focuses instead on findings that FCC employes with Civil Service ratings of GS-13 and above continue to hold stock in companies that are regulated by the commission. Of 45 employes studied, it says it found numerous examples: five, for instance, with stock in AT&T, two with holdings in General Electric Corp.; one with stock in RCA, and one holding shares in CBS. Others had shares in seven other corporations proscribed by the FCC's own list of prohibited stocks.

The FCC's enforcement of the conflict of interest laws "is a sham," the subcommittee concluded. The biggest problem, it said, is that FCC employes with potential conflicts have gotten around the laws by transferring their holdings to other family members—apparently with the commission's blessing. The report says that of 12 FCC employes advised to divest themselves of prohibited interests since 1975, all 12 transferred them to other members

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of their immediate households. In at least some cases, FCC officials acknowledged during the May hearing, the employees were advised of the opportunity to take that course.

Richard E. Wiley, then chairman of the commission, defended the FCC's interpretation of the conflict laws, which drew a heated reaction from Representative Moss on the question of the transfers: "The law could not contemplate it," he said. "The law was not written to reach that result. If you are subject to a law which states you shall not have any interest, as 4(b) [of the Communications Act] does, and you enumerate the various forms of interest which are proscribed,

and go ahead to permit the mere transfer to a child or to a wife, then I do not think you are being at all responsive to the law. I do not think there is any way anyone can go to the legislative history and find that as the intended result Congress sought to achieve."

The subcommittee report recommends that Congress consider an amendment to the Communications Act expressly prohibiting constructive interests (stocks held by spouses and children) in significantly regulated companies. It recommends that the commission adopt guidelines for exemptions for holdings in companies only marginally connected with employees' specific duties.

NAB and CAB prep for their joint meeting in Toronto

Montreal meeting last week puts ad deduction, commercial deletion high on agenda along with WARC '79

Officials of the National Association of Broadcasters and of the association's counterpart to the north, the Canadian Association of Broadcasters, met in Montreal last Monday to sketch out an agenda for a joint meeting of their boards June 29 in Toronto.

NAB plans its usual week-long semi-annual meeting of radio, TV and joint boards that week, setting aside one day, Thursday, to meet with the Canadians. The topics placed on the agenda for that meeting include: Canada's prohibition against the write-off of expenses for advertising in the U.S. and the deletion of U.S. commercials from signals imported by Canadian cable systems. A main topic, in addition, will be the 1979 World Administrative Radio Conference. Other issues include technological developments and pay television.

NAB Joint Board Chairman Donald Thurston, of WMNB-AM-FM North Adams, Mass., who initiated the planned meeting, said last week, "we feel it is time to develop a formal liaison and to share information in order to better understand each others' systems. This is especially important in light of WARC '79, which will determine the allocation of the broadcasting frequency spectrum throughout the world."

Mr. Thurston said he cannot predict what the joint gathering will accomplish specifically, but hopes it will lead to the establishment of a continuing liaison between the two broadcast associations. He favors the creation of a group with the working title of "North American Communications Council," with key broadcasters and association board members from the U.S. and Canada, and ultimately from Mexico.

In partial preparation for the Canada meeting, the NAB executive committee, meeting this Thursday, will hear from a State Department representative who will review the developments in the broadcast border disputes.

Canada's participants in last week's meeting included Ed Prevost, CAB chairman; Ernie Steele, CAB president; Don Lawrie, CAB radio vice chairman; Flora Love, CAB administrative director, and Sandy Day, CAB engineering consultant.

For NAB, besides Mr. Thurston, were Vincent Wasilewski, president; Thomas Bolger, TV board vice chairman; John Summers, executive vice president and general manager; George Bartlett, vice president for engineering, and Harold Niven, vice president for planning and development.

Northern Michigan customers still prefer... WWAM/WKJF-FM

54.4% Share of tuned-in respondents listening to WWAM/WKJF-FM at time of survey calls*



DAY-PART SHARES*

7 AM-10 AM	10 AM-3 PM	3 PM-6 PM
57.5%	57.0%	61.4%

Radios tuned-in (respondents listening at time of survey calls*)

WWAM/WKJF-FM	CLOSEST COMPETITION
54.4%	14.9%

Respondents preference (not tuned-in at time of survey calls*)

WWAM/WKJF-FM	CLOSEST COMPETITION
48.0%	23.3%

Overall average (tuned-in and not tuned-in)

WWAM/WKJF-FM	CLOSEST COMPETITION
49.9%	20.8%

*Survey conducted by professional research services, Tempe, Arizona (formerly National Radio Research), during sixteen hour period (7 AM-6 PM) Monday through Friday, May 10-14... three county survey area: (Wexford, Missaukee, Osceola)... 1280 calls attempted, 663 completed (52% completion factor)



The Felger Nations

RADIO
 WWAM Kalamazoo Bayle Center
 WKJF Grand Rapids Kalamazoo
 WWAM/WKJF-FM Cadillac
 TELEVISION
 WWAM-TV Grand Rapids Kalamazoo
 WKJF-TV Cadillac Kalamazoo City
 WWAM-TV Bayle Center
 WKJF-TV Grand Rapids
 WWAM-TV Grand Rapids
 WWAM-TV Grand Rapids

WWAM/WKJF(FM)

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DOLLY PARTON'S DECEMBER 18th CONCERT DREW A RECORD AUDIENCE: 4 MILLION PEOPLE.

It was the Paramount Theater in Portland, Oregon where Dolly's startling performance thrilled an audience of 4 million. But wait a minute... the Paramount Theater seats only 3,000. How is this thousand-fold extra exposure possible? Simple. Filmways' "Country Concert" radio series - heard on more than 200 radio stations throughout the nation.

"Country Concert" is an exclusive syndicated one-hour weekly radio special that captures the live performance of a country music superstar. The shows are recorded live, on location, with 16 and 24-track remote facilities, and produced in stereo, especially for radio. From top country music showcase theaters across the nation, "Country

Concert" features the performances of such country greats as Johnny Paycheck, Tom T. Hall, Kenny Rogers, Tammy Wynette, Jerry Reed, Mickey Gilley, Larry Gatlin, Jim Ed Brown & Helen Cornelius, and many more.

"Country Concert" - a whole new experience for the radio listener who senses every aspect of the live performance, just as if he or she were actually there in the audience. Already a proven programming success, "Country Concert" is nominally priced and accommodates local commercials for station profits.

"Country Concert" drew a record audience for Dolly Parton. It's drawing record audiences for other country superstars and radio stations all over America.



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Minority employment level stabilizes at 14%

That's not good enough for United Church of Christ, which charges distortion in way jobs are categorized

For the first time since 1971, there was no increase last year in the percentage of full-time minority employes in the nation's commercial television stations, the Office of Communication of the United Church of Christ reported. The church group found that, according to employment statistics filed by the stations with the FCC, minorities make up 14% of the full-time work force—the same proportion of jobs they held in 1976. Employment of women rose 2% in 1977, from 26% to 28% of the work force.

A UCC statement said that its annual studies (conducted since 1971) have found broadcasters "making paper promotions of women and minorities in order to appear to satisfy the FCC's fair employment practices requirements." The statement quoted Dr. Everett C. Parker, director of the Office of Communication, as saying, "It is hard to avoid the conclusion that a number of broadcasters are denying women and minorities power by creating the illusion that everyone has it."

Dr. Parker was referring to an incidental finding of the survey that broadcasters

have classified 80% of their full-time jobs as "managerial, professional, technical or sales positions." "If the broadcasters' own figures are to be believed," the UCC statement said, "a ratio of four upper level employes for every support staff member" exists throughout much of the industry. In 1971, the report said, 69% of the positions in stations were in the upper categories. In 1976 the figure was 78%.

Dr. Ralph Jennings, deputy director of the Office of Communication, said, "We hope that this will be the last year the FCC will use what has become a totally inadequate set of job classifications. What industry could survive on one support staff member for every four professionals?"

The study was based on the employment reports of 654 commercial television stations and 148 noncommercial stations. The noncommercial stations reported that 81% of their full-time personnel held jobs in the upper categories. Among women, 55% held upper level positions, as did 66% of the minority group members.

Changing Hands

Announced

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

■ WLRW(FM) Champaign, Ill.: Sold by

Airways Inc. to LRW Inc. for \$1.1 million. Seller is principally owned by Richard G. Glover, Robert Eisner Jr. and Raymond Livasay, all of whom are directors and stockholders of WDUR(AM) Durham, N.C. Buyer is owned by Thomas W. Trent (40%), William P. Gaston and William M. Goldstein (30% each). Mr. Trent is commercial manager of WLRW. Messrs. Gaston and Goldstein are Urbana, Ill., attorneys. None has other broadcast interests. WLRW is on 94.5 mhz with 43 kw and antenna 400 feet above average terrain.

■ WICE(AM) Providence, R.I.: Sold by Crohan Communications to Dunn Broadcasting for \$914,500, plus \$25,000 covenant not to compete. Seller is owned by Robert J. Crohan, who has no other broadcast interests. Buyer is owned by John M. Dunn, former vice president and general manager of WROZ(AM) Evansville, Ind. WICE is on 1290 khz with 5 kw day and 1 kw

■ WEPM(AM)-WESM(FM) Martinsburg, W. Va.: Sold by C. Leslie Golliday to Charles C. Thornton Sr. for \$800,000, plus \$75,000 covenant not to compete. Seller has no other broadcast interests. Mr. Thornton and his family own WTRI(AM) Brunswick, Md. WEPM is on 1340 khz with 1 kw day and 250 w night. WESM is on 97.5 mhz with 9 kw and antenna 1,010 feet above average terrain. Broker: Larson/Walker & Co.

■ KIXY-AM-FM San Angelo, Tex.: Sold by Solar Broadcasting Inc. to CDI/Abaris Communications Association for \$575,000. Seller is owned by Walter A. Foster, owner of KVRN(AM) Sonora, Tex. Buyer is owned by John P. Higgins, Don J. Wiskes and Gerald P. Mikitka. Mr. Higgins is president of Abaris Inc., Illinois real estate development company, and Messrs. Wiskes and Mikitka are president and senior vice president, respectively, of Capital Directions Inc., Illinois brokerage firm. None has other broadcast interests. KIXY is 1 kw daytimer on 1260 khz. KIXY-FM is on 94.7 mhz with 39 kw and antenna 140 feet above average terrain. Broker: Dan Hayslett & Associates.

■ KHIG(FM) Paragould, Ark.: Progressive Broadcasters of Arkansas, licensee, sold by G.I. Higgins to George Collier for \$500,000, plus 1,200 shares of capital stock of Security Bank, Paragould. Seller is retiring from broadcasting. Buyer is local physician and businessman. Neither has other broadcast interests. KHIG is on 104.9 mhz with 3 kw and antenna 255 feet above average terrain.

■ KRAL(AM) Rawlins, Wyo.: Korral Radio Inc., licensee, sold by Ralph W. Sterling and family to Ihli Broadcasting Co. for \$500,000. Sterling family has no other broadcast interests. Buyer is owned by Ronald L. Ihli, Phoenix, Ore., advertising agency owner and former general manager of KBOY-AM-FM Medford, Ore. KRAL is on 1240 khz with 1 kw day and 250 w night.

■ KAOL-AM-FM Carrollton, Mo.: Sold by Ray County Radio Co. to Quality Broad-

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Ethnic Daytimer
\$390,000

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2/27/78

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Revenues	Current and change				Year earlier		
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Ampex	9 mo. 1/28	234,256,000	+12.0	14,744,000	+76.1	1.35	209,190,000	8,371,000	.77
John Blair & Company	Year 12/31/77	142,486,000	+23.9	9,192,000	+52.6	3.79	115,020,000	6,021,000	2.50
Capital Cities	Year 12/31/77	306,146,000	+44.3	46,554,000	+30.7	6.27	212,167,000	35,820,000	4.80
Cowles Communications	Year 12/31/77	11,724,000	+ 7.8	4,015,000	+ 5.8	1.01	10,872,000	3,803,000	.96
Eastman Kodak	Year 12/25/77	5,966,988,000	+ 9.7	643,448,000	-1.1	3.99	5,438,170,000	650,618,000	4.03
Farinon	9 mo. 12/31/77	52,315,468	+23.0	3,192,932	+15.0	.69	42,549,998	2,775,707	.65
Gannett	Year 12/25/77	557,908,221	+15.6	69,415,741	+17.3	2.60	482,584,057	59,168,909	2.22
General Tire	Year 11/30/77	2,110,051,000	+ 4.3	115,987,000	+10.8	5.09	2,022,545,000	104,690,000	4.59
Interpublic Group	Year 12/31/77	246,512,000	+22.3	13,842,000	+28.9	3.83	203,121,000	10,735,000	3.00
Jefferson-Pilot	Year 12/31/77	615,468,000	+13.5	79,035,000	+14.5	3.30	542,319,000	69,030,000	2.87
Liberty Corp.	Year 12/31/77	194,998,000	+17.5	23,230,000	+17.8	3.47	165,961,000	19,716,000	2.86
McGraw-Hill	Year 12/31/77	659,024,000	+11.7	51,392,000	+27.0	2.08	589,764,000	40,463,000	1.64
Media General	Year 12/31/77	216,891,000	+11.7	13,574,000	-16.1	1.82	199,022,000	16,175,000	2.22
MGM	3 mo. 11/30/77	74,522,000	+ 3.9	8,215,000	+11.4	.56	71,757,000	7,375,000	.49
Rahall	6 mo. 12/31/77	5,745,000	+ 7.9	576,000	- 5.4	.46	5,323,000	609,000	.48
Time Incorporated	Year 12/31/77	1,249,816,000	+20.4	90,539,000	+34.9	4.44	1,038,242,000	67,093,000	3.32
Times Mirror	Year 12/31/77	1,143,744,000	+16.3	96,110,000	+36.0	2.77	983,601,000	70,667,000	2.03
UA-Columbia	3 mo. 12/31/77	6,745,000	+20.2	761,000	+25.9	.46	5,663,000	587,000	.35
Viacom	Year 12/31/77	58,462,000	+24.9	5,556,000	+46.9	1.37	46,804,000	3,782,000	.99
Warner Communications	Year 12/31/77	1,143,792,000	+38.3	70,766,000	+15.6	4.91	826,769,000	61,223,000	3.68
Wometco	Year 12/31/77	225,096,000	+12.6	12,676,000	-17.3	1.48	199,898,000	15,230,000	1.77

casting Co. for \$250,000. Seller is principally owned by J.C. Adler (56.5%), who owns Richmond, Mo., insurance and real estate business and has no other broadcast interests. Buyer is owned equally by Bryan K. Hawkins and Frank B. Carvell, general manager and operations manager, respectively, of WDXR(AM) Paducah, Ky. KAOL is 500 w daytimer on 1430 khz. KAOL-FM is on 101.1 mhz with 110 kw and antenna 275 feet above average terrain. Broker: Ralph E. Meador.

■ WEVE(AM)-WVLA(FM) Eveleth, Minn.: Mesabi Communications Systems, licensee, sold by Carl Bloomquist to Iron Range Broadcasting for \$215,000. Seller is retiring and has no other broadcast interests. Buyer is owned by Lewis M. Latto, owner of WAKX-AM-FM Duluth, Minn. WEVE is on 1340 khz with 1 kw day and 250 w night. WVLA (not on air) has construction permit for 100.1 mhz with 2.25 kw and antenna 325 feet above average terrain.

■ KNFB(FM) Nowata, Okla.: Sold by Jack Powell to Dwight Carver for \$87,500. Seller has no other broadcast interests. Buyer is chief engineer of WFVR(AM)-WKKD(FM) Aurora, Ill., with no other broadcast interests. KNFB is on 94.3 mhz with 3 kw and antenna 110 feet above average terrain. Broker: Chapman Associates.

■ Other station sales announced last week included: WXEE(AM) Welch, W. Va. (see page 87).

Approved

■ Station sales approved last week by the FCC included: KCUB(AM) Tucson, Ariz.; WLAV-AM-FM Grand Rapids, Mich.; WCHU(AM) Soddy-Daisy, Tenn.; KVVJ(FM) Logan, Utah, and KDYL(AM) Toole, Utah (see page 87).

Mickelson calls it a day at RFE/RL

Sig Mickelson announced last week his three-year "mission has been accomplished" and he will leave the presidency of Radio Free Europe/Radio Liber-

ty with the expiration of his contract June 30. In a letter to RFE/RL Chairman John S. Hayes, Mr. Mickelson said he was confident he was leaving "an organization which, except for a few minor details, has successfully undergone a massive and complicated reorganization."

"I am likewise confident," Mr. Mickelson wrote, "that it is now struc-

February 8, 1978

Booth American Company

has sold the assets of radio station

WJVA

South Bend, Indiana

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

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tured to operate efficiently and economically into the foreseeable future." Mr. Mickelson called his tenure at the organization an "exciting and exhausting three years."

In his reply, Mr. Hayes wrote that he accepted Mr. Mickelson's decision "with personal regret." He called Mr. Mickelson's accomplishments at RFE/RL "most impressive" and appended his letter with a personal note saying "thank you, well done and good luck."

It's all over at last on WEFM(FM)

Station sale-format change makes it by the commission

The FCC has settled the drawn-out music-format case involving WEFM(FM) Chicago. The commission adopted unanimously an administrative law judge's decision approving the \$1 million assignment of the station from Zenith Radio Corp. to GCC Communications.

The case had been long fought by the Citizens Committee to Save WEFM, which tried to preserve the station's classical format. Under the terms of an agreement reached by the citizen group and the companies, the station switched from classical to rock. The station began its new format on Feb. 16, two days after the commission approved the agreement. The companies did make some concessions to the listeners' organization, however.

GCC agreed to subsidize with cash and records the broadcasting of classical music on other Chicago stations and also agreed to reimburse the citizen group's legal expenses.

But one provision of the agreement had to be revised. The parties had agreed on a six-hour delay between the termination of the classical format and the introduction of the contemporary music. The commission, however, balked on that point and said such an arrangement improperly curtailed a licensee's programming discretion. The citizen group withdrew its request for the six-hour broadcast hiatus, and the commission approved the sale.

Eger Issues call for world meeting on electronic flow of data

Former OTP head wants to work toward international policy of free exchange of ideas

John Eger, former acting director of the Office of Telecommunications Policy, has called for an international meeting to begin developing an agenda for a "world law of communications conference." Mr. Eger says such a conference is necessary to shape an "alliance" that would assure "the necessary exchange of information" among the nations of the world.

Mr. Eger, who issued the call in

Brussels, in the closing address at an international conference on transnational data regulation, expressed concern about the possible development of barriers to the electronic transmission of data across national borders. Governments, he said, fear the loss of national sovereignty through the loss of control over domestic information transmitted abroad for data processing.

He said 19 European nations have so-called "data protection" laws on the books or in preparation and that other nations have similar laws in force or under consideration—laws designed, for instance, to protect sovereignty or to censor or control information entering or leaving their borders. But for whatever purpose they are enacted, Mr. Eger said, such laws "block the free flow of information throughout the world." And their result, he said,



Sideline. Another facet of Leonard H. Goldenson's talents surfaced last Friday (Feb. 24) when an exhibition of 30 of his paintings were displayed in the new Palm Springs (Calif.) Desert Museum. The paintings of ABC Inc.'s board chairman are said to depict street life in New York, including its vendors, derelicts and prostitutes. The exhibition will continue until March 28. Ambassador and Mrs. Walter Annenberg were hosts for a private reception and dinner at the museum for Mr. Goldenson last Friday. Scheduled to attend were Mrs. Gerald R. Ford; Mr. and Mrs. Aaron Spelling (he's the producer of *Charlie's Angels*, *Family* and *Starsky and Hutch*), Mr. and Mrs. Jerry Weintraub (he's the producer of Frank Sinatra and John Denver specials), Mr. and Mrs. Jack Hausman (he's co-founder with Mr. Goldenson of the United Cerebral Palsy Foundation) and Mrs. Bob Hope.

The above sample of his work, titled "Communications Center," pictures the three television-network headquarters on the Avenue of the Americas. The Sperry-Rand building actually is between the CBS and RCA buildings, but Mr. Goldenson eliminated it "to convey the unity of the three buildings as the TV and radio communications centers of the USA."

could be the strangulation of economies increasingly dependent on the electronic communication of data.

The international community's ultimate aim, he said, should be the establishment of "a global information foundation in which the ultimate beneficiary—the user, individual or corporate—has a clear and meaningful voice." The existing ad hoc, nation-by-nation approach to information policy, he said, is "not only obsolete, but dangerous."

Furthermore, he said, existing international forums are not equipped to deal with the problems created by transnational data regulation. "Our concerns," he said, "transcend those for which most of those forums were chartered."

The World Conference on the Law of Communications he would like to see convened, he conceded, is a long way off. But, he said, planning for one should begin now. He said he would be prepared to meet in London on June 15 with anyone interested in fashioning a new global communications policy agenda.

'Macho management' criticized by Magid executive

In Lubbock speech, Sabreen says running a station on gut feelings isn't enough; he also hits know-it-all journalists

Likening a low-rated station that does no qualitative audience research to a deaf and blind man in a locked room, Richard Sabreen, TV group director at Frank N. Magid Associates, told participants in Mass Communications Week at Texas Tech University, Lubbock, that "without research, a television station has no objective ears or eyes out in the community."

Ratings books only tell a broadcaster how many people watched a given program and what sex and age they were, whereas qualitative research "tells you why people watch or don't watch, and it lets you know what you have to do to attract or maintain an audience," said Mr. Sabreen. Some broadcasters, he said, reject research because they think they know what the people in their towns are thinking because they live and work with them. "Management by macho," he called it. "As bright as your friends might be, there is no assurance that they are representative of the community as a whole."

Mr. Sabreen also assailed members of the journalistic community who have taken the attitude that "if you give the public what it wants . . . the public will not be getting what it needs to properly make decisions in a democratic society. . . . Many journalists feel that only they know what the public needs are, and that somehow, the public has no say in the matter."

These journalists, he said, "pursue the art of journalism as orthodox religious fanatics, elitists who have defined their

own sense of accountability and responsibility to themselves alone. They have put themselves above their communities, their audience and their peers, dispensing the news to a public whom they regard as mere sheep."

Just as injurious to the station, he said, are television news consultants who advise without benefit of market research. These people, he said, "are merely fast-buck carpetbaggers selling 'flash and trash.'" If a newcast is to be changed, he said, "it must be modified in an appropriate and effective way, and this can only be done with accurate data, by going out and scientifically talking to the folks."

Media Briefs

Wiley's encore. "In the Box," 10-minute debate scheduled April 10 at National Association of Broadcasters convention in Las Vegas, will pit former FCC Chairman Richard E. Wiley against Rev. Everett C. Parker, director of Office of Communication, United Church of Christ, on question of whether there should be more federal regulation of broadcasting. Dr. Parker will argue for increased regulation; Mr. Wiley, now with Washington office of law firm, Kirkland & Rowe, will argue against.

No bucks. U.S. Supreme Court refused to review lower court ruling that Federal Power Commission (now Federal Energy Regulatory Commission) has no authority to pay expenses to civic groups participating in its proceedings. Court voted 7-2 (Justices William Brennan and Potter Stewart dissenting) not to review 1977 decision of U.S. Court of Appeals in New York barring compensation. Lower court ruled that Congress was only arm of government that could authorize payment.

Minow voted in. Board of Public Broadcasting Service has elected Newton N. Minow, former FCC chairman, as its chairman. Mr. Minow, recommended for new position by PBS search committee (BROADCASTING, Jan. 23), will take over new position at network's annual meeting in Dallas. Other announcements by board included promotion of Neil B. Mahrer, vice president for administration, to senior vice president for development and administration and of Haskell N. Arnold, controller, to treasurer.

Another Storer high. Storer Broadcasting has increased its dividends from 25 cents per quarter to 32.5 cents per quarter following record 1977 fourth quarter earnings. Net income for last three months of 1977 was \$6,762,000 (\$1.23 per share) on revenues of \$35,941,000 compared with earnings of \$5,551,000 (\$1.01 per share) on revenues of \$33,021,000 in fourth quarter of preceding year. Earnings for year were \$14,275,000 (\$2.65 per share) on revenues of \$122,023,000 compared to 1976 net income of \$22,588,000 (\$3.80 per share) on revenues of \$112,801,000.

