

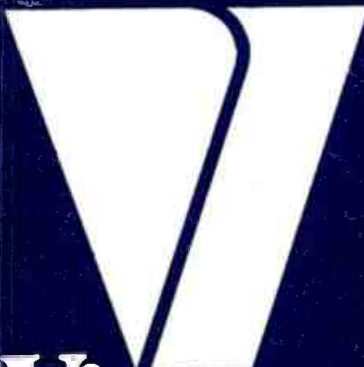
**NATPE and TV programing:  
Neither standing pat in Las Vegas**

# Broadcasting Mar 12

The newswweekly of broadcasting and allied arts

Our 48th Year 1979

**NEWSPAPER**



**Viacom**

**Your Best Bet!**

51250 B9258 MUA NOV/79  
KDCR RADIO  
DORDT COLLEGE  
SIOUX CENTER IA 51250

MGM GRAND, PENTHOUSE SUITE, 26TH FLOOR.

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# HOLDOCAUST



# HOLOCAUST

**An  
original,  
9½-hour  
television drama  
in color starring,  
in alphabetic  
order**

Tom Bell . . . . . Eichmann  
Joseph Bottoms . . . . Rudi Weiss  
Tovah Feldshuh . . . . Helena Slomova  
Marius Goring . . . . . Herr Palitz  
Rosemary Harris . . . . Berta Weiss  
Anthony Haygarth . . . Müller  
Ian Holm . . . . . Himmler  
Lee Montague . . . . . Uncle Sasha  
Michael Moriarty . . . Erik Dorf  
Deborah Norton . . . . Marta Dorf

George Rose . . . . . Lowy  
Robert Stephens . . . Uncle Kurt Doi  
Meryl Streep . . . . . Inga Helms We  
Sam Wanamaker . . . Moses Weiss  
David Warner . . . . . Heydrich  
Fritz Weaver . . . . . Dr. Joseph We  
James Woods . . . . . Karl Weiss  
And introducing  
Blanche Baker . . . . Anna Weiss  
Over 150 speaking roles



The story spans a decade, 1935 to 1945, in the lives of two families living in Nazi Germany. We follow the tragedy, and triumph, of the Weiss family—Dr. Joseph Weiss, a skilled physician; his refined, proud wife, Berta; their three grown children, Rudi, Karl and Anna.

Paralleling their saga is the story of Erik Dorf, an impoverished lawyer who, prodded on by his ambitious wife, Marta, joins the SS and swiftly rises to become an aide to Heydrich, chief strategist for devising plans for “the final solution” of Europe’s Jews.

In scope, in breadth, in thematic impact, HOLOCAUST is a monumental drama, a rare television event.



# Winner of 8 Emmy Awards!

## Nominated for a record 16 Emmys

Michael Moriarty — Emmy Award winner, outstanding lead actor

Meryl Streep — Emmy Award winner, outstanding lead actress

Blanche Baker — Emmy Award winner, outstanding supporting actress

Herbert Brodtkin — Emmy Award winner, outstanding limited series, executive producer

Robert Berger — Emmy Award winner, outstanding limited series, producer

Marvin Chomsky — Emmy Award winner, outstanding director, drama series

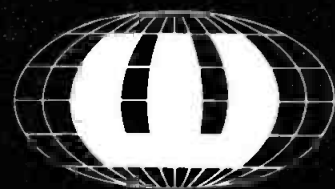
Gerald Green — Emmy Award winner, outstanding writing, drama series

Emmy Award — Outstanding film editing

Morton Gould composed the original music

# HOLocaust

Filmed entirely on location in Germany and Austria



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# CASPER

The Friendly Ghost and His Friends

244  
COLOR  
CARTOONS



**Now playing in 77 markets, earning top ratings**

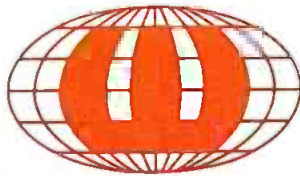
A runaway hit, year after year...particularly in 1979,  
the United Nations International Year of the Child

Projecting an excellent station image — CASPER, THE FRIENDLY GHOST, is going to be highly "visible" throughout 1979, promoting the UN's International Year of the Child. CASPER is the year-round spokesman for UNICEF . . . Grand Marshal of the annual UNICEF parade.

Also, the honorary astronaut who "flew" to the moon with the crew of Apollo 16 . . . good-will ambassador of baseball's National League, the National Basketball Association, American Dental Association.

Pre-sold audiences — CASPER is the popular hero and superstar of Harvey Comics, with an annual circulation of 36,000,000.

CASPER, THE FRIENDLY GHOST, will frighten your competition.



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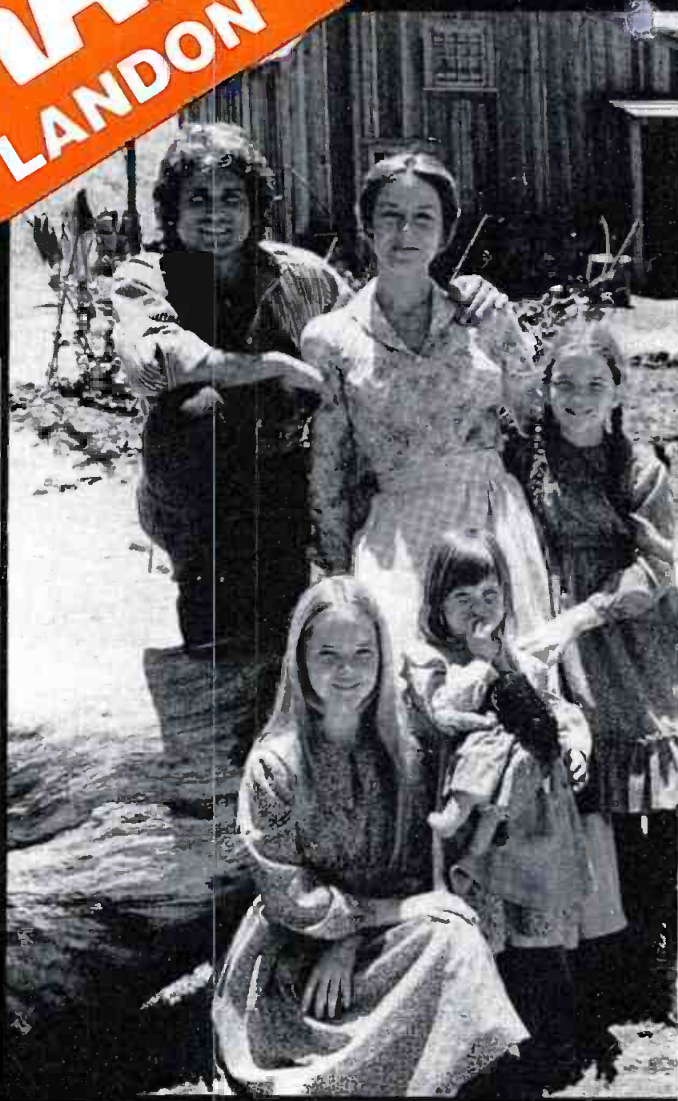
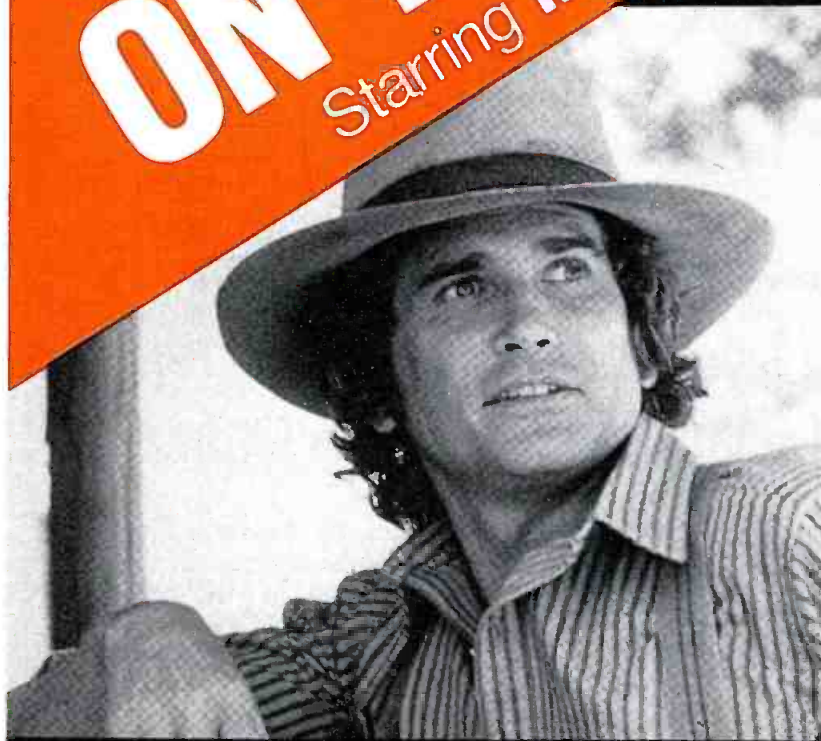
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# THE LITTLEHOUSE ON THE PRAIRIE

Starring MICHAEL LANDON





# America's Most Beloved Television Series

**Currently in its fifth season on the  
NBC Television Network**

**The Number One series on NBC\***

**Available for local telecasting September, 1981**

In an era when television has been criticized for "gratuitous violence, prurient sex and mindless entertainment," THE LITTLE HOUSE ON THE PRAIRIE stands out as the best the medium has to offer in the way of wholesome, all-family entertainment.

With its great human values, its strong sense of family and community, THE LITTLE HOUSE ON THE PRAIRIE stresses all the positive values that symbolize America's strength.

It's a series that every station in the country can schedule with pride — confident of winning not only vast audiences but also critical acclaim.

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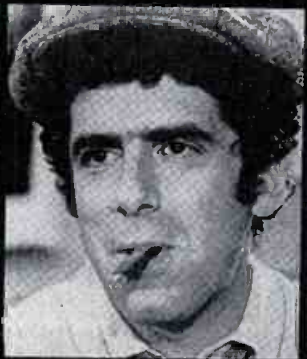
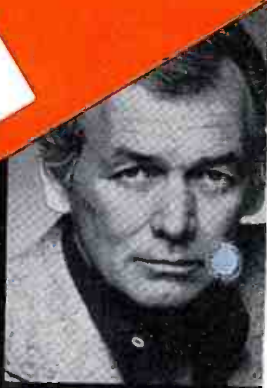


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# PRIME I IIIIIIIII V VI



# AN OUTSTANDING ARRAY OF 113 FEATURE FILMS OF THE 70'S, GLOWING WITH MANY OF THE GREATEST BOX-OFFICE STARS OF OUR TIME

Fred Astaire  
Charles Bronson  
Jill Clayburgh  
Angie Dickinson  
Elliott Gould  
Ben Gazzara

Helen Hayes  
Glenda Jackson  
David Janssen  
Diane Keaton  
Tony Perkins  
Lee Remick

Burt Reynolds  
George C. Scott  
George Segal  
Elizabeth Taylor  
Liv Ullman  
Shelley Winters

And featuring such top hits as...

A Touch of Class  
Fear on Trial  
Give 'Em Hell, Harry  
Killer Bees  
The Love Boat  
Sweet Hostage  
Hustling  
Intimate Strangers

A Sensitive Passionate Man  
The Trial of Lee Harvey Oswald  
Cold Sweat  
I Will, I Will... For Now  
Little House on the Prairie  
Louis Armstrong — Chicago Style  
Francis Gary Powers: The True Story  
of the U-2 Spy Incident

Dawn: Portrait of a Teenage Runaway

You're not in the movie business if you don't own the PRIME packages.

Visit us at NATPE — the MGM Grand

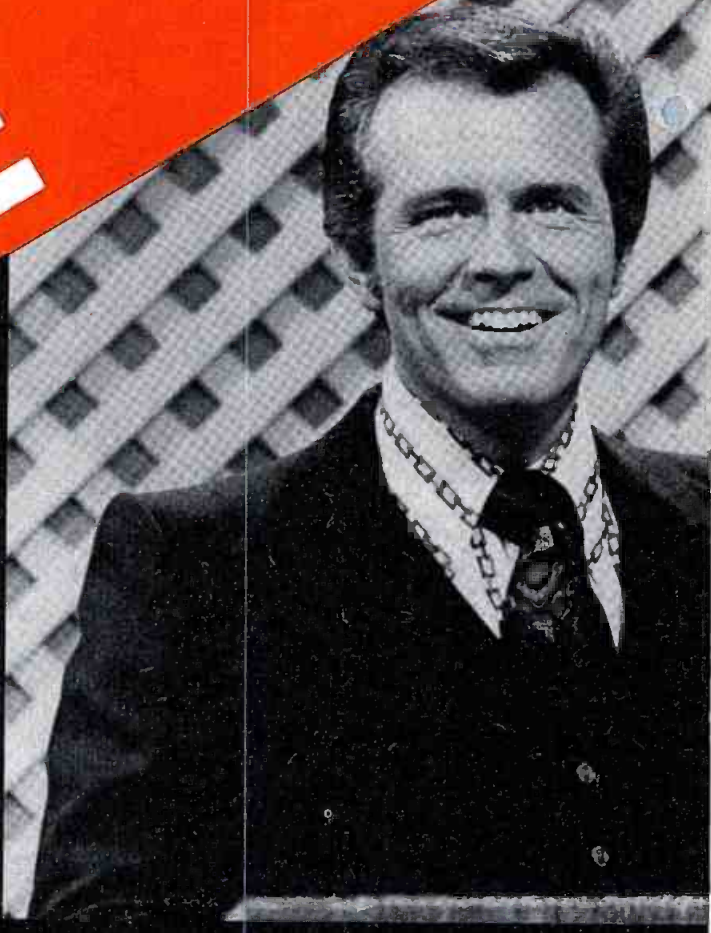


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# THE NEWLYWED GAME



**SOLD IN OVER 125 MARKETS —  
50 OF THE TOP 50, 72 OF THE TOP 75!**

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

The hottest game show in all  
television — and the funniest!

**A CHUCK BARRIS PRODUCTION**  
Starring Bob Eubanks

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# STARS ON ICE

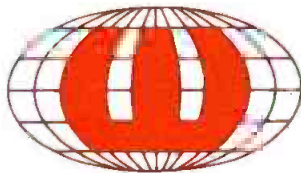


## The Perfect All-Family Half Hour Show for Prime Time Access

A weekly musical-variety extravaganza, hosted by Alex Trebek, emcee of NBC-TV's "High Rollers."

Capturing all the excitement, spectacle and popularity of America's entertainment phenomenon, the ice show . . . brilliantly choreographed production numbers . . . champion skaters . . . ballet on ice . . . internationally acclaimed, non-skating, guest stars.

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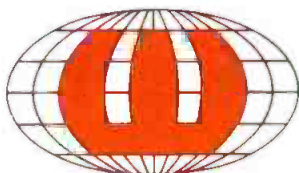
# LET'S MAKE A DEAL

The  
all-time  
hit series  
starring  
Monty Hall



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

VISIT US  
AT NATPE  
MGM GRAND



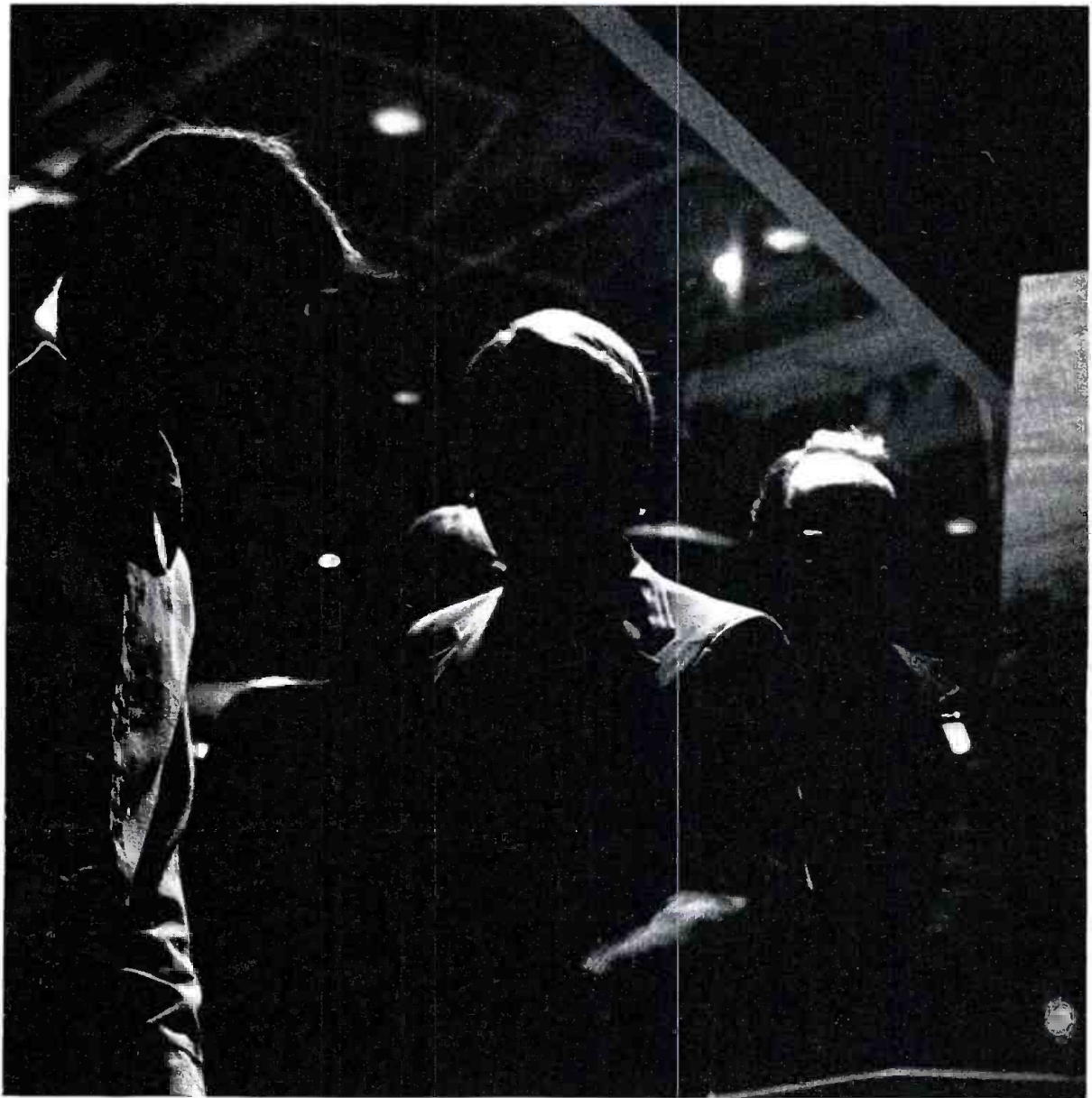
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**PREMIER**



***NAB '79 Booth 308***

**THE GRASS VALLEY GROUP, INC.**

A TEKTRONIX COMPANY



# The Week in Brief

**CHILDREN'S AD CONTROVERSY** □ Round two of the FTC's hearings get underway in Washington with testimony on dental problems and sugar offered by a parade of industry and consumer-interest witnesses. **PAGE 35.**

**FROM THE TOP AT NBC** □ After 34 years with NBC, Julian Goodman will take early retirement from his post as chairman of the executive committee. **PAGE 40.** And NBC Entertainment's senior programmer, Paul Klein, leaves to go into independent production. **PAGE 57.**

**CAPTIONED TV** □ Califano is ready to announce a plan to aid those with hearing impairments. It would involve ABC, NBC and PBS. CBS won't go along, pushing for teletext. **PAGE 42.**

**AT THE CROSSROADS** □ As NATPE sets growth records of all kinds in Las Vegas, there is talk of conversion to a MIP-style booth convention and there is more planning for the establishment of a national office. **PAGE 56.**

**SENDING IN THE BENCH** □ ABC-TV clearly wins another week in the ratings as CBS-TV premieres five new shows and NBC-TV unveils two replacements. **PAGE 58.**

**DISCOVISION** □ MCA puts out a catalogue of 200 titles for its Magnavox video-disk player that uses laser technology. **PAGE 64.**

**FTC'S MISSION** □ Chairman Pertschuk avoids the children's advertising issue in a national radio address, but maintains that the commission is succeeding in its role of championing the consumer's interests. **PAGE 66.**

**TV'S BIG SPENDERS** □ TVB lists the 567 advertisers that spent \$4.1 billion in television last year. **PAGE 78.** It also reports on the sponsors who put \$2.5 billion in spot TV during 1978. **PAGE 82.**

**HARMONY** □ BMI and the All-Industry Radio Music License Committee agree on a new five-year contract. **PAGE 92.**

**PALEY ON PALEY** □ The new autobiography of CBS's chairman lends some insights and inside looks at a man and a corporation and a story that didn't always come up roses. **PAGE 94.**

**CARTER REFORMS** □ The White House offers two pieces of draft legislation designed to streamline the policymaking process and to encourage public participation at administrative agencies. **PAGE 102.**

**FAMILIAR FACES** □ The NAB election brings three former officers back to the joint board after a year's absence. And all but one incumbent are returned. **PAGE 110.**

**BASEBALL '79** □ BROADCASTING's annual special report finds that the major leagues will get \$54.5 million for broadcast rights to play-by-play. And the Pete Rose contract puts a new spin on local TV negotiations. **PAGE 115.**

**NBC DOWN; RCA UP** □ That's the gist of the 1978 report in which the parent company reached all-time highs. **PAGE 122.**

**SLOW-DOWN URGED** □ The ABES asks the FCC to first make a general AM inquiry before considering NTIA's plan to reduce channel spacing. **PAGE 128.**

**VAN IN MOTION** □ A. R. Van Cantfort is pleased that the NATPE has reached some of its goals and set in motion other projects during his term as president of the association. As he returns to fulltime duties as program manager of WSB-TV Atlanta, he offers some thoughts on other things that need to be done. **PAGE 169.**

Broadcast Advertising.....	66	Closed Circuit.....	18	For the Record.....	150	Playlist.....	132
Broadcast Journalism.....	133	Datebook.....	26	In Sync.....	130	Profile.....	169
Broadcast Technology.....	126	Editorials.....	170	Media.....	84	Programming.....	52
Business Briefly.....	20	Fates & Fortunes.....	138	Monday Memo.....	24	Stock Index.....	167
Changing Hands.....	108	Finance.....	122	Open Mike.....	29	Top of the Week.....	35

**Index to Advertisers** ■ Air Time Intl 72-73 □ American Intl TV 59-62 □ Arbitron 88-89 □ Associated Press 27 □ BBI Productions 68 □ Blackburn 108 □ Blair TV 76-77 □ Broadcast Computer Systems 130 □ Broadcast Electronics 66 □ Broadcast Programming Intl 149 □ Buckley Radio 107 □ C-B Distribution 129 □ CETEC 116-117 □ Century 21 126 □ Columbia Pictures 79, 81, 83, 85 □ Columbia School 150 □ Combined Communications 106 □ Continental Electronics 102 □ Data Communications 120 □ Drake-Chenault Enterprises 111 □ Eastman Kodak 103 □ Environmental Research & Tech 129 □ Fetzer Stations 104 □ Field Communications 141 □ General Foods 136 □ Grass Valley Group 16 □ Alfred Haber 25 □ Hanna-Barbera 101 □ Harris 151 □ Rex Humbard 127 □ INTV 146 □ ITT/Blue Marble 137 □ KHJ-TV 74 □ KMOX-TV 67 □ Lexington Broadcast Services 39 □ MCA-TV 21, 34 □ MGM-TV 23, 41 □ MIP-TV 152-153 □ McHugh & Holfman 22 □ McMartin Industries 98 □ Metro Productions 131 □ Metromedia Producers Corp. 28-29, 56-57, 64-65, 112-113 □ Microdyne 128 □ Multimedia Program Productions 109 □ National Telefilm 71, 125 □ New Zoo Review 134 □ Osmond TV 142 □ Paramount 31-33 □ Program Syndication Services 121 □ Research Group 70 □ Cecil Richards 110 □ SFM Media Service Corp 105 □ Sintronics 145 □ Southern Baptist Radio & TV Comm. 147 □ Standard Rate & Data Service 154 □ Howard E. Stark 30 □ TVAC 100 □ TVS-TV Network 91, 93, 95, 97, 99 □ Tandem 44-51 □ William B. Tanner 156 □ Target Publications 144 □ Television Syndication Group 122 □ JWT-Syndication Inside Back Cover □ 20th Century-Fox 53-55 □ U.S. Chamber of Commerce 124 □ Universal Intl TV 140 □ Viacom Front Cover, 86-87 □ Vital Industries Back Cover □ WGAL-TV 19 □ WGN 143 □ WHBQ-TV 135 □ WJIM-TV 69 □ WMAR-TV 114 □ WOR-TV 119 □ WSAU-TV 26 □ Warner Brothers 43, 75 □ World Tennis 147 □ Worldvision Inside Front Cover—15 □ Xerox 139 □ Yongestreet Program Services 123 □

# Closed Circuit®

Insider report: behind the scene, before the fact

## Preview

House Communications Subcommittee rewrite of Communications Act, put off once again but now expected next week, will contain several departures from first version: full repeal of Section 315 (fairness doctrine, candidate equal time); removal of radio station ownership limits (five anywhere in original) but not TV (still five); some network regulation; insertion of "public interest" standard (but not as broad as present law). Provisions kept, but some modified: fee for commercial broadcasters to support noncommercial programming (but not rural communications development or minority ownership); indefinite license terms for radio, two five-year terms for TV followed by indefinite license; deletion of cable regulation (with possible inclusion of requirement for retransmission consent for distant signals); lottery to select among rival applicants for new or empty station assignments.

Subcommittee insiders say it's probable that new bill will be bipartisan. If ranking Republican James Collins (R-Tex.) and veteran member James Broyhill (R-N.C.) both co-sponsor, chances are Democrats other than chief architect, Chairman Lionel Van Deerlin (D-Calif.), will add names too.

## Act two

Senate's more modest "renovation" of Communications Act is also due for revelation, probably in two forms. Barry Goldwater (Ariz.), ranking Republican on Senate Communications Subcommittee, is expected to introduce his and Senator Harrison Schmitt's (R-N.M.) bill today (March 12). Subcommittee Chairman Ernest Hollings (D-S.C.) is due with his this week or next.

Republicans and Democrats can't agree on broadcaster fees. Hollings spectrum-fee version is close to House's. Senator Goldwater says spectrum is broadcasters' property. But differences may boil down to semantics. Goldwater bill will contain "cost of regulation" fee which, staffers say, will produce about same revenue. Goldwater bill will lengthen some license terms, promote competition in broadband video communications (but without removing distant-signal restrictions), propose no change in broadcast ownership rules.

## Fourth or first?

Among major news breaks at National Association of Television Program Executives conference in Las Vegas this week will be announcement by Viacom,

RCA and Post-Newsweek Stations of joint venture for distribution of TV programs by satellite. Participants avoid calling it fourth network, say it's means of using new technology to bypass current shipping methods. Although top-secret classification was put on development prior to news conference scheduled for Saturday (March 10), it's believed signals will be scrambled to avoid pirating by unauthorized earth stations.

RCA has two Satcoms now aloft, with third scheduled for December launch and fourth in application stage ("In Sync," page 130). Until now, most broadcasters with earth station capability have been oriented to Western Union's Westars. RCA has been favored by cable TV. There are now 37 earth stations at commercial TV's, with another seven to be operational in 60-90 days, plus 149 earth stations at noncommercial outlets.

## Judged harmless

FCC Cable Television Bureau's report on results of economic inquiry into impact of cable television on television stations is said to provide considerable ammunition for those who argue that broadcasting has little to fear from cable growth, even if unrestrained. Report is said to note that few if any stations have suffered decline in revenues as result of cable television competition and that, with increase in number of new television homes resulting from population growth outstripping number of homes signing up for cable TV, stations are not losing much if any audience.

Cable Bureau staffers are now preparing draft notices of rulemaking to repeal distant-signal and syndicated-exclusivity rules. Nor would those and report be all that commission is asked to consider in single ball of wax. Fourth item would be National Telecommunications and Information Administration's retransmission consent proposal (BROADCASTING, Feb. 12).

## Paper mill

Increasingly frustrated by sluggish movement of their clients' applications through FCC, communications lawyers have turned from what they now perceive to be useless complaints to affirmative offers of help. Commission authorities say biggest problem is lack of bodies on processing lines, citing administration's rejection of budget requests for 12 employes to handle applications. (Indeed outlook is that FCC will wind up with 100 fewer positions over-all than it has now.) Federal Communications Bar Association officials will volunteer to lobby Congress

for extra hands, if FCC Chairman Charles D. Ferris accepts at forthcoming meeting.

There's also admitted bottleneck in Broadcast Bureau's licensing division, which receives applications and decides whether they are acceptable for filing. Problem is still under study, but there's talk of reorganization to place license division employes under control of divisions that process applications, once accepted.

## Kievman and code

Chairmanship of National Association of Broadcasters television code board will change hands in next few weeks. Michael Kievman of Cox Broadcasting, Atlanta, current code board member, has been asked to take job, succeeding Robert J. Rich, KBJR-TV Duluth, Minn., who retires from board in March. NAB President Vincent Wasilewski, who is expected to announce change about time of association's convention in Dallas, March 25-28, also is to appoint three new code board members to succeed Mr. Rich and two other retiring incumbents, Burton LaDow, KTVK(TV) Phoenix, and Wallace Jorgenson, WBTV(TV) Charlotte, N.C.

## Hardware show

Delegates won't see lots of new studio equipment on exhibit floor of National Association of Broadcasters convention in Dallas in two weeks. Last year's hot items—one-inch video-tape recorders and portable cameras—are likely to still dominate attention of delegates. Some movement on big items is certain, however.

RCA is coming out with its first new series of VHF transmitters since 1969, and Harris is counting on new AM and FM transmitters. RCA will also be showing new, less costly to install, circularly polarized VHF antenna.

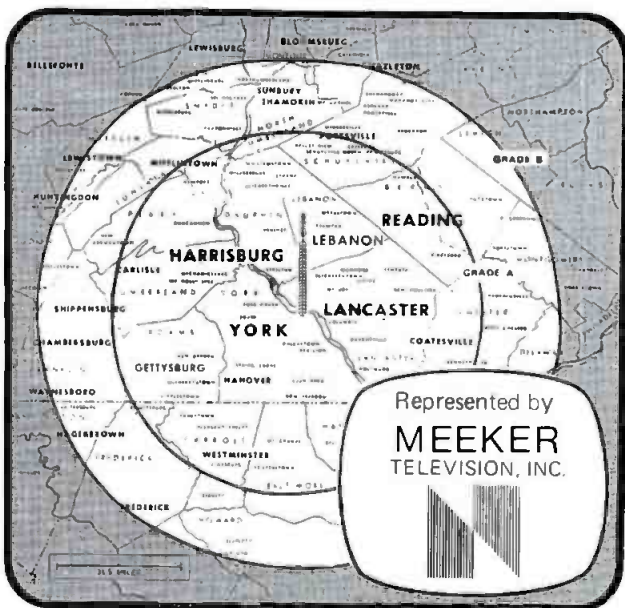
## Au revoir, Vieux Carre

On eve of its 1979 convention in Dallas March 25-28, it's odds-on bet that National Association of Broadcasters will scratch New Orleans as 1980 site and substitute Las Vegas. Reason: inadequate exhibit space and possible squeeze on hotel accommodations. NAB board was being polled last week.

Three years ago in Chicago, about 80,000 square feet of exhibit space was adequate. In Washington in 1977, about 90,000 sufficed. Big jump came last year in Las Vegas when occupancy vaulted to 125,000 square feet. Commitment for Dallas is 145,000. No such space can be guaranteed in New Orleans.



## WGAL-TV sets the pace in SPORTING HILL



Not only in this active Lancaster County community does WGAL-TV win the laurels, but in hundreds of other prosperous Pennsylvania towns and cities as well. Such championship performance is due to a combination of outstanding programs and consistent day-in, day-out coverage of all segments of this responsive 9-county DMA of some 1,200,000 persons. So, in your media buying, it pays to contrast this WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for marked superiority in area-wide coverage and sales.

Source: Nielsen 1978 County Coverage Report

# WGAL-TV 8

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

# Business Briefly

## TV only

**Schick** □ One-year TV campaign starts in late March for Schnick smoking and weight control centers in 17 markets during daytime. Agency: S.B.B. Associates, Los Angeles. Target: men and women, 18-49.

**Tuffy Service Centers** □ Nine-month TV campaign begins in April for automotive franchise service centers in 22 markets including Cleveland, Miami and Memphis. Agency: Jackson & MacLean, Southfield, Mich. Target: men, 25-54.

**Atlantic Richfield Co.** □ Six-month TV campaign begins in early April for Arco-Graphite oil in 24 markets during prime, late fringe, news and sports time. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: men, 18-49.

**Perdue** □ Three-month TV campaign begins in late March for Perdue chickens in eight markets during fringe, day and prime time. Agency: Scali, McCabe, Sloves, New York. Target: women, 25-54.

**Cities Service** □ Eleven-week TV campaign begins this week for Citgo gas stations in seven markets during prime time. Agency: Foote, Cone & Belding, New York. Target: men, 25-54.

**Mrs. Filbert's** □ Ten-week TV campaign starts in early April for margarine in 56 markets during day and prime time. Agency: W.B. Doner, Baltimore. Target: women, 18-49.

**Revco Drug Stores** □ Two-month TV campaign starts this week in three markets for optical division during day, access, prime and early news time. Agency: Nelson Stern, Beachwood, Ohio. Target: adults.

**R.J. Reynolds** □ Two-month TV campaign begins in early April for Milk Mate chocolate syrup in 25 West Coast markets during day and prime time. Agency: Lee King & Partners, Chicago. Target: women, 25-49.

**Melville Shoes** □ Two-, three- and four week TV campaign begins in mid-March for Thom McAn shoes in about 50 markets during fringe and prime time. Agency: Marschalk, New York. Target: total men.

**Carey Salt** □ Six-week TV campaign begins in early April for consumer, industrial and agricultural salt products manufacturer in four markets during day, fringe and prime time. Agency: Fletcher Mayo Associates, St. Joseph, Mo. Target: women, 25-54.

**Riker Laboratories** □ Five-week TV campaign begins in early April for Buf-Puf non-medicated skin care sponge in four markets during all day parts. Agency: Baxter, Gurian & Mazzei, Beverly Hills, Calif. Target: total women.

**Agway** □ One-month TV campaign begins in early April for Green Lawn Plus product in 20 markets during prime, early and late fringe time. Agency: Northrup & Teel, Pittsford, N.Y. Target: men, 25-54.

**Pennwalt** □ One-month TV campaign begins in late March for chemical company in 27 markets during news time. Agency: Aitkin-Kynett, Philadelphia. Target: total adults.

**Lowe's** □ One-month TV campaign starts in mid-March for kitty litter in nine markets during day, prime and late fringe time. Agency: W.B. Doner, Southfield, Mich. Target: women, 25-54.

**Larsen** □ One-month TV campaign starts in early April for Fresh Like canned and frozen vegetables in about 15 markets during day and fringe time. Agency: Campbell-Mithun, Chicago. Target: women, 18-34.

**Del Laboratories** □ Four-week TV campaign begins in early April for Nutra Tonic hair products in 10 markets during fringe time. Agency: Kurtz & Tarlow, New York. Target: women, 18-34.

**3M** □ Four-week TV campaign starts in late March for home products division's Scrub N' Sponge cleaner in about 12 markets during fringe and day time. Agency: BBDO, Minneapolis. Target: women, 25-54.

**Knudsen** □ One-month TV campaign starts in mid-March for yogurt in eight markets during prime and fringe time. Agency: Chiat/Day, Los Angeles. Target: total women.

**Dodge** □ Three-week TV campaign starts this week for car manufacturer's

## Rep appointments

- WATL-TV Atlanta: Spot Time Ltd., New York.
- KTHV(TV) Little Rock, Ark., and WBOC-TV Salisbury, Md.: The Katz Agency, New York.
- WSNY(AM)-WAIV(FM) Jacksonville; WLOF(AM)-WBJW-FM Orlando; and WJYW(FM) Tampa, all Florida; and WOKI(AM) Oak Ridge (Knoxville), Tenn.: Buckley Radio Sales, New York.
- WELM(AM)-WLVY(FM) Elmira, N.Y.: Schutz & Co., New York.
- KFH(AM)-KBRA(FM) Wichita, Kan.: Eastman Radio, New York.

Aspen model in 54 markets during fringe and prime time. Agency: BBDO, Troy, Mich. Target: men, 25-54.

**Simplicity Manufacturing Co.** □ Three-week TV campaign starts in early April for outdoor products manufacturer in 25-30 markets during day and late fringe time. Agency: Hoffman York, Milwaukee. Target: men, 25-54.

**Mennen** □ Three-week TV campaign begins this week for Speed Stick deodorant during prime and sports time. Agency: Case & McGrath, New York. Target: total men.

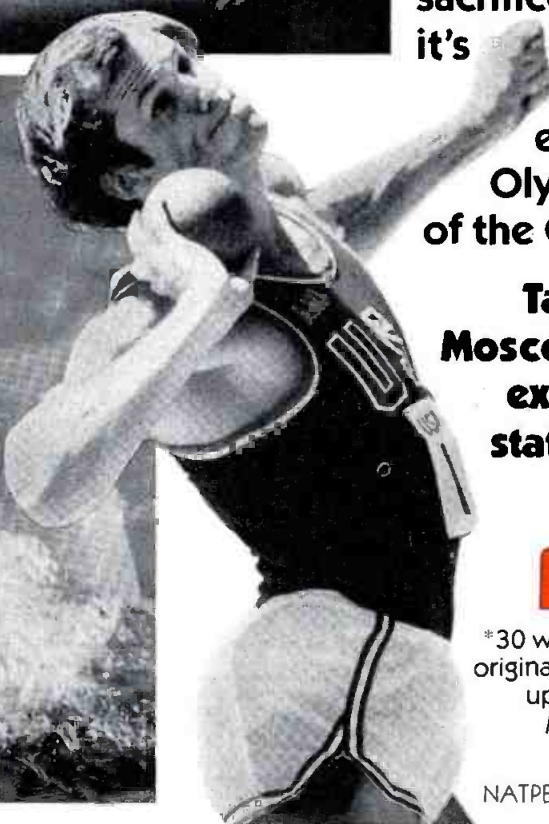
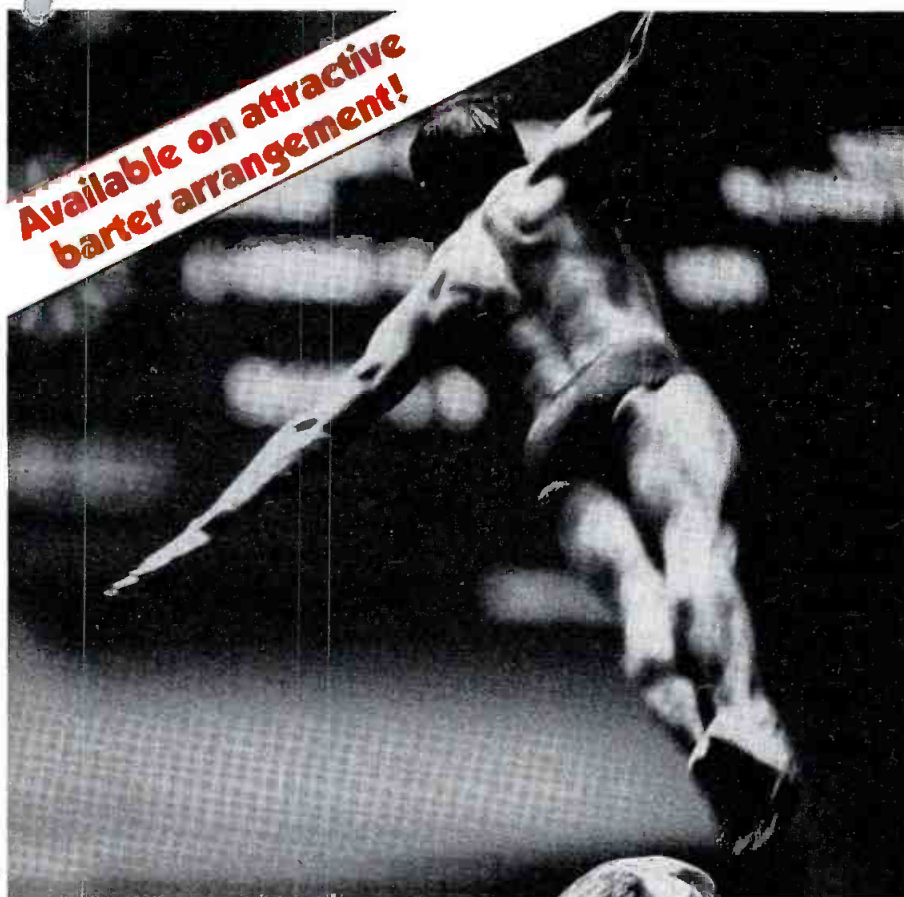
**Polaroid** □ Two-week TV campaign starts in mid-March for Polaroid's One-Step camera in about 30 markets during fringe and news time. Agency: Doyle Dane Bernbach, New York. Target: total adults.

**Monsieur Henri Wines** □ Two-week TV campaign begins in late March for Pepsico division's Dragone wine in eight markets during fringe, sports and special time. Agency: Ogilvy & Mather, New York. Target: adults, 18-34.

## Radio only

**GAMA** □ Ten-week radio campaign begins in mid-March for Gas Appliance

# THE ROAD TO MOSCOW 1980



The only weekly series\* leading up to the Olympics. Hosted by everybody's all-star, the Los Angeles Dodgers' Steve Garvey.



Action profiles of the top athletes vying to represent the United States at the 1980 Olympics in Moscow. These are the gold medalists to be—shown training and competing, shown with family and friends, at school or work. The intensity, the sacrifices, the pressures—it's all here.

This is the most extensive coverage of Olympic athletes outside of the Olympics itself.

Take "The Road to Moscow—1980". Available exclusively for local stations January 1980.

## MCATV

\*30 weekly one hour programs (22 originals, 8 selected repeats) leading up to the Olympic Games in Moscow, Summer 1980.

NATPE Hospitality Suite, Penthouse, 26th Floor

# It's News!

What you have been hearing is true. It's news, your station's news, that makes the difference between being number one or out of the running in your market.

Well-executed local television news develops a bond between the audience and the station which is essential to success, and it does it on a daily basis. This feeling overflows into almost all the other areas of programming. If you doubt it, just check how many stations are first in total day share that don't lead in local news—very few, and almost none in key markets.

McHugh and Hoffman is the most experienced broadcasting consultant in the United States. We are staffed by professionals with years of front-line, working experience in news, programming, promotion and research.

Through McHugh & Hoffman, you will learn in detail about your news personalities, content and visual presentation based on in-home research with your audience, as analyzed by our experts.

We tailor a plan with specific suggestions for your improvement. We monitor your station and your competitors throughout the year and advise on how the objectives you set for news superiority can be established and maintained.

Please call us today for a no-obligation presentation.

## M&H

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THE FIRST IN  
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Fairfax, Virginia 22030  
(703) 691-0700

**Manufacturers Association** in 125 markets including Atlanta, Detroit, Houston, Miami, St. Louis and San Francisco. Agency: Holland-Wallace, Little Rock, Ark. Target: adults, 25-54.

**K-Mart** □ Three-to-ten-week radio campaign begins in mid-March for department stores in about 30-50 markets including Atlanta, Chicago, Dallas, Kansas City, Nashville, Phoenix and San Francisco. Target: adults, 18-54.

**Jay's** □ Six-week radio campaign starts in mid-March for Jay's potato chips in about 20 markets including Indianapolis and Milwaukee. Agency: Marsteller, Chicago. Target: women, 18-49.

**Gordon Jewelry** □ Six-week radio campaign starts in early April for Gordon's store division in 50 markets including Las Vegas, Los Angeles, St. Louis and Kansas City, Mo. Agency: Ketchum, MacLeod & Grove, Houston. Target: adults, 18-34.

**Jolly Rancher** □ Six-week radio campaign begins in early April for candy manufacturer in 14 markets including Chicago, Dallas, St. Louis and Seattle. Agency: Sam Lusky Associates, Denver. Target: women, 18 and over.

**Heublein** □ Five-week radio campaign begins in mid-March for Inglenook wine in 21 markets including Atlanta, Chicago, Minneapolis and San Diego. Agency: SFM Media, New York. Target: adults, 25-54.

**Michigan Travel** □ Four-week radio campaign starts in mid-April for travel promotion group in 10 markets including Chicago, Cleveland and Milwaukee. Agency: Ross Roy, Detroit. Target: adults, 15-49.

**Geo. A. Hormel** □ Three-week radio campaign begins in mid-April for grocery products division's Spam meat product in 12 markets including Houston, Miami, New York and San Francisco. Agency: BBDO, Minneapolis. Target: women, 18-34.

**Menley & James** □ Two-week radio campaign begins in early April for Love Cosmetics in about six markets including Detroit, Milwaukee and Seattle. Agency: SFM Media, New York. Target: women, 12-24.

**Jensen Sound Labs** □ Two-week radio campaign starts in mid-March for speakers and stereo systems in 12 markets including Boston, Minneapolis, New York, Phoenix and Seattle. Agency: Lee King & Partners, Chicago. Target: men, 18-34.

**Virginia State Apple Commission** □ Two-week radio campaign begins in early April in five markets including Atlanta, Baltimore and Washington. Agency: Houck Advertising, Roanoke, Va. Target: women, 25 and over.

### Radio-TV

**Del Taco** □ Twenty-six week radio and TV campaign starts in mid-April for Del Taco restaurant chain in Los Angeles and San Diego during prime and fringe time. Agency: McCaffrey & McCall, New York. Target: adults, 18-34.

**New York State Nurses Association** □ Four-week TV and radio campaign begins in this month in five markets, including New York. Agency: Gerber/Carter Communications, New York. Target: Adults, 25-54.

### BAR reports television-network sales as of Feb. 18

ABC \$198,734,400 (33.9%) □ CBS \$194,104,800 (33.1%) NBC \$193,726,000(33.0%)

Day parts	Total minutes week ended Feb. 18	Total dollars week ended Feb. 18	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	155	\$ 1,102,300	1,026	\$ 7,426,900	\$ 6,384,200	+16.3
Monday-Friday 10 a.m.-6 p.m.	950	16,669,500	6,866	121,211,900	117,396,200	+3.3
Saturday-Sunday Sign-on-6 p.m.	376	11,029,900	2,411	72,806,600	64,051,000	+12.1
Monday-Saturday 6 p.m.-7:30 p.m.	94	4,721,000	700	34,476,600	29,824,000	+15.6
Sunday 6 p.m.-7:30 p.m.	23	1,292,500	159	14,392,700	12,552,300	+14.6
Monday-Sunday 7:30 p.m.-11 p.m.	414	47,496,700	2,893	300,962,900	263,399,100	+14.2
Monday-Sunday 11 p.m.-Sign-off	238	5,502,400	1,594	35,288,000	29,029,500	+21.6
<b>Total</b>	<b>2,250</b>	<b>\$87,814,300</b>	<b>15,649</b>	<b>\$586,565,200</b>	<b>\$522,636,300</b>	<b>+12.2</b>

Source: Broadcast Advertisers Reports



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

©1979 Metro-Goldwyn-Mayer Inc.

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Thomas White, president, White Laboratories Inc., Orlando, Fla.

## Out of the kitchen sink and into the nation's stores via television

During the 1950's, I ran a clean-up shop for new and used automobiles in Orlando, Fla. I knew that in selling autos, cars with convertible tops free of mildew stains were sold at a higher market price. I was determined to develop a product that would make mildew stain removal easier.

Each night after work, I would mix a batch of ingredients in the kitchen sink. Finally in 1968, without a chemical background, I developed X-14 Instant Mildew Stain Remover, a product that eradicated mildew stains instantly, safely and on contact.

At the outset, I had no lofty ambitions for my new product. Having been in sales most of my adult life, I realized that to be successful I had to have a unique product that was not available elsewhere. I then set out to sell the X-14 product directly to car dealers and marinas in the Orlando area. It wasn't long before the orders started pouring in, and in 1969 I began offering X-14 to hotels and motels. With the help of one salesman, I personally visited virtually every hotel, motel and car wash between Orlando and Brownsville, Tex.

By this time, the demand for X-14 grew through word-of-mouth advertising, and I expanded my operation from the kitchen sink to the garage. By 1970, annual sales reached \$30,000; by 1972, \$45,000.

It was not until 1974, that I decided to test my first television commercial in the Jacksonville, Fla., area. I knew that competitive mildew cleaners claimed to remove mildew stains, but didn't. So I opted for a product demonstration to convince consumers that X-14 worked. I produced a 30-second spot that included a 15-second demonstration of X-14 in action.

The film was produced in a local television station and aired locally for the next two weeks during housewife time in Jacksonville. The initial cost for the commercial was \$4,000, a sizable investment for a small company such as mine.

I never stopped believing in this product and knew that when demonstrated before a consumer it sold. Therefore, I decided to demonstrate X-14 to thousands through television. No other form of advertising was used by the company.

The test consisted of two weeks on the air and two weeks off to measure results. During the air dates, a total audience of 100,000 was reached. I would have had to travel many miles to reach that many customers. The initial \$4,000 spent in the Jacksonville test resulted in \$10,000 in sales.

I continued the advertising and ex-



Thomas White formed White Laboratories Inc., Orlando, Fla., in 1968. Earlier, he had worked as a car-wash operator, proprietor of an auto-cleaning shop, insurance salesman and bill collector.

panded to the Orlando area followed by Tampa-St. Petersburg, Fla., with the same advertising strategy of two weeks on the air, two weeks off. By the end of 1974, sales of the X-14 product totaled \$1.8 million and tripled those of the previous year in which no advertising was placed. The total advertising costs for 1974 were 12% of sales—a highly profitable investment.

The company began its roll-out campaign of the original television commercial which depicted a woman scrubbing the bathroom tile the old-fashioned way and then showed her spraying the mildew stains away with X-14. The company continued to use local, daytime women's shows and soap operas to reach women—the prime users of the product. The success of the campaign was attributed mainly to television's ability to demonstrate the product to large audiences of female viewers effectively and economically.

I realized that successful advertising was not enough and that the distribution of X-14 must be protected. It didn't take long for me to know that my competitors were monitoring the success of X-14 advertising as well. Therefore, I offered our retail customers a deal that they could not

refuse: I provided new and existing accounts with a case of X-14 Instant Mildew Stain Remover to be paid for only if the product sold. If the product didn't sell, the retailer could throw the invoice away. Obviously, no invoices were discarded and the product continued to remain in stock.

Sales of the X-14 product have continued to grow through the years, spurred by television advertising and supported by limited print advertising in women's magazines. In 1978, company sales reached approximately \$5 million and continue to climb about \$1 million each year.

But what is more important is that White Laboratories is no longer a one-product firm. The X-14 product line includes three additional products of Klean Coat, a concentrated all-purpose cleanser; One Drop air freshener, and Protector, a coating for most surfaces. The X-14 product line is warehoused and manufactured in Virginia, California, Florida and Missouri.

To accommodate its product expansion and growth, White Laboratories appointed Bozell & Jacobs of Atlanta as its official advertising agency in the fall of 1978. According to Ralph Durand, Bozell & Jacobs senior vice president, "Television advertising will still play a dominant role in the company's advertising plans. Because television is a broad reach medium and permits the visual demonstration of the product's capabilities, the X-14 Instant Mildew Stain Remover will continue to be viewed by American homemakers."

The agency is currently producing a new 30-second commercial that uses the split-screen technique. One half of the screen focuses on a man scrubbing the mildew stains on the shower tile with brushes, harsh cleansers, etc. The other half shows a woman who has sprayed the tile with X-14 to remove the mildew stains and goes on to spray the vinyl car roof and the lawn furniture as the man still scrubs away.

Although daytime soap operas will still be selected, early fringe news shows and movies on local stations will be added to the advertising schedule in an effort to reach the working woman. During 1979, some prime time, women's oriented shows will be selected.

It is expected that network shows will be added to the schedule by 1980 for X-14 as well as for other White Laboratories products. Currently, X-14 commercials are aired in the top 100 U.S. markets.

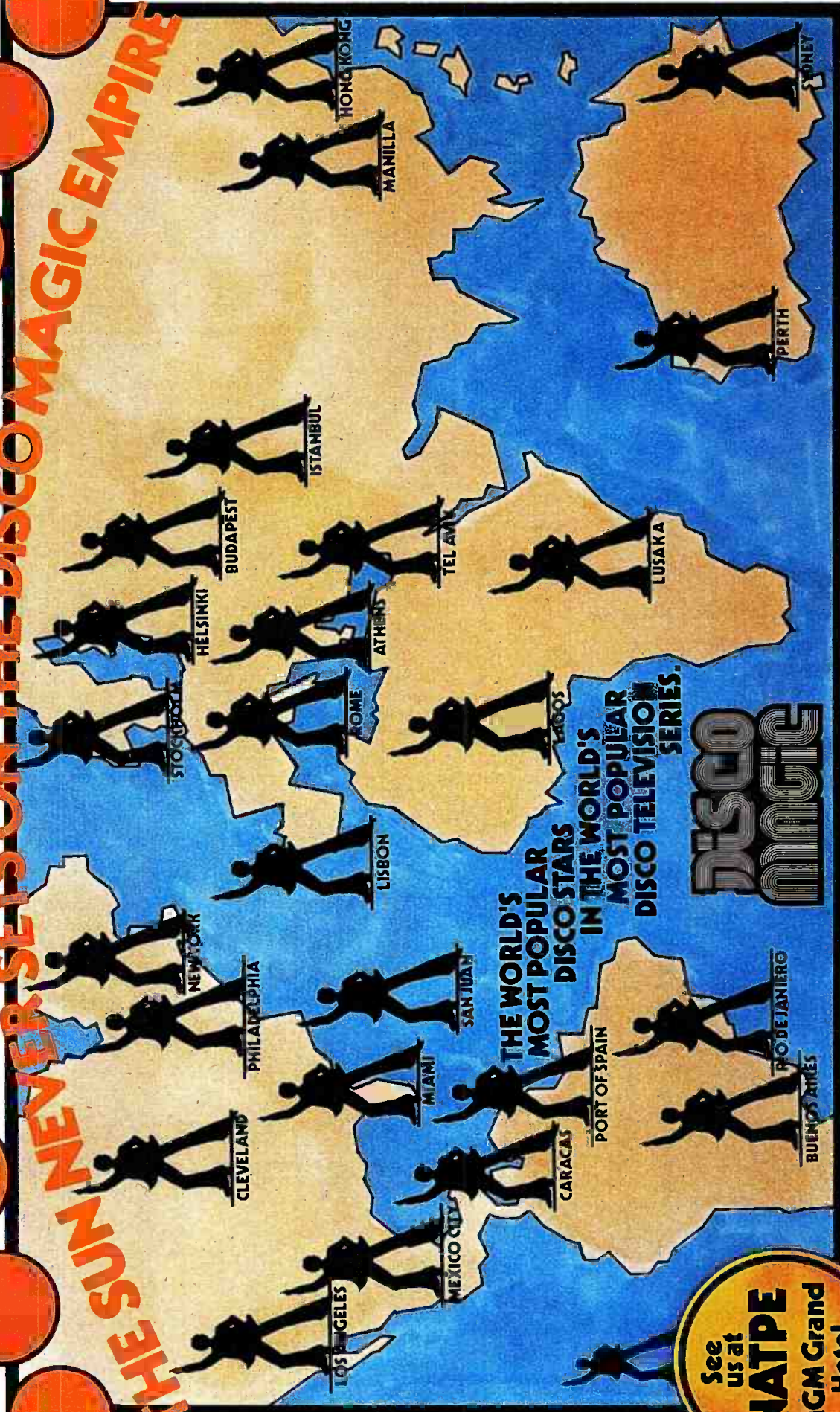
The X-14 television advertising program certainly can be credited for having played a significant role in the expansion of White Laboratories and the development of the X-14 product line. TV has taken X-14 products to where they are today: sold nationally in supermarkets, grocery, hardware, paint, auto and home supply stores.



**16 HALF HOURS  
AVAILABLE  
NOW**

**ALREADY CLEARED IN OVER 50 TERRITORIES  
AND IN NEW YORK,  
LOS ANGELES,  
PHILADELPHIA,  
CLEVELAND,  
MIAMI...**

**THE SUN NEVER SETS ON THE DISCO MAGIC EMPIRE**



**THE WORLD'S  
MOST POPULAR  
DISCO STARS  
IN THE WORLD'S  
MOST POPULAR  
DISCO TELEVISION  
SERIES.**

**DISCO  
MAGIC**

See us at  
**NATPE**  
MGM Grand  
Hotel

© Disco Magic, 1978

**Worldwide Sales Contact: Alfred Haber Inc.  
321 Commercial Avenue Palisades Park, New Jersey 07650 201 224-8000**

**Telex 135384**



**There's  
a green  
market  
growing  
in the  
north-  
woods.**

There are 1/2 million people in central Wisconsin, looking Forward.

Every year WSAU-TV outdistances the competition in this affluent 13 county market, no matter how the network fares.

A news department that scores up to a three to one share over the other guys and tuned-in local programming makes WSAU *the* buy.

**You're ahead  
when you buy  
Forward**

**WSAU-TV**

WAUSAU, WISCONSIN

A CBS Affiliate  
Represented by Meeker



**MEMBER... FORWARD GROUP**



WTRF-TV Wheeling  
KOSA-TV Odessa-Midland  
KCAU-TV Sioux City  
WRAU-TV Peoria  
WMTV Madison  
WSAU-TV Wausau

# Datebook

■ indicates new or revised listing

## This week

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

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

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

**March 14-15**—Broadcast Financial Management Association/BCA board of directors meeting. Waldorf-Astoria, New York.

■ **March 14-15**—Catholic Television Network of Chicago hearings on church's involvement in advertising and electronic media at CTNC headquarters, One North Wacker Drive. Contact: Betsy Clarkson, (312) 332-3860.

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

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

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

■ **March 15**—Southern California Broadcasters Association luncheon. Harvey Kauffman, Kauffman & Associates, will speak on "An Inside Look at the Hatching of a Radio Spot." Michael's Restaurant, Hollywood.

■ **March 15-17**—Sixth annual Edward R. Murrow Symposium of Washington State University. Theme will be the international flow of information and moderator for panels will be Elie Abel, member of U.S. delegation to UNESCO's commission for the study of international communications. Keynoter will be Ted Koppel, ABC News. WSU, Pullman, Wash.

■ **March 16**—Washington Area Broadcast Pioneers reception for new members, 6:30-8:30 p.m., National Broadcasters Club, Washington. Reservations: (202) 638-3535.

■ **March 16**—Pacific Pioneer Broadcasters presentation of Golden Ike Award to Kukla, Fran & Ollie (Burr Tillstrom and Fran Allison). Sportsmen's Lodge, Studio City, Calif.

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

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

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

■ **March 17**—Western States Advertising Agencies Association seminar on commercials, conducted by commercial producers Noel Blanc and Ron Phillips. Marriott hotel, Newport Beach, Calif.

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

## Also in March

**March 19**—International Radio and Television Society newsmaker luncheon. Gene F. Jankowski,

president, CBS/Broadcast Group, will be speaker. Waldorf-Astoria, New York.

**March 19**—Colloquium of Annenberg School at University of Pennsylvania. Representative Lionel Van Deerlin (D-Calif.) will speak on Communications Act rewrite. 3620 Walnut St., Philadelphia.

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

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

**March 21-22**—Association of National Advertisers annual Television Workshop (March 21) and Media Workshop (March 22). Plaza hotel, New York.

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

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

**March 22**—Television Bureau of Advertising regional sales meeting. City Line Marriott, Philadelphia.

**March 22**—New deadline for comments to FCC on amendments to rules relative to protection of FCC monitoring stations from radio interference. Replies are due April 23. Previous deadline was Jan. 15.

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

■ **March 22-25**—Broadcast Education Association, annual convention, Loew's Anatole hotel, Dallas.

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

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

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

**March 23-26**—Gospel Music Week and Dove Awards presentation of Gospel Music Association. Opryland hotel, Nashville. Information: (615) 383-2121.

**March 24**—Meeting of American Women in Radio and Television Educational Foundation board. Fairmont hotel, Dallas.

**March 24**—Greater Miami Beach chapter of Women in Communications Inc. brunch. Speaker will be Katharine Graham, publisher of Washington Post. Doral Beach hotel, Miami Beach, Fla.

**March 24**—Radio Television News Directors Association Region 13 seminar. Adult Education building, University of Maryland, College Park.

**March 25**—Annual membership meeting of Association of Maximum Service Telecasters. Mezzanine meeting room, Dallas Convention Center.

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

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

## Major Meetings

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

**March 25-28**—*National Association of Broadcasters* annual convention. Dallas. Future conventions: New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

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

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

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

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

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

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

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

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

**June 9-13**—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

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

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

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

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

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

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

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

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

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

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

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

■ **March 27**—*American Advertising Federation* Hall of Fame luncheon. Waldorf-Astoria hotel, New York.

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

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

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

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

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

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

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

**March 31**—*California Associated Press Television-Radio Association's* 32nd annual convention. Marriott hotel, Newport Beach, Calif.

### April

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

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

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

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

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

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

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

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

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

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

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

**April 6-7**—*Women in Communications Inc.* Midwest

# The Professional

## Kirstin Lindquist Learned Early — Performance Counts!

To a radio audience, looks don't matter. Performance does. Kirstin learned about performance where she learned about radio: from her grandfather.

He used to broadcast San Francisco baseball. And he taught Kirstin that a little extra hustle wins games.

Today Kirstin's game is Washington politics—Capitol Hill, the State Department, the White House. And her extra hustle pays off in first class news reporting. We like that. We're like Kirstin Lindquist.

Professional.

# AP Radio

Associated Press  
Radio Network



The talk-variety  
show from  
Hollywood!  
Las Vegas, and  
New York!

## The Merv Griffin Show



Win  
every  
time!

METROMEDIA  
PRODUCERS  
CORPORATION  
CELEBRITY SUITE  
MGM GRAND HOTEL  
LAS VEGAS

region meeting. Hilton Inn, Denver.

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

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

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

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

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

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

■ **April 8**—*Iowa Associated Press Broadcasters Association* annual convention. Keynote speaker will be Charles Osgood, CBS News. Four Seasons Center, Cedar Rapids, Iowa.

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

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

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

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

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

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

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

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

**April 11-13**—*Washington State Association of Broadcasters* spring meeting. Representative Al Swift (D-Wash.), member of House Subcommittee on Communications, will be keynote speaker. Thunderbird Motor Inn, Wenatchee, Wash.

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

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

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

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

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

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

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

■ **April 18**—New deadline for responses to FCC on National Telecommunications and Information Administration petition for reducing AM channel spacing from 10 khz to 9 khz. Previous deadline was Feb. 28.

■ **April 18**—*Miami University Telecommunications Center* "Free Press vs. Fair Trial" seminar. Scheidler Hall, MU, Oxford, Ohio. Information: (513) 529-3521.

## Errata

Licensee of **WATL-TV Atlanta** is Briarcliff Communications Group, not US Communications of Georgia as listed on page 54 of Feb. 26 issue.

In "State of the art in UHF" table (BROADCASTING, Feb. 26, page 44), superior number for footnote incorrectly identified **WQTV(TV) Boston**, subscription television station on air since December 1978, as noncommercial construction-permit holder.

"Changing Hands" and "For the Record" (Feb. 26, pages 84 and 99) repeated FCC error and reported wrong price for **WWOK(AM) Miami**. Correct price is \$1,340,000 plus \$200,000 for agreement not to compete, as originally reported ("Changing Hands," Jan. 15).

In "For the Record" (Feb. 19, page 82), **Brent Larson** is incorrectly listed as owner of **KAIN(AM) Nampa, Idaho**. He sold station to Broadcast Inc. in December 1977.

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

**April 18-20**—*Minnesota Broadcasters Association* spring conference. Friday luncheon speaker will be Representative Lionel Van Deerlin (D-Calif.). Marquette Inn, Minneapolis.

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

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

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

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

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

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

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

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

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

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

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

■ **April 23-24**—*New York State Cable Television Association* spring meeting. Albany, N.Y.

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

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

**April 27-28**—*Society of Professional Journalists, Sigma Delta Chi Region 9* conference in conjunction

with SDX Distinguished Service Awards ceremonies. Denver.

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

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

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

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

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

## May

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

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

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

**May 2**—*National Radio Broadcasters Association*

radio sales day. Hyatt House (airport), Los Angeles.

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

**May 4**—*Radio-Television News Directors Association of Canada* French-language regional conference. Hotel La Seigneurie de Ste. Marie, Ste. Marie de Beauce, Quebec.

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

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

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

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

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

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

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

# Open Mike®

## The same boat

EDITOR: I was very pleased with your Feb. 26 article on UHF and particularly with your editorial, "It's all TV." This is a point that I have been stressing for many years, and I hope to see the day when the terms UHF and VHF are meaningless. I recall the day when there was a great deal of disparity between the low-band and high-band VHF. As a matter of fact, there were a number of law suits protesting the grant of a high-band VHF instead of a low-band VHF.—*Robert E. Lee, commissioner, FCC, Washington.*

## Bashful Burger

EDITOR: What is Warren Burger up to? The continuous cloak of secrecy the chief justice insists on drawing around his semi-public appearances leads one to wonder what he is trying to hide.

In an age when everyone from broadcasters to teachers to street cleaners is scrutinized for accountability, Mr. Burger has scrupulously avoided any public glimpses into the workings of the nation's head legal officer. His attitude at the American Bar Association's Atlanta convention goes beyond comprehension, except when one remembers the attitude toward the media of the man who gave him the chief justiceship in the first place.—*J. Robert Craig, assistant professor of speech and broadcasting, Northwest Missouri State University, Maryville, Mo.*

(The chief justice refused to appear at ABA events with cameras and microphones present [BROADCASTING, Feb. 19].)

## Prescience

EDITOR: The way things are in 1979, would [a station] file the exhibit below in response to the FCC renewal question on commercial content? I did, in May 1967. And in reading it over, I believe it makes as much sense today as it did then:

"Concerning commercial practices, it is not my purpose to suggest a vague generality or refer to an industry code. As a broadcaster, I would like to continue to exercise value judgments rather than to translate these judgments to an absolute numerical value. . .

"The complete freedom of choice on the AM dial provides, by actual monitoring, 56 additional, listenable radio stations available to our community—to those same people that we must, by good programming, attract . . .

" . . . it necessarily follows that our programming, in total, must pass the test of the citizens. If it does not, their freedom of choice soon is reflected by their absence. It necessarily follows that without listeners, our advertisers would have no desire or purpose to use our facilities."—*V. J. Kaspar, president, WIL0-AM-FM Frankfort, Ind.*

## Trojan horse?

EDITOR: I am deeply concerned because Communist Russian propaganda may get a free ride in the United States. Your article in the Dec. 18 issue concerning Russia's "offer" of English language programs to American radio stations and the further reference in the Feb. 12 issue, is very dis-

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turbing, as it is in line with the Communist method of taking advantage of unsuspecting people.

After my three months of listening to the Communist programs beamed on short wave to Africa and the Mideast, I would strongly suggest that listening to these short wave programs be a prerequisite before anyone accepts their "free" programs.

The Communists' constant barrage of anti-Americanism shows their true attitude—which we should not aid.—*Orrin W. Towner, consulting engineer, Anchorage, Ky.*

### The SBA and minorities

EDITOR: Since it is evident most people are being misled about assistance now available to minorities purchasing broadcast properties, maybe I can clear the air with my experience. We have been trying to purchase a radio station serving the area where our tribe is principally located and begin with programing not available to Indians now. The following are some of the suggestions we have for any true minority interested in radio.

First, there is no special help to a minority seeking financial assistance. The rule change at the Small Business Administration is only a big help to someone with extensive financial resources. Only a few loans approved so far by the SBA have been to minorities. Don't be confused; the SBA doesn't loan money, they use bank money at bank interest rates. This means the bank must first approve your loan, and then you file for the SBA guarantee. That means influence with the board of the bank, which most minorities don't have. Also, we found the SBA to be at a loss to understand radio pricing, operation and value. With the pricing method in radio exceeding the actual cash value of the equipment, land and building, they nearly passed out.

Second, don't be fooled by the "tax" break. This is only for someone who is buying another radio station after the sale. It is no use to the owner if he is retiring or getting out of radio.

Third, refuse help with sticky fingers. We had lots of interested investors, who wanted to use our minority status and name, and allow our ownership to be from 10% to 30%.

If you are rich enough, go the SBA route [of being] a minority or not. However, if you are an average minority, look for a personal investor who will allow you enough ownership to make the business yours. So far, we have not found someone like that, and we have given up.

Maybe there needs to be a new classification for minority "help"—not race but financial status. We were not looking for an easy handout, just a helping hand.—*Dale Gehman, Alabama Native American Broadcasting Co., Atmore, Ala.*

The SBA told BROADCASTING it is true that the SBA does not lend money; it guarantees loans made by banks at up to 90% of the loan. But it is not true, the SBA said, that applicants have to get prior approval from banks. The SBA encourages people considering new businesses to inquire at one of its 108 offices before taking any steps at all. Generally, the SBA will urge an applicant to try at least two banks before returning to the SBA for a small-business loan guarantee. The SBA, like a bank, will require the applicant to demonstrate "reasonable ability" to repay a loan (including, in some cases, the posting of collateral) before granting it. As reported in November (BROADCASTING, Nov. 6), seven of the first 32 broadcast loans went to minority applicants.

### The other way around

EDITOR: Bruce Potterton's letter in the Feb. 19 issue (suggesting that the FCC should ascertain broadcasters' needs) embodies a common misunderstanding of the role of regulation and the basic principles of the free-enterprise system. The FCC does not exist to serve broadcasters. The FCC exists to insure that broadcasters serve society.

Those who call for general lack of regulation have forgotten that we once had it—and that the laissez-faire economy gave us giant monopolies, price fixing, child labor, 14-hour work days, unsafe working conditions, widespread poverty and a series of panics and depressions culminating in the Great Depression.—*Donald Page, assistant professor, Tennessee State University, Nashville.*

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Top of the Week

## Up to their teeth in Washington over children's ads

**First week of testimony centers on dental disease and sugar as parade of industry and consumer interests appear in testimony**

The impact of the Federal Trade Commission's children's advertising inquiry rippled quietly through Washington last week as round two of the controversial hearings got under way in that city.

While the battle to decide whether to limit or ban advertising aimed at children was proceeding at the commission, Congress and the courts were examining related matters that—directly or indirectly—might ultimately affect the outcome of the hearings.

On Monday (March 5), as the presiding judge, Morton Needelman, was examining the first in a long series of witnesses, four trade groups were in appeals court with hopes of reversing an earlier key decision. The Association of National Advertisers, the Toy Manufacturers of America, Kellogg Co. and the Chocolate Manufacturers Association challenged rulings concerning ex parte communications between FTC staff and commissioners and mandatory submission of studies for the record.

FTC attorneys, meanwhile, were draft-



**Tell it to the judge.** Presiding over the FTC's children's TV proceedings is Morton Needelman (see page 38).

ing a brief, to be filed early this week, arguing for the reinstatement of Chairman Michael Pertschuk in the children's advertising inquiry.

Mr. Pertschuk, who was disqualified from participating by U.S. District Court Judge Gerhard Gesell, went up to Capitol Hill Wednesday to answer questions of the House Subcommittee on Consumer Protection and Finance. Representative James T. Broyhill (R-N.C.) noted that the resignation of Elizabeth Dole (effective last Friday) will leave the commission without a quorum, which could conceivably hinder the rulemaking process. But Mr. Pertschuk announced the issuance of an order stating that the commission would not proceed beyond the legislative phase of the rulemaking until a quorum has been achieved.

Mr. Pertschuk's toughest time in Congress, however, will probably come this week before the House Appropriations

Committee. With emotions running high during the first week of hearings, industry strategists were gearing up for a push to somehow blunt the children's advertising inquiry.

The biggest battle industry waged last week, though, was not behind the scenes, but out in the open—starting with the Grocery Manufacturers of America, which got things going Monday by lambasting the FTC proposals. Dr. Robert W. Harkins, vice president for scientific affairs for GMA, said that in their zeal to limit the marketing to children of foods with significant sugar content, advocates of the rule have neglected to evaluate the effect it would have on the American diet.

Dr. Harkins said that the logical conclusion of the FTC proposals might mean "a new national diet"—one that would allow no food with a sugar content constituting more than 20% of its caloric content. Included in this group, Dr. Harkins



**Kidvidcade.** Marching on Washington last week was the spectrum of opinion and feelings on the children's advertising issue, represented at the extremes by (left photo) Robert W. Harkins of the Grocery Manufac-

turers Association of America and (right) Peggy Charren of ACT. Caught somewhat in the middle were broadcasters, these from ABC (l-r): Melvin Goldberg, Alfred Schneider and Squire Rushnell.

said, are everything from celery to ice cream to orange juice.

"The idea of an FTC-inspired national diet, based upon the personal tastes and fears of a few individuals, is offensive in concept and would be dangerous in practice," he added.

Action for Children's Television President Peggy Charren dismissed the claims of GMA as "absolute nonsense," since the proposed rulemaking deals with added sugar, rather than with products in which sugar occurs naturally. Dr. Harkins, however, had argued that there is no difference between the various kinds of sugars, and they should therefore be treated equally in the rulemaking proceedings.

The thrust of Mrs. Charren's testimony was that all advertising aimed at children under 12 is inherently deceptive, since children are not equipped to make reasonable consumer decisions. "We believe that it is only at the junior high-school level that a child is equipped cognitively and experimentally to make the choices television advertising seeks to have the audience make," Mrs. Charren said. "Before that age, all television advertising will inevitably deceive."

Mrs. Charren, the first of 12 ACT witnesses in the Washington hearings, was grilled on her opinions by Judge Needelman, as were all those testifying at the hearings.

Judge Needelman repeatedly challenged Mrs. Charren to come up with specifics to justify her claims that advertisements are psychologically damaging to children. In

**Do the bumper.** The National Association of Broadcasters TV code board has adopted guidelines requiring insertion of separator devices, or "bumpers," before and after commercials in programs designed for children 12 or under. The new directive, which takes effect Sept. 10, specifies a message that the networks and stations must present in both audio and video form and requires that the dividers last at least five seconds. The purpose, said NAB TV code board Chairman Robert Rich of KBJR-TV Duluth, Minn., "is to help or to reinforce a child's ability to differentiate between program and nonprogram material."

The new guidelines were largely resolved by the code board at its February meeting and were approved by board members in a telephone poll completed last week. Its drafters say they represent a compromise between a proposal ABC announced last January (BROADCASTING, Jan. 29) and the wishes of other board members, chiefly the other two networks. ABC's proposal did not require the insertion of bumpers after commercials, for example, but it would not permit the use of "title cards" as the new NAB guideline does.

Specifically the new NAB TV code standard would require the following:

- Before a commercial during a children's program a separator device would have to be inserted saying in both audio and video: "We (or name of program) will return after these messages."

- "Artwork, animation, still or motion pictures, title cards" may be used in the separators. If a program character is depicted, it must be an "incidental still shot" that doesn't detract from the intent of the separator device.

- The identification logo of the station or network may be depicted in the separator, provided, once again, that it does not detract.

- The device must be kept on-screen at least five seconds, but not more than 10.

- An announcer, either on-screen or voice-over, may deliver the separator message, as long as he or she isn't connected with the program.

- A device should be inserted on returning from the commercial to the program. The guidelines recommends language such as "Now back to the program," or "We now return to (name of program)."

addition, the hearing judge asked for proof that very young children are affected by commercials in the same way that 8- to 12-year-olds are.

A trio of witnesses from ABC testified that the network has guidelines that insure that misleading or unfair advertisements are not aired. Alfred Schneider, vice president of ABC's Department of Broadcast

Standards and Practices, called the proposed ban unnecessary, since inappropriate messages are eliminated by a careful screening process. "If the ads were misleading or unfair, or if the products were harmful, ABC would not permit them to be broadcast," he said.

Mr. Schneider cited a number of steps ABC has taken to improve children's

## InBrief

Planners of this week's **National Association of Television Program Executives** conference at MGM Grand hotel in Las Vegas were facing double-edged sword of success as crowds began checking in. Hotel generally was being characterized as uncooperative and there was **fear that some exhibitors might be left out in cold**, or at least with less space than previously thought confirmed. On other hand, NATPE was **re-evaluating how high record-breaking attendance might go**, pushing up its estimates to 2,500 paid attendees and **3,500 in over-all group** (also see page 56).

Prime time's second season evolved into third season as three commercial TV networks **ripped up their schedules late last week**. Revisions bring on 11 new series—most short-runs of four to six episodes—starting late this month and take off line-ups ABC-TV's *Makin' It*, *The Osmond Family Show* and *Welcome Back, Kotter*; CBS-TV's *Flatbush and Married: The First Year* and NBC-TV's *Little Women, Brothers and Sisters*, *Turnabout* and *Sweepstakes*. Except for various special premiere episodes, changes are: **For ABC**, *Doctor's Private Lives* is to have short run at 10-11 p.m. NYT Thursday (beginning April 5), moving *Family* to 8-9 p.m. Friday. *What's Happening* moves to 8-8:30 p.m. Saturday, nudging *Delta House* down to 8:30-9 p.m. *Friends* goes in at 7-8 p.m. Sunday (March 25). **For CBS**, *The White Shadow* moves back to 8-9 p.m. Monday (March 26). That pushes *Billy* to 8:30-9 p.m. Saturday, where it will follow *The Bad News Bears* at 8-8:30 p.m. (March 24). On Wednesday, *The Jeffersons* leads off at 8-8:30 p.m., followed by short-run *Miss Winslow & Son* at 8:30-9 p.m. (March 28). Another short run, *Dear Detective*, airs at 9-10 p.m. Wednesday (April 4), moving *One Day at a Time* to 8:30-9 p.m. Sunday spot left open by *Mister Dugan* (see page 40). **For NBC**, changes follow lines set out earlier by President Fred Silverman (see page 63). *Supertrain* is rescheduled after hiatus at 10-11 p.m.

Saturday (April 7), moving *Rockford Files* to 9-10 p.m. Friday. *The Duke* goes in at 10-11 p.m. Friday (April 13), *Real People* goes in at 8-9 p.m. Wednesday (April 11), *Whodunit?* goes in at 8-8:30 p.m. Thursday and *Highcliffe Manor* follows at 8:30-9 p.m. (both April 12). *The Susan Anton Variety Hour* replaces *Mrs. Columbo* at 10-11 p.m. Thursday for four weeks.

**Jane C. Pfeiffer**, who joined NBC as chairman last Oct. 4, has three-year contract paying her \$225,000 per year plus bonus of "at least" \$66,667 for 1978, \$200,000 for 1979 and 1980 and \$133,333 for 1981, according to proxy statement issued by RCA, NBC parent company. Financial sources speculated deal makes her **highest paid woman officer-director of any publicly held U.S. company**. At present pay levels of others in RCA proxy, she would also rank next to RCA Chairman **Edgar H. Griffiths**, who in 1978 was company's highest paid officer-director with \$390,834 salary and bonus plus \$185,500 in contingent awards. RCA Group Vice President **Julius Koppelman** was second in 1978 with \$208,333 plus \$93,267 contingent awards.

**Justice Department is investigating proposed merger of Gannett and Combined Communications**, both in national newspaper advertising market and in local markets where Gannett newspapers and Combined's other media properties, including broadcasting, compete. Justice's antitrust chief, John Shenefield, reported that in letter to Senator Larry Pressler (R-S.D.) last week. Investigation is required by statute in cases involving such large companies; **proposed merger of Cox Communications and General Electric will also be examined**. Mr. Shenefield, in related matter, indicated antitrust division will resume practice of reviewing newspaper-broadcast crossownerships, especially where monopoly newspaper owns local VHF, with view to filing petitions to deny renewal "where appropriate." He said Supreme Court's decision affirming FCC rule permitting such crossownerships "disposed" of divi-

television. These include the broadcast of nutritional messages to encourage proper eating habits and a reduction in total commercial time on children's programming by 20% in two phases over the next two years.

Coinciding with the ABC testimony—much to its pleasure—was a letter to network president, James Duffy, from Esther Peterson, special assistant to the President for consumer affairs (see story, page 82). In the letter, Mrs. Peterson congratulated ABC for the decision to cut back on the commercials. "ABC has shown that it is not impervious to the concerns of parents and educators," she wrote, adding that the new policy was "an important first step towards the goal of greater decommercialization of children's programming."

Squire Rushnell, ABC vice president of children's and early morning programming, said his company was "firmly committed" to the improvement of children's TV, and implementation of the proposed rules would set programming back significantly. "In the final analysis, our ability to innovate new programming concepts and new informational messages would decline," he said. "And, in my opinion, these results would be contrary to the public interest."

Also testifying for ABC was Melvin Goldberg, vice president for primary and social research, who took issue with the FTC staff report on the proceeding. "It is dangerous to frame government regulatory policy when, first, many of the studies on which the policy is based are methodologically flawed or their results inconclusive; second, the social and behavioral premises of the policy are in

sharp dispute with the professional community and, third, differing conclusions are drawn from those issues on which there is some consensus," he stated.

Differing conclusions were the theme Tuesday, as dental experts went before Judge Needelman.

Dr. James Shaw of the Harvard School of Dental Medicine said a relationship between sugar and tooth decay has been established "beyond any question," and candy and presweetened cereals pose the greatest risk to children. Dr. Shaw suggested as a remedy a ban of TV ads for foods containing sugar directed at children 2-11 years old.

Dr. Robert Glass of the Forsythe Dental Center said it has been implied that there is a one-to-one correlation between tooth decay and foods containing refined carbohydrates and sugar. This, he said, "is a fallacy."

Dr. Glass noted that two often-cited studies show a relationship between sugar consumption and tooth decay, but much of this relationship depended on the form of the sugar and the time at which it was consumed. He cited three other studies which showed no connection between consumption of cereals and tooth decay.

Presweetened cereals were the center of attention on Wednesday, as representatives of the Cereal Institute, the Center for Science in the Public Interest and Kellogg Co. had their turns.

Rosalyn Franta, Kellogg's manager of advertising to children, led off by explaining why her company advertises its cereals to children, and what sort of information is

included in the advertisements. Ms. Franta said that part of the problem surrounding the controversy with presweetened cereals is that industry has not been able to impart adequately to consumers information about sugar. In addition, she said that the commercials try to show that cereals should be eaten as part of a complete breakfast, rather than alone as a snack.

Michael Jacobson, representing the Center for Science in the Public Interest, testified that a review of the available scientific literature indicates that many products containing sugar can have a detrimental effect on children's health and, as such, should not be allowed to be advertised on television.

Dr. Jacobson sided with ACT in calling for a ban of all advertising aimed at children who are too young to understand the intent of the messages. He also suggested that advertisements for sugared foods be balanced by public service announcements with nutritional information.

Eugene Hayden, president of the Cereal Institute, called breakfast cereals "highly nutritious foods" which provide essential nutrition. In his testimony, Dr. Hayden said that results from several studies confirm that eating cereals doesn't increase tooth decay. "To my knowledge, no dental research study has ever shown that the consumption of breakfast cereals by children, whether presweetened or regular, increases the incidence of tooth decay," he said.

Dr. Hayden predicted that a ban on TV advertising would have "a profound nega-

sion's efforts to terminate them by rulemaking.

□

This month and next are filled with **committee sessions on Capitol Hill important to broadcasting**: **March 13** (Tuesday)—Senate Commerce Committee vote on nomination of Anne Jones to FCC, and House appropriations subcommittee hearing on 1980 appropriation for Federal Trade Commission; **April 3**—House Communications Subcommittee oversight hearing on public broadcasting; **April 4**—House Communications Subcommittee oversight hearing on preparations for World Administrative Radio Conference 1979; **April 10**—same committee, oversight hearing on National Telecommunications and Information Administration; **April 11**—same subcommittee, oversight hearing on FCC.

□

**Starr Broadcasting** has set March 20 as date to hold previously delayed **special stockholders' meeting** to vote on Starr's proposed **merger with Shamrock Broadcasting** (BROADCASTING, Feb. 12). Shamrock's offer is to buy Starr stock for about \$21.6 million, subject to FCC approval.

□

**Tracy-Locke**, Dallas-based ad agency, and **Hoefler, Dieterich & Brown**, San Francisco, last week reached **agreement in principle to merge**. Financial and legal details have yet to be worked out, but are expected to be announced within 30 days.

□

**U.S. Postal Service** has filed administrative complaint against Los Angeles company alleged to have **used mails in effort to defraud** radio stations. Complaint says **Pacific West Management Inc.** has written to stations around country claiming they had violated copyright and Communications Acts in playing songs listed on invoice that accompanied letter. Pacific West says in letter that neither author nor publisher of songs is represented by "public performance collecting agency and that to avoid "legal action," stations should remit amount

shown on invoice—\$170, in case of letter sent to Metromedia's WASH(FM) Washington. Stations were also told they would receive "fully executed" licensing agreement. Postal Service alleges representations in letter are "materially false"—for instance, every song listed is licensed by Broadcast Music Inc., with one exception, which is licensed by American Society of Composers, Authors and Publishers.

□

**J.B. Williams Co.**, maker of PVM diet product, and its **Parkson Advertising Agency** agreed last week to pay **\$75,000 civil fine to settle false advertising case**. Suit was filed by Department of Justice at request of Federal Trade Commission. Complaint alleged that PVM TV, newspaper and magazine ads made it seem product caused weight loss, when it was actually over-all diet, which limits calories, that caused loss. Williams spokesman said company didn't agree with FTC view, but wanted to avoid expense of litigation.

□

Representative **Abner J. Mikva** (D-III.) and Assistant Attorney General **Patrica M. Wald** are President Carter's choices to **fill two new seats on U.S. Court of Appeals in Washington**, which hears most appeals from FCC and other regulatory agencies. Representative Mikva is five-term congressman regarded as liberal, and career of Mrs. Wald, Justice's top person on legislative matters, has had strong social orientation.

□

National Association of Broadcasters has **appealed memorandum of understanding between FCC and Equal Employment Opportunity Commission**. NAB, in its appeal filed with U.S. Court of Appeals in Washington, says memorandum, adopted in July, assigns each agency functions not authorized by law and deprives broadcasters of their rights to due process in EEOC proceedings.

□

**Joseph H. Goldfarb**, VP and general manager of sales, Group W Productions, named to newly created position of executive VP.

tive impact" on children's breakfasts, suggested that the way to increase nutritional understanding would be a large educational effort, rather than by banning TV advertisements.

A different line on the issue was raised Friday by the Community Nutrition Institute, which released the results of a survey showing that lower-income adults are likely to purchase sugared cereals and snacks for their children on a frequent basis. CNI's Ellen Haas said parents continue to purchase the items because of their children's requests, even though they seem aware of the potential health problems arising from consumption of the foods.

The study's methodology, however, was questioned by Judge Needelman, who cited possible problems in the research design, and who asked for submissions of additional data for the record.

Representatives of Consumers Union concurred with the findings of the study, noting in a press conference that minority homes more frequently are without a parent present, and therefore can't monitor TV viewing habits of their children. They said that industry self-regulation has not worked, and a parent should not have to be put in the position of being "an inter-torvenor" between children and a TV set.

Kent Mitchell, coordinator of the advertising industry coalition monitoring the issue, said groups such as CU were off base with their proposals. Mr. Mitchell

said he did not believe the FTC had the right to regulate people's eating habits because "a small group of advocates" say people are eating the wrong foods. "It is an American right, once you're informed, to be able to buy what you want," he said.

Child-parent relationships were also the subject of testimony by Robert Keeshan, who has played Captain Kangaroo since 1955. Mr. Keeshan drew perhaps the largest audience during week one, and used the opportunity to criticize the FTC proposals. He said the rulemaking disturbed him because "it assumes a parental role for government in American family life. It saddens me to see more government in the living room," he said.

Mr. Keeshan argued that implementation of the ban would diminish the power of parents because it would take away their right to make decisions for their families. In addition, he said, quality programing may not survive an advertising ban, and predicted his program would not last very long if the regulation came about.

In a related development, the National Association of Broadcasters announced Thursday that its television code board was expanding its guidelines relating to program-advertising "bumpers," effective Sept. 1 (see story, page 36).

This lack of separation between commercials and programing was a point raised by pro-ban witnesses. Thomas Robertson, professor at the Wharton School, cited a number of studies indicat-

ing that young children lack the ability to separate the two. He said that without that ability, preschoolers are generally unaware of advertising's persuasive intent.

The hearing room overflowed into an auxiliary room Monday, equipped with a closed-circuit pickup of the proceedings. By Tuesday, however, the overflow was gone, and one room was more than adequate.

It is not likely there will be large crowds this week either, although there are some key witnesses scheduled. On Monday, Robert Choate of the Council on Children, Media and Merchandising will testify; Tuesday will bring Assistant Secretary for Health Julius Richmond, Food and Drug Administration head Donald Kennedy, and James Carlos from the National Institute of Dental Research; Wednesday will have witnesses from ACT and Kellogg; Thursday the American Dental Association will take its turn, and Friday will bring Arbitron before Judge Needelman.

Noting that witnesses may want to submit additional material for the record, Mr. Needelman granted them 30 days from the date of testimony to do so.

The first round of the hearings started Jan. 15 in San Francisco and ran for 10 days.

The Washington hearings are scheduled to go through March 30, with a total of 138 witnesses slated to testify in the four weeks.

## Needle man: calm in the eye of the storm

### High marks for evenhandedness, attentiveness and perception for the FTC law judge presiding over the children's ad proceeding

While some of the issues were gradually being pieced together at the Federal Trade Commission's children's advertising hearings last week, one mystery remained intact: Morton Needelman.

The FTC administrative law judge, who has the task of examining a wide range of witnesses and ultimately making a recommendation to the commission, has chosen to remain as far out of the limelight as possible.

Mr. Needelman has refused press interviews, and prior to the start of this latest round of hearings, where photographers are free to roam, even his picture has been difficult, if not impossible, to track down.

But watching Mr. Needelman in action reveals a good deal about him. He is bright, articulate and obviously has done an enormous amount of preparatory work for the proceedings.

At 48, Mr. Needelman has spent nearly half his life with the commission, beginning in 1956. He has worked his way up the ladder, laboring as a field investigator in the New York regional office, and then doing trial work in both antitrust and consumer protection cases. In addition, he

served as legal adviser to former Commissioner James M. Nicholson and former Chairmen Casper W. Weinberger and Miles W. Kirkpatrick. Prior to his current appointment, which became effective June 3, 1974, he served as assistant director for special projects in the Bureau of Consumer Protection.

A native of New York, Mr. Needelman did his undergraduate work at Brooklyn College, and received an LLB degree from Harvard Law School in 1954. And if his skills acquired at Harvard have not

deserted him, neither has his Brooklyn accent.

With glasses, a dark mustache and short, dark hair, greying slightly, Mr. Needelman resembles a young Groucho Marx. He appears comfortable in his high-backed seat, leaning back at times, listening intently to testimony, and occasionally going off the record to consult with the assistant to his right, William Golden, who has been taking notes throughout the hearings.

Mr. Needelman is a tough questioner. He has disregarded time limits and has exhausted an extensive list of questions with each witness, never settling for an answer



Judge Needelman (r) and assistant William Golden.



**SHA NA NA is going into its third big season with the NBC O&O's.  
And other stations across the nation are  
already committing for 1979-1980...and for good reason.  
SHA NA NA has a great performance record in prime access...  
and it's Number One with women 18-49.**

**Take a look at just one part of the SHA NA NA Success Story...**

MARKET	SHA NA NA STATION	SHA NA NA SHARE (W 18-49)	THE LOSERS	MARKET	SHA NA NA STATION	SHA NA NA SHARE (W 18-49)	THE LOSERS
New York	WNBC	24%	Hollywood Squares, Disco Magic, Carol Burnett, Newlywed Game	Providence	WJAR	51%	Cross Wits, In Search of
Philadelphia	WCAU	42%	In Search of, Lawrence Welk, News	Wilkes Barre	WBRE	60%	Bonkers, Liars' Club
Detroit	WXYZ	31%	Wild Kingdom, PM Magazine, Bob Newhart, Mary Tyler Moore	Orlando	WFTV	52%	Bonkers, Liars' Club
Cleveland	WKYC	40%	Hee Haw, Space 1999, Juvenile Court	Syracuse	WIXT	46%	Mary Tyler Moore, Cheap Show
St. Louis	KPLR	33%	Space 1999, News, NCAA Football	Harrisburg	WHP	32%	Hee Haw, Lawrence Welk, News
Seattle	KOMO	37%	Name That Tune, Joker's Wild, Bob Newhart	San Antonio	KSAT	47%	Gong Show, Name That Tune
Indianapolis	WTHR	38%	Hollywood Squares, Liars' Club, Streets of San Francisco	Toledo	WDHO	42%	Tic Tac Dough, Mary Tyler Moore
Baltimore	WMAR	47%	Hollywood Squares, Evening Magazine, Lucy	Green Bay	WBAY	35%	Hollywood Squares, Mary Tyler Moore
Denver	KOA	26%	Joker's Wild, Family Feud (bed)	Fresno	KMPH	30%	Tic Tac Dough, Newlywed Game, Cross Wits
Sacramento	KCRA	30%	Merv Griffin, PM Magazine	Spokane	KXLY	43%	Candid Camera, Emergency
Milwaukee	WISN	38%	Bonkers, Joker's Wild, Hogan's Heroes	South Bend	WNDU	50%	Lawrence Welk, Star Trek
Buffalo	WIVB	52%	Hee Haw, Bonanza, Eye On	Greenville/N.C.	WCTI	48%	Name That Tune, Cross Wits
				Youngstown	WYTY	49%	Candid Camera, Mary Tyler Moore
				Springfield/Holy.	WWLP	58%	Tic Tac Dough
				Sioux Falls	KSFY	59%	Lawrence Welk, Comedy Shop

**SHA NA NA is big! And it's getting bigger.  
Now's the time to join the SHA NA NA station lineup,  
and commit for the 1979-80 season.**

**Give us a call today!**

**BECOME A PART OF THE LBS NETWORK...**

**SHA NA NA**  
Weekly half-hour prime access musical/comedy series begins its third year this fall.

**HEE HAW HONEYS**  
Weekly half-hour prime access situation comedy series with music begins its second year this fall.

**CLAIROL CROWN TENNIS**  
Live coverage from the La Costa Country Club on March 31 and April 1, 1979. With four of the game's top players competing for the \$100,000 first prize.

**HEALTH FIELD**  
A brand new weekly half-hour public affairs daytime strip focusing on subjects dealing with health and medicine.

**HOT FUDGE**  
Weekly half-hour children's series begins its fourth year this fall.

**NOT FOR WOMEN ONLY**  
Weekly half-hour daytime public affairs strip.

**HEALTH WATCH**  
Series of fifty-two, 2 1/2 minute programs dealing with contemporary health issues.

**CALL:**

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Chips Barrabee  
Director of Syndicated Sales

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Bill Finkeldey  
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Louise Granelli  
Executive Assistant  
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that does not satisfy him. He appears equipped to tackle all phases of the inquiry—everything from media buying practices to pH levels on teeth after consumption of various foods. He is obviously familiar with material submitted previously by those testifying, referring often to specific points witnesses have previously made.

Witnesses say Mr. Needelman has remained fair. He has displayed no favoritism, but has grilled each witness in an evenhanded manner. He is in obvious control of the proceedings, oblivious, it seems, to the audience, which dwindled as the week progressed.

The proceedings have at times become exhausting; hour after hour of technical points raised and explored. Mr. Needelman's attention span, however, appears never to wane. He takes no break other than lunch, and remains seated between witnesses. He follows video presentations with a keen eye, asking at times for second, third or fourth showings of a particular presentation.

## Goodman goes gently

**Long-time NBC executive, widely regarded for his efforts on behalf of broadcast journalists, rose from a newsmen to chairman of the network; he retires May 31**

Julian B. Goodman is taking early retirement from NBC on May 31 after a 34-year career that began in Washington as a news writer and touched such key bases as executive vice president, NBC News; president, board chairman and chief executive officer of NBC, and, most recently, chairman of the executive committee.

Perhaps Mr. Goodman is best known throughout the broadcast industry for his constant and vigorous effort in defense of the rights of broadcast journalists. Last week Fred Silverman, president and chief executive officer of NBC, paid tribute to Mr. Goodman, calling him "one of broadcasting's most respected executives" and citing his "continuing and uncompromising efforts to achieve full First Amendment rights" for broadcast journalists.

Mr. Goodman said the decision was reached "by mutual agreement" with NBC's relatively new management, headed by President Fred Silverman and Chairman Jane C. Pfeiffer. With a new, younger group in command, he said, some such move almost inevitably becomes a possibility. "When you get too many chairmen in the board room," he said, "it gets a little crowded."

He said NBC offered him "a handsome consultancy for two years" but that he turned it down because he "wanted to keep my options open." In the past, he said, he has been offered seats on other boards of directors, for example, but has rejected them lest his identification with NBC News seem to create a conflict of interest. "Now, after May 31, I'll be totally

free of NBC," he said, and added with a laugh: "Freedom is worth a lot, after taxes."

Mr. Goodman said that "big changes are taking place in television, and I might want to work in some other phase of it. I'll certainly do some lectures, and I'm going to write the inevitable book—about television. I don't know anyone who's been any closer to it than I have."

If he had stayed on to normal retirement in 1987, he would have been entitled to company-paid retirement benefits of about \$136,000 a year, not counting benefits based on his own contributions, according to RCA's 1978 proxy statement. Early retirement reduces the benefits, but Mr. Goodman said his would be substantial, and that he is financially independent.

For the past three years Mr. Goodman has been working under a three-year contract that paid him \$200,000 a year. In both 1976 and 1977 he also received \$100,000 incentive awards. The contract runs to May 31.

"I'm certainly not retiring from work," he said. "I don't think anyone should do that. My father worked till he was 89, so I figure I've got 32 good years left."

Mr. Goodman, who will be 57 on May 1, has spent his entire adult working life at NBC except for a two-year wartime stint with the Products Resources Board in Washington as office manager. But he recalled in an interview some years ago that he was attracted to broadcast journalism when he was a teen-ager and part-time reporter for his hometown newspaper, the *Glasgow (Ky.) Daily News*.

"We didn't have a wire service at the paper," he said, "and one of my jobs was to listen to the radio and take down the ball scores and news of national and international importance. I remember that's how we obtained our news of the death of actress Jean Harlow."

Mr. Goodman opted for a career in the administrative and managerial end of broadcast news as he climbed the ladder to

manager of news and special events for the radio network in 1947; manager of news and special events for NBC-TV in 1951; director of news and public affairs in New York from 1959 to 1961; vice president, NBC News, from 1961 to 1965 and executive vice president, NBC News, in October 1965.

In recognition of his administrative and executive talents, NBC moved Mr. Goodman out of news in December 1965 and elevated him to senior executive vice president of the company. In 1966 he was selected to be president of NBC and in 1974 he was advanced to board chairman. Last October, he was named chairman of the executive committee.

Mr. Goodman was the second high-ranking NBC executive to depart last week; Paul Klein, senior vice president of the Entertainment Division, resigned to work in independent production (see page 57).

## 'Mister Dugan' won't be going to Washington

**TAT, concerned over race portrayal, yanks series; Black Caucus opposition helped kill the show, and group plans closer TV watch**

Norman Lear's TAT Communications last week refused to deliver its new sitcom, *Mister Dugan*, to CBS-TV because its portrayal of a black congressman was deemed an offensive stereotype by members of the Congressional Black Caucus. CBS was notified of the decision four days before *Mister Dugan's* scheduled premiere yesterday (March 11).

A statement from TAT President Alan Horn said that the producers had grown increasingly concerned, as the premiere date neared, that the show did not present "a positive and accurate role model" of the leading character. Cleavon Little played the role, which earlier had been rejected by John Amos, and indications were that its flavor leaned toward a Stepin Fetchit style of humor.

To test those concerns, the producers screened early episodes for about a dozen black friends, according to Mr. Horn's statement, and "they, too, had grave reservations." Last Thursday, Mr. Horn, Mr. Lear and Marguerite Archie, one-time aide to former Representative Yvonne Burke who worked as a technical adviser on the show, flew to Washington to screen *Mister Dugan* for the caucus. The caucus also objected, and after appealing unsuccessfully to CBS for more time to "regroup and rethink the series," TAT informed the network that it would not deliver the three episodes already completed.

The chronology of that scenario was put somewhat in question by reports that members of the caucus had voiced strong opposition to *Mister Dugan* even before



Goodman



# PECK, STEWART, WAYNE, NEWMAN, LOREN, O'NEILL, FONDA, AND COBURN STAR IN MGM/10.

**PECK GAMBLES,  
STEWART TRADES, WAYNE SHOOTS.**

**HOW THE WEST WAS WON**  
JOHN WAYNE,  
GREGORY PECK, JAMES STEWART,  
HENRY FONDA, KARL MALDEN  
AND DEBBIE REYNOLDS.

**JAMES GARNER  
MAKES TIME WITH  
JESSICA WALTER.**

**GRAND PRIX**  
JAMES GARNER,  
JESSICA WALTER,  
EVA MARIE SAINT AND  
YVES MONTAND.

**JAMES COBURN  
UNCOVERS MURDER  
AND JENNIFER O'NEILL.**

**THE CAREY TREATMENT**  
JAMES COBURN,  
JENNIFER O'NEILL,  
PAT HINGLE AND  
SKYE AUBREY.

**SOPHIA LOREN HAS LOOKS,  
MONEY AND PAUL NEWMAN.**

**LADY L**  
PAUL NEWMAN, SOPHIA LOREN,  
DAVID NIVEN, AND PETER USTINOV.



**MGM/10** THIRTY MEMORABLE MOVIES ORIGINALLY MADE FOR THEATRICAL RELEASE INCLUDING AN AMERICAN IN PARIS, THE COMEDIANS, GOODBYE MR. CHIPS, THE IMPOSSIBLE YEARS, THE LIQUIDATOR AND THE SANDPIPER. WE'VE GOT THE MOVIES. WE'VE GOT THE STARS. CALL YOUR UA-TV SALES REPRESENTATIVE TODAY.

**UA-TV**  
United Artists  
A Transamerica Company

the TAT screenings. TAT denied those reports, and officially the caucus had no statement last week. But it is known that a caucus representative had contacted Mr. Lear by letter and by telephone last January to express concern about the program. At the show's screening before the caucus last Tuesday, it is reported no one said anything good about it, and Black Caucus Chairman Parren Mitchell (D-Md.) said afterward, "It stank."

Although this battle is over, the Black Caucus will continue its watch on TV. The whole episode "opened the eyes of black members of Congress as to the real power people in television possess," said a source close to the caucus. As a result, "there is a strong indication" that the caucus will try to see implemented the recommendation of the U.S. Commission on Civil Rights for federal regulation of minority employment at the networks, the source said.

TAT's problems with CBS over failure to deliver seemed to be moving to amicable settlement. Mr. Horn and CBS Entertainment President Robert Daly were to meet to discuss the situation, but a CBS spokesman insisted "we're not in a fight with anybody." That contention was supported by preliminary word last Friday that *One Day at a Time* would go into *Mister Dugan's* desirable time slot, which follows *All in the Family* on CBS's powerful Sunday schedule. *One Day at a Time* is also a TAT production. CBS planned yesterday to fill the time period with a one-hour episode of *Alice*.

## Captioned TV for deaf soon to be announced

**Callfano to make public next week plan involving ABC, NBC, PBS to aid hearing impaired; CBS will not go along; It's pushing for teletext**

Joseph Califano, secretary of health, education and welfare, is expected to announce during the week of March 19 the inauguration early next year of a system of closed captioning for deaf viewers. The announcement will probably be illustrated with a demonstration of the closed-captioning system that is to be used.

But last week, CBS announced it will not participate in the project along with ABC, NBC and the Public Broadcasting Service, which has developed the captioning system with HEW funds. CBS said it is interested in proceeding with a different kind of technology—teletext—that would not only provide for captioning of television programs but offer an array of other services as well, and might even render the PBS system obsolete.

The Carter administration, almost from the time it took office, has been attempting to persuade the commercial networks

## Frank tries a new gambit on PTAR

Sandy Frank, the controversial syndicator who has been a frequent and vocal critic of multiple exposure (stripping) of programs in prime-time access time periods, has come up with an even grander design for PTAR. He has asked the board of directors of the National Association of Television Program Executives—meeting in Las Vegas this week (see page 52)—to endorse a broadening of access to 90 minutes, from 7 to 8:30 p.m.

Mr. Frank, reviewing the reasons why the FCC adopted PTAR in the first place, said it was designed (a) to expand program choices for viewers, (b) to provide stations with greater opportunities for local community programming and (c) to open up the marketplace for program producers. "How has PTAR programming fared?" Mr. Frank asked. "Candor says it has fared badly. The proliferation of game and animal shows, the low budget programming, the alarming increase in multiple exposure, the steady shrinkage of new programming and new ideas. All these factors are powerful hands throttling the breath out of the gasping

prime-time access rule's life."

Mr. Frank called on NATPE to pass a resolution that would impress upon the FCC the need for changes in the rule. He offered these four points: endorse the spirit and intent of the PTAR, as originally conceived; expand PTAR to a full 90 minutes, Monday through Saturday, 7-8:30 p.m.; permit multiple exposures only in the first half-hour of the enlarged period, and apply PTAR to all commercial TV stations in all markets, not limiting it to affiliates in the top 50 markets.

Mr. Frank considers his proposal a "no lose" proposition, in that stations would profit from having programming to sell in the higher-sets-in-use 8-8:30 time period, networks would have lower inventories—the situation that boosted all of them to record profits after prime-time access originally went into effect and producers would have more money available to produce higher quality programs for the access periods, allowing them to break out of the game show formats that monopolize current access programming.

to participate (BROADCASTING, Feb. 21, 1977). ABC was the first to agree. NBC, which had originally taken a negative stand, has in recent weeks re-examined its position and decided to participate; it now feels the market for closed captioning is not as slight as it had originally believed. (NBC had contended that all but 335,000 of the 13 million Americans classified as hard of hearing could hear television audio if assisted by amplification devices.)

But CBS would not be moved.

The company's statement of its position, issued on March 8, was anticipated in a story CBS News did backgrounding the captioning-for-the-deaf controversy that appeared on the *CBS Evening News with Walter Cronkite*, on March 2.

Correspondent Bill McLaughlin reported that CBS remains the "most persistent critic" of the closed-captioning plan, "maintains that the hearing impaired are only a small minority audience," and argues that "if this minority succeeds in using government pressure and network money to get special programming, then other groups, like foreign language viewers, may lobby for similar treatment."

Mr. McLaughlin also reported CBS's interest in teletext. Like the PBS system, teletext involves transmission of a signal in the television vertical blanking interval for material that would be available only to persons with decoding equipment. But teletext does more than closed captioning; British and French versions of the system already in use can also store hundreds of pages of information—including news summaries, stock reports and sports results—that viewers can call up on their screen by the push of a button.

CBS, which on Feb. 26 applied to the FCC for permission to test the British and French systems at its St. Louis station,

KMOX-TV, says it is not attempting to block or compete with the PBS system, as Mr. McLaughlin noted, some critics have charged. "We've committed a half million dollars to the St. Louis test," said a CBS spokesman. "We've been working on it since last spring. We're convinced it's a better system."

In its statement, CBS said it "would be unfair to the hearing-impaired community to encourage the purchase of equipment that may soon be rendered obsolete by the advances in technology. We feel that the hearing-impaired community should also be able to benefit from the diversity that technology can provide."

To some observers, CBS's interest in teletext is somewhat surprising, if only because it is regarded as posing a danger for the commercial system; viewers could call up data during the commercials.

But that is not PBS's concern. John Ball, vice president for engineering for PBS, said it is interested in teletext, but feels it presents some serious problems—even beyond the fact practical application may be "five or six years off."

Mr. Ball said field tests of teletext now being conducted by KSL-TV Salt Lake City indicate that virtually perfect picture quality is necessary for error-free transmission of data.

"We're happy with the PBS system," Mr. Ball said. "It's very rugged."

As originally outlined to the networks, the PBS plan would cost each network \$500,000 a year to pay for encoding programming (BROADCASTING, Feb. 12). The plan was for each of the commercial networks to pay for encoding 15 hours of caption programming each week, at about \$2,000 per one-hour program. PBS is understood to be committed to 10 hours a week.

# Super Programming from Warner Bros. Television Distribution

**Roots: The Next Generations**

**Roots**

**Chico And The Man**

**The Waltons**

**Welcome Back, Kotter**

**The David L. Wolper  
Specials Of The Seventies**

**Bugs Bunny & Friends**

**Porky Pig & Friends**

**Superman**

**Tarzan**

**...and  
Super Features**





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

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

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

---

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

---

# THE BAXTERS

More than entertainment...  
The right to respond.

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

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## **Announcing an unprecedented offer\***

for an off-network smash series. There are 141 episodes,

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## **Just a 1 year commitment**

of 260 plays.

In other words, we are taking the chance  
on the long term strength of the show and you get the short term advantage.

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# TANDEM

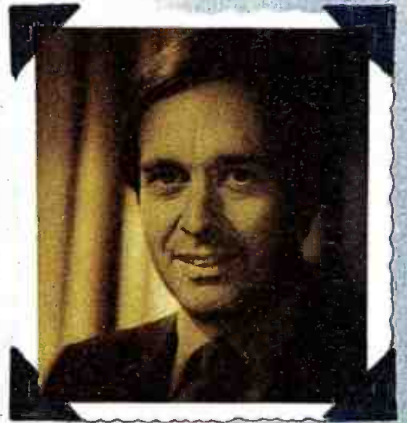
LOOK WHO'S JUST JOINED  
OUR **GOOD TIMES** FAMILY! —

- James Armistead  
WRDW, Augusta, Ga.
- Richard Laughridge  
WLTX, Columbia, S.C.
- Bill Jenkins  
WCTI, Greenville—New Bern
- William Patton  
KATC, Lafayette
- Don Swartz  
KMSP, Minneapolis
- Joel Cooper  
WTVZ, Norfolk

AND —



*Paul Raymon  
WAGA, Atlanta*



*Dale Wright  
WMAR, Baltimore*



*Gus Bailey, Sr.  
WCSC, Charleston, S.C.*



*Jack Jacobson  
WGN, Chicago*



*James M. Hunt  
WLWT, Cincinnati*



*Lynn Avery  
WTVM, Columbus, Ga.*



*George Mitchell  
WKEF, Dayton*



*Richard Weiner  
K6MB, Honolulu*



*Jerry Marcus  
KRIV, Houston*



*Ken Gerdes  
WAFF, Huntsville*





*William Dillard, Sr.  
WLBT, Jackson, Miss.*



*George Anderson  
WTLV Jacksonville, Fla.*



*Evan Thompson  
KCOF, Los Angeles*



*Charles Trub  
KRIO, Madras-Brownville*



*D.A. Noel  
WHBQ, Memphis*



*Harold Crump  
WTVF, Nashville*



*Jack Petrik  
KONL, St. Louis*



*J. Fred Pierce  
WJCL, Savannah, Ga.*



*Milt Grant  
WDCB, Washington, D.C.*

# GOOD TIMES

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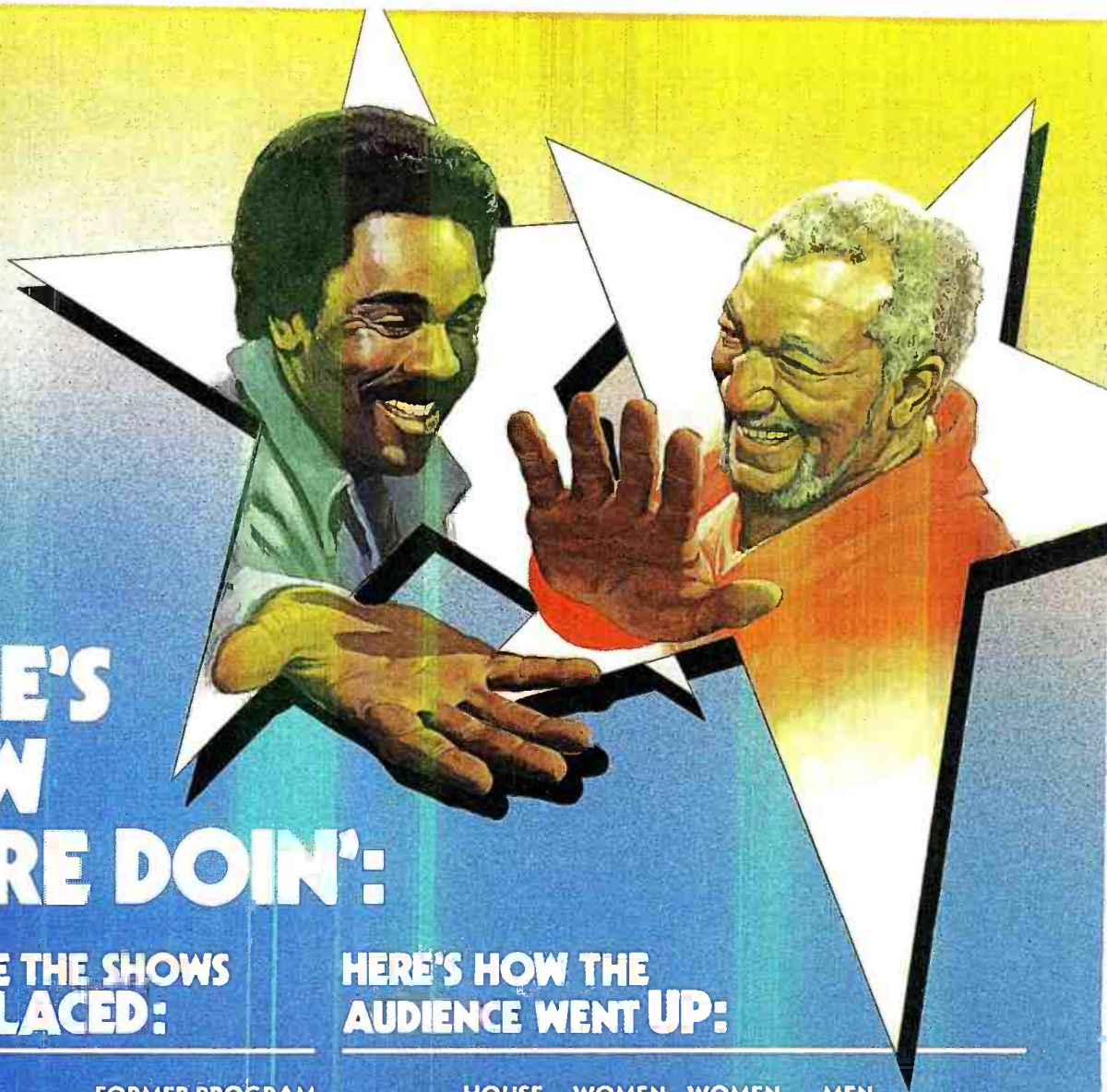
# Sanford & Son

## HERE'S WHERE WE ARE:

Atlanta .....	WTCG	El Paso .....	KDBC	Monroe-El Dorado .....	KTVE
Augusta .....	WJBF	Evansville, Ind. ....	WTVW	Montgomery .....	WKAB
Baltimore .....	WBFF	Florence, S.C. ....	WBTW	New York .....	WPIX
Baton Rouge .....	WBRZ	Fort Myers .....	WEYU	Panama City .....	WMBB
Beaumont-		Fort Smith .....	KFPW	Philadelphia .....	WKBS
Port Arthur .....	KBMT	Fresno .....	KMPH	Pittsburgh .....	WPGH
Birmingham .....	WBRC	Greensboro-		Richmond .....	WTVR
Boston .....	WLVI	High Point .....	WGHP	Rochester, N.Y. ....	TBA*
Bristol-Kingsport .....	WJHL	Greenville-		Sacramento-	
Charleston, S.C. ....	WCSC	New Bern .....	WCTI	Stockton .....	KTXL
Charleston-		Greenville-		St. Louis .....	KDNL
Huntington .....	WCHS	Spartanburg .....	WSPA	San Antonio .....	KENS
Charlotte .....	WRET	Greenwood-		San Diego .....	XETV
Chattanooga .....	WDEF	Greenville .....	WABG	San Francisco .....	KBHK
Chicago .....	WFLD	Houston .....	KRIV	Savannah .....	WJCL
Cincinnati .....	WKRC	Huntsville-Decatur .....	WAAY	Shreveport-	
Cleveland .....	WUAB	Indianapolis .....	WTTV	Texarkana .....	KSLA
Columbia, S.C. ....	WLTX	Jackson, Miss. ....	WLBT	Sioux City .....	KMEG
Columbus, Ga. ....	WRBL	Jackson, Tenn. ....	WBBJ	Tallahassee .....	WCTV
Columbus, Ohio .....	WCMH	Jacksonville .....	TBA*	Toledo .....	WDHO
Corpus Christi .....	KIII	Jonesboro .....	KAIT	Tucson .....	KZAZ
Dallas .....	KDFW	Kansas City .....	KBMA	Tulsa .....	KTUL
Dayton .....	WKEF	Knoxville .....	WATE	Washington, D.C. ....	WDCA
Denver .....	KWGN	Lafayette, La. ....	KATC	West Palm Beach .....	WPEC
Detroit .....	WKBD	Las Vegas .....	KVVU	Wilmington, N.C. ....	WWAY
El Centro-Yuma .....	KYEL	Lexington .....	WLEX		
		Little Rock .....	KATV		
		Los Angeles .....	KCOP		
		Louisville .....	WDRB		
		Lubbock .....	KCBD		
		Macon .....	WMAZ		
		McAllen-			
		Brownsville .....	XRIO		
		Memphis .....	WHBQ		
		Minneapolis-			
		St. Paul .....	KMSP		
		Mobile-Pensacola .....	WEAR		

\*STATION CALL LETTERS TO BE ANNOUNCED

# 78 MARKETS!



# HERE'S HOW WE'RE DOIN':

## HERE ARE THE SHOWS WE REPLACED:

## HERE'S HOW THE AUDIENCE WENT UP:

MARKET	FORMER PROGRAM IN TIME PERIOD	RATING	HOUSE HOLDS	WOMEN 18-49	WOMEN 18-34	MEN 18-49	KIDS
<b>PRIME ACCESS:</b>							
Los Angeles	Adam 12	UP 60%	UP 69%	UP 87%	UP 104%	UP 57%	UP 56%
Philadelphia	Star Trek	UP 67%	UP 84%	UP 104%	UP 48%	UP 112%	UP 150%
Atlanta	Hogan's Heroes	UP 150%	UP 116%	UP 226%	UP 243%	UP 96%	UP 279%
Louisville	My Three Sons	UP 120%	UP 124%	UP 131%	UP 100%	UP 220%	UP 146%
Shreveport-Texarkana	Andy Griffith	UP 39%	UP 42%	UP 90%	UP 50%	UP 50%	UP 131%
Monroe-El Dorado	Mary Tyler Moore	UP 44%	UP 43%	UP 70%	UP 133%	UP 75%	UP 400%
<b>EARLY FRINGE:</b>							
New York	Star Trek	UP 38%	UP 46%	UP 59%	UP 10%	UP 37%	UP 98%
Cleveland	Hogan's Heroes	UP 83%	UP 87%	UP 145%	UP 112%	UP 154%	UP 106%
Houston	Hogan's Heroes	UP 25%	UP 27%	UP 142%	UP 144%	UP 30%	UP 7%
Charleston-Huntington	Gunsmoke	UP 75%	UP 65%	UP 44%	UP 50%	UP 75%	UP 210%
El Paso	Dragnet	UP 50%	UP 45%	UP 133%	UP 150%	UP 60%	UP 200%
Augusta	Beverly Hillbillies	UP 85%	UP 83%	UP 75%	UP 56%	UP 113%	UP 73%
Las Vegas	Andy Griffith	UP 50%	UP 67%	UP 83%	UP 60%	UP 150%	UP 83%
<b>LATE NIGHT:</b>							
Chicago	Friends 2 Night	UP 50%	UP 34%	UP 44%	UP 54%	UP 16%	UP 1125%
St. Louis	Two Couple	UP 50%	UP 94%	UP 45%	UP 33%	UP 78%	UP 300%

Source: Arbitron. Details available upon request.

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# NATPE '79

## On the agenda in Las Vegas

### Saturday, March 10

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

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

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

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

### Sunday, March 11

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

**Affiliate and independent station meetings.** 10:30-noon. *ABC*, Broadway Room Moderator; Philip Corvo, KGTV(TV) San Diego. *CBS*, Bijou/Century/Strand/Tivoli Rooms. Moderator: Tom Kenney, KHOU-TV Houston. *NBC*, Rialto Rooms Three and Four. Moderator: Marv Chauvin, WOTV(TV) Grand Rapids. *Public Broadcasting Service*, Ritz/Plaza Rooms. Moderator: Paul Corbin, KOCF-TV Huntington Beach, Calif. Comments: Norman Horowitz, Columbia Pictures Television; Steve Weiss, Weiss Global Television; Bill Miller, Time-Life Television; Carl Russell, MCA-TV. *Independents*, Metro Room. Moderator: Greg Nathanson. Comments: Crawford Rice, Gaylord Broadcasting; Bob Wormington, K8MA-TV Kansas City, Mo.; Levitt Pope, WPIX(TV) New York; Evan Thompson, Chris Craft Stations. Responses: Marvin Kaslow, Bristol-Myers; Marvin Antonowsky, Universal TV.

**Hospitality suites open.** Noon-7 p.m.

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

### Monday, March 12

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

**General session.** 9-10:15 a.m. Grand Ballroom. Call to order: A.R. Van Cantfort, WSB-TV Atlanta, NATPE president. Invocation: Robert H. Schuller (*Hour of Power*). Welcome: Bill H. Briare, mayor of Las Vegas. Keynote address: Joel Chaseman, president. Post Newsweek Stations.

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

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

**Workshops.** 11:45-1 p.m. "The Local Talk Show: a Talent's-Eye View." *For markets 1-20.* Rialto Rooms Three and Four. Moderator: N. Neil Kuvin, WABC-TV New York. Panelists: Bruce Elliott, WMAR-TV Baltimore; Regis Philbin, KABC-TV Los Angeles; John Willis, WCVB-TV Boston.

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

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

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

**Hospitality suites open.** 3-7 p.m.

### Tuesday, March 13

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

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

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

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

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

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

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

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

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

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

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

**Hospitality suites open.** 3-7 p.m.

### Wednesday, March 14

**Registration.** 9 a.m.-noon.

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

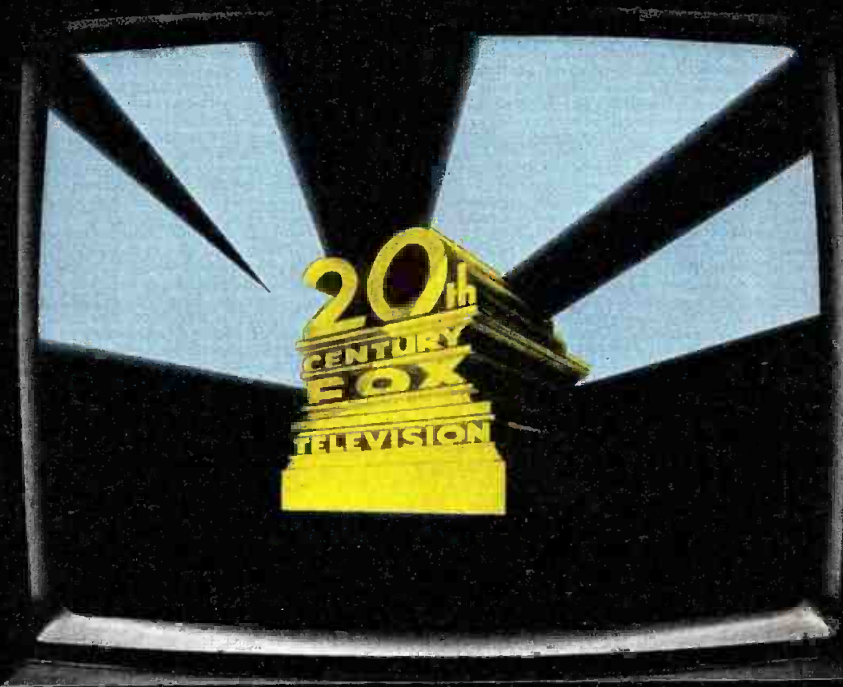
**Break.** 10:15-10:30 a.m.

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

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

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

**A lot of good things are going on.**





# A lot of good



**DINAH!**

The award winning entertainment series with famous guests, endless surprises and shows originating from all over the U.S. and foreign countries.



**DANCE FEVER WITH DENY TERRIO**

The big new national disco dance contest with America's top dance teams competing for big cash prizes, a featured name disco group, lessons from host Denny Terrio and famous stars as judges.



**M\*A\*S\*H**

One of the most honored and highly rated shows on television—a remarkable combination of drama and humor, starring Alan Alda.



**THAT'S HOLLYWOOD!**

The brightest magic of Hollywood, featuring the biggest stars of all time in their greatest moments, with Tom Bosley as host.



**PEYTON PLACE '79**

A new series revolving around the famed Peyton Place community a generation later, with a provocative group of young new characters joining many of the originals.

**THE GUINNESS GAME**

Based on "The Guinness Book of World Records," contestants wager on the outcome of attempts to break incredible world records.



**ALL STAR SECRETS**

NBC's new daytime entertainment show, in which top celebrity guests reveal candid secrets, with contestants trying to match the secrets to the stars.



**THE BEST OF GLEASON**  
(Coming soon.)

A package of 100 half hours highlighting the greatest comedic moments from Jackie Gleason's top-rated network shows.

**NUMERO UNO**

In documentary style, Numero Uno spotlights the top athlete and his or her sport in 13 different countries.

# things are going on in syndication.



## THE OLYMPIAD

The triumphs, glories and startling upsets from the world's greatest sports event are highlighted in rare film footage and revealing close-ups and interviews.



## THE NATIONAL ENQUIRER

America's biggest selling newspaper is now a television series, bringing to life the world's most exciting stories, from celebrity interviews to scientific phenomena.

## SMART ALECKS

A panel of celebrity Smart Alecks comment on the "uniquely original" ideas presented to them by contestants, with prize money given to the most creative inventor for his/her idea or invention.

## IN THE MADD HOUSE

Don and Sue Madd host a daily TV talk show—with guest celebrities—done live out of their home, creating an eternal struggle to maintain a speck of sanity in a forever interrupted and disrupted life.



## CENTURY 10

Some of the best features of the 1970's, from "The Poseidon Adventure" to "Silver Streak," with a line-up of stars including Jill Clayburgh, Burt Reynolds, Jacqueline Bisset, Gene Hackman, Gene Wilder, Jon Voight and Raquel Welch.



## PREMIERE 1

Fresh from their network ratings success, these films are now available in syndication for the first time, with top stars from Charles Bronson to Katharine Ross, and a remarkable range of themes that are timeless in their audience appeal.



## FOX THREE

50 big films featuring the marquee power of Hollywood's greatest names—Marilyn Monroe, Gregory Peck, Anne Bancroft, Tyrone Power and more, starring in comedy, mystery, westerns, everything that's made these films consistently popular with TV audiences everywhere.



## LAUREL & HARDY

A side-splitting group of film classics featuring the hilarious routines of Stan Laurel and Oliver Hardy from 1941-1945.

## T.H.E. HOSPITAL

A series set in a big city hospital, with a wealth of fascinating characters who live out all the stress, humor and drama inherent in a modern medical complex.

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LAS VEGAS

# NATPE 79

## Standing at the crossroads

**With Las Vegas hotel capacity taxed by program-suite demand, there's talk of MIP-style booths; national office also in prospect**

This week at the MGM Grand hotel in Las Vegas, the National Association of Television Program Executives is expecting paid conference attendance to surpass the 2,000 mark. Over-all, NATPE is planning on more than 3,000 participants. Suite reservations totalled some 225. On all these fronts, it's a record-breaker.

Clearly, as an organization, NATPE is a success. Since the first NATPE gathering in New York in May 1964, with 64 members and 71 attendees, records have been broken each year. The membership rolls now include 1,180 persons.

As Lew Klein, NATPE past president (1969) and executive vice president, Gateway Communications, pointed out before this year's gathering: "the past is evident—tremendous growth." The future, however, is less clear.

Mr. Klein, like others, is questioning whether NATPE may have reached the point where it's time to look at "taking on a new role."

With the coming NATPE year, Mr. Klein will be serving as chairman of a futures committee to be formally created during the conference. Others already committed to join him are A.R. Van Cantfort, NATPE president from WSB-TV Atlanta; Jim Major, immediate past president from KGO-TV San Francisco, and Chuck Gingold, first vice president from KATU(TV) Portland, Ore., who, subject to elections, is slated to succeed Mr. Van Cantfort later this month. Others will be invited to sit on the committee, and the associate membership—the program suppliers—also will be represented.

Of the questions the committee will be grappling with, some, like the hiring of an executive director, seem just a matter of time. Others, like the conversion to a convention-hall style marketplace and the creation of a Washington lobbying presence, will be subject to more debate.

The transformation from hotel suites to the booth-by-booth style used internationally at the Marche Internationale des Programmes de Television (MIP-TV) in Cannes, France, is a strong possibility as NATPE encounters growing problems trying to accommodate associate members.

As KATU's Mr. Gingold explained, the suite problem is not one of selling "technique" but rather "facility." John Goldhammer, conference chairman from KABC-TV Los Angeles, complained also about "the logistics of being able to put all

the suites in one hotel."

This year, NATPE organizers are expecting the problem to be forestalled with reservations for all 225 suites within the MGM Grand.

NATPE will be testing the waters on possible MIP-TV style conversion with a booth-style display in the delegate lounge. Ballots also will be available there for members to express their opinions. (Adding to the MIP consciousness in Las Vegas will be the first NATPE appearance of MIP-TV's "commissaire general" and prime mover, Bernard Chevy.)

No quick decisions are expected. As NATPE grows, some hotels also are expanding, Mr. Goldhammer said, noting, for example that the MGM itself is planning a new wing. For the "foreseeable future," he explained, the suite arrangement is "still realistic."

Other elements also must be considered. A large number of associate members likely would have to invest in booth

### Programing

displays. On the other hand, however, if NATPE could contract for a convention hall, it could then rent space back to members and beef up its treasury, instead of having room rates go directly to the hotels.

There are alternatives, even without going to a convention hall. As Mr. Gingold explained, it could be time to set stronger priorities as to who gets suites in what locations. Software suppliers come first in his estimation, and while networks, "jingle houses" and others are welcome, he said, they may have to come second in priority locations.

Regarding a Washington presence, directed towards the government and the industry itself, be it a general counsel or another staff configuration, that too is open. But "with the collective influence" of NATPE's growing membership list, Gateway's Mr. Klein is one who wonders whether it might be appropriate "to take a more active role in trying to express opinions and influence areas that affect programing."

The opening of a new office, in Washington or elsewhere, also hinges on the expected hiring of an executive director to provide full-time professional management ("Closed Circuit," Feb. 26).

At present, the organization operates with part-time employes and consultants: Bob Bernstein of March Five Inc., New York public relations firm; Dick Block, conference consultant, and Pat Evans, who works as secretary-treasurer from her Lancaster, Pa., base.

While it's expected that an executive director will be hired in the coming



NATPE year, the present leadership is saying there's no rush. In a sense, the job will be molded by whoever gets it. Mr. Van Cantfort explained that NATPE is on the lookout for someone who not only would have organizational experience but "feeling" for the industry as well.

And there are other areas that continue on the minds of NATPE leaders. Now that NATPE is conducting sessions within regional meetings of the National Association of Broadcasters, the movement toward NATPE regionals has been slowed, but still is under consideration. Efforts also may be made to increase NATPE's informational services to its members.

On two key issues, the general belief is that improvement has been made. The relationship between buyers and sellers is thought to be better than in past years. Similarly, NATPE's stance that higher station management should not attend without the program director is believed to have paid off.

A look at this year's conference agenda also indicates NATPE efforts to maintain nuts-and-bolts working sessions that will not be overshadowed by the buying and selling of programs. Scheduled for Wednesday (March 14), the final day of the conference, are the two sessions expected to be among the week's highlights: "The Superstations: Implications and Complications," and "The Development Jungle: the Next Five Years," which will bring together the programing heads of the three network owned-and-operated station groups.

They are sessions that Mr. Goldhammer hopes "nobody could possibly leave without seeing," and are scheduled the day after the hospitality suites officially close.

## Klein exits NBC

Senior programmer, eclipsed by Fred Silverman's takeover, opts for role as producer

After holding out about a year longer than most in the industry expected, Paul Klein, NBC Entertainment's senior vice president of programs, resigned last week to go into independent production.

NBC insisted the decision was Mr. Klein's. He was thought to have been increasingly dissatisfied working in the shadow of the network's new president (and Mr. Klein's former adversary), Fred Silverman. Mr. Klein had already left the network last week, but he is to have an exclusive, unspecified production deal there. He has also mentioned the possibility of putting some of his well-known witticisms and theories into a book.

There will be no replacement. Instead, Mike Weinblatt, president of the entertainment division, announced a "restructuring" in which John J. McMahon, senior vice president of programs and talent, West Coast, and Josh Kane, vice president of programs, East Coast, would report directly to Mr. Weinblatt. In addition, Lee Currin is to move over from his corporate position as vice president, broadcast planning, to the entertainment division, where he becomes vice president, program planning.

According to Mr. Weinblatt, Mr. Currin will be responsible for the long-term planning of the division, day-to-day program scheduling and liaison between the program department and advertising and pro-

Emmy-winning specials filmed on location in Africa!

## Jane Goodall and the World of Animal Behavior

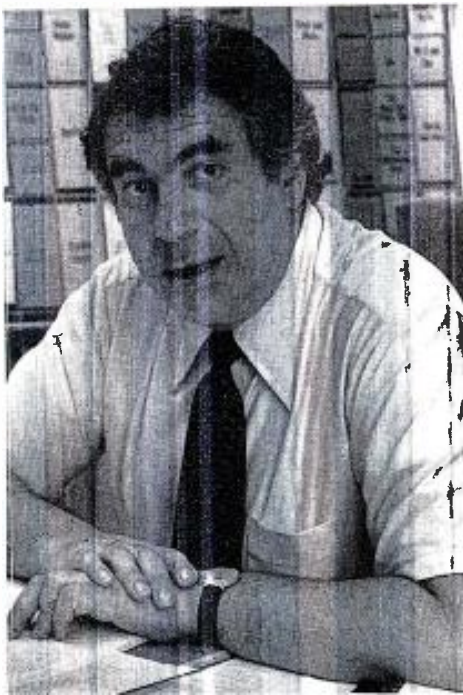


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LAS VEGAS



**Extended family.** The 200th episode of *All in the Family* was marked by a 90-minute special on CBS-TV March 4, and by a Los Angeles celebration that brought 98 couples from 48 states to that city to be members of the studio audience. Joining in the festivities (l to r): Bud Yorkin, Carroll O'Connor, Robert Daly (president of CBS Entertainment), and Norman Lear. What's past for Tandem Productions (Messrs. Yorkin and Lear) and CBS is future to Viacom, however. This week, at the NATPE conference in Las Vegas, it will be signing stations for the off-network run; Tandem was unsuccessful in its effort to regain syndication rights. Viacom says 43 stations had been signed prior to NATPE, among them Metromedia's WNEW-TV New York and KTTV(TV) Los Angeles and Field's KBBK-TV San Francisco, WFLD-TV Chicago and WKBS-TV Philadelphia.



Klein

motion. He also takes executive responsibility for the children's and daytime programming under the supervision of Michael Brockman, who continues as vice president, daytime programs. Also reporting to Mr. Curllin will be Gerald M. Jaffe, (vice president, program planning), now vice president, program scheduling.

Both Mr. McMahon and Mr. Kane retain their current responsibilities, Mr. McMahon for production and development of prime-time programs and talent in Hollywood and Mr. Kane for Eastern production and development, late-night programs and made-for-TV movies, miniseries, theatrical film acquisition and all specials.

## Spring tryouts

More short-run series are going on the prime-time schedules of ABC-TV and NBC-TV.

ABC, which has already announced the scheduling of its *Three's Company* spin-off, *The Ropers* (BROADCASTING, Jan. 29), said it will introduce another half-hour comedy, *13 Queens Blvd.* And NBC announced that *Harris and Company* is to be added to its schedule beginning March 15.

*Queens*, a TOY Production in association with Columbia Pictures TV, is described as a "realistic" sitcom dealing with "the foibles, friendships and feelings of five suburban women" who live in the same apartment complex in Queens, New York. It premieres Tuesday, March 20 at 9:30-10 p.m. NYT, following *Three's Company*, then moves to 10:30-11 p.m., following *The Ropers*, for a minimum five-week run. Both new shows pre-empt *Starsky and Hutch*.

NBC's *Harris*, produced by Universal TV, is to go into the 8-9 p.m. Thursday time period vacated by the canceled *Little Women*. The four episodes star Bernie

Casey as the widowed father of a black family that moves from Detroit to Los Angeles. The premise was originally set out in a two-hour NBC movie last June, "Love is Not Enough."

## Networks send in their benches

**In first of the post-sweep weeks, replacements are put in for faltering prime-time shows; ABC does the job and wins Feb. 25-March 4 with 20.8 rating while CBS gets 18.1 and NBC 17.5**

As the heavy shelling of the February sweeps died down, a number of new series edged their way into the prime-time schedules of CBS-TV and NBC-TV.

CBS-TV premiered five shows during the week of Feb. 26-March 4; NBC two. The landscape is expected to continue changing in the coming weeks, when short-run tryouts will come in and early disasters will go out. NBC has already canceled *Little Women* for example, and has decided not to extend its six-episode order of *Turnabout*. Also seen as likely fatalities on that network are *Brothers and Sisters* and *Sweepstakes*.

But although the schedules haven't settled into anything resembling a consistent groove, the absence of sweep stunting at least left series facing series for a change. And that lull offers a better-than-usual perspective on the holes all three networks will be wanting to fill.

ABC took Feb. 25-March 4 with a 20.8 rating average to CBS's 18.1 and NBC's 17.5. ABC won Tuesday, Wednesday and Thursday by its customary large margins, while NBC held on to Monday. CBS was victorious on Friday and, far more important, on Sunday. Night-by-night, here's how they performed:

On Sunday, CBS used *All in the Family's* 200th episode to lead into debuts of *Just Friends* (formerly *The Stockard Channing Show*) and the reworked *Mary Tyler Moore Show*. *All in the Family* had a 39 share at 8-9:30 p.m. NYT, *Just Friends* had a 35 at 9:30-10 p.m. and *Mary* had a 30 at 10-11 p.m. Against them, ABC pre-empted *Battlestar Galactica* to throw in the three-hour "Ordeal of Patty Hearst," which pulled a 34 share. NBC pre-empted *Weekend* to air a repeat of the popular movie, "Jeremiah Johnson," at 9-11 p.m., pulling a 29 share.

Monday was another tense night for CBS as it unveiled its new lead-off shows, *Billy and Flatbush*. *Billy* pulled a 24 and *Flatbush* a 23. NBC's *Little House on the Prairie* got stronger, scoring a 39 share, while ABC's *Salvage* held to about its average, a 24 share. *Salvage* was followed by *How the West Was Won*, which pulled another disappointing 26 share at 9-11 p.m. *M\*A\*S\*H* remained a trooper for CBS, jumping to a 38 share, followed by an improved 33 for *WKRP in Cincinnati* and a so-so 29 for *Lou Grant*. NBC previewed

*Mrs. Columbo* in a two-hour episode after *Little House* and came away with a 34 share.

On Tuesday, another much ballyhooed new show on NBC, *Cliffhangers*, premiered with disappointing results: a 22 share. ABC's serial block continued to behave as if nothing was against it, scoring 40-plus shares until a special installment of the news magazine *20/20* at 10-11 p.m. That came in with a 34, eight points off *Taxi's* lead-in but still its best performance ever. Some of ABC's audience probably switched over to *Paper Chase*, which had a higher-than-usual 27. NBC's movie, "The Drowning Pool" with Paul Newman, came in with a 25.