Broadcast Advertising®

Co-op effort to fine tune data on ethnic audience looms

NAB's Dimling is receptive to proposal of Nielsen's Lyons to correct inadequacies before federal intervention

A cooperative effort to find ways to increase broadcast audience survey cooperation rates—and in particular to get a better representation of ethnic groups in the samples—may be undertaken soon, with the National Association of Broadcasters taking the leadership.

Such a study was proposed by James D. Lyons, president of the A.C. Nielsen Co.'s

media research services group, in a letter to John A. Dimling, NAB research director. Mr. Dimling said last week he thought NAB would be inclined to participate and that he had also asked Arbitron Television whether it, too, would take part.

Ethnic group representation in survey samples has been a frequent cause of complaint. Often different rating services use different estimates of the size of the "universe" of, say, blacks or Spanish-speaking persons within a market, and this has been blamed for the often wide differences between the findings of the services. Getting sample members to cooperate is another, but related, problem.

Such considerations were reported to have prompted Mr. Lyons's letter, sent Jan. 31 and released last week. Another consideration was believed to be congressional interest in ratings problems and Mr. Lyons's apparent belief that broadcasters and the rating services should resolve the problem rather than risk having the gov-

The biggest spenders. Local television's 20 highest-spending advertiser categories invested more than \$1.2 billion in the medium in 1977, a gain of 19% over 1976, according to estimates being released today (Feb. 27) by the Television Bureau of Advertising.

The estimates, compiled for TVB by Broadcast Advertisers Reports, show restaurants and drive-ins still in first place, with a 25% increase boosting their 1977 total to \$218.7 million. Nineteen of the top 20 categories showed increases, with a cutback (of 13%) only by movies, which ranked seventh.

Two TV competitors—newspapers and local radio stations—boosted their local TV spending by 54% and 42% respectively. Newspapers ranked 20th and radio stations 10th.

Fastest-growing category on the list was health clubs and reducing salons, which increased their outlays by 58%. Ten other categories expanded by 30% or more. The TVB/BAR list follows:

	1976	1977	% Change
1. Restaurants and drive-ins	\$174,653,000	\$218,703,100	+25
2. Department stores	129,408,500	133,459,900	+3
3. Banks, savings and loans	111,102,500	124,246,200	+12
4. Food stores and supermarkets	108,152,300	122,683,500	+13
5. Auto dealers*	77,710,100	107,537,300	+38
6. Furniture stores	61,679,100	72,928,500	+18
7. Movies	77,171,300	67,237,500	-13
8. Discount department stores	57,389,500	58,591,800	+2
9. Amusements and entertainment	34,505,000	47,960,400	+39
10. Radio stations	26,731,100	37,942,100	+42
11. Leisure time activities and services	25,635,300	33,940,400	+32
12. Builders and real estate agents	21,853,000	33,659,100	+54
13. Clothing stores	28,116,900	31,071,900	+11
14. Appliance stores	20,677,800	29,716,100	+44
15. Home improvement contractors	19,324,800	23,783,600	+23
16. Carpet and floor covering stores	15,339,900	20,774,900	+35
17. Drug stores	14,669,400	19,123,000	+30
18. Auto repair and service stations	11,360,300	16,544,600	+46
19. Health clubs and reducing salons	9,716,400	15,329,100	+58
20. Newspapers	9,559,900	14,674,800	+54
Total	\$1,034,746,100	\$1,229,907,800	+19

*Dealer associations not included

ernment attempt to solve the problem for them.

"The NAB is ideally suited for the role of 'stemwinder' in this project," Mr. Lyons wrote. "As you know, another co-operative effort involving Arbitron and Nielsen and directed by the NAB is now under way regarding CATV editing procedures employed by the TV ratings services. And recently the NAB sought the minority-audience reporting procedures used by Arbitron and Nielsen. Thus the NAB has the right experience and is involved.

"We are prepared to cooperate fully in this venture, including reasonable funding, and urge that you give favorable consideration to our proposal. I am certain the broadcasting and advertising industries will be well served by the NAB agreeing to organize and head up this project."

The problem, Mr. Lyons said, "is too important to remain a competitive football among the rating services."

Mr. Dimling said he had not yet received a response from Arbitron but that he felt NAB would cooperate in such a study even if Arbitron elected not to participate. "We are interested in all methodological problems related to measurement of broadcast audiences," he asserted.

Arbitron officials told BROADCASTING later in the week that they were studying the proposal but had not reached a decision.

They also said that Arbitron already goes to a great deal of expense, to which Nielsen does not, in an effort to improve Arbitron results among ethnic groups. These include telephone retrieval in high-density black areas, said to be at least twice as costly as standard diary methods, and personal placement and retrieval in high-density Spanish-speaking areas, which they say is four to six times as expensive as normal methods.

Penney's thoughts. John Lucas, advertising manager of the J.C. Penney Co., New York, told a regional meeting of the Television Bureau of Advertising that the company will be using a different approach in its TV commercials this spring. In the past Penney supplied finished commercials to its stores or had them produced locally. Starting this spring, Penney is adopting what Mr. Lucas called a "doughnut" approach with a uniform opening and closing but with the "hole" consisting of a series of slides emphasizing different copy points, which are to be used at the discretion of the individual stores.

Field wants its money from Mego and Bates agency

Broadcast group files \$600,000 suit over canceling contract. It says was noncancelable

In an action believed to be unprecedented, Field Communications, Chicago, has filed suit against Mego International Inc., New York, and Ted Bates & Co., New York, charging they violated the cancellation clause of a contract with three Field television stations.

Field sued in the circuit court of Cook county in Illinois for \$600,000 in damages, contending that Ted Bates had canceled the contract covering Mego toy commercials although the pact, Field said, was "a firm, noncancelable contract." The stations involved are WFLD-TV Chicago, WKBD-TV Detroit and WLVI-TV Cambridge, Mass. (Boston).

According to attorney Stephen Durchslag of Sidley & Austin, Chicago, Field had a noncancelable clause for the

fourth quarter of 1977 in a contract running from February through December of that year. In October, Field said, Bates canceled the pact.

Approximately \$400,000 of the \$600,000 sought by Field covers time canceled on the Field stations, Mr. Durchslag said, and the remainder is for costs and damages.

Bates and Mego have moved to dismiss the complaint, saying the court had no jurisdiction in the matter. A hearing has been set for mid-March on the jurisdiction issue. An official of Bates declined to discuss the matter since it is in litigation.

It could not be determined whether, in the past, a station ever has sued an agency and an advertiser over the cancellation clause in a contract. One observer noted that media are reluctant to move against agencies, particularly large ones that control huge expenditures of various clients in television and radio. Bates billed more than \$215 million in broadcast last year, with almost \$200 million in TV and more than \$53 million in spot TV.

"It is our view that firm, noncancelable contracts in the purchase of time must be enforced," asserted L. Donald Robinson, president of Field Spot Sales, which represents the TV stations. "The action has significant ramifications for all broadcasters who need enforcement of the cancellation provisions in their contracts with advertisers."

Separate but equal status for radio and television in rating council revamp

The Broadcast Rating Council is realigning its committee structure for the first time since the council was established in its current form in 1964. Its two committees, on standards and on audit review, are being replaced by a radio committee and a television committee, which will deal with both standards and audits for their respective media.

Some radio broadcasters had complained that television seemed to be getting too much attention—or that radio was getting too little—under the old set-up. Without conceding any validity in that complaint, Mal Beville, BRC executive director, said the new arrangement "would provide for somewhat broader participation in BRC affairs by interested radio and television stations and would parallel more closely the disparate nature of audience measurement for the two broadcasting media."

Mr. Beville noted that TV and radio ratings are performed by different services using different techniques. The new arrangement, he said, "provides industry assurance that attention will continue to be focused equally on the needs of each medium under uniform policies developed by the board."

Peter Kizer of WWJ-TV Detroit, chairman of the BRC board, said appointments to the new committees will be made by the end of March.



The early bird. Alan I. Greene (r), attorney from Pound Ridge, New York, one of the first attorneys to advertise on radio in New York since the Supreme Court ruling allowing it, promotes his services every weekday on WFAS(AM) White Plains, N.Y. Pictured here preparing to go on air with WFAS General Manager Al Grosby (l) and Account Executive Sandy Schreiber, he sponsors one newscast each morning at 6:30, 8 or 9, using 10 seconds to open the

newscast, 60 seconds for the ad and another 10 seconds at the close of the newscast. He spends \$33 for each 80 seconds of air time. Mr. Greene's 60-second spot reads as follows: "Seventeen years of experience in the practice of law makes Alan I. Greene, attorney at law, knowledgeable in many facets of today's important and sometimes complicated legal need. Alan I. Greene provides professional legal counseling for divorce cases, estates, residential leases, mortgages, powers of attorney, bills of sale, accident and malpractice cases and other business and personal needs. Alan I. Greene is located at Scott's Corners in Pound Ridge. For a simple real estate closing, the price charged is \$335.; for a simple will, \$100; an uncontested divorce \$465; bankruptcy \$400. Incorporations are handled at \$300 and adoptions at \$350, accidents and malpractice cases at one-third recovery. Alan I. Greene provides his service to Westchester and Putnam counties and surrounding areas. Call Alan I. Greene today at 764-4617. Offices are located at Scott's Corners in the Pound Ridge Travel Service building in Pound Ridge. The number again is 764-4617. Remember, it's 17 years of experience working for you."

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The Broadcasting Playlist™ Feb 27

Contemporary

Last This week	This week	Title □ Artist	Label
1	1	Staying Alive □ Bee Gees	RSO
4	2	Love Is Thicker Than Water □ Andy Gibb	RSO
5	3	Emotion □ Samantha Sang	Private Stock
2	4	Just the Way You Are □ Billy Joel	Columbia
3	5	Sometimes When We Touch □ Dan Hill	20th Century
9	6	Night Fever □ Bee Gees	RSO
6	7	Baby Come Back □ Player	RSO
10	8	Dance Dance Dance □ Chic	Atlantic
8	9	You're in My Heart □ Rod Stewart	Warner Bros.
11	10	We Are the Champions □ Queen	Elektra
12	11	How Deep Is Your Love □ Bee Gees	RSO
7	12	Short People □ Randy Newman	Warner Bros.
21	13	Lay Down Sally □ Eric Clapton	RSO
17	14	Theme from "Close Encounters" □ John Williams	Arista
18	15	Don't Let Me Be Misunderstood □ L. Gomez	Casablanca
19	18	Can't Smile Without You □ Barry Manilow	Arista
16	17	Theme from "Close Encounters" □ Meco	Millennium
25	18	The Way You Do the Things You Do □ R. Coolidge	A&M
15	19	What's Your Name □ Lynnyrd Skynyrd	MCA
20	20	Come Sail Away □ Styx	A&M
13	21	Peg □ Steely Dan	ABC
22	22	Dust in the Wind □ Kansas	Kirshner
24	23	Poor Poor Pitiful Me □ Linda Ronstadt	Asylum
23	24	Wonderful World □ Art Garfunkel	Columbia
31	25	Falling □ LeBlanc & Carr	Big Tree/Atlantic
26	26	I Go Crazy □ Paul Davis	Bang
28	27	Ebony Eyes □ Bob Welch	Capitol
30	28	Name of the Game □ Abba	Atlantic
34	29	Our Love □ Natalie Cole	Capitol
33	30	Sweet Talkin' Woman □ Electric Light Orchestra	UA/Jet
32	31	Always and Forever □ Heatwave	Epic
36	32	Thunder Island □ Jay Ferguson	Asylum
37	33	Happy Anniversary □ Little River Band	Capitol
29	34	Hot Legs □ Rod Stewart	Warner Bros.
43	35	We'll Never Have to Say Goodbye □ E. Dan & Coley	Atlantic
27	36	Turn to Stone □ Electric Light Orchestra	UA/Jet
35	37	Jack and Jill □ Raydio	Arista
38	38	Native New Yorker □ Odyssey	RCA
—	39	Here You Come Again □ Dolly Parton	RCA
39	40	Goodbye Girl □ David Gates	Elektra
41	41	If I Can't Have You □ Yvonne Elliman	RSO
44	42	Running on Empty □ Jackson Browne	Elektra/Asylum
42	43	Desiree □ Neil Diamond	Columbia
40	44	Theme from "Which Way Is Up" □ Stargard	MCA
—	45	Thank You for Being a Friend □ Andrew Gold	Elektra/Asylum
—	45	Thank You for Being a Friend □ A. Gold	Elektra/Asylum
—	46	Lady Love □ Lou Rawls	Phila. Int'l
45	47	Slip Sliding Away □ Paul Simon	Columbia
48	48	Hey Deanie □ Shaun Cassidy	Warner Bros.
46	49	Ffun □ Con Funk Shun	Mercury
47	50	Too Hot ta Trot □ Commodores	Motown

Playback

'Fever' fever. "It's the biggest thing since the Beatles. But it won't last as long." That's a capsule description of the *Saturday Night Fever* (RSO) album offered by Andy Szulinski of WFBR(AM) Baltimore. It's selling at the rate of 100,000 per day, according to Andrew Francis of RSO in New York. And there are six singles out so far—two reached number one on "Playlist" (*How Deep Is Your Love* and *Staying Alive*)—with at least one other that could be released on a 45. *More Than a Woman* appears on the album twice: once by Tavares and once by the Bee Gees. The Tavares version is already a single on Capitol yet the Bee Gees version showed up just below "Playlist's" top 50 today. It was added by WSAI(AM) Cincinnati, WPGC(AM) Washington and WAYS(AM) Charlotte, N.C., among others. But despite the success story, Mr. Szulinski predicts a problem: "oversaturation. They ought to cool off for a while. It's great music and I love it but people could tire of it. It's getting ridiculous. Everything we add is from the album." The report is the same from East to West. In Houston, Clay Gish of KRBE(FM) claims the record stores there are selling a *Saturday Night Fever* album to "every other person. That album is so hot. It's the biggest album ever." **Good bet.** Earth, Wind and Fire are back with a follow-up to *Serpentine Fire*. This one, *Fantasy*, is on at KCBO(AM) San Diego, KFRC(AM) San Francisco and KJR(AM) Seattle. Vocals and horns combine to form a rhythm and blues tune that Clay Gish of KRBE predicts "will go top 10. That's a great record."

Country

Last This week	This week	Title □ Artist	Label
2	1	Don't Break the Heart . . . □ Margo Smith	Warner Bros.
4	2	Woman to Woman □ Barbara Mandrell	ABC
5	3	Do I Love You □ Donna Fargo	Warner Bros.
1	4	Mamas Don't Let Your Babies . . . □ Waylon & Willie	RCA
3	5	What Did I Promise Her Last Night □ Mel Tillie	MCA
7	6	To Daddy □ Emmylou Harris	Warner Bros.
6	7	I Just Wish You Were Someone I Love □ Gatlin	Monument
11	8	Shine on Me □ John Wesley Ryles	ABC
9	9	I Don't Need a Thing at All □ Gene Watson	Capitol
21	10	Walk Right Back □ Anne Murray	Capitol
20	11	Bartender's Blues □ George Jones	Epic
18	12	Some I Wrote □ Statler Bros.	Mercury
17	13	God Made Love □ Mel McDaniel	Capitol
14	14	I Love You . . . □ Ronnie McDowell	Scorpion
13	15	Two Doors Down □ Zella Lehr	RCA
—	16	Ready for the Times to Get Better □ C. Gayle	United Artists
8	17	You're the One □ Oak Ridge Boys	ABC
12	18	What a Difference You've Made □ Ronnie Millsap	RCA
—	19	If I Had a Cheating Heart □ Mel Street	Polydor
15	20	Return to Me □ Marty Robbins	Columbia
—	21	Lonely Hearts Club □ Billie Jo Spears	United Artists
—	22	Someone Loves You Honey □ Charley Pride	RCA
10	23	Out of My Head . . . □ Loretta Lynn	MCA
25	24	Angel of the Morning □ Meiba Montgomery	United Artists
19	25	Yes Ma'am □ Tommy Overstreet	ABC

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

Program planning goes on at NBC while Silverman waits to move in

Despite 'King' failure, Klein sticks by 'events'; many series in development

NBC-TV program chief Paul Klein may or may not be functioning with a sword over his head. He hopes he isn't, and in any event he isn't sitting waiting for the sword to fall.

The potential sword wielder, of course, is Fred Silverman, former ABC programing whiz who takes over as president of NBC on June 9. Despite the disparaging remarks Mr. Klein used to make about the ABC style of television, he is taking pains to convey his belief that he can work with Mr. Silverman to both their advantages. "I think he wants to make a success," Mr. Klein said of his new boss, "and if he thinks I fit in, that will be what counts. He's a professional."

Mr. Klein also is a professional, and while Mr. Silverman vacations in Hawaii, the schedule he will inherit at NBC is being developed at full speed under the network's present chain of command. "That's our pitch now," Mr. Klein said. "We're not sitting still."

Asked last week to review prime-time prospects, Mr. Klein listed seven hours worth of series to be given short-run tryouts this spring, seven and a half hours already in the works for next fall, 12 pilots ordered for potential half-hour series and 11 pilots ordered for potential hour series. Also on tap, he said, are 77 hours of miniseries and at least 40 made-for-TV movies in production to fill all those "events" hours—eight a week—in the NBC schedule.

Mr. Klein acknowledged that the miniseries, *King*, represented "a tremendous setback" for his program strategy, but he reaffirmed his commitment to the concept, and said that, considering NBC's other prime-time needs of about nine hours of new programing for next fall, the "events" structure would remain intact as far as he is concerned.

Following is Mr. Klein's list of what's in store:

- For the spring: *Quark*, a science-fiction comedy that was to have made its debut last Friday (Feb. 24) in a special two-hour episode, will continue for seven weeks in the 8-8:30 p.m. NYT period. *The Chuck Barris Rah Rah Show* will premiere Feb. 28 with a four-week run in the Tuesday, 8-9 p.m., period. *The Hanna-Barbera Hour* (this title, like many others, is subject to change) will premiere on the first Thursday in April with an animated baseball special, and will run for five weeks in a new variety format climaxing

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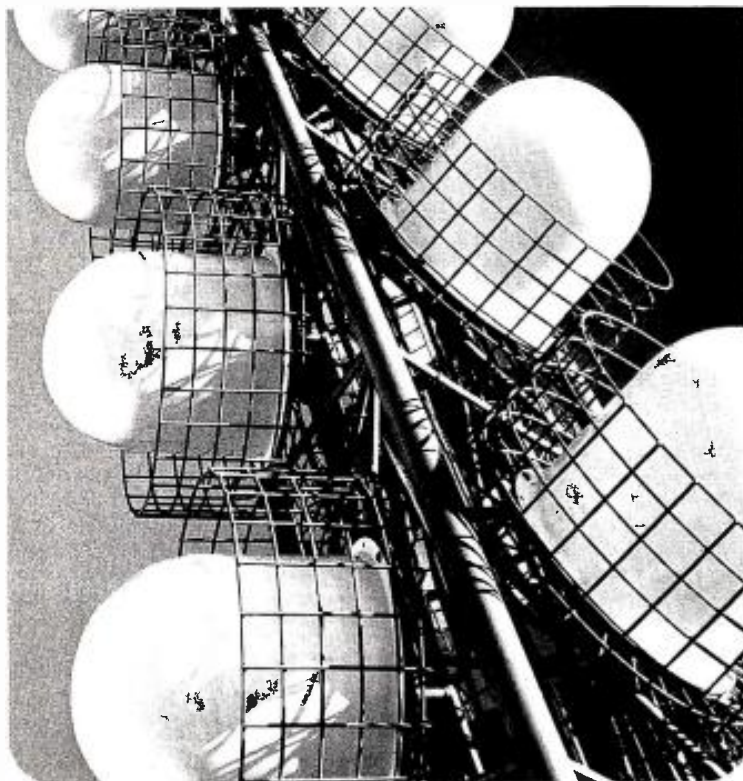
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The new shows—*Roller Girls*, about Roller Derby queens, and *Sweethearts*, a Norman Lear comedy about a young couple—will probably go into the 8-9 p.m. Monday slot now occupied by *Little House on the Prairie* in April (*Little House* will return in reruns). Another new show, *Richie Brockleman*, *Private Eye*, will take the place of *Class of '65* (Thursday, 10-10:30 p.m.) beginning April 13. When *Brockleman* finishes its five episode run, and after a special episode of *Class of '65*, another new series will run for four weeks, *Operation Runaway*, starring Robert Reed as a counselor who works with vanishing teen-agers.

In late May, six topical specials by David Frost are planned for the Wednesday, 9-10 p.m. period, with a series to follow next season if they are successful.

■ In development for next fall: These projects include a later-evening half-hour comedy from Norman Lear called *Young Marrieds*, a one-hour series from Dick Clark for an 8-9 p.m. slot; *Sea Gypsies*, a one-hour show about city folk stranded in the wilderness; *Life on the Line*, a one-hour documentary about life and death in hospitals; a prime-time news magazine; *Starfire*, an hour drama about early American Indians, and *Mark Twain's America*, a one-hour frontier show.

■ Pilots on order: Hour shows include *WEB*, about life at a TV network; *Peter Lundy and the Medicine Hat Stallion*, a youth-oriented western; *Bob Johnson and his Fantastic Speed Circus*, an early-evening show about trick horse riding and citizen band radios; *Top Secret*, a Bill Cosby show about espionage; *Joshua Tree*, starring Vince Edwards on an Air Force base; *Spanner's Reef*, a Peter ("Jaws") Benchley creation combining underwater adventure with a family format; *Lacy and the Mississippi Queen*, a western about a "tough" girl and a "soft" girl who are half-sisters; *Sword of Justice*, an early-evening show about a Zorro-type; *Mandrake the Magician*, an early-evening show set in contemporary Las Vegas; *Abel Shannon*, a whodunit about a nonconformist lawyer, and *Harris & Co.*, about a black family that moves to California.

Half-hour pilots include *California Girls*, about two female lifeguards in Malibu (described as an *On Our Own* on the beach); *Waverly Wonders*, about a struggling high-school basketball team and its coach, played by Joe Namath; *Three Wives of David Wheeler*, about a photographer who works with two of his former wives; *Country Cousins*, about two aspiring country and western stars in Nashville; *Legs*, a Garry Marshall production about Las Vegas showgirls; *Coast-to-Coast*, a *Love Boat*-style show from Bud Yorkin's TOY Productions about life on a major airline; *Wednesday*, a Norman Lear comedy about a radio talk-show host and his children; *Starting Over*, a mother and daughter show in which the mother returns to college; *The Paul Williams Show*, about the host of a children's TV show; *Turnabout*, based on the 1940's

John Hubbard-Carole Landis movie about a husband and wife trading roles and bodies; *Hizzonor*, about a Mayor Daley-type politician, and *Clapper's*, about two girls working in a Philadelphia department store of that name.

■ Miniseries: Among projects Mr. Klein expects to air during the 1978-79 season are *Centennial* (25 hours), *Studs Lonigan* (six hours); Taylor Caldwell's *The Glory and the Lightening* (six hours); *Woman in White* (four hours); *A Woman Called Moses* (four hours); *The Night the Bridge Collapsed* (four hours); *79 Park Avenue, Book Two* (six hours); *Little Women* (four hours); *From Here to Eternity* (six hours); *Beggarman, Thief* (six hours) and *A Man Called Intrepid* (six hours).

Sweep standings remain the same

It's ABC in first, followed by CBS, then NBC; 'Newsweek' cover boosts 'Three's Company' to decision over Spinks-All

The prime-time ratings pattern held steady through the third week of the February sweep period, Feb. 13-19: ABC-TV still dominated, pulling a 22.2 average; CBS-TV still lodged a solid second place with a 19.9 average, and NBC-TV remained a distant third with a 17.5.

As another guidepost, ABC had 11 of the top 20 shows, CBS had seven and NBC had two. The week saw a new number-one show, ABC's *Three's Company*, which scored a whopping 36.1 rating and a 53 share, beating the Muhammad Ali-Leon Spinks fight on CBS by 1.7 rating points. If *Newsweek* magazine's cover photo of *Three's Company* star Suzanne Somers helped the show's performance (BROADCASTING, Feb. 20), it may get another boost from her appearance this week on the cover of *Us* magazine. (She again is scantily clothed and the article also is about sex on TV.)

Other notable performances for the week included:

■ The premiere of NBC's second season series, *Project UFO* (Sunday, 8-9 p.m. NYT), scored well with a 36 share, beating CBS's *Rhoda* and *On Our Own*. The first episode of the miniseries, *Awakening Land*, which followed *UFO*, had a 28 share. (Early ratings for the following week, however, showed *Land's* second episode fared better the next night, Monday [Feb. 20], with a 35 share.)

■ ABC's *How the West Was Won*, in its second three-hour special episode, again did well with another 36 share.

■ ABC's *Love Boat* and *Fantasy Island* block at 9-11 p.m. Saturday weakened considerably—pulling 34 shares after having 40's or better since *Fantasy Island* premiered four week earlier. The reason: NBC's movie that night, the heavily-promoted "Ghost of Flight 401," which pulled a 39 share.

No let-up in ratings war, program chiefs are predicting

At IRTS session, they foresee a continued battle; CBS will have more miniseries, NBC will cut back on specials, ABC won't fool with a winner except to add special episodes

Program executives from the three commercial networks said last week that next season's prime-time ratings battles will be no less competitive than this year's.

Their comments were made during a panel discussion sponsored by the International Radio and Television Society in New York. Participating were Bud Grant and Paul Klein, head programmers at CBS-TV and NBC-TV, respectively, and Edwin Vane, national program director for ABC-TV.

Mr. Grant said that he expects CBS to depend less on one-shot specials next season and more on miniseries, a form that CBS has so far used sparingly relative to the other networks. Mr. Klein said NBC will also be cutting back on one-shot specials, while continuing its emphasis on miniseries. ABC's Mr. Vane said his network would probably maintain the specials pace it has struck this year of about 100 hours during the course of the season. But ABC will expand its use of another programming wrinkle, Mr. Vane said—the special episode of a regular series. These include two-part episodes, extra-length episodes and one-shot special episodes used at times other than the series' regular time slot, such as the recent *Love Boat* valentine special.

Mr. Vane also confirmed that ABC is shooting for an April 15 unveiling of its 1978-79 fall schedule, while Messrs. Grant and Klein are thinking of late April to early May unveilings ("Closed Circuit," Feb. 13). Mr. Klein added that he felt no particular pressure to set forth his full schedule by a given date, since its elements would likely be changed anyway.

"I think 'getting out' is passe," he said. "The buys are made close to the time the show comes on—it's not necessary any more. It used to be Washington's Birthday in the good old days, and ABC would come out in April."

This year, with a later affiliates convention than the other networks, Mr. Klein expects NBC to be the last to announce.

PBS, NPR in BMI pact

In what is said to be the first such agreement under the new copyright law, the Public Broadcasting Service and National Public Radio have signed with Broadcast Music Inc. for use of BMI music by PBS and NPR stations. PBS and NPR will pay

Breaking in. For Frank Lambert, a successful oil company executive from Los Angeles, the way out of the rat race is a television station in the small town of DeQueen, N.M. He moves his wife and three children there and hires a young woman, whose broadcast journalism degree couldn't get her a job with the networks, and a Mexican-American high school drop-out who's an electronics whiz. There are problems, however: Mayor Camp wants airtime each week, and without a lot of available cash in DeQueen, commercial time often is bartered for chickens and food. And what about converting to "happy" news? Most of the action takes place in Sam Pitt's drugstore and soda fountain.

So runs the plot of *Please Stand By*, a weekly half-hour series being produced by Bob Banner Associates (William Bickly and Michael Warren) and distributed for cash by Viacom Enterprises. According to Jamie Kellner, Viacom vice president, first-run development and sales, the program, geared toward prime time access or prime time for a fall start, will give the viewer what he or she would expect from a small, rural station, without in-jokes. And the plot's to revolve more around the family than the station.

what BMI sources called a token fee of \$250,000 for the first year, then will negotiate annually for an adjustment based on the extent to which they use BMI music. The contract is for five years from Jan. 1, 1978, the copyright law's effective date. PBS and NPR are also negotiating with the American Society of Composers, Authors and Publishers for use of ASCAP music.

Program Briefs

People speak. "People's Choice Awards," selected by national poll, were awarded on CBS-TV special Feb. 20. TV winners were NBC-TV's *Little House on the Prairie* as favorite drama; CBS's *M*A*S*H* as favorite comedy; CBS's *Carol Burnett Show* as favorite variety show; Mary Tyler Moore as favorite female performer; James Garner as favorite male performer; ABC-TV's *Eight is Enough* as favorite new program and favorite new drama; ABC's *Love Boat* and *Three's Company* tied as favorite new comedy; Dan Haggerty as favorite male performer in new program (NBC's *Grizzly Adams*), and Suzanne Somers as favorite female performer in new program (ABC's *Three's Company*).

'Challenge' lost. CBS-TV has cancelled prime-time version of *Celebrity Challenge of the Sexes* and will replace it with new Jack Webb series about police dog. New show, *Sam*, will premiere March 14 in 8-8:30 p.m. Tuesday slot, where it faces ABC-TV's *Happy Days*. *Celebrity Challenge* premiered Jan. 31 and did gain

ground through its three-week run, pulling shares of 17, 19 and 20.

ABC O&O's sign Jacobs. Herb Jacobs, president of TelCom Associates, program and marketing consultancy firm, has been named program consultant to ABC Owned Television Stations Division. He will be involved in range of activities for division, including program development for prime access period. Mr. Jacobs operates from Palm Springs, Calif. TelCom also has office in New York and shortly will open another in Los Angeles at 1901 Avenue of the Stars in Century City.

Teaming up. Trans World International and Hughes Television Network have joined forces for new series of 90-minute live specials for syndication called *Sportspecial of the Month*. Series, covering sports ranging from boxing to bowling, is set to begin in late October.

Movie salutes. Following lead from its *Disco Fever*, hour special that Hughes Television Network presented to coincide with premiere of parent Paramount's *Saturday Night Fever* theatrical release, Hughes is working on up to six more hour specials under umbrella of *Premiere Fever*. Next will celebrate *American Hot Wax* and is scheduled for March.

Into TV. Radio syndicator DIR Broadcasting (*King Biscuit Flower Hour*) will have first television project, *Ringo*, on NBC-TV April 26 (9-10 p.m. NYT). Former Beatle Ringo Starr will perform in "updated and slightly askew" version of Mark Twain's "The Prince and the Pauper," with another ex-Beatle, George Harrison, as guest.

Return. Old time radio show, *Quiz Kids*, is being revived by Columbia Pictures Television. Produced by Bennett/Katleman Productions in association with CPT, *New Quiz Kids* will cross over to television for fall. Series, geared toward prime-time access, is available on cash basis. Serving as host will be Jim McKrell.

Country girl. Half-hour weekly music-variety series *Donna Fargo Show* is available for cash through Metromedia Producers Corp. Aimed for prime-access play beginning in fall, series features country music stars and is said to be first syndicated show being produced from Osmond Studios in Utah.

New quarters. ITC Entertainment Inc.'s new address in New York: The Galleria, 115 East 57th Street 10022; telephone: (212) 371-6660.

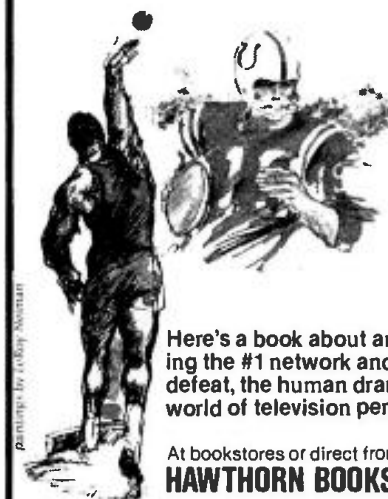
Two time winners. American International Television is distributing *Comeback*, 26 half-hours telling true stories about people who reached success, lost it, and recaptured it. Currently being produced by Maramy Productions, series is available for September. Also being offered by AITV is its own production of *Water World*, 26 half-hours originally aired in syndication in 1976. Series, covering worldwide water sports, again is available for early summer start, on barter basis.

Pooling resources. ABC Sports offered purse of \$1,500 to bring famous pool players Willie Mosconi and Minnesota Fats together in head-to-head match for *Wide World of Sports* to be broadcast yesterday (Feb. 26). Match was first between them in 30 years, according to ABC.

When a 30 second spot on the ABC Network goes from \$16,100 to \$43,200 in just 10 years, that's

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by BERT RANDOLPH SUGAR
with a foreword by Frank Gifford



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FCC and Comsat work out their differences

Settlement of rate case pends final approval, but it calls for refund of nearly \$100 million, reduction in charges by almost 50%

The FCC and the Communications Satellite Corp. reached a tentative agreement last week in the protracted Comsat rate case. The settlement, worked out by representatives of the commission's Common Carrier Bureau and general counsel's office and the Comsat management generally covers the issues remanded to the commission by the U.S. Court of Appeals in Washington last fall (BROADCASTING, Oct. 17, 1977).

Details of the settlement included:

- Comsat will refund to the public approximately \$92.2 million held in escrow by Comsat and an additional \$5.2 million.

- Comsat will file new tariffs reflecting a 48% reduction in its rates.

- Comsat will withdraw an appeal for rehearing of the case.

According to the commission, Comsat will base its new tariffs for services through the Intelsat system on revenue-requirement calculations that feature a number of modifications. Henceforth, Comsat will be allowed to include its payments for Intelsat's construction program in its rate base. Furthermore, 75% of Comsat's investments in its laboratories will also be calculated in its rate base.

Following formal FCC approval of the settlement (which is also subject to the approval of the Comsat board), the company will file reduced international satellite tariffs with the commission. Initially, these tariffs will be at a 12.2% rate of return on equity, rising to 13.2% once Comsat's debt has reached 45% of its rate base. The new tariffs will be retroactive to Jan. 1.

A Comsat spokesman said the company had "neither filed nor implemented" the new rate structure. Nor could Comsat indicate what, if any, effect the terms of the settlement could have on broadcast rates—which are determined by common carriers and not by the satellite company.

Ben Bauer does it again

CBS's acoustical whiz brings forth a quadrasonic mike, said to be first successful version of its generation

A quadrasonic microphone system that can pick up sounds live from a 360-degree parameter has been patented by Benjamin Bauer, general manager of the CBS Technology Center in Stamford, Conn.

The system consists of a shoe-box size enclosure of sound sensors and a special

encoder which, when used in conjunction with a common four-channel microphone, balances the sound values from distant and nearby sources. The microphone's output signal can then be broadcast for listening on two-channel and monaural as well as quadrasonic receivers.

The most immediate value of the system is in broadcasting or recording live symphony or other musical concerts. Several orchestras are now experimenting with it, including the Boston and BBC Symphonies, the New York Philharmonic and the Metropolitan Opera. The Detroit Symphony is broadcasting concerts in quadrasonic stereo and recording them that way for later syndication, according to CBS. The specially equipped microphone is hung directly in front of the conductor, and registers not only the sounds of the instruments, but also the reverberations within the hall in which the concert takes place. Voices would be picked up as they moved around the microphone.

CBS calls Mr. Bauer's invention "the first successful quadrasonic microphone," and predicts that it may "radically alter the entire field of recording and broadcasting." Mr. Bauer, who also invented the directional microphone and who has 18 other patents related to quadrasonic sound, named his system the Ghent microphone after the city in Belgium where he first designed it. A spokesman for the technology center said that negotiations for a licensing agreement are now in progress with a well-known manufacturer of microphone equipment.

Magnavox software

It acquires 50 Fox films and Notre Dame football highlights for sale in video cassettes

Magnavox announced last week that it will make available a catalogue of 50 feature films on pre-recorded video cassettes as a companion feature to the company's consumer video tape recorder.

The films, to be on the market by April, are from 20th Century Fox and include some big-name titles such as "Patton," "Hello, Dolly," "M*A*S*H" and "The King and I." Magnavox has leased distribution rights to the package from Magnetic Video Corp. of Farmington Hills, Mich., which itself leased rights to 100 films from Fox last year (BROADCASTING, Oct. 24, 1977). Magnavox has not disclosed what its selling price will be, but Magnetic Video was marketing the movies for \$50 each.

Magnavox sells a VHS-format recorder manufactured by Matsushita Electric of Japan. The films distributed by Magnavox would also be playable on machines sold here by other Matsushita licensees—RCA, Sylvania, Curtis Mathis, Panasonic, JVC and Sharp. The VHS format has two-hour and four-hour playing modes.

Magnavox also announced it will make available a collection of football highlights featuring the University of Notre Dame's

1977 championship season. The highlights, narrated by sportscaster Lindsey Nelson, were obtained from the C.D. Chesley Co., which produces and syndicates the package during the season. It includes the victory in the Cotton Bowl.

Halfway there on a digital VTR

British engineer demonstrates his work thus far at SMPTE regional; Ampex man injects note of caution

John Baldwin, head of the video and color section of Britain's Independent Broadcasting Authority, demonstrated his work on a digital video tape recorder at the winter television conference of the Society of Motion Picture and Television Engineers in Atlanta.

Mr. Baldwin has so far been able to produce only a half-sized picture, working with an adapted Bosch-Fernseh BCN one-inch recorder (segmented, or Type B, format). But he expressed confidence that the basic concept will soon be developed into a full picture and that the system would compare favorably in cost of operation with present-day one-inch machines. Digital's quality, of course, is hoped to be superior to that of one-inch.

However, a cautionary note on digital recording was raised in another paper presented at the conference. Joachim Diermann, chief engineer of audio-video systems for Ampex Corp., called for engineers at work on digital systems to consider "the whole spectrum of questions" involved in the different approaches to the problem. These questions include, he said, compatibility (including the ability to integrate with analog equipment now being used in TV studios and with digital audio systems in development), cost efficiency, reliability and editing systems. Mr. Diermann said he does not believe digital recording will become the industry standard as quickly as Mr. Baldwin thinks it will. Mr. Diermann expects digitalized recording to be an evolutionary, rather than revolutionary, process.

The VCR invasion

The number of home video cassette recorders imported in 1977 rose by 258.5% over a year earlier, an increase that led all broadcasting consumer items.

In figures compiled by the Electronics Industries Association for the fourth quarter of 1977 and the entire year, imported VCR's increased from 69,869 in 1976 to 250,450 in 1977. The rise was more spectacular for the fourth quarter, with the figure jumping 472.9% from 23,572 units in 1976 to 135,039 in 1977.

No other piece of equipment came anywhere close to the VCR's figures. Color TV set imports were down 10.4% for the year, black and white ones up 13.4%, home radios were up 6.7% while car radios dropped 9.2%.

Faster editing. Edit Time Code recovery system that is claimed to simplify and accelerate video tape editing has been announced by J.S. (Jack) Wiener, 4440 North Kedzie Avenue, Chicago 60625. Developer asserts system permits editor to increase output up to eight times.

NABET versus NBN. National Association of Broadcast Employees and Technicians has filed unfair labor practices charges with National Labor Relations Board against National Black Network, which NABET struck last Oct. 14. NABET claims NBN has refused to negotiate in good faith before and since strike began. NBN denies charges.

In flight. RCA Astron-Electronics has been awarded National Aeronautics and Space Administration contract of about \$10.5 million to provide up to 50 on-board television cameras for space shuttle flights.



Do-it-yourself censor. It looks like a pocket calculator, but the Video Proctor, when hooked up to a standard TV channel selector, controls which shows can be seen on the set. With the Video Proctor, claims the designer, a parent, with the help of a weekly TV schedule, punches the keyboard, entering the day of the week, time, channel number and duration for each program the parent feels is acceptable for family viewing. It remembers all entries made and when the set is switched to a channel at a time when that channel was not entered, the screen remains blank and the audio silent, blocking out all other VHF and UHF channels and cable. TV games, cassettes and pay TV. The device has a lock. The Video Proctor, which will sell for between \$50 and \$60, computes for one week and can recycle that computation weekly. Alterations can be made at any time by the parent, who has the key. A product of Ray Dobson Creative Services, New York, it will be test marketed by September, then on the open market within a year, according to Mr. Dobson, who is negotiating the licensing of the Video Proctor with mailorder retailers.

Holiday Inn major owner in new satellite project

Entertainment programing and business services planned for hotels and cable systems

Details are still being worked out, but Holiday Inns Inc. expects to be in the satellite networking business by Aug. 1, offering feature films to hotels and motels, and feature films and independent KTVU(TV) Oakland, Calif. (San Francisco) to cable systems ("Closed Circuit," Feb. 13).

Announced last week was the formation of Satellite Communication Systems Inc., a Memphis-based joint venture between Holiday Inns (81%) and Southern Satellite Systems Inc. (19%). Southern Satellite Systems, using RCA Satcom satellite time, currently supplies 178 cable systems and 1,202,000 cable homes with the signal of independent WTCG(TV) Atlanta. An RCA bird also would be the carrier for the films and KTVU. According to Ed Taylor, principal owner of SSS, KTVU service would provide the common ground between Holiday Inns and cable operators. He later explained that "it's a natural to use the cable operator" to wire hotels and motels for the film service.

Mr. Taylor said that the hook-ups might vary from an earth station at a resort to a microwave across a city to directly interconnect with a cable system. He was hesitant to estimate the costs of the project, but said that equipment manufacturers might see it in the \$10-million range.

Mr. Taylor said that SCS currently is talking to film houses and that marketing for the in-room service has not started. He said the satellite service definitely will go to Holiday Inns (there are some 1,700) as well as to other hotels and motels.

As for KTVU, a SCS spokesman said the distant signal is expected to be offered initially to 300,000 homes and that cable systems hooked to 156,000 homes already have made firm commitments.

From the way Mr. Taylor talks, however, the project's potential isn't limited to entertainment. "Once you connect the hotel/motel industry," he said, "you have a tremendous . . . showroom" for video business. For example, he explained, company board meetings could be held nationwide, with stockholders invited to view them in hotel rooms.

Cable Briefs

Buys in Florida. Coral Springs Cablevision (Gerald Gill, president) has sold its 3,000-subscriber cable TV system in Coral Springs, Fla., to Schurz Communications for \$1,650,000. Schurz, based in South Bend, Ind., owns WSBT-AM-TV/WWJY(FM) South Bend; WDBJ-TV Roanoke, Va., and

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Hagerstown, Md., cable system. It also publishes *South Bend Tribune* and various other newspapers. Brokers: Sherman-Brown & Associates and Richard A. Shaheen.

Long-term financing. Televents Inc., multiple cable system operator based in Walnut, Creek, Calif., has placed \$6 million of its senior notes with John Hancock Life Insurance Co., Boston. Proceeds from 15-year financing have been used to prepay company's short-term bank debt. Company has also announced commitment from Bank of New York for revolving line of credit for \$2 million to be used "for internal system expansion and general working capital."

Qube adds Disney. Warner Cable Corp. and Walt Disney Productions have made deal said to call for Disney features on pay cable for first time beginning this April on Warner's Qube system in Columbus, Ohio. Decision, according to Disney, was based on audience research that showed potential of Qube's pay-per-viewing system. Titles of features involved in arrangement between Disney and Warner Cable have not yet been announced.

No redefinition. The FCC has denied a petition by the National Cable Television Association requesting that the commission reconsider the definition of a cable system it adopted last year (BROADCASTING, March 14, 1977). NCTA wanted the commission to adopt a headend standard for signal carriage as opposed to the community-by-community standard now in use, which NCTA said is ambiguous. The commission rejected the proposal, it said, because it would "allow otherwise inconsistent signals to be carried not just to a small number of additional nearby subscribers but from existing systems in small suburban municipalities into adjoining major metropolitan areas," and would constitute "a major revision of the signal carriage rules of a type that should only be considered after the conclusion of the pending economic inquiry."

Censorship suit against CPB, PBS will go to trial

They lose Supreme Court effort to keep case from proceeding; in it, they're charged with bowing to pressure from Nixon White House and curtailing controversial programs

The Supreme Court last week let stand a ruling by the U.S. Court of Appeals in Washington that there should be a trial to consider charges that the Corporation for Public Broadcasting and the Public Broadcasting Service knuckled under to pressure from the Nixon White House and tried to stifle controversial programming on public television.

The case began in 1973 with a suit by the American Civil Liberties Union and the Network Project against CPB, PBS and two then-aides in the White House. The suit charged that they tried to censor controversial public broadcasting programs. It alleged that the aides, former Office of Telecommunications Policy Director Clay T. Whitehead and Nixon speechwriter Patrick Buchanan, tried to get CPB and PBS to remove all controversial programming from the air, and that CPB and PBS in turn eliminated federal funds for controversial programs and required descriptions of program content as a condition of funding.

Examples of programs so affected, named in the suit, included *The Politics and Humor of Woody Allen* and a segment of *The Great American Dream Machine* that dealt with the FBI. Damages were sought for the producers of those programs, and in addition an injunction was asked against continuing assaults on the First Amendment rights of public broadcasting stations.

The case against the two White House aides has been dropped as moot since their

departure from the scene. But damages are still being pressed for the producers, and although they arise from allegations that are nearly five years old, "the Supreme Court obviously doesn't think that it is past history," said Oscar Chase, a law professor at Brooklyn Law School who has overseen the case for the ACLU. He said last week that, in addition, the injunction sought against continuing questionable practices might serve to introduce fresh charges against CPB and PBS. He said the two should not be involved in any way in the program decisions of public stations, but that they are. "Their structure is inherently violative [of the First Amendment] in that it gives them too much control."

Mr. Chase said if the plaintiffs win either on damages or on the injunction, the case could set important precedent. "We may obtain a judicial decision as to the First Amendment parameters that govern [CPB and PBS]. And that's important, because there's never been any."

The Supreme Court's action last week sends the case back to district court, which had ruled the first time around that it did not have proper jurisdiction. The appeals court reversed that decision and ordered a trial, a decision subsequently appealed to the Supreme Court by the two public broadcasting entities.

The defendants will argue first that private citizens (in this case the producers) do not have a right of action against CPB and PBS, said Tom Gherardi, CPB general counsel, and second that CPB and PBS cannot be in violation of the First Amendment because they are private entities, not government.

Journalism Briefs

Why? Success of radio's maiden run in Senate (BROADCASTING, Feb. 13, 20) prompted one voice on other side of Capitol Hill to question what's holding radio up in House. Unlike Senate, House has approved permanent broadcast coverage of its proceedings, but system won't be put into operation this year because of complexity of preparations for TV. But "what about radio coverage?" Representative Trent Lott (R-Tenn.) wrote in *Congressional Record*. "When the Senate got ready for their Panama Canal debates, they simply put them on radio... Why do we have to wait for the television system?"

Lance a lot. News commentaries of former Director of Office of Management and Budget Bert Lance that now appear regularly on Combined Communications Corp.'s WXIA-TV Atlanta will be syndicated nationally. Distribution will be handled by Colbert TV Sales of Los Angeles. Mr. Lance and Dick Colbert of Colbert TV will hold reception and screening of 90-second spots at upcoming convention of National Association of Television Program Executives at Bonaventure hotel in Los Angeles March 5 and 6.

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Fates & Fortunes

Media



Wool

Sheldon M. Wool, VP, administration, and chief financial officer, CBS/Records Group, New York, joins ABC Inc., New York, as VP, corporate development, to direct "company's plans for diversification and implement acquisition policy for all divisions." He will report to Michael P. Mallardi, VP and chief financial officer, and also assist him in special projects and "formulation of strategic plans for the future direction of the corporation," according to President Elton H. Rule.

John C. Jamison, partner in Goldman, Sachs & Co., banking concern, New York, elected to board of directors, Cowles Communications, Daytona Beach, Fla., succeeding **John L. Weinberg**, senior partner in Goldman, Sachs, who has resigned.

Tom Kroh, general sales manager, WCAO(AM)-WXYV(FM) Baltimore, named VP-general manager, WMPS(AM)-WHRK(FM) Memphis. All are Plough Broadcasting stations.

Jerry L. Gabert, financial VP, Corinthian Broadcasting Corp., New York, named VP, finance and administration of company.

Steve Feder, general sales manager, WFMT-FM Chicago, appointed president-general manager, KANR(FM) Great Falls, Mont.

Waldia Roseman, director of public affairs, Office of Telecommunications Policy, left that post on Feb. 24 to take over new position at National Public Radio as director of governmental affairs in Washington.

Joseph R. Shields, general manager-marketing, and **Jack L. Rea**, general manager-resources, KXON-TV Mitchell, S.D., elected VP's.

Al Tanksley, sales manager, Kingstip Communications, Austin, Tex. appointed VP general manager of Kingstip's KHFI(FM)-KTVV(TV) there.