Wednesday's lead-off hour saw an especially ignominious defeat for NBC's *Supertrain*; its 19 share was beaten by CBS's 21-share premiere of *Married: The First Year* despite CBS's clearance losses in that time period for Mobil Oil's *Edward the King*. The 33 share pulled by NBC's *From Here to Eternity* at 9-11 p.m. showed there may be more room than some expected for a turnaround, or at least a shaking up, of the competitive balance at mid-evening, since *Charlie's Angels* had a slightly weakened 36 share. CBS was also in contention with a still-weak 27 share from *One Day at a Time* and a weaker-still 26 from *The Jeffersons*. ABC's *Vega\$* blew CBS's *Kaz* out of the water at 10-11 p.m., however, by matching *Angels'* 36 share against *Kaz's* 21.

On Thursday, ABC's *Angie* continued to coast home free behind *Mork and Mindy*, moreover, *Angie's* 41 share was just four points off *Mork's* lead-in. NBC's pre-emption of *Little Women* for a 16-share *Leopard of the Wild* special didn't hurt *Angie* or CBS's *Waltons*, which had a 30. At 9-10 p.m., a highly promoted episode of *Quincy* scored a 30 for NBC, holding CBS's *Hawaii Five-O* to a 26 and leading into the premiere of *Mrs. Columbo*. She

**Festival figures.** Viewer contributions to the Public Broadcasting Service's "Festival '79" fund-raising campaign stood at \$3,886,340 as of last Tuesday (March 6)—the fourth day of the two-week drive. The festival was running 13% above the total for 1978. The 114 reporting noncommercial stations started off the drive with \$2.48 million in contributions for the first weekend (March 3-4), 24% above 1978, with an especially strong showing made by the six-and-a-half-hour *Live from the Grand Ole Opry*. PBS estimated that \$1.5 million was pledged during the telecast—50% above the total for a similar show during the 1978 campaign. The festival is slated to continue through midnight NYT March 18, ending with a 30-hour national television marathon. Telethon appearances will be made by PBS stars Hugh Downs (*Over Easy*), LeVar Burton (*Rebop*), Michael Palin (*Monty Python*), Celeste Holm (*High Society*) and political satirist Mark Russell.

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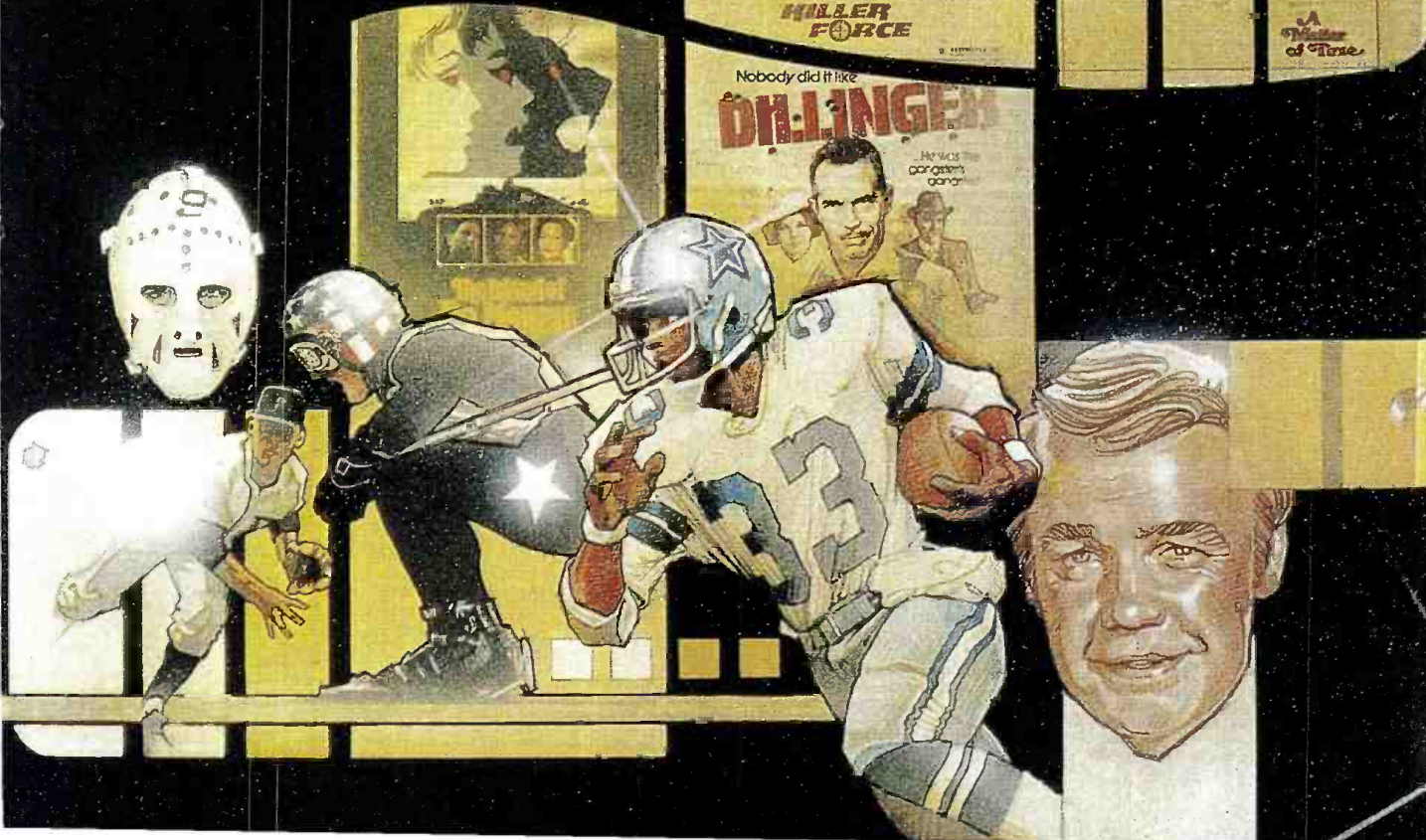
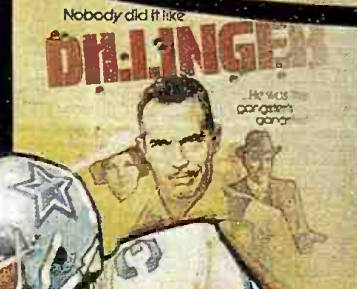
## ANNOUNCING for 1979

### Films For The 80's

Fifty top-flight films — 40 of them previously shown on network TV — are available starting September 1, 1979. "Great Scout and Cathouse Thursday," with Lee Marvin; "Island of Dr. Moreau," "Futureworld," "A Matter of Time," "Shout At the Devil," "Walking Tall, Part 2" and "Wild Party" are among films.

### Sports Challenge

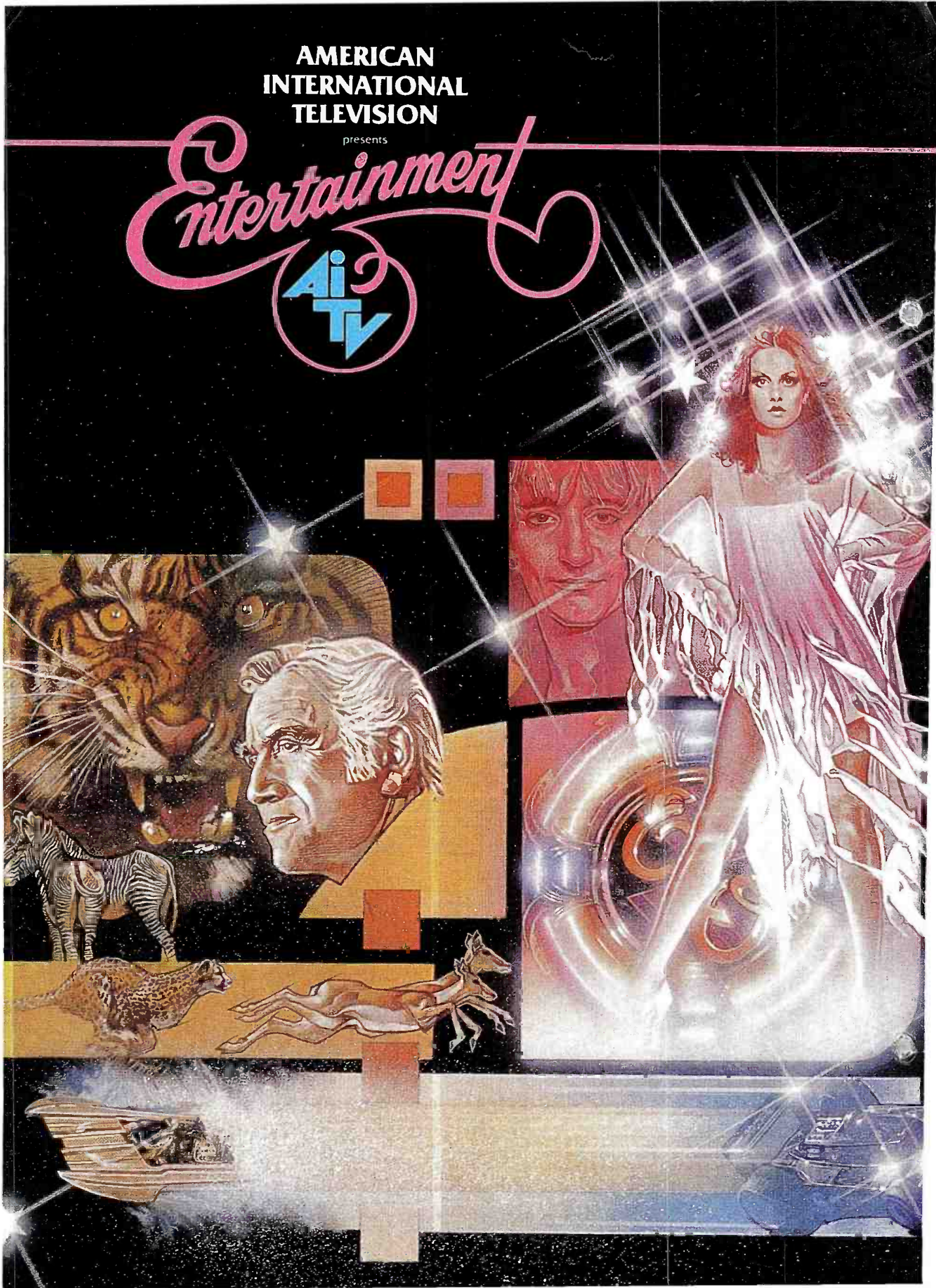
18 new and 18 repeat quiz shows, with a payoff as high as \$10,000, pits teams of famous athletes against each other. "Mystery guests" like Don Drysdale, Duke Snider or Tommy Henrich and film clips of classic sports moments. Dick Enberg hosts the show.



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### Juke-Box

A fast-moving, in-concert show with extraordinarily wide age appeal, that brings the most popular musical groups and single artists together in an electrifying TV experience. 26 half-hours, full of color, music, movement, mood and magnetism, hosted by Twiggy.

### Last Of The Wild

An entertaining and informative wildlife series. Hosted by Lorne Greene, seventy-eight half-hour episodes exploring the behavior of animal groups as they live out a cycle of parent, hunter, victim or survivor in their natural surroundings.

### Comeback

Hosted by James Whitmore, 20 original, highly-entertaining half-hour episodes of personal docu-drama of people from all walks of life who, at the height of success, suffered tragedy and near disaster, survived, triumphed over fate and started over again.

### The Racers

Sportscaster Curt Gowdy is host of this weekly half-hour series on motor sports racing in stock cars, sports cars, drag racers, powerboats, motorcycles or snowmobiles. Now in its third year with eleven brand new 30-minute episodes.

### Daytime Star

A monthly, 60-minute special featuring performers from the world of soap operas and hosted by John Gabriel, now playing Seneca Beaulac on "Ryan's Hope." Especially designed for the more than 20 million people who follow the soaps.

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### Miss National Teen-ager

Hosted by Robert Conrad, this 90-minute television special spotlights contestants from all over the country seeking the title of "Miss National Teen-ager" in recognition of her scholastic and leadership achievements.

### The Night Before Christmas

A fully-animated, half-hour Christmas special that tells the true story of how Clement C. Moore came to write this popular poem. It's done in brilliant animation and sung by the world-famous voices of the Norman Luboff Choir.

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came in with a 27 share, behind *Family's* 33 for ABC and *Barnaby Jones's* 31 for CBS.

Scheduling on Friday and Saturday was a bit of a mish-mash on CBS and NBC, but ABC's lead-off trouble on both nights was clear. *Makin' It* and *What's Happening* came in with 19 and 25 shares, respectively, on Friday; *Delta House* and *Welcome Back, Kotter* had 24 and 23 shares on Saturday.

NBC followed *Diff'rent Strokes'* 36 share on Friday with a 29-share Bob Hope special—the second disappointing performance in a row from the previously unbeatable comedian. That left *Hello Larry* with less of a lead-in than was undoubtedly counted on, and a 26 share. *Sweepstakes* followed with another 26, one of its better scores, but the low-rated films on both competing networks may have helped.

## A Silverman sampler from Minneapolis

**NBC president offers his points of view on: 52-week sweeps, various new program ideas, the unlikelihood of hour news or the Paley plan for quality TV, and other things**

NBC President Fred Silverman agrees that the thrice-yearly TV ratings sweeps are "distorted" and believes that the current discussion about alternative methods will lead to change.

His comments came during a March 4 press conference in Minneapolis, held in connection with the affiliation of WTCN-TV Minneapolis-St. Paul with NBC-TV. Asked about the possibility of 52-week local measurements, Mr. Silverman said, "When a lot of people start talking, then the next step is some kind of action. I think there is an awful lot of talking [now] and I believe that it is building in intensity. And I believe there is an inevitability that something is going to be done. What we have now is terribly distorted, is very costly and I don't know what it proves—I really don't."

Mr. Silverman expressed no personal preference for an alternative, and said that "until [the present] system is changed, we are forced to become part of that system." But he said there is a consensus among the networks, advertising agencies, station reps, producers and "responsible" stations—those that "do a good job 52 weeks a year"—that the sweeps should be redesigned or discarded. The burden of paying for a full-year sweep, he said, should be shared by all those groups.

Also during the press conference, Mr. Silverman outlined some of his network's prime-time plans for the rest of the year. He expressed specific confidence in two new shows, *Hello Larry* and *Supertrain*, the latter to be "retooled" during a two-to three-week hiatus, after which it will be



Silverman

moved to a different time period. He called the canceled *Little Women*, "a failure on every level."

Of tryout shows coming on in the spring, Mr. Silverman mentioned several besides the previously announced *Harris and Company*, *The Duke* and the Susan Anton variety hour. They include George Schlatter's *Real People*, TAT's *Highcliffe Manor*, Marble Arch's *Whodunnit* and a program from the sports division covering live competition in different areas of the country. Mr. Silverman said the sports show will air live in late May, and that the events it covers may be organized in cooperation with various universities. "If it works in its pilot effort in May," he said, "then there is a very good chance that we would bring it back in November as a real weekly event."

Mr. Silverman reaffirmed his commitment to the news division's *Weekend*, which he said will retain its berth in prime time. Another project from news is also in the works, he said, focusing on "a very positive look at America today, going to every single region of America to take a look at and accentuate the positive instead of the negative." The closest comparison is to Charles Kuralt's *On the Road* segments for CBS News, Mr. Silverman said.

Mr. Silverman frequently reiterated his intention to bring innovative programs to prime time, but he doubted that the same philosophy would work in daytime. "Everybody has tried different forms in daytime and failed," he said, mentioning NBC's *America Alive* as one example. "It's a terrible thing to say, but you go back to the beginning of radio, and there are certain staples in daytime that haven't changed, and I don't believe they'll ever change: basically, the serial, the game show and the occasional conversation show."

He also is not optimistic about the prospects of a one-hour early evening newscast on any of the networks. "I don't believe we're any closer to an hour news," he said. "There are just major problems and they're justifiable problems with the affiliates at all three networks—that the only way we could do an hour news would be to cut back the local news, and I would have to agree with them that is a disservice to the local communities."

Among other points touched on in the news conference were the following:

■ Of CBS Chairman William Paley's suggestion that the networks agree to set aside specific time periods for "quality" programming (BROADCASTING, Feb. 12), Mr. Silverman said he had written Mr. Paley that, although he applauded the idea of upgrading TV fare, he believes "the present system is the way to do it—just like he has made *60 Minutes* a major success... I don't think it's necessary for the three networks to work in concert to do this. I think each network has to exercise its own responsibility."

■ Tom Snyder, host of NBC's *Tomorrow* show in late night, is currently renegotiating his contract with the networks, and an announcement of a new deal is expected within a few weeks "if everything works out." Mr. Silverman said that both he and NBC News President Les Crystal would like to see Mr. Snyder move into that division in some capacity.

■ NBC will soon announce a "big writers program," apparently following up on Mr. Silverman's recent suggestions to producers in Los Angeles that more effort should be devoted to developing new writing talent for television (BROADCASTING, Feb. 26). The program will be open to college students throughout the United States and be directed toward episodic television, he said.

## WMCA says it was fed a line by Fredericks

Straus Communications Inc., New York, licensee of WMCA(AM) there, has filed a breach of contract suit against nutrition commentator Carlton Fredericks, RKO General Inc. and Richard Devlin, vice president and general manager of RKO's WOR(AM) New York.

The complaint, filed in U.S. Southern District Court in New York, asserts that in early January of this year while he was employed at WOR, Dr. Fredericks approached WMCA and offered to work for that station, saying he did not have a contract with WOR. On Jan. 31, the complaint continued, Dr. Fredericks entered into an agreement with Straus to appear as a commentator on a one-hour weekday program

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time!**

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LAS VEGAS

on WMCA at an annual salary of \$30,000.

Straus said it promoted Dr. Fredericks on the air, released nutrition commentator Gary Null, canceled existing advertising amounting to \$11,000 set for Mr. Null's broadcasts and sold about \$100,000 of new advertising for Dr. Fredericks's program. Subsequently, the complaint said, Dr. Fredericks notified the station that he was contractually bound to WOR, repudiated the agreement and said he would continue with WOR.

The suit seeks compensatory damages amounting to \$650,000 and punitive damages of \$500,000 from both Dr. Fredericks and from Mr. Devlin and RKO. Neither Mr. Devlin nor Dr. Fredericks could be reached for comment.

## DiscoVision: dancing partner for Magnavision

**MCA out with 200 titles  
for Magnavox's video-disk player,  
which uses laser technology;  
RCA readying mechanical version**

"This is a historic booklet: Never before has such a great number of important, low-cost programs been offered for home play ... You are a pioneer in a new medium. We thank you for your participation."

So reads the introductory note to MCA DiscoVision's first catalogue of pre-recorded video disks, an extensive package of software to go with the first disk hardware to reach the mass market, Magnavox's Magnavision.

The Magnavision unit went on sale last December on a trial basis at three retail outlets in Atlanta. Exact sales of the machines are unknown, but the retailers report that they cannot keep their shelves stocked. Magnavox, which will introduce the machines to the Seattle market this spring, says that demand is outstripping production capacity. Rich's department store in Atlanta, the largest retailer of the players, reports that it has found that the average buyer owns 20 pre-programmed disks (at prices ranging from \$5.95 to \$20).

The Magnavision player, which retails for \$695, weighs about 30 pounds and uses a laser beam to relay images and sound from the disk to the TV set, to which the player is attached via the antenna terminals. In the "standard play mode," the 12-inch disks play for 30 minutes per side. Slow, fast and stop motion and instant replay are possible in that mode. In the "extended play mode," the disks play up to 60 minutes per side.

A plastic coating protects the disks from damage during handling, and the laser does not wear the disks as a phonographic stylus does a standard audio disk. The system also includes random access and coding of each frame by number.

Some of the DiscoVision records are

programmed with stereophonic sound, and the user can take advantage of that capability by also connecting the player to his home stereo.

Among other firms known to have players in the late phases of development are RCA, Pioneer, Panasonic, JVC and Sony. RCA is thought to be the farthest along in its development, and Herbert Schlosser, the former president of subsidiary NBC and now an RCA executive vice president, has been placed in charge of acquiring programs for the RCA system. The company has steadfastly refused to announce a date for the introduction of its SelectaVision player, as it will be called, but industry speculation has placed the time at 1980 to 1981. The RCA machine, which uses a stylus much like a record player's, is expected to be considerably less expensive than Magnavision's—perhaps as low as \$400. The other firms are thought to be considering prices in the \$500-or-higher range.

Unlike home video cassettes, which seemed to catch on with consumers last year, the disks cannot be recorded by the user. And although the two technologies are likely to overlap in some areas, both Mr. Schlosser and Norman P. Glenn, senior vice president for DiscoVision programs and marketing, think the two will eventually find different markets.

They see cassettes as having three primary functions: recording over-the-air or cable-delivered programs, making "home-movie" video tapes and playing pre-recorded programs. In the last case, however, cassettes are likely to meet their stiffest competition from disks. Pre-recorded cassettes can be expensive, \$90 or more in some cases.

Enter disks. In an era when a family of four can drop \$20 for an evening at the local cinema, MCA is betting that a permanent copy of a feature-length film for \$9.95 is a relative bargain. (That's the price of most of MCA's older motion pictures. More recent films are \$15.95.)

According to Mr. Glenn, the company will have 200 titles available by April and another 50 to 100 by year's end. Some, he said, such as Universal's box-office smash of 1978—"Animal House"—or "Jaws II" are already available on disks although they have yet to play even on pay-cable channels. Nor is MCA relying solely on the offerings of its own subsidiary.

In addition to the Universal films, DiscoVision's 80-page catalogue includes films from Warner Bros. ("Bonnie and Clyde," "Deliverance," "Dirty Harry"), Paramount ("The Godfather Parts I and II," "Looking for Mr. Goodbar," "Saturday Night Fever") and Walt Disney ("Kidnapped," "The Moon Spinners," "The Prince and the Pauper," as well as standard Disney fare such as Donald Duck and Mickey Mouse cartoons). DiscoVision is also providing many made-for-TV films that eventually went on to become network series—*Battlestar Galatica*, *The Bionic Women*, *Cyborg: The Six Million Dollar Man* and *The Marcus-Nelson Murders* (the pilot for *Kojak*).

Beyond those, DiscoVision has put



## Jaws 2

12-010

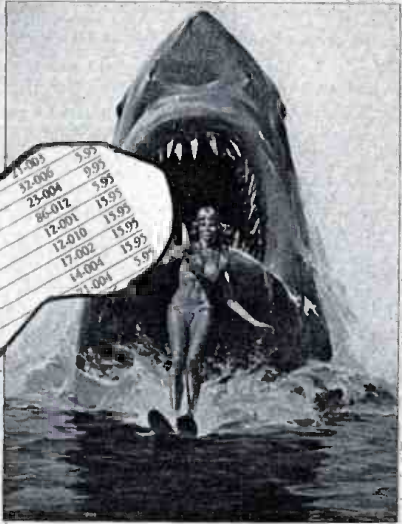
Rev. Scheider, Lorraine Gary, Murray Hamilton.  
Directed by Jeannot Szwarc. Written by Carl Gottlieb and Howard Sackler. Based on characters created by Peter Benchley. Produced by Richard D. Zanuck and David Brown.

The stunning sequel in the film that terrified millions, *Jaws 2* brings back to the screen the relentless suspense and heart-stopping adventure that made *Jaws* one of the greatest box office attractions in motion picture history.

It's been four years since the man-eating great white plagued the resort town of Amity. Suddenly, the terror returns—a second shark now stalks the search of victims. Police Chief Martin Brody is faced with an excruciating race against time to save a group of unsuspecting...

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22,000	5.95
23,000	5.95
24,000	5.95
25,000	5.95
26,000	5.95
27,000	5.95
28,000	5.95
29,000	5.95
30,000	5.95
31,000	5.95
32,000	5.95
33,000	5.95
34,000	5.95
35,000	5.95
36,000	5.95
37,000	5.95
38,000	5.95
39,000	5.95
40,000	5.95

**The bite.** An offering from the DiscoVision catalogue and (inset) some of the prices to pay.

together packages of instructional and informational programs that include eight Jacques Cousteau programs, Julia Child on boeuf bourguignon, omelettes, roast chicken and quiche, *Better Tennis in 30 Minutes*, a series of National Football League specials and "art" programs such as "The Mikado." (The last cost as much as \$20.)

Mr. Schlosser's operations at RCA are not as far along as Magnavox-MCA's, but he says RCA has more than 1,000 titles under license. Feature films from MGM, 20th Century-Fox and others account for 350 of those, he said, and the remainder are television programs, "how-to" offerings and other materials. The RCA disks will sell in the \$10-\$17 range. "We would love to get rights" to MCA's films, too, he said.

And that brings up another facet of the developing competition—compatibility. None of the systems now in development is thought to be compatible with the others. The optical MCA system is fundamentally different from the RCA mechanical system, which lacks still and slow-play modes. Currently, Sony and Pioneer have optical systems akin to Magnavision. Panasonic and JVC have mechanical systems. According to Gene Desantis, director of engineering for Sony-Teletronics Inc., a video cassette duplication firm, the Japanese manufacturers are holding back on their disk systems in an effort to attain compatibility before machines flood the market. Most of the demonstrations, he said, have been "just to show the technology."

Generally, the mechanical systems are less expensive than the optical ones and much easier to operate. For the present, as Mr. Schlosser said, "only two systems have been announced—we'll have to see what happens." And for RCA, which twice before—with color television and video cassette players—arrived on the scene after another company had made its mark with new technologies, MCA-Magnavox's

lead does not appear an imposing one. "Being first in a market doesn't mean winning," said Mr. Schlosser. "Coming in second is often an advantage."

### Program Briefs

**Johnny still suffering.** CBS-TV has maintained its advances in late night TV at expense of NBC-TV's *Tonight* show (BROADCASTING, Nov. 20, 1978). Latest figures from CBS research, for season to date through week ending Feb. 4, show NBC leading in common time competition (11:30 p.m.-12:30 a.m. NYT) with 8.3 average rating to CBS's 7.5 and ABC-TV's 7.0. That's 10% gain for CBS over-same period last year, 10% loss for NBC and 3% loss for ABC, according to CBS. In last two months, CBS has been even closer, averaging 8.2 compared to NBC's 8.4 and ABC's 7.1.

**Flatbush flogged.** New CBS-TV series, *Flatbush*, has prompted angry reaction from some Brooklyn, N.Y., politicians and citizens, who complain show misrepresents their neighborhood. Among voices heard was that of borough president, Howard Golden, who protested in letter to CBS President John Backe. CBS had no formal reply to charges, but spokesman said network was "surprised and dismayed" at reaction to what was intended as "affectionate" portrayal.

**Foxy deal.** 20th Century-Fox TV signed co-production deal with Tony Spinner, whose production credits include *The FBI*, *Cannon*, *The Man From U.N.C.L.E.* and *Baretta*. Initial project under nonexclusive arrangement is *Call McCall*, one-hour adventure project for NBC-TV.

**Saturday switch.** NBC-TV canceled Saturday morning series *Yogi's Space Race* and replaced it March 10 with *Alvin and the*

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*Chipmunks* (8-8:30 p.m. NYT). With *The Jetsons*, *Chipmunks* makes two series on NBC's Saturday schedule that are approximately 17 years old. Move is seen as holding action until new Saturday schedule is announced soon. Season-to-date standings on Saturday, common time since September, are 7.9 for CBS-TV, 6.1 for ABC-TV and 5.1 for NBC-TV.

**Program picks.** PBS's Station Program Cooperative selected \$23-million worth of programming for 1979 season—including two new series and two specials. Last year, SPC netted \$19.2-million worth of programs. New shows include *Sneak Previews: Take Two*, 12 half-hour shows devoted to film criticism by WTTW(TV)

Chicago, and *Disco Dancing*, eight half-hours by WGBH-TV Boston. Specials selected were *Border Traffic*, hour documentary on smuggling by KERA-TV Dallas, and *1979 Drum Corps International Championships* by WHA-TV Madison, Wis. Three established shows also received SPC support for first time: *Over Easy*, *Bill Moyers Journal* and *World*.

**Workshops renewed.** NBC has given new grant to Teachers Guides to Television to expand its Parent Participation TV workshops, begun three years ago as pilot project to promote "dialogue" between parents and children about learning potential of TV. NBC spokesman said grant is "well into six figures."

## FTC is champion of the marketplace, Pertschuk declares

**Chairman keeps his silence on children's advertising but takes on the status quo**

Federal Trade Commission Chairman Michael Perischuk carefully sidestepped the children's advertising issue last Tuesday (March 6) and then went on to tell a National Press Club luncheon audience in Washington that his agency was succeeding in its mandate to enhance the consumer's marketplace knowledge and power.

"The truth is we are champions of the marketplace, advocates of fair and open competition as the alternative to regulation," Mr. Pertschuk said in an address broadcast nationally by National Public Radio. "We are chronic disturbers of the



Pertschuk

status quo—when the status quo keeps the consumer disadvantaged," he added.

Mr. Pertschuk said the FTC begins with the premise that the untampered marketplace "is the most efficient allocator of goods and services and that we need not waste taxpayer's money fixing market failures which are trivial or self-correcting." To accomplish this, he said, his agency has implemented a number of actions. Among them:

Targeting areas of activity that promise the highest payoff for competition and consumers.

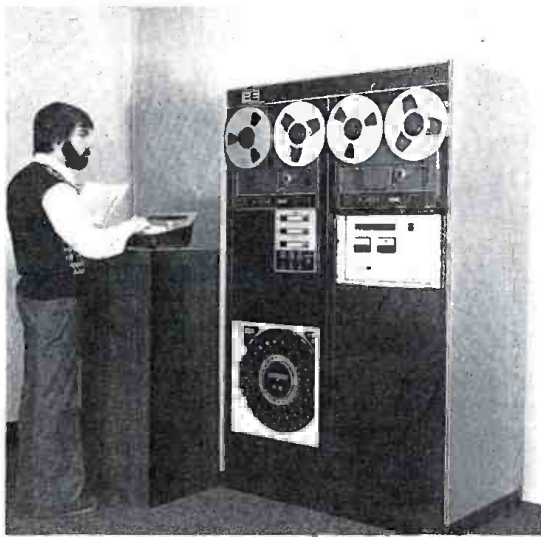
Publishing a six-month agenda of contemplated rules and actions to afford advance notice to those who may be affected.

Working with the administration's new Regulatory Council to "sensitize ourselves" to the impact of dissimilar regulation, and to avoid overlap and duplication.

Undertaking a major effort to evalu-

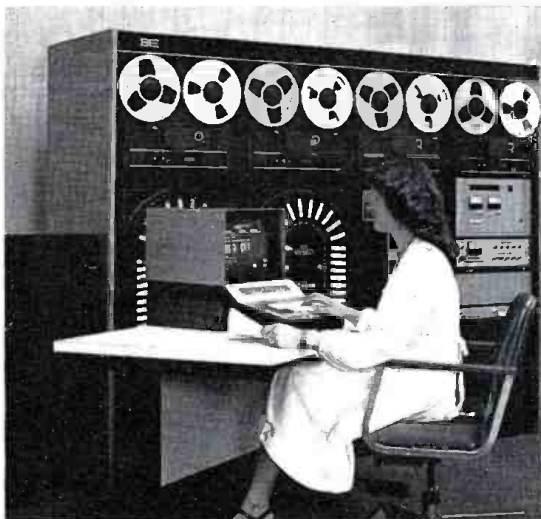
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### Or Full Capability **CONTROL 16**



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**5,6&10PM**

**NEWSROOM  
GETS IT ON!**



Represented by CBS Television Stations National Sales

Source: January 1979 St. Louis ARB and NSI. Averaged ADI/DMA HH ratings for local news programming 5, 6 & 10 PM. Mon.-Sun. Data in reports are estimates subject to qualifications available from KMOX-TV.

# bbi

## PRODUCTIONS



### THE BAXTERS

This Emmy Award-winning sit-com/drama about contemporary family life is a television innovation. The second-half is a locally taped, live-audience segment reacting to the show's target issue. Produced and distributed in cooperation with Norman Lear's TAT Communications Company. (30 min., 26 total, Public Affairs Credit)



### UPDATE ON HEALTH

"Update on Health" news inserts—90-second up-to-the-minute health reports with Emmy Award-winning Dr. Timothy Johnson. Perfect for newscasts, public affairs programs and magazine shows. (156 total). "Housecall"—Half-hour weekly medical information series with host Dr. Johnson and guest experts probing the latest health related issues.



### HEALTH SPECIALS/ACCESS

**Prime Specials**—Four specials hosted by Dr. Timothy Johnson looking at the subjects of depression, parenting, dying and arthritis. **"The Body Shop"**—A series of five 30-minute documentary access specials that reveal the workings and wonders of the human body. Each program focuses on one system. Dr. Johnson discusses with pre-teenagers the long-term effects of health-related choices they make, such as smoking, drinking, sex, drugs and nutrition.



### THIS WAS AMERICA

An eloquent history of this country at the turn of the century as told through photographs taken from rare glass plate negatives. Pictures of Americans come alive in this six-part half-hour series. William Shatner hosts.

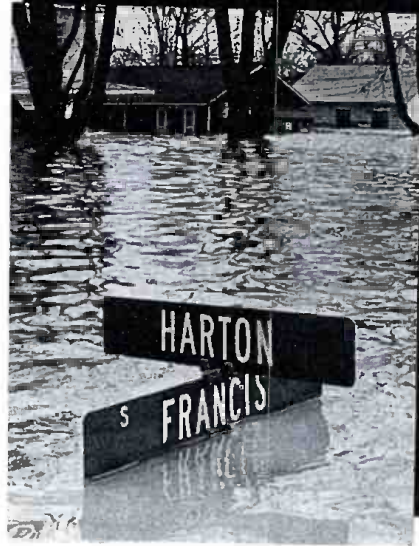


### CHILDREN'S

**"Catch a Rainbow"**—Four 30-minute specials. Lively skits based on adaptations of fairy tales and folk tales. A multiple Emmy Award-winner which Variety calls "an ambitious prime access entry, which departs from the standard kiddie fare." **"Jabberwocky"**—A half-hour series that teaches youngsters how to cope with difficult situations. (131 total). **"Drawing From Nature with Captain Bob"**—Viewers young and old draw along with Captain Bob Cottle as he describes the fascinating world of nature. (30 mins., 154 total).

**Visit our suite at NATPE or contact:**

New York: Jack Duffield (212) 687-8777 Boston: Paul Rich (617) 449-0400  
Boston Broadcasters, Inc. (WCVB-TV) 5 TV Place, Boston (Needham) Ma. 02192



## A HELPING HAND...

When floods ravaged through Lansing, Michigan in the Spring of 1975, the toll in human and economic terms was staggering. 800 families were evacuated. Damage was estimated at \$30 million to \$50 million. It was a time for pulling together. Only a united community effort could restore the losses suffered.

Help was needed and WJIM-TV brought the community together with a 14 hour telethon. Joining in the effort was WJIM-TV's arch-competitor, The State Journal ... television and newspaper joining forces to bring relief and support to people in need.

During the telethon, WJIM-TV Chairman Harold F. Gross and State Journal Publisher Maurice Hickey made personal appeals for funds and joined fellow volunteers in the Channel 6 studios. Nearly \$200,000 was raised for the benefit of flood victims.

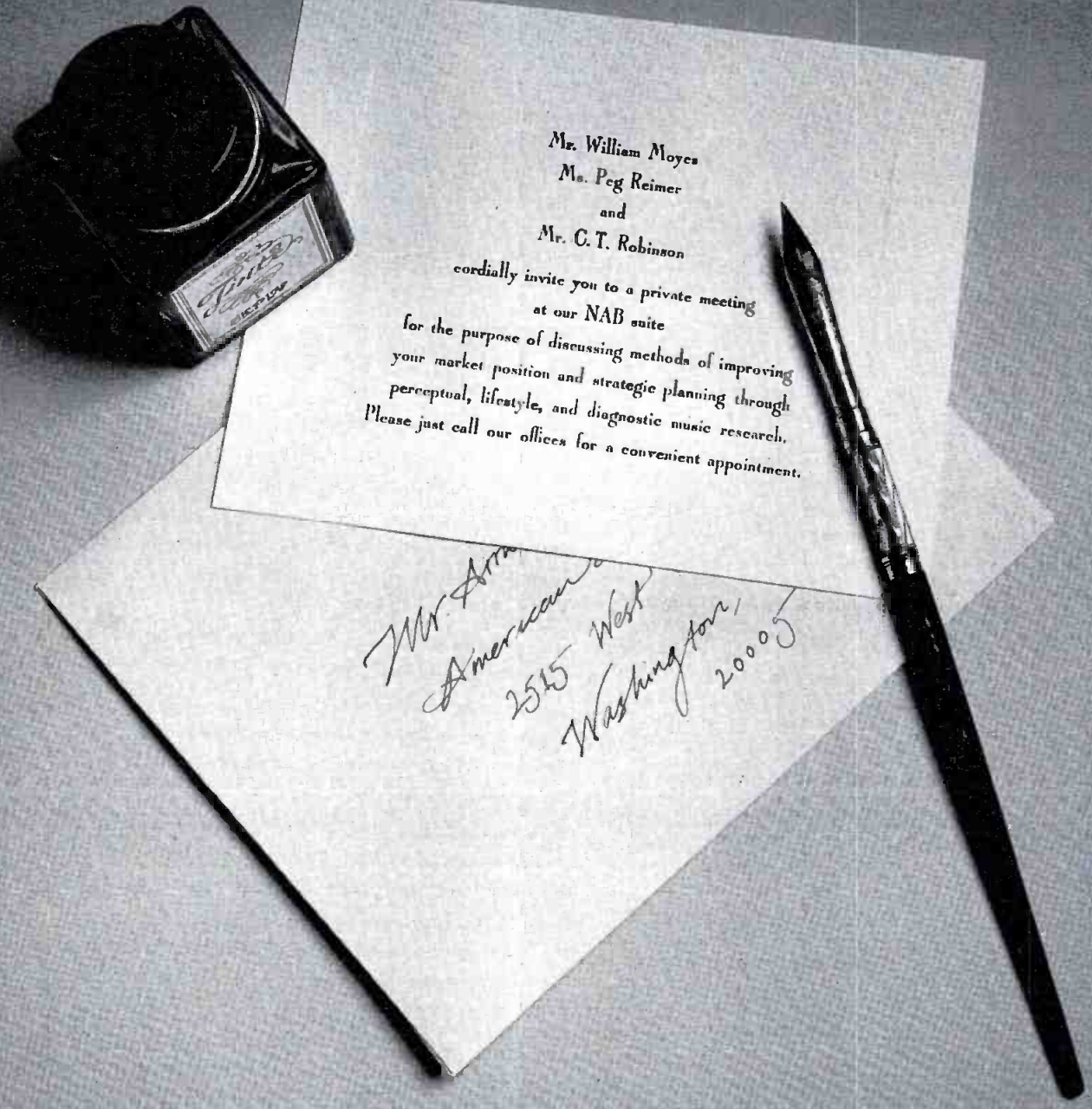
A tragic page in Central Michigan history; yet, a shining example of a united community that cared. In the Spring of 1975, as throughout its 25-year history, WJIM-TV cared. Today, WJIM-TV cares and belongs.

Photographs courtesy of the Lansing State Journal.

# WJIM-TV

## IMPORTANT IN MID-MICHIGAN

Gross Telecasting, Inc. — Lansing, Michigan



Mr. William Moyes  
Ms. Peg Reimer  
and  
Mr. C. T. Robinson

cordially invite you to a private meeting  
at our NAB suite  
for the purpose of discussing methods of improving  
your market position and strategic planning through  
perceptual, lifestyle, and diagnostic music research.  
Please just call our offices for a convenient appointment.

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**NEW  
FROM NTA  
FIRST-RUN  
SYNDICATION  
100  
HALF-HOURS**



**The Flip Wilson Show**  
**THE FASTEST  
COMEDY  
HALF-HOUR  
ON TELEVISION!**

We shortened the name and shortened the show — the best half-hour from each of Flip's hourlong NBC series shows. Flip does one of his great monologues . . . cavorts with a top guest star . . . then leaves audiences limp as he does the ever-lovin' Geraldine or the bombastic Reverend Leroy!

**See FLIP! during  
NATPE in our suite  
at the MGM Grand.**



**nta** national telefilm associates, inc.

12636 Beatrice St., Los Angeles, CA 90066  
(213) 390-3663

**BUD GROSOPF**  
Chief Operating Officer

**ARTHUR S. GROSS**  
V.P., World-Wide Sales

**WE'RE PUTTING  
ON A SHOW FOR  
THE SHOWS WE'RE  
PUTTING ON!**

**COME SEE FROM SOUP  
TO COUNTRY MUSIC-  
FROM HITLER'S PUSH TO MOSCOW  
TO KENNEDY'S RACE TO THE  
WHITE HOUSE-FROM ACTION  
AND BEAUTY ON THE  
TENNIS COURT TO GRACE  
AND PRECISION ON THE BALLET  
STAGE-AND MORE. COME SEE  
AIR TIME INTERNATIONAL  
AT NATPE IN THE MGM GRAND,  
LAS VEGAS.**





**The New Soupy Sales Show**

Soupy's On—with all of his madcap friends (White Fang, Black Tooth and Pookie) that made his last show so successful. Sometimes slapstick, sometimes sophisticated —always funny. 90 half-hour programs.



**"The World's Largest Indoor Country Music Show"**

Grammy Award winner Kenny Rogers and beautiful country singing star Dottie West co-host this historic event with 100 performers and musicians. A two-hour special.



**The Unknown War**

The award winning documentary series that tells the story of World War II on the Eastern European Front. Starring Burt Lancaster as host/narrator. 20 one-hour programs.



**The Race For The White House**

A series re-creating the important and hotly contested Presidential elections of the century. Timed for the 1980 Presidential election year. 10 one-hour programs.



**World Championship Tennis**

The best tennis players in the world in three major tournaments. 37 exciting matches.



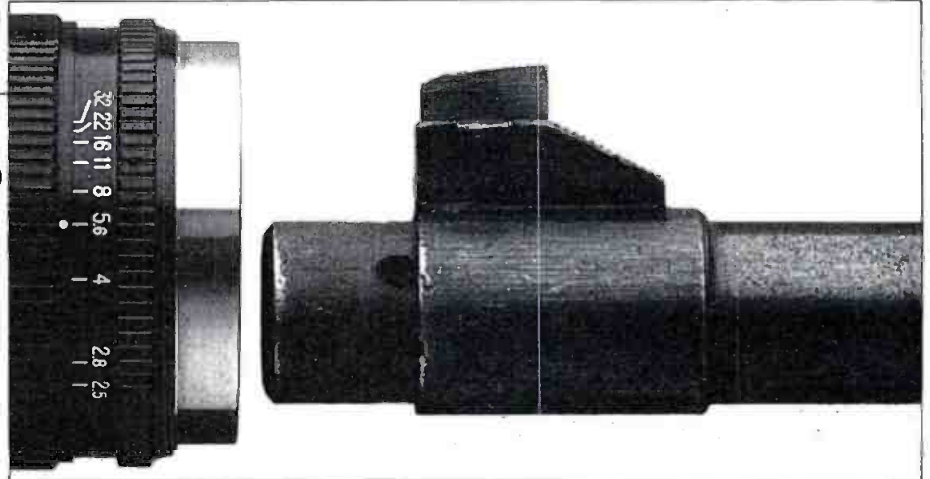
**Giselle**

An enchanting ballet featuring the American Ballet Theater. A two-hour special.



# WE WERE WARNED, “IF YOU TRY TO SHOOT FILM OF THE MILITARY, THE MILITARY MIGHT SHOOT BACK.”

When the Channel 9 News Team went to Syria to get a View From The Inside, that was the warning they got. But it didn't stop them. Because we don't just deliver the News, we go out and get it.



That's what gives credibility to the 10 O'Clock Report.

Co-Anchorman, Nathan Roberts, adds special insight to in-depth reports, because he doesn't just read the News; he's been collecting and writing it for 20 years.

Consumer expert, “Rusty” Rostvold, knows what he's talking about when he gives tips on How To Beat Inflation. He's been knocking around with economics a long time.

And when Ann Kaestner delivers the News, she's out getting it on assignment for special News Documentaries, filmed on location for A View From The Inside. Inside divided and troubled countries like Rhodesia, The Middle East and South Africa. Talking to the people is what News stories are all about: From a white woman in Johannesburg fighting on the side of black Africans' in Parliament, to a Syrian refugee in exile from his home in Israeli occupied territory.

Channel 9 News gets a View From The Inside, even if it means a view of the inside of a gun.



**WE DO MORE THAN REACH PEOPLE. WE TOUCH PEOPLE.**

**RIK**  
TELEVISION

# CHICO AND THE MAN

WXIA-TV Atlanta  
KSTW-TV Seattle-Tacoma  
WBFF-TV Baltimore  
KPTV Portland (Ore.)  
KTXL Sacramento-Stockton  
WXIX-TV Cincinnati  
KMBC-TV Kansas City  
WUTV Buffalo  
KCST-TV San Diego  
KTVK-TV Phoenix  
KSL-TV Salt Lake City  
WYAH-TV Norfolk-Portsmouth  
KENS-TV San Antonio

WFMY-TV Greensboro – Winston-Salem – High Point

KTHV Little Rock  
WEAR-TV Mobile-Pensacola

WJKS-TV Jacksonville  
KMPH-TV Fresno

KOB-TV Albuquerque  
KREM-TV Spokane

KITV Honolulu

WKPT-TV Bristol – Johnson City  
Kingsport

WSMW-TV Worcester

KEYT Santa Barbara  
KIII Corpus Christi

KVVU-TV Las Vegas

KCBJ-TV Columbia-Jefferson City

## *Sold in these markets*

WNEW-TV New York

KTTV Los Angeles

WGN-TV Chicago

WPHL-TV Philadelphia

WSBK-TV Boston

WTTG Washington

WUAB-TV Cleveland

WPTT-TV Pittsburgh

KXTX-TV Dallas

KRIV-TV Houston

WTCN-TV Minneapolis-St. Paul

## AVAILABLE NOW

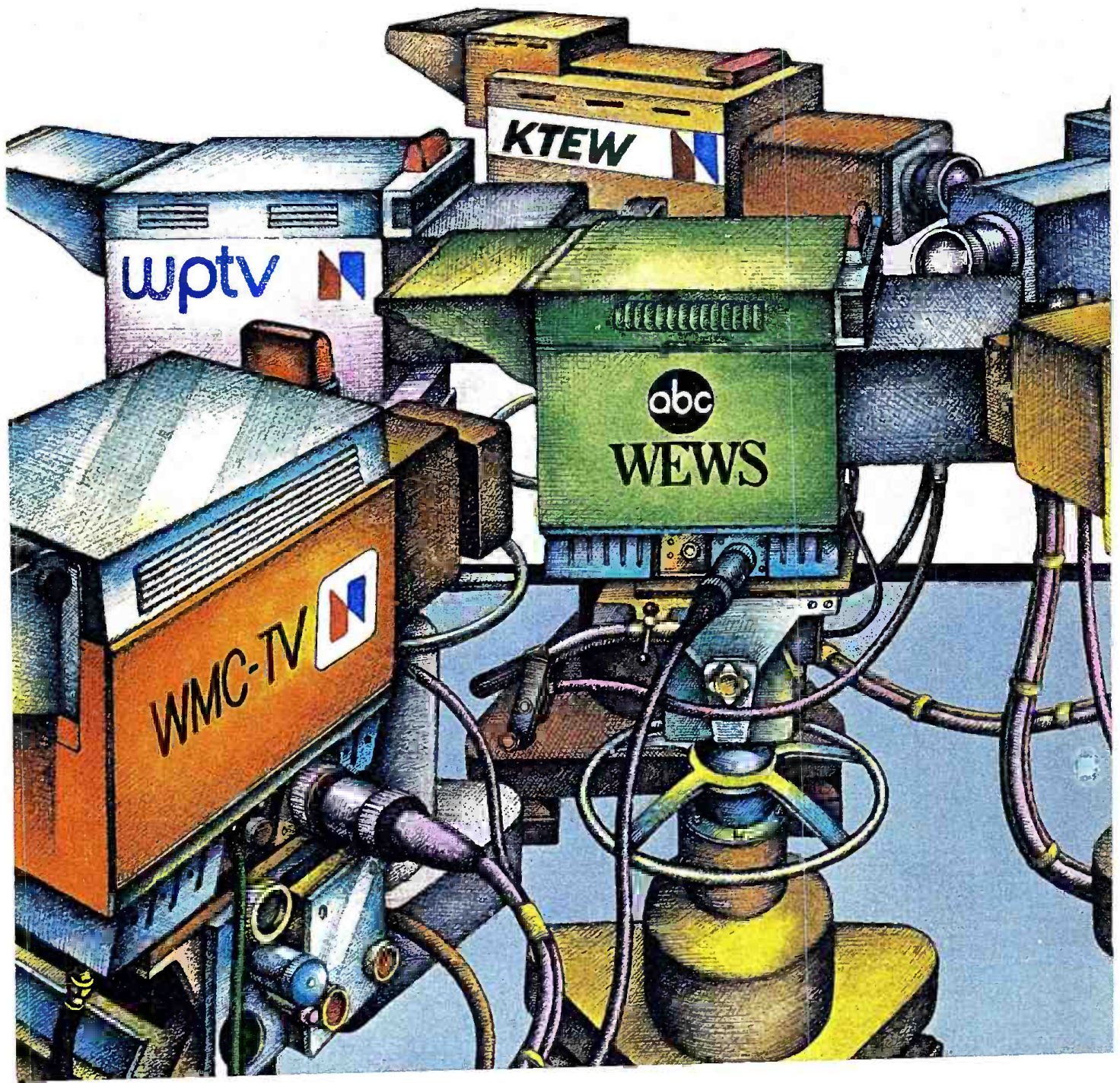
Warner Bros. Television Distribution

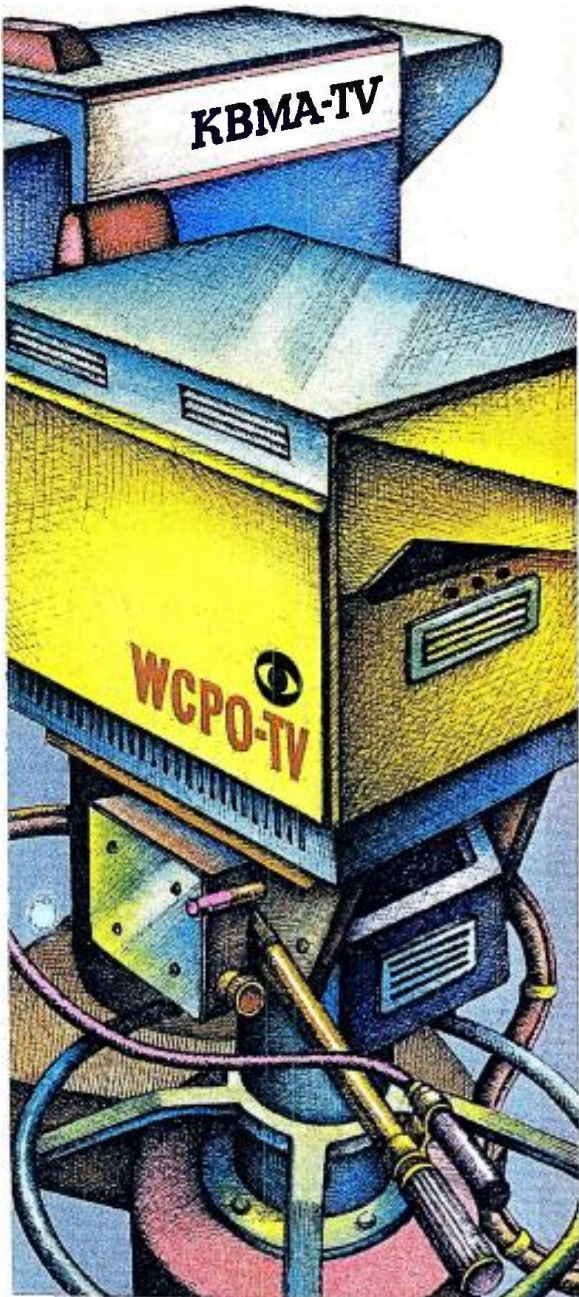


A Warner Communications Company

"In our six markets, we've got to face every conceivable programming challenge. Our secret weapon—Blair TeleForce."

—Don Perris, President  
Scripps-Howard Broadcasting.





"Our programming situation is different in every market," says Don Perris. "In our markets, Scripps-Howard operates ABC, CBS, NBC, and Independent television stations. It's the widest range of competitive challenges a group could have. That's why we've got to pick and choose carefully. And Blair TeleForce has been an invaluable resource in planning consistently successful programming."

What is Blair TeleForce? It's the most advanced use of operations research in the television industry. It's fast, concise, actionable data analysis that covers audience flow, programming trends, and competitive programming. But most importantly, it's Blair V.P. for



Blair's Larry Lynch

Programming, Larry Lynch. Larry works closely with Scripps-Howard management, helping them use TeleForce to tackle program questions like these: "What is the best time to schedule my early news?" "Do blockbuster shows have to be budget-buster shows?" "What feature packages are available and how can I schedule them for maximum return on my investment?"

TeleForce had the answers for Scripps-Howard. But as Don Perris knows, no six markets are alike.

Every station in the country has its own set of questions. For example: "How to retain early news audience in access." "How to buck all three networks in prime time." Or "How to control sky rocketing program costs entailing longer and longer commitments." Every station has these problems, or even tougher ones. Every station needs the best counsel possible. That's Larry Lynch. His recommendations, a major part of Blair TeleForce input, enable Blair-represented stations to make ever-sharper programming decisions.

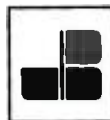
Don Perris calls Blair TeleForce his secret weapon. There's no secret in the results... increased audience and increased sales.



## Blair TeleForce

We serve you today, as we plan for tomorrow.

## Blair Television



A division of John Blair & Company  
Reliable people, reliable data.

ate the economic effects of its activities, which last year committed \$720,000 to that effort.

□ Searching for a "focused" remedy to a workable market failure that is both workable and less burdensome than the "evils" the agency seeks to cure.

In a question-and-answer session, the children's TV issue was raised immediately, and immediately dismissed by Mr. Pertschuk, who was disqualified from participating in the inquiry by U.S. District Court Judge Gerhard Gesell. "You can take all the children's advertising questions and put them together and the answer will be 'no comment,'" he said. Additional questions indirectly related to the issue were raised, but Mr. Pertschuk avoided them as well.

On the subject of media concentration, Mr. Pertschuk called the recent FTC symposium on the matter a "first step" in drawing public attention. He said its general purpose—to stimulate research and understanding and raise public consciousness—was achieved. A record of the proceedings, he said, including comments submitted by people who did not attend, will be published sometime in the future.

Mr. Pertschuk called the commission "an advocate of advertising," citing actions by his staff to free up advertising by professionals. He added that he would work to insure that "the flow of advertising is not polluted" by deceptive ad campaigns.

Mr. Pertschuk concluded that his agency was serious about cutting regulation "to the bone," but said the actions would not result from budgetary considerations, nor would the public interest be compromised in the process.

## The 567 club: 1978's network TV advertisers

Expenditures reach \$4 billion  
as 58 new sponsors join the list

A total of 567 advertisers invested in network television in 1978—16 more than in 1977—and their network investments rose 14% to \$4.1 billion, the Television Bureau of Advertising reported last week on the basis of estimates compiled by Broadcast Advertisers Reports.

The advertisers included 58 network newcomers, led by Bausch & Lomb with network spending that totaled almost \$4.2 million. In 1977, 69 advertisers used network TV for the first time.

Among network TV's top 10 spenders, eight increased their network outlays. Procter & Gamble retained its number-one position by spending \$261,715,300, an increase of 11% over 1977. General Foods was second with \$169,489,000, up 18%, and American Home Products was third with \$111,136,200, a 2% rise. Bristol-Myers spent 4% less than in 1977

but nevertheless ranked fourth with \$110,341,400, while General Motors added 19% to boost its network total to \$107,864,800 and take fifth place.

Rounding out the top 10 were General Mills, up 2%; Ford Motor Co., up 20%; Sears, Roebuck, down .11%; Philip Morris, up 108%, and Johnson & Johnson, up 34%.

The 567 network advertisers and BAR estimates of their spending were listed by TVB as follows, with asterisks indicating newcomers:

117	Abbott Laboratories	6,751,700
292	Ace Hardware	1,447,400
446	Action Marketing*	298,200
519	Adolph Coors	82,300
439	Aero Mayflower Transit	341,000
396	Aetna Life & Casualty	600,000
291	AFL-CIO	1,456,400
430	Agway	419,200
397	Aladdin Industries	595,400
110	Alberto Culver	7,625,700
302	Allegheny	1,363,600
308	Allegheny Ludlum	1,275,700
369	Allied Artist	718,800
158	Aluminum Co. of America	4,823,000
487	Amerace	157,300
428	American Airlines	422,800
180	American Bankers Association	3,908,000
543	American Biltrite	34,000
186	American Brands	3,749,400
205	American Can	3,088,900
55	American Cyanamid	18,585,800
408	American Dairy Association	490,000
254	American Egg Board	2,120,800
46	American Express	22,884,800
224	American Gas Association	2,682,700
329	American Hoechst*	994,800
3	American Home Products	111,136,200
356	American International Pictures	797,300
272	American Luggage Work	1,794,300
58	American Motors	17,932,500
23	AT&T	41,203,400
175	AMF	4,052,600
372	Amstar	701,100
297	Amway	1,407,000
466	Anchor Hocking	227,200
222	Anderson Clayton	2,727,300
19	Anheuser Busch	46,840,800
367	Archway Cookies	764,100
456	Arkansas Louisiana Gas	277,000
424	Armstrong Cork	437,000
406	Armstrong Rubber	496,300
350	Ashland Oil	826,400
471	Associated Mills	202,600
245	Avco	2,332,600
50	Avon Products	20,114,500
300	Azrak-Hanway International	1,375,700
285	Bache Halsey Stuart*	1,560,600
544	Ball	30,000
168	Banfi Products	4,228,400
462	Bankers Life of Des Moines	254,900
450	Barclays Bank*	289,400
441	Bassett Furniture	322,900
170	Bausch & Lomb*	4,175,700
145	Beatrice Foods	5,439,000
521	Becton Dickinson	77,900
48	Beecham Group	20,731,300
494	Beiersdorf*	151,000
378	Bell & Howell	675,100
211	Bendix	2,879,500
167	Beneficial	4,250,600
355	Benjamin Moore	805,400
501	Bernzomatic	131,800
516	Berol	86,900
229	Bethlehem Steel	2,613,600
120	Bic Pen	6,706,300
434	Binney & Smith	366,600
98	Black & Decker	8,668,700
71	Block Drug	13,823,900
232	Blue Bell	2,539,700
337	Blue Cross	934,400
237	Boeing	2,451,900
360	Boise Cascade	777,700
497	Bon Appetit Magazine*	138,500
479	Bonne Bell*	176,700
72	Borden	13,110,200
394	Milton Bradley	602,000
538	Brioschi	41,800
4	Bristol Myers	110,341,400
144	British Leyland	5,441,300
445	Brockton Footwear	304,400
343	Brown Group	869,100
156	Brown-Furman Distillers	4,888,900
344	Brunswick	862,700
206	Burlington	3,006,100

166	Cadbury Schweppes USA	4,314,400
290	Calif.-Oregon-Wash. Dairyman Association	1,470,800
306	California Raisin Advisory Board	1,315,300
352	California Strawberries Advisory Board*	817,700
64	Campbell Soup	16,221,800
550	Cannon Mills	27,000
140	Canon USA	5,667,200
511	Car Quest*	97,800
59	Carnation	17,695,700
422	Carrier	448,000
69	Carter Wallace	14,338,700
371	William Carter	705,300
524	Carters Ink	70,500
244	Castle & Cooke	2,361,700
442	Castle Toys*	313,800
214	CBS	2,838,300
555	Celanese	14,100
514	Central Soya*	93,700
335	Champion Spark Plug	968,500
318	Chanel	1,135,500
416	Charms	453,400
247	Chatten Drug & Chemical	2,284,500
29	Chesebrogh Ponds	34,030,600
11	Chrysler	60,988,000
203	Church & Dwight	3,234,100
88	Ciba-Geigy	10,136,800
349	Citicorp	827,100
488	Citizen Watch of America*	156,000
453	Clarion Corp. of America*	285,200
507	Clarkson*	107,000
28	Clorox	34,124,400
24	Coca Cola	40,103,900
481	Coloco	166,100
496	Coleman	141,100
17	Colgate Palmolive	49,678,200
529	Colorforms	64,400
176	Columbia Pictures	4,050,600
131	Combe	6,055,600
199	Comerco	3,386,000
425	Conair	435,100
198	Connecticut General	3,410,900
127	Consolidated Foods	6,467,800
230	Continental	2,594,300
456	Continental Oil	270,700
238	Control Data	2,446,300
500	Conwood	134,200
326	Cooper Industries	1,056,000
150	Corning Glass	5,244,700
147	Cosmair	5,407,900
345	Colter	856,000
201	Cotton	3,287,800
473	Sarah Coventry	196,400
56	CPC International	18,450,500
348	Craig	850,700
484	Creative Tools*	163,200
400	Credit Union of North America	558,000
275	Crum & Forster*	1,779,300
483	Crush International	164,700
165	Culbro	4,506,100
476	Cutter Labs	186,900
357	D & S Products	792,900
273	DCM	1,784,200
185	Dart	3,774,300
338	Dazey	922,300
320	De Beers Mines	1,103,700
363	Del Labs	768,700
281	Del Monte	1,648,900
513	Dell Publishing	96,400
542	Delta Airlines	36,000
474	Detroit Tool & Metal-	194,500
125	Walt Disney Productions	6,511,600
100	Dow Chemical	8,572,000
178	Dr Pepper	3,976,800
157	du Pont	4,861,500
235	Dunkin Donuts	2,481,000
401	Dunlop Tire & Rubber	543,000
418	Dynamics Corp. of America	451,200
339	Eastern Air Lines	919,100
32	Eastman Kodak	31,211,200
304	Eaton	1,333,400
454	Economics Lab	277,400
517	Electronic Realty*	85,900
276	Emerson Electric	1,756,400
410	Emery Air Freight	482,200
219	Employers Insurance of Wausau	2,745,400
545	Equitable Life Assurance	30,000
30	Esmark	33,509,200
75	Exxon	12,668,000
458	FOI	262,400
153	Faberge	5,061,400
531	Federal Express*	55,300
384	Fieldcrest Mills	638,500
90	Firestone Tire & Rubber	9,826,000
505	Flambeau Products*	111,900
228	Fleet	2,637,000
85	Florida Citrus Commission	10,921,800
191	Florists Transworld Delivery	3,554,500
470	FMC	207,000
523	Fonas	73,500
7	Ford Motor	79,510,600
467	Foremost-McKesson	220,900
303	Foster Grant	1,343,800

# We're "Whats Happening!!"

We're a teen in St. Louis, a young married couple in Phoenix, a mother in Albany, some kids in Red Bluff. We're people everywhere and we know "What's Happening."

"What's Happening" is an

upbeat family comedy series that consistently attracts the same kind of young audience composition as "Laverne & Shirley" and "Happy Days."

Columbia Pictures Television will soon be

offering "What's Happening" in syndication.

We know "What's Happening." Make sure you do.

Distributed exclusively by Columbia Pictures Television.



  
Columbia Pictures  
Television

249	Fotomat	2,235,300	411	Leisure Dynamics	477,000	532	Piper Aircraft	54,600
190	Fuji Heavy Industries	3,573,400	298	Lennox	1,397,700	223	Pittway	2,696,700
289	GAF	1,533,900	390	Lesney Products	612,600	362	Pizza Inn*	772,600
361	Gallery of Homes	773,200	12	Lever Bros.	60,507,900	36	Polaroid	28,139,900
67	Gallo	15,573,400	78	Liggett	12,385,300	534	Polyglycoat*	52,700
283	Garan	1,592,100	379	Lincoln National Life Insurance	671,500	154	Ponder & Best	5,059,000
53	General Electric	19,084,400	118	Litton	6,743,900	327	PPG Industries	1,046,300
2	General Foods	169,489,000	477	Loews	182,200	509	Prait & Lambert	105,000
399	General Most*	581,400	475	Lorentzen Levolor	193,600	533	Prattman Toy*	54,300
558	General Mail*	12,000	429	Lyons	420,200	421	Prince Macaroni	449,500
6	General Mills	83,981,700	112	MCA	7,491,000	552	Prince Manufacturing*	22,800
5	General Motors	107,864,800	413	MJB	468,600	535	Pro-Tel Products*	48,000
330	General Signal	993,600	266	Magic Chef	1,937,000	1	Procter & Gamble	261,715,300
97	General Telephone	8,869,200	122	Mallory	6,607,700	99	Prudential Insurance	8,594,700
192	General Tire & Rubber	3,543,800	383	Mannington Mills	639,000	164	Publishers Clearing House	4,666,800
119	Georgia Pacific	6,736,500	423	Maremont	443,300	172	Purex	4,127,200
549	Gerber	29,500	508	Marion Labs	106,700	468	Puroiator	208,100
22	Gillette Co.	42,761,100	299	Marriott	1,388,000	51	Quaker Oats	20,080,300
561	Ginsu Knife*	10,500	42	Mars	23,454,700	174	Quaker State	4,100,200
295	Gold Seal Products	1,423,500	207	Masco	3,001,800	309	Qwestor	1,265,000
189	Goodrich	3,589,300	265	Matsushita	1,946,300	13	Ralston Purina	57,073,400
73	Goodyear Tire & Rubber	12,876,700	82	Mattel	11,336,300	395	Rapid American	601,100
510	Gott Manufacturing*	100,400	126	Oscar Mayer	6,511,100	148	Raytheon	5,339,900
403	Great Western United	527,300	262	Maytag	2,023,400	47	RCA	20,792,300
114	Green Giant	7,275,100	200	McAlier	3,304,100	293	Readers Digest	1,432,200
74	Greyhound	12,765,800	18	McDonald's	48,547,300	499	Relo Real Estate*	135,000
70	Gulf & Western	14,337,500	365	McGraw Edison	767,000	553	Renault	19,500
152	Gulf Oil	5,064,200	359	Mead Products	784,400	195	Renfield Importers	3,509,900
240	Haggar	2,421,800	210	Mego	2,900,900	325	Republican National Committee	1,065,800
105	Hallmark Cards	8,179,800	417	Meiville	453,200	45	Revlon	23,124,700
40	Hanes	25,198,100	242	Mem	2,398,000	135	Reynolds Metals	5,896,800
485	Hardwick Stove	160,000	334	Memorex	975,400	108	R.J. Reynolds	7,947,000
279	Harlequin Enterprises	1,669,200	103	Mennen	8,493,300	26	Richardson Merrell	39,712,700
407	Hart Schaffner & Marx	492,900	353	Mentholatum	816,300	457	Rio Tinto-Zinc	268,200
161	Hartz Mountain	4,762,200	194	Merrill Lynch	3,514,600	314	Rival Manufacturing	1,182,700
286	Hasbro	1,552,000	146	Metropolitan Life Insurance	5,426,200	236	Rockwell	2,478,700
492	Hastings	152,800	177	Michelin Tire	4,025,600	565	Rollins	4,100
415	Hearst	456,900	37	Miles Laboratories	27,792,700	184	Roman Meal	3,789,400
404	Heath & Sons*	526,700	525	Million Dollar Life Insurance*	69,300	389	Ross Hall	622,500
347	Heileman Brewing	851,000	162	Minolta	4,733,200	89	Rothmans of Pall Mall Canada	9,873,300
34	Heinz	29,487,300	414	Minwax	464,200	267	Royal Crown Cola	1,933,700
209	Helene Curtis	2,979,400	342	Mirro Aluminum	881,100	261	Rubbermaid	2,029,400
77	Hershey	12,454,600	562	John Mitchell	10,100	226	Ryder Systems	2,662,500
38	Heublein	27,124,200	84	Mobil	10,946,000	319	SCM	1,123,900
270	Hickory Farms of Ohio	1,860,900	287	Monroe Auto Equipment	1,551,800	554	SSS	16,600
258	Hilton Hotels	2,058,000	268	Monsanto	1,924,200	311	Safeco	1,231,700
324	Hobart	1,069,800	43	Morton-Norwich	23,447,800	136	Sambos Restaurants	5,799,600
92	Holiday Inns	9,499,800	323	Mutual of New York	1,086,000	331	Vidal Sassoon*	986,700
387	Home Insurance	628,000	14	Nabisco	56,506,100	502	Savannah Food & Industries	128,300
62	Honda Motor	16,724,900	526	Natcon Chemical	66,600	181	Savings & Loan Foundation	3,831,800
179	Honeywell	3,927,900	448	National Airlines	292,000	316	F&M Schaefer	1,150,800
536	Hood & Sons	47,100	216	National Automotive Parts Association	2,826,600	35	Schering-Plough	28,487,800
217	Hoover	2,820,500	491	National Bakeries Services	154,000	31	Schlitz	32,235,700
256	Hormel	2,112,300	130	National BankAmericard	6,074,500	405	Schmidt & Sons	521,000
220	Household Finance	2,742,300	128	National Enquirer	6,359,700	522	Scholl Manufacturing	74,600
520	Hudson Optical*	82,100	202	National Coffee Growers of Columbia	3,253,800	386	Schwinn Bicycle	633,500
556	Hurst	13,000	398	National Potato Advisory Board	585,200	160	Scott Paper	4,785,800
541	Husky Oil	37,400	251	National Presto	2,167,100	182	Scott's Liquid Gold	3,828,300
257	E.F. Hutton	2,095,300	539	National Public Radio*	40,500	296	Scovill Manufacturing	1,422,900
252	Hygrade Food	2,149,600	163	National Star	4,716,800	196	Seagrams	3,464,100
121	IC Industries	6,681,200	255	National Union Electric	2,118,400	284	Sealy	1,591,200
444	Idaho Potato Commission	307,500	540	Nelson	38,300	208	Searle	2,983,900
183	Ideal Toy	3,794,000	27	Nestle	36,866,100	8	Sears Roebuck	71,367,500
173	IFI International	4,119,700	204	New York Life Insurance	3,161,000	380	Selchow & Righter	668,800
506	Illfelder Toy	110,500	503	State of New York*	127,700	250	Sentry Insurance	2,186,500
113	Inter Bank	7,389,500	564	Nicholas Products	7,000	366	Serta	765,500
419	Interco	450,900	52	Nissan Motor Corp USA	19,310,900	518	Shamrock*	84,000
76	IBM	12,519,400	321	Nissin Foods*	1,103,400	87	Shell Oil	10,565,300
310	International Harvester	1,232,400	83	North American Philips	11,297,700	169	Sherwin Williams	4,183,500
432	International Industries	377,200	141	North American Systems	5,629,200	559	Shoe Service Institute*	12,000
260	International Nickel	2,046,900	332	Northern Natural Gas	980,100	282	Simmons	1,627,600
294	International Spikes	1,432,100	137	Northwest Industries	5,773,400	111	Singer	7,585,300
60	ITT	16,945,400	269	Northwestern Mutual Life Industries	1,882,600	312	Skil Corp	1,217,700
392	Interstate Brands	606,000	57	Norton Simon	18,259,000	530	Skyline*	60,000
560	James Industries	10,800	44	Noxell	23,437,600	557	Smith Advertising*	13,000
449	Jasper Industries	291,800	241	Ocean Spray Cranberries	2,413,900	61	Smithkline	16,838,100
498	Jel Sert	135,500	402	Olin	533,000	358	Smucker	789,000
391	Jenos	608,500	187	Olympia Brewing	3,640,200	447	Snelling & Snelling	295,300
263	Jerrico	1,998,900	368	Optique Du Monde*	722,700	437	Society of American Florists*	356,200
527	Jel X	66,500	489	Orange Bowl Committee	156,000	159	Sony	4,793,800
10	Johnson & Johnson	64,979,100	480	Owens Country Sausage	175,700	193	Southland	3,527,700
49	S.C. Johnson	20,548,600	375	Owens Illinois	685,800	548	Sperry & Hutchinson	30,000
305	Jovan	1,324,600	188	Owens-Corning Fiberglass	3,596,100	129	Sperry Rand	6,275,300
370	K-Tel	717,800	546	P F Industries*	30,000	461	Spindex*	258,300
278	Kawasaki Motor	1,683,000	143	Pabst Brewing	5,468,500	438	Spring Air	351,400
109	Keebler	7,734,400	431	Paine Webber, Jackson & Curtis	408,800	567	Springs Mills	2,400
21	Kellogg	43,221,600	346	Papercraft	853,300	41	Squibb	24,890,500
233	Kemper	2,530,000	460	Parker Pen	258,500	322	St. Regis Paper	1,100,000
464	Keyes Fibre	245,400	33	J.C. Penney	29,674,300	288	Staley Manufacturing	1,545,100
435	Walter Kidue*	365,300	155	Pennwalt	4,966,300	93	Standard Brands	9,421,700
354	Kikkoman	609,100	213	Pennzoil	2,857,700	493	Standard Oil Calif.	152,800
63	Kimberly Clark	16,455,400	381	Pentel	656,000	171	Stanley Works	4,136,800
420	Kiplinger Washington Editors	450,000	452	Penthouse International*	286,000	139	State Farm	5,733,500
478	Kirsch	176,900	20	Pepsico	45,263,800	16	Sterling Drug	55,043,300
39	Kraftco	25,979,600	463	Petersen Manufacturing	247,800	280	Stokely Van Camp	1,653,800
566	Krazy Glue	3,100	443	Peugeot*	311,600	107	STP	8,026,400
96	Kresge	8,992,200	80	Pfizer	11,641,600	106	Levi Strauss	8,176,500
495	LJN Products*	141,200	469	Pharmaceutical Manufacturers Association	208,000	433	Stride Rite	372,300
351	LA-Z-Boy Chair	823,900	9	Phillip Morris	67,166,600	246	Stroh Brewery	2,297,300
253	Lanier Business Products	2,121,300	115	Phillips Petroleum	7,239,200	377	Suffolk Marketing*	675,200
512	Lava-Simplex	97,400	25	Pillsbury	39,849,100	259	Sun	2,052,000
301	Lee Pharmaceuticals	1,368,100	221	Pioneer Electronic	2,735,900	151	Sunbeam	5,116,000
385	Lego Systems	635,700				341	Sunkist Growers	905,500



# Were "Whats Happening!!"

From Maine to California, in little towns and big cities, "What's Happening" is happening.