Joseph E. Parish, general sales manager, WLS(AM) Chicago, named general manager, KHOW(AM)-KXXK(FM) Denver.

Pat Rodgers, from WLW(AM) Cincinnati, appointed station manager, WKYE(AM) Bristol, Tenn.

Scott Young, air personality and program director, K000-AM-FM Omaha, appointed operations manager.

Jason L. Levine, president of his own advertising, public relations and promotion firm, Jason Leving Associates, Los Angeles, joins ABC public relations's West Coast staff as manager, business information.

Jeff Sohinki, promotion and public affairs director, WABI-AM-FM-TV Bangor, Me., joins WTAJ-TV Altoona, Pa., as promotion manager.

Rick MacNamara, staff announcer, WSIV-AM-FM Pekin, Ill., named operations manager, WHEZ(FM) Huntington, W.Va.

Shelley Harper, program assistant, WHK(AM) Cleveland, appointed promotion director.

Kathleen S. Maynard, executive program producer, WPIX(TV) New York, assumes additional duties as manager, community relations.

Phyllis Davis, traffic manager, WTEV(TV) New Bedford, Mass., promoted to public service director.

Pat Friedell, art director, KOAA-TV Pueblo, Colo., named promotions director/executive art director.

Al Step, publicity manager, WNBC-TV New York, retires after 23 years of service. He plans to remain active as freelance publicity writer and consultant.

Newly elected officers, Arizona Broadcasters Association: **Joseph P. Tabback**, KAZM(AM) Sedona, president; **E. Morgan Skinner Jr.**, KOOL-FM Phoenix, VP, and **Howard Duncan**, KAIR-AM-FM Tucson, secretary-treasurer. New board of directors includes: **Guy Christian**, KAFF(AM)-KFLG(FM) Flagstaff, **C.E. (Pep) Cooney**, KTAR-TV Phoenix; **Eric Hauenstein**, KDKB-AM-FM Mesa; **Jon F. Ruby**, KVOA-TV Tucson, and **Burkett Wamsley**, KHIL(AM)-KWXC(FM) Willcox.

Broadcast Advertising



Boyle

Frank Boyle, president and chief executive officer of Eastman Radio Inc., New York, named board chairman and will be involved primarily with client contact and corporate policy. **William K. Burton**, executive VP based in Detroit, named president and will relocate to New York and function as chief operating officer. **Charlie Colombo**, senior VP/Eastern region, has been named executive VP and will be responsible for national sales management.



Burton



Colombo

Ben Colarossi, president-creative director, Creamer Lois/FSR, New York, named chairman-creative director, Griswold-Eshleman there, subsidiary of Cleveland-based Griswold Eshleman Co. Agency is now Colarossi, Griswold-Eshleman.

Simon Barrow, managing director, Ayer Barker Hegemann Ltd., London, division of N.W. Ayer ABH International, promoted to chief executive officer. **Hans L. Carstensen Jr.**, executive VP and director of marketing, media and research for Ayer, New York, takes early retirement at 61, effective March 31, after 30 years with agency.

Executive appointments, Ogilvy & Mather International, New York: **Graham Phillips**, president of Ogilvy & Mather (Canada), and **Peter Warren**, deputy managing director of Ogilvy Benson & Mather (U.K.), elected to OMI board. **William E. Phillips**, president of OMI (U.S.), will preside over executive board of directors there; **Kenneth Roman**, executive VP, U.S., appointed managing director of New York office, and **William H. Weed**, executive VP, U.S., appointed executive director of New York office.

Stephen R. Fajen, senior VP-media director, McCaffrey & McCall, New York, joins Needham, Harper & Steers there in same capacity. **Gary Benz** and **Jim Cerasani**, VP's-account supervisors, NH&S, Chicago, promoted to account directors. **Robert L. Garrison Jr.**, VP-associate media director, McCann-Erickson, Chicago, named associate media director, NH&S there.

Oliver Kiss, senior VP-management supervisor, McDonald & Little, Atlanta, named executive VP-director of account service.

Howard Davis, account supervisor, and **Don DeDittus**, management supervisor, Tracy-Locke, Dallas, elected VP's.

Sydney Shacknove, from Botsford Ketchum, San Francisco, joins J. Walter Thompson there as media planner. **Steve Durham**, marketing assistant from Betty Crocker division of General Mills, joins JWT in San Francisco as account representative.

Nicholas J. Coniglio, manager, client accounting, **Armand J. Salerno**, general accounting manager, and **John L. Lizars**, account supervisor, Benton & Bowles, New York, named VP's.

Janine Linden, public relations director, Compton Advertising, New York, elected VP.

Peter Moore, VP-divisional sales manager, Torbet-Lasker, New York, promoted to VP-New York manager. **Madeleine Schreiber**, VP-research director, Eastman Radio there, joins Torbet-Lasker in same post.

William D. Leslie, owner of Atlanta production firm, joins H-R Television sales staff there. **Frank Schulz**, account executive, KOMO-TV Seattle, joins H-R Television there.

Frank Kelly, account executive, ABC Spot Sales, New York, joins RKO Radio Sales there

as sales representative.

Edouard Israel, art director, Needham, Harper & Steers, New York, and **Christopher Petrone**, art director, Holland & Callaway there, join Kenyon & Eckhardt there in same capacities.

Susan E. Gerber, media planner-supervisor, McCann-Erickson, Chicago, joins Tatham-Laird & Kudner there as media planner.

Alan Goodman, general manager, KXXK-FM Denver, appointed director of sales for licensee, Doubleday Broadcasting.

Stuart I. Mackie, Midwest sales manager, Evans Broadcasting Corp., rep firm, Chicago, named national sales manager, WISN-TV Milwaukee. **Rick Henry**, WISN-TV account executive, promoted to local sales manager.

George Carlino, sales manager, Storer Television Sales, Detroit, named national sales manager of co-owned WSPD-TV Toledo, Ohio.

Valerie G. Tuttle, Midwest division manager, ABC Radio Spot Sales, named national sales manager of ABC's WXYZ(AM) Detroit. **Stuart D. Goldberg**, WXYZ retail sales director, named director of advertising and promotion. **Gregory M. Raab**, director of advertising and promotion, WKTQ(AM) Pittsburgh, joins WXYZ as assistant director of advertising and promotion. **John Hendricks**, with Starfire Group, programming and consulting firm, joins WXYZ as research director.

Robert B. Karr, regional sales manager, WLUP(FM) Chicago, appointed general sales manager.

Jack Devlin, Northeast regional manager, Radio Advertising Bureau, New York, named general sales manager, WCAO(AM)-WXYV(FM) Baltimore.

Edwin Doyle, VP-general manager, WFTR(AM) Front Royal, Va., appointed general sales manager, WKYE(AM) Bristol, Tenn.

Grace-Ellen McCrann, merchandising pro-

motion coordinator, WOR(AM) New York, promoted to assistant merchandising director.

Rose TenEyck, from ABC Spot Sales, San Francisco, joins ABC-owned KGO(AM) there as account executive.

Gil Hoban, account executive, WDRQ(FM) Detroit, joins WHK(AM) Cleveland in same capacity.

Thomas N. Lewis, account supervisor, Vanguard Advertising, Minneapolis, joins KSTP-AM-FM-TV St.-Paul-Minneapolis as manager of advertising, responsible for coordinating and implementing advertising campaigns for stations.

Programing

Robert B. Morin, VP of syndicated sales for MGM Television, New York, named executive VP of Lorimar Syndication, newly formed division of Lorimar Productions Inc., New York, which will distribute all Lorimar television and motion-picture product and programing from other companies. Mr. Morin will make his headquarters in both New York and Burbank, Calif.

Brian McGrath, treasurer, Viacom International, New York, named VP-administration.

Howard Hayes, freelance writer and editor, most recently involved in research and development of seven-hour television series on global environment for Public Broadcasting Service, named senior editorial producer for ABC-TV's upcoming weekly newsmagazine.

Gary Gannaway, executive VP, Gannaway Productions, Atlanta, named Southwestern division sales manager, Metromedia Producers Corp., Dallas.

Erwin H. Ezzes, former board chairman and chief executive officer of United Artists Television, New York, has been retained as consultant to ABC Pictures International Inc., New York, responsible primarily for television sales

in Canada.

Meyer Davis, operations manager, WTVG(TV) Chattanooga, named program manager, WTJL-TV Altoona, Pa.

Shirley E. Frederick, executive program producer, WJKW-TV Cleveland, named program manager.

Stu Bowers, air personality and production director, KOOO-AM-FM Omaha, appointed program director.

Leni-Joy Zimmerman, program producer, WWJ-TV Detroit, joins WCVB-TV Boston in same capacity.

Dave Kramer, continuity director, WCUZ(AM)-WMLW(FM) Grand Rapids, Mich., named production director.

David Haeg, public affairs director, WCCO-FM Minneapolis-St. Paul, appointed farm service director.

Broadcast Journalism

Ed McIntyre, reporter-weekend anchor, WRAL-TV Raleigh, N.C., joins WWAY-TV Wilmington, N.C., as reporter-anchor. **Stella Shelton**, reporter, WATE-TV Knoxville, Tenn., joins WWAY-TV in same capacity.

Quent Neufeld, news director, WCCO-TV Minneapolis-St. Paul, joins CBS News, Los Angeles, as associate producer for weekend editions of *CBS Evening News* and *CBS Sunday Night News*. **Rob Armstrong**, assistant assignment editor and weekend news manager, CBS News, Washington, named CBS News reporter, New York.

Herb Dudnick, producer of *NBC Nightly News* in New York, and **William Chesleigh**, *Nightly News* associate producer in New York, named executive producer and producer, respectively, of weekend editions of *Nightly News*. News editor **David Schmerler** and writers **Kenneth Bell** and **Sandy Goodman** also assigned to weekend editions.

Vickie Jones, co-producer, WBZ-TV Boston, joins news department of WNAZ-TV there as editor-producer.

Stephen Doyle, special projects manager, KMSP-TV Minneapolis-St. Paul, assumes additional duties as weekend anchorman.

Bob Kirby, news director, KWKH(AM)-KROK(FM) Shreveport, La., joins WBAP(AM) Fort Worth as reporter-anchor.

Dan Patrick, sports director, WNEP-TV Scranton, Pa., joins WTTG(TV) Washington in same capacity.

Dave Blithel, news director, WHUN(AM) Huntingdon, Pa., joins WKMC(AM) Roaring Spring, Pa., as news desk editor.

B.D. Friedman, senior director, WDTN(TV) Dayton, Ohio, joins news department as producer-editor. **Kevin Walsh**, floor director, appointed film lab technician-photographer. **Tom Hauboldt**, film editor, named news photographer.

Equipment & Engineering

Grant M. Smith, assistant manager, of engineering, Ampex Corp.'s audio-visual systems division, Redwood City, Calif., joins

Twenty-four taken to task. Members of the Corporation for Public Broadcasting task force on public participation in public broadcasting have been selected. The job of the task force will be to recommend to the CPB board areas of appropriate public participation and specific techniques for that participation.

With 12 members representing the general public and 12 from the public broadcasting community, the task force includes: Calvin F. Bastian, general manager, WTJX-TV Charlotte Amalie, St. Thomas, V.I.; Nolan A. Bowie, director, Citizens Communications Center, Washington; Pat A. Conner, director, National Association of Educational Broadcasters Instructional Council, Columbia, S.C.; Augustine Dempsey, director of promotion and community relations, WUOB-AM-FM-TV Athens, Ohio; Fae F. Ensslin, director of community activities, WUSF-FM-TV, University of Florida, Tampa; Dr. William Fore, assistant general secretary for communications, National Council of Churches of Christ, New York; David M. Guerra, chairman, department of radio, TV and film, University of Arkansas, Little Rock; Doris Hall, associate provost, Antioch College, Baltimore; Charlotte Hill, chairman, National Friends of Public Broadcasting, Las Vegas; Donald Marbury, producer, WQED-FM-TV Metro Pittsburgh Public Broadcasting; Betty B. Marcus, national vice chairman, American Council on the Arts, Dallas; Jose Mireles, director of minority programing, KPBS-FM San Diego; Clarence Mitchell, director, Washington bureau, National Association for the Advancement of Colored People; Mr. John R. Morison executive vice president general manager, Hampton Roads Educational Telecommunications Association, WHRO-TV and WTMG(FM) Norfolk, Va.; Billy B. Oxley, vice president general manager, KCET(TV) Los Angeles; Ada R. Pena, regional coordinator for women's affairs, League of United Latin American Citizens, Bethesda, Md.; Edward J. Pfister, president and general manager, Public Communication Foundation for North Texas, KERA-TV Dallas; Agnes Scott, director of development, WTVS(TV) Detroit; Wallace Smith, general manager, KUSC(FM) Los Angeles; Ellen S. Straus, director of special projects, WMCA(AM) New York; John D. Sullivan, director of instruction and professional development, National Education Association, Washington; Sally Wells, vice president for development, WETA-TV Washington; George P. Wilson Jr., director of telecommunitative arts, Iowa State University, Ames, and Albert J. Zack, director of communications, AFL-CIO, Washington.

Sony Technology Center, Palo Alto, Calif., as assistant VP-general manager. **Barrett E. Guisinger**, from Internatonaal Video Corp., Sunnyvale, Calif., joins STC as director of technology.

William J. Vanscyoc, chief engineer, WJKS-TV Jacksonville, Fla., named director of engineering, University Regional Broadcasting, operator of noncommercial TV stations WPDY Kettering and WPTO Oxford, both Ohio. **Daniel J. Collins**, WPDY-WPIO engineer, promoted to maintenance supervisor.

David Burnes, from Electronic Labs of Louisville, Ky., joins Allied Broadcast Equipment, Richmond, Ind., as sales engineer.

Allied Fields

Tom Villante, VP and sports director of BBDO, New York, named executive director of marketing and broadcasting, office of commis-

sioner of major league baseball, New York. In broadcasting area he succeeds **Dave Meister**, who has resigned as director of broadcasting but agreed to stay on during transition.

Laura Kelson, assistant promotion manager, international division, Harcourt Brace Jovanovich, New York, named promotion specialist, Arbitron Co., there.

Bill Moyers, CBS News correspondent, anchorman and chief reporter for *CBS Reports*, named to receive Distinguished Urban Journalism Award, presented by National Urban Coalition for "outstanding contributions to the cause of America's cities."

Kenneth Harwood, former broadcaster and director of National Association of Broadcasters and National Association of Educational Broadcasters, resigns as dean of School of Communications and Theater at Temple University, Philadelphia, to become director of new School of Communication at University of Houston.

Deaths

Kenneth Joseph, 55, executive VP in charge of worldwide syndication, Meitromedia Producers Corp., New York, until 1976, died at his home in Stamford, Conn., on Feb. 18. Cause of death was not revealed pending completion of autopsy. After leaving MPC, Mr. Joseph worked briefly as sales executive for Warner Bros. Television and in his own syndication firm for several months. Earlier he had worked for Ziv Television Programs, Four Star Entertainment and Independent Television Corp. (now ITC Entertainment). Survivors include his wife, Rhoda.

James E. Hagen, 66, retired (in 1972) promotion manager for *U.S. Steel Hour* on radio and TV for 25 years, died after brief illness in Avon, Conn., Feb. 19. He is survived by his wife, Madeline, and two children. Memorials to American Heart Association.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Feb. 10 through Feb. 16.

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—pre sunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New station

Action

■ *Owensboro, Ky.—Broadcast Bureau granted Kentucky State Board of education ch. 19 (500-506 mhz); ERP 648 kw vis., 64.8 kw aur., HAAT 974.5ft; ant. height above ground 903 ft. P.O. address: c/o O. Leonard Press, 600 Cooper Dr., Lexington, Ky. 40502. Estimated construction cost \$490,000; first-year operating cost \$35,000. Action Feb. 9.

Ownership changes

Actions

■ KCUB(AM) Tucson, Ariz. (AM: 1290 khz, 1kw-D)—Seeks transfer of control of Rex Broadcasting Corp from Tom Chandler et al (40.15% before; 24.88% after) to Jim Sloane (49.85% before; 62.62% after). Consideration: \$59,955. Transfer is resolution of holdings of estate of late Rex Nicholson (20.07% before; none after). Company is purchasing that interest, reserving substantial portion in treasury and distributing remainder to other stockholders. Holdings in licensee after transfer are: Thomas and Robert L. Chandler, brothers, (12.44% each) and Mr. Sloane, 62.62%. They have no other broadcast interests. Action Feb. 9.

■ WLAV-AM-FM Grand Rapids, Mich. (AM: 1340 khz, 1kw-D, 250 W-N; FM: 96.9 mhz, 28 kw)—Broadcast Bureau granted transfer of control of Shepard Broadcasting Corp from John J. Shepard and Patricia

Duffy (43.75% before; none after) to John J. Sheppard (43.75% before; 77.78% after). Consideration: \$332,917.10, plus \$88,400 in liabilities. Principals: Mrs. Duffy is acting as executrix of estate of her late husband, Daniel J. Duffy. She has no other broadcast interests. Remainder of stock is owned by Michael F. Coyne, who has no other broadcast interests. Mr. Sheppard owns 15.34% of KQAM(AM) San Antonio, Tex., which has been sold, subject to FCC approval, to Felix H. Morales. Action Feb. 13.

■ WCHU(AM) Soddy-Daisy, Tenn. (1550 khz, 1kw-D)—Broadcast Bureau granted assignment of license from C. Alfred Dick to Ben Bernie Hicks for \$300,000. Seller: C. Alfred Dick, licensee and 100% owner, wants to devote full time to broadcast brokerage and other business. He has no other broadcast interests. Buyer is sports director. WAIM-AM-FM-TV Anderson, S.C. with no other broadcast holdings. Action Feb. 9.

■ KVWJ(FM) Logan, Utah (94.5 mhz, 25 kw)—Broadcast Bureau granted transfer of control of Bridgerland Broadcasting Inc. from S.F. Jacobson and others (100% before; none after) to Randy R. Morrison and others (none before; 100% after). Consideration: \$118,648. Principals: Mr. Jacobson (29.47%), George Cochran (20.07%), Jeffrey B. Jacobson (23.81%), Aaron V. Farr (20.53%) and three others. None has other broadcast interests. Mr. Morrison (42.54%) is operations director of KADE(AM)-KBCO(FM) Boulder, Colo. Other stockholders have various business and investment interest in Colorado and West. Action Feb. 13.

■ KDYL(AM) Tooele, Utah (990 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Tooele County Radio and Television Broadcasting Inc. to Thomas Mathis for \$90,000. Seller is principally owned by Wendell T. Winegar, who has bought, subject to FCC approval, KSVN(AM) Ogden, Utah. Mr. Mathis is owner of KBRV(AM) Soda Springs, Idaho. Action Feb. 8.

Applications

■ KHIG(FM) Paragould, Ark. (104.9 mhz, 1kw-D)—Seeks transfer of control of Progressive Broadcasters of Arkansas from G.I. Higgins (100% before, none after) to George Collier M.D. (none before, 100% after). Consideration: \$500,000 plus 1,200 shares of capital stock of Security Bank, Paragould. Principals: Mr. Higgins is sole stockholder, desires to retire from broadcasting and has no other broadcast interests. Dr. Collier is Paragould physician and businessman with no other broadcast interests. Ann. Feb. 10.

■ WLRW(FM) Champaign, Ill. (94.5 mhz, 43kw)—Seeks assignment of license from Airways Inc. to LRW Inc. for \$1,000,000. Seller is principally owned by Richard G. Glover, Robert Eisner Jr. and Raymond Livasay who are also officers and stockholders in licensee of WDUR(AM) Durham, N.C. Buyer: is 40% owned by Thomas W. Trent, 30% by William R. Gaston

and 30% by William M. Goldstein. Messers. Gaston and Goldstein are law partners in Urbana, Ill. and businessmen there. Mr. Trent is manager of WLRW-FM which is buyers only broadcast connection. Ann. Feb. 10.

■ WEVE(AM)-WVLA(FM) Eveleth, Minn. (AM: 1340 khz, 1kw-D, 250w-N; FM: 100.1 mhz not yet on air)—Seeks transfer of control of Mesabi communications systems from Carl Bloomquist (100% before, none after) to Iron Range Broadcasting (none before, 100% after). Consideration: \$215,000 plus FM building costs. Principals: Mr. Bloomquist, sole owner, is retiring. He has no other broadcast interests. Buyer: is new Minnesota corporation 100% owned by Lewis M. Latto who is also 100% owner of licensee of WAKX-AM-FM Duluth, Minn. Ann. Feb. 10.

■ WICE(AM) Providence, R.I. (1290 khz, 5kw-D, 1kw-N)—Seeks assignment of license from Crohan Communications to Dunn Broadcasting for \$914,500, plus \$25,000 covenant not to compete. Seller is principally owned by Robert J. Crohan, president, who has no other broadcast interests. Buyer: 100% owned by John M. Dunn, who was VP general manager of WROZ(AM) Evansville, Ind. but no longer has any broadcast interests or connections other than this application. Ann. Feb. 10.

■ WXEE(AM) Welch, W.Va. (1340 khz, 1kw-D, 250w-N)—Seeks assignment of license from Davis-Major Communications to Mountaineer Broadcasting for \$192,000. Seller: principal owner, Gerald E. Davis, has application pending for new AM at Madison, W. Va. Buyer: is principally owned by Thomas L. Kuhn, 5405%, Oakland, Md., athletic director and Maryland amusement park owner and operator. He has no other broadcast interests. Ann. Feb. 10.

■ KRAL(AM) Rawlins, Wyo. (1240 khz, 1kw-D, 250-w-N)—Seeks transfer of control of Korral Radio Inc. from Ralph W., Dorothy J. and Bruce A. Sterling (100% before; none after) to Ihli Broadcasting Co. (none before; 100% after). Consideration: \$500,000. Principals: sellers are husband, wife and son who want to retire from broadcasting. They have no other broadcast interests except FM CP for Rawlins which they also intend to sell. Buyer: is 100% owned by Ronald L. Ihli, Phoenix, Ore., advertising agency owner and former general manager of KBOY-AM-FM Medford, Ore. He has no other broadcast ownership. Ann. Feb. 10.

Facilities changes

TV action

■ WATU-TV Augusta, Ga.—Broadcast Bureau granted mod. of CP to change ERP to vis., 263 kw, max. ERP: 288 kw and ant. height, 1,600 ft.

Summary of broadcasting

FCC tabulations as of Jan. 31, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4489	6	23	4518	43	4561
Commercial FM	2944	1	67	3012	119	3131
Educational FM	902	0	34	936	77	1013
Total Radio	8335	7	124	8466	239	8705
Commercial TV	723	1	3	727	54	781
VHF	513	1	2	516	7	523
UHF	210	0	1	211	47	258
Educational TV	243	3	14	260	5	265
VHF	93	1	8	102	2	104
UHF	150	2	6	158	3	161
Total TV	966	4	17	987	59	1046
FM Translators	199	0	0	0	91	290
TV Translators	3476	0	0	3476	471	3947
UHF	1082	0	0	0	269	1351
VHF	2394	0	0	0	202	2596

*Special temporary authorization

**Includes off-air licenses

(BMPCT-7651). Action Feb. 10.

AM actions

- WRBX Chapel Hill, N.C.—Broadcast Bureau granted CP to increase power to 10 kw and change type trans., conditions (BP-20,308). Action Feb. 8.
- WAGL Lancaster, S.C.—Broadcast Bureau granted CP to increase power to 50 kw, install DA, change type trans. and change TL, conditions (BP-20323). Action Feb. 10.

FM applications

- WAFB Clewiston, Fla.—Seeks mod. of CP to change TL, change ant., make changes in ant. system and change HAAT: 178 ft. (h&v). Ann. Feb. 13.
- WSOJ-FM Jessup, Ga.—Seeks CP to make changes in transmission line, change ant. and TPO. Ann. Feb. 13.
- *WIUM Macomb, Ill.—Seeks CP to install new ant. and change ERP: 2.989 kw (h&v). Ann. Feb. 13.
- *KOJC Cedar Rapids, Iowa—Seeks mod. of CP to change TL and make changes in ant. system. Ann. Feb. 13.
- *KWIT Souix City, Iowa—Seeks mod. of CP to change TL, trans., ant., make changes in ant. system and TPO. Ann. Feb. 13.
- WVBF Framingham, Mass.—Seeks CP to install new aux. trans., new ant., change TPO, ERP: 23.44 kw (h&v) and HAAT: 605.5 ft. (h&v). Ann. Feb. 13.
- KDXT Missoula, Mont.—Seeks CP to install new ant., make changes in ant. system, change ERP: 50 kw (h&v) and HAAT: 2576 ft. (h&v). Ann. Feb. 15.
- WONO Syracuse, N.Y.—Seeks CP to change TL, install new trans., new ant., make changes in ant. system, change TPO, ERP: 50 kw (h&v) and HAAT: 500 ft. (h&v). Ann. Feb. 13.
- WOOO Statesville, N.C.—Seeks CP to change TPO and ERP: 9.02 kw. Ann. Feb. 13.
- WWWZ Summerville, N.C.—Seeks CP to install new ant. and change TPO. Ann. Feb. 13.
- KNUE Tyler, Tex.—Seeks mod. of CP to change ant., make changes in transmission line, change TPO and HAAT: 376 ft. (h&v). Ann. Feb. 13.
- WEZR Manassas, Va.—Seeks CP to install new trans., new ant., make changes in ant. system, change TPO, ERP: 33.5 kw (h&v) and HAAT: 590 ft. (h&v). Ann. Feb. 13.

FM actions

- *KTOO Juneau—Broadcast Bureau granted CP to change TL, install new trans., new ant., make changes in ant. system, change TPO, ERP: 1.4 kw (h&v) and ant. height: minus 1.043 ft. (h&v) (BPED-2481). Action Feb. 9.
- KHSJ-FM Hemet, Calif.—Broadcast Bureau granted CP to change ERP: 3 kw (h&v), ant. height: minus 245 ft. (h&v), change type trans., type ant. and make changes in ant. system, conditions (BPH-10635). Action Feb. 8.
- KNGT-FM Jackson, Calif.—Broadcast Bureau

granted license covering changes in ERP: 230 w (h&v), ant. height: 1090 ft. (h&v) and change trans. (BLH-7524). Action Feb. 13.

- K1XS-FM Killeen, Tex.—Broadcast Bureau granted CP to change TL, install new trans., new ant., make changes in ant. system, change TPO, ERP: 100 kw (h&v) and ant. height: 520 ft. (h&v), condition (BPH-10414). Action Feb. 8.

In contest

Petition to deny

- WGAL-TV Lancaster, Pa.—New Jersey Coalition for Fair Broadcasting. Ann. Feb. 9.

Procedural rulings

- Cicero, Ill., Radio Cicero, et al. **AM proceeding:** (Docs. 21247-51, 21253)—ALJ Daniel M. Head set certain procedural dates and scheduled evidentiary hearing for April 3. Action Feb. 3.
- Rochester, N.H., Stafford Broadcasting Corp., **FM proceeding:** (Doc. 20619)—ALJ Byron E. Harrison granted petition by Stafford and revised certain procedural dates. Action Feb. 15.
- Patterson, N.Y., Patterson Broadcasting Co., **FM proceeding:** (Doc. 21273)—ALJ Walter C. Miller granted to limited extent motion by Patterson and extended to March 3 time for filing proposed findings of fact and conclusion of law and to March 14 time for filing replies. Action Feb. 15.
- Woodstock and Saugerties, N.Y., Woodstock Communications, et al., **FM proceeding:** (Docs. 21443-5)—ALJ Byron E. Harrison granted petition by Broadcast Bureau and extended to March 2 time to respond to pending pleadings. Action Feb. 13.

FCC decisions

- WJLD(AM) Birmingham, Ala.—Commission granted Johnston Broadcasting short term renewal to April 1, 1979. Action Feb. 8.
- Wichita, Kan.—Commission ordered Kansas State Network to comply with rules restricting common ownership of television and cable systems. KSN is operator of cable systems at McPherson and Lyons, both Kansas, and is licensee of KARD-TV Wichita, KCKT-TV Great Bend, KGLD(TV) Garden City, all Kansas, and KOMC(TV) McCook, Neb. Action Feb. 8.

Fines

- KHVO(TV) Honolulu—Broadcast Bureau notified licensee of apparent liability for \$350 for repeated failure to calibrate transmission line power meters at six-month intervals. Action Feb. 13.
- KMVI-TV Wailuku, Hawaii—Broadcast Bureau notified licensee of apparent liability for \$500 for re-

peated failure to make entries in log of operating constants at final stage and beginning of operation. Action Feb. 13.

- KCOB(AM)-KLVN(FM) Newton, Iowa—Broadcast Bureau notified licensee of apparent liability for \$500 for failure to have operator holding first class license inspect transmitting system. Action Feb. 8.
- KBIL(AM) Liberty, Mo.—Broadcast Bureau notified licensee of apparent liability for \$750 for operating with full daytime authorized power during hours authorized for reduced presunrise power. Action Feb. 13.
- KOTS(AM) Denning, N.M.—Broadcast Bureau notified licensee of apparent liability for \$1,000 for operating with nighttime power during daytime hours. Action Feb. 13.
- WJLY(FM) Chesapeake, Va.—Broadcast Bureau ordered licensee to forfeit \$250 for having unlicensed operators in charge of transmitting system. Action Feb. 8.

Allocations

Actions

- Boca Chica Key, Fla.—Broadcast Bureau proposed assigning ch. 228A as community's first FM in response to proposal by Wayne R. Seifert. Comments due April 7, replies April 20. Action Feb. 6.
- Gainesville, Fla.—Review Board granted application of University City Broadcasting for new FM on ch. 265. Action Feb. 2.
- Lihue, Hawaii—Broadcast Bureau assigned UHF TV ch. *67 and reserved it for noncommercial use in response to proposal by Hawaii Public Broadcasting

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Authority, licensee of KHET(TV) Honolulu and KMEB-TV Wailuku. Action Feb. 7, effective March 23.

■ Rexburg, Idaho—Broadcast Bureau proposed assigning ch. 252A as community's second FM in response to petition by Don Ellis, licensee of KRXX(AM) Rexburg. Comments due April 11, replies May 1. Action Feb. 10.

■ Jacksonville, Ill.—Broadcast Bureau reserved TV ch. 14 for noncommercial use in response to proposal by West Central Illinois Educational Telecommunications Corp., permittee of ch. 14 and TV station in Moline, Ill. Action Feb. 10, effective March 27.

■ Leroy, Ill.—Broadcast Bureau proposed assigning ch. 224A as community's first FM in response to petition by Sono Mag Corp. Comments due March 31, replies April 20. Action Feb. 3.

■ Ocean City, N.J.—Chief, Broadcast Bureau extended from Jan. 26 to Feb. 27 time for filing responses to oppositions to petition of Daniel B. Bradley proposing assignment of FM ch. 252A. Action Feb. 10.

■ Kingston, Tenn.—Commission granted Kingston Broadcasting new AM on 1410 khz. Commission noted Kingston Broadcasting was owned entirely by Edward M. Johnson who is also part or sole owner of WCSV(AM) and WCPT(TV) Crossville, Tenn., WHAL(AM) and WTCV(FM) Shelbyville, Tenn., and WKYR(AM) Burkesville, Ky. Action Feb. 8.

■ Terrell Hills, Tex.—ALJ Walter C. Miller in summary decision granted application of S.S.S. Broadcasting for new FM on ch. 292 and denied mutually exclusive application Reading Broadcasting and Wholly Owned Corp. Action Feb. 10.

■ Bloomington, Highland and Kieler, all Wisconsin—Broadcast Bureau assigned UHF TV chs. *49, *51 and *46, respectively, and reserved them for noncommercial use in response to proposal by State of Wisconsin Educational Communications Board, operator of several educational TV stations. Action Feb. 7, effective March 23.

Rulemaking

Petitions

■ Washington—Council on Children, Media and Merchandising requests institution of notice of inquiry and proposed rulemaking on amendments to TV renewal form 303 and adopt form 303-B, annual childrens programming report. Changes to form 303 would elicit additional information on commercial and program practices affecting child viewers. Ann. Feb. 13.

■ Washington—Office of Telecommunications Policy and Department of Commerce request to establish policy to promote broadcast ownership by minorities especially in areas where minorities constitute significant percentage of population and have little or no present ownership. Ann. Feb. 13.

Action

■ Chief, Broadcast Bureau, on request of Magnavox Consumer Electronics and Hazeltine Corp., extended from Feb. 6 to March 8 time for filing reply on AM stereophonic broadcasting (Doc. 21313). Action Feb. 1.

Cable

Applications

■ Following operators of cable TV systems requested certificates of compliance, FCC announced Feb. 10 (stations listed are TV signals proposed for carriage):

■ Newchannels Corp., for Onondaga, N.Y. (CAC-12389); certificate of compliance.

■ GSL Electronics, for Plymouth, Pa. (CAC-12392); certificate of compliance.

■ Mountain Iron Cable TV, for Mountain Iron, Minn. (CAC-12416); certificate of compliance.

■ Bisbee CATV, for Bisbee, Cochise, both Arizona (CAC-12418-9); certify operation.

■ Okmulgee Video, for Okmulgee, Okla. (CAC-12420); certificate of compliance.

■ Upper Moreland and CATV, for Upper Moreland, Pa.

Call letters

Applications

Call	Sought by
	New TV
KVEO	Tesora Broadcasting, McAllen, Tex.
	New AM
KABN	Valley Radio, Long Island, Alaska
	New FM's
*WNMC-FM	Northwestern Michigan College, Traverse City, Mich.
KMOR	Tracy Corp., Scottsbluff, Neb.
KAFT-FM	Zia Broadcasting, Andrews, Tex.
*KDNA	Northwest Chicano Radio Network, Yakima, Wash.
	Existing AM
WKSD	WWHY Huntington, W.Va.
	Existing FM's
WHSP	WMGP Fairhope, Ala.
WJOK	WIGL Miami
WITH-FM	WDJO Baltimore
KSMO-FM	KETU Salem, Mo.
WIEZ	WONT Oneonta, N.Y.
WZXI	WGNC-FM Gastonia, N.C.
KMVC	KNRO-FM Conroe, Tex.
KEXX-FM	KSIX-FM Corpus Christi, Tex.
KMPS-FM	KEUT Seattle

Grants

Call	Assigned to
	New TV's
WLFL-TV	Carolina Christian Christian Communications, Raleigh, N.C.
WPTY-TV	Delta Television, Memphis
	New AM
WYZD	Dobson Broadcasting, Dobson, N.C.
	New FM's
KDIG	San Bernardino Broadcasting, Lake Arrowhead, Calif.
KBLF-FM	Concerned Communications, Red Bluff, Calif.
*KMSC	Morningside College, Sioux City, Iowa
WNKR	Norkey Enterprises, Falmouth, Ky.
KAAN	Jerrel A. Shepherd, Bethany, Mo.
KENM-FM	Portales Broadcasting, Portales, N.M.
	Existing AM's
WUME	WVAK Paoli, Ind.
KEYN	KBUL Wichita, Kan.
KWOK	KJEM Wagoner, Okla.
WAYY	WAXX Chippewa Falls, Wis.
WJJK	WBIZ Eau Claire, Wis.
	Existing FM's
KMCK	KUOA-FM Siloam Springs, Ark.
KILO	KPIK-FM Colorado Springs
WUME-FM	WVAK-FM Paoli, Ind.
WKTG	WFMW-FM Madisonville, Ky.
KOPR	KBOW-FM Butte, Mont.
KYYY-FM	KFYR-FM Bismarck, N.D.
KYYY	KYYY-FM Bismarck, N.D.
KHYS	KPAC-FM Port Arthur, Tex.
KSFI	KSL-FM Salt Lake City
*WWPR	WWPA-FM Windsor, Vt.
WBIZ	WBIZ-FM Eau Claire, Wis.

(CAC-12422); certificate of compliance.

■ Delaware County Cable Television, for Darby, Pa. (CAC-12423); certificate of compliance.

■ Cablevision of Wadesboro, for Wadesboro, N.C. (CAC-12424); certificate of compliance.

■ Webster City Community Cablevision, for Webster City, Iowa (CAC-12425); certificate of compliance.

■ Midcontinent Cable Systems, for Miller, S.D. (CAC-12429); KWGN-TV Denver.

■ American Television and Communications, for Mayfield, Murray, both Kentucky (CAC-12430-1); WZTV Nashville.

■ Leeds Cablevision, for Leeds, St. Clair, both Alabama (CAC-12432-3); certificate of compliance.

■ Coastal Cable, for North Myrtle Beach, Atlantic Beach, Horry, all South Carolina (CAC-12434-6); WTCG Atlanta, to delete WRET-TV Charlotte, N.C.

■ United Cable of New Hampshire, for Bedford, Goffstown, Hooksett, all New Hampshire (CAC-12437-9); CKSH-TV Sherbrooke, Que.

■ Quannah Cablevision, for Quannah, Tex. (CAC-12440); WYAH-TV Portsmouth, Va.

■ Telecable Associates, for Jeanerette, La. (CAC-12442); certificate of compliance.

■ KWR Systems, for Cassadaga, N.Y. (CAC-12443); certificate of compliance.

■ Cablevision of New Jersey, for Fairlawn, N.J. (CAC-12445); certificate of compliance.

■ Mid-Hudson Cablevision, for New Baltimore, N.Y. (CAC-12447); interim authorization.

■ TCI Cablevision, for Columbia, S.C. (CAC-12448); certify operation.

Certification actions

■ CATV Bureau granted following operators of cable systems certificates of compliance:

■ Calabasas Communications, for Calabasas Park, Calif. (CAC-09004); Sammons Communications, for Morgan, Ill. (CAC-09341); Liberty TV Cable, for Harrisburg, Ore. (CAC-09949); Mountain State Cable, for Kingwood, Terra Alta, both West Virginia (CAC-10195-6, 200); American Cablevision, for Asotin, Wash. (CAC-10490-1); Tele-vue Systems, for Oak Harbor, Wash. (CAC-10727); Columbus Cablevision, for Bartholemew, Ind. (CAC-09523); General Electric Cablevision, for Vacaville, Calif. (CAC-07655); Fannon Cable TV, for Claiborne, Tenn. (CAC-08138); Florence Cable TV, for Florence, Dunes City, both Oregon (CAC-08837-8); Larry J. McCloud, for Macom, Mo. (CAC-08848); Glasgow Cablevision, for Glasgow, Ky. (CAC-09111); Monroe Cablevision, for Monroe, Mich. (CAC-09170-1); Teleprompter of Florida, for Deland, Fla. (CAC-09179); Flat River Cable Services, for Eureka, Mich. (CAC-09224); Warner Cable of Cleveland, for Cleveland, Drew, Ruleville, Boyle, all Mississippi, Homerville, Ga. (CAC-09502-5, 29); Centre Video, for College, Bonner, Boggs, Ferguson, Patton, Potter, Spring, all Pennsylvania (CAC-09629-36); Cable Colorvision, for Laramie, Cheyenne, both Wyoming (CAC-09664-5); Burns Hines TV, for Burns, Hines, both Oregon (CAC-09852-3); Greater New England Cablevision, for Ludlow, Mass. (CAC-10028); Television Enterprises, for Sonora, Tex. (CAC-10030); Sampson Cablevision, for Brightwaters, N.Y. (CAC-10104); Teltron Cable TV, for Whiting, Park Ridge, Stevens Point, Hull, all Wisconsin (CAC-10115-8); U.S. Cablevision, for Fishkill, Marlborough, Plattekill, Lloyd, Beacon, all New York (CAC-10119-23, 27); Mountain State Cable, for Fayetteville, Oak Hill, both West Virginia (CAC-10197-9); Twin Lakes Television, for Eureka Springs, Carroll, Green Forest, Harrison, Bellefonte, Boone, Berryville, all Arkansas (CAC-10212-8); Richards TV Cable, for Miltonsburg, Wilson, Jerusalem, Beallsville, Malaga, all Ohio (CAC-10252-6); Robins Telecable, for Houston, Warner Robins, both Georgia (CAC-10257-8); Teleprompter Corp., for Missoula, Mont. (CAC-10503); Miami Valley Cable, for Lemon, Franklin, both Ohio (CAC-10523-3); Welch Antenna, for Welch, Hemphill, Havaco, Gary, Capels, North Welch, Maitland-Superior, all West Virginia (CAC-10615-20); Seemore TV, for Bastrop, La. (CAC-10663); Lex Par Cable Video, for St. Marys, Patuxent Navel Test, both Maryland (CAC-10719-20); Mississippi Antenna TV, for Amory, Miss. (CAC-10721); Tele-vue Systems, for Granite Falls, Wash. (CAC-10728); Dinosaur Cable Television, for Glen Rose, Tex. (CAC-10729); Public Cable, for Cape Elizabeth, Me. (CAC-10730); Riverton Cable TV, for Riverton, Wyo. (CAC-10822); Teleprompter South-east, for Huntsville, Ala. (CAC-10825); Tower Communications, for Dennison, Uhrichsville, both Ohio (CAC-10860-1); Storer Cable Communications, for Tifton, Moultrie, Colquitt county, Albany, Sylacauga, all Georgia (CAC-10877-80, 2); Television Enterprises, for Sonora, Tex. (CAC-1002); Quad County Communications, for Cameron, La. (CAC-11911); Seemore TV, for Bastrop, La. (CAC-11987); Robins Telecable, for Robins AFB, Ga. (CAC-12024); Hamilton County CATV, for Carmel, Hamilton, both Indiana (CAC-12072-3); Sight and Sound Service of Greensburg, for Greensburg, Ind. (CAC-12075); Community Tele-communications, for Ellsworth AFB, Rapid City, both South Dakota (CAC-12126-7); Summit Communications, for Iredell county, N.C. (CAC-12202).

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Need Experienced General Manager for oldest station in Parkersburg, W.Va. Send resume and salary requirements to: Bud Burka, 2801 Hart St., S.E. Charleston, WV 25304.

General Manager FM—Class A in Midwest small market. Should know all phases of radio except engineering. Must be willing to do some board work and sales. Salary plus commission. Send resume to Box C-12.

General Manager strongly sales oriented. Pennsylvania. University and light manufacturing community. Salary, override, fringes. All replies confidential. Write Box C-14.

Want Something More??? We can offer you position of Manager of fine station plus ownership in N.E. station providing you're a "street fighter" on local sales. Box C-16.

Station Manager wanted for 50 KW FM, noncommercial-educational-religious station. Experience in religious radio necessary. Send resume to Larry Miller, WBCL Radio, 1025 W. Rudisill Blvd., Fort Wayne, IN 46807.

Aggressive General Manager for top AM/FM facility in medium New York State Market. Strong sales and leadership ability a must. Excellent earning potential. E.O.E. Write Box C-68.

General Sales Manager KCOH seeks experienced person strong sales background exchange for excellent future. Full control sales staff. Salary, commissions, car. Send resume, references, salary requirements to Mike Petrizzo, KCOH, 5011 Alameda, Houston, TX 77004. EOE.

Manager AM/FM combo central California 20,000 population city. Present manager moving to one of our larger stations. \$20,000 base plus. Equal Opportunity Employer. Must have local sales background in small markets. Write KHOT/KUUL, Suite 2101, 2222 Ave. of the Stars, Los Angeles, 90067.

Immediate opening for manager full time station in North Alabama growth area. Must be good personal sales producer. Excellent earnings potential and fringe benefits. Phone 205—539-5005

HELP WANTED SALES

Wanted: Beginner or experienced sales person. Continuous sales training provided. Resume to Dale Low, KLSS and KSMN, Mason City, IA.

Wanted: Aggressive salesperson who is ready to move up to a group-owned major facility in a major New England market. Send resume ASAP. EOE. Box C-2.

Now accepting applications for sales manager. Fulltime AM in Western Piedmont North Carolina. Announcing helpful. Good living conditions. Box C-24.

Nine year old, youth-oriented music newspaper seeks (2) aggressive retail salespeople. Our last radio "convert" makes \$25,000. High potential Florida interview necessary. \$200 draw vs. 20%. Resume: Good Times, 1619 E. Sunrise Blvd, Ft. Lauderdale, FL 33304.

50KW Contemporary Powerhouse in warm and wonderful Jacksonville, Florida. Expanding sales staff. Looking for person experienced in the consultant sell. Resume with track record to Jeff Poll, P.O. Box 486, Orange Park, FL 32073. An Equal opportunity Employer.

Sales opening in one of the Rockies fastest growing markets. Wyoming's leading contemporary station, KRKK Rock Springs, is looking for someone who can realize the potential that exists for being one of the top money making salespersons in the region. Opportunity is incredible. Contact Hal Hardy, P.O. Box 2128, Rock Springs, WY 82901. 307—362-3793.

We believe in people. Somewhere out there is a great radio person waiting for our kind of opportunity. Ground floor to future management for real get the bucks type. We want a person who sells what we have which is an excellent new high power facility covering area of over half million population in Plains State. Must be of good character. Income potential 8 to 20,000. Equal Opportunity Employer. Reply to Box C-50.

Sales Manager for Middle Atlantic area AM-FM. Must be mature aggressive experienced professional with a record of leadership and sales growth. Security and opportunity in growing company. Medium market. Comprehensive benefits and incentives. Send detailed resume to Box C-53.

Southwestern Michigan. Great opportunity for experienced salesperson. Need an aggressive street fighter. Five figure first year commission, established list. Car expense. Send resume to Mike Day, WYYY, 2315 Schippers Lane, Kalamazoo, MI 49001, or after 6 PM EST Time, phone 616—327-4558.

Experienced Salesperson for direct retail sales at No. 1 ranked FM in 24-station market plus new AM. Write Bob Rooney, GM, WOSC/WKFM, Radio Park, Fulton, NY 13069. 315—343-2630.

Heavy retail track record. RAB oriented. Motivated pro who thrives on challenge creative, honest selling and rewarding bucks. Immediate. Call Burt Levine. WROV. 1—703—343-4444.

Opportunity for aggressive Salesperson to start with a new 50,000 watt FM. Resume to: WKHI, P.O. Box 758, Ocean City, MD 21842.

WNAB in Bridgeport is in need of two aggressive salespersons that do not need direction. Liberal salary plus commission. Contact Tom Kennedy—203—333-5551.

HELP WANTED ANNOUNCERS

Number 1 station in 49th A.D.I. needs nite air personality. Tapes, resumes, and references: WILQ Box 1176, Williamsport PA 17701. M/F EOE.

WFLY-FM a 50,000 watt station in Albany N.Y. is looking for air talent for openings in the near future. Good communicators only, no screamers. Tapes and resumes to Mario Mazza, PD, 4243 Albany St., Albany NY 12205.

Immediate openings for programmer and two announcers in Mid-West Family stations. If you are looking for an opportunity to advance, let us see if we can get together. We are also looking for tapes and resumes for future openings in seven Mid-Western cities. Jim Walton, WITL 3200 Pine Tree Rd, Lansing, MI 48910.

Funny morning person who can work phones and wants to live in Deep South. Good area near New Orleans. Willing to pay top bucks. Do not apply unless you are good. Box C-15.

Opportunity Knocks for Morning Personality ready to move up. 5 KW NYC suburban operation seeking MOR 25 to 49 Adult Communicator. Want strong production, quality voice, no beginners. Salary to 12,500, good benefits, EOE. Send resume to Box C-91.

Announcer, morning person. Good pay, new facilities. If interested call Geo Powers 816—582-2151.

Eastern NC Owner-Operated MOR has immediate opening for experienced, versatile Announcer-Production manager. Emphasis production, copy, news, drive-time. Advancement opportunity for mature professional. Call 919—592-6403.

WGIR, Manchester, NH is considering applicants for 5pm-1am shift to include board work, MOR personality segment and commercial production. Requires minimum two years commercial station experience and Third Class Endorsed. Send cassette with air check and production samples with resume to General Manager, WGIR Radio, PO Box 487, Manchester, NH 03105. We are an Equal Opportunity Employer.

Opening soon for creative, community minded announcer heavy on commercial production for contemporary AM. Must send tape and resume to John Mack, WMNS, Olean, New York.

Growing Kentucky Group seeks applicants for three positions: 1) Air Personality/Production Person for Modern Pop station; 2) Versatile individual for board shift & production with PBP capabilities for Modern Country station; 3) Sales/Jock combo for Modern Country station, excellent growth potential within organization of five stations. Send tape/resume to Jim Casto, WDHR, Pikeville, KY 41501. Person calls accepted 10-2 daily.