Soon "What's Happening" will be available in syndication from Columbia Pictures Television.

"What's Happening" is an upbeat comedy series that consistently delivers the same kind of young audience composition as "Laverne & Shirley" and "Happy Days." With Dee, Roger, Rerun and the gang, you've got a proven

family show with a quality audience in markets throughout the country.

We think you'll agree "What's Happening" is what's happening.

Distributed exclusively by Columbia Pictures Television.



Columbia Pictures Television

373 Sunmark	695,900
440 Sunnen Products*	323,000
563 Superior Mufflers Centers	9,800
277 Suzuki	1,753,800
426 Talley Industries	434,400
243 Tampax	2,374,500
81 Tandy	11,474,900
388 Tappan	625,200
138 Teledyne	5,755,300
86 Texaco	10,665,500
248 Texas Instruments	2,244,500
142 Textron	5,550,700
465 TFI	244,000
427 Thompson Medical	425,500
132 Time	6,051,000
95 Timex	9,184,200
215 Tony	2,835,200
412 Tonka	476,600
409 Tootsie Roll	486,800
315 Toro	1,159,200
79 Toyo Kogyo	12,379,400
68 Toyota	15,022,600
116 Transamerica	7,208,300
382 Travelers	640,000
504 Turco Manufacturing*	122,500
317 Turtle Wax	1,142,900
537 U.S. News & World Report*	45,000
364 US Shoe	768,000
94 Ual	9,401,500
66 Union Carbide	15,600,600
459 Union Oil of California	258,700
231 Uniroyal	2,551,400
197 United Aircraft	3,444,700
551 United Industrial Syndicate	26,400
101 United States Armed Forces	8,547,800
218 United States Government	2,798,000
149 United States Tobacco	5,308,500
547 United Van Lines	30,000
336 Unity Buying Service*	956,600
227 Upjohn Co.	2,638,500
307 V F Corp.*	1,307,900
239 Vlasic Foods	2,426,800
54 Volkswagen	18,769,700
515 Volvo Import	93,000
333 Wang Laboratories	978,200
393 Ward Foods	602,500
65 Warner Communications	15,817,800
15 Warner-Lambert Pharmaceutical	55,772,000
472 Washington Post	199,600
528 Washington State Apple Commission	65,000
482 Weber-Stephen Products	165,600
264 Welch Foods	1,946,500
134 Wella	5,978,700
102 Wendys Old Fashioned Hamburgers	8,544,600
486 Western Motels	160,000
212 Westinghouse	2,860,500
374 Weyerhaeuser	686,100
451 Wham O Manufacturing	286,900
124 Whirlpool	6,562,300
376 White Consolidated Industries	680,200
340 Wienerschnitzel International*	912,800
328 Wine Imports of America	1,037,000
436 Witco Chemical	357,800
313 Wolverine World Wide	1,198,000
490 Woodhill Chemical	155,400
225 Woolworth	2,669,300
123 Wrigley	6,578,000
133 Xerox	5,993,300
274 Yamaha	1,782,300
271 W. F. Young	1,798,700
104 Zenith	8,199,200
91 20th Century Fox	9,712,300
234 3M	2,510,100

\*New to network television

## Spot TV tops \$2.5 billion in big 1978

**Jump over '77 is measured at 12%, but TVB says new data base undervalued actual increase, which it puts at closer to 20%**

Spot TV billings climbed to \$2,592,916,400 in 1978, according to estimates compiled by Broadcast Advertisers Reports for the Television Bureau of Advertising.

The total is 12.1% higher than the \$2,311,512,600 reported for 1977, but BAR changed the basis of its estimates in the third quarter of 1978. Thus the figures

for the two years are not fully comparable.

The change was traced to BBDO, which supplies the local rate data on which BAR bases its estimates. The agency hired new timebuyers who got "significantly better"—that is, lower—rates than the buyers they replaced (BROADCASTING, Dec. 18, 1978).

TVB said other indicators place the 1978 spot-TV increase at approximately 20% over 1977.

The estimate of total spot revenues for 1978 was released along with the BAR-TV list of the 100 biggest spot advertisers of the year. The list was led by Procter & Gamble, with \$159.3 million in spot TV, followed by General Foods with \$72.7 million, Coca-Cola with \$44.4 million, General Mills, \$41.9 million, and Lever Bros., \$39.1 million (see list).

TVB said the top 100 included seven newcomers: Cadbury Schweppes USA, \$7.6 million; Adolph Coors, \$6.5 million; Firestone Tire & Rubber, \$6 million; National Liberty Corp., \$5.5 million; Tomy Corp. and United Brands, \$5.4 million each, and Walshe American, \$5.3 million.

In all, TVB said, a record total of 2,566 national and regional companies used spot TV to promote 10,839 different brands.

Food and food products formed the highest spending category, totaling \$542.6 million. Confectionery and soft drinks came in second with \$241 million. Then came automotive at \$237.8 million; toiletries and toilet goods, \$217 million, and sporting goods and toys, \$142.6 million.

TVB said the 30-second commercial accounted for \$2.2 billion or 84.2% of all spot-TV investments. The 60-second length was next, with \$338.7 million or 13%, and the 10-second commercial ranked third with \$66.9 million or 2.6%. The 20-second length attracted \$4.8 million or 0.2%.

Nighttime received 20.3% of the spot investments, early evening 25.6%, daytime 24.2% and late night 19.9%.

The listings below are based on estimated dollar activity in 75 leading markets as monitored by BAR one week each month and projected to the month.

1. Procter & Gamble	\$159,308,000
2. General Foods	72,678,500
3. Coca Cola	44,433,500
4. General Mills	41,898,700
5. Lever Bros.	39,060,400
6. American Home Products	38,721,100
7. Pepsico	38,665,100
8. Colgate Palmolive	34,153,200
9. Kraftco	33,350,300
10. AT&T	33,048,900
11. Chrysler	32,659,300
12. William Wrigley Jr.	32,426,500
13. Ford Motor	31,301,400
14. Nestle	29,846,300
15. Warner-Lambert	28,248,600
16. ITT	27,151,600
17. General Motors	25,070,000
18. A.H. Robins	24,937,600
19. Time	23,078,300
20. Kellogg	22,244,200
21. Toyota	20,195,700
22. Esmark	18,452,800
23. Mars	18,102,800
24. Scott Paper	17,845,300
25. Bristol Myers	17,021,900
26. Beatrice Foods	16,254,800
27. Milton Bradley	16,226,200
28. Philip Morris	15,165,300

29. Triangle Publications	15,121,800
30. Mattel	15,079,300
31. Alberto Culver	14,872,100
32. Gillette	14,612,000
33. Norton Simon	14,400,100
34. Quaker Oats	13,876,800
35. Nissan Motor	13,840,200
36. CPC International	13,433,600
37. Ford Auto Dealers	13,363,800
38. Hasbro Industries	13,298,400
39. Revlon	13,264,200
40. Pabst Brewing	12,480,500
41. K-Tel International	12,473,000
42. Consolidated Foods	11,911,600
43. Nabisco	11,694,600
44. CBS	11,484,000
45. American Motors	11,254,100
46. Ralston Purina	11,048,400
47. North American Philips	10,884,300
48. Standard Oil of Indiana	10,674,400
49. Borden	10,672,400
50. Richardson Merrell	10,366,700
51. Volkswagen	9,976,500
52. Campbell Soup	9,711,100
53. Standard Brands	9,480,000
54. American Airlines	9,421,500
55. Royal Crown Cola	9,315,200
56. Anheuser Busch	9,270,400
57. Mege International	8,609,500
58. American Dairy Association	8,575,200
59. Schlitz Brewing	8,387,200
60. UAL	8,378,500
61. RCA	8,348,300
62. American Express	8,190,800
63. Schering-Plough	8,141,200
64. Ideal Toy	8,081,800
65. American Can	7,810,100
66. Trans World	7,721,000
67. General Electric	7,713,300
68. Ronco Teleproducts	7,653,000
69. Cadbury Schweppes U.S.A.	7,563,600
70. Miles Labs	7,535,400
71. Dr Pepper	7,486,000
72. DCM	7,428,100
73. H.J. Heinz	7,392,500
74. R.J. Reynolds	6,940,500
75. Exxon	6,803,600
76. Standard Oil of Calif.	6,687,800
77. K. Hattori & Co.	6,632,100
78. Copersucar	6,586,400
79. American Cyanamid	6,576,500
80. Johnson & Johnson	6,565,300
81. Adolph Coors	6,541,900
82. Olympia Brewing	6,532,900
83. Stroh Brewery	6,485,900
84. Sterling Drug	6,298,100
85. Toyota Auto Dealers	6,131,900
86. Pillsbury	6,009,000
87. Firestone Tire & Rubber	5,954,800
88. Chevrolet Auto Dealers	5,945,500
89. Kimberly Clark	5,904,300
90. H&R Block	5,893,100
91. Clorox	5,711,700
92. National Liberty	5,542,600
93. Blue Cross	5,456,300
94. Tomy	5,434,200
95. United Brands	5,428,300
96. Chesebrough Ponds	5,341,400
97. SCM	5,277,000
98. Walshe American	5,253,800
99. Morton-Norwich	5,253,200
100. Audio Research	5,241,900

## ABC gets back-pat from White House

**Consumer affairs assistant tells Duffy she's pleased that network will reduce children's commercials but hopes promos won't fill recaptured time**

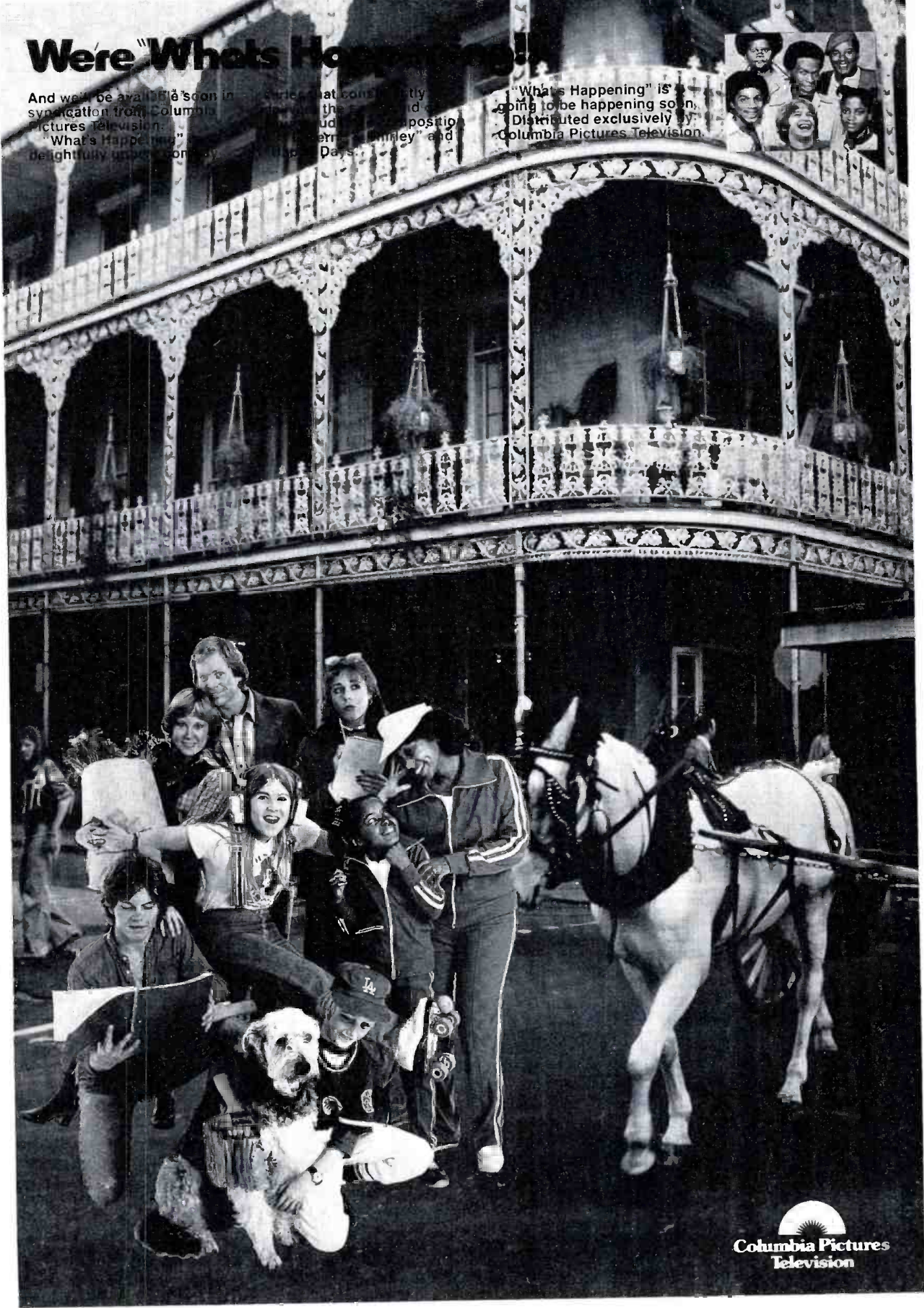
The White House has given ABC-TV a vote of support—albeit a heavily qualified one—for the network's plans to cut its commercial load in Saturday morning

# Were "Whos Who"!

And will be available soon in syndication from Columbia Pictures Television. "What's Happening" is a delightfully uproarious comedy

series that consistently shows the world of young people in the "hip-hop" days.

"What's Happening" is going to be happening soon. Distributed exclusively by Columbia Pictures Television.



  
Columbia Pictures  
Television

television and to institute standard visual separators between programs and commercials directed at children (BROADCASTING, Jan. 22, 29).

The communication came in a letter, dated March 5, to James Duffy, president of the ABC-TV network, from Esther Peterson, special assistant to the President for consumer affairs.

"I congratulate ABC for its decision," she wrote, "[which] has shown that it is not impervious to the concerns of parents and educators. While I support the Federal Trade Commission's inquiry into children's television advertising in response to petitions from parent and consumer groups, I believe ABC has demonstrated its maturity in acting voluntarily to decrease the commercialization of children's television. It would be tragic for the children of America if nothing is accomplished beyond what the government can require."

But the letter then questioned the "general program information" that ABC has said it will substitute for the cut-back commercials. "By this," Mrs. Peterson wrote, "I hope you intend to broadcast information on nutrition, safety, health and other vital subjects rather than for promotional announcements." The letter also expressed the concern that if there is less time available for commercial messages, then "certain" foods and toys already heavily advertised may increase their representation proportionately. "I urge you to take special caution to assure that this does not happen," she said.

In her conclusion, Mrs. Peterson acknowledged ABC's ratings leadership, and said that with its reduction of commercial time, "you are also the leader in beginning necessary reforms as well."

## Broadcasters still snarled in Sears-LBJ tangle

**Trustee for bankrupt agency is now suing retailer and stations for payments made directly to radio-TV outlets**

The trustee for a bankrupt agency, Lindsey, Bradley & Johnston Inc., Chattanooga, has filed suit against Sears, Roebuck and more than 400 broadcast stations, claiming that Sears acted improperly when it paid radio and TV outlets directly when it heard that LBJ was on the verge of insolvency.

In filing for bankruptcy during November 1977, LBJ listed liabilities of \$2.4 million and assets of \$975,401 (BROADCASTING, Nov. 21, 1977). One of the agency's principal clients was Sears, Roebuck's mid-Atlantic zone.

The complaint by trustee Richard P. Jahn Jr. asserts that when stations learned of LBJ's insolvent condition on or about Oct. 13, 1977, they appealed to Sears, and the advertiser began to pay them directly for commercials aired from September

through mid-October. The trustee also said that Sears approached LBJ and said it would pay it the 15% commission for September and October only if it signed a release to Sears, relieving Sears of liability for the net amount of all September and October business on stations. LBJ executed the release, "realizing it would get nothing if it did not sign," the complaint said.

The complaint asserts that Sears owned money for its advertisements to LBJ alone. The payment to the stations, it added, was "not a payment in good faith" under the bankruptcy laws. The trustee also contended the Sears obtained the release from LBJ "under duress" and the release therefore null and void.

The trustee asked that a judgment be entered against the stations in the amount they received from Sears for the period between Sept. 1 and Oct. 13, 1977. The complaint also requested that if recovery from stations is not possible, Sears be required to repay the amounts, plus interest charges.

A spokesman for the trustee in Chattanooga said last week about \$323,000 is being sought from about 400 radio and TV stations.

A spokesman for Sears in Chattanooga said there would be no comment until the complaint was distributed to all stations and studied by all parties concerned. He said his copy had arrived only a few days before.

### Advertising Briefs

**Bullish.** American Association of Advertising Agency canvass of 30 largest members found all had increase in billings for 1978 and most expect further gains this year. All reported billings up; 24 reported increase in profits. Two were even with 1977, and four had declined. For 1979, 26 of 30 expect billings gains, three about even and one down, with 23 expecting profits to increase, five to hold even and two to decline.

**January jump.** Network TV billings in January rose 11.8% above January 1978 level, reaching \$359,165,500, Television Bureau of Advertising reports, based on estimates by Broadcast Advertisers Reports.

**Nothing like being there.** Century Media Corp., New York-based media buying and planning service, has formed National Media Service Network to provide clients with local expertise of media firms in 13 major markets. Larry Lynn, president of Century Media, which was established two years ago, devised affiliation approach when test showed that Chicago media firm could execute buy there for about 15% less than his own New York staff. Concept has grown and now NMSN consists of media-buying companies in Chicago, Los Angeles, Philadelphia, San Francisco, Detroit, Washington, Dallas-Fort Worth, St. Louis, Minneapolis, Miami, Cincinnati, Kansas City, Mo., and Buffalo, N.Y.

## FCC's Washburn: 'Pacifica has changed nothing'

**Speaking to the FCBA, he says broadcasters needn't be concerned about the commission going on a 'clean-up' campaign, but they also shouldn't expect First Amendment treatment that's comparable to the press's**

For broadcasters concerned that the commission's "Seven Dirty Words" decision—affirmed by the Supreme Court—means an erosion of their First Amendment rights, FCC Commissioner Abbott Washburn last week sought to offer some assurance. Not true, he said. The commission and Supreme Court decisions, he said, simply clarified broadcasters' responsibilities under the "indecent" statute.

For good measure, he took issue with Judge David Bazelon's contention that the commission's fairness doctrine has helped suppress programming on controversial issues "almost entirely." That's not the case either, he said.

But according to the commissioner, broadcasters who are disturbed over what they perceive to be their lack of First Amendment rights are not being realistic; they are suffering the frustration of an "orange wanting to be a banana." Broadcasting, he said in effect, is not the press.

The commissioner, who offered his assessment of the status of broadcasters' First Amendment rights in a luncheon address before the Federal Communications Bar Association, was not putting himself on record with something new. But the FCBA luncheon offered him an opportunity to elaborate on his views.

The commission four years ago, in a case involving Pacifica Foundation's WBAI(FM) New York, developed a definition for broadcast indecency: "Language that describes in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs." An important qualification is that the language be heard at a time when children can be expected to be in the audience (BROADCASTING, Feb. 17, 1975).

As Commissioner Washburn noted, the language at issue, part of a George Carlin comedy monologue, "was repeated deliberately 106 times during a 12-minute broadcast in the middle of the afternoon."

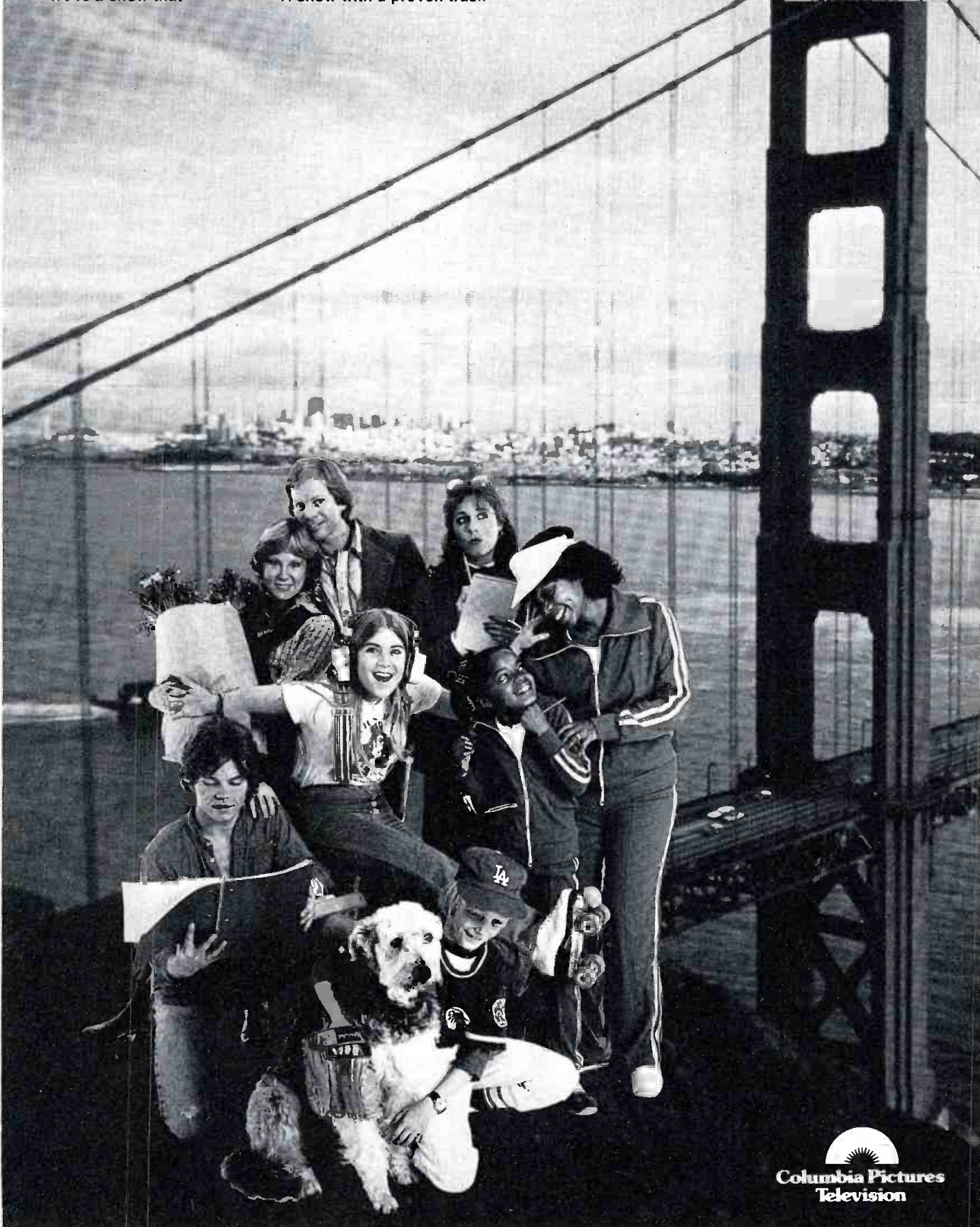
The U.S. Court of Appeals in Washington, in a 2-to-1 decision, overturned the commission, ruling that the language was barred by the statute prohibiting the broadcast of obscene and indecent language. The court called the order "vague" and "overbroad." But the U.S. Supreme Court, in a 5-to-4 decision in July, reversed the appeals court and

# We're "What's Happening!!"

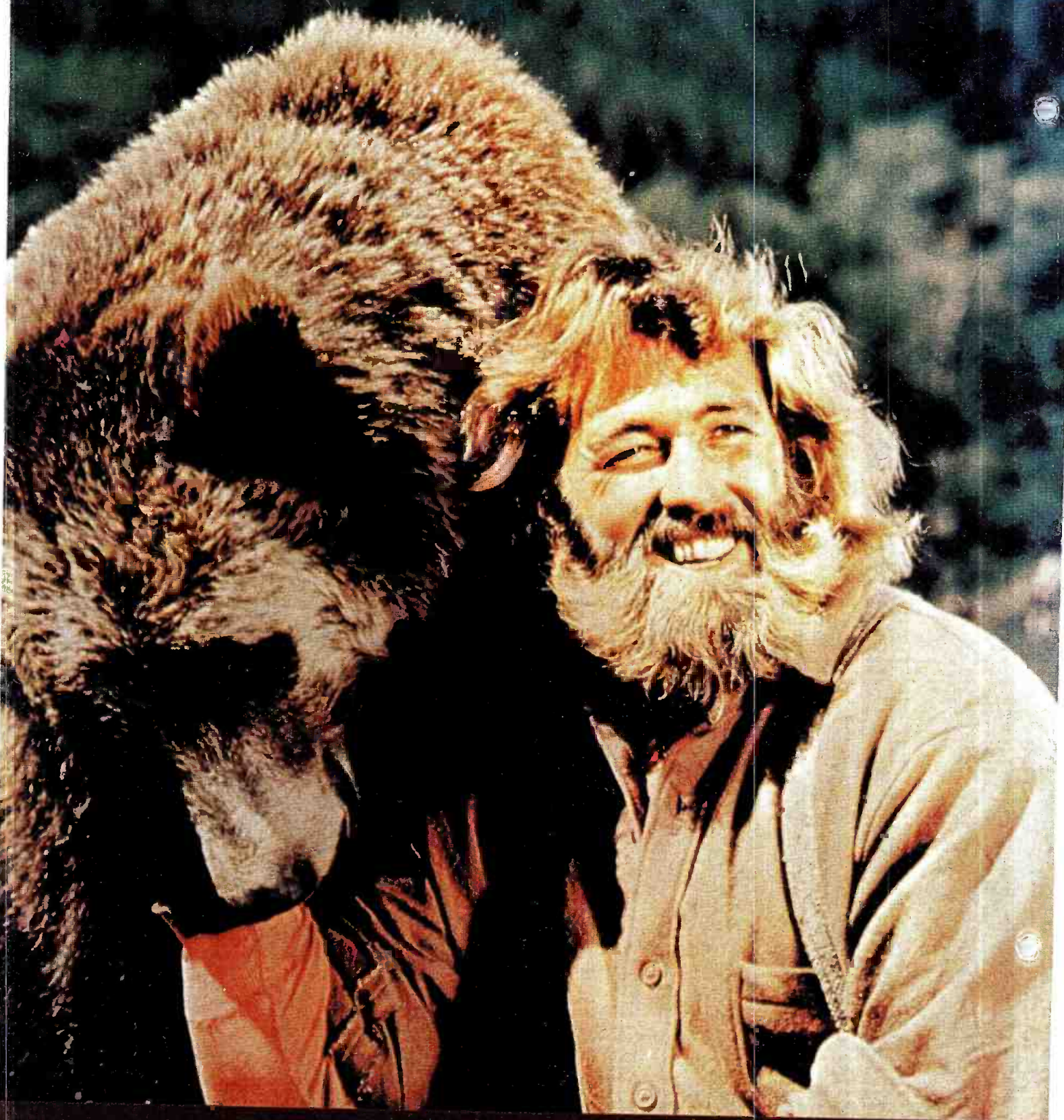
We're a funny, upbeat family comedy series that will soon be available in syndication from Columbia Pictures Television. We're a show that

consistently delivers the same kind of young audience composition as "Laverne & Shirley" and "Happy Days." We're "What's Happening." A show with a proven track

record of family appeal. And we're going to be happening soon. Distributed exclusively by Columbia Pictures Television.



# Gentle Giants.



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

For 2 years on NBC, more than 26 million weekly prime-time viewers have watched Grizzly Adams and his bear, Ben, encounter perils and adventure as they roam a vast and spectacularly beautiful wilderness.

Both have hearts as big as the mountains they roam. And, so, their adventures are touched with warmth and an uncommon love for all living things.

Their frequent companions, Mad Jack the trapper and Nakoma the Indian, are cast in the same mold.

With such content and characterization, it is not surprising that this splendid family series receives TVQ popularity scores, among the demographic groups, 10 to 30 points higher than average scores for prime-time programming.

And that star Dan Haggerty earns higher Performer Q scores than Ron Howard, Burt Reynolds, Walter Cronkite or John Travolta—to name only a few luminaries.

Now, “The Life and Times of Grizzly Adams,” filmed entirely on location in the mountains of Utah and Arizona, is available for September 1979.

There are 35 hours and two 90-minute specials, “Once Upon a Starry Night” and “The Renewal,” ideally suited for Christmas and Easter broadcasts.

Call for this proven all-family favorite.

## **“The Life and Times of Grizzly Adams”**

Source: NTL/NAC (II Feb.-II May '77, I Oct. '77-I Apr. '78), TVQ (Feb. '77, '78), Performer Q (Apr. '78).  
Audience estimates subject to qualifications available on request.



**When  
you talk about  
the broadcasting  
industry,  
you're talking  
our language**





Much of the broadcaster's vocabulary has its origin in the services created by Arbitron. Over the last 30 years we've originated an overwhelming number of the methods that are today regarded as indispensable.

We introduced People Estimates way back in 1958, when the most popular show was Ed Sullivan's. Since then we originated many major improvements including Total Survey Area Measurement, Radio Cumes, the ADI concept and Expanded Sample Frame.

And that's only part of our record of service to the broadcasting industry. Our information is trusted by broadcasters, advertisers, and their agencies for making media decisions.


But above all, we want to be known for our responsiveness to our customers. Because we're so aware of their changing requirements, when a need becomes evident, we're usually first to fill it.

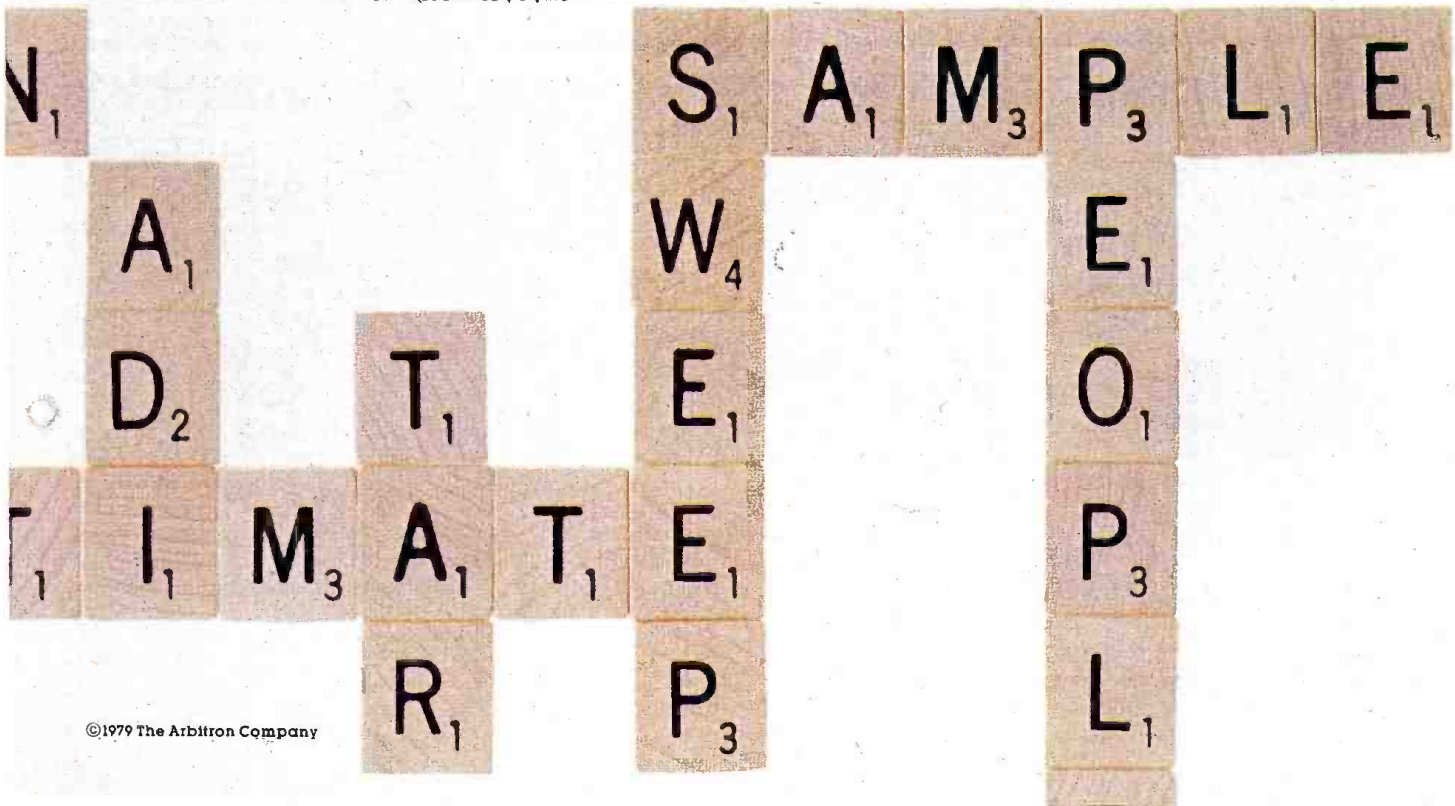
You know who we are. But we hope you'll get to know us better.

Arbitron. Credibility when it counts.

# ARBITRON

THE ARBITRON COMPANY

 a research service of  
CONTROL DATA CORPORATION



affirmed the commission (BROADCASTING, July 10, 1978).

But, Commissioner Washburn said, the high court's opinion should not "distress" broadcasters. It does not "erode" their First Amendment rights. And the commission is not likely to embark "on a clean-up the airwaves campaign." Indeed, he said, the commission has "no intention of going on a regulatory spree as a consequence" of the Pacifica decision.

What the Supreme Court accomplished, he said, was to eliminate the uncertainty that had existed regarding the meaning of "indecent" in the statute. "Now broadcasters and the commission have a clear understanding of the limited framework in which the court construes it," he said.

But while contending broadcasters' First Amendment rights have not suffered as a result of the "Seven Dirty Words" decision, Commissioner Washburn made it clear he starts from the premise that broadcasters do not have the same First Amendment rights as other media.

Broadcasters who complain of their "orphan status" with regard to the First Amendment are not convincing, he said. "The nature of the technology itself is at the root of their complaint. It's like an orange wanting to be a banana. This medium enters the home on a massive scale. The spectrum space it rides on is a limited public resource, a public trust.

"But," he added, "there are considerable advantages to being an orange: the broad scope of coverage, the exclusive right-to-use of the signal, and the profitability."

The commissioner said a "minimum of careful regulation, administered with restraint, is what the Congress, the FCC and the courts have prescribed over the years." And the system, he said, "has worked well. Pacifica has changed nothing."

As for Judge Bazelon's assessment of the effects of the fairness doctrine, offered at a UCLA law school symposium last month (BROADCASTING, Feb. 5), Commissioner Washburn said it sounded like the product of one who does not watch much television. Controversy has not been banished from the air, he suggested. "There have been programs on abortion, nuclear power plants, teen-age prostitution, gun control—you name it."

Conversations he has had with broadcasters over the past four years—his time on the commission—indicate that the "men and women on the front line of

broadcast journalism do not regard the fairness doctrine as much of a problem," said Commissioner Washburn. "It does not inhibit them from tackling touchy subjects, nor turn them off controversial issues. I am convinced that the supposed 'chilling' effect of the doctrine is something that exists largely in the minds of those who make speeches and write articles about it.

"Can you imagine a Cronkite, a Walters or a Brinkley actually being so 'chilled?'" he asked. (The Radio Television News Directors Association maintains the doctrine is a problem; see page 134).

## Some stations don't take kindly to WSM campaign to stay clear

Full-page and double-truck national magazine advertisements, radio public service announcements and almost 400,000 letters supporting clear-channel radio broadcasting on WSM(AM) Nashville are eliciting a backlash from other radio broadcasters who feel, as one said, that "everyone would be better served by breaking up the clear channels."

The station, which broadcasts *The Grand Ole Opry*, has raised the ire of some broadcasters as the result of letters sent over the signature of country musician Chet Atkins by a group calling itself "Friends of the Grand Ole Opry." (The list of country stars included on the letterhead reads like a who's who of Nashville celebrities—Roy Acuff, Archie Campbell, Lester Flatt, Grandpa Jones, Ronnie Milsap, Bill Monroe, Dolly Parton, Dottie West and 50 others.)

The letter asks "our friends in the radio business to join with us in soliciting letters from country music fans expressing their

interest in the Opry." The letters also include a suggested PSA that says the FCC "is considering cutting back the clear-channel signal of the Opry, and that could mean you won't be able to hear it anymore, live, each week, unless you live within 100 miles of Nashville."

One broadcaster, Bobby Martinez, program director-sales manager of WCKW(AM)-WKQT(FM) Garyville, La., wrote back to Mr. Atkins, however: "Breaking up the clear channels is not a threat to country music or the *Grand Ole Opry*... it's an opportunity to expand! Don't let the big-money broadcasters fool you, too!" In that reply, Mr. Martinez suggested that with the break-up, the *Opry* could be "syndicated live to hundreds of AM (and even FM) stations nationwide."

According to Len Hensel, vice president and general manager of WSM, the station has already spent "in six figures" on its campaign and is prepared to spend "whatever is necessary" in waging its



**Minority briefing.** The Federal Communications Bar Association is conducting a seminar in broadcast, cable and common carrier law for minority law students, all of whom are employed part-time or full-time as law clerks in communications—at Washington law firms, corporations, associations, in Congress or in government agencies. The aim of the program, says Erwin Krasnow, general counsel for the National Association of Broadcasters and chairman of the FCBA's minority internship committee, is to encourage employers to hire minorities and to bring more minority lawyers into communications.

Besides Mr. Krasnow, the seminar is taught by Howard Braun of Fly,

Shuebruk, Blume, Gaguine, Boros & Schulkind, a member of the FCBA executive committee; and Werner Hartenberger, Dow, Lohnes & Albertson, chairman of the FCBA continuing legal education committee. Participants in one of the seminar sessions, pictured above, included: (l to r) Charles Barber, National Telecommunications and Information Administration; Jonquin Cantu, NTIA; Robert Hunter, NAB; Lola Hatcher, Kirkland & Ellis; Winifred Carson, FCC; M. Casey Thelwell, Citizens Communications Center; Mr. Braun; Mr. Krasnow; Randall Coleman, Cole, Zylstra & Raywid; Debrina Madison, Hayes & White; Mr. Hartenberger.

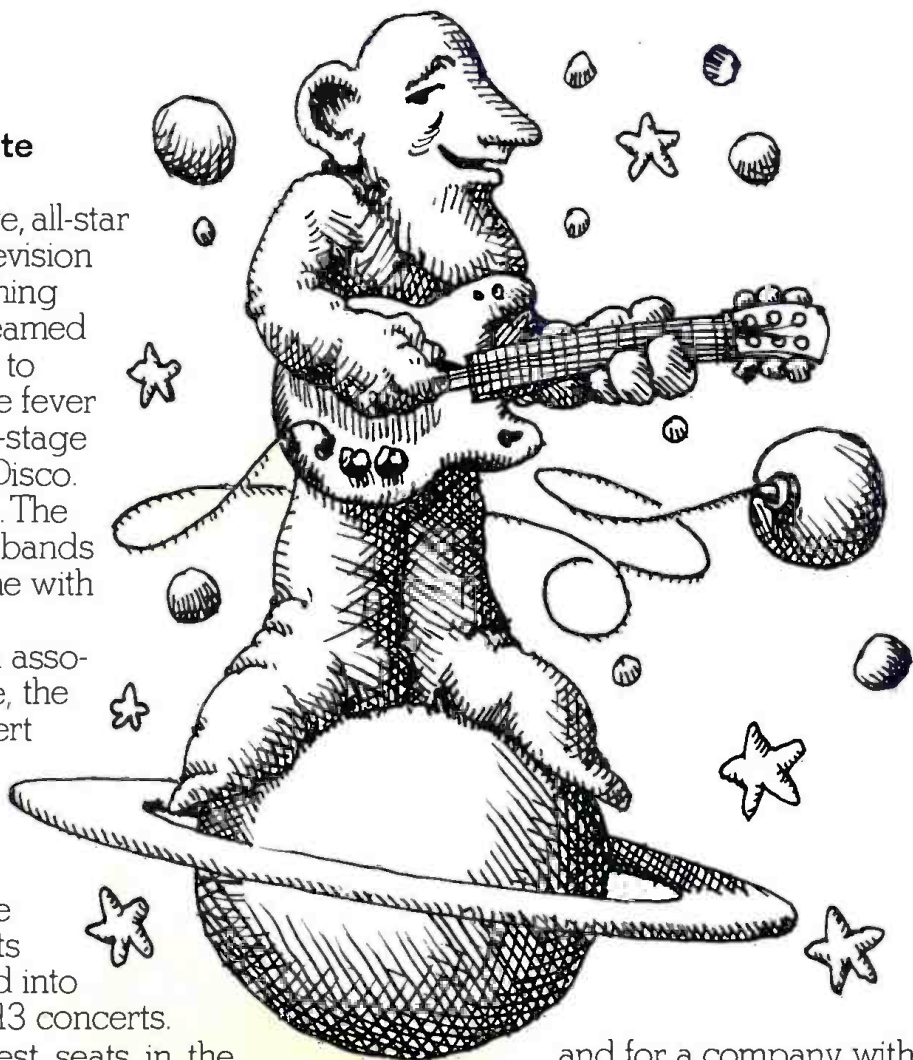
# HUT 1

## "The Live SuperSatellite Concert Show."

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

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

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



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

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fight. The campaign has included paying the mailing costs for 32,000 letters to Southern Baptist Convention ministers, 300,000 letters to persons who have requested tickets to the Opry in the past six months to a year, 50,000 letters to owners/operators in the trucking industry and a \$22,000 advertising campaign in country music, trucking and broadcasting trade magazines (BROADCASTING, Feb. 19).

It has been the Atkins letter, however, that has provoked much of the response from broadcasters. Chris Watkins, president of WNMT(TV) Garden City, Ga., wrote back: "You are playing a losing game with one [station] and losing friends with more than 100 stations and thousands of listeners and buyers."

In a letter to BROADCASTING on the subject, Ted A. Smith, president of KUMA(AM) Pendleton, Ore., wrote: "I am sure all the stations to whom this letter was sent would be glad to run this [the PSA] providing, of course, that all the clear-channel stations would, in return, run similar announcements urging their listeners to write the FCC and urge full-time 1,000 watt service for class IV's, or full time for daytimers."

Mr. Watkins also wrote the Complaints and Compliance Division of the FCC that he could not see "how this copy (even if it was not controversial) could be carried by any station as a public service announcement."

According to Richard Lichwardt, executive director of the FCC, between 5,000 and 6,000 letters have been received at the commission on the clear-channel issue. Last week, he said, letters were coming into the FCC mail room at a rate exceeding 100 per day.

Mr. Hensel said that WSM had been receiving 200 letters a day for the past four to five weeks and that "only three were against us, and two of those were from broadcasters." He called WSM's campaign "so far very successful." The Atkins letter has evoked 57 replies from broadcasters, he said, with 35 saying they would run the PSA.

## BMI and radio come to terms

**Five-year contract is reached with blanket and per-use license forms simplified**

Agreement on a new five-year contract for radio stations' use of the music of Broadcast Music Inc. was announced last week by BMI and the All-Industry Radio Music License Committee.

The new contract, subject to acceptance by stations individually, extends from Jan. 1 of this year through Dec. 31, 1983. In addition it was agreed that for the period from Dec. 31, 1977, when the old contract expired, through the end of 1978, stations would pay on the same terms and conditions as in 1977.

New and simplified terms were also

developed for a new per-program license.

The new blanket license provides for a rate of 1.7% of net receipts. That's the same rate used under the expired contract, except that in its final year (1977) the old contract reduced the rate experimentally to 1.64%. (For stations with annual gross of less than \$100,000 the rate remains 1.44%, as in the expired contract.)

Committee leaders said the blanket license has been simplified by increasing the optional standard deduction from its old 15% to 17% for the first four years of the new term and to 18% in the fifth year. This, they said, should make it possible for more stations to use the optional standard deduction and eliminate the record-keeping necessary when deductions are itemized.

In another change, stations are permitted to deduct the full 15% advertising agency commission "off the top." Under the old licenses, the 15% commission deduction applied only to the amount remaining after itemized deductions had been subtracted. The committee said that for stations that itemize, the new rule on agency commissions should result in "significant additional deductions."

In the new per-program license, normally used by relatively few stations, the reporting has been "greatly simplified," the committee said, and will be required for not more than four weeks a year.

The per-program fee will be 4% of gross revenue of programming periods making feature use of BMI compositions, subject to a minimum monthly fee of four times the station's highest one-minute card rate. The committee said there will be no additional fee or reporting with respect to commercial jingles, themes or signatures, bridge, cue or background music or music incidental to a public or sports event.

Abiah A. Church of Storer Broadcasting, chairman of the all-industry committee, told committee-supporting stations in a letter last week that the new per-program contract may be beneficial to stations with a split format consisting of all talk or all news for most of the broadcast day, with musical programs in low revenue-producing hours; to classical music stations that broadcast primarily public-domain music, and to stations that have a few interspersed hours of music during the week.

"We do not think that the per-program license would be useful to a station that has some feature performances of BMI music in most programming periods of its broadcast day, no matter how little BMI music was used during a particular programming period," Mr. Church said. "Thus a station having a talk format where one or two feature performances of music are interspersed would not in our judgment benefit from the per-program license."

BMI said copies of the new contract were being mailed to stations beginning last week.

Agreement between the committee and the American Society of Composers, Authors and Publishers covering new radio-station contracts for the use of ASCAP music was reached in principle

last summer (BROADCASTING, Aug. 21, 1978) and made final near the end of December (BROADCASTING, Jan. 8). It extends through Dec. 31, 1982.

Members of the committee with Chairman Church are George W. Armstrong, Storz Broadcasting; Kenneth R. Frankl, RKO General; Robert E. Henley, WGN of California Inc.; Robert R. Hilker, Suburban Radio Group; J. Allen Jensen, KID Broadcasting; Richard C. Percival, retired Cowles Communications executive; Elliott M. Sanger, retired WQXR-AM-FM New York executive; Lester M. Smith, Kaye-Smith Radio; James A. Stabile, Metromedia, and Donald Thurston, Berkshire Broadcasting. Emanuel Dannett and Bernard Buchholz were counsel to the committee.

BMI negotiators were led by Edward M. Cramer, president, and included Alan H. Smith, vice president, licensing; Edward J. Molinelli, financial vice president and treasurer, and Edward W. Chapin, general counsel.

## Long, long road to Birmingham

**FCC issues 'final' decision granting ch. 21 to Chapman, but few believe that's last of case in hearing since 1966**

The FCC last week announced a final decision in the channel 21 Homewood, Ala. (Birmingham), comparative hearing. But the case, in which the commission ruled in favor of Chapman Radio and Television Co. (BROADCASTING, March 5), is likely to be remembered less for who won than as another example of the need for reform in adjudicatory procedures.

The hearing, which originally involved five parties, was designated in 1966, and finally came down to a decision between Chapman and Birmingham Broadcasting Co. Over the years, nine opinions at various levels were issued before the commission's "final" one announced last week.

Former Commissioner Margita White, in a separate statement in which Commissioner Abbott Washburn joined, said the history "suggests that we are awash in due process." Nor does she believe "for one minute" the case is over, or that pleadings extending its life will not be filed.

The commission as a whole, according to the decision written under the supervision of Commissioner Joseph Fogarty, also felt "compelled to comment on the duration" of the proceeding. It said some of the factors causing delay were "unavoidable"—consequences of the hearing process. But some of the blame, it said, lay with the two remaining applicants who, as the commission said in an earlier order, had been "less than diligent in amending their applications to reflect changing circumstances." The FCC's own processes may also have contributed to the delay, the commission added.

The commission noted it has been at-

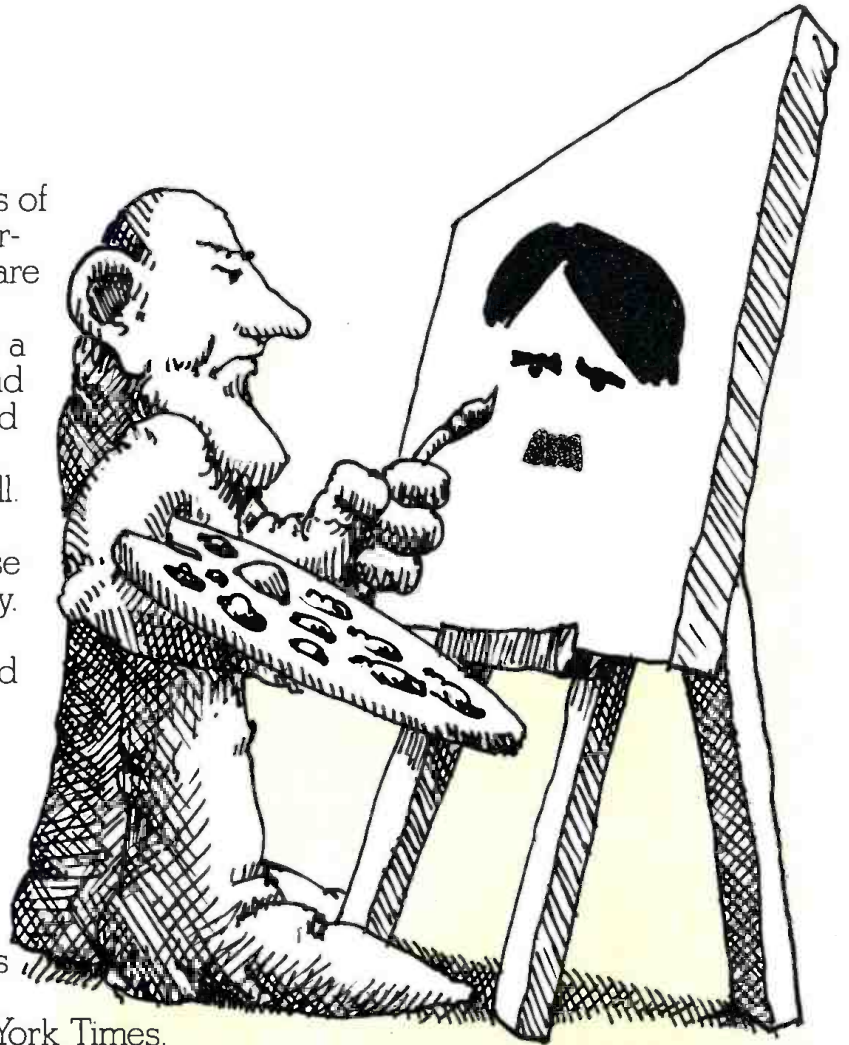
# HUT 3

## "Portraits of Power."

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

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

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



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

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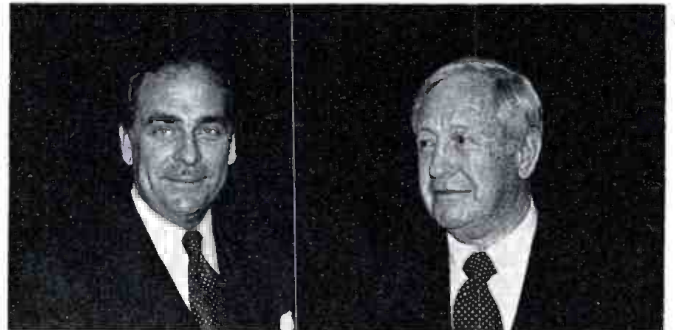
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with Frank Stanton



with Paul Kesten



with John Backe

until 1958 did CBS find and acquire, at a cost of about \$30 million, the TV stations it needed to fill out its FCC complement of five VHF's—stations that probably "would have been ours for the asking" if CBS had applied for them back in 1946 or 1947.

There were other complications. In 1951 CBS had moved into manufacturing by acquiring Hytron Radio & Electronics Corp. in an \$18-million stock deal. That didn't work, either. Years later, Mr. Paley writes, he told Dr. Goldmark that "I think you misled us . . . about [Hytron's] engineers and the quality of them because after we bought the company, it seemed to me that they had a second-rate engineering department."

In any case, CBS got out of the set-manufacturing business after five years and closed down the tube-manufacturing end—at a cost of about \$12 million—in another five.

"One might think," he writes, that "men occupying such lofty positions as do William S. Paley and Frank Stanton always learn from such mistakes. We would never do such a thing again, would we?"

"But a few years later, CBS Laboratories developed a marvelous little invention called Electronic Video Recording, or EVR"—another economic failure.

"I began to look upon Peter Goldmark, whose fame as an inventor for CBS had spread far and wide, as a thorn in my side," Mr. Paley continues. "That year

[1971], he turned 65 and retired from the company."

Mr. Paley has frequent praise for Dr. Stanton, CBS president from 1946 to 1973, calling him "very bright and articulate, willing and imaginative"; "one of the most highly organized, structured and meticulous men I have ever met," and a man who knew everyone in the CBS organization and worked well with his peers and subordinates," was effective in dealing with affiliates "and rapidly came to be an outstanding spokesman for CBS and by extension for the whole industry."

He also touches on Dr. Stanton's presumed disappointment at not being made chief executive officer. Indeed, he says, at one time they tried to work out an arrangement that seems like the one now in effect, in which President John D. Backe is also chief executive while Mr. Paley continues as chairman. As Mr. Paley describes it:

"... On most of the problems which confronted CBS, Frank and I saw eye to eye and worked together for the good of the company. We had our differences, of course, but we worked them out.

"And yet, a strong personal friendship never developed between us. Our bond was business and it never seemed to go beyond that. We shared no outside activity. We never grew close. In fact, as the years went on, we seemed to grow further and further apart.

"When we came to reorganizing the

company in the mid-sixties, I seriously considered for a while the prospect of relieving my own burdens by stepping down as chief executive officer. We tried at one point to work out an arrangement whereby Frank would become chief executive officer as well as president and I would continue as chairman of the board.

"But that did not work out. I exercised my prerogative to continue on in my own role, and despite my age, frankly, I felt just fine, years younger than my age. No doubt, Frank was disappointed. I don't know to what extent, because he was a reticent man and never told me.

"A year later Frank signed a new five-year contract with CBS which contained provisions for his consulting services for another 16 years beyond his own retirement. We continued to work together as we had before and when the time approached for Frank's own retirement, he was instrumental in helping me choose his own successor."

The book does not shed much new light on some news-making departures from the upper echelons.

Of Arthur Taylor, president from 1972 to 1976: "As time went on, it became more and more apparent to me that while Arthur Taylor was indeed brilliant and the company's earnings were at an all-time high, he did not have all of the essential qualities to become my successor . . ."

Of John A. Schneider's fall from his place just behind Dr. Stanton in the line of

# HUT4

## "The Radio Show!"

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

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

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



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

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succession: "... just did not work out. Jack's expertise and fund of knowledge was in broadcasting and he found it difficult to cope with the intricate business and financial decisions incumbent upon anyone involved in running a complex corporation."

Of James T. Aubrey Jr., president of CBS-TV from 1959 to 1965 and clearly "in line to become my successor":

"Over the long pull, he could not handle his own success: Power went to his head and bedazzled his common sense... The industry seethed with rumors about him... Then Stanton told me that on several occasions Aubrey had telephoned him at all hours of the night and had carried on wildly, saying some very abusive things to him—for which I would have fired him on the spot had he telephoned me in such a manner..."

"Both Stanton and I began to take a closer look at this man we both had admired... Then late one Friday afternoon... the thought came to me: If anything happened to me and to Frank Stanton at the same time, would Aubrey be qualified to run CBS? I knew the answer by instinct. So I walked down the hall, opened the door and said, 'Frank, he's got to go.' Stanton did not have to ask who 'he' was..."

Mr. Paley seems to try to set to rest occasional speculation that CBS's present

president and chief executive may also be let go: "I feel we have made a wise choice in John Backe," he writes. For his own part, he says that "I seem to be working as hard as ever, but now with a feeling of pleasure and comfort because my successor is in place."

His book traces in detail the development of CBS News. Mr. Paley denies, as he has before, that he buckled under White House pressures during the Watergate period. He also discloses that even while CBS was fighting off a congressional subpoena in the hullabaloo over *The Selling of the Pentagon*, he himself was criticizing the kind of editing that was under attack on the outside although he insists the editing did not alter the program's meaning. A few months later, stricter editing rules were put into effect.

Among his remembrances of the development of the news department, Mr. Paley includes his account of "the worst blot on the record of CBS News"—a 1964 story by former correspondent Daniel Schorr stating that Senator Barry Goldwater (R-Ariz.), who was about to become the Republican Party's Presidential nominee, was to spend a vacation at Adolph Hitler's mountain retreat, Berchtesgaden, and that he had tentatively agreed to speak at a seminar in Bavaria.

"This is only the start of a move to link up with German rightists," Mr. Paley

quotes the Schorr report as saying.

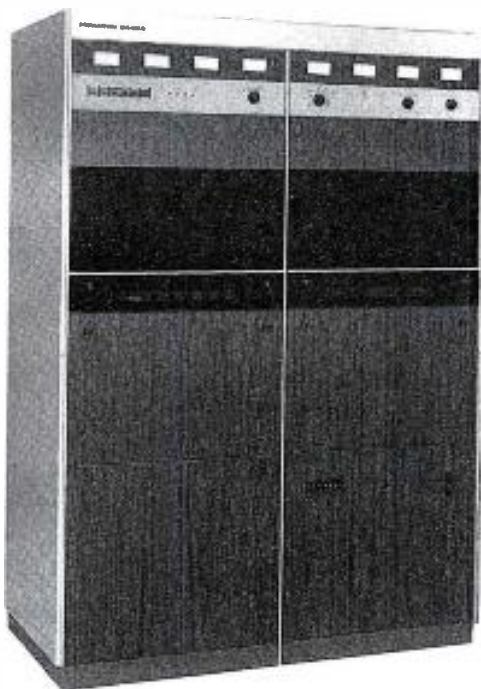
According to Mr. Paley's account, then News President Fred Friendly discovered that Mr. Schorr "was unable to support the statement he had made on the air," that Mr. Schorr had actually meant that there was a "tendency of Goldwater and German rightwingers to gravitate towards each other."

"I was shocked and Friendly was furious," Mr. Paley writes. Mr. Schorr broadcast a "clarification" of the Goldwater story later on both radio and TV.

The book is laced with programing detail, including a description of the "long, agonizing, painful, ego-bruising and extremely stimulating" five-day session that put the current season's CBS-TV schedule in place. Mr. Paley denies that he calls the shots in programing, preferring to "work in groups seeking consensus," but he concedes that "in my position, mine [opinions] may have carried more individual weight."

He calls for a cooperative effort in which each network would put on two prime-time hours of "high-quality" programing a week (BROADCASTING, Feb. 12). He also makes clear his feeling for television as it is. "Despite its critics," he writes, "I believe television is better today than it has ever been before, and better than any other television system in the world," and that it "will continue to improve."

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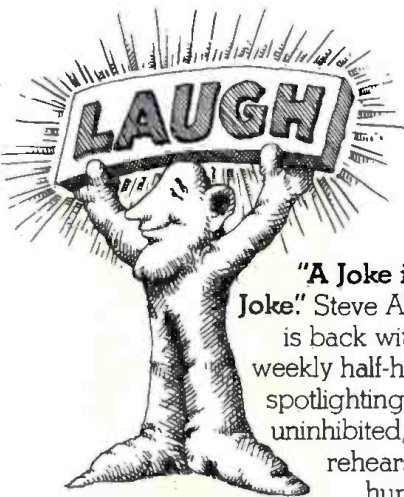
# H I N K E

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

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

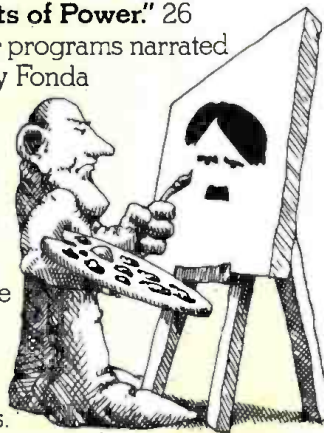


**"The Live SuperSatellite Concert Show."** 13 concerts beamed live by satellite to capture the flavor and the fever of the world's leading on-stage performers.



**"A Joke is a Joke."** Steve Allen is back with a weekly half-hour spotlighting the uninhibited, unrehearsed humor of real people all across America.

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



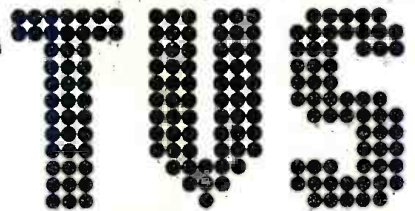
**"1979 AIAW Championships."** New this year, the first major national coverage of women's intercollegiate championship sports.

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



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

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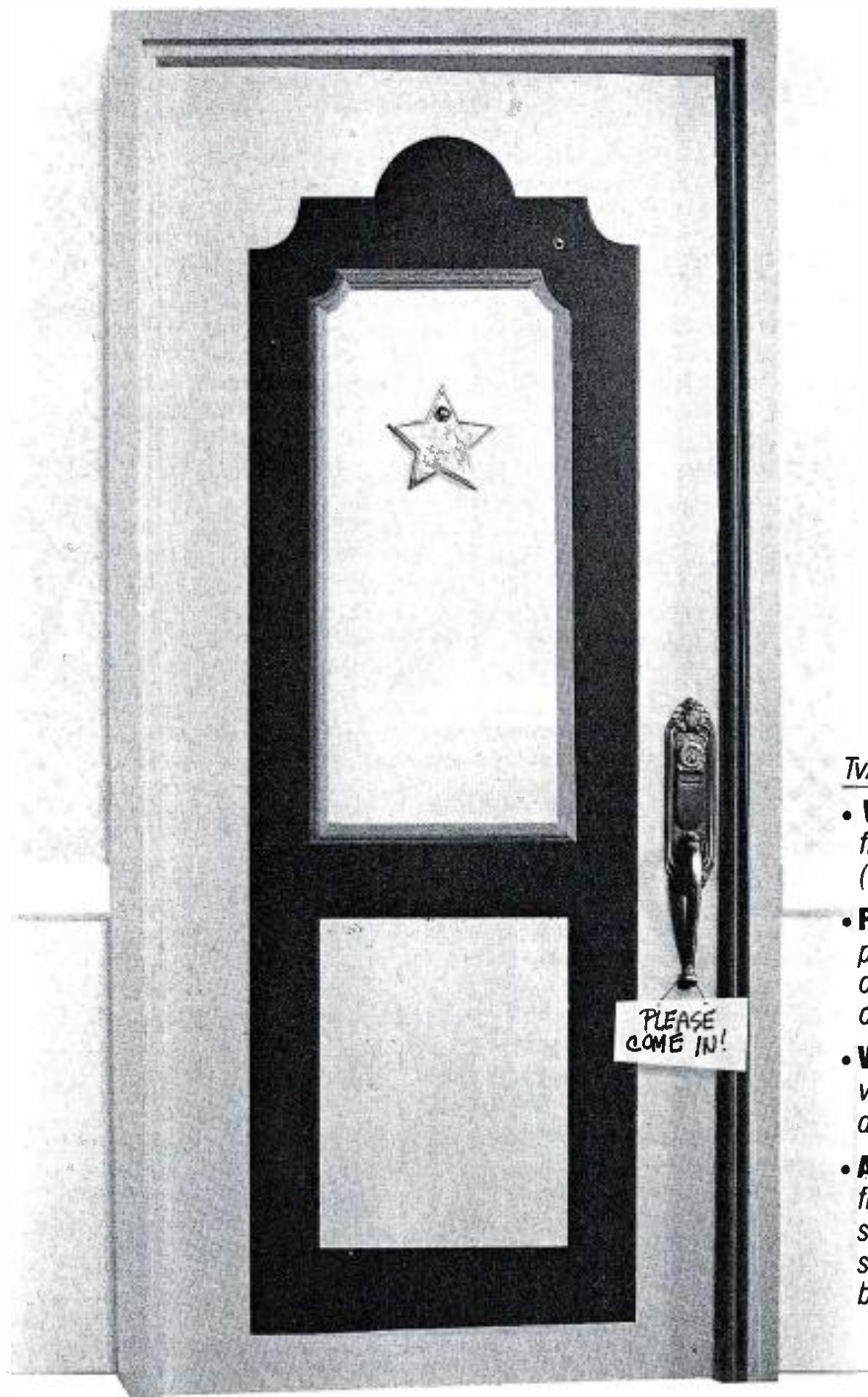
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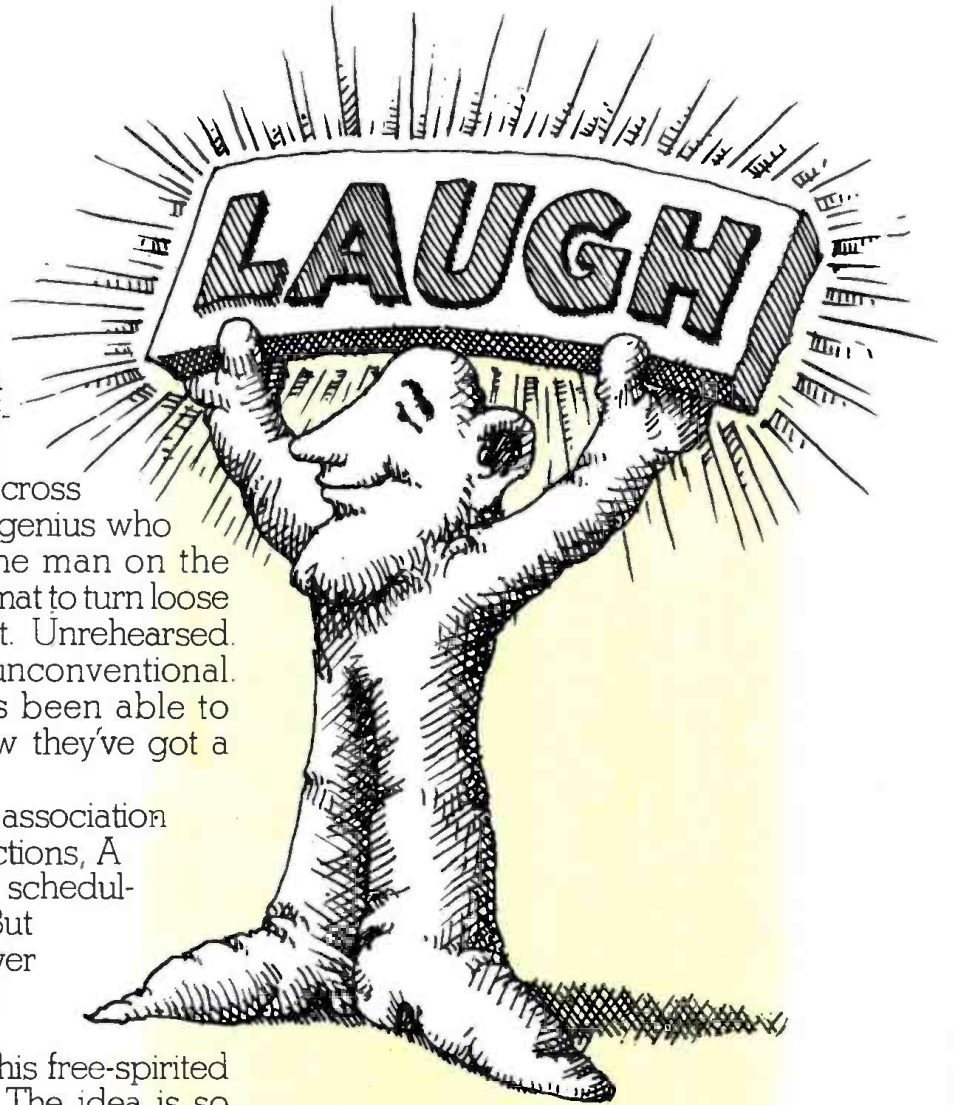
# HUT 2

## "A Joke is a Joke."

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

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

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



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

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tempting to guard against such delays in hearings. Three years ago, it adopted proposals designed to streamline adjudicatory procedures. Those procedures are now under review.