Central Ohio MOR station needs experienced staff announcer for midnight shift. Send tape and resume to Roger Fischer, WMRN, Box 518, Marion, OH 43302. An equal opportunity employer.

WSTU, Stuart, Florida, is seeking an experienced announcer well versed in air work, news and production. We are a successful Adult Contemporary operation located North of West Palm Beach on the Gold Coast. Send air check and resume to Ron Beckey, General Manager, WSTU, Stuart, FL 33494. Equal Opportunity Employer.

100KW Automated FM—24 hr Contemporary expanding staff. Must be aggressive, enthusiastic. Send tape, resume to Larry Schaffer, KGRC, Box 1017, Hannibal, MO 63401. Equal Opportunity Employer.

WCCC AM-FM Hartford Connecticut. Top rated AOR format, growing fast. Opening for experienced Announcer. Contact immediately, Bill Nosal, Program Director. F.O.E.

Beautiful Music Announcer with production skills. Top rated FM station in Major Northeast Market. Send tape, resume and financial requirements to: Announcer, PO Box 206, Astor Station, Boston, MA 02123. Minorities encouraged to apply.

Immediate opening for Anncr. w/1st Tk only—Send resume to Box C-66.

Midwest Station is looking for air talent. Good pay and benefits. EOE. Box C-85.

50,000 Watt Clear Channel major Radio station is looking now for two possible future openings. To qualify: You must have five years experience in medium to major markets. You must be able to control phone shows, conduct interesting interviews and have an uncommon sense for what your audience wants to hear. Both programs are hi profile personality—one requires music as well as talk. You will be rewarded by salary, station support, great working and living conditions. Send resumes to: Box C-89.

First Phone, Announcer wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. E.O.E. Box D-125.

Chipper morning person with knowledge of big bands and beautiful music. Ray Bentley, WUEZ, Salem (Roanoke) VA. 703—389-5443.

Southeastern Contemporary station is looking for a pro to handle the morning drive in a competitive situation... first phone and excellent production skills a must. Send a complete resume, salary requirements, an air check with first letter to Bob Dayton, WCOG, P.O. Box 8717, Greensboro, N.C., 27410.

Contemporary Drive Production. Experienced tape and resume WGMB-FM Drawer W, Georgetown, SC 29440. Equal Opportunity Employer.

HELP WANTED TECHNICAL

Chief Engineer AM/FM. First phone lic and maintenance bkgnd required for this great oppor with fast-growing Radio Grp. Candidates for chief position should have exp in high-power transmitters, AM dir arrays, Stereo FM, and Studio Const. Great opportunity for ambitious, knowledgeable engr in major Eastern Mkt. EOE. Reply in confidence to: Box C-40.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer needed for Ohio medium market. Must have studio equipment and transmitter maintenance experience. Start: \$15,000. EOE. Box B-166.

Assistant Chief Engineer. ABCO & O. Extensive experience required. Equal Opportunity Employer. Reply to Chief Engineer, KXYZ/KAUM, 1201 Fannin Bank Building, Houston, TX 77030.

Chief Engineer. Medium market daytime directional AM, 3000 watt FM. Directional antenna system and remote micro wave experience required. Equal opportunity employer. Send resume and salary requirements to: General Manager, WTHH-WNKO Radio, P.O. Box 1057, Newark, OH 43055.

Chief Engineer for leading facilities in beautiful upper Midwest medium market. Approximate May 1 start date. 5kw directional AM and class A FM. Must be thoroughly experienced in DAS, automation, remote control, STLs, proots, maintenance, and FCC rules & regulations. Extensive new equipment just ordered by aggressive, young ownership committed to quality engineering. Rubber band, bailing wire, and alligator clip specialists need not apply. No air work. Excellent compensation/benefit package. EOE. Rush complete resume with references and letter of application with salary requirements to: Box C-52.

Immediate opening for Assistant Chief Engineer. Will assist in planning and construction of new studios and maintenance of first rate 50 KW AM facility. Salary commensurate with experience. Contact Peter Burk, Chief Engineer, WKBW, 1430 Main St., Buffalo, NY 716-884-5101. An equal opportunity employer.

HELP WANTED NEWS

Large Midwest radio chain is looking for an experienced news director, to lead a growing news department. Send tape and resume to Jack Hansen Leighton Enterprises, Inc., Box 1458, St. Cloud, MN 56301.

Reporter/News Announcer for solid three-person news department. Midwest location. BA and/or experience. Send tape, resume, and news copy to Curt Miller, WTRC, Box 699 Elkhart, IN 46515. EOE.

News director needed with good sense and objectivity. Someone with ability to find news sources and report accurately. Community of 40,000 in Central Midwest. Member of highly-respected chain. E.O.E. Box B-188.

Wanted: Newperson, if you have experience in Radio News and would like the challenge of reorganizing the news department for a Suburban Radio Station in Western MA, send tape and resume to Mike Dion, WDEW, 249 Union Street, Westfield MA 01085.

News-caster-reporter with commercial broadcast experience, for dynamic, award-winning East Coast suburban station. Our No. 1 product is local news, and we're looking for someone who likes to get out where it's happening. Good pay and advancement for the right person. Box C-81.

Digger, reporter, writer for local two-person news team. Strong presentation on air. Heavy actualities. Immediate. Call Burt Levine, WROV, 1-703-343-4444.

Strong news personality for AM/FM to join top rated news team. Send all first reply including tape and resume. EEO employer. Send to Fred Anthony, WAKR, P.O. Box 1590, Akron, OH 44309.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production. New studios for creative person. No air shift. Excellent pay. Tape and resume to WOXO/WXIV, Norway, ME 04268.

Operations director for automated contemporary/AOR FM in beautiful upper Midwest medium market. Approximate May 1 start date. Take full charge for initiation of new format. Ongoing responsibilities will include programming automation system, creative maintenance, promotions, features, and liaison with syndicator. Candidates should be detail-oriented, possess endorsed 3rd, have related experience and the desire to work with an aggressive, young staff. Excellent compensation/benefit package. EOE. Rush complete resume with references and letter of application with salary requirements to: Box C-61.

SITUATIONS WANTED MANAGEMENT

Black Station Manager looking for new challenge, top 100 markets—heavy sales and programing. Box B-125.

Sales, programing oriented General Manager, excellent credentials, GM present station last 5 years. Generated approximately \$500,000 net profit during last 5 years operation of small market AM station. On Board of State Broadcasters, prefer sun belt and ownership opportunity. Employed present station 8 years. Stable, family man. Radio only. Box C-8.

Station Manager very successful looking for final place to settle! Proper tools, good pay a must! Top management skills, ability to train, motivate, hire. Attitude, ability, hard work cannot be beaten! I'm a manager with heavy background in sales, programing, music, believer-doer, in promotions. Community minded. Know difference between paper and real money. Box C-63.

Like Henry Block, I have 18 reasons why hiring me as your General/Sales Manager will make YOU money! Prefer Middle Atlantic or Southeast small market where versatility and experience count. Box C-72.

Experienced Manager/Sales Manager. Prefer SW or Rockies. Small or medium market. Top salesman, programmer, and bookkeeper. Civic minded family man with top references and track record. Box C-75.

Highly motivated sales Rep. Has achieved highest earnings in Southeastern capital city and seeks move into Management ie: Manager; Sales Manager. Box B-122.

I can Make Money for any radio station. Any market, any format, no matter how bleak the present situation. 43 year old Christian family man experienced in all phases of broadcasting. Small salary and percentage of the cash increase ... no stock options please! My secret—"Reduce expenses and increase revenue ... hard work ... great ideas ... and effective sales effort." If you need help, call 215-267-5090, or write Box 1B8, Denver, PA 17517.

General Mgr. selling minority interest in stations; seeking new challenge and opportunity. Excellent record during years of management experience in very competitive Southern markets. Box B-62.

First GM Job Wanted! "Tiny" station okay! Highly experienced Chief Engineer. First phone since 1951. "Ham", bondable, nondrinker, 42. Former Chief Houston, Miami, others! Former Harris Corporation field engineer. Founder FM San Francisco. Double as CE if desired. Love Radio. Work cheap! Meyer Gottesman, Box 175, Quincy, IL 62301.

SITUATIONS WANTED SALES

Two pros in one. Outstanding Sportscaster Account Executive, 6 years experience, seeks college Play By Play and sales position at professional sports oriented station. Box C-86.

SITUATIONS WANTED ANNOUNCERS

Broadcast School Grad. 3rd Endorsed, looking for first job. Phone weekdays 716-834-4457.

Top 40, MOR Experienced D.J. with third endorsed. Tape and resume available. Will relocate immediately, dependable. Ron Jenkins, 201-926-5770, 278 Schley St., Newark, NJ 07112.

Top 50 mkt. personality with program and music experience. Top 40, MOR, or AOR. West Coast or Northeast. Box C-36.

Personality entertainer seeks medium market Adult Contemp.—MOR—Modern Country, any shift. 814-948-4822 between 6 am-3 pm.

23—married with one and a half years exp. Good deep voice. Would prefer medium size market. Call Rod. 501-968-7843.

Mornings: Top 100 only. Call toll free 800-824-5136 (California 800-852-7631), extension "Jacobs M2166." Leave message for return call.

Sports. College grad working part-time in large market radio looking for small to medium sports station for full-time start. 3rd license. Experienced in all facets of Radio and play-by-play. Box C-69.

1st Ticket female with 2 yrs. pro radio fused to background of N.Y. pro theater skills. Quality voice for newscasting, interviews, commercials; quality production & writing to fit your format; smooth board D. J. for MOR/Beautiful Mus. formats. Capable to do any time slot but prefer evening or midnight shift. Limited hands-on engineering with mind to learn more. Ready to permanently serve any market New Eng./No. East station. Please reply Box C-173.

Morning Show for Sale. Bright, intelligent, polished, professional entertainer. Solid experience—last station 12 years. Box C-74.

If you're tired of zombies who promise but can't deliver, my tape and resume will surprise. Trained DJ—Newscaster. 914-238-8815 Preston (eves.) or Box C-87.

Rock Radio Rookie Seeking entry level pos. Columbia School of Broadcasting grad plus college degree. 31, excellent delivery, production & board. 3rd endorsed. P. D. potential. Career oriented, some exper. Superb tape & entire act available immediately. Danny Saultman, 903 Vera Ave. Redwood City, CA 94061, 415-366-7897.

Major Market Pro Looking to move to a new, great opportunity, having just spend 3-1/2 years in Chicago grabbing super numbers. If you are looking for someone like me, call 312-328-7775 and ask for Jim.

SITUATIONS WANTED TECHNICAL

Aggressive, quality-conscious young engineer, currently technical and automation programming contractor to eleven Southeastern stations, desires stable position with group owner or large single operation. Fourteen years' experience AM/FM high-power, directional, audio, automation, television, equipment design and construction, personnel direction. Expensive, but a bargain in the long run. Charles McHan, 1721 Sulgrave, Charleston, SC, 29407. 803-571-3724.

First Phone, light experience. Trainee salary OK. Immediate relocation to all markets. Box C-88.

Engineer-Announcer. Maintenance experience with 2ed. Want to learn FM. Prefer East Coast. 301-565-3064 evenings.

SITUATIONS WANTED NEWS

Sports Director-PBP Broadcaster. Young, 26, educated, M.S. Communications, experienced, 5 years PBP. Looking for a step up. Currently SD Radio, University PBP Box B-199.

Creative, hardworking News Director, with 3 yrs. experience, seeks reporter/anchor position in medium or large market. B.S. Award winning. Available immediately, 301-881-1327 before noon.

Black Female Broadcast Journalism degree, seeking entry level position as newscaster; Announcer. Well-trained. 3rd endorsed. Adaptable, Box C-28.

Chicago—Milwaukee: Writer. Anchor. Ten years experience. Respected journalist. SDX. Now in Iowa. Bring me home. Box C-82.

Retired From Radio but regret it. 12 years experience. Former news director. Will consider other position until news slot becomes available. Prefer Illinois near Aurora. Larry Scott, 312-859-0789 after 5pm.

Dedicated Professional looking for college level play by play and/or management opportunity. 7 years experience. Dependable. Prefer Midwest location. Call Pat, 208-624-3830 after 6 pm, mst.

Looking for an opportunity in the tri-state area (NY, NJ, CT), but will relocate. Have some experience in producing and delivering a news program. 3rd endorsed, ready to work any hours. Call Gregory Bresiger anytime 212-441-1454 for tape.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Soul Program Director and Personality looking 919-483-6530.

MA in broadcasting looking for a starting position in production or programing. Owens 319-338-4516.

TELEVISION

HELP WANTED MANAGEMENT

Local Account Executive Number One VHF network affiliate in Southeast seeking an aggressive, experienced individual with solid sales background. An equal opportunity employer. Female and male applicants from all races are desired. Submit resume and income requirements in confidence to Box C-18.

Los Angeles based post production company needs manager with complete knowledge of videotape formats, facilities, and techniques plus extensive managerial experience. Resume with salary requirements to Box C-44.

Program Director Needed Immediately for new Public Broadcasting Station. Must have PBS experience, preferably five years, degree preferred. Salary negotiable. Resumes to: KCOS, P.O. Box 146, El Paso TX 79942.

Radio and TV Group needs Business Manager for growing network in East and South—Four TV stations and six radio stations. Needs experience and solid knowledge of general accounting, budgeting, billing and traffic, some computer application and other operational functions. Send resume to Personnel, Dept. B, Christian Broadcasting Network, Inc., Virginia Beach, VA 23463. Equal Opportunity Employer.

HELP WANTED TECHNICAL

Maintenance Engineer highly qualified in repair of state-of-the-art TV equipment, such as Ampex AVR-3, ACR-25, CDL 480 and Digital PDP-11 computer. Modern automated TV station in beautiful Top 10 market. Excellent fringe benefits; salary \$23,000+. Send resume and references to Box B-132.

Expansion opening with good salary for experienced Color Motion and/or Still Film Lab technician. Salary requirements and complete resume to Box C-30.

Beautiful Tallahassee, Florida Home of WECA-TV, one of America's finest ABC affiliates needs a Chief Engineer. If you're a positive aggressive person with a genuine can do attitude towards heavy production, remote broadcasts with a mobile unit, scheduled preventive maintenance and you're the kind of person who spends more time digging into equipment himself along with his staff than directing others from a desk, read on You are intimate with hi-band TR-600s, Sony 2850s and 1600s, color cameras, transmitters, microwave equipment, you are absolutely intolerant of any signal imperfections within your control, and you really love your work if so. Send a resume to Tom Scarian, General Manager, WECA-TV, Box 10027, Tallahassee, FL 32302 Equal Opportunity/Affirmative Action employer No junkshop proprietors, please!

Instructor wanted. Columbia College in Hollywood has a part time evening engineering faculty opening for its FCC License Preparation course. This will not interfere with professional daytime assignments. Contact, by mail only: Dean, Broadcast Engineering, Columbia College, 925 North La Brea Avenue, Hollywood, CA 90038.

Experienced video/audio technician to supervise technical operation of large multi-studio production facility in Southeast. Must be experienced in set up and operation of color cameras, film chains, VTR, multi-track audio equipment. Supervisory ability important. Many benefits including 3 weeks vacation, 10 holidays, free hospitalization plan. An Equal Opportunity Employer. Send detailed resume to Box C-84.

Control Room Engineer Operator. Excellent opportunity to gain experience in television. First Class license required. Send resume to Chief Engineer, WCOV-TV, P.O. Box 2505, Montgomery, AL 36105, An E.O.E.

Don't spend another winter in the cold. Live and work in lovely Miami-Ft. Lauderdale. Wanted Chief Engineer and qualified maintenance Engineer. Contact WKID-TV 51, 2090 SW 30 Ave., Hallandale, FL 33009. Att: B. Johns.

Broadcast Engineer with First Phone for maintenance, video tape recording and operations. 3 years experience minimum. An Equal Opportunity Employer. Send resume and salary requirements to Box C-92.

Are You Ready To Move Up to Assistant Chief? If you are experienced with Quad Tape, Helical Tape, ENG equipment and understand RF this may be the position you are looking for. Enjoy the sunny South and grow with an expanding young group. Salary based on experience. Call Harold Johnson, 205—533-4848.

Exciting New Group is now expanding. This is your opportunity to get in on the ground floor and grow with the company. If you are experienced in TV maintenance, including Quad Tape, Sony Helical and other ENG equipment then this may be the opportunity you have been looking for. Enjoy the sunny South. Salary commensurate with experience. Contact Harold Johnson at 205—533-4848.

Broadcast Engineer to work in all color, UHF public television station. Must have first class license and television experience. Send resume to: Bill Vanscyoc, Director of Engineering, WPTD, 3440 Office Park Drive, Dayton, OH 45439. EOE.

HELP WANTED NEWS

Wanted: News Director. VHF station in Major Market. Must be bilingual, English and Spanish. An Equal Opportunity Employer. Send resumes and references to Box B-112.

E.O.E. in Southeast top fifties wants weekend anchor/producer/reporter. Will produce and report enterprise series during the week. Must have this specialized experience plus strong reporting background. Able to shoot and edit film and eng. Salary up to \$200.00/wk. Box B-129.

Fiftyish sunbelt market wants aggressive tireless sports anchor/reporter to rebuild faltering sports effort. Able to be one person band in covering local amateur and pro sports hard and continuously. Alo commentary. Must have experience and tape that proves your worth. If you're a clock watcher, forget it. We are E.O.E. Box B-130.

We're looking for a No. 2 person in a big market who's ready to become No. 1 in a smaller market. We have big market standards and goals, and seek someone to shape the news product, build a staff of young reporters and photographers, and improve on our number one rating. We're in the Southeast, in an active news area and are ENG equipped. Send a letter selling us on your qualifications, your ideas, your news philosophy and your management style. Include resume. Salary open for the right person. We're an Equal Opportunity Employer. Box B-198.

TV Weather Person, Pennsylvania ABC Affiliated Group Owner, Medium Market. Meteorologist or equivalent qualifications desirable but not essential. Excellent salary and fringe benefits, exciting market. E.O.E. Broadcasting, Box C-7.

Wanted—News Director/Anchor for Georgia VHF. Not Atlanta. Send full resume and money requirements. An Equal Opportunity Employer. Write Box C-10.

Weathercaster/Environmental Reporter minimum 3-years experience for S.E. Florida station. Upbeat communicator. Send video cassette, detailed resume, salary requirement first letter to News Director, P.O. Box 381118, Miami, FL 331138. Equal Opportunity Employer.

Starting position for person with meteorological or science background. Weekend weather and back-up to station meteorologist. Will train right person in both weather and air presentation. Equal Opportunity Employer. Box C-62.

Photographer. Full time. Mon-Wed nights, also Sat-Sun days. All-ENG group-owned station, medium Midwest market. Must have good news sense, experience, creativity, and willingness to work irregular hours. Box C-76.

WFTV needs an experienced television sports reporter and sportscaster to handle weekend air work and weekday sports reporting. If you're good ... really good ... and would like to join Central Florida's best television news organization, send your resume along with samples of your field and on air work to: Bob Jordan, News Director, WFTV, Orlando, 32802.

Journalism—Assistant or Associate Professor beginning September, 1978. To teach news-editorial and mass media sequences. Ph.D. required; strong commitment to research and publication as well as teaching. Prefer some professional experience. Send resume to: Personnel Office, East Tennessee State University, P.O. Box 24, 070A, Johnson City, TN 37601. An Equal Opportunity-Affirmative Action Employer M/F.

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

Graduate Faculty Positions—Ph.D. and commercial experience or M.A. and extensive commercial broadcasting experience, including EFP/ENG. Associate or Assistant positions to teach a combination of mass communication theory, broadcasting history, regulations, programming, audience research, production. One position will concentrate on production. Salary at Assistant 14 to 18.4M, at Associate 17 to 23M. The M.A. degree will be offered by the School of Communications of CBN University starting in the fall of 1978. CBN University is affiliated with the Christian Broadcasting Network and shares a distinctly evangelical educational philosophy. Applications should be sent by March 15 to Dean of Communications, CBN University, Pembroke Five, Virginia Beach, VA 23463.

Promotion Manager for Southern Network Affiliate in top 25 market. Must be ambitious, aggressive, inventive and able to manage people and money. Station is part of growing group with much opportunity for advancement. An Equal Opportunity Employer. Send resume and salary history to Box C-35.

TV Producer Director Minimum 2 years Experience in Studio/Remote Film/ENG. Knowledge of journalistic principles, some talent work. \$8,000—\$12,000. Send resumes to Program Manager, WTVP-TV, 1501 W. Bradley Avenue, Peoria, IL 61625.

Respected Professional for one-year appointment as Distinguished Professor of Journalism. Prefer background in advertising or radio-TV, but news-editorial pros also will be considered. Academic experience desirable but not essential. Job includes teaching, making public appearances, advising students on professional careers. Salary \$28,000 for 9-month academic year. Appointment effective August 15. An Affirmative Action/Equal Opportunity employer. Applications from minority persons and women encouraged. Send application, including resume and references, to Charles Pearson, Department of Journalism, Wichita State University, Wichita, KS 67208, before March 15.

Attractive opportunity for experienced Video-Film cameraperson. East coast. Long established busy recording studio Excellent facilities. Complete resume and salary requirements to Box C-32. We will contact you for sample.

Extraordinary Opportunity for the right director. Live, daily show, music, audience, possibility of syndication. Only those with talk-variety experience need apply. Send resume, references to Box C-65.

Director, Art Department. Immediate Opening. Top 20 station seeks experienced graphic designer to head 4 person shop. Knowledge of television production and art production techniques; management and organizational skills essential. Send detailed resume and salary requirements to Box C-79. Equal Opportunity Employer M/F.

Writer/Production Assistant (commercial). A minimum of 3 years experience in Television Production is required. (On camera-video tape-writing), Beautiful Gulf Coast affiliate with all the right equipment is seeking the right people. E.O.E. If you love to write, like to meet people and can work quickly and efficiently to meet strict deadlines, write Broadcasting Box C-80.

Program Director. Looking for a creative Program Director with heavy promotional experience. Send resume and salary requirements to Mr. Richard Grimm, KITV, 1290 Ala Moana, Honolulu, HI 96814. An Equal Opportunity Employer.

Advertising & Promotion Assistant—minimum one year's experience in television advertising and promotion including copy writing, spot production, media planning and scheduling, etc. Send resume to Personnel Director, WIVB-TV 2077 Elmwood Avenue, Buffalo, NY 14207. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Syracuse University faculty vacancy, Fall 1978. Instructor or Assistant Professor to teach courses in broadcast writing (programs, commercials, news), basic course in television production, others depending upon interests and qualifications. MA required, PhD desired. Minimum of four years of college teaching and/or professional broadcasting experience required. Salary: \$14,000-\$16,000. Write: Chairperson, TV Search Committee, S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY 13210. An Affirmative Action/Equal Opportunity Employer.

For Pros Only Full service broadcast video production/post production company is seeking experienced, quality oriented, energetic film and video people. If you are a camera person, location/stage production mixer, CMX-50/340 editor, lighting director/gaffer, art director or composer, send your resume and demo tape to One Pass Video; Dept. 102; 900 Third Street, San Francisco, CA 94107.

SITUATIONS WANTED MANAGEMENT

Controller/Business Manager, female, with experience in a major TV market. Experienced in EDP Accounting Degree. For resume write to Box C-55.

SITUATIONS WANTED SALES

Here's the picture: I've had 15 years of radio sales experience in three major markets. I made a lot of money for the stations and me. One year ago I went into my own business. We're a broadcast buying service. We buy both radio and television. I'm hooked on television. It's exciting. I'm willing to give up my business for a crack at it! Put one of the best radio salesman in the country in TV sales and watch your billing skyrocket! Major markets only. Write Box C-39.

Local/Region Sales Manager seeks position with Rep firm, Southwest or West. Box C-64.

SITUATIONS WANTED TECHNICAL

First Phone, College Grad experienced with ENG Systems in major market. Prefer Mid or Far West; any location considered. Box C-45.

SITUATIONS WANTED NEWS

Award-winning TV reporter. Excellent background with highly-regarded news station. Experience includes: network feeds; investigative mini-docs; and stint as medium market News Director. Seek post in South, Southwest, or West. Box A-141.

Hardworking, Experienced Radio Journalist. Looking for beginning TV. News position. Available immediately. 301-881-1327 before noon.

TV News Director. Record of achievement in medium market. A thoughtful innovative approach. Superb background as large market reporter. Desire ND slot in medium-large market in Sunbelt or West. Box A-145.

Writer/Producer seeks start. Single male with TV journalism courses, hands-on tape experience and ad agency background. For a line-up that's bright, clever and flows, check-out this workhorse with brains. I have guts, determination, and put money second to opportunity. Box C-19.

I Go Both Ways. Radio or TV. Sports or politics. Seasoned reporter with major league sports and presidential campaign experience seeks a top 30 market. Opportunity more important than money. Call Mark, A.M.'s at 507-437-6778.

Sports anchor, 28 years old, 10 years experience, in medium market now, excellent references, proven ratings. Box C-58.

Reporter—nine years experience at getting the award-winning stories others let go by. Stop listening to tales of the one that got away and see the story on your newscast. Box C-59.

Versatile TV reporter. .27 with seven years experience and MSJ, a woman who produces solid, award-winning reports with the human touch. Box C-60.

Three year weather pro. AMS Associate Member/ some college meteorology. Seeking progressive news operation, top 75. Box C-70.

News/Sports Director. 2 years radio experience. B.S., College TV experience. Want back into television. Work more important than bucks. Jeff Demas, 6740 Livingston, Apt. E. Reynoldsburg, OH 43068, 614-864-2810.

Enthusiastic Broadcast Journalism Grad with potential is seeking entry level reporting position. Have student experience with L.A. network affiliates. Excellent references. Please contact Ralph Wood, 27914 Pontevedra Drive, San Pedro, CA 90732. 213-831-4719. Tape available.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

TV and Radio Copywriter. Have written copy for Hollywood TV studios. 203-523-9318.

Young energetic director/equipment operator. Experience directing news, excellent operating camera and switching. Resume and tape available: Dana Levin, 1740A Regency Way, Chula Vista, CA. 714-420-0624.

Writer, Producer some Directing BA News; 3 years "plus" experience, small market and cable: Continuity, Promotion, Production. Cassette available. Box C-51.

Award winning graphic artist in top 20 market looking for a new challenge. Strong in design, color, especially newscast graphics and courtroom drawings. Prefer Eastern markets but primarily looking for the right people and place. Box C-83.

Award winning Executive Producer of Independent daily Los Angeles half hour, ten years producing-writing experience Los Angeles and San Francisco, seeks greater challenges. Send for resume/interview at March NATPE in LA. Call: P. Leone 213-396-9311. Write: 11-24th Ave. Venice, CA 90291.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Wanted: UHF TV Transmitters instant cash paid for all models. Call Bill Kitchen: 904-837-2798.

Paul Schafer wants to buy clean 1KW AM Transmitters and Schafer 800T Automation Systems. Phone 714-454-1154 or write Schafer International, 5801 Soledad Mtn Rd., La Jolla, CA 92037.

5KW Transmitter, two Tower Phasor and Tuning Boxes, Antenna Monitor, and Two 170' Towers. Contact Jimmy Joynt, KYKR AM/FM, Box 2307, Port Arthur, TX 77640, 713-727-0771.

I need an SCA Monitor that will work with a Collins 900 C-2. Call collect, Stan Hagan area 318-281-1383. KVOB, Bastrop LA.

5000 or 10000 watt AM transmitter. Bill Barry, WAMB, Nashville, TN, 615-889-1960.

FOR SALE EQUIPMENT

5" Air Hellax—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL. 312-266-2600.

Cameras - GEPE250 (kitted to 350 specifications). Two chains complete with GE-115 Encoders, CBS 8400 Enhancers, HF PD-3 Pedestals, 400 feet cable. Contact Dick Payne, 205-281-2900.

Transmitter Plant (Channel 12). RCA TT50AHLA Transmitter, RCA TF-12AH Antenna. Ideco 750 foot guyed tower. Heavy-duty 7 foot face. Much auxiliary equipment, including RF load, monitors, spare parts, etc. This plant was performing to "proof" specifications when de-activated 9/1/77. Contact Dick Payne, 205-281-2900.

3M Datavision D-3000 Character Generator. Smooth edged characters, roll, crawl, flash, 2 fonts, edge key. Reasonably priced. Contact Robert Banks, C. E., KBAK-TV, PO Box 2929, Bakersfield, CA 93303, 805-327-7955.

Automation: Gates SC-48 System complete with (4) Scullys, (3) Random Carousels, racks and more. IGM 400 Controller with Carousel. For more information call or write Eastern Broadcast Supply, 42 Main St., Leominster MA 01453, 617-534-0441.

6 1/8" RCA Transmission line, MI-277 92-D-1-A. Suitable for UHF or VHF. Never been used, in original cartons. 40% off. 209-529-2024.

28 Foot Custom Mobile Teleproduction Van: 2 color, broadcast std. cameras, 10 x 1 lenses; mics, turntable, R/R and cart tape, 11-in mixer; wave and v-scopes; SEG/chroma key; 1K-page character generator; 3/4" decks, editor, TCB; all accessories included. Write Box B-176.

1 Spotmaster Record/Play, 2QRK Cartridge Playback, 2 QRK stereo broadcast turntables, 1 QRK Preamp, 1 5POT QRK stereo control board. Used less than one year. Value \$4,200. Best offer. 315-823-0821 after 5:00 PM.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production. FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Hundreds of Deejays renewed again! Guaranteed funnier! Freebie. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Editorial Capsule Opinion research weekly. Trial subscription—\$3.78. Broadcast Service Assoc., 663 Fifth Ave., New York, 10022.

TV/Radio Program Ratings: Details, samples—\$5.00, large SASE: 4866 Newton Road, Hamburg, NY 14075.

Custom Station ID packages, jingles, sound logos. Reasonable rates. For information write: Nutmeg Music, 4E Beach St., Bethel, CT 06801.

INSTRUCTION

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

1st class FCC, 6 wks., \$450 or money back guarantee VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Free booklets on job assistance, 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1978 "Tests-Answers" for FCC First Class License. Plus—"Self-Study Ability Test" Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco 94126.

Radio License Institute offers extensive preparatory training for the FCC first class license. Over 90% of our students pass their exam the first time. Both six-week daytime and eight-week nighttime classes available year round. State approved for Veterans, RLI, 216 E. Montague St., Charleston, SC 29406. 803-744-7189.

INSTRUCTION CONTINUED

1st phone test preparation. Free information. V.A. benefits. Financial Aid. A.A.B. 726 Chestnut Philadelphia 19106. Phone 215-922-0605.

Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

Bill Elkins proudly announces the opening of Elkins Radio License School in Oklahoma City, Inc., at 4801 N. Classen Blvd., Suite 100, Oklahoma City, OK 73118, 405-842-4862.

San Francisco, FCC license, 6 weeks 3/13/78. Results guaranteed, Veterans approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St., 94102 415-392-0194.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 27, May 8. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

RADIO

Help Wanted Management

RADIO STATION MANAGER

An unusual opportunity for a Station Manager in a major (top 50) Southeastern market: 50kw AM and 100kw FM. Substantial competition creates need for aggressive leadership and supervision of active Sales Department. Excellent staff support in all areas of promotion, programing, news (largest department in the southeast) and engineering with brand new operational equipment. Reply Box C-20. An Equal Opportunity Employer. M/F.

ENGINEERS DREAM

Brand new Gates Mw5A Transmitter, S.T.L., new broadcast house under construction. WJAR-AM, Providence, Rhode Island, 5KW Full-Time needs working Chief Engineer, must have experience in Directional Transmitter and Studio Operation. Send resume including salary requirements to Donald S. Kane, VP & GM, WJAR-AM, 176 Weybosset Street, Providence, RI 02903. An Equal Opportunity Employer.

Help Wanted Announcers

NEED MORNING PERSONALITY

50,000 watt station in San Jose California is looking for a good morning communicator. KLOK serves 10 counties in the San Francisco Bay area. is an Adult Contemporary format, and an Equal Opportunity Employer. Male or Female, send tapes and resumes immediately to: Bill Weaver, KLOK Radio, P.O. Box 21248, San Jose, California 95151, 408-274-1170.

Help Wanted Announcers Continued

MAJOR MARKET TALKER

Midwest major market talk station now accepting resumes from creative, fun loving talk show hosts. Also looking for a dynamic and opinionated sports talk show personality. This is the opportunity you've been working towards. Send resume to Box B-174.

Help Wanted Technical

CHIEF ENGINEER

Career opportunity with Metromedia Radio. Formal electronics training required. Must be expert in AM/FM technology; have FCC first phone and show leadership ability. Salary open. Excellent benefits. Equal opportunity employer. Replies confidential. Send resume to Metromedia Radio, 565 5th Avenue, New York, N.Y. 10017. Attention: Mr. Paulsen.

BROADCAST ENGINEER

Group broadcaster has need of a Broadcast Engineer for AM station in Northern New England area. Should have first phone and be knowledgeable in A.M. and Audio. Stereo knowledge useful. Experience with A.M. and Audio as Chief Engineer required for five years—or equal responsibilities for five years accepted. EOE—M/F. Reply, with resume, to:
Technical Director
Hall Communications Corp.
P.O. Box H-3201
New Bedford, Mass. 02741

Help Wanted News

NEWS DIRECTOR

WKBW Radio, Buffalo, New York, is seeking the most creative, energetic professional we can find. Must be strong at administrative and motivational skills. A demanding yet rewarding position with a Capital Cities Station. Applicant must have at least five years Broadcast Journalism experience with Management experience desired. No phone calls, please. Forward resumes and qualifications to:

Sandy Beach
WKBW Radio
1430 Main Street
Buffalo, New York 14209
An Equal Opportunity Employer.

Situations Wanted Management

GM or GSM

Outstanding record of achievement in sales and management. 20 years major market experience in radio broadcast. Conceptual and analytical abilities combined with demonstrated leadership. Seeking permanent management position. Will consider all markets. Box C-57.

NATIONALLY KNOWN AOR INNOVATOR

Seeks challenging secondary market management or major market programing position with AOR or adult contemp. station. I'm presently general manager of a highly respected AOR feature syndication which I created. I have extensive and impressive credits—areas of station management, programing, promotion, marketing and news. If you have high standards, maybe we should be talking. Box C-48.

Situations Wanted Announcers

TELEPHONE TALK PERSONALITY

Genl. interest—Sports.
Available soon
in all markets.
Box C-78

TELEVISION Help Wanted Management

Audience Promotion Manager

Promotion Manager for Creative Services Department of Top 10 Market, group owned, VHF, network affiliated TV Station. We need a pro who knows advertising, production and media placement.

Send resume to Box C-90.
An Equal Opportunity Employer.

Help Wanted Sales

Television Sales Executive for growing TvB

Contact local and national advertisers to create or increase television budgets and help train member stations to develop local business with TvB sales materials. Based in New York. Must have television broadcast sales experience preferably including local station sales or TV rep background. Send letter and resume to: Bob Leiko, Television Bureau of Advertising, 1345 Avenue of the Americas, New York, New York 10019.

Help Wanted Technical

Experienced Transmitter Supervisor

Central New York multiple owner, First Radio Telephone, Five kw three-tower AM directional: 100kw FM; low channel VHF Good wages, benefits and pension plan. Equal Opportunity Employer. Write Box C-67, Broadcasting. Give full details, experience and salary requirements first letter.

The University of Florida

is seeking qualified applicants for a Radio-TV Engineering Technician position. Requires high school graduation and two years of experience in the operation and maintenance of television equipment. Successful completion of post high school training may be substituted at the rate of 30 semester hours on a year-for-year basis for the required experience, provided such training included 15 semester hours of electronics-related course work. Warm, sunny climate and many other fine fringe benefits offered. Salary \$9583. Send resumes to:

Mr. Jan Eiler
Central Employment Center
201 HUB
University of Florida
Gainesville, FL 32611
Equal Employment Opportunity/Affirmative Action
Employer

Help Wanted Technical Continued

CAREERS IN TELEVISION ENGINEERING

RKO General, Boston Division has immediate openings for the following positions.

ENGINEERING SUPERVISOR

For the candidate who can supervise technicians assigned to television production and maintenance. A solid technical background, FCC FIRST CLASS LICENSE and a minimum of 5 years of television broadcast experience is also required. Previous supervisory experience a real plus.

TECHNICIAN

Experience in studio broadcasting and an FCC FIRST CLASS LICENSE are required. A background in electronics is also desirable.

RKO General offers a liberal compensation package.

For prompt consideration, forward your resume including salary requirements to:

Personnel Department
RKO General Building, Government Center,
Boston, MA 02114

An Equal Opportunity Employer M/F/H/Vets


WNAC-TV BOSTON
A CBS AFFILIATE

Help Wanted News

TOP TEN MARKET

is looking for an experienced weekend co-anchor/reporter. Send resume and script samples to Box B-189. Equal opportunity employer.

SAN FRANCISCO TV ANCHOR

"Everyone's favorite city" is also an exciting TV news market. If you're really a pro and ready for a new challenge, send a cassette and resume to P.O. Box 920, San Francisco, CA 94101. An equal opportunity employer.

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 Continued

COMMERCIAL PRODUCER/ DIRECTOR Top 20 Eastern Market

Minimum 3 years experience in commercial film and tape production. Thorough knowledge of all capabilities and limitations of equipment—studio, remote, film. Degree in Mass Communications or related field preferred. Must be able to write commercial copy. Must be able to handle people and work fast under heavy pressure. Send resume and commercial demo cassette to:

Ms. Libby Stevens
Personnel Manager
WMAR-TV/FM
6400 York Road
Baltimore, MD 21212

WEATHERPERSON

No. 1-rated CBS VHF has an immediate opening for a weather anchor. Station has a heavy commitment to live ENG and a total commitment to being No. 1 in News, Weather, and Sports. Salary dependent upon individual's previous experience and background. Send resumes and videocassettes immediately to:

Mr. Mark Pierce
News Director
WCSC-TV
485 East Bay Street
Charleston, SC 29402
Equal Opportunity Employer, M/F

Help Wanted Programing, Production, Others

An important TV Promotion Manager spot is opening up: Big, dynamic market. Major group station.

This is an important career opportunity for the advertising and promotion professional who's ready to move into the spotlight.

The market is Houston. The station is Corinthian-owned KHOU-TV, a CBS affiliate.

If you're the successful candidate for this key spot, you'll plan and build hard-hitting campaigns in all media.

You'll have a full complement of resources, including the services of an ad agency.

You'll have the opportunity to flex your creative muscles and stretch your mind.

If this sounds like the kind of move you're ready to make, send me your resume now. I'll contact you for samples of your work later.

Sheryl Gold
VP, Advertising & Public Relations
Corinthian Broadcasting
Corporation
280 Park Avenue
New York, N.Y. 10017
An Equal Opportunity Employer

MMT SALES, INC.

DIRECTOR OF RESEARCH/PROGRAMMING
Exciting opportunity immediately available.

All replies in strict confidence.

CONTACT:

Neil Kennedy
MMT SALES, INC.
747 Third Avenue
New York, New York 10017
212-758-3838

Situations Wanted Management

NATIONAL SALES MANAGER

Local/Regional Sales Manager in Top 25 market looking for NSM position. Experienced at Indie & Affiliate. Great references. If you're in the market, let's communicate. Box C-71.

TV PROGRAM EXECUTIVE

Experienced in all areas of network, syndicated, and local programming and program acquisition. Production background. Knowledgeable in FCC and pay television. 16 years in top ten with best industry-wide references. For further information or appointment at NATPE, call:

(415) 349-0887

Situations Wanted News

REPORTER/ANCHOR

Young, but degreed and extensively experienced. Current work drew 45 share in November. Ready to move to mid-market.

Call (417) 525-4269 anytime.

TV NEWS PRODUCER

Now at NY O&O. Doesn't need to prove herself in Big Apple. Already has. Wants the new challenge a top 10 market could provide. Only if you want the best write Box C-54.

Situations Wanted Programing, Production, Others

Program Director/ Executive Producer

Valued Film and Television Writer-Producer seeks equal opportunity to excel as Program Director or Executive Producer. Solid experience PTV, major markets, and corporate communications. Graduate degree in Public Communications. Write Broadcasting Box B-9.

Public Notice

INVITATION TO SUBMIT PROPOSAL FOR THE CONSTRUCTION & OPERATION OF A CABLE TELEVISION SYSTEM VILLAGE OF SUFFERN STATE OF NEW YORK

The VILLAGE OF SUFFERN, in Rockland County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until 12 Noon on May 19, 1978 and all applications received will be available for public inspection during business hours of 8:00 A.M. to 4:00 P.M. at the Village of Suffern, Municipal Building, 44 Washington Avenue, Suffern, New York.

Virginia Menschner
Village Clerk
Village of Suffern
44 Washington Avenue
Suffern, New York 10901

Radio Programing



LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

Wanted To Buy Stations

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Experienced Black Air-personality needs small to medium market FM and/or AM. Format C&W—MOR
Write
Catalon
PO Box 49913
Los Angeles, Ca. 90049
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Okla., Ark., Tex., Mo.

1 or 2 station Market Daytimer.
Terms. Replies in strictest confidence. Box C-56.

For Sale Stations

EXCELLENT BUY

Full Timer ... Major Market A.M. in S.E. Owner with other interest. Well equipped with real estate. Clean \$775,000—priced to sell quickly. Box C-77. Broadcasting.

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Brokers, Consultants & Appraisers
Los Angeles Contact: Washington
William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
202-223-1553

W. John Grandy
Broadcasting Broker
773 Foothill Boulevard
San Luis Obispo, California
93401
805-541-1900

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CABLE FILMS is a non-exclusive film distributor, serving both cable systems and TV stations, everywhere. 300,000 paid subscribers the first year. Pay-Cable and L/O. Select from 130 Cable Classics. TV stations and CATV systems can program our cassettes or 16mm prints.

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COUNTRY CLUB STATION

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KANSAS CITY, MO. 64113

For Sale Stations Continued

H.B. La Rue, Media Broker
 RADIO · TV · CATV · APPRAISALS

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 415/873-4474

EAST COAST: 210 EAST 83RD ST., NO. 8D, New York 10022
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**MEDIA BROKERS
 APPRAISERS**

RICHARD A. SHAHEEN INC.

435 NORTH MICHIGAN · CHICAGO 60611
312-467-0040



MdAll	Small	Daytime	\$138K	\$40K
Plains	Small	Fulltime	\$200K	29%
W	Medium	AM/FM	\$1.1KK	Terms
E	Metro	TV UHF	Make Offer	
MW	Major	AM-D	\$250K	\$81K

Atlanta, Boston, Chicago,
 Dallas, Los Angeles

CHAPMAN ASSOCIATES
 nationwide service

1835 Savoy Dr., N.E., Atlanta, Ga. 30341

- AM/FM single station market in Miss. FM heard in adjacent city. Automated. Good buy. \$15,000 down if financially responsible.
- Powerful fulltimer, good metro area of GA, real estate, billed about \$300,000. \$590,000.
- Class A FM, GA city, 50% for \$175,000.
- AM/FM within 50 miles of NYC. Powerful FM. Majority share \$710,000. Terms.
- UHF TV with 20 cable systems in South. \$1,150,000.
- Powerful Fulltimer in Northern Arizona. \$900,000. Terms.
- Daytimer, Sou. Calif. Exclusive programming. Billing \$200,000. Positive cash flow of \$65,000. County pop 350,000. \$520,000. Liberal terms.
- Powerful ethnic daytimer with good billing. Central Georgia metro area. \$810,000. Assume corporate note.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Oregon fulltimer. Profitable. \$180,000. Terms.
- Class "C" Stereo. Central Texas. 30,000 pop trade area. Good billing. \$260,000.
- Daytimer. Southern Georgia. \$265,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM within 35 miles of Washington, D.C. Consultant says potential of moving within 8 miles of Washington beltway. \$340,000. Terms.
- Fulltimer in big city in South. Billing \$450,000 plus. Real estate. Good buy for \$850,000.
- FM in Central Pa. \$225,000. Terms.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
 615-894-7511 24 HOURS

TEXAS

5 KW AM daytimer & Class "C" FM Economy combination of energy and Farming—lots of equipment, including \$30,000 of automation. Need sales oriented owner. Price: less 2 times gross, \$350,000. Terms to qualified buyer.

George MOORE & ASSOCIATES

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 Dallas, TX 75206 (214) 361-8970

THE KEITH W. HORTON COMPANY

P.O. Box 948
 Elmira, N.Y.
 14902
 (607) 733-7138

BROKERS AND CONSULTANTS TO THE COMMUNICATIONS INDUSTRY

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television or Radio. Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted to Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

BOOKS

306. **BROADCAST MANAGEMENT** by Ward L. Quaak and James A. Brown. Whether you aspire to a career in broadcasting, are a student of broadcasting or already are employed in broadcasting, this second edition—revised and enlarged—is "must" reading. 464 pages, charts & index. **\$16.50.**

305. **BROADCAST JOURNALISM, An Introduction to News Writing** by Mark W. Hall. Revised. 1978 edition. Covers all basics of radio-television news writing style techniques—for student and practicing professional. 160 pages 6 1/8" x 9 1/4" **\$7.95.**

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BROADCASTING BOOK DIVISION
 1735 DeSales St., NW
 Washington, DC 20036

please send me book(s) numbers _____
 my check in the amount of _____ is enclosed.