The Carter administration also is interested in the problem. It is circulating for comment among the agencies and members of Congress a draft regulatory reform bill designed to speed up adjudicatory proceedings (see page 102).

The commission's most recent channel 21 decision, adopted unanimously, affirmed the decision of Administrative Law Judge James J. Cullen that Birmingham is not financially qualified, that Chapman is and that its staff is capable of carrying out its proposals.

Chapman is a partnership of two brothers, William and George Chapman, who are former licensees of WCRT-AM-FM Birmingham and WCFT-TV Tuscaloosa, both Alabama. Birmingham is principally owned by Ellis J. Parker III, formerly of Birmingham, who now practices law in Upper Marlboro, Md., and James J. Lang, former majority owner of WNOP(AM) Newport, Ky. They control WLPH(AM) Irondale, Ala.

## Arbitron wins suit against hardware maker

### District court awards ratings company \$2.95 million for measuring gear found defective

Arbitron won a \$2.95-million judgment last week against E-Systems Inc., Dallas, in a suit that charged E-Systems with breach of a 1973 contract to manufacture a device that would accurately track television viewing levels.

A spokesman for Arbitron in New York said that E-Systems machines were never used to compile Arbitron television ratings but were being tested as part of the company's plan to go to a meter system. The meter now used by Arbitron is produced by Control Data Corp., Arbitron's parent company.

In an order released last week, Judge Oliver Gasch of the U.S. District Court of Washington agreed with a lower court opinion that held E-Systems had not complied substantially with the terms of the contract. The court said E-Systems machines had shown malfunctions from the start.

He noted that the contract called for the machines to be at least 96% accurate. Judge Gasch, after listening to five hours of testimony and viewing almost 2,000 exhibits, found that 20% of the devices failed at the time they were installed; 75% failed within four weeks of installation and 91% within 10 weeks.

E-Systems claimed that some of the problems were caused by Arbitron and some of the equipment was damaged after it left E-Systems' Fairfax, Va., manufacturing plant. But Judge Gasch rejected these explanations, saying that the "pervasive problems" appeared to be "directly related to design and component defects."

## Paley on Paley: a prime lifetime

### Insights and inside looks at the growth of a man, a corporation and a story that didn't always come up roses in 'As It Happened'

In 1928, young William S. Paley paid \$503,000 for a controlling interest (50.3%) in what was to become CBS. That was roughly what CBS-TV pays nowadays for an hour of prime-time programming, and less than one-eighth of the current annual dividends on Mr. Paley's CBS stock.

The years between those extremes form the core of Mr. Paley's autobiography, "As It Happened," to be published March 15 by Doubleday & Co., New York (432 pages, \$14.95).

The book combines the Bill Paley story and the CBS story. Despite widespread belief to the contrary, the two are not entirely interchangeable. The CBS story is to a great extent the Bill Paley story, but the Bill Paley story is a good deal more than the CBS story, ranging from youthful playboy to adult art collector and all-around lover of the good life.

Broadcasters will find much that is familiar—the start from a 16-station network, the creation of a new form of affiliation agreement to attract more stations, the wresting of program control away from advertisers and agencies, the talent raids on NBC, the losing battle for an incompatible color TV system, the 20 years in which CBS-TV was king of the ratings but finally deposed by ABC.

There are elements that are surprising. Those who know his work habits may be shocked to learn that at age 18 he made a vow to get rich and retire at age 35 "and spend the rest of my life as a beachcomber." Rich he got, but retire he didn't. As the deadline approached, he writes, he faced "one of the most dreadful dilemmas of my life," finally resolving it in the knowledge that "life was meant to be lived to the fullest, day by day to the very last one."

Uncharacteristically, too, he decided in the early 1950's that he was bored with CBS and came close, he says, to getting out. He was chairman of the President's Materials Policy Commission and dividing his time between Washington and New York. In Washington he felt alert and vigorous; in New York he was bored and so drowsy that once at a CBS board meeting he "had to prop open my eyelids with my fingers, lest I fall asleep in front of the directors." He says that "for a long month I thought about changing my career." Then, by accident, he discovered what the problem was: A new butler in his New York home, who was supposed to give him a vitamin pill each morning, was by mistake giving him a sleeping pill instead.

There are insights into CBS failures as well as its successes.

Not only did CBS lose the battle for its incompatible color TV system, Mr. Paley writes, but while the battle was in progress

CBS abstained from applying to the FCC for new black-and-white stations, lest this be taken as lack of faith in its color system.

Failure to apply, he says, was on the recommendation of Paul Kesten—the executive Mr. Paley wanted to succeed him as president, but whose health was not up to it—and Frank Stanton, the man who did succeed him, and the CBS legal department. "I went along with them," he says, "realizing we were taking a double gamble in sticking solely with our unproved color system. In effect we were all relying upon the assurances of our technical staff, headed by Dr. [Peter] Goldmark."

The end of the CBS color project came in 1955 at a meeting of 12 CBS executives to watch comparison tests of the CBS and



Paley

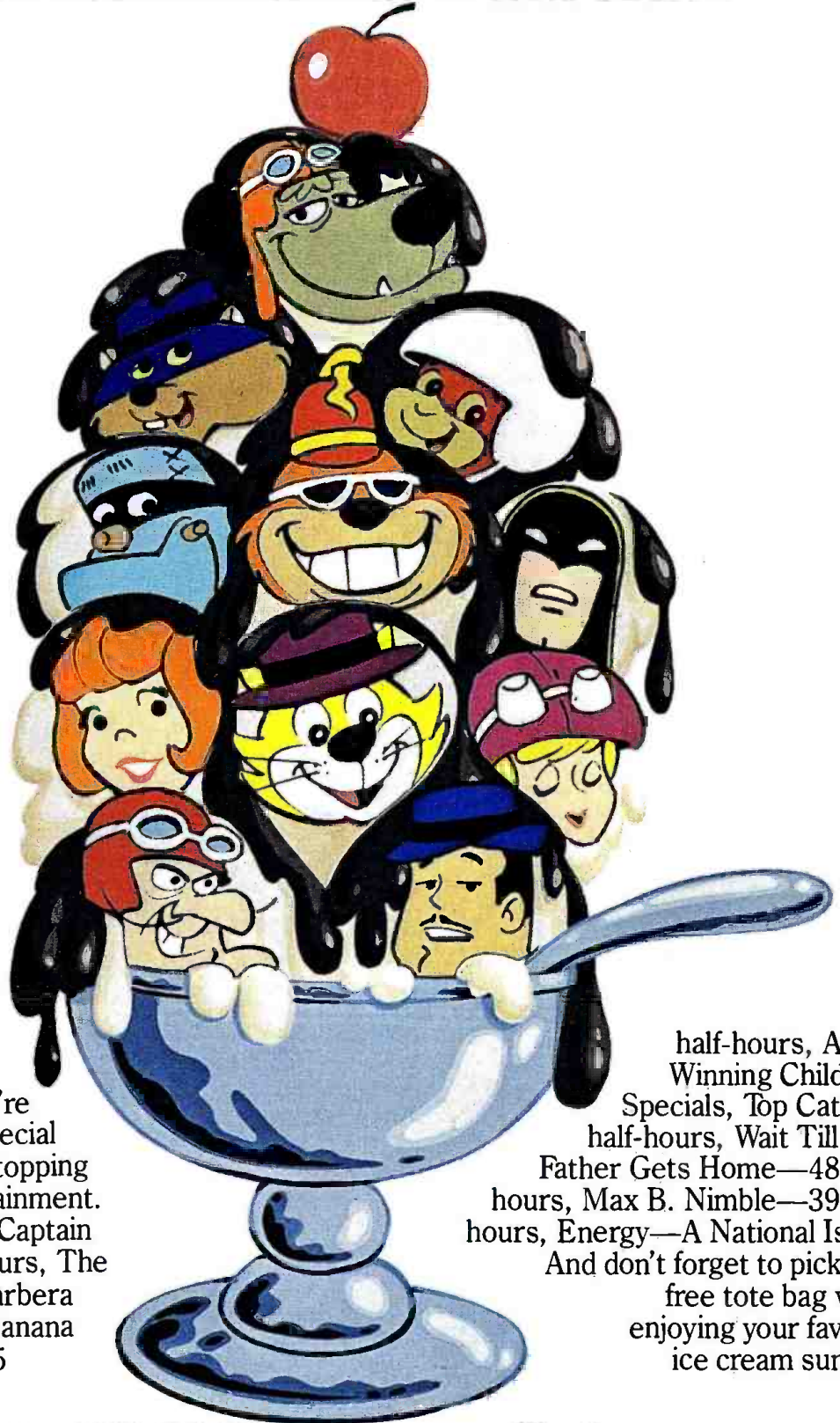
RCA systems. When the tests were over there was "a deadly pause," then Mr. Paley stood up: "Gentlemen, I'll be glad to speak first. I think the RCA camera has us beat. It has better quality."

Mr. Paley writes that "I was disappointed and chagrined. Paul Kesten's devotion to this color system was the only thing he ever did in his long and distinguished career that turned out to be disastrous. And Stanton had carried that blind devotion on for years beyond Kesten's retirement.

"We had had many discussions on the subject over the years and we had had many entreaties from the manufacturers to give up this fight. But Kesten and Stanton fought off such doubts as I would have, insisting the battle was there to win and the rewards would be stupendous. Dr. Goldmark [developed of the CBS color system], in addition to his inventive ingenuity, was a very persuasive man. In any event, I had gone along."

But the color problem wasn't over. Not

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## White House making waves over making rules

Two pieces of draft legislation are designed to streamline policymaking process and encourage public participation at administrative agencies

The Carter administration is moving on several fronts toward an overhaul of procedures that administrative agencies—including the FCC—employ in regulating businesses. The White House has prepared one draft bill aimed at tightening up rulemaking and adjudicatory proceedings while encouraging public participation in rulemakings, and another designed to reduce the paperwork burdens of regulation.

And to monitor and coordinate functions of the agencies and to implement some of the provisions of the two draft bills, the administration is proposing the reorganization and strengthening of the Administrative Conference of the U.S. The Administrative Conference, now a free-standing agency with the executive branch charged with recommending cures for inefficiency and delay in administrative practices, would be given some of

the duties now exercised by other units of government.

The various proposals, which are being circulated for comment among the affected agencies and members of Congress, build on executive orders issued by the White House last year to streamline executive branch agency procedures. The FCC, an independent agency, voluntarily agreed to follow a number of the procedures contained in last year's orders. The White House is stressing that the proposals would not change the substantive standards of regulation, or affect the commissions' independence.

The 62-page draft Regulation Reform Act—which in part reflects and expands on legislation now pending in the Senate—would have the greatest impact on the manner in which administrative agencies regulate. One departure would be a "sunset" provision. Agencies would be required to review all of their "major" rules and policies—those having an annual impact of at least \$100 million on any industry or area—within 10 years, to determine the effect they have had and whether they are still necessary. The 10-year review would be built into the adoption of every new major rule.

The draft bill would also require agencies proposing rules to provide analyses of them and to seek alternatives. And when they adopt a "major" rule, they would issue an analysis detailing the need for the rule, its anticipated benefits and adverse effects and its alternatives. An agency would also be required to adopt the least burdensome proposal possible, or explain why it would not.

What's more, the draft bill would require agencies to publish semiannual agendas of upcoming significant regulations. That requirement was laid down last year in one of the regulatory-reform executive orders issued by the White House, but would now be extended to independent agencies. And to avoid delays, agencies would be required to set deadlines for completing rulemakings, and to explain their failure to meet a deadline.

The draft bill contains a number of provisions intended to facilitate public participation in rulemaking proceedings. One—calling for a six-month calendar of upcoming regulations—was imposed on executive branch agencies in one of the regulatory reform orders the White House issued last year. But a major—and possibly controversial—one authorizes the expenditure of \$20 million for each of the next three years—1979, 1980, and 1981—to pay the costs of public participation.

A number of the draft's provisions would streamline adjudicatory proceedings that now often become bogged down for years. For instance, an administrative law judge would be authorized to limit cross-examination of witnesses to that which was considered necessary to illuminate facts the agency needed to make a decision. And the ALJ would be given tools for moving swiftly, including authority to require the submission of evidence or cross-examination in written form. The draft also authorizes the creation of

**In-house.** Although FCC Commissioner Abbott Washburn's remarks at the Federal Communications Bar Association luncheon last week (story page B4) were not addressed to the Communications Act rewrite now under way in the House of Representatives, the commissioner had a suggestion for the rewrite drafters. One improvement over present law, he said, would be a provision authorizing the FCC to represent itself in any federal court. At present, the Department of Justice is charged with representing the agency. The commissioner thinks the agency would be assured of "consistent and dependable representation" if it were represented by its own lawyers. The Pacifica case, he said, suggests the wisdom of such a change. Justice, he noted, supported the commission in the Court of Appeals—where the commission lost—it "flip-flopped and opposed us in the Supreme Court"—where the commission won.

employ boards similar in function and power to the review board Congress created for the FCC in the early 1960's.

Provisions for selecting and—what would be more controversial—removing administrative law judges are also contained in the draft. Agencies would be free to hire as administrative law judges individuals certified as such by the Administrative Conference of the United States, which would conduct examinations for the post. And the director of the conference would establish a system to evaluate the performance of ALJ's at least once every 10 years. Those ALJ's who are found to be unqualified would be moved into another civil service job "equivalent to or above the highest level of the position in which he served as administrative law judge." And the determination that an ALJ was not to be reappointed would be final; no appeal would be possible.

The draft Paperwork Reduction Bill would require agencies to impose the least burdensome requirement possible on small businesses in or exempting them from coverage. And it would require agencies to report to the President or, in the case of independent agencies, to the director of the Administrative Conference of the United States, a description of alternative reporting methods that were considered the reason for adopting the one that it did.

The proposed reorganization of the Administrative Conference, not yet in the form of legislation, would assign the conference a three-fold mission: to improve the management of the rulemaking process, coordinate and improve the quality and relevance of the federal statistical system, and thereby develop and oversee procedures to help agencies to achieve regulatory goals "in the most effective manner."

In the process, the conference—which would be renamed the Office of Regulatory and Statistical Management—would be given some responsibilities assigned to

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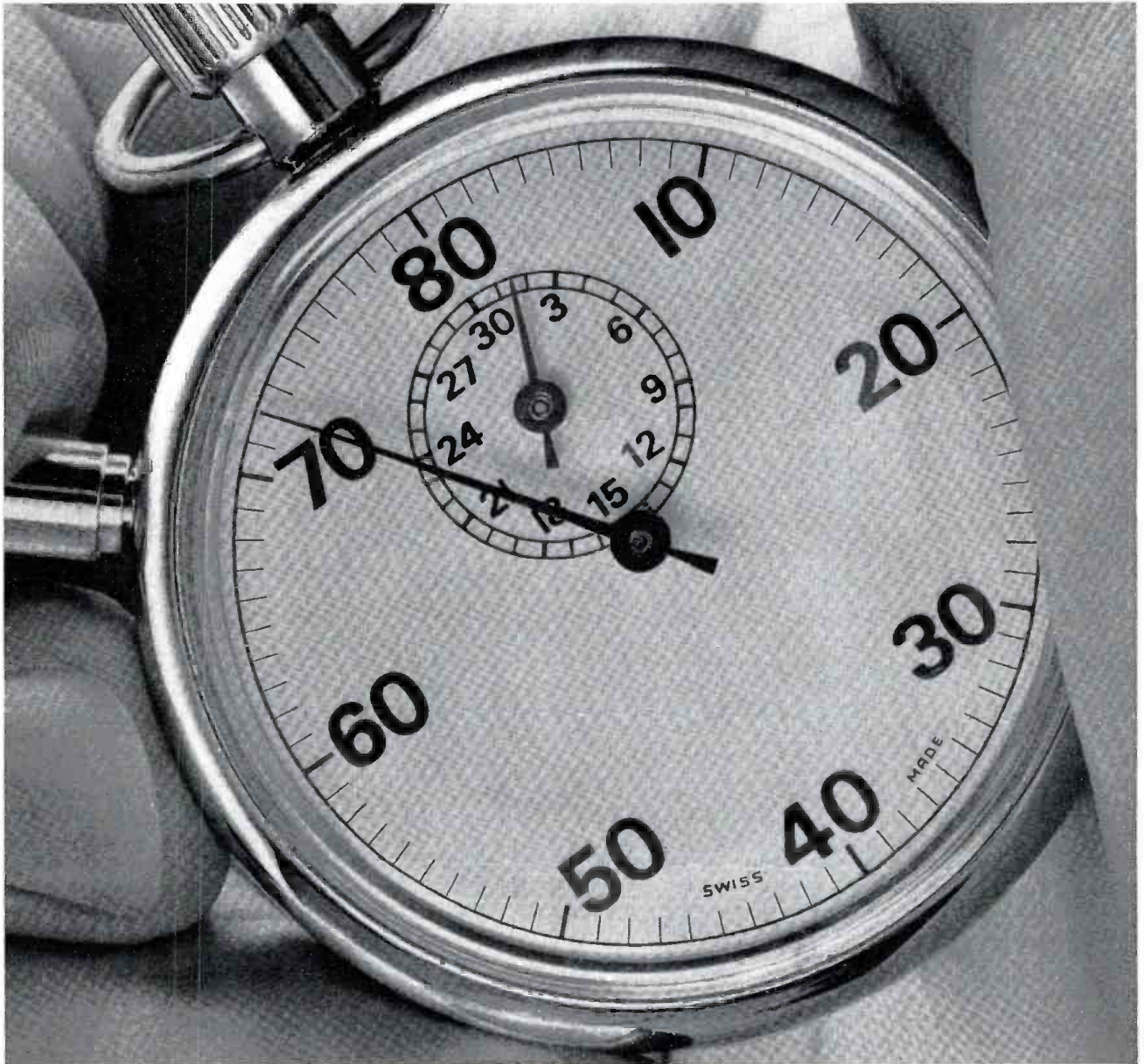


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## **Spotlight on Mental Health Services**

This summer, KMEG-TV viewers with questions about mental health problems were offered immediate access to information on the air.

Because of the high level of interest shown in the topic, the weekly feature that began as part of KMEG-TV's observance of Mental Health Month in May turned into a summer-long series.

Each Friday, members of the staff of the Siouxland Mental Health Center were featured guests on KMEG-TV's Noon Show. Local residents with questions about therapy, family health, drug abuse and other topics were encouraged to call the station. Viewers' questions were then read and discussed during the show.

Utilizing our medium to make much needed but sometimes hard-to-find information available to our viewers is all part of the Fetzer tradition of total community involvement.



### *The Fetzer Stations*

<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island
<b>WJFM</b> Grand Rapids	<b>WKJF(FM)</b> Cadillac	<b>WWAM</b> Cadillac	<b>KMEG-TV</b> Sioux City





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For Easter, it's the television premiere of "The Big Fisherman," Rowland V. Lee/Centurion Films' epic story of Simon Peter.

For Mother's Day, Stewart Granger stars in MGM's "Scaramouche."

For Memorial Day, James Stewart plays Charles Lindbergh in "The Spirit of St. Louis" from Warner Brothers.

MGM's delightful "Tom Thumb" comes to television as our Back-to-School feature.

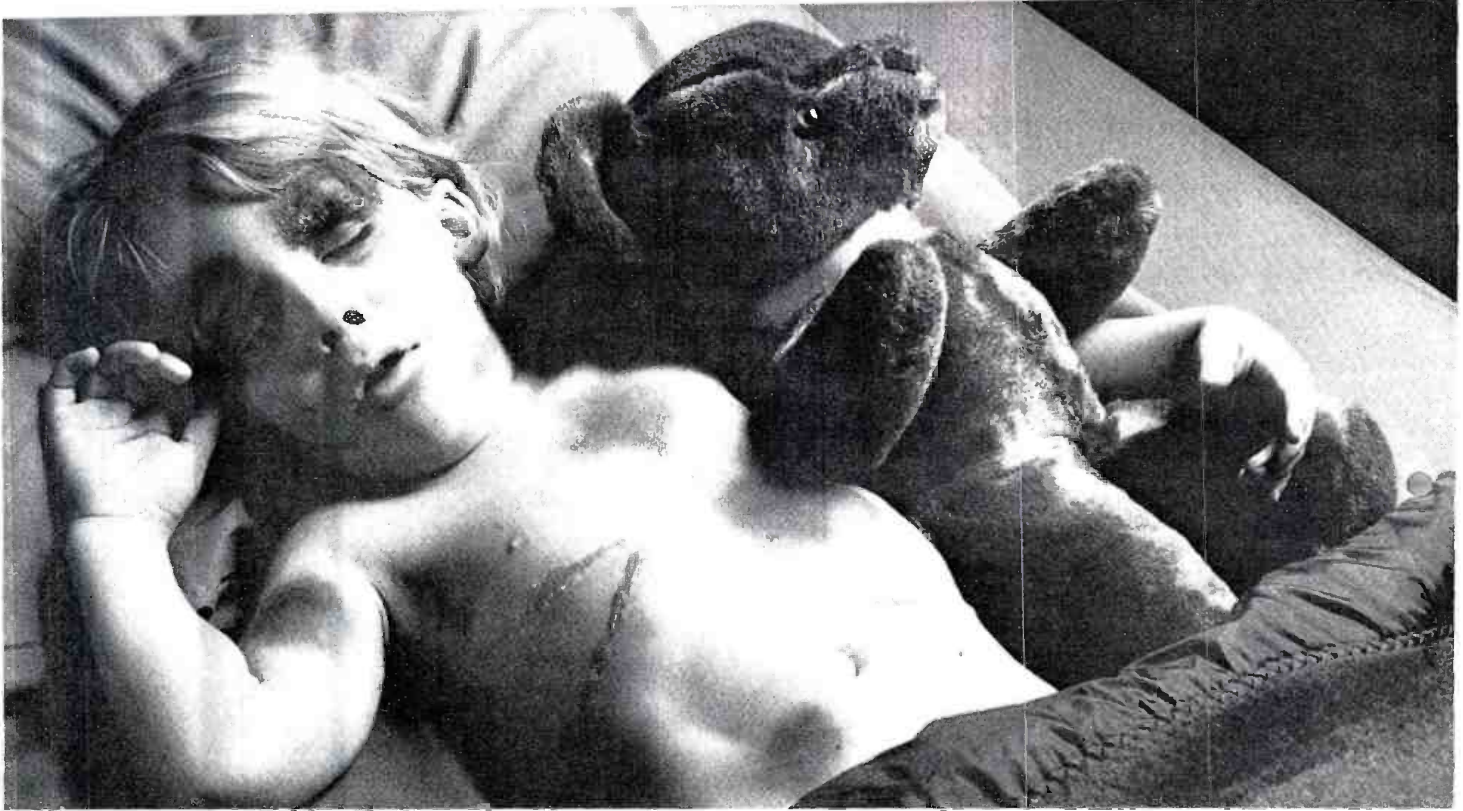
And "The Knights of the Round Table" from MGM brings swashbuckling action for Halloween.

These and other exciting productions will play to audiences everywhere right before major holidays in 1979, and in years to come.

You must remember this... come visit SFM Media Service Corporation during the NATPE Convention at the MGM Grand Hotel. Join us for a gala celebration of the SFM Holiday Network, and more.

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Contact: Stan Moger, John Doscher, Jack Thayer, Janet Radeck.



# Until now, Billy's nightmares began when he woke up.

\*In 1976, over 1/2 million children like Billy were beaten, burnt, raped, stabbed and just generally busted up by their parents. Those are the cases we know of. There are thousands more that go unreported and unmended. Child abuse is a problem many people would rather just turn their backs on, not even think about.

KBTW-TV in Denver thought about it. Then they did something about it. They produced a 30-minute documentary that brought the realities of child abuse in Denver out into the open. It was an upsetting documentary that was often hard to look at. But it was a docu-

mentary that proved that something drastic had to be done about child abuse.

Because of the documentary, things started happening in Denver. A law was passed that made it easier for judges to strip away the parental rights of parents who continually abused or neglected their children.

That new law brought hope to a young girl who had been brutally burned by her natural parents. Her foster parents took her case to court. And won the right of legal adoption. Something that couldn't have happened just three months before.

Now, there are 19 chapters of Parents Anonymous in

Colorado. A group of admitted child abusers who seek help. And find it.

KBTW-TV didn't wipe out child abuse in Denver, but they cared enough to do something about it. You see, the affiliates of Combined Communications Corporation don't just broadcast news and entertainment, they become involved in their communities.

Taking responsible action is the most important thing we can do.

**Combined  
Communications  
Corporation**



P.O. Box 25518, Phoenix, AZ 85002

\*NEWSWEEK, Oct. 10, 1977

**Television**—WXIA-TV (ABC) Atlanta. KBTW-TV (ABC) Denver. WPTA-TV (ABC) Fort Wayne. KARK-TV (NBC) Little Rock. WLKY-TV (ABC) Louisville. KOCO-TV (ABC) Oklahoma City. KTAR-TV (NBC) Phoenix. **Radio**—WGCI-FM Chicago. WVON-AM Chicago. WDOK-FM Cleveland. WWWE-AM Cleveland. WDEE-AM Detroit. WCZY-FM Detroit. KIIS-AM & FM Los Angeles. KBBC-FM Phoenix. KTAR-AM Phoenix. KEZL-FM San Diego. KSDO-AM San Diego. MUZAK Arizona. **Outdoor**—ELLER OUTDOOR in Denver, St. Louis, Detroit, Flint, Grand Rapids, Oakland/San Francisco/San Jose, Tucson, Sacramento, Kansas City, Phoenix, Houston, Chicago. **PACIFIC OUTDOOR** in San Diego. Los Angeles. **CLAUDE NEON** in Montreal, Quebec, Winnipeg, Ottawa, Hamilton, Toronto. **Sign Manufacturing**—Claude Neon Industries, Limited, Canada. Tennessee Continental Corporation (TENCON), Centerville, Tennessee. **Newspaper**—The Cincinnati Enquirer. The Oakland Tribune. **Supermarket Merchandising**—PIA Merchandising Company throughout California, Arizona and Nevada.

Combined Communications Corporation has signed an agreement to merge with The Gannett Co., Inc., publishers of 78 daily newspapers across America.

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other agencies, including the Regulatory Council (publishing the annual calendar and developing consistent policies on matters of overlapping interest) and studying the prospects for a regulatory budget (now the responsibility of the Commerce Department).

It would also be given the function now exercised by the General Accounting Office of reviewing forms administrative agencies send to 10 or more persons seeking information. And whereas the GAO lacks any specific authority to block issuance of a form, the director of the conference could put a hold on such a form unless a majority of the agency in question decided the information being sought was indispensable.

## N.Y. takes care of its own

Governor Hugh Carey of New York has signed into law a bill that will increase state contributions to public broadcasting by \$1.9 million to a total of \$9.9 million.

The funds are for the current fiscal year, which began last April. For the first time public radio will also benefit, with each of the six stations in the state receiving \$50,000.

The law provides that 50 cents will be given for each resident of the state, based on the latest census.

# Changing Hands

The beginning and the end of station transfers: from proposal by principals to approval by FCC

## Proposed

■ **KMST(TV)** Salinas, Calif.: Sold by Monterey-Salinas TV Inc. to Retlaw Enterprises Inc. for \$8.25 million ("In Brief," March 5). Seller is owned by Lynn J. Brinker (25%); Stoddard Johnston, James Morris and William Bertram (20% each); William Schuyler (10%), and Charles Muntean (5%). Group has no other broadcast interests. Buyer is owned by Lillian Truysens (30%), Sharon Lund (30%) and Diane Miller (24%). Remaining shares (16%) are held in trust for children of Mrs. Miller. Mrs. Truysens is widow of Walt Disney; others are his daughters. Buyers also own **KJEO(TV)** Fresno, Calif., and **KOGO(AM)** San Diego. Stations are managed by Joseph C. Drilling, president of Retlaw. **KMST** is CBS affiliate on channel 46 with 443 kw visual, 88.6 kw aural and antenna 2,530 feet above average terrain. Broker: Richter-Kalil & Co.

■ **WSPD(AM)** Toledo, Ohio: Sold by Storer Broadcasting Co. to Wood Broadcasting

Inc. for \$3.3 million ("In Brief," March 5). Buyer is owned by Willard Schroeder (56%), Edsko Hekman (28%), Michael Lareau (10%) and Clifford Christenson (6%). Group also owns **WOOD-AM-FM** Grand Rapids, Mich. **WSPD** is on 1370 khz with 5 kw full time. Broker: Ted Hepburn & Co.

■ **KFYE(FM)** Fresno, Calif.: Sold by Stereo Broadcasting Corp. to Sunbelt Communications Ltd. for \$2.5 million plus \$216,000 for agreement not to compete. Seller is owned by Richard A. Ingraham (66%) and 10 others, none of whom has more than 10% interest. Group also owns **KIQY(FM)** Lebanon, Ore. Mr. Ingraham also is principal in group applying for new **AM** in Clovis, Calif. Buyer is owned by C.T. Robinson, William C. Moyes, Michael B. Hesser and Robert Magruder. It owns **KSLY(AM)-KUNA(FM)** San Luis Obispo, Calif.; **KQEO(AM)-KZZX-FM** Albuquerque, N.M.; **KVOR(AM)-KSPZ(FM)** Colorado Springs, and The Research Group, market research firm. **KFYE** is on 93.7 mhz with 68 kw and antenna 1,950 feet above average terrain.

■ **WQWQ-FM** Muskegon, Mich.: Sold by Multi-Com Inc. to TSPS Broadcasting Co. for \$580,000. Seller is owned by Fred C. Culver, David H. Walborn, Thomas and Don Seyferth (brothers) (25% each). None have other broadcast interests. Buyer is owned by Frederick P. Tascone, Charles F. Schuler, William Schroeder and Ronald L. Piasecki (25% each). Messrs. Schuler, Piasecki and Schroeder are partners in string of mobile home parks. Mr. Schuler also owns machine shop and nursing homes and minor interest in **wVIC-AM-FM** East Lansing and **wZZR-FM** Grand Rapids, both Michigan. Mr. Piasecki is attorney with small interest in **wZZR-FM**. Mr. Schroeder owns pharmaceutical company and real estate. Mr. Tascone is president and 13% stockholder of **WAAL(FM)** Binghamton, N.Y. **WQWQ-FM** is on 104.5 mhz with 50 kw and antenna 360 feet above average terrain.

■ **WTTB(AM)** Vero Beach, Fla.: Sold by Tropics Inc. to Atlantic Communications Inc. for \$525,000. Seller is principally owned by John J. Schumann, who has no other broadcast interests. Buyer is owned by E.B. McLaughlin and Robert E. Kusch (36.5% each), James D. Sorenson (17%) and George H. Moss (10%). All are Vero Beach businessmen. Messrs. Kusch and Moss also are attorneys. **WTTB** is on 1490 khz with 1 kw day and 250 w night.

■ **WHYT(AM)** Noblesville, Ind.: Sold by Mid-Indiana Broadcasters Corp. to Broadcast Communications Inc. for approximately \$400,000. Seller is owned by Dr. Wendell Hanson, who also owns **WESL(AM)** East St. Louis, Ill. Buyer is



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Homes	2,372,000	3,652,000	5,509,000
Women	1,947,000	3,172,000	4,767,000
W18-49	960,000	1,529,000	2,286,000

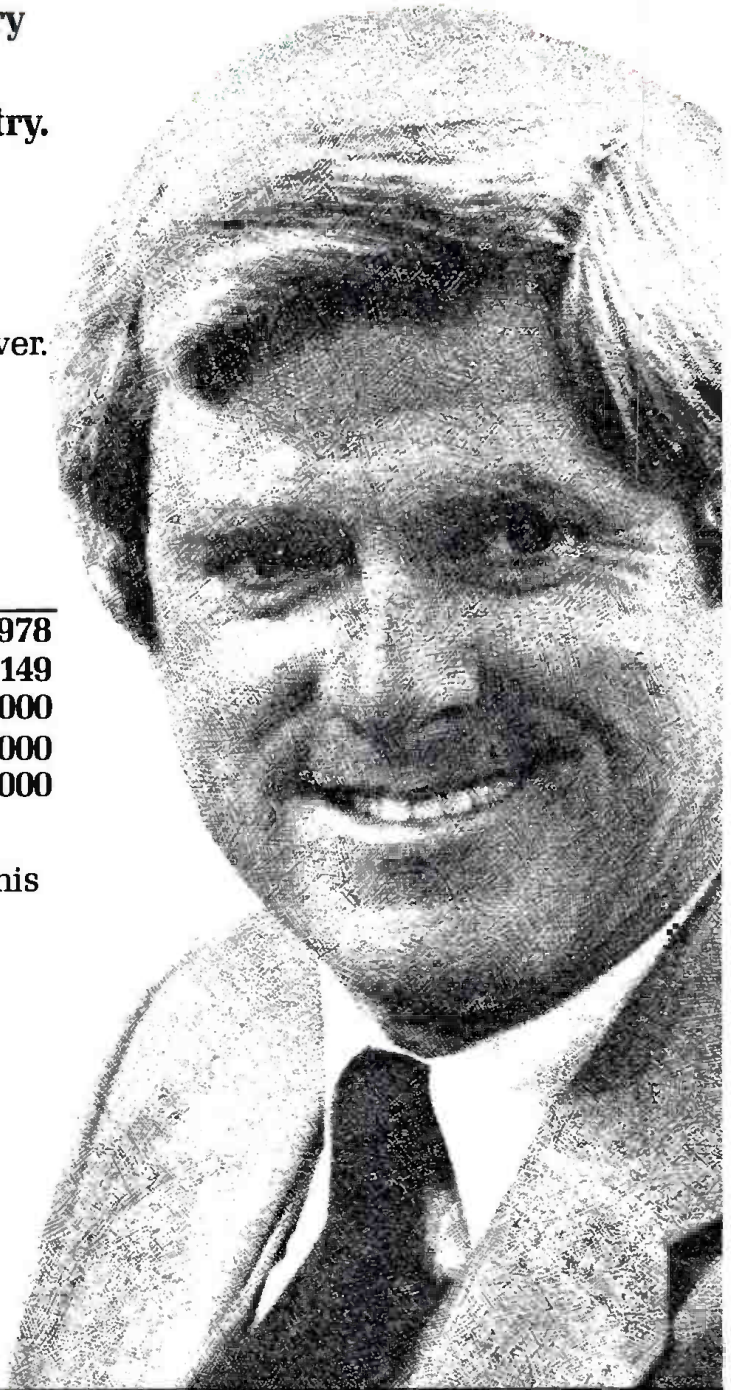
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owned by James T. Morris, James B. Mathis and Emmett E. De Poy. Mr. Morris is Indianapolis businessman. Mr. Mathis is former general sales manager at WRTV(TV) Indianapolis, where Mr. De Poy was salesman. WHYT is 500 w daytimer on 1110 khz (CP pending for 500 w full time). Broker: Blackburn & Co.

■ WHIT(AM) New Bern, N.C.: Sold by David E. McCutchen to Charles B. Britt for \$250,000. Seller has no other broadcast interests. Buyer has no other broadcast interests, having sold WFTR(AM)-WIXV(FM) Front Royal, Va., last April. WHIT is on 1450 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

■ Other station sales announced last week include: WBRY(AM) Woodbury, Tenn., and WTOY(AM) Roanoke, Va. (see "For the Record," page 150.)

### Approved

■ WLUP(FM) Chicago: Sold by Phil Chess to Heftel Broadcasting Corp. for \$3 million plus \$2.25 million for six-year consultancy agreement. Seller has no other broadcast interests. Buyer is owned by Representative Cecil Heftel (D-Hawaii) and his wife, Joyce. They also own KGMB(AM) Honolulu, KGMD-TV Hilo and KGMV(TV) Wailuku, all Hawaii; WWEL-AM-FM Medford, Mass., and WSMJ(FM) Greenfield, Ind. WLUP is on 97.9 mhz with 6 kw and antenna 1,170 feet above average terrain. Broker: Cecil L. Richards Inc.



**Making their marks in Florida.** The papers have been signed finalizing the sale of WVCG(AM)-WYOR(FM) Coral Gables, Fla., to Insilco Broadcast Group of Florida. Independent Music Broadcasters, owned by Theodore Niarhos and his wife, Elizabeth, sold the stations for \$4.85 million (BROADCASTING, Jan. 29). Richard L. Geismar, chairman of Insilco Corp., parent of the new licensee, sits alongside Mrs. Niarhos as the presidents—Mr. Niarhos of Independent (I) and Fred E. Walker of Insilco—look on.

■ KCFM(FM) St. Louis: Sold by Commercial Broadcasting Co. to Pacific & Southern Co. for \$3,250,000. Seller is owned by Harry Eidelman (50.7%) and John E. Dwyer

(32.3%). Remainder of stock is unissued. They have no other broadcast interests. Buyer is wholly owned subsidiary of Combined Communications Corp., group owner with seven TV's, six AM's and, with addition of KCFM, seven FM's, maximum allowed by FCC. CCC has agreed to merge with Gannett newspaper chain, subject to FCC approval. KCFM is on 93.7 mhz with 100 kw and antenna 440 feet above average terrain.

■ WFKY(AM)-WKYW(FM) Frankfort, Ky.: Half interest in licensee, Capital Communications, sold to Reo-Cap Inc. for \$400,000. New partnership, Capital Communications of Kentucky Associates, will be formed. Seller is wholly owned by Lak Communications, principally owned by Raymond Q. Armington (33.8%), Anthony S. Ocepok (20.9%), William M. France (20.9%), and Richard C. Gehring (13.9%). Group also owns WPVL(AM) Painesville, Ohio. Buyer is owned, through subsidiaries, by Donald C. Rowley (28.34%) and his family, who also own WFUN(AM)-WREO-FM Ashtabula, Ohio. WFKY is on 1490 khz with 1 kw day and 250 w night. WKYW is on 104.9 mhz with antenna 260 feet above average terrain.

■ Other station sales approved last week include: KPLY(AM) Crescent City, Calif.; WMCW(AM) Harvard, Ill.; WHDF(AM) Houghton, Mich.; KOZY(AM) Grand Rapids, Minn.; KFMO(AM) Flat River, Mo.; KICK(AM) Springfield, Mo.; WLOE(AM)-WEAF(FM) Eden, N.C.; WUNA(AM) Aguadilla, P.R., and WPCT-TV Crossville, Tenn. (see "For the Record," page 150).

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## Familiar faces on joint board

**Results of NAB election:  
Three former chairmen back  
after year's absence and  
all but one incumbent returned**

This year's National Association of Broadcasters joint board elections saw all but one incumbent re-elected, as well as the return of three former board officers. The incumbent defeated was radio board member Daniel Kops, WAVZ(AM)-WKCI(FM) New Haven, Conn. The victor in that race, for the Class B market seat, was Bruce Johnson, who lists his station affiliation as KXLR(AM) Little Rock, Ark., but is better known as president and chief executive of the Starr Broadcasting Group.

The elections also returned after year's absence Kathryn Broman of Springfield TV Inc., Springfield, Mass., past chairman of the TV board, as well as a past radio board chairman, Len Hensel, WSM-AM-FM Nashville, and a past radio board vice chairman, Dick Painter, KYSM-AM-FM Mankato, Minn.

Dan Pecaro of WGN Continental Broadcasting, another previous NAB director seeking a return to the TV board, was beaten.

All of the newly elected broadcasters

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begin their two-year terms at the joint board meeting in Washington in June. Following is the list of winners (asterisks denote incumbents):

■ Radio—\*Arnold Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass., District 1; \*Jerry Lee, WDVR(FM) Philadelphia, District 3; William Stakelin, WHOO-AM-FM Orlando, Fla., District 5; Robert Pricer, WCLT-AM-FM Newark, Ohio, District 7; \*Charles Wright, WBYS-AM-FM Canton, Ill., District 9; \*John Lemme, KLTF(AM) Little Falls, Minn., District 11; \*Stanley McKenzie, KWED-AM-FM Seguin, Tex., District 13; Harry Barker, KQMS(AM) Redding, Calif., District 15; \*Ted Smith, KUMA-AM-FM Pendleton, Ore., District 17; Mr. Hensel, Class A market; Mr. Johnson, Class B market; Mr. Painter, Class C market; \*Edward Fritts, WNLA-AM-FM Indianola, Miss., Class D market.

■ Television—\*Leslie Arries Jr., WIVB-TV Buffalo, N.Y.; Eugene Bohi, WGHP-TV High Point, N.C.; William Brazzil, Wometco Enterprises, Miami; Mrs. Broman; Don Curran, Field Communications, San Francisco; Gert Schmidt, Harte-Hanks TV Group, Jacksonville, Fla.

## Stricter copyright stance urged for local TV stations

**Broadcasters seek protection against unauthorized off-air taping by schools; NAB's Popham predicts sale of local program tapes could be future market**

Broadcasters, facing growing competition for their audience from other program services—cable TV, subscription TV, multi-point distribution services, video cassettes and video disks, to name some—may find a new market in the future for the sale of tapes of their local news, public affairs and children's programs, said James Popham, assistant general counsel for the National Association of Broadcasters. He made the statement as part of an argument for the protection against unauthorized taping of local TV shows, even by schools.

Mr. Popham's was one of several arguments presented at a conference March 2 sponsored by Representative Robert Kastenmeier's (D-Wis.) Judiciary subcommittee (with jurisdiction over copyright matters) to try to get schools and copyright holders—including broadcasters—to renew efforts to create a set of rules under which the schools will be allowed to copy TV shows off the air for use in the classroom.

The recording of TV programs off the air is one of the thornier problems left after passage of omnibus amendments to the copyright law in 1976, and it revolves around the issue, as stated by Representative Kastenmeier, of how to "assure widespread dissemination of intellectual creations while assuring a fair reward for the authors of those creations."

With schools seeking broad discretion to

tape and reuse TV programs, and producers seeking compensation for such use, the problem has developed to the point where some producers have instituted law suits against schools and have tried to withhold programs from the broadcast market.

The Motion Picture Association of America's position is that there should be compensation to copyright holders for every tape made by a school for classroom use. As the issue regards broadcasting, attention has focused to date on the networks, which seek protection against unauthorized taping, including by schools, of news, documentaries, election coverage, and other programs to which they hold copyrights.

Spokesman for all three networks and public broadcasting have said that although they want to cooperate with schools, they regard their copyrighted programs the same as books and movies, which the schools pay to use. Unauthorized taping off the air, they say, is a clear violation of copyright law. Their proposals in the negotiations focus on ways to get the programs, properly licensed, to the schools the easiest way possible. CBS, for instance, suggests the establishment of statewide or regional consortia to acquire programs from the networks for distribution to individual schools.

Now comes NAB, saying that the rights of local broadcasters should be considered, too, during any negotiations. Mr. Popham said that at the moment the market for the sale of the tapes of locally produced programs is barely perceptible. Some stations, in fact, are happy to supply tapes and station personnel at no charge to schools and community groups that want to replay local programs.

But that could change in the future, he said. Increasing competitive pressure "will create a tremendous incentive to find other pies for the broadcasters' sustenance." And one such "pie," he said, will be the sale of tapes of locally produced programs—news, public affairs and children's programming. "We are concerned that unauthorized off-air taping of local programs in the near term will destroy that market before it has a chance to develop."

Negotiations over the rules of off-air recording having failed so far, Representative Kastenmeier last week was to name an ad hoc committee of interested parties to start the ball rolling again. He wants rules made without the involvement of Congress.

## Tilting at titling

**NAB says new FCC employment form is creating more problems than it solves by the manner in which personnel are classified**

The National Association of Broadcasters has petitioned the FCC for partial reconsideration of its order amending the annual employment reporting form that the commission utilizes to implement its



equal employment opportunity rules. NAB says that, rather than clarifying the instructions as to how the form is to be completed and thus make the information more useful, the commission has created "new elements of ambiguity."

NAB said the problem results from the omission of "very common job titles" (no longer is there an assistant sales manager), the inclusion of titles "uncommon" to broadcasting (senior staff assistant, in the professional category under the "officials and managers" heading), and the elimination of a provision permitting the placement of employes with "equivalent" or "similar" job positions into particular categories.

NAB's recommendation is for the commission to add job titles which have been omitted or could be used to replace "ambiguous" titles now in the revised instructions, or to include particular job titles in more than one category, which would facilitate classification of employes by function and responsibility, not "by mere title."

But NAB said "the most significant instruction modification" the commission could adopt—"to complement" either or both of the suggestions—would be the reinstatement of provisions permitting broadcasters to place employes in job categories where "equivalent" or "similar" positions are found.

NAB said the need for that change is evident in comparing the jobs of similarly titled employes at large and small stations. It noted that an assistant sales manager at a large station might supervise a number of employes, while a person with the same title at a small station might simply be number two in a two-person department.

## Media Briefs

**Movin' on.** Robert Herpe, WPLR(FM) New Haven, Conn., has notified board of National Radio Broadcasters Association that he wants to step down as chairman of NRBA, post he has held since 1972, when organization was National Association of FM Broadcasters. Saying it's time for leadership change, he offered his resignation at last board meeting in January, but agreed to reconsider, will announce final decision this fall. Meantime NRBA has yet to hire executive director to run association's Washington office following departure of executive vice president, John Richer, last November.

**Getting set.** Stockholders of Combined Communications Corp. and Gannett Co. approved \$338-million merger agreement. Approved terms call for exchange of .8 share of Gannett common stock for each share of CCC. Proposed merger is awaiting tax ruling and regulatory agencies' approvals, including FCC's. (Groups have total of eight AM stations, six FM's and nine TV's. At least one AM and two TV's will have to be spun off to comply with FCC rules.)

**State aid.** National Association of Broadcasters is establishing "state legislative

clearinghouse" within legal department to supply state broadcast associations information on issues arising frequently in their legislatures and courts. Erwin Krasnow, NAB general counsel, said it will provide model laws, sample testimony and legal briefs on such things as tax laws, shield laws and advertising measures. Action stemmed from suggestion of Thomas C. Sawyer, executive vice president, Ohio Association of Broadcasters ("Closed Circuit," Feb. 26).

**Labor upset.** Food and Beverages Trade Department of AFL-CIO has filed petitions with FCC to deny license renewals of two Alabama television stations, WSLA(TV) Selma and WHNT(TV) Huntsville, charging both have failed to meet responsibilities as public trustee. Group says stations refused to sell time for commercial explaining boycott against Winn-Dixie Stores Inc. Spot depicts employe being fired from job without explanation—a situation "very similar to one experienced by some unfortunate Winn-Dixie employes," Trade Department says.

**Draper plea.** Ken Draper, former executive at Westinghouse Broadcasting Co.'s KFNB(AM) Los Angeles, pleaded guilty to one count of grand theft (\$12,640) from station (BROADCASTING, Jan. 8). Sentencing is scheduled for March 28 at Superior Court in Los Angeles; forgery charges are expected to be dropped. Possible prison sentence is one to four years.

**Minority money.** Corporation for Public Broadcasting has awarded \$345,501 in minority training grants to 25 public radio and television stations. In five years of program, CPB has awarded \$2.5 million in grants. Station contributions have brought total commitment for effort to increase minority participation up to \$5 million.

**PBS boards' latest.** Phillip Gonzales, chairman of executive board of KNME-TV Albuquerque, N.M., has been elected to Public Broadcasting Service board of directors, serving out term of George Piercy which ends in June. Mr. Gonzales, second Hispanic to serve on PBS board, will be up for re-election to full three-year term in June. Election was announced week after National Council of La Raza, Hispanic citizen group, sent letters to 45 noncommercial television stations charging "rampant discrimination" against minorities in public broadcasting. "Our community wants to do more than to be served," letter said. "We want to participate, but public television has looked the other way."

**Business school.** Frederick M. Lanagan, network financial correspondent for Canadian Broadcasting Corp. and four other writers from business print media have been chosen for fellowships at Carnegie-Mellon University, Pittsburgh. They are in residence there until April 12, participating with executives of U.S. and foreign corporations and government in graduate seminars which examine current issues in economics, business strategy and public policy.

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documentary!

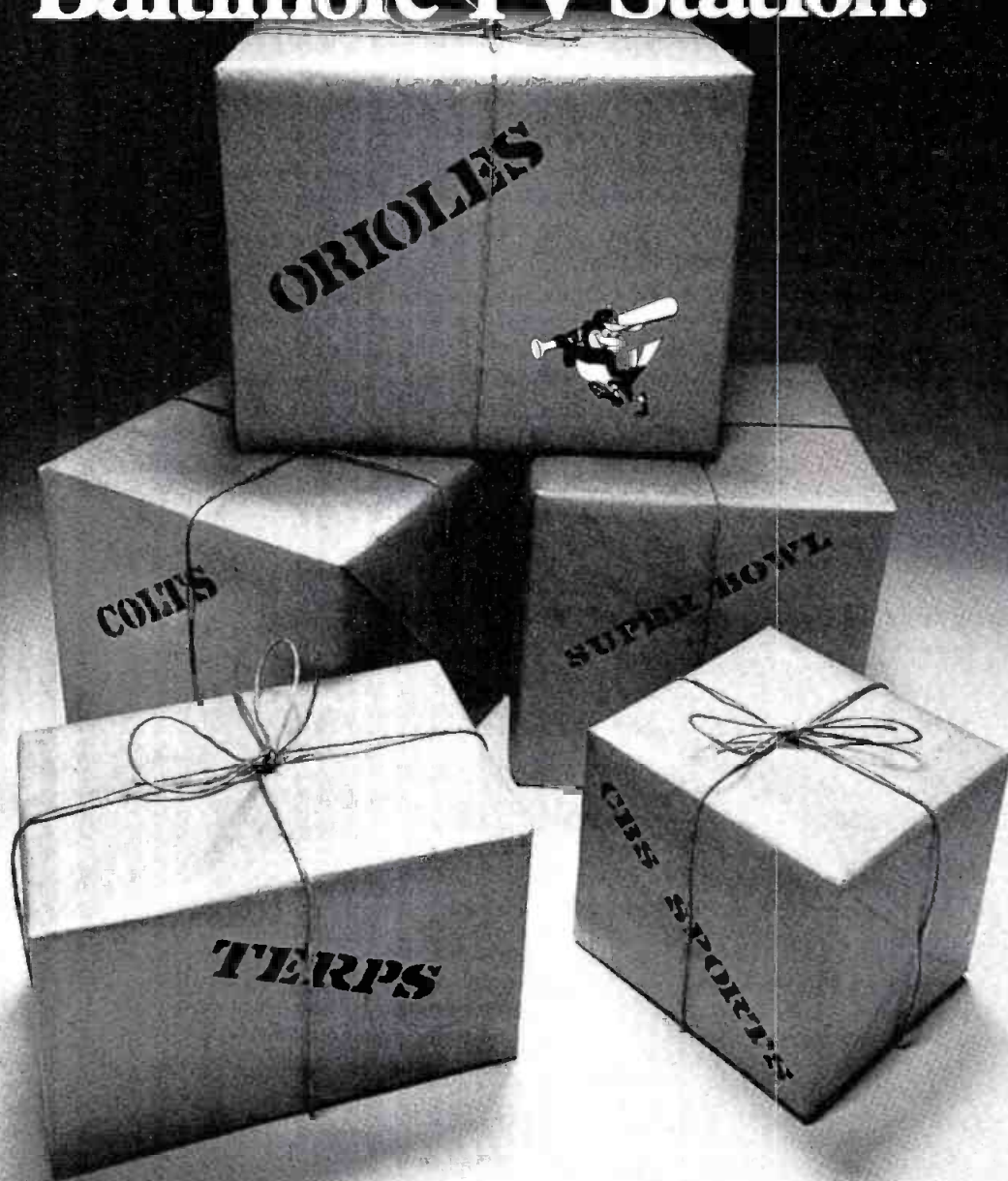
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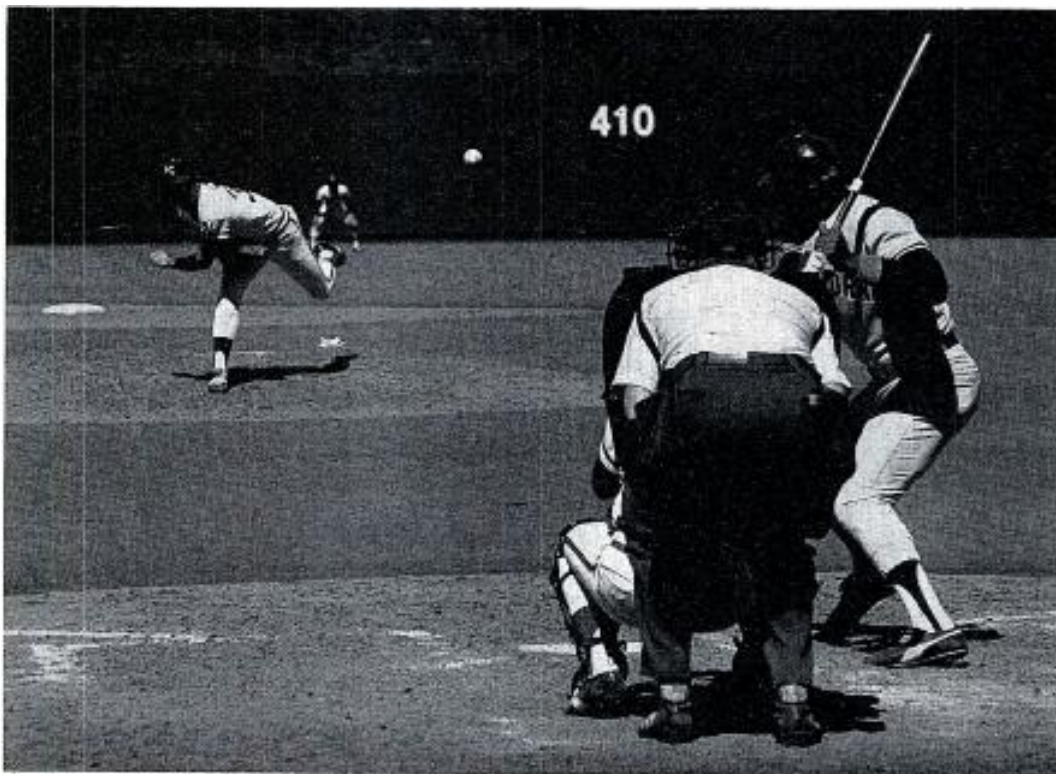
And WMAR-TV can also provide the facilities and know-how to channel your hometown team's road games back to your sports fans.

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## Baseball rights: a slow, rising curve

**Long-term network contracts work to keep annual increase down, but free-agent stars such as Pete Rose help drive up local rights and boost total to over \$54 million**

Major league baseball, though locked into the final year of four-year contracts with the television and radio networks, will realize \$54.5 million for broadcast rights in the 1979 season.

That is nearly \$2 million more than the majors received from the networks, stations and individual rights holders last year. The admission price then to take cameras and mikes into the 26 ball parks of the American and National Leagues came to \$52,510,000.

This year's increase is mostly a spring harvest of manipulations last fall by such diamond stars as Pete Rose, who was lured to the Philadelphia Phillies by a \$3.2-million, four-year contract. The local TV rights holder, WPHL-TV, has agreed to guarantee \$600,000 of the former Cincinnati star's first year's salary (see page 116).

In 1979, the networks' portion of rights payments will remain at \$23,275,000. There is no question that after that the proliferation of expenses at the clubs, escalated primarily by free-agent bargaining, will run the broadcast price up next year. It's just a question of how much.

The rights payments to baseball have in-

creased only moderately in the past decade (see table below), but organized baseball is aware of dramatic jumps in payments in other sports. For example, new network contracts with the National Football League and the National Collegiate Athletic Association kicked up the price of football a breath-taking 142% between 1977 and 1978 (BROADCASTING, Aug. 7, 1978).

And with an eye to make their product more attractive, there is some sentiment in the majors for a restructuring of the leagues to create more divisions, more

play-offs and further whet fan interest.

On the television side in 1979, ABC-TV and NBC-TV will be finishing the final year of their \$92.8-million contracts that began in 1976. Under an alternating pattern, ABC-TV will carry the World Series and NBC-TV will cover the All-Star Game and the fall league playoffs.

As they did last year, ABC-TV will offer *Monday Night Baseball* and NBC-TV its *Game of the Week* on Saturdays. For all four years, ABC-TV has been paying a total of \$50 million and NBC-TV \$42.8 million.

ABC-TV will be charging advertisers \$62,000 per minute (up \$4,000 from last year) in *Monday Night Baseball*. Its contract calls for the telecasts on 18 Mondays with no games May 7 and 14. However, there is the possibility that this season's arrangement could change in conjunction with negotiations over a new contract for upcoming years.

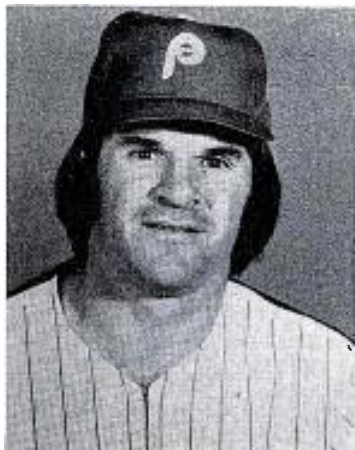
Major sponsors already on board for Monday are Miller Brewing (McCann-Erickson), Texaco (Benton & Bowles), Allstate Insurance (Leo Burnett) and Chevrolet (Campbell-Ewald). Miller Brewing, Allstate and Chevrolet also are major advertisers in the World Series, where each minute will cost \$200,000, up from \$180,000 last year. Announcers have not been named.

NBC-TV's All-Star Game is slated for

### Baseball bounce

How the radio-TV rights paid to the major leagues rose in the last decade, as ported annually in BROADCASTING:

1970.....	\$37,800,000
1971.....	40,451,000
1972.....	41,185,000
1973.....	42,385,000
1974.....	43,245,000
1975.....	44,495,000
1976.....	50,820,000
1977.....	52,110,000
1978.....	52,510,000
1979.....	54,500,000



**A matter of economics.** When a baseball team is out to sign one of the superstars, the TV station that covers its games has a major stake in the pursuit as well—a fact not overlooked by WPHL-TV Philadelphia as the Phillies went after free agent Pete Rose last November.

It looked for a while as though the team would be outbid by its competitors. But at the last minute WPHL-TV stepped in to help the Phillies up their offer by sweetening its rights fee: Instead of giving the team a 50% share of advertising revenues once they exceeded a certain amount, the station guaranteed a flat bonus of \$600,000. The logic was simple, according to WPHL-TV President and General Manager Eugene McCurdy—if the Phillies got Pete Rose, advertising sales stood an excellent chance of making up the difference.

"So rather than making it an iffy thing, we made it a sure thing," Mr. McCurdy said. Although he wouldn't speculate on what the Phillies' take might have been had the sliding scale obtained, he felt it probably would have been "within reach" of the \$600,000 amount anyway—if the former Cincinnati Reds star was aboard. And, contrary to some reports, Mr. McCurdy said the guarantee applies only to the first year of WPHL-TV's new three-year contract, meaning the station gets the advantage of Mr. Rose's draw for the remaining two years at the same time it has its percentage deal protection.

Has the arrangement paid off? The answer appears to be yes for both the Phillies and the station. There have been indications that the Phillies may sell as many as 5,000 more season tickets this season than they have in previous years. As a CBS-TV *60 Minutes* report on Mr. Rose put it Feb. 25: "If that's true, Philadelphia will take in two million dollars this coming year before he picks up a bat, ball or glove."

As for WPHL-TV, Mr. McCurdy won't go into details, but he says, "Our sales are ahead, sharply." Asked if prices were similarly ahead, he replied, "We didn't go out and rewrite our rate card, if that's what you mean. But advertising sales are a function of supply and demand. Our rates are up, yes, but so are our sales." And the Phillies with Pete Rose have become a lot more of a self-selling item than the Phillies without Pete Rose, Mr. McCurdy said. "No matter if you're talking to a timebuyer in Minneapolis or a rep in New York," he said, "there isn't a soul who says, 'Pete who?'"

Tuesday, July 17, and the network will be averaging \$180,000 per minute (up from \$140,000 last year). Major sponsors are Chrysler (BBDO), Gillette (BBDO), Coca-Cola (McCann-Erickson) and Miller Brewing (McCann-Erickson).

The playoff games will run about \$150,000 per minute (up from \$110,000 last year) in prime time and \$90,000 per minute for daytime games. Major playoff sponsors are Chrysler (BBDO), Gillette (BBDO), Miller Brewing (McCann-Erickson), Eaton automotive parts (J. Walter Thompson) and Kentucky Fried Chicken (Young & Rubicam).

NBC will launch its Saturday *Game of the Week* series tentatively April 7 with the primary game pitting the New York Yankees against the Milwaukee Brewers; the secondary game tentatively is the Philadelphia Phillies versus the St. Louis Cardinals. Major sponsors here—where a minute will go for about \$45,000 (up \$5,000 from last year)—are Chrysler (BBDO), Gillette (BBDO), Goodyear (Campbell-Ewald), Miller Brewing (McCann-Erickson), Mennen (SSC&B), State Farm Insurance (Leo Burnett) and J.B. Williams (Parkson). Primary announcers for the season so far are Joe Garagiola and Tony Kubek, with others to be named later.

CBS Radio reportedly is paying more than \$300,000 for its four-year contract for major league baseball that began in 1976. Its package of 44 60-second spots in the

All-Star Game, the American League and National League championships and the World Series (games, pregame and postgame shows) sells for \$205,000. That's an increase from last year's \$184,000.

Announcers for the July 17 All-Star Game are Vin Scully (play-by-play) and Brent Musburger (color).

CBS Radio is particularly proud of its score in the 1978 World Series.

It cites a network-commissioned survey by Opinion Research Corp. which shows the 1978 World Series attracted a total radio audience of 48 million (adults 18 years and older) to one or more of the six games between New York and Los Angeles. This represented 32% of all adults and they reported listening to an average of 3.1 games, according to ORC's research.

"Obviously, the Yankees weren't the only winners in the World Series," observed Richard M. Brescia, vice president and general manager of the CBS Radio Network. "Our affiliates benefitted from great listener interest in our broadcasts . . . and, you could say our advertisers joined in the winners' circle too."

That satisfaction carries over generally to the local radio and television front,

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Text continues on page 122; for team-by-team breakouts of the local radio and television baseball story, see page 118.

WWDL-FM and WICK-AM

# "WE CAN BE AS FLEXIBLE AS WE WANT TO BE, AND WE'RE COST-EFFECTIVE ALL THE WAY"

Doug Lane operates two fine radio stations in Scranton with just *one* fine broadcast staff, *two* Cetec System 7000 automation systems, and a minicomputer-based station business system. And a lot of creative management.

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## AMERICAN LEAGUE EAST

Team	1979 rights	1978 rights	TV originator and affiliates	Radio originator and affiliates	Rights holder
Baltimore Orioles	\$950,000	\$825,000	WMAR-TV 3	WFBR 50	WMAR-TV holds TV rights; WFBR holds radio rights.
Boston Red Sox	2,450,000	2,450,000	WSBK-TV 6	WITS 79	WSBK-TV holds TV rights; WITS holds radio rights.
Cleveland Indians	900,000	900,000	WJWK-TV	WWWE 30	WJKW-TV holds TV rights; WWWE holds radio rights.
Detroit Tigers	1,300,000	1,300,000	WDIV 6	WJR 50	WDIV holds TV rights; WJR holds radio rights.
Milwaukee Brewers	600,000	600,000	WTMJ-TV 4	WTMJ 57	WTMJ Inc., holds TV and radio rights.
New York Yankees	1,300,000	1,300,000	WPIX 10	WINS 60	WPIX holds TV rights in combination with Yankees; Yankees retain radio rights.
Toronto Blue Jays	1,200,000	1,200,000	CBC-TV 22	CKFH 20	Hewpex Sports Network holds TV and radio rights.

## AMERICAN LEAGUE WEST

California Angels	\$1,000,000	\$1,000,000	KTLA	KMPC 19	Golden West Broadcasters (KTLA and KMPC), which is under common ownership with the California Angels, holds broadcast rights.
Chicago White Sox	1,750,000	1,750,000	WSNS	WMAQ	WSNS holds TV rights; WMAQ holds radio rights.
Kansas City Royals	350,000	350,000	KBMA-TV 6	WIBW Topeka 92	KBMA-TV holds TV rights; WIBW holds radio rights.
Minnesota Twins	1,125,000	1,100,000	KMSP-TV	WCCO 25	Midwest Federal Savings & Loan Association holds TV and radio rights.
Oakland A's	1,000,000	1,000,000	KPIX	Being negotiated	KPIX holds TV rights.
Seattle Mariners	800,000	800,000	KING-TV 4	KVI 11	Seattle Mariners retain TV and radio rights; KVI sells for radio.
Texas Rangers	700,000	700,000	KXAS-TV 16	WBAP 20	City of Arlington, Tex., holds TV and radio rights under 10-year contract, with sales handled through city's Arlington Entertainment Division.

## NATIONAL LEAGUE EAST

Chicago Cubs	\$1,500,000	\$1,500,000	WGN-TV 8	WGN TBA	WGN-TV holds TV rights; WGN holds radio rights.
Montreal Expos	1,200,000	1,200,000	CBC-TV 13	CFCF 3 CKAC 22	CBC-TV holds TV rights; CFCF holds English language radio rights; CKAC holds French language radio rights.
New York Mets	1,500,000	1,500,000	WOR-TV	WMCA TBA	WOR-TV holds TV rights; WMCA holds radio rights.
Philadelphia Phillies	2,950,000	1,200,000	WPHL-TV 3	KYW 33	WPHL-TV holds TV rights; Philadelphia Phillies retain radio rights.
Pittsburgh Pirates	1,200,000	1,200,000	KDKA-TV	KDKA 40	Group W/Westinghouse is broadcast rights holder.
St. Louis Cardinals	1,000,000	1,000,000	KSD-TV 12-16	KMOX 90	Anheuser-Busch, under common ownership with the St. Louis Cardinals, holds TV-radio rights.

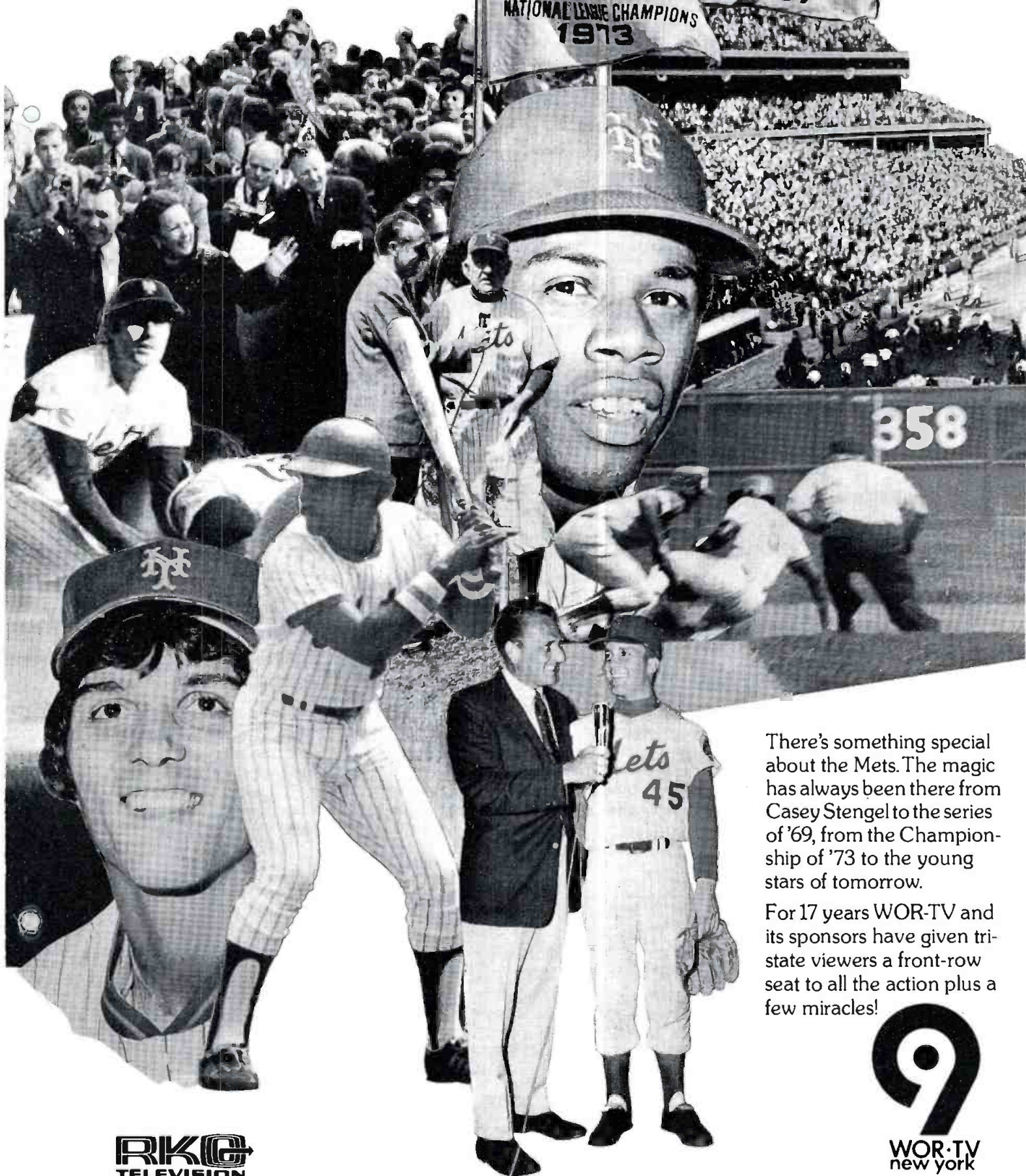
## NATIONAL LEAGUE WEST

Atlanta Braves	\$1,000,000	\$1,000,000	WTCG	WSB 60	WTCG is TV rights holder under arrangement with commonly owned Atlanta Braves; Braves retain radio rights and selling.
Cincinnati Reds	1,000,000	1,000,000	WLWT 10	WLW 115	WLWT holds TV rights; Cincinnati Reds retains radio rights.
Houston Astros	1,000,000	1,000,000	KRIV 13	KPRC 27	Houston Astros retain TV and radio rights.
Los Angeles Dodgers	1,800,000	1,800,000	KTTV	KABC 22 KLVE(FM) & KTNQ(FM) in Spanish	Los Angeles Dodgers retain TV and radio rights, selling through Dodgers Radio and TV network.
San Diego Padres	800,000	710,000	XETV 3	KFMB	XETV holds TV rights; KFMB holds radio rights.
San Francisco Giants	850,000	850,000	KTVU 3	KNBR 8	KTVU holds TV rights; KNBR holds radio rights.

<b>AL total</b>	<b>\$15,425,000</b>	<b>\$15,275,000</b>
<b>NL total</b>	<b>\$15,800,000</b>	<b>\$13,960,000</b>
<b>Major total</b>	<b>\$31,225,000</b>	<b>29,235,000</b>

Not included in the table is ABC's payment for nationally televised games that will amount to \$12.5 million this year and NBC's payment for nationally televised games that will amount to \$10.7 million this year. Both are under a four-year contract that began in 1976. In addition, CBS in 1976 acquired radio rights for four years under a contract reported to be in excess of \$300,000.

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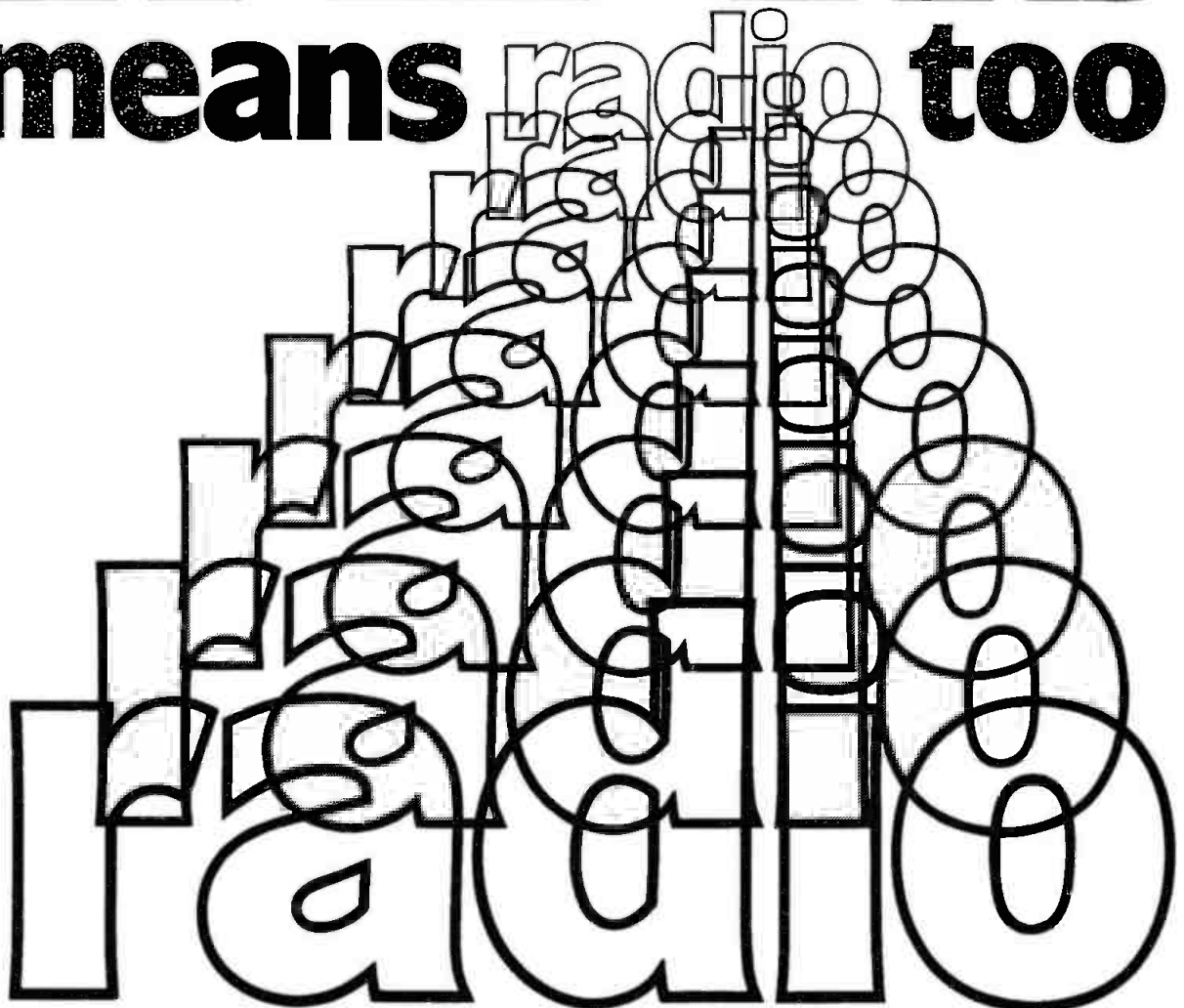
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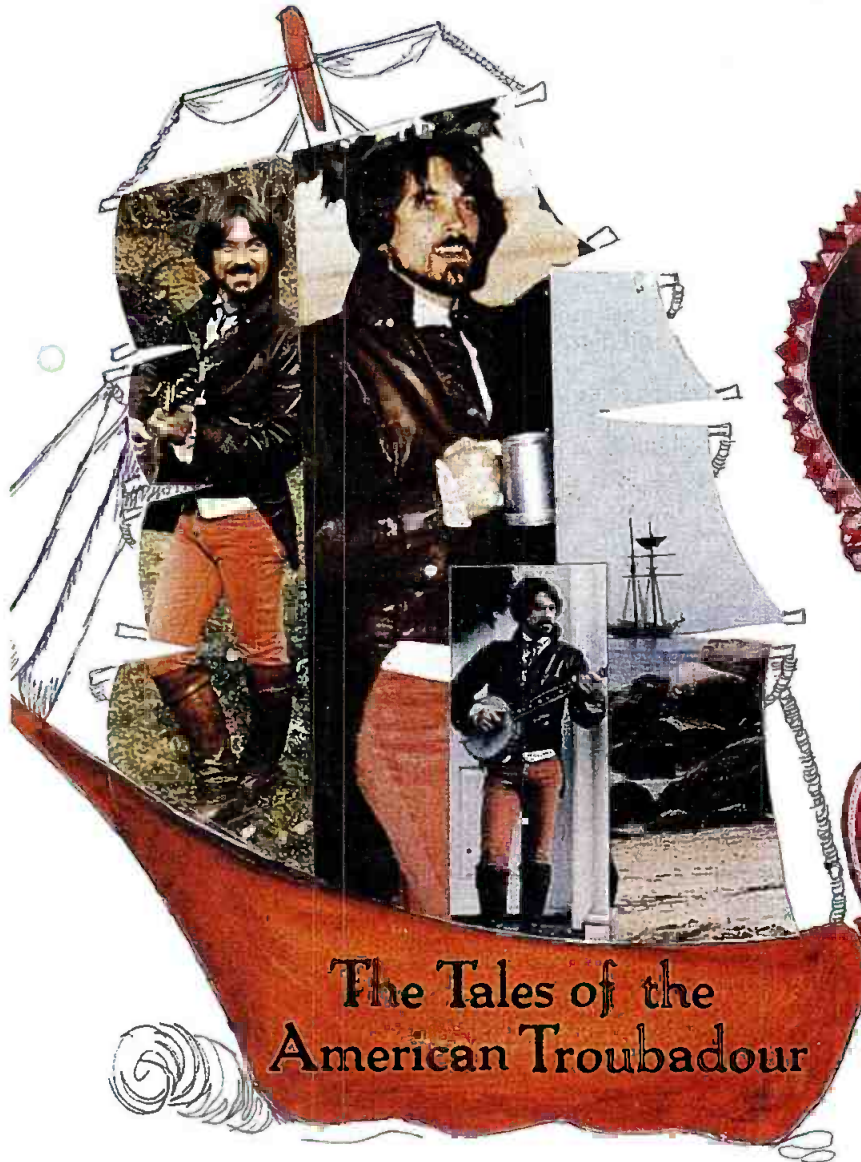
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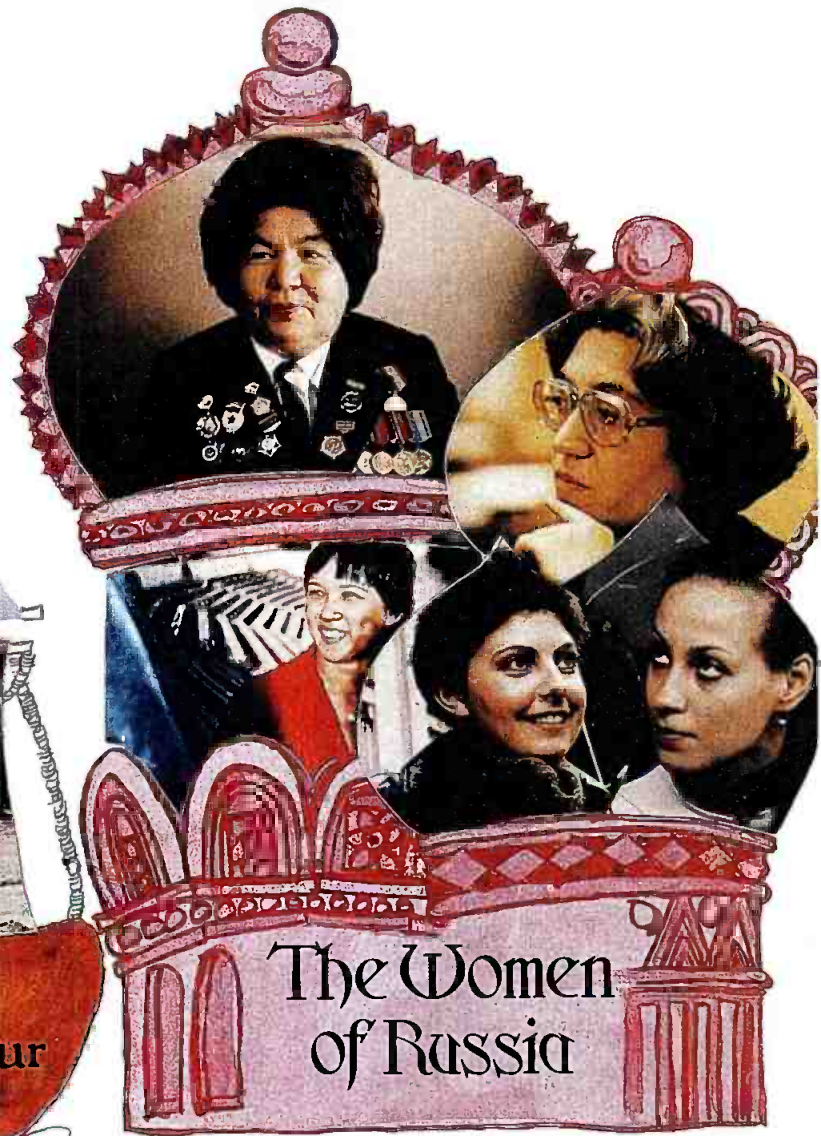




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Continued from page 116.

where rights holders are all in place, except in Oakland. The annual rumors about the possibility of a franchise switch by the A's slowed down negotiations for a radio originator—as they did last spring. The situation was still unsettled as of last Wednesday.

Conversely, the Baltimore Orioles team, which for the past decade has been beset by reports of franchise sales and/or switches to other cities, will be coming into 1979 in a strong broadcast position. Radio and TV rights had been held by Carling National Brewing Co., which has interlocking ownership with the Orioles. This year, however, WMAR-TV and WFBR(AM) have taken over and both report brisk sales.

WTCG(TV) Atlanta will be bidding to enhance further its superstation image, telecasting 100 of the 1979 Braves games (97 in the regular season). Last year, the station, under common ownership with the Braves, fed 100 games to 2.2 million homes in 42 states. Last week, WTCG estimated its satellite feeds of baseball play-by-play would be carried by 680 cable systems to three million homes in 47 states by the start of the regular season the first week of April.

Key to much of baseball's coverage in the coming season will be The Robert Wold Co., which expects 23 of the 26 major league radio rights holders or their stations to be using Wold's radio and television interconnection services. Wold also will be dealing with some television packagers.

Radio clients that will be using satellite transmission are WGN(AM) (Chicago Cubs), WLW(AM) (Cincinnati Reds), KABC(AM) (Los Angeles Dodgers), KMOX(AM) (St. Louis Cardinals), KFMB(AM) (San Diego Padres) WITS(AM) (Boston Red Sox), KMPC(AM) Los Angeles (California Angels), WMAQ(AM) (Chicago White Sox), WIBW(AM) Topeka, Kan. (Kansas City Royals), WCCO(AM) (Minnesota Twins), Adler Communications (New York Yankees) and KDKA(AM) (Pittsburgh Pirates).



**Number ones.** Toyota Motor Sales U.S.A., saying it was leader in auto imports in 1978, asked "Why break up a winning team?" as it renewed New York Yankee sponsorship for 1979. Being capped by Bob Lemon (left), manager of the World Series winner, is Isao Makino, president of Toyota Motor Sales U.S.A.

Finance

**NBC's profit drops in '78, but RCA over-all posts increases**

**While revenues rise 10.9%, pre-tax income for broadcast division falls from \$153 million in '77 to \$122 million, due to high cost of program development, according to President Griffiths**

RCA Corp.'s annual report shows that broadcasting was the only segment of its business to show a decline in 1978 pre-tax profit, sliding to \$122.1 million from \$152.6 million in 1977.

All other entities achieved record increases and contributed to RCA's all-time high year of \$278.4 million in net income on revenues of \$6.65 billion (BROADCASTING, Jan. 22).

The decline in broadcasting pre-tax profit came as its revenues rose to \$1.2 billion in 1978 from \$1.1 billion in 1977. Edgar H. Griffiths, president of RCA, noted that earnings at NBC in 1978 fell 20% as a result of "the heavy cost of jettisoning unsuccessful programs and launching the most ambitious campaign of program development ever undertaken."

He pointed out that NBC hired Fred Silverman as NBC's president and chief executive officer in 1978 and Jane C. Pfeiffer as board chairman later that year. Mr. Griffiths said their impact on NBC's program popularity may not become apparent until the 1979-80 season.

The growth of RCA's other entities was underlined in a statement by Mr. Griffiths in the report: "In 1975 RCA depended on NBC for 31% of its business-segment earnings; in 1978, NBC accounted for only 18% of these earnings and indeed was surpassed for the first time in recent years as the corporation's number-one profit contributor by the vigorous progress of Hertz." (RCA said Mr. Griffiths was referring to single units within RCA; Electronics-Consumer Products and Services topped Hertz as a profit center but this grouping encompasses a number of business activities.)

Leading the listing of profit contributors was Electronics-Consumer Products and Services with pre-tax profit of \$164.6 million on sales of \$1.73 billion, up from \$158.6 million and sales of \$1.5 billion in 1977. In second place was Vehicle Renting and Related Services (Hertz) with pre-tax profit of \$153.6 million on sales of \$938.3 million, up from \$131.3 million on sales of \$837.5 million in 1978.

Other business segments of RCA and their contributions are: Electronics-Commercial Products and Services, with pre-tax profit of \$87.4 million on sales of \$838.8 million, as against \$71.2 million and \$759.5 million in 1977; Other Pro-

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ducts and Services (Banquet Foods, Coronet Industries, Random House and Oriol Foods Group), with pre-tax profit of \$78.7 million on revenues of \$1.06 billion, up from \$59.8 million and \$983.6 million in 1977; Communications with pre-tax profit of \$65.5 million on sales of \$324.2 million, up from \$49.9 million and \$289.1 million in 1977, and Government Systems and Services, with pre-tax profit of \$21.9 million on revenues of \$524.4 million, as against \$18.1 million and \$442.5 million in 1977.

Looking to the future, Mr. Griffiths painted a bright picture for RCA American Communications, which is expanding RCA's business in domestic satellites.

"We look for it to make a profit in 1978," Mr. Griffiths reported. "Apart from its own potential in the years ahead, RCA Americom has given impetus to the growing national emergence of cable and subscription TV.

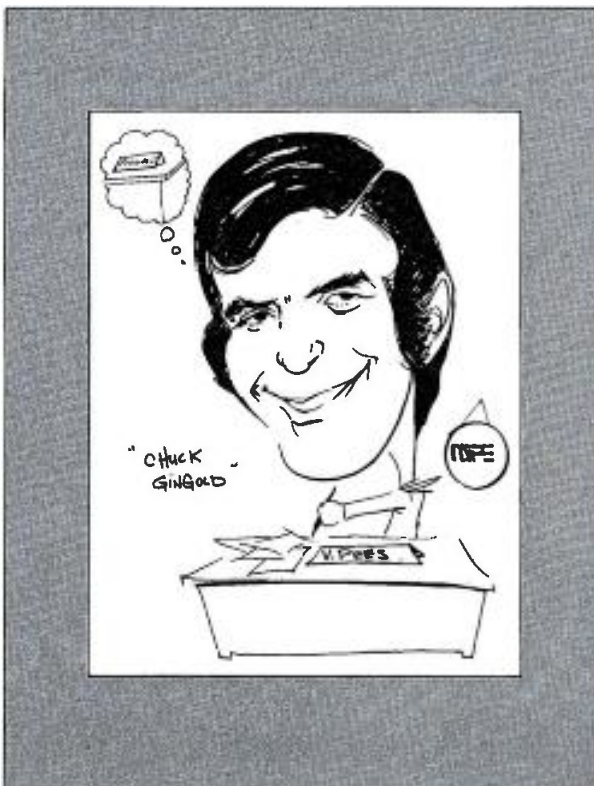
"These developments, like the home video cassette recorder and the video disk, are part of a new proliferation of television and associated technology. Not since the advent of color television has such a vista of opportunity appeared on the electronic landscape, and RCA is strongly positioned to make the most of it—in manufacturing, marketing, service, broadcasting and communications."

### Revenues and earnings by business segment (In millions)

	1978		1977	
	Sales and other revenue	Profit before taxes on income	Sales and other revenue	Profit before taxes on income
Electronics—Consumer Products and Services	\$1,725.2	\$164.6	\$1,499.6	\$158.6
Electronics—Commercials Products and Services	838.8	87.4	759.5	71.2
Broadcasting	1,214.8	122.1	1,097.9	152.6
Vehicle Renting and Related Services	938.3	153.6	837.5	131.3
Communications (Note 6)	324.2	65.5	269.1	49.9
Government Systems and Services	524.4	21.9	442.5	18.1
Other Products and Services	1,059.4	78.7	983.6	59.8
Business segment total	6,625.1	693.8	5,909.7	641.5
Interest expense, other than Hertz		(83.8)		(58.1)
Corporate administrative expense		(58.6)		(54.7)
Corporate research costs		(63.0)		(52.0)
Other income (expense)	19.4	6.2	13.7	(6.3)
Consolidated total	\$6,644.5	\$514.6	\$5,923.4	\$470.4

Years ended Dec. 31.

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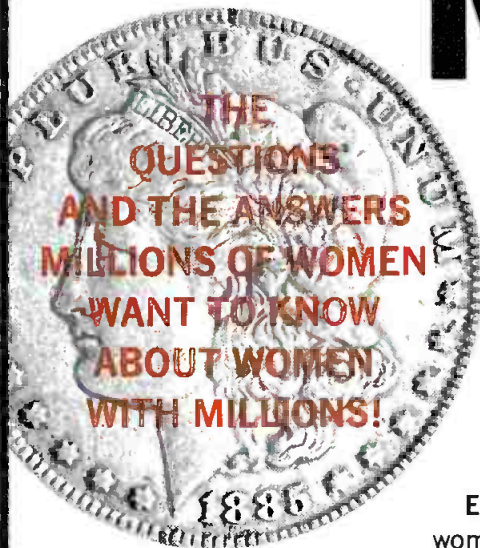
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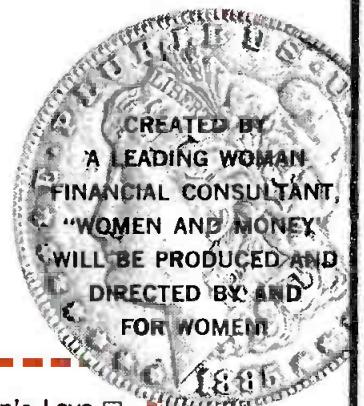
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Male companionship  Servants .

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In acquiring your money and power, was your own sexuality a factor in your success?

Has your sexuality and sexual attitudes changed due to your success?

Has money and success made you aggressive? To whom? Husband  Lover  Friends  Business associates  Children  Competitors .

To what do you attribute your success? Necessity  Timing  Ambition  Desire  Obsession   
Sex  Friendships  Other . Please explain.

Has the acquisition of money and power made you less of a woman to: Husband   
Children  Friends  Family  Business associates .

Have you ever felt that you'd rather be a man?

Is it more rewarding to you to create and accumulate money than to have and spend it?

In acquiring money and success, what did you lose (if anything) you most regret?

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## Slow-down urged on 9 khz proposals

**AM broadcaster association asks FCC to launch general AM inquiry before NTIA's reduction plan is considered**

The Association for Broadcast Engineering Standards Inc. has responded to a petition for a reduction in AM channel spacing with a call to the FCC for a wide-ranging study.

The National Telecommunications and Information Administration petition for a rulemaking looking to a reduction of channel separations from 10 khz to 9 khz is "premature," ABES said.

The commission, it added, should consider the proposal "within the framework of a more general inquiry into the present structure of the AM broadcast service, the demands for additional AM facilities and the potential economic effects on service to the public of the various changes in AM allocations that have been proposed."

ABES, which describes itself as representing AM stations of all classes, was referring to:

- The U.S. proposal, to be made at the World Administrative Radio Conference

in the fall, to expand the AM band by 25%.

- The FCC proposal to break down the 25 clear channels to make room for at least 125 more stations.

- The daytimers' proposal not only to reduce channel spacing to 9 khz, but also to expand the AM band and create 14 new full-time class IV channels (BROADCASTING, Dec. 18, 1978).

- The Class IV stations' call for an increase of Class IV nighttime power from 250 w to 1 kw.

- Minority groups' demands for waivers of the AM technical standards where needed to open the door to minority-owned stations.

ABES offered qualified support for the National Association of Broadcasters' suggestion of a joint government-industry advisory committee to study the feasibility of various means to permit daytime-only AM stations to operate at night. The NAB-proposed study, ABES said, should be undertaken as part of a broader inquiry it was proposing.

ABES, invoking the adage which states that "if something works, don't fix it," said that before the commission "launches a series of actions to restructure the AM broadcast service, it should first determine whether and how much actual restructuring is required."

But it also said that if the commission chooses to proceed with the NTIA proposal without linking it to the other pro-

posals in an over-all study, it still should not consider the 9 khz matter in a rulemaking. That would be "premature," it said. The most the commission should do now, it said, is conduct an inquiry to gain the necessary "facts and insights."

The commission has postponed the deadline for comment on the NTIA proposal until April 18. The law firm of McKenna, Wilkinson & Kittner requested the extension after filing Freedom of Information requests seeking information from the FCC and NTIA regarding NTIA's petition.

- In a related development last week, the National Black Media Coalition endorsed the idea of a committee to consider the various proposals advanced for making more spectrum available for new stations. But it opposes the kind of government-industry committee the NAB has proposed.

Rather, said NBMC Chairman Pluria Marshall, in a letter to FCC General Counsel Robert Bruce, the coalition favors a committee dominated by leaders in civic, professional, academic and public life, with representatives of government and industry participating to provide "technical information."

Mr. Marshall, who said those most affected by potential spectrum enlargement are consumers, "particularly minority consumers," added that at least one third of the membership of the proposed committee should be minority group representatives.

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## Breakfast

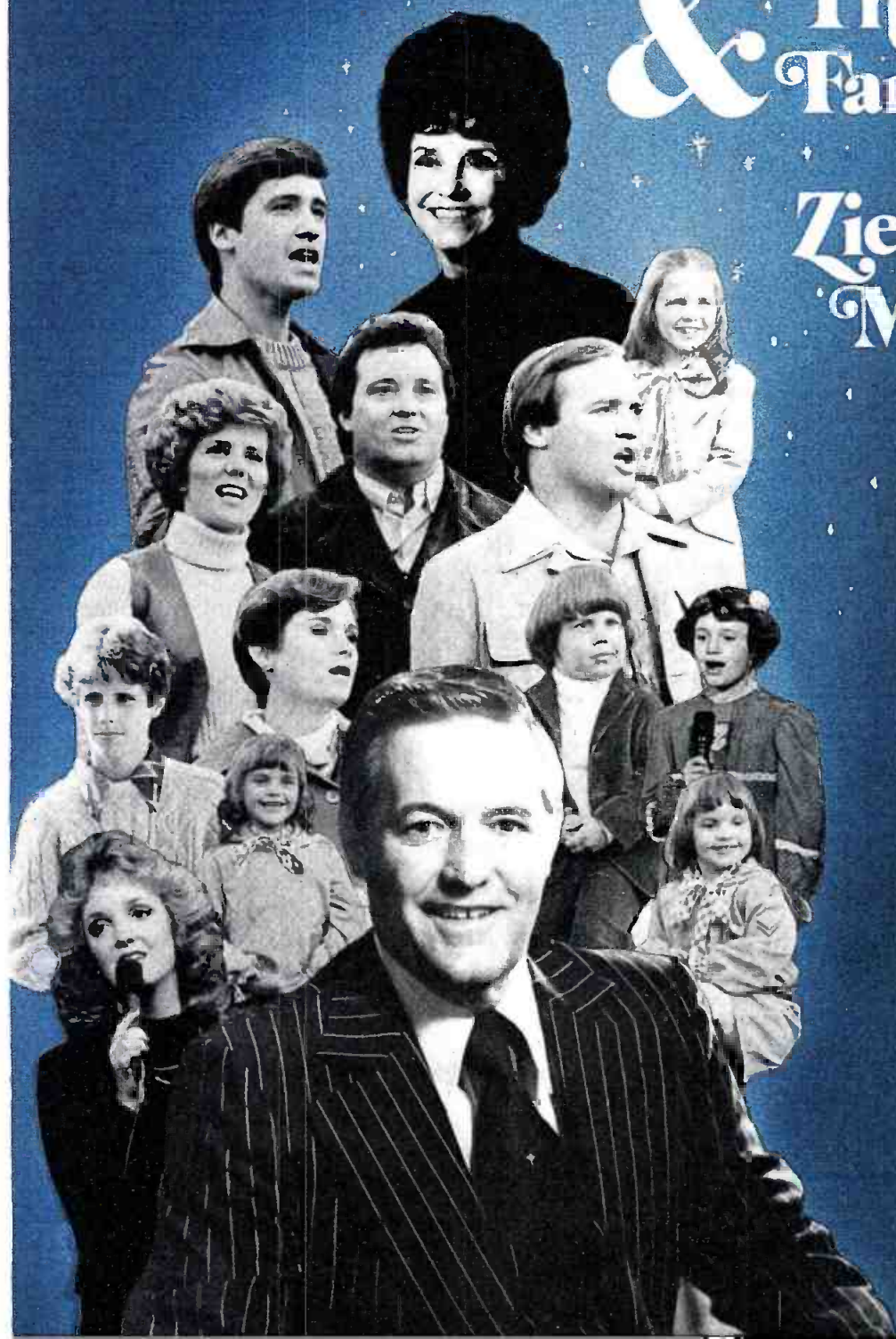
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## Merrill Lynch is bullish on satellites

Broker will send video seminar over RCA's Satcom from New York to offices across the country

A communications satellite will be used by Merrill Lynch, Pierce, Fenner & Smith, New York, on March 22 to relay a live telecast of a seminar on "the emerging video environment" to the stock brokerage firm's offices in various cities throughout the U.S.

The live telecast at 3:30-5 p.m., employ-

ing transponders on RCA's satellite Satcom I, will originate from Madison Square Garden in New York and will be fed to simultaneous meetings conducted by Merrill Lynch in its other offices. The live satellite pickup will be received by earth stations and transmitted by various means to meetings scheduled in Los Angeles, San Francisco, Philadelphia and Anchorage. Other cities are being added, according to Merrill Lynch.

Host of the seminar in New York will be William Suter, Merrill Lynch's vice president/broadcasting research analyst. Speakers will include William Donnelly, vice president, new electronic media,

Young & Rubicam, New York; Richard Frank, president, Paramount Pictures Television Distribution, Los Angeles; Wilson C. Wearn, chairman, Multimedia Inc., Greenville, S.C.; Everitt A. Carter, chairman, Oak Industries, Crystal Lake, Ill.; Charles S. Mechem Jr., chairman, Taft Broadcasting Co., Cincinnati, and Robert S. Block, president of Telease Inc. and American Subscription Television Companies.

The seminar will focus on changes in and ramifications of the video industry, including new technology and applications. Mr. Suter said the seminar is being offered as a "clear demonstration of the impact of concurrent changes taking place in three important aspects of the video environment—technology, economics and regulation—and the meaning of all these to the future growth of the video industry."

More than 400 institutional clients, media representatives and executives in the field of advertising, television, radio, entertainment and cable will participate in the seminar.

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## EIA goes to court over UHF set noise

Receiver industry group asks appeals court to overturn FCC order specifying tougher technical specs on TV sets

The Consumer Electronics Group of the Electronic Industries Association has appealed an FCC order requiring a phased improvement in UHF reception by new television sets.

EIA/CEG, in the appeal filed with the U.S. Court of Appeals in Washington, contended that its membership—which includes virtually all domestic television set manufacturers and foreign-owned or affiliated companies with U.S. plants—would be seriously harmed by the order.

The EIA/CEG petition said the order was arbitrary and capricious, exceeded the commission's authority, and violated its members' constitutional right to due process of law.

The order at issue calls for a reduction of the allowable UHF noise figure from 18 db to 14 db for new sets beginning Oct. 1, and a further reduction to 12 db on Oct. 1, 1982, for new models and for all sets manufactured after Oct. 1, 1984. The commission denied EIA/CEG's petition for reconsideration in December (BROADCASTING, Jan. 8).

## Technical Briefs

**ENG for RAI.** RCA Broadcast Systems reports sale of 36 TK-76 portable color cameras to Radiotelevisione Italiana (RAI) at cost of more than \$2.5 million.

**Northern connection.** Philips Broadcast Equipment Corp. named VCI Inc. of Minneapolis regional dealer for Philips' Video 80 line of TV cameras and production equipment.



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## In Sync

Up and coming in broadcast technology

**A year.** Despite construction problems that included drilling through the roof of an underground limestone cavern to discover a mother lode of chicken manure and hitting a particularly troublesome kind of clay that turned to soup during heavy rains, the Public Broadcasting Service's satellite interconnection network has made it. It celebrated its first birthday March 1. As of last week, 161 public television stations were receiving their programs from one of four Westar transponders leased to PBS. Four other stations, three in New York City and one in Binghamton, N.Y., were still tied to the AT&T terrestrial system, however. Six uplinks now make up the system—Washington; Columbia, S.C.; Lincoln, Neb.; Hartford, Conn.; Denver, and Tallahassee, Fla. A site for a seventh, somewhere on the West Coast, has yet to be selected. Other than "minor teething problems," Dan Wells, PBS senior vice president for engineering, reports "no complaints from a technical standpoint" with the \$39-million system. PBS leases three transponders full time and a fourth about seven hours a week. □ □ □ **Another one, just like the other one.** RCA Americom has asked the FCC for permission to build a fourth Satcom satellite for use as a ground back-up. Like Satcom III, scheduled for launch in December, the new bird will have four on-board spare transponders and improved batteries. RCA has asked NASA for an April 1981 launch for the new satellite "in case of need." □ □ □ **Ampex news.** Ampex has a new 196 Series one-inch broadcast-quality tape developed specifically for new helical machines. According to George J. Ziadeh, vice president-general manager of the company's magnetic tape division, the tape has a higher than average capability for reuse and is particularly suited to heavy editing situations. □ □ □ **More, more.** Gaylord Broadcasting Co. has placed a more than \$1.4-million order with Ampex for 15 VPR-2 helical recorders and an ESS-2 digital video production system. The recorders will be going to five television stations of the company: wvtv(TV) Milwaukee, KHTV(TV) Houston, KTVT(TV) Fort Worth, wuab(TV) Cleveland and kstw(TV) Tacoma, Wash. □ □ □ **Bosch's best.** Bosch Fernseh, West Germany, has a new KCP 60 studio and remote camera (see picture). It features two-third-inch pick-up tubes, dynamic beam control circuitry and can



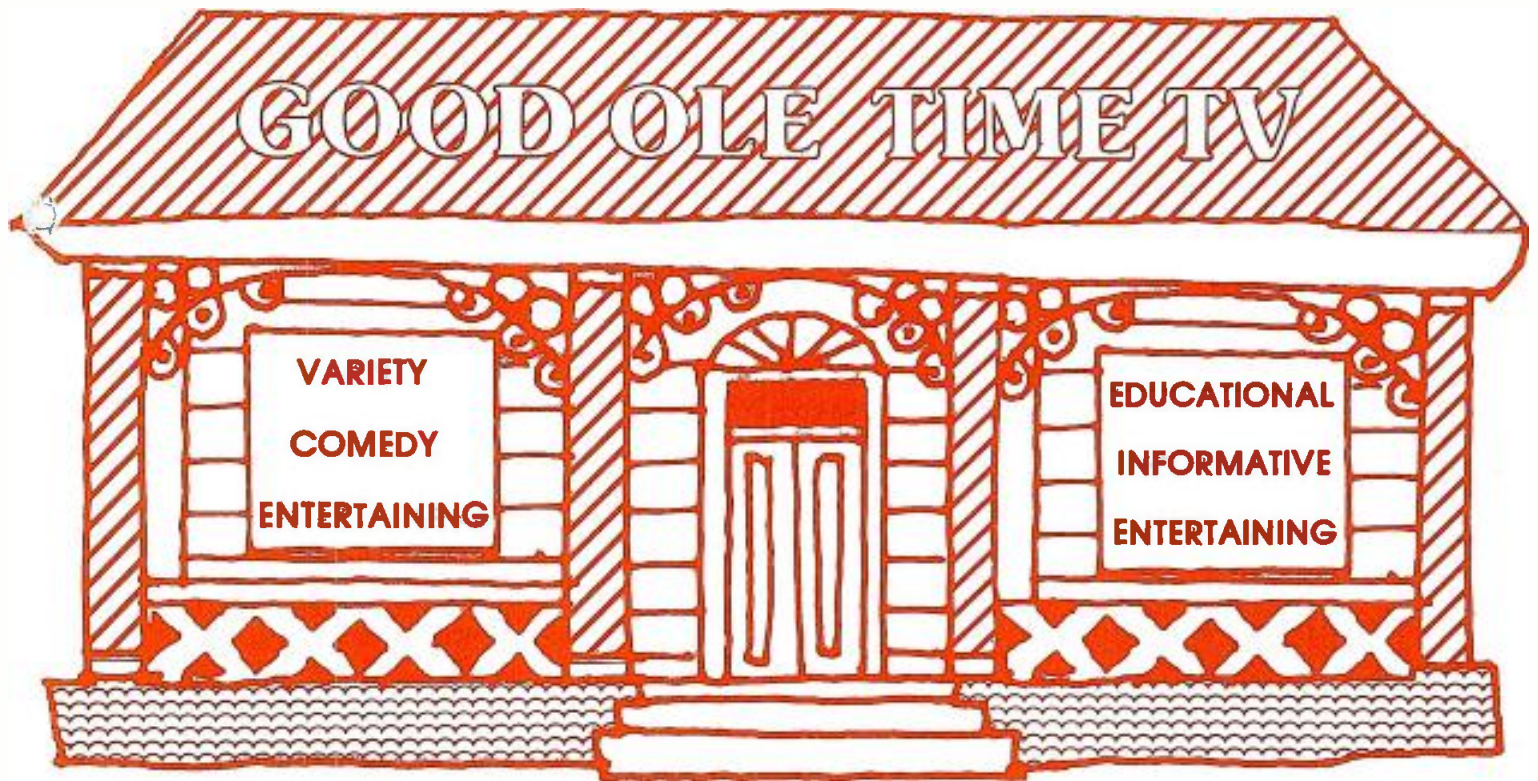
Ampex's tape



Bosch's camera

handle up to 16 times (four iris stops) overload when used with diode gun tubes. For remote use, the signal processing unit combining monitoring and control functions can be placed up to 1,650 feet from the camera head and connected to a main and remote-control panel. Deliveries of the \$50,000 camera (complete with tubes and lens) will begin the last quarter of this year. □ □ □ **Canadian comments.** The Canadian government and the Canadian Telecommunications Carriers Association have agreed to finance jointly a five-year experiment in fiber optics in the rural community of Elie, Man. The \$6.1-million (Canadian dollars; \$5.1 million American) project calls for 150 homes in the area to receive single-party telephone service, nine television channels, FM radio and various other services via the optical fibers. Northern Telecom Ltd., Montreal, is to design, make and supply the equipment. Installation is expected to take two years. □ □ □ **And cable, too.** Over half of all Canadian television households receive their signals by cable, the Canadian Cable Television Association announced. The cable industry there employs 4,838 persons. The industry, comprising some 500 licensees, had gross assets of \$482 million in 1977, the most recent yearly statistics, and gross operating revenues from subscriptions of \$233 million. After-tax profits were \$24.4 million. CCTA, which represents 316 cable systems, estimates that pay television, which is not authorized in Canada, could add \$30 million more per year to Canada's production industry.

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# The Broadcasting Playlist™ Mar 12

## Contemporary

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1	1	<i>Do Ya Think I'm Sexy</i> □ Rod Stewart	Warner Bros.
2	2	<i>I Will Survive</i> □ Gloria Gaynor	Polydor
3	3	<i>Tragedy</i> □ Bee Gees	RSO
4	4	<i>Heaven Knows</i> □ Donna Summer	Casablanca
5	5	<i>Fire</i> □ Pointer Sisters	Planet
6	6	<i>Shake Your Groove Thing</i> □ Peaches & Herb	Polydor
7	7	<i>A Little More Love</i> □ Olivia Newton-John	MCA
13	8	<i>What a Fool Believes</i> □ Doobie Bros.	Warner Bros.
27	9	<i>Knock On Wood</i> □ Amil Stewart	Ariola
12	10	<i>Don't Cry Out Loud</i> □ Melissa Manchester	Arista
15	11	<i>Livin' It Up (Friday Night)</i> □ Bell & James	A&M
16	12	<i>Haven't Stopped Dancin' Yet</i> □ Gonzalez	Capitol
10	13	<i>What You Won't Do For Love</i> □ Bobby Caldwell	Cloud
8	14	<i>YMCA</i> □ Village People	Casablanca
9	15	<i>Le Freak</i> □ Chic	Atlantic
14	16	<i>I Don't Know If It's Right</i> □ Evelyn King	RCA
17	17	<i>Sultans of Swing</i> □ Dire Straits	Warner Bros.
19	18	<i>Big Shot</i> □ Billy Joel	Columbia
22	19	<i>The Gambler</i> □ Kenny Rogers	United Artists
21	20	<i>Keep On Dancin'</i> □ Gary's Gang	Columbia
23	21	<i>Heart of Glass</i> □ Blondie	Chrysalis
24	22	<i>Crazy Love</i> □ Poco	ABC
39	23	<i>I Want Your Love</i> □ Chic	Atlantic
28	24	<i>Music Box Dancer</i> □ Frank Mills	Polydor
34	25	<i>Lady</i> □ Little River Band	Harvest
31	26	<i>Stumblin' In</i> □ Suzi Quatro & Chris Norman	RSO
29	27	<i>Every Time I Think of You</i> □ Babys	Chrysalis
25	28	<i>Lotta Love</i> □ Nicolette Larson	Warner Bros.
11	29	<i>Too Much Heaven</i> □ Bee Gees	RSO
32	30	<i>Dancin' Shoes</i> □ Nigel Olsson	Bang
30	31	<i>I Just Fall In Love Again</i> □ Anne Murray	Capitol
18	32	<i>Soul Man</i> □ Blues Bros.	Atlantic
37	33	<i>Maybe I'm a Fool</i> □ Eddie Money	Columbia
36	34	<i>He's the Greatest Dancer</i> □ Sister Sledge	Cotillion
43	35	<i>Precious Love</i> □ Bob Welch	Capitol
33	36	<i>September</i> □ Earth, Wind & Fire	Columbia
38	37	<i>Forever in Blue Jeans</i> □ Neil Diamond	Columbia
46	38	<i>Love Ballad</i> □ George Benson	Warner Bros.
—	39	<i>In the Navy</i> □ Village People	Casablanca
20	40	<i>Got To Be Real</i> □ Cheryl Lynn	Columbia
35	41	<i>Every 1's a Winner</i> □ Hot Chocolate	Infinity
—	42	<i>I Got My Mind Made Up</i> □ Instant Funk	Salsoul
26	43	<i>No Tell Lover</i> □ Chicago	Columbia
48	44	<i>Roxanne</i> □ The Police	A&M
44	45	<i>Blow Away</i> □ George Harrison	Dark Horse
—	46	<i>Shake Your Body</i> □ Jacksons	Epic
47	47	<i>Busting Loose</i> □ Chuck Brown & Soul Searchers	Source
41	48	<i>Song On the Radio</i> □ Al Stewart	Arista
40	49	<i>Hold the Line</i> □ Toto	Columbia
—	50	<i>Living Together</i> □ Bee Gees	RSO

## Playback

**Benson's ballad.** Programers can't say enough about George Benson's latest single, *Love Ballad* (Warner Bros.), from his new *Livin' Inside Your Love* album. The single, previously recorded by LTD, came on "Playlist" at 46 last week, and this week bolts to 38. Curt Hansen of WAVZ(AM) New Haven, Conn., calls it "incredible. It covers almost every base. It's jazz, disco, AOR, MOR. It's the ultimate synthesis of all the elements from the music formats—acceptable to theoretically everything." Bob Canada of WGH(AM) Newport News, Va., concurs: "George Benson's interpretational singing is just beautiful."

**People's choice.** The Village People add a second single—*In the Navy* (Casablanca)—to "Playlist" this week. Coming on at 39, it's been added at such stations as WABC(AM) New York and WLAC(AM) Nashville. Tom McKay of KING(AM) Seattle calls it a "great, hokey thing—but it's kind of neat." Booby Nash of WTMA(AM) Charleston, S.C., says "it's a stone smash, no doubt about it. It's a clever little thing [and] the Village People could sing the *Star Spangled Banner* and have a smash."

**Disco disk.** Instant Funk comes on at 42 with *I Got My Mind Made Up (You Can Get It)* (Salsoul) and Mike Durrett of WFOM(AM) Marietta (Atlanta), Ga., calls it a "good, strong disco-type record." No cop-out. The Police seem to have success under wraps with *Roxanne* (A&M), which came on at 48 last week and climbs to 44 this week. The single, described by many as punk rock, is a change from the steady disco diet of recent months. As Alan Edwards of WPRO-FM Providence, R.I., explains: "People are sick of disco and are looking for rock and roll—and this is the best of the rock and roll. It's definitely crossing to top 40 [from AOR] in a big way."

## Country

Last week	This week	Title □ Artist	Label
2	1	<i>If I Could Write a Song . . .</i> □ Billy Craddock	Capitol
1	2	<i>Golden Tears</i> □ Dave and Sugar	RCA
3	3	<i>I Just Fall In Love Again</i> □ Anne Murray	Capitol
19	4	<i>Still a Woman</i> □ Margo Smith	Warner Bros.
5	5	<i>Back On My Mind</i> □ Ronnie Milsap	RCA
4	6	<i>Send Me Down to Tucson</i> □ Mel Tillis	MCA
6	7	<i>I Had a Lovely Time</i> □ Kendalls	Ovation
8	8	<i>I'll Wake You Up When I Get Home</i> □ Charlie Rich	Elektra
9	9	<i>Every Which Way But Loose</i> □ Eddie Rabbitt	Elektra
7	10	<i>Tonight She's Gonna Love Me</i> □ Razy Bailey	RCA
13	11	<i>Whiskey River</i> □ Willie Nelson	Columbia
16	12	<i>Somebody Special</i> □ Donna Fargo	Warner Bros.
10	13	<i>I Just Can't Stay Married</i> □ Cristy Lane	LS
12	14	<i>Happy Together</i> □ T.G. Sheppard	Warner/Curb
14	15	<i>Why Have You Left . . .</i> □ Crystal Gayle	United Artists
—	16	<i>It's a Cheating Situation</i> □ Moe Bandy	Columbia
17	17	<i>My Heart Has a Mind . . .</i> □ Debby Boone	Warner/Curb
11	18	<i>If Everyone Had Someone Like You</i> □ Eddy Arnold	RCA
15	19	<i>Come On In</i> □ Oak Ridge Boys	ABC
23	20	<i>Son of Clayton Delaney</i> □ Tom T. Hall	RCA
—	21	<i>Tryin' to Satisfy You</i> □ Dotts	RCA
—	22	<i>I Don't Want To Be Right</i> □ Barbara Mandrell	ABC
18	23	<i>Alibis</i> □ Johnny Rodriguez	Mercury
21	24	<i>Everlasting Love</i> □ Narvel Felts	ABC
—	25	<i>Words</i> □ Susie Allanson	Elektra

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played. A **■** indicates an upward movement of five or more chart positions between this week and last.

## Supreme Court refuses review of another 1st Amendment case

**Decision lets stand ruling that phone company records of journalists' calls may be obtained by government without reporters' advance notification**

Journalists lost another round at the Supreme Court last week, when the court refused to hear arguments on a lower court ruling that a telephone company need not notify reporters in advance of turning over records of their long-distance calls to government investigators.

The U.S. Court of Appeals in Washington, in a 2-to-1 decision, had rejected an argument that the First Amendment extends to reporters the right to prior notice, so that they may challenge in court government subpoenas and attempt to protect confidential sources.

Jack Landau of the Reporters Committee for Freedom of the Press said the high court's refusal to hear the case gives a "green light to police all over the country to secretly seize up to six months of telephone records of a news organization in an effort to discover confidential sources." Telephone companies generally keep billing records for six months.

The appeal had been filed by the Reporters Committee; Dow Jones & Co., publisher of the *Wall Street Journal*; Knight-Ridder Newspapers Inc., and 12 individual journalists. Operating subsidiaries of AT&T between 1971 and 1974 had released to the government the records of four of the reporters and Knight-Ridder.

The Radio Television News Directors Association responded to the court's

**Freewheeling.** CBS News's decision to do a story on closed captioning—a subject in which its corporate parent was a central and controversial party—came up from the ranks, not down from the top. According to CBS News sources, it began with Washington press reports that Health, Education and Welfare Secretary Joseph Califano was expected in a matter of weeks to announce that the three commercial networks and the Public Broadcasting Service had agreed to participate in a system of closed captioning for the deaf (BROADCASTING, Feb. 12). As Sandy Socolow, producer of the program recalled last week, "Roger Mudd piped up, 'Why don't we do it?' And there was no reason not to do it." Mr. Socolow also indicated previous criticism of network news may have played a part. "We're criticized for not doing any stories about the television business," he said.

refusal to grant review with an appeal to U.S. Attorney General Griffin B. Bell. Paul Davis, RTNDA president, asked Mr. Bell to require that subpoenas issued for phone records of reporters be subject to the attorney general's personal approval.

Mr. Davis also asked for legislative help. He suggested that the legislation the administration is preparing that would protect journalists and others from police searching their premises armed only with search warrants be expanded to apply to police efforts to obtain long-distance phone records.

Mr. Davis, in a reference to earlier court decisions rejecting the argument that the First Amendment implies special consideration for journalists, said, in his letter

to Mr. Bell, "We fear that American journalism will suffer irreparable damage if the current trend toward weakening its constitutional protections is not soon reversed."

The lower court ruling does not leave reporters without any protection in all telephone-records cases. It said that prior notice might be required when journalists can show that their long-distance records had been obtained previously in bad faith and that there was a likelihood of additional bad faith requests.

Three justices—William Brennan, Potter Stewart and Thurgood Marshall—voted to grant review. The votes of four justices are needed for the court to hear a case.

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## That's what we said, but not what we meant

**RTNDA says survey it published that showed news directors don't see fairness and equal time as major problems doesn't mean those aren't areas of prime concern**

The Radio Television News Directors Association finds itself in the position of having to knock down a statement

based on the results of a 1977 survey that it conducted and reported in its newsletter. The results indicated that the fairness doctrine and the equal-time law were matters of relative unconcern to most news directors, ranking in importance somewhere behind budget, equipment or staffing problems.

William B. Ray, former chief of the FCC's Complaints and Compliance Division, cited the report last month (BROADCASTING, Jan. 29) in a speech to the Federal Communications Bar Association, to back up his contention that the fairness doctrine is not a major problem for most radio and television news directors.

Paul Davis, RTNDA president, in a let-

ter to FCC Chairman Charles D. Ferris, said that as an association long active in the campaign to repeal the fairness doctrine as an obstacle to good broadcast journalism, RTNDA wants to set the record straight.

He noted that a survey of the entire RTNDA membership last year revealed that 98% of those questioned felt the organization's top priority should be to continue the fight "for full free press status for broadcasting, a goal now blocked by the fairness doctrine."

Another expression of RTNDA opinion he cited was the unanimous statement of the 33d annual conference of RTNDA "that 'the so-called fairness doctrine and other restrictions have stifled professionalism and prevented the airing of controversial issues.'" And earlier this year, RTNDA's board of directors, Mr. Davis said, reaffirmed the association's determination to achieve "full equality for broadcast journalists with their colleagues on newspapers, magazines and wire services, who work without a fairness doctrine."

Mr. Davis recalled that the 1977 survey of newsroom problems was initially cited by former Commissioner Benjamin Hooks, at a commission meeting. RTNDA's president at the time, Wayne Vriesman, then news director of KWGN-TV Denver, wrote to Mr. Hooks to say he had taken the survey out of context.

The principal objection to the equal-time law is not that it is a "major problem" in the day-by-day operations of the newsroom, Mr. Vriesman wrote. Rather, he said, it is that news directors learn to avoid the kind of programming that would trigger "unreasonably burdensome requirements for equal-time treatment of candidates." The result, he added, is the minimization of a problem area for stations, but at the cost of the stations' use of certain traditional formats for the presentation of political candidates to the public.

### Journalism Briefs

**Press protection.** Connecticut House of Representatives has passed bill that would limit freedom of police and prosecutors to search newsrooms for alleged evidence of crime. Measure, which now goes to state Senate, provides that prosecutors and police no longer may obtain warrants to conduct unannounced searches of newsrooms, but now must go to court to obtain subpoena for documents or photographs held by radio and TV stations and other media. Connecticut action is outgrowth of U.S. Supreme Court decision last year that held in *Stanford Daily* case that Constitution does not prohibit unannounced police searches of newsrooms.

**Sued.** U.S. Equal Employment Opportunity Commission has charged Associated Press worldwide with discriminatory employment practices against women, blacks and Hispanics. Suit was filed in U.S. District Court in New York Feb. 23; AP has 60 days from filing to respond.

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# Fates & Fortunes

## Media

**David E. Henderson**, president of Outlet Co.'s broadcasting division, which includes four television and five radio stations, elected executive VP of Outlet Co., Providence, R.I. He will



Henderson



Levy

continue as president of broadcasting division. **Gerald J. Levy**, senior VP-finance, also elected executive VP, retaining his position as head of corporate finance department.



McAbee

**Charles M. McAbee Jr.**, VP of Meredith Corp.'s broadcasting group and general manager of its KCMO-TV Kansas City, Mo., named senior VP of group. He will continue to be based in Kansas City. Successor at KCMO-TV will be named later.

**Joseph L. Dionne**, president of McGraw-Hill Information

Systems Co., New York, operating division of McGraw-Hill, named executive VP-operations, McGraw-Hill Inc., responsible for company's six divisions, whose presidents will report to him.

**Bill King**, general sales manager, WTHI-TV Terre Haute, Ind., joins WBAK-TV there as general manager. **Doug Parker**, program director, WBAK-TV, named operations manager.

**Barry Hersh**, sales manager, WLTV(FM) Fairfield, Ohio (Cincinnati), appointed general manager.

**John Shand**, operations manager, WTVR-TV Richmond, Va., named station manager and elected VP of licensee, Roy H. Park Broadcasting of Virginia.

**Michael P. Duffy**, local sales manager, KSD-TV St. Louis, named assistant to general manager.

**Charles W. (Butch) Hubbard Jr.**, account executive, WLOP(AM)-WIFO-FM Jesup, Ga., named general manager of co-owned WDX(AM) McRae, Ga.

**Ken Stein**, program director, WPUT(AM) Brewster, N.Y., named station manager.

**Ellyn F. Ambrose**, account executive, NBC

Radio Network Sales, New York, named regional manager, affiliate relations for NBC Radio Network, responsible for central and Northwest regions.

**G. William Armstrong Jr.**, program clearance manager for Southwest, Mutual Broadcasting System, Washington, named station relations regional manager for Mutual's Southwest Radio Network, Dallas.

**Robert W. Thomas**, general manager, KWIT(FM) Sioux City, Iowa, joins Corporation for Public Broadcasting, Washington, as radio projects manager for expansion.

**Larry Gregory**, creative services supervisor, WCCB(TV) Charlotte, N.C., named operations supervisor.

**Joe Taylor**, general manager, WDDL(AM)-WNCE(FM) Lancaster, Pa., joins KHOW-FM Denver as operations manager.

**Jeffrey Jay Weber**, program director, WAZY-FM Lafayette, Ind., named operations manager.

**Fritz Jellinghaus**, special assistant to president of noncommercial WHYY-TV Wilmington, Del. (Philadelphia), named director of corporate affairs.

**Alan Timpson**, manager of business affairs, WDHO-TV Toledo, Ohio, appointed controller for KHJ-AM-TV and KRTH(FM) Los Angeles.

**Thermal M. Stewart**, staff accountant, Arthur Andersen & Co., St. Louis, joins KPLR-TV there as accounting manager.

**Terry Schroeder**, business manager, WTOL-TV Toledo, Ohio, joins co-owned WDSU-TV New Orleans in same capacity.

**Arlo Barbo**, chief accountant, KVOS-TV Bellingham, Wash., named acting controller.

**Mike Sutton**, business manager, KTEW(TV) Tulsa, Okla., joins WKRC-AM-TV and WKRF(M) Cincinnati in same capacity.

**Gene F. Jankowski**, president of CBS/Broadcast Group, New York, received honorary doctor of humanities degree at Michigan State University winter commencement March 5.

## Broadcast Advertising

**Ira Ginsberg**, account director on Warner-Lambert personal products division, Ted Bates & Co., New York, named senior VP-director of communications, New York division.

**Jon Mandel** and **Nancy Bruya**, associate and assistant media directors, respectively, Grey Advertising, New York, elected VP's.

**Guy Cimbalo**, group creative director, Cunningham & Walsh, New York, named VP.

**Babette Jackson**, research director and department adviser, and **Arthur Kover**, director of research development, J. Walter Thompson, New York, named VP's.

**Ellen Sjills-Levy**, account supervisor for

BDO in Germany, joins Needham, Harper & Steers, New York, as VP-manager of research and business development. **Connie Cameron**, creative supervisor in Chicago office of NH&S, named associate creative director.

**Fred Smuda**, manager of research and planning and coordinator of all agency research for Anheuser-Busch beer accounts, D'Arcy-MacManus & Masius, St. Louis, named account executive on Michelob Light account.

**Jerry M. Ireland** and **Leslie Schumann**, account managers, Hofer, Dieterich & Brown, San Francisco, named account supervisors.

**Joseph B. Rousseau**, account executive on Betty Crocker potato products of General Mills, Campbell-Mithun, Minneapolis, joins Vinyard & Lee & Partners, St. Louis, as partner, senior VP and account supervisor on grocery products group.

**Michael A. Quinn**, group supervisor on Marine Corps account, J. Walter Thompson, Washington, joins Zung International, McLean, Va., as senior account executive.

**Calvin W. Gage**, VP and head of account research services, Leo Burnett Co., Chicago, named director of research.

**Jack (Bo) May**, director-producer of cinematography, Keller-Crescent Advertising, Evansville, Ind., named manager of film and broadcast production.

**Antonio Diaz-Albertini**, account executive, Barnum Communications, New York, joins Stiefel/Raymond Advertising there as account executive in consumer products division.

**Ralph McGill Jr.**, from Tucker Wayne & Co., Atlanta, and **Clyde Hogg**, from Lawler, Ballard, Little, Atlanta, join Austin Kelley Advertising there as associate creative directors.

**Toni Burke**, national sales assistant, WOKR(TV) Rochester, N.Y., joins Media Directions there as timebuyer.

**Karen D. Aaberg**, owner of her own advertising and consulting business, joins E.A. Robinson, Troy, Mich., as copy chief.

**Donald Ambuhl**, head of agency management division of American Association of Advertising Agencies, New York, named VP.

Appointments, Blair Television: **Jeffrey Block**, account executive with ABC-CBS independent stations sales team in Blair's Los Angeles office, joins NBC-green sales team in New York; **Tina Sterr**, office manager in Los Angeles, succeeds Mr. Block; **David Cummings**, regional account manager, WROC-TV Rochester, N.Y., and **Gayle Arendt**, sales assistant, ABC-TV Spot Sales, join NBC sales team in Chicago, and **Robert Silva**, sales manager in Detroit office of H-R Television, joins Blair there as account executive.

**Dave MacAllister**, account executive in Chicago office of Eastman Radio, named man-

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Source: Nielsen Station Index, Chicago  
November 1978  
Station Total Household Weekly Cumulative Audience  
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*Ruff House* is presently syndicated to 66-plus markets and that network is increasing. KRON-TV, San Francisco, has pulled as high as a 14 on Nielsen's weekly audimeter this past December. Now that's public affairs with audience appeal! Contact us and negotiate the best deal for your television station or cable system.

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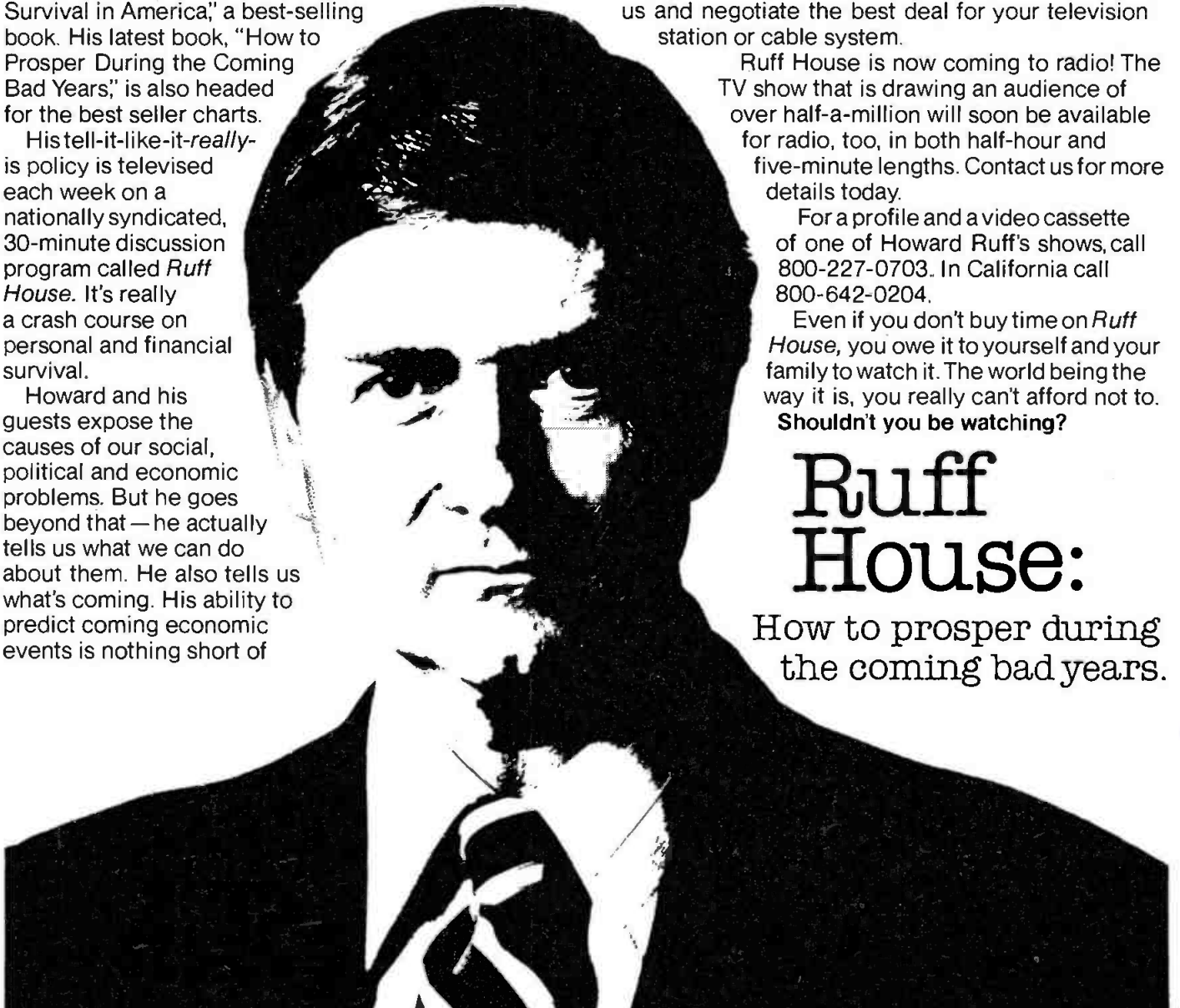
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Even if you don't buy time on *Ruff House*, you owe it to yourself and your family to watch it. The world being the way it is, you really can't afford not to.

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the coming bad years.





ager of Eastman's St. Louis office. **Cynthia Newlin**, account executive, Jack Masla & Co., Chicago, succeeds Mr. MacAllister.

**Gerald Gibson**, VP and New York sales manager of Blair Radio, named VP and director of new sales strategy department as part of reorganization at rep firm. Succeeding Mr. Gibson as VP and New York sales manager is **Thomas F. Turner**, account executive with Blair Radio. **Robert A. Chaisson**, account executive, named VP and New York office manager.



Gibson



Turner

**George Peter**, from RKO Radio Sales, New York, joins Selcom Inc. there as account executive.

**Robert P. Gilbert**, from Spot Time Limited, New York, joins Christian Broadcasting Network Spot Sales there as account executive.

**Kevin Mirek**, national sales manager, WCCB(TV) Charlotte, N.C., appointed general sales manager. **Ty Watts**, account executive, named local and regional sales manager.

**Eric Stenberg**, general sales manager, WOWO(AM) Fort Wayne, Ind., joins KHOW-AM-FM Denver in same capacity.

**Frank L. Wyche**, director of marketing and research, KSD-TV St. Louis, named local sales manager, succeeding Michael Duffy (see page 138).

**Peter Logli** and **Gene Shaw**, account executives, KCCI-TV Des Moines, Iowa, named assistant sales manager and director of market development and research, respectively.

**Thom Neeson**, account executive, WUTV(TV) Buffalo, N.Y., named regional sales manager.

**Tom Blair**, national sales manager, KENS-TV San Antonio, Tex., joins co-owned WTLV(TV) Jacksonville, Fla., in same capacity. **Jack Donahue**, in sales department of KENS-TV, succeeds Mr. Blair. **Bob Polunsky**, also in sales department of KENS-TV, named local sales manager.

**Jim Fletcher**, account executive, WFMY-TV Greensboro, N.C., joins WGHP-TV High Point, N.C., as national sales manager. **Bill Ferrell**, account executive, WGHP-TV, named retail sales manager. **Leo Derrick**, regional sales manager, assumes responsibility for Charlotte, N.C., and South Carolina business. **Quinn Koontz**, from Jack Carnahan Inc., Raleigh, N.C., joins WGHP-TV as account executive.

**Rick Radford**, account executive, KNEW(AM) Oakland, Calif., named sales manager.

**Nancy M. Brown**, with WJAR(AM) Providence, R.I., named local sales manager.

**Manny Brooks**, general sales manager, KPLR-TV St. Louis, joins KPIX(TV) San Francisco as account executive.



**For quality in programing.** The two top Abe Lincoln Award winners and six merit award winners accepted their honors at the Southern Baptist Radio and Television Commission ceremony March 1 in Fort Worth. They are (l-r) Terry K. Shockley, president, WKOV-TV Madison, Wis.; Sandra M. Johnson, community affairs director, WJKW-TV Cleveland; George Ann Victor, creative services director, KHOW(AM) Denver, who won the highest honor in radio; David Nelson, formerly vice president and general of WBBM-TV Chicago, and now vice president, station services CBS-TV Stations Division, New York, who received the highest honor in television; Leta Powell Drake, director of children's programing, KOLN-TV Lincoln, Neb.; William C. O'Donnell, vice president-general manager, WBBM(AM) Chicago; Fred Williams, public affairs director, WAHT(AM) Lebanon, Pa., and Brian Jennings, news director, KXL-AM-FM Portland, Ore. For other presentations by the SBRTC, see "In Brief," March 5.

**Douglas Redmann**, account executive, WABX(FM) Detroit; **Michael Martin**, marketing representative, *Detroit News*, and **Richard Krug**, from insurance company in Birmingham, Mich., join WDEE(AM) Detroit as account executives.

**Charlie Smith**, from WBZ-AM-FM Boston, joins local sales staff of WRKO(AM) there.

**Dennis Honeywell**, announcer, WWNV-AM-TV Carthage, N.Y., named account executive, WWNV-TV.

**Marcy Himmelfarb**, in sales and advertising with Dixi Chemical/Aracal Chemicals, Washington, joins WPOC(FM) Baltimore as account executive.

**James MacPherson**, continuity director, WTIC(AM) Hartford, Conn., **Warren S. Lada**, sales manager, WLXR(FM) La Crosse, Wis., and **Maureen Bowe O'Brien**, from Hartford real estate marketing firm, named account executives for WTIC.

## Programing

**Mitch Ackerman**, production supervisor, Lorimar Productions, Burbank, Calif., named director of production. **Barry Steinberg**, production manager for Lorimar's *Eight Is Enough* series, named production manager for Lorimar.

**Robert M. Jacquemin**, central division manager, Paramount Television Distribution, New York, named VP-sales.

**Louis Israel**, president of Lou Israel & Associates, Spring Valley, N.Y., joins Telepictures Corp., New York, as VP-general sales manager.

**Ron Harrison**, Los Angeles manager of RKO Radio sales office, joins Radio Arts Inc., Burbank, Calif., as VP-director of marketing.

**Rodney Gerard**, director of program standards in broadcast standards department of NBC, named director of feature film and program development, NBC Entertainment, New York.

**Rex Lardner Jr.**, associate producer, NBC Sports, New York, appointed manager of program administration.

**Neil B. Hoffman**, film supervisor, WNEW-TV New York, joins co-owned KRIV-TV Houston as program director.



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**Read Jackson**, head of freelance production group, Wheeler-Read Productions, and former producer, writer and director for CBS News, New York, joins noncommercial WHYY-TV Wilmington, Del. (Philadelphia), as VP-programming. **Barbara Fenhagen**, director of membership for WHYY-TV, named director of program development.

**John C. White**, program schedule and operations manager, Maryland Center for Public Broadcasting, Owings Mills, joins Iowa Public Broadcasting Network, Des Moines, as director of programming.

**Norman (Oogie) Pringle**, air personality, WISN(AM) Milwaukee, named program manager

**Victor Borzkowski Jr.**, air personality, WCIL-AM-FM Carbondale, Ill., joins WITY(AM) Danville, Ill., as program director and air personality.

**Ron Wilson**, announcer, WPUT(AM) Brewster, N.Y., named program director.

**Eunice L. Lewis**, sales traffic coordinator, WCBS-TV New York, named clearance manager, affiliate relations, CBS-TV New York.

**James Stewart**, senior producer-director, WFSB-TV Hartford, Conn., assumes additional responsibility for coordinating and scheduling station's production facilities and film editing department. **Allen Allhouse**, supervisor of film department, named producer-director.