Name _____
 Address _____
 City _____
 State _____ Zip _____

Stock Index

Stock symbol	Exch.	Closing Wed. Feb. 22	Closing Wed. Feb. 15	Net change in week	% change in week	1977-78 High	1977-78 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	ARC	N	36 1/4	36	+ 1/4	+ .69	46 3/4	35 3/8	7	18,152	658,010
CAPITAL CITIES	CCB	N	55 5/6	55 3/4	- 1/8	- .22	60 1/2	44 3/4	10	7,426	413,071
CBS	CBS	N	44 3/4	44 1/2	+ 1/4	+ .56	62	44 1/2	7	28,100	1,257,475
COX	COX	N	32	32 1/2	- 1/2	- 1.53	35 1/4	25 1/2	9	6,185	197,920
GROSS TELECASTING	GGG	A	15 1/4	15 1/4			15 1/2	13 5/8	7	800	12,200
KINGSTIP COMMUN.	KTVV	D	6 1/2	6 1/2			7	3 7/8	12	462	3,003
LIN	LINB	U	25 1/2	25 7/8	- 3/8	- 1.44	25 7/8	16 1/2	9	2,745	69,997
MOONEY**	MOON	O	2 5/8	2 5/8			2 5/8	1 7/8		425	1,115
RAHALL	RAHL	O	19 1/4	19 1/2	- 1/4	- 1.28	19 1/2	8 5/8	21	1,264	24,332
SCRIPPS-HOWARD	SCRP	O	30 1/2	30 1/2			37	30 1/2	7	2,589	78,964
STARR	SBG	M	10	12	- 2	- 16.66	12 1/2		7	1,487	14,870
STDRER	SRK	N	22 5/8	23 3/4	- 1 1/8	- 4.73	26 7/8	19 3/8	8	4,876	110,319
TAFT	TFB	N	30 1/2	32	- 1 1/2	- 4.68	33 7/8	24 5/8	7	4,119	125,629
									TOTAL	78,630	2,966,905

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	7 1/8	7 1/9			7 1/8	3 3/4	8	1,229	8,756
JOHN BLAIR	BJ	N	20	18 7/8	+ 1 1/8	+ 5.96	20	11 1/8	6	2,427	48,540
CHRIS-CRAFT	CCN	N	8 1/2	9	- 1/2	- 5.55	9 3/8	4 1/2	16	4,451	37,833
COMBINED COMM.	CCA	N	29 3/4	30 3/4	- 1	- 3.25	33 1/4	19	9	6,920	205,870
COWLES	CWL	N	18 1/4	18 1/4			18 1/4	12 1/2	21	3,969	72,434
DUN & BRADSTREET	DNB	N	28 1/8	27 7/8	+ 1/4	+ .89	31	26 1/4	14	26,339	740,784
FAIRCHILD IND.	FEN	N	17 3/8	17 5/8	- 1/4	- 1.41	17 3/4	9 1/2	11	5,708	99,176
FUQUA	FQA	N	9 3/4	10	- 1/4	- 2.50	13	8	6	9,396	91,611
GANNETT CO.	GCI	N	35 3/8	35 5/8	- 1/4	- .70	40 3/4	32 3/4	14	22,430	793,461
GENERAL TIRE	GY	N	22 5/8	23 3/4	- 1 1/8	- 4.73	29 1/4	22 3/8	4	22,692	513,406
GLOBE BROADCASTING	GLBTA	O	4 5/8	4 5/8			4 5/8	2 1/8		2,772	12,820
GRAY COMMUN.	GO	O	13 1/2	13 1/4	+ 1/4	+ 1.88	13 1/2	8	6	475	6,412
HARTE-HANKS	HMN	N	30 3/8	32 1/8	- 1 3/4	- 5.44	36	26	11	4,477	135,988
JEFFERSON-PILOT	JP	N	27 1/4	27 7/8	- 5/8	- 2.24	32 3/8	26 5/8	9	23,946	652,528
MARVIN JOSEPHSON	MRVN	O	13 1/4	13 1/4			17 1/4	10 1/4	7	1,978	26,208
KANSAS STATE NET.	KSN	O	11 1/2	11	+ 1/2	+ 4.54	11 1/2	4 3/4	11	1,727	19,860
LEE ENTERPRISES	LNT	A	24 3/8	24 3/4	- 3/8	- 1.51	28 1/8	22 1/4	10	4,930	120,168
LIBERTY	LC	N	23 1/4	23 3/4	- 1/2	- 2.10	24 3/4	18	7	6,762	157,216
MCGRAW-HILL	MHP	N	17 7/8	17 7/8			19 5/8	15 5/8	9	24,682	441,190
MEDIA GENERAL	HEG	A	14	14			20	13 5/8	7	7,451	104,314
HEREDITH	MHP	N	26 7/8	28	- 1 1/8	- 4.01	28 7/8	17 3/8	7	3,074	82,613
METROMEDIA	MET	N	41 1/2	41 1/4	+ 1/4	+ .60	41 1/2	25 1/4	9	6,630	275,145
MULTIMEDIA	MMEO	O	17	16 3/4	+ 1/4	+ 1.49	27 1/2	16 1/4	7	6,594	112,098
NEW YORK TIMES CO.	NYKA	A	18 3/4	19 3/8	- 5/8	- 3.22	19 1/2	15 3/4	8	11,422	214,162
OUTLET CO.	DTU	N	19 1/2	19 1/4	+ 1/4	+ 1.29	24 1/4	16 5/8	7	2,290	44,655
POST CORP.	POST	O	22 1/2	22	+ 1/2	+ 2.27	24	16 1/4	7	867	19,507
REEVES TELECOM	RBT	A	3	3 1/3	- 1/8	- 4.00	3 1/8	1 3/4	50	2,381	7,143
ROLLINS	ROL	N	14 7/8	16 1/8	- 1 1/4	- 7.75	24 1/4	14 7/8	8	33,000	490,875
RUST CRAFT	RUS	A	23 3/4	23 5/8	+ 1/8	+ .52	24	8 1/2	14	2,297	54,553
SAN JUAN RACING	SJR	N	9 1/2	10 3/4	- 1 1/4	- 11.62	11 3/4	7 5/8	14	2,509	23,835
SCHERING-PLOUGH	SGP	N	26 3/8	27	- 5/8	- 2.31	44 3/4	26 3/8	8	54,084	1,426,465
SONDERLING	SDB	A	11 3/8	11 5/8	- 1/4	- 2.15	12 7/8	8 3/8	5	1,103	12,546
TECH OPERATIONS	TO	A	3 5/8	3 1/2	+ 1/8	+ 3.57	4 3/4	2 3/8	17	1,344	4,872
TIMES MIRROR CO.	TMC	N	22 1/2	23	- 1/2	- 2.17	25 3/8	20 3/4	8	34,760	782,100
WASHINGTON POST CO.	WPO	A	32 1/2	32 1/4	+ 1/4	+ .77	35 1/8	21 3/4	9	8,476	275,470
WOMETCO	WDM	N	13	13			14 3/4	10 7/8	9	8,554	111,202
									TOTAL	364,146	8,225,816

Cablecasting

ACTON CORP.	ATN	A	7 5/8	7 1/2	+ 1/8	+ 1.66	7 5/8	3 1/8	9	2,710	20,663
AMECO	ACD	O					1/2			1,200	
AMERICAN TV & COMM.	AMTV	D	39 1/4	38 1/2	+ 3/4	+ 1.94	41 3/4	19 3/4	21	3,863	151,622
ATHENA COMM.** *		O	7/8	7/8			7/8	1/8		2,125	1,859
BURNUP & SIMS	BSIM	O	4 1/4	4 1/4			4 3/4	3 1/8	19	8,370	35,572
CABLE INFO.		O	1 1/2	1 1/4	+ 1/4	+ 20.00	1 1/2	1/2	8	663	994
COMCAST		O	6 1/2	6 1/2			6 3/4	3 3/4	11	1,651	10,731
COMMUN. PROPERTIES	CDMU	D	10 1/2	11 3/8	- 7/8	- 7.69	11 3/8	3 5/8	26	4,816	50,568
ENTRON	ENT	O	2 1/4	2 1/4			2 1/4	7/8	2	979	2,202
GENERAL INSTRUMENT	GRL	N	20 1/4	20 1/4			23	17 5/8	8	7,508	152,037
GENEVE CORP.**	GENV	O	11 5/8	11 3/8	+ 1/4	+ 2.19	12 1/2	7 1/2		1,121	13,031
TELE-COMMUNICATIONS	TCOM	O	12 5/6	13	- 3/8	- 2.88	14	2 7/8	63	5,281	66,672
TELEPROMPTER	FP	N	9 1/2	9 1/2			9 1/2	6 3/4	22	16,793	159,533
TEXSCAN	TEXS	O	1 3/4	1 3/4			2	1 1/4	10	786	1,375
TIME INC.	TL	N	35	34 3/4	+ 1/4	+ .71	38 1/4	31 3/4	9	20,371	712,985
TOCOM	TOCM	D	3 3/4	3 3/4			4 5/8	2 1/4	8	894	3,352
UA-COLUMBIA CABLE	UACC	O	26	24 1/2	+ 1 1/2	+ 6.12	26	15 1/2	17	1,679	43,654
UNITED CABLE TV	UCTV	O	10 3/4	10 3/4			10 3/4	3 7/8	37	1,915	20,586
VIACOM	VIA	N	19	18 3/4	+ 1/4	+ 1.33	20	9 1/2	14	3,764	71,516
									TOTAL	86,489	1,518,952

	Stock symbol	Exch.	Closing		Net change in week	% change in week	1977-78		PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
			Wed. Feb. 22	Wed. Feb. 15			High	Low					
Programming													
COLUMBIA PICTURES	CPS	N	15 1/4	15 7/8	-	5/8	-	3.93	20 1/2	7 3/8	6	6,748	102,907
DISNEY	DIS	N	33	33 3/8	-	3/8	-	1.12	47 5/8	32 1/2	13	32,380	1,068,540
FILMWAYS	FWY	A	8 3/4	9 1/8	-	3/8	-	4.10	9 7/8	6 7/8	7	2,579	22,566
FOUR STAR			1	1					1 1/4	3/4	10	666	666
GULF + WESTERN	GW	N	11 1/2	11 3/4	-	1/4	-	2.12	18 3/8	10 1/4	4	48,215	554,472
MCA	MCA	N	33	33 1/2	-	1/2	-	1.49	42 3/4	32	7	18,554	612,282
MGM	MGM	N	25 3/8	25 7/8	-	1/2	-	1.93	28	16	11	14,609	370,703
TRANSAMERICA	TA	N	13 3/4	13 5/8	+	1/8	+	.91	16 1/2	13 1/2	6	66,781	918,238
20TH CENTURY-FOX	TF	N	22 3/8	22 1/8	+	1/4	+	1.12	25 7/8	10	4	7,786	174,211
VIDEO CORP. OF AMER.	O	O	4 1/4	4 1/4					6 1/2	3 1/2	6	.973	4,135
WARNER	WCI	N	32 3/4	32 7/8	-	1/8	-	.38	32 7/8	25 3/4	7	14,458	473,499
WRATHER	WCO	A	9	9 1/8	-	1/8	-	1.36	9 1/4	4 1/2	9	2,243	20,187
TOTAL												215,992	4,322,406

Service

BBDO INC.	BBDO	O	25 1/2	26	-	1/2	-	1.92	29 3/4	22 1/2	7	2,513	64,081
COMSAT	CO	N	33 1/8	33 1/2	-	3/8	-	1.11	36 3/4	28 3/4	9	10,000	331,250
DOYLE DANE BERNBACH	DDYL	O	17 3/4	18	-	1/4	-	1.38	22	16 3/4	5	1,876	33,299
FOOTE CONE & BELDING	FCB	N	17 3/8	17 1/8	+	1/4	+	1.45	18	14 3/4	7	2,304	40,032
GREY ADVERTISING	GREY	O	29	28	+	1	+	3.57	32	16 1/2	5	716	20,764
INTERPUBLIC GROUP	IPG	N	27 1/8	28 3/8	-	1 1/4	-	4.40	39 1/4	22 1/2	8	2,387	64,747
MCI COMMUNICATIONS	MCIC	O	3 3/4	3 7/8	-	1/8	-	3.22	4 1/4	7/8	38	20,137	75,513
MOVIELAB	MOV	A	1 1/8	1 1/8					3	1	8	1,410	1,586
MPO VIDEOTRONICS	MPD	A	4 5/8	4 5/8					9	4	7	520	2,405
A. C. NIELSEN	NIELB	O	22 1/8	22	+	1/8	+	.56	22 1/2	18 7/8	12	10,832	239,658
OGILVY & MATHER	OGIL	D	37 3/4	37 3/4					41 3/4	31	7	1,805	68,138
J. WALTER THOMPSON	JWT	N	22 3/4	23	-	1/4	-	1.08	24 5/8	15 1/8	7	2,649	60,264
TOTAL												57,149	1,001,737

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	5 1/4	5 1/4					6	2 3/8	6	1,672	8,778
AMPEX	APX	N	12 1/2	11 1/4	+	1 1/4	+	11.11	12 1/2	7 3/8	12	10,928	136,600
ARVIN INDUSTRIES	ARV	N	18 5/8	18	+	5/8	+	3.47	20 3/4	14 1/2	4	5,959	110,986
CCA ELECTRONICS*	CCA	O	5/8	5/8					5/8	1/8	3	897	560
CETEC	CEC	A	4 1/8	4 1/8					4 1/4	1 3/4	13	1,654	6,822
COHU	COH	A	3 7/8	2 7/8	+	1	+	34.78	3 7/8	2 1/8	12	1,779	6,893
CONRAC	CAX	N	19 3/4	19 3/4					27 1/4	19 5/8	6	1,803	35,609
EASTMAN KODAK	EASKD	N	44	44 1/8	-	1/8	-	.28	86 3/4	44	11	161,370	7,100,280
FARINON	FARN	O	9 1/2	9	+	1/2	+	5.55	12	8	10	4,635	44,032
GENERAL ELECTRIC	GE	N	44 1/2	45 3/4	-	1 1/4	-	2.73	56 5/8	44 1/2	10	184,581	8,213,854
HARRIS CORP.	HRS	N	42 1/4	41 7/8	+	3/8	+	.89	45 3/4	28	12	12,236	516,971
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4					5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.**	IVCP	O	1 1/4	1	+	1/4	+	25.00	2 3/8	1/4		2,701	3,376
MICROWAVE ASSOC. INC	MAI	N	31 5/8	30 1/2	+	1 1/8	+	3.68	31 5/8	20 1/4	12	1,320	41,745
3M	MMM	N	45 3/4	46 5/8	-	7/8	-	1.87	57	45 3/4	13	115,265	5,273,373
MOTOROLA	MOT	N	36	36 1/4	-	1/4	-	.68	56 7/8	34 1/4	11	28,544	1,027,584
N. AMERICAN PHILIPS	NPH	N	25 1/8	26 1/2	-	1 3/8	-	5.18	36	25 1/8	5	12,033	302,329
OAK INDUSTRIES	OAK	N	19	18 1/4	+	3/4	+	4.10	19	9 5/8	21	1,697	32,243
RCA	RCA	N	24	24 3/8	-	3/8	-	1.53	31 3/4	22 3/4	8	74,810	1,795,440
ROCKWELL INTL.	RDK	N	30 1/8	30 1/4	-	1/8	-	.41	36 3/4	28 1/4	7	33,600	1,012,200
RSC INDUSTRIES	RSC	A	2 1/8	2 1/4	-	1/8	-	5.55	2 3/4	1 5/8	9	2,690	5,716
SCIENTIFIC-ATLANTA	SFA	A	20 7/8	20	+	7/8	+	4.37	23 1/2	16 3/4	12	2,426	50,642
SONY CORP.	SNE	N	7 3/8	7 3/4	-	3/8	-	4.83	10 3/8	7	11	172,500	1,272,187
TEKTRONIX	TEK	N	34	34 1/4	-	1/4	-	.72	68 1/2	28 1/4	12	17,804	605,336
TELEMATION	TLMT	O	1 3/8	1 3/8					1 3/8	1/2	2	1,050	1,443
VARIAN ASSOCIATES	VAR	N	16 1/2	16 7/8	-	3/8	-	2.22	21	14 3/4	10	6,838	112,827
WESTINGHOUSE	WX	N	17 1/2	17 7/8	-	3/8	-	2.09	22	16 1/4	6	87,434	1,530,095
ZENITH	ZE	N	11 3/8	13 1/4	-	1 7/8	-	14.15	28	11 3/8	15	18,818	214,054
TOTAL												967,524	29,464,015
GRAND TOTAL												1,769,930	47,499,831

Standard & Poor's Industrial Average

96.4 97.8 -1.2

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. Earn-
ings figures are exclusive of extraordinary
gains or losses.

PBS's Chloe Aaron: eager to go head to head against the other three

Chloe Wellingham Aaron does not see public television as a supplement to the commercial variety. The senior vice president for programing at the Public Broadcasting Service speaks instead of "alternative" programing. And she refers, not quite as often, to a developing "competition" between PBS and the three commercial TV networks.

Adequate program funding for public television, she adds, would "make the competition a little more fair."

It is in pursuit of some of the funding and more of the audience that Ms. Aaron and PBS are dedicating their energies in the next few weeks: toward the Festival '78 that will be to the world of public television as "sweep weeks" are to ABC, CBS and NBC. It's the time when public TV does its own "stunting," and hopes in return to attract, this year, an estimated \$10 million in local audience pledges. Her hopes are riding on these vehicles in particular: *Big Band Bash* (a three-hour tribute to the big bands of the Swing Era), a three-part *Dracula* series, the *Living Sands of Namib* (a National Geographic Society special) and *Live from the Grand Ole Opry*.

These are but several of the many program ventures Ms. Aaron has in mind for PBS. Others are set down in a lengthy "PBS National Programing Service Planning Book" that has in it more than \$93 million worth of programs she would like to see on the system. (PBS has a \$66 million national programing budget.) Among those ideas is one Ms. Aaron is "particularly excited" by—the *Minority Cultural Project*, conceived by the singer, Harry Belafonte, as a black talent production center designed to train writers, directors and actors for a varied series of productions, ranging from drama and music to documentaries. Ms. Aaron calls that proposal a "major prime time cultural series of the kind that we need more of."

The press announcement heralding the July 1976 appointment of Chloe Aaron to her PBS post said she was "believed to be the highest ranking woman executive at the network level in the history of television."

That got to her. "Compared to what?" she asks. It was a "dubious honor," assuming its significance more because women are so underrepresented in the power circles of network television, she says, than because of her own distinction.

In her first year and a half at PBS, Ms. Aaron says she has established the hiring



Chloe Wellingham Aaron—senior vice president for programing, Public Broadcasting Service, Washington; b. Los Angeles, Oct. 9, 1938; BA, Occidental College, Los Angeles, 1961; researcher for historian, Alan Nevins, Huntington Library, San Marino, Calif., 1961; MA, George Washington University, Washington, 1962; freelance writer, 1962-70; director for the public media program of the National Endowment for the Arts, Washington, 1970-76; present position since July 1976; m. David Aaron, Aug. 11, 1962; son—Timothy, 12.

of more women and minority group members as a "professional goal" for herself. Public television, she says, is "very sensitive" to equal employment opportunity issues, and "we really cheat ourselves" if the country's rich diversity of cultures and points of view are not exploited by television.

It would, of course, be easy for Ms. Aaron to use her role at PBS as a kind of spokesperson for the women's movement, but she generally shies away from lengthy discussions on the subject of women in broadcasting and prefers to speak of her accomplishments and dreams—and of that planning book.

Ms. Aaron went to the public network after six years as director of the public media program at the National Endowment for the Arts. In that role, she had over-all responsibility for the endowment's activities relating to the funding of film, television and radio—including overseeing such major public television projects as the *Dance in America*, *Visions and*

Live from Lincoln Center.

Ms. Aaron's training and initial career goals pointed to a position as a "drama critic for a daily newspaper." After receiving her BA in 1960 and a year as a researcher at the Huntington Library in California, she went to Washington to do her graduate work in an American cultural program offered by George Washington University.

But, she says, Washington in those days of Camelot turned out to be "a very grim place" for a student of drama and cinema. At the time there was only one movie theater in the capital that regularly presented film classics and the city's famed Kennedy Center for the Performing Arts was not yet even a gleam in anyone's eye.

If it's truly "much more delightful now," as Ms. Aaron believes, she can take some of the credit. The National Endowment, for example, never dealt very much with film and television before she joined it. During her tenure there, Washington became an attractive place to creative people in those fields who, certainly, have contributed to the cultural boom the city has experienced during the seventies.

And although she is in nearly constant contact with the creative community in Washington and elsewhere, Ms. Aaron considers it a distinct "advantage" that she has, thus far, kept out of the production process. Her talents, she says, "as a critic, an analyst and a commentator" complement those of the producers and directors with whom she is continually dealing.

Nor does she necessarily believe that creative people are especially adept at handling the "tremendous frustrations" and the tiny heartaches that the head of programing for a financially strapped network naturally must endure. "People who come from a background of doing," she says, "are very frustrated as administrators." And vice versa. "Life is a lot easier if you don't have people who are kind of schizophrenic—back and forth between administrating and creating."

In her wildest dreams, then, Ms. Aaron likes to envision a public television system with "as much money to spend on programing as just one of the commercial networks"—a figure she estimates to be about \$500 million a year. Should that chronic money problem be solved, she would turn first to daytime television and present a "blockbuster" schedule that would counter what she calls the "appalling" fare of the other networks.

"The fact that the daytime ratings are going down for the commercial networks is all you need to know. That's just a red flag that the people want better programing or else they're not going to watch," she says.

Good advice

Sex on television is suddenly Topic A for magazine and newspaper feature writers. The phenomenon is being simultaneously exploited and deplored in the seamiest tradition of popular journalism. Television program executives, however, will be well advised to avoid becoming parties to the exploitation.

The temptation may be there. After a *Newsweek* cover featured Suzanne Somers, of ABC-TV's *Three's Company*, in suggestive lingerie, ratings rose 8.4 points above averages that were already high. A shock like that starts seismographs oscillating in every casting office.

It may also be reported now on the strength of preliminary returns that the issue with the Somers cover scored *Newsweek's* biggest newsstand sale of the year to that date, a development that will not escape the attention of other editors. Last week's issue of *Us*, the New York Times Co.'s competitor to Time Inc.'s *People*, carried as its top cover line: "Sex on TV: How far will they go?" The cover picture was of Suzanne Somers in a bathing suit.

Gene Jankowski, in his first speech as president of the CBS/Broadcast Group, urged his Hollywood audience to exert restraint (BROADCASTING, Feb. 20). His timing couldn't have been better.

One-sided

The failure of the Alfred I. duPont-Columbia awards authorities to recognize radio in their presentations for 1976-77 (BROADCASTING, Feb. 20) needs a better explanation than any we've seen yet. Whatever the reasons, radio received short shrift.

Elie Abel, dean of the Columbia Graduate School of Journalism, suggested that the awards program is suffering a financial pinch. This is understandable, inflation being what it is and has been. But didn't the awards administrators anticipate the bind? Couldn't they have made a more equitable allocation of the available resources between radio and TV?

Although awards honor outstanding performance, they also encourage it. Radio journalists obviously get no encouragement from this year's duPont-Columbia awards. And what of the future? Will the program's administrators restore its sense of balance or will they reduce it to a single branch of broadcasting, leaving radio to look elsewhere for the recognition it deserves?

Fair or foul?

The final disposition of the fairness-doctrine inquiry that the FCC has initiated (BROADCASTING, Feb. 20) may provide a significant clue to the philosophical tilt of the commission under the chairmanship of Charles D. Ferris. The scant signs available now hint of deep divisions within the agency.

The unanimous approval of the inquiry by the six commissioners who were present to vote on it commits nobody to a final vote after comments are received and digested. Indeed two members, James Quello and Abbott Washburn, expressed grave reservations. Joseph Fogarty, however, as much as endorsed one of the two proposals on which comment is being solicited. Chairman Ferris said he would welcome comments on both.

As has been noted here before, Mr. Ferris will approach his ultimate vote in this proceeding under special scrutiny. The chairman

finds himself in official company of the author of one of the new fairness proposals and a lawyer for advocates of the other.

The author in the piece is Henry Geller, President Carter's choice to direct the soon-to-be-formed National Telecommunications and Information Agency. Mr. Geller wants to end case-by-case review of fairness complaints and substitute an annual review of "the 10 controversial issues of public importance, local and national, which [the licensee] chose for coverage during the prior year."

The lawyer for advocates of the other proposal—that broadcasters donate an hour a week for public access over which they would exert no editorial control and in addition air responses to "editorial advertising"—is Frank Lloyd, who represented the Committee for Open Media.

Mr. Geller, a former FCC general counsel who has been called the guru of broadcast law for government and public interest lawyers, has been coaching Mr. Ferris. Mr. Lloyd, upon recommendation by Mr. Geller, became Mr. Ferris's principal aide.

With help like that at his side, Mr. Ferris will want to examine carefully the thoughts of others if he wishes to present an image of independence. There is plenty to be said on the other side. The Geller plan can lead only to the institutionalization of governmental review of subjects that go on the air. The COM's access plan would start the conversion of broadcasting from journalistic force to common carrier.

Lining up against the zealots

The legal ethics committee of the District of Columbia Bar finds itself isolated in its attempts to impose unreasonable restraints on the movement of lawyers between government service and private practice. The comments of the Federal Communications Bar Association typified the wave of opposition that has rolled over the proposed rule change (BROADCASTING, Feb. 20).

Nobody is objecting to the prohibition of obvious conflicts of interest, a lawyer leaving government, for instance, to serve a private client with a case the lawyer worked on at the agency. But such conflicts are already prevented by existing rules. The ethics committee's proposal to disqualify whole law firms from representation in cases in which individual members of the firms have been involved while still in government would all but lock the door permanently between government and private practice.

With the door locked, no young lawyer could enter government without committing a whole career to it. Those with other ambitions would be denied the training government can provide. The proficiency of law practice inside government and out would inevitably suffer.



Drawn for BROADCASTING by Jack Schmidt



World's greatest rain.

If the bluest skies you'll ever see are in Seattle, how come raindrops keep falling on our head? A fair question. For Seattle's weather is definitely paradoxical.

It does rain a lot in Seattle—but not as much as it does in New York. (Score: 41.51 annual inches for the Big Apple, 38.79 for the Big Sponge.)

The thing is, Seattle's rain falleth gently from the heavens—more drizzle than deluge. Because our rainfall is mostly soft and light, people golf in it, go for walks in it, stoically ignore it and generally smile on through. (Britishers and Scandinavians dote on Seattle's climate.) Furthermore, very, very little of our precipitation hits



COLE PORTER: SEATTLE TIMES

the streets in the form of snow. ruddy with a jointly-shared grudge against the wetness. For although we stoutly defend our climate, we regard the right to complain about the weather as a sacred privilege of citizenship. For example, we can have a gorgeous stretch of crisp, clear, sunny weather.

But two drizzly days later, strong men will moan, "Will this rain never end?"

Ah well, except for the predictably dark and sloshy months of December and January, during the remainder of the year, Seattle averages more daylight hours of sunshine than rain or overcast. And we enjoy fabulously beautiful clouds, superb sunrises and sunsets of sheer poetry the year round.

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