**Richard Stora**, production manager, WDEF-TV Chattanooga, joins WXEX-TV Petersburg, Va., as producer-director.

**Bill Collins**, graduate, William James College, Allendale, Mich., and student employe with noncommercial WGVC(TV) Grand Rapids, Mich., joins WGVC as producer-director.

**Larry Hall**, producer-director, noncommercial WMUL-TV Huntington, W. Va., joins noncommercial WNSC-TV Rock Hill, S.C., as production manager.

**Dave Conrad**, on sports staff of WHAS-AM-TV Louisville, Ky., named sports director.

**Tom Mees**, from WILM(AM) Wilmington, Del., joins WECA-TV Tallahassee, Fla., as sports director and anchor.

**Arlene Wukits**, from promotion department of CBS Records, Miami, joins WHYY(FM) there as research director and programming assistant.

## News and Public Affairs



Cohen

**Barbara Cohen**, managing editor of *Washington Star*, joins National Public Radio, Washington, as director of news and information, effective March 19.

**Max Powell**, assistant news director, WPTF(TV) Durham, N.C., named news director.

**Vic Bremer**, news and program director, KXRK(AM) Seattle, joins KIRO(AM) Seattle as news and programming manager.

**Heidi Schulman**, reporter for NBC's KNBC(TV) Los Angeles, named NBC News general assign-

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ment correspondent, based in Los Angeles bureau.

**Don Clark**, acting news director, KATZ(AM) St. Louis, joins news team of KPLR-TV there.

**Marisa Loza**, news writer, National Public Radio, Washington, joins WFSB-TV Hartford, Conn., as reporter.

**Bruce Parker**, former weekend assignment editor, WDTN(TV) Dayton, Ohio, rejoins station as weekday assignment editor. **Tracy Pratt**, reporter and weekend producer, WDAF-TV Kansas City, Mo., joins WDTN as news producer.

**Jeff Jackson**, anchor and weather reporter, KMID-TV Midland, Tex., joins WRAU-TV Peoria, Ill., as general assignment reporter.

**Suzanne Huffman**, reporter and photographer, KCRG-TV Cedar Rapids, Iowa, joins KCOY-TV Santa Maria, Calif., as city reporter and 6 p.m. co-anchor.

**Christopher May**, news director, WATN(AM) Watertown, N.Y., joins WNY-TV Carthage, N.Y., as reporter.

**Catherine Smith**, co-anchor, WCAU-AM-FM Philadelphia, joins WNBC(AM) New York as anchor and reporter.

**Malcolm Adams**, from Nebraska Educational Television Network, Omaha, joins KNX(AM) Los Angeles as anchor-reporter.

**Bill Thompson**, reporter-anchor, WDWS-AM-FM Champaign, Ill., joins KELI(AM) Tulsa, Okla., in same capacity.

**Robin Spurling**, news director, KXAR(AM) Hope, Ark., joins Arkansas Radio Network,

Little Rock, as reporter.

**Donna Jones**, news director, WSGA(AM) WZAT(FM) Savannah, Ga., joins WRAL(FM) Raleigh, N.C., as anchor and reporter.

**Mark D. Young**, director of on-air promotion, WJLA-TV Washington, named weekend weather-caster and producer for special projects.

**Diana Alverio**, public service coordinator, WVIT(TV) New Britain, Conn., named producer of public affairs.

**Lorna McGuire**, from noncommercial WXXI(TV) Rochester, N.Y., joins WMAR-TV Baltimore as newsfilm photographer.

New officers, South Carolina Associated Press Broadcasters Association: **Thom Berry**, WSCQ(AM) Columbia, president; **Bob Powell**, WDXY(AM) Sumter, VP-radio, and **Jon Poston**, WFBC-TV Greenville, VP-television.

New officers, Northwest Broadcast News Association: **Norm Schrader**, WDAY-TV Fargo, N.D., president; **Larry Huegli**, KGLO(AM) Mason City, Iowa, president-elect, and **John Froyd**, KCMT(TV) Alexandria, Minn., VP.

## Promotion and PR

**Robin Reibel**, press relations manager, WNAC-TV Boston, named director of public relations.

**Bob Casazza**, art-creative director, WMAQ-TV Chicago, joins co-owned WRC-TV Washington as manager of advertising and promotion.

**Richard Brase**, assistant promotion director, WTOL-TV Toledo, Ohio, joins WXEX-TV Petersburg, Va., as promotion manager.

**Richard Iotti**, from KAIR(AM)-KJYK(FM) Tucson, Ariz., joins KGUN-TV there as promotion assistant.

**John Scheinfeld**, production coordinator, Read/Jeffords/Harrison Advertising, Milwaukee, joins WISN(AM) there as promotion director.

**Gary W. Thompson**, VP-management supervisor, Hoefler-Amidei Associates Public Relations, San Francisco, elected to board of directors.

**Penelope Pooler Gray**, from WBYG-FM Kankakee, Ill., joins WKAN(AM) Kankakee and co-owned Kankakee Cable Co. there as director of public relations and promotion.

## Cable

**John H. Cassidy**, manager of antennas and technical services, RCA Broadcast Systems, Camden, N.J., named general manager for RCA Cablevision Systems, Hollywood.

**O.B. Wagner**, service manager in Eloy and Casa Grande, Ariz., for American Cable Television, Phoenix, named construction coordinator.

## Broadcast Technology

**Dave Wiswell**, chief engineer for television production, Clark Equipment Co., Battle Creek, Mich., and former engineer for non-commercial WGVC(TV) Grand Rapids, Mich., rejoins WGVC as chief engineer.

**John Wilner**, director of engineering, New

Jersey Public Television, Trenton, retires. **Carmen Colucci**, assistant director of engineering, succeeds Mr. Wilner. **Larry Will**, transmitter-engineering supervisor, succeeds Mr. Colucci. **Larry Efaw**, assistant transmitter-engineering supervisor, succeeds Mr. Will.

**Steven Weber**, from KUJ(AM) Walla Walla, Wash., named chief engineer, KWWW(AM) Wenatchee, Wash.



Hickox

**Bruce B. Hickox**, program manager, Ford Motor Co., Detroit, joins Conrac Corp., Covina, Calif., as general manager of Conrac division.

**William E. Dumke**, VP-engineering and production, and one of founders of Switchcraft Inc., Chicago, retires after 32 years with company.

**Robert McDowell**, with Reeves Teletape, New York, named manager of night operations, Reeves Teletape television facilities group.

**Allan Hayes**, with GTE Lenkurt, San Carlos, Calif., named sales coordinator for GTE Lenkurt in Arlington Heights, Ill.

**Morrie P. Belitch**, from accounting department of KPLR-TV St. Louis, joins Station Business Systems as south central regional sales manager, based in Dallas.

**Elmer Smalling III**, consulting electrical engineer, New York, forms Jenel Corp. there, as president. Firm's services include engineering and design of broadcast and satellite facilities, and computer controlled systems.

## Allied Fields

**Edward Sergent**, assistant manager of statistical research, A.C. Nielsen, Co., Northbrook, Ill., elected VP of marketing services USA, division of Nielsen. **William E. Drake**, assistant to group president at Nielsen's production facility in Dunedin, Fla., elected VP of media research services group. **Brooks Walker**, Western division sales manager, clearing house group of Nielsen, named VP.

**Sandy Oakman**, from Station Business Systems, joins co-owned Arbitron Radio as account executive in Western division, based in Los Angeles.

**John Vacca III**, community affairs director, KPLX(FM) Fort Worth, Tex., joins Jack Gallagher & Co., media services firm in Dallas, as VP.

**Carol Crain**, assistant VP, Worthen Bank & Trust Co., Little Rock, Ark., named director of research for Area Market Research Associates, affiliate of Cranford/Johnson/Hunt & Associates, Little Rock.

**Jack Paige**, who retired in 1978 as executive VP of Intermountain Network of Salt Lake City, retained as consultant by Jennings, McGlothlin & Co., radio sales consulting firm, and will work primarily with IMN and other Rocky Mountain area broadcasters.

**George P. Hinckley**, VP-marketing services department, The Travelers Insurance Companies, Hartford, Conn., elected treasurer of Association of National Advertisers.

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**Diane Runbaugh**, accounts coordinator, Simon Public Relations, Los Angeles, joins Columbia School of Broadcasting, Hollywood, as national promotion and placement director.

**Jayne L. Stowell**, from Ron Curtis & Co., Chicago, joins Moriarty/Fox there as partner in executive search firm.

## Deaths

**Edward W. Wood Jr.**, 73, chairman of board of Island Broadcasting System, licensee of WALK(AM) Patchogue, N.Y., and WRIV(AM) Riverhead, N.Y., died March 4 at Eastern Long Island hospital in Greenport, N.Y., after long illness. Mr. Wood was part owner of stations and was director and part owner of Horizons Communications, parent company of Island. He began his career in early 1930's at WGN(AM) Chicago. Survivors include his wife, Patricia, and son.

**Herman Albert (Lee) Dayton**, 61, announcer for NBC-TV's *Meet the Press*, Washington, died March 3 of cancer at Loudoun Memorial hospital in Leesburg, Va. Mr. Dayton began his broadcasting career with NBC Radio in New York. In 1942, he joined WMAL(AM) Washington and in 1952 returned to NBC there as *Meet the Press* announcer, assignment he performed until November 1978. Survivors include his wife, Sarah, mother and brother.

**Lawrence Shane**, 50, owner and general manager of WMRC(AM) Milford, Mass., died Feb. 26 of heart attack at Milford-Whitinsville Regional hospital. Mr. Shane purchased WMRC 17 years ago after managing WSKI(AM) Montpelier, Vt. He was also past president of Massachusetts Broadcasters Association. Survivors include his wife, Ruth M., two sons and two daughters.

**Franklin Malcom Doolittle**, 85, broadcast engineer and station owner from 1922 to 1959, died March 4 at his Hamden, Conn., residence after long illness. Commercial wireless operator, ham operator and engineer early in his career, Dr. Doolittle founded WPAG(AM) New Haven, Conn., in 1922. It subsequently became WDRC(AM) Hartford, Conn. He worked with late Major Edwin M. Armstrong in establishment of FM and obtained license for commercial pioneer WDRC-FM near Hartford. In addition, Dr. Doolittle was one of early successful experimenters with stereo and held several patents in that field. He sold his broadcast holdings in 1959 to Buckley-Jaeger Broadcasting Corp. of Connecticut. Survivors include his wife, Frances, one son and two daughters.

**John Jay Goshen**, 43, account executive, WFSB-TV Hartford, Conn., died of cancer Jan. 30 in Avon, Conn. Mr. Goshen worked for CBS Radio, J. Walter Thompson, Peters, Griffin & Woodward, Kaiser Broadcasting and WUAB(TV) Lorain, Ohio (Cleveland), during his career. Survivors include son, daughter and mother.

**Herb Davis**, 56, director of public affairs and host of daily movie and game shows, and weekly public affairs program, WDCA-TV Washington, died March 4 of cardiac arrest at George Washington University hospital there. Mr. Davis joined station when it went on air in 1966. Earlier in his career, he worked for Washington radio stations WAVA-FM, WEAM(AM), WEEL(AM), WEZR(AM), WINX(AM) and WOL(AM). Survivors include his wife, Alice, and daughter, Judith Lynne.

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As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Feb. 26 through March 2.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.

## New Stations

### Actions

■ Troy, Ohio—Broadcast Bureau granted Cloverleaf Broadcasting Corp. 1510 khz, 250 w-D. P.O. address: Box 338, Cambridge, Ohio 43725. Estimated construction cost \$184,286; first-year operating cost \$35,000; revenue: none given. Format: MOR. Principals: Cloverleaf is licensee of WILE-AM-FM Cambridge, Ohio (BP-20,450). Action Feb. 15.

■ Lorton, Va.—FCC has accepted for filing application of Ethnic Broadcasting Foundation for new non-commercial educational station to operate on 88.1 mhz there. In its application, Ethnic requested waiver of rules since its proposed antenna site was within contour of WAMU-FM Washington and would cause interference to that station. Action Feb. 22.

## Ownership Changes

### Applications

■ WTTB(AM) Vero Beach, Fla. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Tropics Inc. to Atlantic Communications Inc. for \$525,000. Seller is principally owned by John J. Schumann, who has no other broadcast interests. Buyer is owned by E. B. McLaughlin and Robert E. Kusch (36.5% each), James D. Sorenson (17%) and George H. Moss (10%).

All are Vero Beach businessmen. Messrs. Kusch and Moss are also attorneys. Ann. March 2.

■ WQWQ-FM Muskegon, Mich. (104.5 mhz, 50 kw)—Seeks assignment of license from Multi-Com Inc. to TSPS Broadcasting Co. for \$580,000. Seller is owned by Fred C. Culver Jr., David H. Walborn, Thomas and Don Seyferth (brothers) (25% each). None have other broadcast interests. Buyer is owned by Frederick P. Tascone, Charles F. Schuler, William Schroeder and Ronald L. Piasecki (25% each). Messrs. Schuler, Piasecki and Schroeder are partners in string of mobile home parks. Mr. Schuler also owns machine shop, nursing homes and minor interest in WVIC-AM-FM East Lansing and WZZR-FM Grand Rapids, both Michigan. Mr. Piasecki is attorney with minor interest in WZZR-FM. Mr. Schroeder also has interest in pharmaceutical company and real estate. Mr. Tascone is president (13% interest) of WAAL(AM) Binghamton, N.Y. He will divest himself of interest in station by time of closing. Ann. March 2.

■ KKUA(AM)-KQM(FM) Honolulu (AM: 690 khz, 10kw; FM: 93.1 mhz, 100kw)—Seeks transfer of control of KoKUA Radio One Corp. from H.G. Fearnhead et al. (100% before; none after) to CCLA Communications Inc. (none before; 100% after). Considerations: \$2.2 million. Principals: Sellers have no other broadcast interests. Buyer is wholly owned subsidiary of Coca-Cola Bottling Co. of Los Angeles. It also owns KJOI(FM) Los Angeles; Gordon F. Mason, VP-general manager of that station, is company's principal broadcast officer. Ann. Feb. 28.

■ WBRY(AM) Woodbury, Tenn. (1540 khz, 500 w-D)—Seeks assignment of license from Tennessee Valley Broadcasting Corp. to First Summer Inc. for \$150,000. Seller is owned by Frank A. Woods (30%) and his wife, Jayne (21%), Robert L. Townsend (25%) and his wife, Ruth (24%). Group also owns WSEV-AM-FM Sevierville, Tenn. Buyer is principally owned by Michael R. Freeland and family (90%). Mr. Freeland is McKenzie, Tenn., businessman with varied interests in agriculture, real estate and broadcast consulting. He is also owner of WFWA-FM Sullivan, Ill. Ann. Feb. 28.

■ WTOY(AM) Roanoke, Va. (910 khz, 1 kw-D)—Seeks assignment of license from T & H Broadcasting Inc. to Roanoke Valley Broadcasting Inc. for \$155,000 plus \$25,000 for agreement not to compete. Seller is owned by Barry L. Hausman, who also owns WWCM-AM-FM Brazil, Ind. Buyer is owned by Thomas Finnegan, Richard Strauss and Richard Via. Mr. Finnegan is principal in Richmond, Va. advertising agency. Mr. Strauss is Richmond real estate investor and Mr. Via is sales manager for WEZS(AM) Richmond. Ann. Feb. 28.

### Actions

■ KPLY(AM) Crescent City, Calif. (1240 khz, 250 w-U)—Broadcast Bureau granted assignment of license from Summit Broadcasters to Pyramid Properties for \$80,000. Seller is owned by Mason C. Deaver, who has no other broadcast interests. Buyer is owned equally by Robert C. Berkowitz and David E. Tecker. Both are teachers at high school in Arcata, Calif. (BAL790102EA). Action Feb. 23.

■ WLUP(FM) Chicago (97.9 mhz, 6 kw)—Broadcast Bureau granted assignment of license from Phil Chess to Hefel Broadcasting Corp. for \$3 million plus \$2.25 million for six-year consultancy agreement with Mr. Chess. Seller has no other broadcast interests. Buyer is owned by Representative Cecil Hefel (D-Hawaii) and his wife, Joyce. They also own KGMB(AM) Honolulu; WWEL-AM-FM Medford, Mass.; KGM-D-TV Hilo and KGMV(TV) Wailuku, both Hawaii; and WSMJ(FM) Greenfield, Ind. (BALH781229ED). Action Feb. 27.

■ WMCW(AM) Harvard, Ill. (1600 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Esther Blodgett to Obed S. Borgen for \$175,000. Ms. Blodgett is retiring. The buyer, Obed S. Borgen, is a Rochester, Minn., broadcaster with interest in six radio stations: KFIL-AM-FM Preston, Minn. (100%); WMIN(AM) Maplewood, Minn. (100%); WAGO(AM) Oshkosh, Wis. (93.7%); KWMB(AM) Wabasha, Minn. (100%), and WHHL Pine Castle-Sky Lake, Fla. (50%) (BAL781114EE). Action Feb. 27.

■ WKY(AM)-WKY(FM) Frankfort, Ky. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Capital Communications to Capital Communications of Kentucky, new partnership formed by selling half interest in station to Reo-Cap Inc. for \$400,000. Seller is wholly owned by Lake Communications, principally owned by Raymond Q. Armington (33.8%), Anthony S. Ocepok (20.9%), William M. France (20.9%), and Richard C. Gehring (13.9%). Group also owns WPVL(AM) Painesville, Ohio. Reo-Cap is owned, through subsidiaries, by Donald C. Rowley (28.34%) and his family, who also own WFUN(AM)-WREO-FM Ashtabula, Ohio. (BAL781229EG). Action Feb. 27.

■ WHDF(AM) Houghton, Mich. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Upper Michigan Broadcasting Co. to Superior Shores Broadcasting Inc. for \$154,500. Seller is owned principally by Mrs. John W. Rice (40%) and Irma O. Burgen (59.4%). Neither has other broadcast interests. Buyer is equally owned by Norman C. Koski, Ronald Mikkola and Robert Mikesch. Mr. Koski owns auto paint and body supplies store in Hancock, where Mr. Mikkola is third owner of real estate and insurance company. Mr. Mikesch, also of Hancock, is state auditor (BAL781229EE). Action Feb. 27.

■ KOZY(AM) Grand Rapids, Minn. (1320 khz, 5 kw)—Broadcast Bureau granted assignment of license from Itasca Broadcasting Co. to Sorenson Broadcasting Corp. for \$375,000 plus \$25,000 for agreement not to compete. Seller is owned by Robert D. Kennedy, who has no other broadcast interests. Buyer is equally owned by Dean P. Sorenson and Thomas J. Simmons. Mr. Simmons owns real estate and is president of Nettleton College in Sioux Falls, S.D. Mr. Sorenson is in real estate business in Pierre, S.D. They also own KCCR(AM) Pierre, KYNT(AM) Yankton and KWAT(AM)-K1XX(FM) Watertown, all South Dakota (BAL781229EF). Action Feb. 27.

■ KFMO(AM) Flat River, Mo. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Lead Belt Broadcasting Co. to KFMO Inc. for \$225,000. Seller is owned by Oscar C. Hirsch, his wife (Geraldine) and his sons and daughter (Robert and James and Marjorie Deimund). They also own KFVS(AM) Cape Girardeau, Mo., WKRO(AM) Cairo, Ill., and WHCO(AM) Sparta, Ill., and are selling KFVS-TV Cape Girardeau. Buyer is owned by Clara Jean Busenbark, but managed by her husband, Gary, who is in carpet business in Flat River. (BTC78129EA). Action Feb. 16.



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■ **KICK(AM)** Springfield, Mo. (1340 khz, 1 kw-D, 250 w-N)—Granted relinquishment of negative control of licensee corp. by Robert H. Taylor through sale of stock and retirement thereof to licensee corporation. Consideration: \$300,000, plus additional consideration for employment contract with Robert O. Vaughn (BTC790105EA). Action Feb. 26.

■ **KCFM(FM)** St. Louis (93.7 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Commercial Broadcasting Co. to Pacific & Southern Co. for \$3,250,000. Seller is owned by Harry Eidelman (50.7%) and John E. Dwyer (32.3%). Remainder of stock is unissued. They have no other broadcast interests. Buyer is subsidiary of publicly traded group owner, Combined Communications Corp., Phoenix. John J. Louis Jr. is chairman; Karl Eller is president. CCC's station group includes: KBTB(TV) Denver, KARK-TV Little Rock, Ark., KTAR-AM-TV-KBBC(FM) Phoenix, KOCO-TV Oklahoma City, WPTA(TV) Roanoke, Ind., WLKY-TV Louisville, Ky., WVON(AM)-WGCI(FM) Chicago, WDOK(FM) Cleveland, WDEE(AM) Detroit, WXIA-TV Atlanta, KSDO(AM) San Diego, WWWE(AM) Cleveland, WCZY(FM) Detroit, KILS-AM-FM Los Angeles and KEZL(FM) San Diego. CCC has also bought, subject to FCC approval, KSD(AM) St. Louis (BROADCASTING, Oct. 2, 1978). There is also pending, application to merge CCC into Gannett Co. (BROADCASTING, May 15, 1978) (BALH781113EC). Action Feb. 16.

■ **WLOE(AM)-WEAF(FM)** Eden, N.C. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 94.5 mhz, 27 kw)—Broadcast Bureau granted assignment of license from So Com Inc. to Carolina Virginia Broadcasting Co. for \$450,000. Seller is owned by David Clark, W. Jackson Brown and five others. Messrs. Clark and Brown are part owners of WLON(AM) Lincolnton, N.C. None of other stockholders has other broadcast interests. Buyer is owned by Mary Ann S. Bohi (66.6%) and Virginia King Terry (33.3%). Their husbands, Eugene and Frank are president and general manager and business manager and personnel director, respectively, at WGHP-TV High Point, N.C. (BAL781031EE, BALH781031ED). Action Feb. 16.

■ **WUNA(AM)** Aguadilla, P.R. (1340 khz, 250 w-U)—Broadcast Bureau granted transfer of control of Noroeste Broadcasting Corp. from Lucas and Radames Muniz (100% before; none after) to Israel Roldan Gonzales (none before; 100% after). Consideration: \$225,000. Principals: Seller is equally owned by Messrs. Muniz. Lucas Munitz owns WLUZ(AM) Bayamon, P.R. Mr. Gonzales is lawyer in Aguadilla with sand and gravel interests. He has no other broadcast interests. (BTC781003EE). Action Feb. 16.

■ **WCPT-TV** Crossville, Tenn. (ch. 55)—Granted transfer of control of permittee corp. from Edward M. Johnson, to Calvin C. Smith and John A. Cunningham; consideration \$42,500 (BTC781221LF). Action Feb. 27.

## Facilities Changes

### AM applications

■ **KIRV(AM)** Fresno, Calif.—Seeks CP to increase power to 10 kw; install new trans.; make changes in ant. system, and change from non-DA to DA. Ann. March 1.

■ **KADE(AM)** Boulder, Colo.—Seeks CP to increase power to 5 kw; change SL and RC to 4840 River Bend Rd., Boulder; install new trans., and make changes in ant. system. Ann. March 1.

■ **WKCM(AM)** Hawesville, Ky.—Seeks mod. of CP to increase critical hours power to 1948 w. Ann. March 2.

■ **KQXL(AM)** New Roads, La.—Seeks CP to make changes in ant. system and correct north latitude coordinates. Ann. Feb. 28.

■ **WYFC(AM)** Ypsilanti, Mich.—Seeks CP to change TL to Willis Rd., E of Whittaker Rd., Ypsilanti; increase daytime power to 1 kw; change hours of operation to unlimited DA-2 by adding nighttime operation with 250 w; install new trans; make changes in ant. system (increase height). Ann. March 1.

### FM applications

■ **KHYL(FM)** Auburn, Calif.—Seeks CP to install new ant.; make changes in ant. system; change ERP: 50 kw (H&V), and HAAT: 465 ft. (H&V). March 1.

■ **KIOI(FM)** San Francisco—Seeks CP to install aux. trans. and ant. at main TL to be operated on ERP: 61.4

kw (H&V), HAAT: 1113 ft. (H&V); change TPO. Ann. March 2.

■ **KSRF(FM)** Santa Monica, Calif.—Seeks CP to change TL to Bundy Dr., Los Angeles; install new trans. and ant.; change ERP: 0.562 kw (H&V), HAAT: 575.5 ft. (H&V). Ann. March 1.

■ **KBDG(FM)** Turlock, Calif.—Seeks CP to change ERP: 135.2 w, HAAT: 76 ft. and make changes in ant. system. Ann. March 1.

■ **KCDC(FM)** Longmont, Colo.—Seeks CP to change TL to County Line, 2.5 miles N of intersection with Rt. 66, Longmont; install new trans.; make changes in ant. system; change ERP: 630 w and HAAT: plus 268 ft. Ann. March 1.

■ **WKGC-FM** Panama City, Fla.—Seeks CP to change TL to highway 98, 1 mile W of Thomas Ave., Panama City; install new trans. and ant.; change ERP: 28.5 kw (H&V) and HAAT: 380 ft.; make changes in ant. system. Ann. March 1.

■ **WGYL(FM)** Vero Beach, Fla.—CP to change TL SSE of Vero Beach; change HAAT: 300 ft. (H&V), and make changes in ant. system. Ann. March 1.

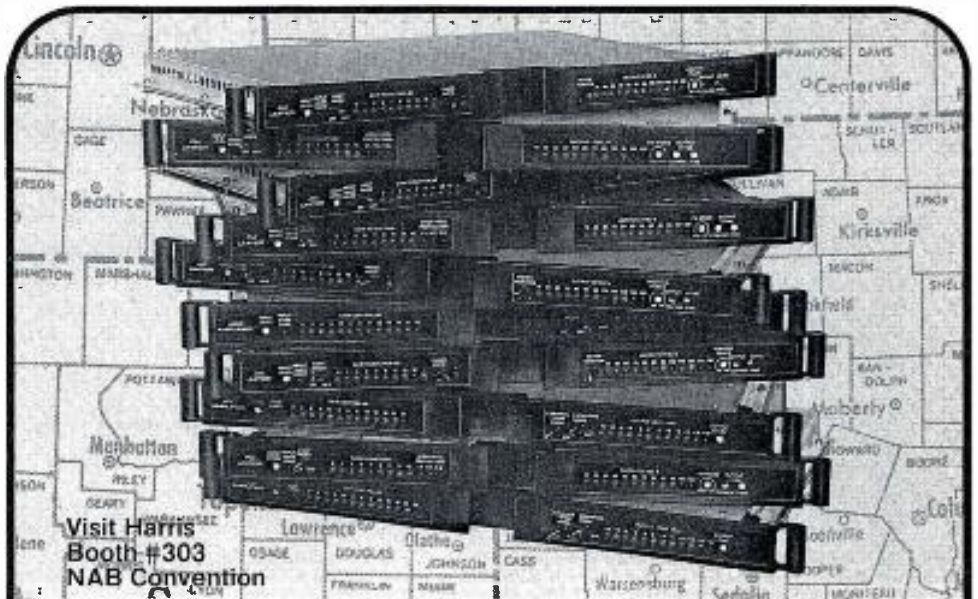
■ **WABE(FM)** Atlanta—Seeks CP to change TL to Stone Mountain, Atlanta; install new trans. and ant.; change ERP: 100 kw (H&V) and HAAT: 955 ft. (H&V). Ann. March 1.

■ **WJAD(FM)** Bainbridge, Ga.—Seeks CP to change TL E of Climax Ga. and N of US Rt. 84, Bainbridge; install new trans. and ant.; make changes in ant. system; change ERP: 100 kw (H&V) and HAAT: 527 ft. Ann. March 1.

■ **KFSH(FM)** Hilo, Hawaii—Seeks mod. of CP to change TL to Saddle Rd., 4.6 miles W of Kaumana, Hawaii; change type trans.; change type ant., increase ERP: 40.0 kw (H), decrease HAAT: minus 146 ft. (H) and change TPO. Ann. March 2.

■ **WVEM(FM)** Springfield, Ill.—Seeks CP to change TL, SL and RC to Toronto Rd. and highway 55, S of

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# April 16

## The Balance of Trade in TV Programing

### Part I

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BROADCASTING will present a special report on the overseas action for American TV programing. Who the sellers are. Who the buyers are. What programs will be on the block (or "in the stands").

With a special distribution to delegates at the Palais des Festivals.

# April 30

## The Balance of Trade in TV Programing

### Part II

A special report on MIP-TV itself, prepared on the scene and showcasing the newest entries in the worldwide competition for the TV viewer.

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**Broadcasting**

April 16/30

## Summary of Broadcasting

### FCC tabulations as of Jan. 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,506	5	38	4,549	50	4,599
Commercial FM	3,022	2	80	3,104	147	3,251
Educational FM	947	0	38	985	74	1,059
Total Radio	8,475	7	156	8,638	271	8,909
Commercial TV						
VHF	514	1	1	516	8	524
UHF	214	0	2	216	49	265
Educational TV						
VHF	94	1	7	102	6	108
UHF	151	2	5	158	4	162
Total TV	973	4	15	992	67	1,059
FM Translators	254	0	0	254	86	340
TV Translators						
UHF	1,151	0	0	1,151	260	1,411
VHF	2,408	0	0	2,408	205	2,613

\*Special temporary authorization

\*\*Includes off-air licenses

Springfield. Ann. Feb. 28.

■ **KLGA-FM** Algona, Iowa—Seeks CP to use present licensed facility as aux. to be operated on ERP: 0.973 kw (H&V), HAAT: 194 ft. (H&V) and change TPO. Ann. Feb. 27.

■ **KINF(FM)** Dodge City, Kan.—Seeks CP to install new trans.; change ERP: 2613 w and HAAT: 123.40 ft. Ann. March 1.

■ **WRSB(FM)** Weston, Mass.—Seeks CP to install new trans.; change ERP: 156.6 w and HAAT: 33.08 ft. Ann. March 1.

■ **WCUW(FM)** Worcester, Mass.—Seeks mod. of CP to change type ant.; increase ERP: 631 w (H&V); increase HAAT: 143 ft., and change TPO. Ann. Feb. 27.

■ **WOES(FM)** Elsie, Mich.—Seeks CP to install new trans. and ant.; make changes in ant. system; change ERP: 0.554 kw and HAAT: 170 ft. Ann. March 1.

■ **WKXI-FM** Jackson, Miss.—Seeks CP to make changes in ant. system; change type trans.; change SL and RC to 5350 N. State St., Jackson, Miss.; change type ant.; increase ERP: 100 kw (H&V); decrease HAAT: 428 ft. (H&V), and change TPO. Ann. Feb. 28.

■ **WBNC-FM** Conway, N.H.—Seeks mod. of CP to change type ant.; decrease ERP: 1.38 kw (H&V); increase HAAT: 420 ft. (H&V) and change TPO. Ann. March 2.

■ **WHPC(FM)** Garden City, N.Y.—Seeks CP to change TL to Nassau Community College, Administration Tower, Garden City; install new trans. and ant.; change ERP: 1.25 kw and HAAT: 170 ft. Ann. March 1.

■ **WBAU(FM)** Garden City, N.Y.—Seeks CP to change TL to Nassau Community College, Administration Tower, Garden City; install new trans. and ant.; change ERP: 1.26 kw and HAAT: 170 ft. March 1.

■ **WZXI(FM)** Gastonia, N.C.—Seeks mod. of CP to make changes in ant. system; change type ant.; decrease HAAT: 870 ft., and change TPO. Ann. March 2.

■ **WKHR(FM)** Bainbridge, Ohio—Seeks CP to install new trans.; change ERP: 300 w and HAAT: 257 ft. Ann. March 1.

■ **WKKI(FM)** Celina, Ohio—Seeks CP to change TL to Dibble Rd., N of old 29, Celina; install new trans. and ant.; make changes in ant. system (increase height); change ERP: 3.0 kw (H&V), and HAAT: 300 ft. (H&V). Ann. March 1.

■ **WCSB(FM)** Cleveland—Seeks CP to increase ERP: 633 w, and HAAT: 191 ft. (H&V), and install new trans. Ann. March 1.

■ **KSPI-FM** Stillwater, Okla.—Seeks CP to make changes in ant. system; change type ant.; decrease HAAT: 284 ft. (H), and change TPO. Ann. March 2.

■ **WWWZ(FM)** Summerville, S.C.—Seeks mod. of CP to make changes in ant. system; change TL to .2 miles W of intersection roads 61 and 165, Summerville; change type ant.; decrease ERP: 11 kw (H&V);

increase HAAT: 458 ft. (H&V), and change TPO. Ann. March 2.

■ **KQRN(FM)** Mitchell, S.D.—Seeks mod. of CP to change type ant.; decrease HAAT: 360.5 ft. (H&V), and change TPO. Ann. Feb. 27.

■ **WMTS-FM** Murfreesboro, Tenn.—Seeks CP to change TL to Lone Oak Rd., N of Couchville Pike, near Gladeville, Tenn.; install new trans. and ant.; make changes in ant. system (increase height); change ERP: 100 kw (H&V); HAAT: 810 ft. (H&V). Ann. March 1.

■ **WBGY-FM** Tullahoma, Tenn.—Seeks CP to change TL to Mountview Rd., near Tullahoma; install new ant.; make changes in ant. system; change HAAT: 639 ft. (H&V). Ann. March 1.

■ **KIXV(FM)** Brady, Tex.—Seeks mod. of CP to change TL to state hwy. 2028, 1.4 miles W of Brady; change HAAT: 300 ft. (H&V); increase ERP: 500 w (H&V); change type trans.; change type ant. and change TPO. Ann. March 2.

■ **KLEF(FM)** Houston—Seeks CP to change TL SW of intersection of Stafford-Shire Rd. and Rastus Rd., Missouri City, Tex; decrease HAAT: 553 ft. (H&V) and change TPO. Ann. March 2.

■ **KGOL(FM)** Lake Jackson, Tex.—Seeks CP to change TL 4 miles NW of Danbury Tex.; install new trans. and ant.; make changes in ant system; change ERP: 100 kw (H&V); HAAT: 943.625 ft. (H&V). Ann. March 1.

■ **WKAU-FM** Kaukauna, Wis.—Seeks CP to change TL to Weiler Rd., Buchanan Township, Wis.; install new ant.; make changes in ant. system (increase height); change ERP: 1.025 kw (H&V); HAAT: 480 ft. (H&V). Ann. March 1.

■ **WDLB-FM** Marshfield, Wis.—Seeks CP to change TL to Milladore, Wis.; install new trans. and ant.; make changes in ant. system (increase height); change ERP: 100 kw (H&V); HAAT: 796 ft. (H&V). Ann. March 1.

## In Contest

### Designated for hearing

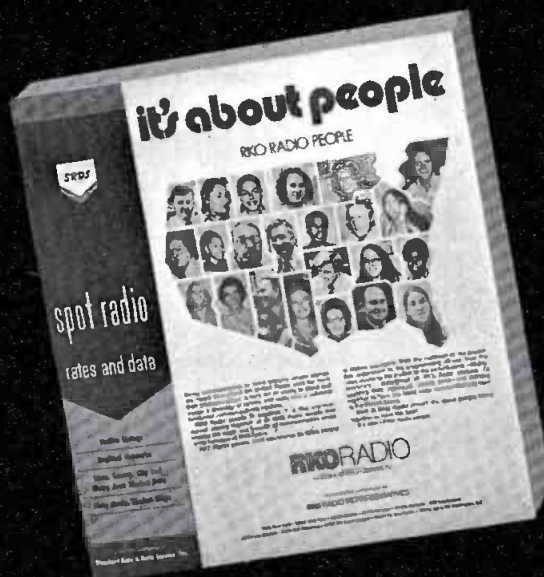
■ **Baldwin, Miss.**—Broadcast Bureau designated for hearing in consolidated proceeding applications of Superior Broadcasting Inc. and Town and Country Broadcasting Co. of Tupelo Inc. for CP's for new FM station on 95.9 mhz there. Action Feb. 14.

### Procedural rulings

■ **WVAM-AM-FM** Altoona, Pa. (Blair County Broadcasters Inc.) **Renewal proceeding:** (Docs. 78-254-55)—ALJ Walter C. Miller scheduled field hearing for May 7 at 10 a.m. in or near Altoona and set certain procedural dates. Action Feb. 23.

■ **San German and Mayaguez, P.R.** (WPRA Inc.) **Renewal proceeding:** (Docs. 21476-7)—ALJ

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<h1>Services</h1>	<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired &amp; Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p><b>dataworld inc</b> Technical broadcast data base Engineering computations FCC actions "flag" service 1302 18th St., N.W., Suite 502 Washington, D. C. 20036 (202) 296-4790</p>	

Lenore G. Ehrig granted motion by WPRA and changed time and place of hearing to March 15 (in lieu of Feb. 20) in San Juan, P.R., at place to be indicated by subsequent order. Action Feb. 5.

■ Athens, Tenn. (James C. Sliger and Cumberland Broadcasting Corp.) **FM proceeding:** (Docs. 21232-3)—Office of Opinions and Review granted request by Cumberland and extended to March 19 time for filing for review of Review Board's decision (FCC 79R-4) released Jan. 31. Action Feb. 28.

■ Gilmer, Tex. (Daniels Broadcasting Inc.) **FM proceeding:** (Doc. 21282)—ALJ James K. Cullen Jr. rescheduled March 27 hearing for March 28 at 10 a.m. Action Feb. 26.

■ Virginia Beach, Va. (Virginia Seashore Broadcasting Corp.) **FM proceeding:** (Doc. 19096)—ALJ Lenore G. Ehrig, by two separate actions, denied Virginia's petition for leave to amend, granted its motion to accept reply to oppositions, and granted to limited extent motion by Broadcast Bureau and enlarged issues to

determine facts concerning allegations against Colonial Chevrolet Corp. set forth in Sept. 18, 1978, federal indictment, and whether Virginia is qualified to be licensee in light of evidence from above, scheduled conference for March 13 at 9 a.m. in order to establish date for exchange of exhibits and granted motion by Virginia to accept late pleadings. Action Feb. 27.

#### FCC actions

■ Grass Valley, Calif.—FCC has accepted for filing amended applications of Nevada County Broadcasters and Mother Lode Broadcasting Co. for new FM on 94.3 mhz there. It also granted request by Nevada County for waiver of rules which requires assignment of new file number and new cutoff date to pending FM application when application is amended to specify new frequency. Action Feb. 22.

■ Guasti, Calif.—FCC has instructed Broadcast Bureau to prepare for Commission consideration order designating for hearing application of Broadcasting Service of American Inc. for renewal of its license for

KBSA(TV) there. Action Feb. 28.

■ San Francisco—FCC has denied request by Lincoln Television Inc., licensee of KTSF-TV San Francisco, to dismiss competing application of K & L Communications Inc. for permit to construct new TV station on same channel. Action Feb. 22.

■ Palatka, Fla.—FCC has denied Rounasville of Jacksonville Inc. reconsideration of Oct. 25 grant of application of WIYD-FM there to relocate transmitter and increase antenna height. Action Feb. 14.

■ Coeur d'Alene, Idaho—FCC has delegated to Broadcast Bureau authority to act on application for transfer of control of Scripps-Hagadone Newspapers Inc., publisher of daily newspaper and parent of licensee of station KVNI(AM), both Coeur d'Alene, from Scripps League Newspapers Inc. to Duane B. Hagadone.

■ Linden, N.J.—FCC has denied Wometco Blonder-Tongue Broadcasting Corp., Wometco Home Theatre Inc. and Blonder-Tongue Laboratories Inc. reconsideration of its Nov. 9, 1978, action granting WNJU-TV there authority to operate subscription television. Action March 1.

## Rulemaking

### Actions

■ Broadcast Bureau, in response to request by Motorola Inc., extended dates for filing comments and reply comments through March 30 and April 20, 1979, respectively, in matter of AM stereophonic broadcasting (Docket 21313). Action Feb. 16.

■ Broadcast Bureau denied request by National Public Radio seeking extension of time for filing comments in matter of amendment of Commission's Multiple Ownership Rules to include educational FM and TV stations (BC Docket No. 78-165). Action Feb. 16.

## Fines

■ KIFW-AM-TV Sitka, Alaska—Ordered (by FCC) to forfeit \$2,000 for violating various sections of FCC rules. Action Feb. 28.

■ KHYT(AM) Tucson, Ariz.—Ordered to forfeit \$1,000 for repeated violation of sponsorship identification rules. Action Feb. 9.

■ KINB(FM) Poteau, Okla.—Admonished for violation of rules. At time of field investigation, EBS monitor was not plugged in and not tuned to correct test frequency, EBS audio receiving signal was set too low and EBS tests were not conducted weekly. Since dates of violation are beyond one-year statute of limitation period, Commission was unable to assess forfeiture. Action Feb. 22.

## Allocations

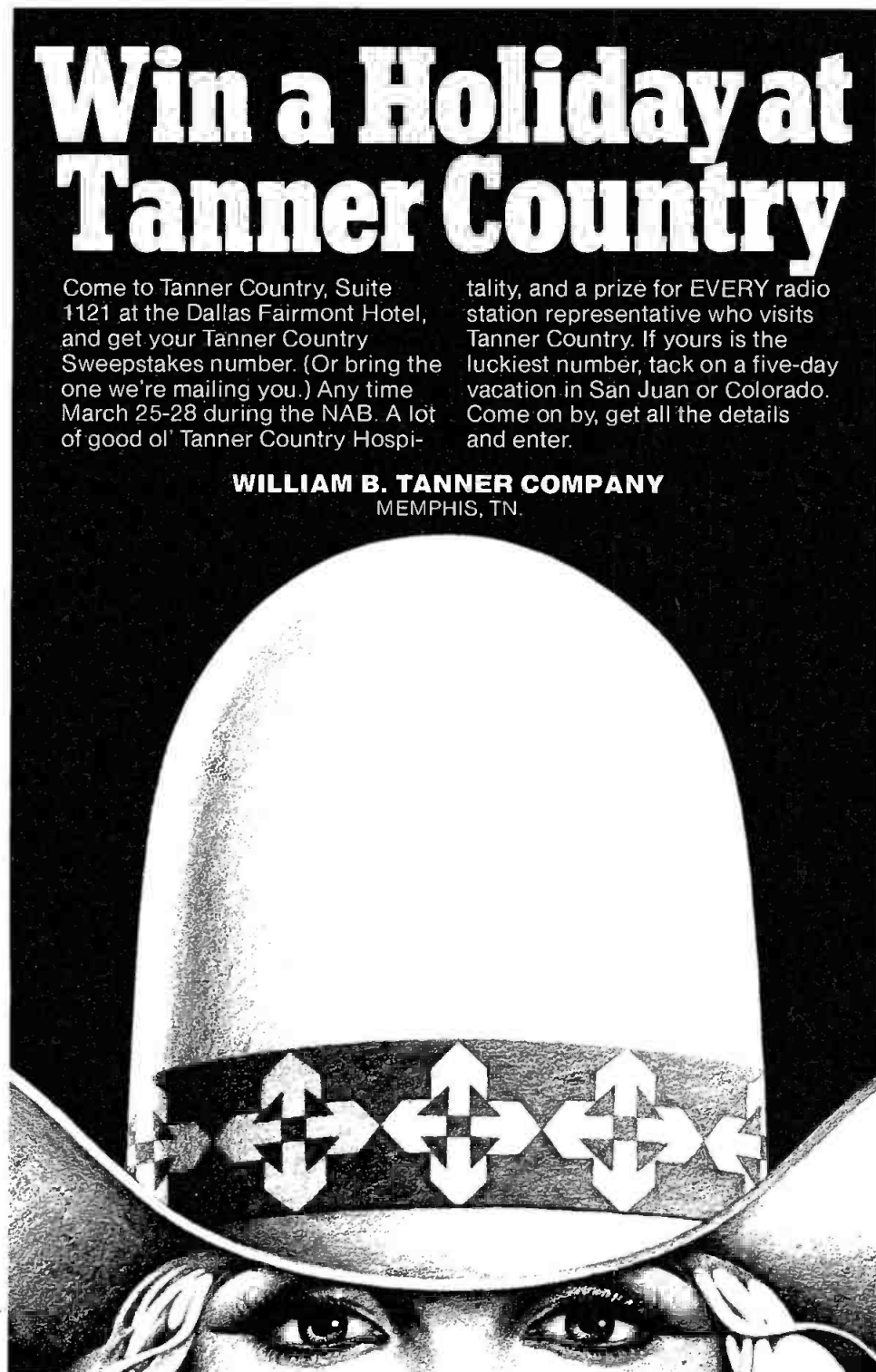
### Actions

■ San Diego—Broadcast Bureau, in response to request by counsel for Center City Complex Inc., extended date for filing reply comments through Feb. 23 in matter of amendment of television table of assignments there (Doc. 78-313). Action Feb. 26.

■ The commission has denied KEMO-TV San Francisco reconsideration of July 14, 1978, FCC order permitting exchange of TV ch. 60 for ch. 14 at San Francisco and ch. 14 for ch. 60 at San Mateo, Calif. Change permitted KDTV(TV) to change from ch. 60 to ch. 14, and KCSM-TV San Mateo to change from ch. 14 to ch. 60. Action March 1, 1979.

## Other

■ FCC announced establishment of Office of Public Affairs, effective February 16, 1979. New office, which will report directly to Commission, will be responsible for Commission's public information, consumer assistance and industry equal employment opportunity and minority enterprise programs.



# Win a Holiday at Tanner Country

Come to Tanner Country, Suite 1121 at the Dallas Fairmont Hotel, and get your Tanner Country Sweepstakes number. (Or bring the one we're mailing you.) Any time March 25-28 during the NAB. A lot of good ol' Tanner Country Hospitality, and a prize for EVERY radio station representative who visits Tanner Country. If yours is the luckiest number, tack on a five-day vacation in San Juan or Colorado. Come on by, get all the details and enter.

**WILLIAM B. TANNER COMPANY**  
MEMPHIS, TN.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Empire State Network**—General sales manager. Excellent earnings/growth opportunity, w/equity potential, for creative, seasoned sales professional. Should be versed in co-op, agency relations and sales research/development/promotion. Resume, references, compensation history/requirements, NLT March 16 to: Personnel Dept, PO Box One, Albany 12201. EOE.

**Sales Manager** to head up an established, professional team. Only the second opening of its kind in six years in this hot, four station radio market. Winners only contact Fred Hildebrand, KVOC, Box 2090, Casper, WY 82602.

**General Manager** for AM station in Calif.; suburb of one of the top 100 markets. Selected applicant will have total administrative responsibility. A strong management and sales background required. Salary open. E.O.E. Send full resume, salary history and references, in confidence to Box C-48.

**Sales manager** for dominant southeast, major market, AM & FM stations. Must have established track record for training and motivating and leading a large successful sales force of 10. Compensation in excess of \$50,000. Extraordinary fringe benefits. Send fullest possible details to Box C-74.

**Manager wanted.** WSEA-FM, Stereo Rock ... Georgetown, Delaware. Sales manager or top salesperson ready for management. Top staff, top ratings, new building ... phone 215-326-4000.

**General Manager:** Northern Michigan's woods and waters are waiting for aggressive, experienced person, with strong management, sales & programing background. With opportunity to buy in. Must be willing to work long hours. Outstanding opportunity for right person. Contact Box C-108.

### HELP WANTED SALES

**Rare opportunity**—Immediate opening for experienced Account Executive to continue dynamic growth of FM Stereo Station in Western New York. Small market, yet giant within the industry. Corporate headquarters for Multi-Station Radio Group. Good Pay, full insurance program, profit sharing plan. Excellent area for raising family. Recreational—Industrial—Cultural Mecca. Equal Opportunity Employer. Reply Box C-15.

**Aggressive sales/station manager** combination needed for a rapid, growing medium size market in Florida. This station has good numbers: therefore, only those who are experienced and success oriented need apply. Send resume: SUN, PO Box 583, Washington, D.C. 20044.

**Expanding Radio Station Group** wants an experienced sales person with sales management/management potential. The need is now but we can afford to wait for the winner. You must want a position more than just a job and want this opportunity enough to pay your own way for an interview and inspection. "Neglected opportunity comes not back." Please call Mr. Stafford, KLMR AM/FM, Lamar CO. 303-336-2206 or 4436 nights.

**Radio Salesperson** needed, experienced high commissions. Ideal working conditions, can lead to Salesmanager. David W. Freeman, 305-294-2542. WIIS, 513, Southard St., Key West, FL 33040.

**WCBI Wants** a very good experienced-radio sales professional. Creative writing, announcing, & production ability a must! Write: Bill Felkner, WCBI Radio, PO Box 1710, Columbus, MS 39701.

**Sales Manager** for radio station in Northern California. We need a dynamic leader with a strong background in creative sales. Resume to Box C-77.

**WJOB—Hammond, Indiana** needs a sales person experienced in broadcasting or related media. Opportunities unlimited. Contact Ed Ruppe, Sales Manager, WJOB, 6405 Olcott Ave., Hammond, IN 46320.

**Super Salesperson** for newly acquired FM in one of America's most beautiful and well-known markets, within 90 miles of N.Y.C. New call letters, new format, new engineering, etc. Great career opportunity for right person. Straight commission deal—\$15,000-\$20,000 in first year for right person. Rush confidential resume with full details and earning history to George V. Delson Associates, 888 7th Avenue, New York, NY 10019.

**WOHO/WXEZ** is now the No. 1 contemporary radio choice in the Toledo market. We need experienced radio sales people to help market our product. If you're dissatisfied with your current earning situation come see us ... it could mean \$\$\$ for you. Call or write to Richard Lamb, WOHO/WXEZ, Broadcast House, Toledo, OH 419-255-1470. We are an equal opportunity employer.

**Proven Sales Producer** for small market. If you can deliver we'll guarantee minimum \$20,000 annual. Texas panhandle 5 KW Country & "C" FM Contemporary with impressive sales growth using image and campaign concepts. Box C-111.

**WSAM, Saginaw.** No. 1 Contemporary in the market looking for strong aggressive Account Exec. All applicants considered. Experience preferred. An Equal Opportunity Employer. Call Ken MacDonald St 517-752-8161.

**Group of five** AM and FM stations in medium and small markets in Illinois, Wisconsin and Florida now interviewing ambitious radio sales persons. Guaranteed salary, travel allowance, liberal commissions, bonus, major medical insurance, profit-sharing, advancement opportunities. E.O.E. Send resume to Box C-92.

**Aggressive sales person** who wants to earn well and live well in Minnesota's vacationland. Prefer 1 to 3 years sales experience. If you have what it takes to be successful in a hard hitting organization contact Charles Persons, Station KVBR, Brainerd, MN 56401.

**If you're moving** faster than your station, proven yourself on the street, RAB oriented and interested in excellent opportunity with professional contemporary leader, send details to Burt Levine, WROV, Roanoke, VA 24015.

**Sales Manager** for growing medium-small market station in Oregon. Attractive position for right person. Must be creative, able to work with people and detail and have proven sales record. EOE. Send resume and salary requirements to Box C-118.

### HELP WANTED ANNOUNCERS

**Morning Drive Personality** for station near the beautiful New York Finger Lakes. Maturity, experience and community involvement required. Salary to \$13,000. EOE. Send resume and salary requirements to Box B-183.

**Versatile midwesterner** for announcing position at well managed station located between St. Louis and Springfield, Illinois. Resume, tape. WSMI, Litchfield, IL 62056.

**Florida MOR seeks** experienced announcer, strong on production, third class endorsed license. Delightful living by the ocean in warm, sunny Florida. Send resume, tape and salary requirements to Bill Brown, WIRA, Box 3032, Fort Pierce, FL 33450. An Equal Opportunity Employer.

**Announcer—Immediate Opening.** min. one year experience. Good pay—fringes. Contact John Weir, KBUR-KGRS, Burlington, IA 319-752-2701.

**Open line talk show** personality wanted for new News/Talk station. Send resume, tape, salary requirements and prior ratings experience. EOE. WHNE, Box 1350, Norfolk, VA 23501.

**Morning Air Personality,** Country format, immediate opening with good salary. Requires: mature air sound, experience to handle information and commercial commitment, strong production. Interested prospect should investigate and send tape and resume to Dave Donahue, WBHP Radio, PO Box 547, Huntsville, AL 35804 E.O.E.

**Hot Springs Arkansas.** Professional Radio seeks morning announcer-sales combo. Modern Country Experience necessary. 501-525-1301. EOE.

**KOY Phoenix** is looking for a talk show host for a new talk show in the evening. This is a good opportunity at a very well rated radio station for someone able to discuss contemporary issues from a variety of viewpoints, like Phil Donahue. Please send tapes of talk shows only, to Nat Stevens, Program Director, KOY, 840 N. Central Ave., Phoenix, AZ 85004, together with salary range. KOY is an Equal Opportunity Employer M/F.

**Bright MOR personality** for medium-size midwest market. Growing company with several broadcast properties. Great opportunity for personality with proven track record. Box C-58.

**Immediate opening** for Announcer with news and production skills for non-automated, Beautiful Music format. Only thoroughly experienced, mature sounding pros need apply. Tape & resume to WSRS, West Side Station, Worcester, MA 01602. EOE.

**Experienced Morning Personality** wanted with some sales. Modern Country format on the coast of N.C. Phone WDZD 919-754-8171.

**Air personality** for 7 PM-Midnight shift on AOR FM in major market in the Southeast. Send tapes and resume to Jim Ballard, 400 Radio Road, Charlotte, NC 28216. Equal Opportunity Employer.

**Southeast New Mexico.** New station in Carlsbad needs PD and announcers with experience. Excellent station facilities in beautiful town of 30,000 population. Adult contemporary with professional standards. Grow with our young group of stations. Tape and resume to Bob Tate, Box 1538, Carlsbad, NM 88220. 806-669-6809.

**Spring opening**—Announcer/News and Announcer/Production people to grow with solid, small market station. E.O.E. Send resume and audition tape to: WLEM, Box 310, Emporium, PA 15834.

**Immediate openings** for bright, wide-awake personalities for Central Eastern Pennsylvania station. No beginners. Good bucks and benefits if you can communicate and follow directions. Send tape, resume, salary requirements. Radio, Box 38, Bloomsburg, PA 17815.

**Air Personality, AC format,** 6 to midnight shift, strong on production, engineering background a plus! We have super facilities and are located in a very competitive market in one of the East's most beautiful areas. Send resume and salary requirements. Box C-89.

**WBAT, Marion IN** ... Seeking D.J. with some experience for 6-Midnight shift. Some production ability required. Send tape and resume with first letter ... c/o Mike Burton, PD., PO Box 839, Marion, IN 46952.

**KYNN, Omaha, Neb.** Expanding with addition of FM. One of the top country music stations in the Midwest and one of the best chains of stations in the country. Looking for personality oriented announcers, salespeople, news people, females encouraged. Country music experience required for announcers. Send tapes and resumes to Chris Taylor, PD., Sales to Ken Fearnow, KYNN, 3615 Dodge, Omaha, NE 68131. E.O.E.

**Super Jock** ... heavy on personality. Adult Contemporary. Minimum 3 years track record. Heavy on production and a lot of good promotion ideas needed. Lots of hard work. Above average wages and benefits. E.O.E. Central Pennsylvania, growing community. Box C-106.

### HELP WANTED TECHNICAL

**Full-time chief engineer** needed immediately. Salary open. 1kw AM with CP for 5kw; directional nights with two towers. 100kw FM with automated Shaeffer 900E system. Construction of new facilities planned for this summer. Contact: William J. Luzmoor, III, KRKK/KQSW-FM, PO Box 2128, Rock Springs, WY 82901. Telephone no: 307-362-3793.

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**HELP WANTED TECHNICAL  
CONTINUED**

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**Chief Engineer: AM-Live/FM-automated.** Transmitter and studio maintenance. Group operation. Good pay and benefits for hard worker. You will be tested for technical knowledge. Apply in writing: WIBM Box 1450, Jackson, MI 49204. EEO.

**KDES, Palm Springs** has an immediate opening for a full-charge Chief Engineer. Must be familiar with AM directional, FM automation. Send resume and salary requirements to: Joe Tourtelot, KDES, 821 N. Palm Canyon Dr., Palm Springs CA 92262—An equal opportunity employer.

**Religious 50KW daytime** 2-tower directional needs chief with minimum 5 years transmitter maintenance. Send resume with salary requirements to Wilbur Goforth, WMOO Radio, PO Box 1967, Mobile, AL 36601.

**Eau Claire, Wisconsin's WJJK & WBIZ(FM)** is accepting applications for Chief Engineer. Will consider small market chief ready for move. Major company with substantial benefits, including retirement. \$9-\$12000. EEO. Contact Wayne Phillips, 715-835-5111.

**Beginning engineer or announcer** with a first-class who has a knack for engineering and wants to learn under an outstanding consulting engineer—call now—309-342-3161.

**Chief engineer** for medium market. 5000 AM and 100,000 FM. First phone required. Experience with AM Directional patterns, Audio and Automation. Please send resume to G.M., WRUN, Thomas Rd., Oriskany, NY 13424.

**Full Charge Chief** for AM/FM simulcast, maintenance to proofs. Announcing ability and desire a plus though not necessary. E.O.E. Send resume and salary requirements to: Box C-104.

**Chief Engineer** for 20 KW-FM and 1 KW-AM. Moving into new studios. Send resume and salary required to Bill Brown, WIRA/WOVV, Box 3032, Fort Pierce, FL 33450. An Equal Opportunity Employer.

**Chief Engineer for 1KW FM.** WUNH, the student funded station at UNH in Durham, New Hampshire is seeking part-time or contractual Chief with first or second phone. Flexible schedule. Contact David Col-dren, General Manager, WUNH, Durham, NH 03824. 603-862-2541.

**Chief Engineer/Announcer.** Daytimer & "C" FM automated, Air shift on Country AM. North Texas. Top Dollar. Resume to Box C-112.

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**HELP WANTED  
NEWS**

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**Empire State Network**—staff news writer/reporter. Experienced applicants forward resume, references. Salary history/requirements, 5:00 audition cassette and original script NLT March 16 to: Personnel Dept, PO Box One, Albany, NY 12201. EOE.

**News people** wanted for new News/Talk station. Prior on-air experience at all-news station a MUST. Send resume, tape and salary requirements. EOE. WHNE, Box 1350, Norfolk, VA 23501.

**Illinois small-market stations** need newsperson with experience. Will write and deliver local news and features, host phone talk show. Send tape, resume, writing samples and salary expectations to WPMB/WKRV, Box C, Vandalia, IL 62471.

**Needed immediately:** reporter/anchor, male/female, tape, resume KQIZ, 2903 Western, Amarillo, TX 79109.

**Assistant News Director/afternoon drive anchor** for leading news station in market with lowest cost of living in the region. Experience and mature voice required. Tim Tyson, WBHR, Box 547, Huntsville, AL 35801. EOE.

**Strong News Director** needed for challenging position in growing southeastern coastal city. Expanding corporation with market's only helicopter reports. Strong delivery and minimum 3 years experience needed. Send tape, resume, and sample copy to Bob Kaake, WKTM, PO Box 5758, North Charleston, SC 29406.

**KODA-FM has an opening** for a top flight newsperson. The position will involve a 5AM to 9AM shift, six days a week, preparing and delivering news. In addition, the person will be involved in developing news in the field as well as preparing and producing Public Affairs features and programs. Experience and training in Broadcast Journalism plus a voice suitable for Beautiful Music format is required. The position may involve some supervisory duties over other personnel. All applicants must be legally cleared to operate transmitting equipment. Mail a resume and if possible an air check of previous on-air position to the program Director, KODA, 4808 San Felipe, Houston, TX 77056. Qualified handicapped, disabled veterans and Vietnam veterans invited to apply. EOE.

**Southeast New Mexico.** New station in Carlsbad needs News Director with experience. Come grow with young station group. Super news facilities, Beautiful town of 30,000 population with plenty of news. Tape and resume to Bob Tate, Box 1538, Carlsbad, NM 88220. 806-669-6809.

**News Director**—Growing eastern Massachusetts AM seeking experienced news director. Strong authoritative delivery a must. Strong-local news background required to organize and direct aggressive news operation. Send tape, resume and salary requirements to 423 Prospect Street, Norwood, MA 02062 or call 617-762-6614.

**News Director** to gather, write and report local news. A feel for news more important than experience. Tape and resume to KWEI, Box 791, Weiser, ID 83672.

**General Assignment Reporter** for major public radio station. Varied assignments from features to politics. Must combine excellence in writing and announcing. College degree, two years professional experience. From \$11,040 to \$12,240, plus benefits. Send tape, copy samples, resume to David Feingold, News Director, WOSU-AM-FM, Telecommunications Center, 2400 Olentangy River Road, Columbus, OH 43220. Application deadline: April 2, 1979. The Ohio State University is an equal opportunity/affirmative action employer.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Production enthusiast:** creativity a must, deep voice, excellent production equipment to work with. AM-FM automated, Midwest. Box B-152.

**Mid-day AM Air Personality.** Two years experience, adult format. Tape and resume to Personnel Director, WSM Broadcasting, PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**High School PBP** and air-shift, First ticket a must. Oregon medium-small market station. EOE Send resume and salary requirements to Box C-117.

**Production with part time** sales for completely automated beautiful music FM station. Must have quality voice for this type format with good production. Must be willing to work with automation. E.O.E. Request complete resume. Reply to Box C-75.

**Program Director/Sunbelt.** Good pay for super workhorse and motivator. Resume first—talk later. EOE. Box C-80.

**Program Director,** Medium AM/FM western Pennsylvania wants community minded idea person with sales understanding. EEO group owner also offers opportunity for growth to bigger responsibilities. Phone Walt Broadhurst, 412-846-4100. Immediate opening.

**Production Manager/Announcer**—growing eastern Massachusetts AM has immediate opening for announcer with first phone. Should have pleasant AM delivery, good writing and production experience, to work with adult contemporary format. Send tape, resume and salary requirements to 423 Prospect Street, Norwood, MA 02062 or call 617-762-6614.

**Program Director** for growing medium-small market in Oregon. Must have first ticket. Production and program creativity a must. EOE. Send resume and salary requirements to Box C-119.

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**SITUATIONS WANTED  
MANAGEMENT**

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**Manager with many many successes** looking for immediate permanent position. Proven winner with heavy track record, best qualifications, references possible. Tired of mediocre applicants? Answer this ad! Box B-133.

**Operations, Program Director.** If you desire hiring a creative, personality-oriented motivator who understands the relationship of solid entertainment with the bottom line, we should talk! A 14-year pro with an MBA is seeking a fresh challenge. Box C-64.

**Successful, Employed, V.P., General Manager.** Impending sale permits search for similar position. Superior administration, sales, programming history. Twenty years experience. People, profit motivator. License, labor, acquisition background. Convincing credentials. Box C-23.

**Station owners, group owners** take a look. Here's a gen mgr looking for a real challenge not just a change. 16 years experience all in management level, AM-FM and combinations, small, medium, and major markets. Presently employed and in no hurry. Looking for that rare opportunity. A dedicated professional with heavy sales background and credentials to back it up. Box C-5.

**18 year Broadcaster** seeks management opportunity. Well versed in programming, administration, FCC regulations and asserntiments, with strong sales background. I can build your track to run on now! Family man 37, excellent leadership and motivational abilities. Call 315-736-3236 after 7 pm or write in confidence to Box C-65.

**General Manager:** Creative 43 year old family man seeking to expand horizons in FM or AM/FM. Strong on programming, production, promotion that sells. Community involvement leader. Looking for progressive station in progressive market. Box C-79.

**Sales Manager or GM/SM.** Top Salesman at radio station in Top 10 Market, with proven track record over 9 years, ready to move for best opportunity in management. Excellent reputation in major city and best references from present management. Box C-81.

**Versatile former network** executive with publishing and marketing experience seeks challenging executive slot with radio or television group leading to station or group management position. Telephone: 212-534-1678.

**General Manager.** Lengthy experience with exceptional, documented performance record in medium markets. Excellent administrator, strong sales management. Intelligent and articulate. Hard working, devoted and stable. Age, 'young' 44. Carefully looking for long term association with quality organization. Box C-98.

**M.B.A.—attending NAB** in Dallas. Seeks challenging position with progressive broadcaster. Five years experience in commercial production. Contact Hugh Sonk at Quality Inn-Market Center for resume/interview during convention.

**Vice. Pres.-General Manager** with up to \$150,000 to invest in a working partnership. Must be a take charge situation so as to insure a good return on my investment. Twenty years of successful radio experience in all size markets. Outstanding business, personal and financial references. Reply in complete confidence to Box C-100.

**Experienced General Manager**—20 years in broadcasting. 5 educational. 15 commercial; 6 years General Manager. B.S. and M.S. degrees. 36 years old, married, steady, dependable, Excellent track record, heavy on promotions, sales, community relations. Seeking permanent opportunity. Midwest, South, or Southwest preferred, Contact G. Brown, R. No. 17, Brazil IN 47834. (812-448-8695).

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**SITUATIONS WANTED  
ANNOUNCERS**

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**Broadcast School Grad** looking for first job. Know FCC R&R's. Weekdays 716-834-4457.

**Classical Announcer.** Experienced. Creative production. Bruce Thomson, 1435 University Ave. Riverside, CA 92507.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Let Me Take** a load off you. Energetic 3rd endorsed broadcaster with extensive training in speech, news and commercial writing and delivery, production and sales willing to go anywhere and do anything to make your station work for you. Call Jan Oberman at 215-467-2714.

**Female minority broadcaster** with happy adult contemporary style, with many hours of excellent training and an audition tape to prove it. Call Mattie McKeever at 215-877-6192 or 215-922-2797.

**Ten years of continuous announcing.** Three markets have heard my voice. Looking for a position that's stable, I'll accept the most promising choice. Would prefer afternoon drive or evening slot. I'm a family man interested in what you got. Box C-21.

**If you're looking** for a "mover" who does more than sit, open mouth, and fall in love with his own voice, call for D.J.-news tape. Tony Mitchell, 215-345-6612 or 215-922-2530.

**Experienced Third Endorsed** looking for Country or Rock in the West. Creative production. C. Graham, 4629 N. 10th Street, Phoenix, AZ 85014. 602-279-7092.

**Air talent,** 3rd phone, some experience, seeking positive career breakthrough in Florida. Box C-45.

**Versatile—Young—Experienced Black** announcer in all phases of radio. Seeks job anywhere, anytime, any format, for anything! Greg Stanley, 4222 W. 21st Place, Chicago, IL 60623 312-762-1557-8.

**Looking for small-medium market.** 10 years experience. Salary negotiable. Don Wilson, 1717 W. 7th, Frederick, MD 21701.

**Announcer/DJ—Third Endorsed,** 6 years experience, smooth voice. Seeks full-time air shift/part-time sales position at Beautiful Music, Classical or news station. Available now, will relocate. Phone 714-658-1094. Hemet, CA.

**Going 24-hours?** Top-15 talent entertains, writes/programs wee hours. Box C-84.

**Experienced personality** with ability to communicate. Creative production ability. Contemporary—Adult Rock Top 100 Markets only. Call Don 615-331-2580.

**Ambitious, Hard-working** jock needs 1st break. Rock my specialty. 3rd endorsed. Jeff, 499 E 8th St., Apt. 3N, Bklyn., NY 11218.

**Experienced programmer seeking** Pop/Adult or Country position in Northeastern Medium market. Box C-87.

**Rookie Jock** looking for first break. 3rd Endorsed. Call Hank London 201-836-8396 after 2:00 PM.

**Female, third endorsed,** seeks announcing and/or programming position. Three years experience classical music broadcasting. Bachelor's in music. Relocate immediately. Call Gina days at 312-621-4010.

**Clever, experienced, committed** MOR personality wants Northeast. Reply to Box C-88.

## SITUATIONS WANTED TECHNICAL

**Engineer. Three years** in business, want back in radio. Fifteen years staff through chief. Heavy maintenance, directionals, stereo, automation. Will relocate own expense. Box C-96.

**Chief Engineer** of AM-FM with 20 plus years hands-on experience with special design and construction facilities desires position in Dallas-Ft. Worth or Houston area with operation committed to good technical broadcasting. Box C-107.

**Young, energetic Chief Engineer** seeks position with southern, medium-market AM/FM. Tom Bohannon 512-682-5961.

**Broadcast Engineer** with engineering degree and First ticket desires position in Wash., Md., or Va., area. J.W., Box 86, Falls Church, VA 22046.

**Major Market experience,** currently chief of medium market. AM directional, FM-stereo, automation. Strong on maintenance, construction. Looking for station committed to technical excellence. Box C-97.

**Experienced Engineer** looking for chief's position in smaller market with warm climate suitable for retirement in future. AM-DA, FM, stereo. Box B-173.

## SITUATIONS WANTED NEWS

**Sportscaster.** Experienced 6 years. Educated MS communications. 27 male. Current radio sports director 100KW FM-1KW AM Midwest. University BPP broadcaster. Looking for step up. Tapes (audio-video), resume, references on request. Box B-174.

**Homesick for Texas.** Highly experienced News Director, seeking position in Major-Medium Market. Take charge pro, with excellent voice, style, writing and production. Self starter with proven record. Box C-103.

**Experienced PBP/Sports Director** looking to hook up with sports station or college network. Write good copy, smooth transition lines, hustler. Pref. Southeast. Can also run snappy, contemporary air-shift. If you'd like an innovator call Walt Fowler: 518-842-7815; 12:30-2, after 6.

**Well-experienced,** highly-qualified Program and News Director seeks better opportunity. Will offer the best resume and references. Prefer MOR or MOR/Contemporary operation, with strong news and sports commitment. Reply Box C-99.

**Small-market news director** looking to join staff of larger station. I'm a hard worker, street-wise, and a fast writer. Call or write Rick Lippincott, 7 Woodside Place, Pennsville, NJ 08070 609-678-6144.

**Free-lance reporter,** with major market radio and newspaper experience, 1978 graduate seeks full-time news position in medium or small market. Box C-109.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Country Programmer and Personality** 20 years, impressive track record, sales oriented. Seeking long term position. Call Dave Donahue at 612-699-1330 or 612-690-1150.

**Automation Programmer.** Currently supervising music format, news production and other on air material for adult MOR station using a Harris System 90. Music syndicator says we are tightest sounding station they service. Want to move to more challenging position anywhere in country. If you take as much pride in your automation sound as I do let's talk. Box B-172.

**"Adult" Rockers,** can't hang onto the 26-34 group for more than one year? I've got the answer. If interested, contact me. Box C-94.

**Top rated major market talk** host available now because of format change. Wants PD with air shift. Arthur Gahan, 1-618-451-9950, 4954 West Pine, St. Louis, MO 63108.

# TELEVISION

## HELP WANTED MANAGEMENT

**Staff Producer/Director** for WHA Television, University of Wisconsin-Extension, Madison. Responsible for directing live and tape studio and remote production; and directing tape and film editing. Must be able to manage ideas, money, people and time in the context of television production. Must be completely knowledgeable of all phases of the production process and all aspects of television production including audio, lighting, film direction, stock and processing techniques, set design and graphic arts, video and film cameras, videotape and film editing. Must be able to evaluate the aesthetics of television production. Proven track record in producing and directing both public and cultural affairs programming mandatory. Three years full-time experience as a producer/director essential. Bachelor's degree required. Salary: \$17,000 minimum. Application deadline is March 30, 1979. For an application, write Richard Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.

**The Iowa Public Broadcasting Network** is seeking qualified candidates for the position of Director of Educational Services. The position organizes, develops, directs, and implements plans and programs in the areas of instructional TV, in-school utilization of broadcast and nonbroadcast programs, business and industry programming, adult and higher education courses, as well as supervision of all educational telecommunications activity. For position description and requirements, contact: Rod Thole, Executive Director, IPBN, PO Box 1758, Des Moines, IA 50306. Applications close April 1, 1979. An Equal Opportunity Employer.

**Executive Producer** for cultural affairs for WHA Television, University of Wisconsin-Extension, Madison. Responsible for supervising producers in the area of cultural affairs program content, and for final program product. Responsible for overall look, content, style and credibility of all cultural affairs programming produced at WHA-TV. Also produces and directs programs as assigned. At least three years experience as a Producer of Cultural Affairs in a public or commercial TV production facility that produces substantial cultural affairs programming. Must have demonstrated success in the management and supervision of creative people, and be completely knowledgeable in all phases of the TV production process. B.A. required, M.A. preferred. Salary: \$18,000 minimum. Deadline for completed applications, March 30, 1979. For an application, write Richard Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.

**Staff Director** for WHA-Television, University of Wisconsin-Extension, Madison. Responsible for directing live and tape studio and remote production. Directs both tape and film editing. Must be fully knowledgeable and experienced in all phases of the TV production process and all aspects of television production including audio, lighting; film production, stock and processing; set design and graphic art, video and film cameras, videotape and film editing. Producer track record in directing both cultural and public affairs programming, both live and on tape. Two years full-time experience as a television director essential. Salary: \$15,000 minimum. Application deadline is March 30, 1979. For an application, write Richard Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.

## HELP WANTED SALES

**Pacific Northwest NBC** affiliated seeks experienced, solid account executive with management potential. Send resume to Ben Shropshire, GSM, KNDO-TV, Box 10028, Yakima, WA 98907. Regional applicants preferred. EOE.

**Sales Manager:** Small Eastern Market, VHF network affiliate needs motivated & creative person who can & will. Send resume & salary requirements. E.O.E. Box C-113.

**Account Executive:** An opportunity is available for a very experienced television salesperson. It is a top account list with a major group broadcaster in a top 15 market. The job offers not only high income, but also a position with a corporation that is extremely interested in developing career oriented salespeople into managerial talent. The qualified applicant for this position should have extensive experience in television sales with a broad background in direct client contact, development of T.V. dollars and agency negotiations. Your reply will be held strictly confidential. We are an Equal Opportunity Employer. Box C-120.

**Account Executive** for group owned NBC affiliate to assume active account list. Radio or TV experience required—TV preferred. Send resume to John D. Livoli, WIS-TV, PO Box 367, Columbia, SC 29202. An Equal Opportunity Employer.

## HELP WANTED TECHNICAL

**KUAM-TV needs two** maintenance technicians. If you have a first-class ticket, some formal electronics training and a working knowledge of broadcasting equipment and trouble-shooting, why not consider a sabbatical year or two on tropical Guam where challenging work and a rewarding foreign experience can be combined. Send resume in confidence to Hammett & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

## HELP WANTED TECHNICAL CONTINUED

**Chief Engineer**—We are a UHF Network affiliate in Central Virginia looking for a chief with management ability and a maintenance background. Salary in the mid-twenties plus fringe benefits. Contact Harold B. Wright, WVIR-TV, Charlottesville, VA 22902. 804-977-7082. Equal Opportunity Employer.

**Need Immediately**—Strong tech or Assistant Chief to fill Chief Engineer position. Small market dominant CBS/ABC affiliate. Ampex 1200B, GE PE240, Grass Valley switcher, GE TT50 and more. To \$32,000. Box C-28.

**Chief Engineer** for Indy U in Great Lakes area. Managerial experience required to supervise small staff of engineers. Opportunity to grow with company. Equal Opportunity Employer. Send resume and salary history to Box C-16.

**Assistant Chief Engineer**—Medium market, Group owned VHF network affiliate. Experience required in transmitters, studio and ENG. Send complete resume and salary requirements to: Chief Engineer, WSTV-TV, 320 Market Street, Steubenville, OH 43952. Equal Opportunity Employer.

**Chief Engineer** to build the finest new medium-market facility in the South. Challenging opportunity for professional growth in fast-growing resort area with family recreational opportunities second to none. Resume to Box C-47.

**Television Transmitter Field Engineers.** Good opportunity in a growing company specializing in television transmitting equipment. Telephone or write to Bob Bromley, Townsend Associates, Inc., PO Box 1122, Westfield, MA 01085, Tel: 413-562-5055.

**VTR Operator**—1st or 2nd Class FCC License for gulf coast VHF. Will train applicant with technical background. An Affirmative Action EOE. Send resume to Box C-73.

**West Coast ABC Affiliate** now accepting applications/resumes for the following permanent positions. Technical director, video switcher, master control technician. First class FCC license and previous television experience required. Excellent salary and benefits. Send inquiries to: Personnel Department, KNTV 645 Park Ave., San Jose, CA 95110. EOE M/F.

**TV studio maintenance engineer**, southwestern ABC affiliate. Many benefits including paid pension plan. Minimum requirements two years technical school or military equivalent, two years responsible studio maintenance experience, first class license. Salary negotiable depending on qualifications. Send resume and salary requirements to Chief Engineer, KOAT-TV, Box 4156, Albuquerque, NM 87196.

**Television Instructor** for teaching resource—Qualifications: Bachelor's degree. Be able to understand and operate an advanced, multi-camera, closed circuit color television facility with studio production and 3/4" video cassette automatic editing plus a portable camera and recorder. Understand the operations and functions of individual pieces of television equipment and how the separate pieces of equipment relate to each other in a system. Have a basic understanding of electronics. Be able to aid and advise the faculty in the usage of television in their instructional programs. Strong background in television engineering with some experience and willing to learn television production also considered. Salary range \$12,000 to \$15,000 per year. Position available May 18, 1979. Deadline for application March 19, 1979. Apply to Teaching Resource, College of Veterinary Medicine, Kansas State University, Manhattan, KS 66506, telephone a/c 913-532-5696. Kansas State University is an equal opportunity employer.

**Television Studio Engineering Maintenance Crew Chief** for duty at Durham Channel 11 studio. Must have 1st class FCC license, Associate's Degree in Electronics, and at least 5 years in-depth experience with technical maintenance on Quad and helical VTR equipment, broadcast color cameras and switching equipment including TBC and Proc amps. Familiarity with digital electronics, microwave facilities, sync generators (NTSC), Vectorscopes and waveform monitors essential. Salary: \$11,616-\$18,048. Send complete resume, including phone number, to Director of Engineering, WENH-TV, Box Z, Durham, NH 03824. AA/EEO.

**ENG Maintenance Engineer/Technicians**—Must be qualified to maintain Sony 3/4" tape machines, editors, and portable recorders, ENG cameras, and be familiar with operation of ENG remote van. Must have FCC First Class License. Send complete resume to: Ron Jacobson, Director of Engineering, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104. An Equal Opportunity Employer.

**Engineer for two PTV stations.** You'll handle master control, VTR and film projection. An opportunity for diverse work and strong benefits. You'll need a First, two years in TV technical operations, plus an associate degree in electrical technology. No calls. Send resume to Daniel Kuemmel, Employee Services, WMVS/WMTV, 1015 N. Sixth Street, Milwaukee, WI 53203.

**Media Specialist III (Repair)** Respond to requests for emergency service, carry out scheduled repairs and routine maintenance on G.E.L. dial access information systems, color C.C.T.V. systems, and a variety of video and audio recording systems. Minimum qualifications: Associate's degree in electronics or equivalent, and two years of related experience. Applicant should be experienced in working with monochrome and color video systems, digital and electromechanical switching systems, recorder and projector transports; experience with Bell and Howell and Sony equipment desirable. Starting salary: \$9,180-\$10,296; range maximum: \$14,244. Forward resume no later than March 16, 1979, to Rick Littlefield, Media Services, University of New Hampshire, Durham, NH 03824. AA/EEO.

**Television Master Control Operator.** Monitors and implements facilities schedule to see that all events occur as specified. Recruits, trains, schedules and supervises part-time student operators. Turns on and turns off equipment as needed; makes set-up adjustments and operates television equipment. Keeps notes, records and logs relating to assigned duties. Performs maintenance on television equipment. Application deadline date: March 23, 1979. Minimum salary: \$10,000. Send applications to: Mr. Bart Derby, Chief Engineer, Television Services, C-204 Music & Speech, Kent State University, Kent, OH 44242, 216-672-2810. We are an equal opportunity employer.

**Chief Engineer** for new Denver area public TV station. Participate in original construction. First phone, maintenance experience with older RCA VHF transmitters, ENG equipment, STL, required. Send resume, salary history, and references to: John Schwartz, KBDI, Box 4262, Boulder, CO 80306. Equal Opportunity Employer.

**TV Maintenance Engineer:** 1st FCC. Transmitter, Quad, Studio & ENG experience. Send resume & salary requirements. E.O.E. Box C-115.

**Broadcast Engineer**—required for design, operations and maintenance of new studio, E.F.P. systems, and modern RF plant. Send resume by 3-23-79 to Chief Engineer, KAKM, 3211 Providence, Anchorage, AK 99504. KAKM is an EEO/AA employer.

**Chief Engineer:** Eastern Small Market VHF network affiliate. Need some management skills plus Transmitter, Quad, Studio & ENG experience. Send resume & salary requirements. E.O.E. Box C-116.

## HELP WANTED NEWS

**News Director**—Southwest major market. News leader applicant must be experienced in all areas of news gathering techniques. Send all information first letter. Box B-142.

**Television News Reporter.** College degree or equivalent experience. All ENG News Department. Videocassette and resume to Jim Bradley, WHSV-TV, PO Box TV 3, Harrisonburg, VA 22801. EOE.

**News Producer** for Top-100 Midwest Station. Professional journalist with television production experience vital. Send resume to Box C-27.

**Weatherperson:** Top 50 market in the East. Looking for zany, creative weather presentation. Personality more important than experience. Equal Opportunity Employer. Send resume to Box C-38.

**Combined radio-TV newsroom** seeks on-air reporter. Some anchoring. One-year experience preferred with BA. Send resume, writing sample and tape to: Pete Williams, KTWO, PO Box 2720, Casper, WY 82602.

**Weather Reporter**—Southeastern top 50 NBC affiliate seeking weather reporter for on air work at 6:00 and 11:00 p.m. Prior experience required. Please submit 3/4" videotape and salary requirements with application. Wayne Ashworth, News Director, WXII-TV, Box 11847, Winston-Salem, NC 27106.

**Sportscaster**—Looking for energetic, willing to get involved sportscaster for top 50 market. Will fill position quickly. Equal Opportunity Employer. Send resume to Box C-37.

**Reporter/Writer:** Need experienced person for general assignments reporting. Familiarity with ENG essential. Writing abilities a must. Good organizational and conceptual skills. Bachelor's degree in Broadcasting/Journalism/English or related field plus one year experience. Beginning salary \$11,521. Send tape and resume on first contact to Michael Brannen, WJWJ-TV (an affiliate of S.C. ETV Network), PO Box 1165, Beaufort, SC 29902. Equal Opportunity Employer.

**Vacation relief reporter**, willing to relocate. AFTR scale. Experienced only. Resume and tape to News Director, KSTW TV, PO Box 11411, Tacoma, WA 98411.

**Wanted: Reporter, Weekend Anchor.** NBC top 50 affiliate in sunbelt has an immediate opening for an experienced reporter with anchor experience. Good writing and production talent desirable. If interested, please apply with resume, 3/4" cassette and salary requirements to Suzanne Vrhovac, Administrative Assistant, WXII-TV, PO Box 11847, Winston-Salem, NC 27106. No phone calls please.

**Assistant News Director/Executive Producer** Group-owned, Number 1 network affiliate with major commitment to news, needs a top professional. ENG experience, strong management skills a must. Excellent salary and benefits in a progressive Mid-Western market. An Equal Opportunity Employer. Send resume and salary history to Broadcasting, Box C-78.

**Sports/Anchor:** We're looking for someone who knows sports and knows how to present it on the air. Send tapes and resumes to News Director, WTAJ-TV, 5000 6th Avenue, Altoona, PA 16602 E.O.E.

**Photojournalist** for medium market TV station. Must have film and ENG experience; proficient in editing of both. Broadcast degree preferred. Reply to Larry Hatteberg, KAKE-TV, Box 10, Wichita, KS 67201 (316-943-4221). An EOE.

**Reporter**—Top 50 market. Must shoot film and tape. Equal Opportunity Employer. Send videotape and resume to Bob Brunner—WSAZ-TV, Box 2115, Huntington, WV 25721.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Coordinator of Instructional TV** to be responsible for all aspects of broadcast TV use in schools. Applicant should be experienced in program scheduling, producing teacher guides, and ITV utilization. Send resume to Office B, WNET-TV, PO Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

**WBRE-TV and its associated production company** need a production coordinator, who will handle studio and personnel scheduling, generally oversee quality control of studio and air production. Management abilities with good background and training ability in all crew positions necessary. E.O.E., good salary and benefits. Contact: Franklin D. Coslett, Box 28, Wilkes-Barre, PA 18773 or 717-823-3101.

**Immediate opening** for director-switcher. Capable of handling fast moving news broadcasts and commercials. Grass Valley experience a plus. E.O.E. with good salary and fringes. Contact: FD. Coslett, Box 28, Wilkes-Barre, PA 18773 or 717-823-3101.

**Producer/Host**—Major Midwest PBS station looking for producer/host for weekly arts magazine. Absolute minimum 10 years producing experience with some commercial television work and management experience desirable. Excellent salary. An Equal Opportunity Employer. Send resume to Box C-19.

**Graphics Director/Animator**—Top 3 TV market station requires person with experience in both print production & ability to produce own animation with newly acquired stand. Will interface with in-house advertising & promotion dept. Good benefits. Salary commensurate with experience. Applicants will be screened in confidence. Phone: 213-655-4082.



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## HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

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**Director** for well-paced newscasts at 6 & 10 p.m. at progressive Midwest net affiliate. Must be both news and production oriented for full-time assignment to aggressive news operation. Resume and salary requirements to Box C-1.

**Talent . . . man and woman** for co-hosting PM. Magazine format. On camera experience with ability to write copy and assist producer. Video cassette must accompany resume to: TV Program Director, KFMB-TV, Box 80888, San Diego, CA 92138. No phone calls please. All resumes will be acknowledged, all tapes returned. Equal Opportunity Employer.

**Production Photographer**—Prefer 2 years experience in all phases of film/mini-cam photography, editing, lighting and audio. Excellent pay and benefits with a multi-station company. Person will work with programming, public affairs, promotion and commercial to satisfy production requirements. Send resume to: Don Swaim, Operations Manager, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27106. An Equal Opportunity Employer.

**Top 30 Emmy Award Station** is looking for that creative person to produce-direct and write specials, direct newscasts and other related programming. Move up to Ohio's best equipped station. We need the creativity—you'll have the tools and personnel from mini-cam to squeezezoom. Experienced/degree preferred. EOE. Write: Al Dompke, Production Manager, WBNS-TV, 770 Twin Rivers Drive, Columbus, OH 43215. (No phone calls).

**Public Information Specialist I.** Public television station needs experienced person to prepare news releases, plan and prepare advertising projects and handle dissemination of information to public. Bachelor's degree in Journalism/English or related field required. Beginning salary \$10,342. Interviews by appointment only. Contact Station Manager, WJWJ-TV (affiliate of S.C. ETV Network), PO Box 1165, Beaufort, SC 29902. Equal Opportunity Employer.

**TV Producer/Director position** available in medium-sized, Midwestern market. Must have 1-2 years current experience in newscast directing, BA telecommunications or strong minor with emphasis in TV production techniques and directing; 1-2 years current experience with Grass-Valley-type switcher, ENG small format video tape editing; demonstrated experience & ability in commercial production. Send complete resume and VTR to: Fred Kalamaja, Production Mgt, WOI-TV, Ames, IA 50011 by March 31, 1979. EOE.

**Writer—Director**—Candidate will possess B.A. in communication or other appropriate field with experience in video production techniques; creation of documentary, news, and instructional programs; and writing for video production. Salary: \$10,640 beginning. Resume, sample scripts, and 3/4" videocassette containing sample production work must be sent to: Daniel G. Lind, Manager, University Video Center, E205 East Hall, University of Iowa, Iowa City, IA 52242. The University of Iowa is an equal opportunity, affirmative action employer.

**Associate Producer/Co-host** for locally produced weekly children's program. Applicants should be experienced in the areas of writing and EFP. Send resume and salary requirements to Production Mgr, WTHR-TV, 1401 N. Meridian, Indianapolis, IN 46202. An Equal Opportunity Affirmative Action Employer, M/F.

**Production Manager:** Creative, self-motivator, hands-on person. Eastern Small Market VHF network affiliate needs a person who can do it all and teach others. Send resume & salary requirements. E.O.E. Box C-114.

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## SITUATIONS WANTED MANAGEMENT

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**20 years experience in T.V.** 10 years Photographer/Reporter including 6 years hard political State capitol reporting. 10 years Manager 3 studio live educational CCTV. Complete staff training in production, directing, and teaching process. Would like to relocate with small or new T.V. operation where your financial growth is my financial growth. Call Bill 616-637-3177.

**7 years experience** in local and regional sales. Desire position in sales management. Box C-91.

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**TV Program Manager**, top fifty market, experienced in station management, seeks increased earning opportunity. Box C-13.

**M.B.A. with 5 years experience** in production seeks entry level position in TV management. Contact PO Box 6, Notre Dame, IN 46556, for resume.

**Versatile former network executive** with publishing and marketing experience seeks challenging executive slot with radio or television group leading to station or group management position. Telephone 212-534-1678.

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## SITUATIONS WANTED TECHNICAL

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**TV-FM-AM Field engineering service**, 29 years experience . . . construction—maintenance-system design—available by the day-week or duration of project. Bruce Singleton 813-868-2989.

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## SITUATIONS WANTED NEWS

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**Midwest weekend anchor/producer** seeks news position in Eastern region. Box B-148.

**Working medium market TV reporter**, 28, female, would like to work major market . . . experienced with film and ENG. Relocate anywhere. Box B-180.

**Personal touch**, Features/News. Reporter/Producer. News/Public Affairs, C-49.

**I'm ready for hard work.** Aggressive, experienced March grad seeks entry level position as TV News reporter/photographer. Capable with both VTR and SOF. Have completed one year's internship, will relocate, and am available now. Contact Les Rose, 14423 Hellenic Dr., Apt. L-12, Lutz, FL 33549. 813-971-5649.

**Currently employed but seeking greater opportunity** in better climate. I offer you reporting, anchoring, news directing experience and youthful-looking maturity. C-50.

**Sports Reporter/Anchor:** Top 20 experience. Reporter, producer, writer, play-by-play experience. ENG editing. B.S. Radio/TV. Energetic, excellent references. Will relocate. Tape available. Bill Weber, 526 Blue Ridge Rd., Indianapolis, IN 46208, 317-283-1656.

**Attention Medium Markets:** small market TV assignment editor of 13 months seeks reporting position. Box C-85.

**Weathercaster/Meteorologist** seeking small or medium market Sunbelt station. Presently employed major market. Box C-86.

**Mature Radio Newscaster** ready for small to medium market TV. Easy, distinct, authoritative delivery. Excellent voice. TV natural. Cassette available. Box C-76.

**Experienced PBP/Sports Director** looking to switch from radio to TV, or hook up with college network. Write good copy, smooth transition lines, hustler. Pref. Southeast. If you'd like an innovator call Wall Fowler: 518-842-7815; 12:30-2, after 6.

**News Director/Anchor**, seeking spot needing one man for both jobs, substantial experience, 34, employed. Box C-90.

**June 1, 1979**, College Graduate, B.A. Degree, seeks reporter position in medium to small market. Boston and Worcester television and radio experience. Personable and intelligent. 617-793-1413.

**Major Market anchor/reporter** desires evening anchor; 34, degree, 12 years experience. Box C-110.

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## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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**Children's Programs Producer/Director** masters degree teaching credential produced/hosted 252 programs last year. Network experience. Edward 203-655-0486.

**A.D./T.D.** with 5 years staff experience at top twenty PBS station, and some directing experience seeks director's position. Familiar with sports, music, cultural and public affairs. Experienced with studio and remote shooting. Box C-82.

**Journeyman Director** . . . experienced in news; commercial production. Want production slot in top 100 . . . Call 208-524-6112 mornings.

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**Researcher/Writer/Producer** seeks medium or major market position on television documentary film unit. Three years reporting experience with excellent credentials. Journalism degree. Aggressive, creative, enthusiastic, and hard-working! Box C-40.

**Seeking accounting, traffic or copy/news/continuity writing position** leading to sales or management opportunities. Will relocate. Charles Tatter, Box 724, Stone Mountain, GA 30086, 404-325-0785.

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## ALLIED FIELDS

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### HELP WANTED MANAGEMENT

**Join an affiliation** of National Broadcast Brokers. Prefer extensive broadcast experience. Must sustain yourself financially. Send resume to Box B-155.

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### HELP WANTED TECHNICAL

**Donrey Media Group** is seeking all around TV studio maintenance engineers, radio engineers, and microwave technicians for positions in Nevada and Arkansas. Send resume or phone: Director, Broadcast Engineering, Donrey Media Group, PO Box 70, Las Vegas, NV 89101. 702-385-4241, ext. 330. An equal opportunity employer.

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### HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

**Graduate Assistantships.** Opportunity for students seeking masters degree to serve as laboratory assistants in undergraduate radio-TV labs. Must have completed under graduate degree in broadcasting with minimum 2.6 GPA. Professional Experience helpful. Persons serious about graduate degree encouraged to apply. Send resume, references to: Dr. Rik Whitaker, Graduate Coordinator, Department of Mass Communication, Central Missouri State University, Warrensburg, MO 64093. An Equal Opportunity Affirmative Action Employer.

**Lay Medical Editor** to produce tape-recorded summaries of medical conventions for Southern California-based audio publication. Resume to Editorial Division, PO Box 712, Glendale, CA 91209.

**Broadcast Research**—National trade association seeks broadcast research executive to head association's research activities. Broad experience required in audience measurement and policy oriented research. Resume and salary history to Box C-83.

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### HELP WANTED INSTRUCTION

**Mass Communications Department**—Opening for faculty member to teach broadcast news writing. Extensive professional experience required; Ph.D. desirable; prior teaching experience helpful. Assistant or Associate Professor, salary competitive. Apply by March 15, 1979, to George T. Crutchfield, Chairman, Department of Mass Communications, Virginia Commonwealth University, 817 West Franklin Street, Richmond, VA 23284. VCU is an affirmative action/equal opportunity employer.

**Broadcast News & Public Affairs**—Experience newperson to teach broadcast news and public affairs and other basic courses and work with TV Production Center in supervision of student interns and other production personnel in twice-weekly student newscast on local cable. Sales experience desirable. Available August, 1979. Master's degree required. Doctorate preferred. Letter of application and resume by April 15 to Dr. Jack Wilson, Head, Department of Communications, UPO 912, Morehead State University, Morehead, KY 40351. MSU is an Equal Opportunity Affirmative Action Employer.

**Assistant Professor** at Michigan State University to teach video production beginning September 1979. Additional teaching in other telecommunication areas depending on qualifications. Publication and community service expected. Doctorate. MFA or ABD considered. Tenure track, salary competitive. Applications due by March 15. Contact Robert Schlater, Chairman, Department of Telecommunication, Michigan State University, East Lansing, MI 48824. Telephone: 517-355-8372. An Equal Opportunity, Affirmative Action Employer.

## INSTRUCTION CONTINUED

**Expansion position:** Assistant or Associate Professor to teach graduate and undergraduate Radio-Television courses. Ph.D. and significant commercial broadcasting experience or Masters Degree with extensive commercial broadcasting experience required. Resumes to Chairman, Department of Radio-TV, Arkansas State University, Box 4B, State University (Jonesboro), AR 72467. Position open August 15, 1979. Deadline for applications April 12, 1979. Arkansas State University is an equal opportunity/affirmative action employer, M/F.

**University of Miami** seeks Associate or Full Professor for Chairman. Earned Ph.D., professional and administrative experience, scholarly publications. Salary negotiable. Administration and development of Dept. of Communications within the College of Arts & Sciences encompassing the disciplines of journalism, motion pictures, photo-communication, public relations, radio, speech communication, telecommunication, and television. Send resume to: Chairman, Dept. of Communications, PO Box 248127, Coral Gables, FL 33124.

**Assistant Professor** of broadcast theory and production. Masters Degree and professional experience required. Salary: mid teens. Resume and three references to Dr. Richard Platt, Marist College, Poughkeepsie, NY by March 30, 1979. AA/EOE.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For TV Equipment:** Urgently need UHF transmitters, antennas, VTR's, color studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-322-6651.

**35kw GE High Channel VHF Transmitter.** Reply Box C-36.

**Needed: donated equipment.** Tax deductible receipt furnished. Non-Profit Organization needs all broadcast equipment including 1200 ft. tower & transmitter proposed channel 48 for new UHF television station. Ship to: The Old Time Religion Hour, Inc., 1400 Lundy Ln, Friendswood, TX 77546 713-331-0035. George J. Lupo, Pres.

**FM Transmitter 10 KW** prefer RCA BTF 10E. John Weigand, Engineering Manager, KFMB Stations, PO Box 80888, San Diego, CA 92138.

**Excellent condition only.** 10 to 25kw FM transmitter—also monitor. Mono OK. Box C-102.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**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.

**Towers**—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

**10KW FM CCA,** 6 yrs old, stereo, exc. cond. M. Cooper, 215-379-6585.

**For Sale:** 16mm. Houston Fearless ME4-VF film processor (color) complete with flo meters, holding tanks, mixing tanks and plenty spare parts. Contact: Bob Stallworth, Houston, TX 713-771-4631, ext. 232.

**GE 12KW UHF Transmitter**—Available with Channel 14 Antenna, \$28,000

**GE PE 350 Color Cameras**—Several available, good condition, \$8,000 ea.

**RCA TR-4 Hi-Band VTR**—Two available, new heads, \$14,000 ea.

**IVC 500A Color Cameras**—With all accessories, excellent shape \$16,000 ea.

**RCA TK42 & TK43 Color Cameras**—Two of each, package includes TR-2 VTR, Sync Generator, Camera Mounts and Cables, entire 4-camera package, \$6,000. Call Bill Kitchen, Quality Media Corporation, 404-322-6651.

**Ramko Consoles Stereo**—Used only one year. 8 channel main and 5 channel production board. Current price new is \$3800. Cash price \$2100. For details call David Green, Broadcast Consultants Corporation 703-777-8660.

**For Sale:** Approximately 1900' of transmission line. Prodelin 3 1/8" 50 Ohm, EIA flanged. Many extras—elboes, bullets, patch panels, etc. Antenna GE TY42B. Helical 10db gain. Transmitter GE TT-36A. CH—10 50 KW, with—Sideband Filter, Harmonic Filter, Receiver Corrective Filters, Some tube terminal equipment, including demod (GE). Please write or call: Richard A. Swank, Chief Engineer, WILX-TV, PO Box 30380, Lansing, MI 48909. 517-783-2621.

**For Sale: Gates SP-19** automation system mono. Cost new 32K. 10 source unit. Phone 615-882-1600.

**Hitachi FP 1010 Color Camera** with Saticon tubes. Includes 10:1 f1.8 zoom lens, ITE cam-link head, elevator tripod and dolly, and custom cases. This is an excellent camera with very few hours on it for sale at half the original cost. 415-841-4810.

**Complete 3/4" color VTR** production, editing equipment. 1977 Dodge customized Video-Van. Excellent condition. 303-245-5400.

**Ideal for production house** or news operation: 1 model D448 Bell and Howell 35 mm printer with attachments; 1 Bell and Howell printer model; 1 model 21 Houston fearless processor; 1 model 22 Houston fearless processor; 1 PM 25 mix tank; 1 replenishing kit; 1 VNF conversion kit; 1 backing removal kit. Special price for complete package, contact Bill Andrade, Wichita Leasing Company, PO Box 966, Wichita Falls, TX 76301. Phone collect 817-322-1572.

**4 PC-70 truck,** Ross switcher 16 x 6, OP AMP 8 x 4, GVG terminal, Tektronics, Conrac. Cash or terms. 213-425-3620.

**Schafer background music** switcher, rack, 2 Scully Mono record/play 14" reels \$7,000 value for \$1995. 714-271-1780.

**For Sale—New Unused:** Complete Harris Model TAB-6H-6 Bay Superturnstile Antenna, 46 feet in height, tuned to Channel 8 181.25 to 185.75 MHz. Specially priced \$30,000. Contact Gil Schneider or Eddy Smith, PO Box 1941, San Angelo, TX 76902 or call 915-655-7383.

**For Sale:** 11-20 foot sections—Andrews 31/8 inch rigid line—other miscellaneous pieces, with connectors, spring hangers, 1 1/4 inner conductor. Box R-3.

**GE Transmitter** with attendant equipment Model TT59, 50 KW very good condition. Available approximately June 1. Bargain if you move. Reasonable if I move. Also, three PCP-90U cameras excellent condition. Sold to highest bidder. For details contact: E. B. Wright, 1018 West Peachtree St., Atlanta, GA 30309. 404-875-7317.

**SMC Stereo Automation** complete in three racks, four stereo carosels, time announcer, and sixteen position switcher, and room for two reels to reels. Univac card reader uses eighty column card. Complete with brain. Contact Ralph N. Edwards 912-382-1234.

**IVC Color VTRS**—2-760c, \$600 ea; 1-820c, \$750; 1-870c, \$2250; 1-Sony DXC 1600 Color Camera, \$1700. Contact Mike at 216-475-0516 or Steve at 216-381-9456.

**Gates automation.** Rust 15KW FM Transmitter, in operation. Package \$18,000. Call John All 912-232-0097.

**Coaxial Cable**—420 ft. length of Cablewave 3 1/8" line. New, in factory carton with new warranty. With connectors. Wholesale price \$4,500. Call Mr. Kitchen, Quality Media, 404-322-6651.

## COMEDY

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

**Not Comedy—Total** personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 20093, Long Beach, CA 90801. (Phone 213-438-0508).

## MISCELLANEOUS

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Custom, client jingles** in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

**Free Jobsheet!** See why the Best is Not the most advertised. "Hot Tips", PO Box 678, Daytona, FL 32017. 904-252-3861.

**Major Market TV/Radio voice** will record your radio spots, liners, drop-ins reasonably. Box C-71.

**"Feedback" ideas**—10 years industry proven! Contests, one liners, news, talk show tips—monthly pot-pourri of North American trends. \$2.90 month. Cancellation anytime. Exclusive. Newsfeatures, Box 14183, St. Louis, MO 63178.

## INSTRUCTION

**Free booklets** on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**1979 "Tests-Answers"** for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco. 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 26 and May 7. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

**First Class FCC License** in six weeks. Contact Elkins Radio License School, PO. Box 45765, Dallas, TX 75245. 214-352-3242.

**1st class FCC, 6 wks.,** \$500 or money back guarantee. VA appvd. Nat'l Inst. Communications. 111488 Oxnard St., N. Hollywood CA 91608.

**First Class License** in 6 weeks at First Class Communications School—4801 Classen Blvd., Oklahoma City, OK 73118-405-842-1978.

## RADIO

### Help Wanted Announcers

#### WONE, DAYTON

has a rare opening for a morning drive air personality. Two person morning teams will be considered. If you feel qualified for a demanding position submit your tape, resume and references to Jon Reed, Program Director, WONE, 11 South Wilkinson St., Dayton, Ohio 45402. An Equal Opportunity Employer.

### Help Wanted Technical

#### WE NEED THE RIGHT ENGINEER!

Great opportunity in Midsouth. Must be capable studio and transmitter person. Aggressive quality oriented firm seeking engineer to fit into exciting high challenge environment. Multi facility in new building offering super potential to the person who can fit—Who feels comfortable with all kinds of challenges, has good attitude and good personality. Box C-101.

### Situations Wanted Announcers

#### Telephone Talk Host Now in Top 10 Market

General interest topics—or—an all night show is my specialty. Available on 1 month's notice.

Box C-105

## Situations Wanted Programing, Production, Others

### Please Read This!!

I've spent 12 years learning radio programming inside & out. Award winner in production & airwork. Adult contemp & disco are my long suits. Ready to roll. Available ASAP. Box C-59.

## TELEVISION

### Help Wanted Management

#### General Manager TV Station

Budget preparation. Expense control. Operating statement analysis. Audience development. Sales and pricing strategy, locally and with a top national rep. Above needed for continued profit growth of strong network affiliate in Southeast. Manager's compensation will include piece of that profit growth. Letter and resume to Box C-22.

#### Director of Engineering/Chief Engineer

for major market PTV station. Responsible for planning, development, implementation, and maintenance of all technical facilities; coordination and supervision of staff and budget. Five years experience in broadcast engineering management, knowledge of current state-of-the-art equipment, and valid 1st Class FCC license required. Send resume to: Personnel, WTVS, 7441 Second Blvd., Detroit, MI 48202. An Equal Opportunity Employer. Women and minorities are encouraged to apply.

### Help Wanted Sales

#### ACCOUNT EXECUTIVE

With TV station in top 35 market. Previous experience selling television advertising is required. It would be helpful if the experience was gained in the southeastern United States. A college degree is desirable with the major in marketing, advertising, and/or communications. An Equal Opportunity Employer MF.

Send resume to Box C-95.

### Help Wanted News

#### TV REPORTER

Experienced only. Familiar with both film and ENG. Resume and tape to Bill Jobs, News Director, WTVR-TV, 3301 W. Broad St., Richmond, Va. 23230. EOE

## Help Wanted News Continued

### TV WEATHER PERSON

Major market network affiliate seeks an attractive individual for on-camera weathercasting position. We're looking for someone with flair, who exudes charisma. Previous weather experience is NOT important: charm and a vibrant personality are the most important qualifications. Send resume to Box C-93.

### Help Wanted Technical

#### CCTV ENGINEER

Position available in well-equipped and highly regarded dental school media center. Requires high school, some college and/or completion of a program in electronics and television maintenance at an accredited institute and a minimum of 4 years experience in maintenance and operation of color CCTV or broadcast equipment including FCC First Class. Excellent salary and benefits. Submit resume to Maxine Powell, University of Maryland at Baltimore, 685 W. Baltimore St. Baltimore, Md. 21201. 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

#### Industrial TV

##### Writer/producer/director

opportunity for permanent staff of Fortune 500 corporation located in Connecticut. Minimum 5 years production experience in a commercial grade environment is a requirement. Editing a must. Director switches own productions. Send resume and salary requirements in complete confidence to: I.C.C., One Stamford Forum, Stamford, Connecticut 06904.

#### EXECUTIVE PRODUCER/ ASST. PROGRAM MGR.

Miami's most aggressive television station is seeking an energetic detail oriented pro to take charge of station local programming and production efforts. Successful applicant will also assist in day-to-day programming operation and be involved in overall station programming plans. Good production knowledge and administrative skills are essential. Send resume to Dick A'Hearn, Program Manager, WPLG, 3900 Biscayne Boulevard, Miami, Florida 33137. No phone calls please.

#### WPLG, MIAMI

is looking for a Producer/Writer for Public Affairs Programming. Applicants must be knowledgeable in field producing and have hands-on experience in studio and ELP (Electronic Location Production). Ability to develop and produce magazine and discussion programs is essential. Send resume to Alma Walker, Public Affairs Director, WPLG, 3900 Biscayne Boulevard, Miami, Florida 33137. No phone calls please.

An Equal Opportunity Employer.

#### PROMOTION DIRECTOR TOP FIFTY MARKET

Experienced Promotion Director for TV, AM and FM facility. Must be able to plan multi-media campaigns and direct all station special events. Knowledge of broadcast production helpful.

Send example of broadcast and print work along with resume.

Bob Morse,  
VP/General Manager  
WHAS, Inc.  
P.O. Box 1084  
Louisville, Kentucky 40201

## ALLIED FIELDS

Help Wanted Sales

### COMPUTER SYSTEM SALES

Station Business Systems, one of the nation's leading suppliers of business automation systems for the broadcasting industry, has several openings for regional sales representatives.

Consultive sales position will interact with prospects' top management, to understand their needs, and sell solutions. Extensive broadcasting experience at middle or upper level management preferred. Will seriously consider outstanding individuals without previous sales experience. Particularly interested in controllers, business managers and general managers with business systems experience and desire to get into direct marketing role. Excellent compensation plus all travel expenses paid. Heavy travel required in Mid-Atlantic.

Provide a complete resume plus a letter describing your interest in the job and desired compensation to:

**STATION BUSINESS SYSTEMS**  
a division of Control Data Corporation  
600 West Putnam Avenue  
Greenwich, Conn. 06830  
Attn: Larry T. Pfister

An Affirmative Action Employer M/F

### Radio Programming

**UNIVERSAL UNLIMITED** **THE NIGHTWATCH**  
DAILY FIVE MINUTE DRAMATIC NARRATIVE HORROR RADIO VIGNETTES OFFERED EXCLUSIVELY BY:  
**UNIVERSAL SOUNDS UNLIMITED INC.**  
P.O. BOX 835, DEER PARK, WASH. 99006 509-270-2071



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884

**The MEMORABLE Days of Radio**  
30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
...Included in each series  
**PROGRAM DISTRIBUTORS**  
11 Vista Drive  
Little Rock, Arkansas 72210  
501-378-0135

**PROFESSIONAL SYNDICATION**  
SERVICE-QUALITY-EXPERTISE  
ALIVE COUNTRY-CASUAL COUNTRY-CANNED POP  
**THE MUSICWORKS INC.**  
6238 LaPas Trail • Indianapolis, IN 46268 • (317) 291-9400

### Miscellaneous

**NEED A NEWS SET?**  
  
**TELE-VISION DESIGN**  
3246 Clarendon Rd. • Cleveland Hts. 44118 (216) 621-0072

## At last! The most comprehensive guide to RETAIL RADIO & TV ADVERTISING ever published!



The new insider's look at retail advertising — indispensable to any station that's out after new business.

- 441 fact-filled pages. Paperback, 8 1/4 x 11.
- Written by William L. McGee, retail broadcast authority, and 34 contributing experts from every aspect of the business. They help sell your prospects on the value of your medium and station.
- Easy-to-read, non-technical terms. (Created to make retailers more comfortable with broadcast advertising so they'll use it more!)
- Indexed so your sales people can find solutions to retail advertising problems in seconds.

Helps your salespeople become retail marketing consultants, not just sellers of time.

Specifically, they'll learn "How to:"

- Communicate with retailers in their language.
- Get in "sync" with the 3-to-6 month planning timetables of their retail prospects.
- Use in-depth research data to support a media mix of less newspaper and more broadcast.
- Make an effective newspaper switchpitch with examples of how newspaper and broadcast deliver over 4X the gross impressions as the same dollars in newspaper alone.
- Help create and produce effective low-cost commercials. (Text includes 34 scripts of award-winning spots).

**USE IT!**—for sales training — to switch-pitch newspapers — to support your next presentation to your hottest retail prospect!

Let your sales team help their retail accounts:

- Research and identify profitable customer groups.
- Research and analyze merchandising and promotional opportunities.
- Develop store positioning strategies.
- Target their advertising, using one of broadcast's greatest strengths, to reach their most profitable customer groups.
- Increase store traffic, sales, and profits!

### ORDER YOUR COPY TODAY!

Mail to:  
**Broadcasting Book Division**  
1735 DeSales Street NW  
Washington, D.C. 20036

- Yes, please send me \_\_\_\_\_ cop(ies) of Building Store Traffic with Broadcast Advertising at \$50 each plus \$1 each for shipping.
- My check is enclosed for \$ \_\_\_\_\_

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

B-1

## Employment Service



### Fred Carlton is Sales Manager for KLYD-AM & FM.

His is a million dollar station.

When Fred needs radio advertising salespeople—he calls the KiiS Workshop. In the past 2 years he has hired 3 Workshop graduates, all now make between \$20,000-\$30,000. They're still there and getting better.

Fred put it this way, "...you always have stars, but to have so many star performers come from one place (the Workshop) is unique."

Workshop members who are learning to become Account Executives, are taught by top LA radio & tv sales managers, timebuyers, rep firms, top agency copywriters, etc.

If you'd like to review our next crop of graduates before they are claimed; call or write E.K. Walters for resumes, photos, etc. But, hurry—they go fast.

You may always enroll one or more of your own sales people in The Workshop's AE program: send us a pussycat and we'll return you a tiger!

#### **KiiS BROADCASTING WORKSHOP**

(213) 462-5600

1220 North Highland, Hollywood 90038

"Where tomorrow's broadcasters are today."

Sales Training • Newspeople • Announcer-D Js.

## Wanted To Buy Stations

### WANTED

AM-FM OR BOTH  
MIDWEST & S.E.  
UP TO 900M  
PRINCIPALS ONLY  
Box B-130

## Business Opportunities

### PROGRAM SYNDICATION

company for sale - \$65,000. Price includes \$30,000 in lease contracts, 372 master tapes of Easy Listening, Rock, Disco and Country. 8,000 Lp's and 45's plus current hits library, demos, programming aids - everything except equipment. Contact Box C-30.

### A market study of all the communities that have open FM broadcast allocations.

For information write or call.

William P. Turney  
1970 West Hadley St.  
Tucson, Arizona 85705  
602-888-7501

## Public Notice

March 28-29, 1979 PBS Development & Public Information Committee meeting, Sheraton-Ritz Hotel, Minneapolis, Minnesota. March 28, 6:00 p.m., status reports on future funding, underwriting, SIP, public information, advertising, Festival '79; discussion of recommendations of CPB Task Force on Minorities in Public Broadcasting. March 29, 9:00 a.m., discussion of advertising agency selection, FY 1980 budget, pty public relations, review of underwriting guidelines. Open to the public.

## For Sale Stations

### Sunbelt AM-FM

Middle Georgia Single Station Market which benefits from two larger nearby growing markets. '78 Billing more than doubled '77 Billing. Price: \$220,000. Principals only. Box C-14

### MEDIA BROKERS APPRAISERS

RICHARD A.  
**SHAHEN** INC.  
435 NORTH MICHIGAN • CHICAGO 60611  
**312-467-0040**



### SHERMAN & BROWN ASSOC.

MEDIA BROKER SPECIALISTS  
TV, RADIO, CATV  
P.O. Box 4475 Ft. Lauderdale, FL 33308  
Phone: (305) 561-9134

### ORIGINAL OWNER SEEKS RETIREMENT AFTER 30 YEARS ...

... will sell 5000W fulltime AM in dynamic SE metro market. Combo building on 7-1/2 acres. Principals only.

**\$850,000.00**  
Box B-109.

### HOLT CORPORATION

BROKERAGE — APPRAISALS — CONSULTATION  
OVER A DECADE OF SERVICE  
TO BROADCASTERS

The Holt Corporation      Holt Corporation West  
Westgate Mall, Suite 205      5944 Luther Lane, No. 401  
Bethlehem, PA 18017      Dallas, TX 75225  
215-865-3775      214-698-1353

### LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/826-0385  
Suite 214  
11881 San  
Vicente Blvd.  
Los Angeles, CA. 90049

202/223-1553  
Suite 417  
1730 Rhode  
Island Ave. N.W.  
Washington, D.C. 20036

For Sale Stations Continued

Select Media Brokers

NC	Daytimer	225K	Small
WA	Daytimer	250K	Suburban
GA	Daytimer	467K	Metro
GA	Daytimer	385K	Small
AL	Fulltimer	635K	Small
	AM-FM		
NY	Fulltimer	1.6MM	Major
	AM		
TX	Daytimer	695K	Medium
	AM		

P.O. Box 5  
Albany, Georgia 31702  
(912) 883-4908

THE  
KEITH W. HORTON  
COMPANY, INC.

P. O. Box 948  
Elmira, NY  
14902  
(607) 733-7138

Brokers and  
Consultants  
to the  
Communications  
Industry



For Florida

and  
So East Stations

See You At  
NAB

Hilton—Suite No. 1048

Reggie Martin  
& Associates

Box 222  
Key Biscayne, Fla  
(33149)  
(305) 361-2181

Box G  
Locust Hill, Va  
(23092)  
(804) 758-4214

H.B. La Rue, Media Broker

RADIO • TV • CABLE • APPRAISALS

West Coast:

44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/873-4474

East Coast:

210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/286-0737

SW	Small	Fulltime	\$120K	\$20K
S	Small	AM	\$245K	\$71K
W	Small	AM	\$330K	\$96K
MW	Metro	FM	\$525K	Terms
W	Metro	AM/FM	\$1MM	29%

Atlanta, Boston, Chicago,  
Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga., 30341

BROADCASTING'S  
CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

**Rates:** Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

THE POLITICS OF  
BROADCAST  
REGULATION

2nd Edition by Erwin G. Krasnow and  
Lawrence D. Longley

This revision of a widely-used and already standard work contains abundant new material on the regulatory process and its relation to the broadcast industry.

"... required reading for anyone newly arrived in the practice of communications law or broadcast management."—Federal Communications Bar Journal.

213 pages; notes, annotated bibliography, index. \$12.95

BROADCASTING BOOK DIVISION  
1735 DeSales St., N.W.  
Washington, D.C. 20036

Please send me THE POLITICS OF  
BROADCAST REGULATION. My  
\$12.95 payment is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

- AM/FM Kentucky. Real Estate. \$420,000.
- AM/FM in Western N.Y. State. \$590,000.
- 1 kw AM in Southern Ga. Real Estate. \$250,000.
- 3 kw FM in good Ga. market. \$280,000.
- 1kw AM pre-sunrise. Real Estate. Eastern N.Y. \$575,000.
- 10kw AM in North Carolina. University term. \$480,000.
- Fort Worth/Dallas area. Fantastic coverage. Billing 500,000. Make offer.
- AM-FM in Kentucky \$360,000. Terms.
- Unusual circumstance regarding fantastic buy in New Jersey. Powerful day timer. Great market. \$650,000.
- 3kw Stereo FM. Densely populated suburban area in Central Ohio. \$375,000.
- Eastern Georgia. 1kw Daytimer with very good coverage. \$420,000.
- Underdeveloped facility in large metro area. \$1.5 million.
- North Florida Metro area. Daytimer. \$360,000.
- 10kw AM in Texas with Fulltime C.P. \$675,000.
- FM in Waco, Texas area. \$140,000.
- AM/FM. Southern Kentucky. Real Estate. \$340,000.
- AM/FM in Louisiana with very high potential. \$425,000.
- Overseas AM/FM/TV. U.S. Commonwealth Automation. \$220,000.
- N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.
- Two central Georgia properties.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES  
615-756-7635 24 HOURS

# Stock Index

Stock symbol	Exch.	Closing Wed. March 7	Closing Wed. Feb. 28	Net change in week	% change in week	High	1978-79 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
<b>Broadcasting</b>												
ABC	N	34 5/8	34	+	5/8	+	1.83	41 1/4	23 1/2	8	27,700	959,112
CAPITAL CITIES	N	38 3/4	37 3/8	+ 1	3/8	+	3.67	75	37 3/8	11	14,000	542,500
CBS	N	49 5/8	50 5/8	- 1		-	1.97	64	43 7/8	7	29,100	1,394,462
COX	N	58 7/8	59 3/4	-	7/8	-	1.46	59 3/4	25 1/2	13	6,667	392,519
CROSS TELECASTING	A	20 1/2	20 3/8	+	1/8	+	.61	23 7/8	13 5/8	8	800	16,400
KINGSTIP COMMUN.*	D	11 1/2	11 1/2					11 3/4	3 7/8	21	462	5,313
LIN	N	36 1/2	37 1/4	-	3/4	-	2.01	43	16 1/2	10	2,789	101,798
METROMEDIA	O	52 1/4	52 1/2	-	1/4	-	.47	71	25 1/4	9	4,600	240,350
MOONEY	O	6	5 3/4	+	1/4	+	4.34	6 1/2	1 7/8		425	2,550
RAHALL*	O	20 1/2	20 1/2					21 1/4	8 5/8	23	1,264	25,912
SCRIPPS-HOWARD	O	50	50					52	30 1/2	9	2,589	129,450
STARR	M	14	13 3/4	+	1/4	+	1.81	14		78	1,547	21,658
STORER	N	32 1/4	30 3/8	+	1 7/8	+	6.17	34 7/8	19 3/8	8	4,948	159,573
TAFT	N	20 1/8	19 3/4	+	3/8	+	1.89	24 7/8	12 1/4	7	8,508	171,223
									TOTAL		104,399	4,162,820

## Broadcasting with other major interests

AOAMS-RUSSELL	AAR	A	11 3/8	10 1/2	+	7/8	+	8.33	14 7/8	3 3/4	10	1,257	14,298
AMERICAN FAMILY	AFL	N	12 1/8	10 5/8	+	1 1/2	+	14.11	17 1/8	9 1/4	6	10,536	127,749
JOHN BLAIR	BJ	N	26 5/8	25	+	1 5/8	+	6.50	31 3/8	11 1/8	6	2,447	65,151
CHARTER CO.	CHR	N	7 1/8	7	+	1/8	+	1.78	8	3 7/8	7	19,219	136,935
CHRIS-CRAFT	CCN	N	11 5/8	11 1/2	+	1/8	+	1.08	11 7/8	4 1/2	10	3,696	42,966
COCA-COLA NEW YORK	KNY	N	6 3/8	6 1/4	+	1/8	+	2.00	9 1/4	6 1/8	9	17,641	112,461
COMBINED COMM.	CCA	N	31 1/2	31 1/8	+	3/8	+	1.20	45 1/8	19	13	10,369	326,623
COWLES	CWL	N	21 3/4	21 3/4				25 1/4	12 1/2	18		3,969	86,325
DUN & BROADSTREET	ONB	N	31 1/2	30 5/8	+	7/8	+	2.85	38	26 1/4	13	27,886	878,409
FAIRCHILD IND.	FEN	N	27 1/4	26 1/8	+	1 1/8	+	4.30	35 1/4	9 1/2	7	5,708	155,543
FUQUA	FOA	N	10 1/8	9 1/4	+	7/8	+	9.45	13 5/8	8	5	12,661	128,192
GANNETT CO.	GCI	N	41 5/8	41 1/2	+	1/8	+	.30	49	32 3/4	14	22,430	933,648
GENERAL TIRE	GY	N	26 1/8	24 3/4	+	1 3/8	+	5.55	30 5/8	22 3/8	5	22,710	593,298
GRAY COMMUN.	O	21 1/2	21	+	1/2	+	2.38	24	8	7		475	10,212
HARTE-HANKS	HMN	N	20 3/4	21 1/4	-	1/2	-	2.35	24 1/2	13	13	9,117	189,177
JEFFERSON-PILOT	JP	N	30 1/2	30 3/8	+	1/8	+	.41	34 1/2	26 5/8	8	22,895	698,297
MARVIN JOSEPHSON	MRVN	U	15 1/4	14 1/4	+	1	+	7.01	15 1/4	8 1/4	8	2,547	38,841
KANSAS STATE NET.	KSN	O	13	12 1/2	+	1/2	+	4.00	14 3/8	4 3/4	12	1,799	23,387
KNIGHT-RIDDER	KRN	N	22 3/4	23 1/4	-	1/2	-	2.15	28 1/8	13 1/4	10	32,797	746,131
LEE ENTERPRISES*	LEE	N	22 5/8	22 5/8				22 3/4	11 1/8	10		7,285	164,823
LIBERTY	LC	N	31	30 1/8	+	7/8	+	2.90	33 7/8	18	7	6,762	209,622
MCGRAW-HILL	MHP	N	25	24 7/8	+	1/8	+	.50	32 5/8	15 5/8	10	24,777	619,425
MEDIA GENERAL	MEG	A	20 7/8	20 1/2	+	3/8	+	1.82	23 1/8	13 5/8	10	7,456	155,644
MEREDITH	MOP	N	28 1/2	28 3/8	+	1/8	+	.44	40 1/4	17 3/8	6	3,094	88,179
MULTIMEDIA	MMEO	O	24 3/4	24 3/4				28 1/4	16 1/4	11		6,630	164,092
NEW YORK TIMES CO.	NYKA	A	26 3/8	26 1/2	-	1/8	-	.47	31 5/8	15 3/4	15	11,599	305,923
OUTLET CO.	OTU	N	19 5/8	20 1/4	-	5/8	-	3.08	32 7/8	16 5/8	5	2,445	47,983
POST CORP.	PDS	A	16 3/4	17 1/8	-	3/8	-	2.18	19 3/8	8 1/8	8	1,824	30,552
REEVES TELECOM	RBT	A	5 1/8	5 1/8				5 1/4	1 3/4	57		2,388	12,238
ROLLINS	ROL	N	16 3/4	16 5/8	+	1/8	+	.75	24 1/4	14 7/8	8	13,407	224,567
RUST CRAFT	RUS	A	33 1/2	33 1/4	+	1/4	+	.75	33 1/2	8 1/2	16	2,319	77,686
SAN JUAN RACING	SJR	N	15	15				15 7/8	7 5/8	25		2,509	37,635
SCHERING-PLOUGH	SGP	N	29	29				44 3/4	26 3/8	8		53,580	1,553,820
SONDERLING	SDS	A	25 3/8	24 1/2	+	7/8	+	3.57	25 3/8	8 3/8	9	1,105	28,039
TECH OPERATIONS	TO	A	6 5/8	7 1/4	-	5/8	-	8.62	8 3/4	2 3/8	24	1,352	8,957
TIMES MIRROR CO.	TMC	N	30 3/4	30	+	3/4	+	2.50	35	20 3/4	9	34,811	1,070,438
TURNER COMM.	O	26	27 1/2	-	1 1/2	-	5.45	31	7 3/4			3,800	98,800
WASHINGTON POST	WPO	A	25 3/8	22 5/8	+	2 3/4	+	12.15	26 1/2	10 7/8	9	16,268	412,800
WOMETCO	WOM	N	14 5/8	14 3/4	-	1/8	-	.84	18 1/4	10 7/8	8	8,524	124,663
									TOTAL		442,094	10,743,529	

## Cablecasting

ACTON CORP.	ATN	A	8 7/8	9 1/8	-	1/4	-	2.73	13 5/8	3 1/8	6	2,419	21,468
AMECO*	ACO	O							1/2			1,200	
ATHENA COMM.	O	4 3/8	4 3/8					5 1/2	1/8			2,125	9,296
BURNUP & SIMS	BSIM	O	5 1/2	5 3/8	+	1/8	+	2.32	6 1/8	3 1/8	42	8,531	46,920
CABLE INFC.*	O	2 1/4	2 1/4					3	1/4	11		648	1,458
COMCAST	O	13 1/2	12 1/2	+	1	+	8.00	14 1/4	3 3/4	16		1,617	21,829
COMMUN. PROPERTIES	COMU	O	16 3/4	16 1/2	+	1/4	+	1.51	16 3/4	3 5/8	19	5,018	84,051
ENTRON*	ENT	O	1 1/4	1 1/4				3 1/2	7/8	1		979	1,223
GENERAL INSTRUMENT	GRL	N	31 5/8	28 1/8	+	3 1/2	+	12.44	40	17 5/8	8	7,682	242,943
GENVE CORP.	GENV	O	12 3/4	13	-	1/4	-	1.92	15 3/4	7 1/2	4	1,121	14,292
TELE-COMMUNICATIONS	TCOM	O	18 1/4	17 5/8	+	5/8	+	3.54	19 1/8	2 7/8	45	5,327	97,217
TELEPROMPTER	TP	N	14	12 1/2	+	1 1/2	+	12.00	14 1/4	6 3/4	21	16,952	237,328
TEXSCAN	TEXS	O	1 3/4	1 7/8	-	1/8	-	6.66	2 7/8	1 1/4	10	786	1,375
TIME INC.	TL	N	39 1/4	38 3/4	+	1/2	+	1.29	50	31 3/4	7	20,505	804,821
TOCOM	TOCM	O	8	8				8 1/4	1 5/8	17		1,496	11,968
UA-COLUMBIA CABLE	UACC	O	47 1/2	43	+	4 1/2	+	10.46	47 1/2	15 1/2	24	1,679	79,752
UNITED CABLE TV	UCTV	U	30	28 3/4	+	1 1/4	+	4.34	30 3/4	3 7/8	25	2,936	61,080
VIACOM	VIA	N	27 3/4	26	+	1 3/4	+	6.73	28	16 5/8	16	3,799	105,422
									TOTAL		83,920	1,842,443	

Stock symbol	Exch.	Closing Wed. March 7	Closing Wed. Feb. 28	Net change in week	% change in week	1978-79 High	1978-79 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
<b>Programming</b>													
COLUMBIA PICTURES	CPS	N	19 7/8	19	+	7/8	+	4.60	24 1/2	7 3/8	3	9,749	193,761
DISNEY	DIS	N	37	37 1/8	-	1/8	-	.33	47 5/8	32 1/4	12	32,416	1,199,392
FILMWAYS	FWY	N	14 5/8	14 7/8	-	1/4	-	1.68	17	6 7/8	8	10,980	160,582
FOUR STAR			1 1/4	1 1/4					2 1/8	1/2	13	666	832
GULF + WESTERN	GW	N	14 3/8	14 1/8	+	1/4	+	1.76	18 3/8	10 1/4	4	48,177	692,544
MCA	MCA	N	41 1/8	40 7/8	+	1/4	+	.61	48 1/4	25 3/4	7	23,227	955,210
MGM	MGM	N	22 1/4	21 1/4	+	1	+	4.70	24 1/8	12 7/8	7	29,102	647,518
TRANSAMERICA	TA	N	16 3/4	16 1/4	+	1/2	+	3.07	19	13 1/4	6	66,475	1,113,458
20TH CENTURY-FOX	TF	N	35 1/8	35 1/8					39 3/8	10	5	7,759	272,534
VIDEO CORP. OF AMER	O		5 1/2	5 1/4	+	1/4	+	4.76	9 3/4	3 1/2	16	988	5,434
WARNER	WCI	N	44 3/4	43 7/8	+	7/8	+	1.99	56 7/8	25 3/4	8	14,622	654,334
WRATHER	WCO	A	13 3/4	13 3/8	+	3/8	+	2.80	14 7/8	4 1/2	37	2,308	31,735
									TOTAL			246,469	5,927,333
<b>Service</b>													
BDOO INC.	BDOO	O	33 1/4	34 1/2	-	1 1/4	-	3.62	38 3/4	22 1/2	8	2,513	83,557
COMSAT	CQ	N	41 1/2	39 1/8	+	2 3/8	+	6.07	48 3/4	28 3/4	11	8,000	332,000
DOYLE DANE BERNBACH	DOYL	O	17	17 1/4	-	1/4	-	1.44	31	16 1/4	7	1,776	30,192
FOOTE CONE & BELOING	FCB	N	17 3/8	17 1/2	-	1/8	-	.71	23 1/8	14 3/4	6	2,538	44,097
GREY ADVERTISING	GREY	O	34	34					36	16 1/2	4	624	21,216
INTERPUBLIC GROUP	IPG	N	32 7/8	31 3/4	+	1 1/8	+	3.54	39 1/4	22 1/2	7	2,387	78,472
MCI COMMUNICATIONS	MCIC	O	5	4 3/4	+	1/4	+	5.26	5 3/4	7/8	45	20,431	102,155
MOVIELAB	MOV	A	4	3 1/2	+	1/2	+	14.28	4	1	15	1,414	5,656
MPD VIDEOTRONICS	MPO	A	4 1/2	4 5/8	-	1/8	-	2.70	65 3/8	4	4	520	2,340
A. C. NIELSEN	NIELB	U	20 3/4	20 3/4					28 1/2	18 7/8	10	10,980	227,835
OGILVY & MATHER	OGIL	O	23 3/4	21 3/4	+	2	+	9.19	56 1/2	20	8	3,610	85,737
TPC COMMUNICATIONS	TPCC	O	8 1/8	7 3/4	+	3/8	+	4.83	10 1/2	2 1/4	15	899	7,304
J. WALTER THOMPSON	JWT	N	24 1/4	23 7/8	+	3/8	+	1.57	32 7/8	15 1/8	6	2,649	64,238
WESTERN UNION	WU	N	18 3/4	17 1/4	+	1 1/2	+	8.69	21 1/4	15	7	15,177	284,568
									TOTAL			73,518	1,369,367
<b>Electronics/Manufacturing</b>													
AEL INDUSTRIES	AELBA	D	6 7/8	5 5/8	+	1 1/4	+	22.22	10 1/4	2 3/8	5	1,672	11,495
AMPEX	APX	N	15 1/2	14 5/8	+	7/8	+	5.98	19 1/4	7 3/8	12	11,357	176,033
ARVIN INDUSTRIES	ARV	N	14 3/8	14 1/4	+	1/8	+	.87	22 1/2	12 1/2	4	5,959	85,660
CCA ELECTRONICS*	CCA	O	1/8	1/8					5/8	1/8	1	897	112
CETEC	CEC	A	4 5/8	4 3/4	-	1/8	-	2.63	5 3/4	1 3/4	10	2,127	9,837
COHU	COM	A	3 1/8	3 1/4	-	1/8	-	3.84	5 1/2	2 1/8	9	1,732	5,412
CONRAC	CAX	N	14 1/2	13 7/8	+	5/8	+	4.50	27 1/4	13 1/2	8	2,052	29,754
EASTMAN KODAK	EASKO	N	61 1/4	59 5/8	+	1 5/8	+	2.72	86 3/4	42	12	161,376	9,884,280
FARINON	FARN	O	12	11 1/4	+	3/4	+	6.66	16 1/2	8	12	4,782	57,384
GENERAL ELECTRIC	GE	N	46 1/2	46	+	1/2	+	1.08	56 5/8	44 1/2	9	184,581	8,583,016
HARRIS CORP.	HRS	N	26 1/2	26	+	1/2	+	1.92	35 3/4	19 7/8	12	25,461	674,716
HARVEL INDUSTRIES*	HARV	O	6	6					6	3 1/8	16	480	2,880
INTL. VIDEO CORP.*	IVCP	D	1 7/8	1 7/8					2 5/8	1/4		2,701	5,064
M/A COM, INC.	MAI	N	39 3/4	38 1/8	+	1 5/8	+	4.26	41 7/8	20 1/4	18	1,320	52,470
3M	MMM	N	58	56 3/8	+	1 5/8	+	2.88	64 3/4	43 1/2	13	116,473	6,755,434
MOTOROLA	MOT	N	37 1/8	36 1/4	+	7/8	+	2.41	56 7/8	34 1/4	9	28,544	1,059,696
N. AMERICAN PHILIPS	NPH	N	26 7/8	25 3/4	+	1 1/8	+	4.36	36	24 1/2	5	12,033	323,386
OAK INDUSTRIES	OAK	N	21 5/8	20 3/4	+	7/8	+	4.21	24	6 1/4	21	2,973	64,291
ORROX CORP.	ORRX	O	5 1/4	4 7/8	+	3/8	+	7.69	6 1/2	1/2	8	1,977	10,379
RCA	RCA	N	26 1/8	25 1/4	+	7/8	+	3.46	33 5/8	22 3/4	7	74,821	1,954,698
ROCKWELL INTL.	ROK	N	36 1/2	36	+	1/2	+	1.38	38	28 1/4	6	33,900	1,237,350
RSC INDUSTRIES	RSC	A	2 5/8	2 5/8					4	1 5/8	13	2,412	6,331
SCIENTIFIC-ATLANTA	SFA	A	35 5/8	34 1/4	+	1 3/8	+	4.01	36 5/8	16 3/4	16	2,644	94,192
SONY CORP.	SNE	N	8 3/8	8 1/4	+	1/8	+	1.51	10 3/8	7	14	172,500	1,444,687
TEKTRONIX	TEK	N	51 5/8	49 7/8	+	1 3/4	+	3.50	68 1/2	28 1/4	14	17,995	928,991
TELEIMATION	TLMT	O	1 1/4	1 1/4					2 1/4	1/2	2	1,050	1,312
VALTEC	VTEC	O	9 1/2	9	+	1/2	+	5.55	12 3/4	6 1/2	24	4,056	38,532
VARIAN ASSOCIATES	VAR	N	16 3/8	15 7/8	+	1/2	+	3.14	21	13	11	6,838	111,972
WESTINGHOUSE	WX	N	18 7/8	17 1/2	+	1 3/8	+	7.85	24 1/2	16 1/4	5	86,511	1,632,895
ZENITH	ZE	N	13 3/4	13 3/8	+	3/8	+	2.80	28	11 3/8	20	18,800	258,500
									TOTAL			990,024	35,500,759
									GRAND TOTAL			1,940,424	59,546,251

Standard & Poor's 400 Industrials Average: 109.89 107.10 +2.79

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.



## Busier than the bees he keeps: NATPE's A.R. Van Cantfort

A.R. Van Cantfort is a program manager's paradigm.

As president of the National Association of Television Program Executives, which is meeting in conference this week in Las Vegas, he's expected to know what issues are on the minds of his constituents. He knows them well, at first-hand.

As program manager at WSB-TV Atlanta, he saw the "superstation," WTCG(TV), originate in his home market.

When he joined WSB-TV a decade ago, it wasn't unusual for the station to earn audience shares in the 40's; he's seen increased competition change that.

On the scheduling side, he's part of a growing number of network affiliates that is pre-empting network programming.

Regarding the key prime-time access slot, he's in a market where stripping isn't just a trend, it's common practice.

From superstations to fragmentation, from pre-emption to stripping, Mr. Van Cantfort is grappling with the issues. And to WSB-TV as well as NATPE, he brings the experience of 22 years as a program manager.

Born and raised in Cleveland, August Raymond Van Cantfort (known as "Van") had his first taste of hands-on broadcasting at Miami University of Ohio where he and several other students organized the first campus radio station.

That carrier-current operation, emanating from a Quonset hut, hooked him on the business—enough so that he left college in his junior year to go commercial.

Back in Cleveland "nobody was interested," so with his thumb out, he headed down to Maryville, Tenn., outside Knoxville, where his first break came as a play-by-play man covering high school basketball for WGAV(AM). That first professional broadcasting job in 1950 lasted as long as the basketball season.

A member of the Marines Corps reserve, he was called to active duty in 1951, but even in uniform, he managed to pick up some television experience from Special Services at Quantico, Va. After that Mr. Van Cantfort went with WPAY(AM) Portsmouth, Ohio, as sports director.

His move into commercial television was made in 1954 as an announcer and director for WICU-TV Erie, Pa., then on to WAVY-TV Norfolk, Va., in 1957 as program director. He stayed there for a dozen years before beginning his present tenure at WSB-TV in 1969.

Throughout it all, Mr. Van Cantfort can claim the various credits of newsman, weatherman and talk-show and game-



August Raymond Van Cantfort—program manager, wsb-tv Atlanta, and president, National Association of Television Program Executives; b. Dec. 8, 1929, Cleveland; attended Miami University of Ohio, Oxford, Ohio, 1947-49; sportscaster, WGAV(AM) Maryville, Tenn., 1950; U.S. Marine Corps, 1951-52; announcer and sports director, WPAY(AM) Portsmouth, Ohio, 1952-54; announcer and director, WICU-TV Erie, Pa., 1954-57; program director, WAVY-TV Norfolk, Va., 1957-69; present position since 1969; m. Ellen Myer 1949; children—Terry Lee Pearson, 28; Dale, 26.

show host. He's carried the program manager's title since 1957—but as he'll be the first to admit, the name's the same but the job certainly isn't.

He's seen the role broadened beyond supervising local production and program buying to a point where "in many cases a programmer has to be a junior lawyer," able to deal with government regulations and pressure groups. "It's difficult these days to find time for programming," he says.

For the past year, he's had to find the time for local programming as well as his national organization efforts as NATPE president. Aside from his commitment in planning this week's conference, Mr. Van Cantfort also has seen goals reached and projects set in motion.

One piece of NATPE-authorized work to be distributed at the conference is a 30-second generic spot for television. The spot—designed, according to Mr. Van Cantfort, to counter much of the "knocking of TV"—was produced by Klein & at a

cost of about \$10,000, with Kodak pitching in some funds. More than 500 copies on two-inch tape have been made.

Still in the future, but under consideration, are more informational services for members such as mailers listing current product availability.

Another step that will be taken once conference business is completed will be the hiring of an executive director, primarily to lessen the load on NATPE presidents ("Closed Circuit," Feb. 26). There's no hiring rush, but likely to be the first NATPE president to benefit from an executive director is Chuck Gingold of KATU(TV) Portland, Ore., who's slated to succeed Mr. Van Cantfort this month. Mr. Van Cantfort remains on the executive committee and then on the NATPE board.

While Mr. Van Cantfort believes that "for the viewer things are better than they've ever been" and that "anybody who says to me there's nothing good on television is just crazy," he does have his gripes. And as colleagues will attest, he's not one to stifle his opinions.

Much of the current syndicated offerings he calls "awful" and "pathetic." But turning to the rating books, he asks the question and answers it: "Who do you blame it on? You blame it on the audience."

He's also in a "dilemma" regarding stripping at 7:30 p.m., as competitors WXIA-TV, WAGA-TV and WTCG all go with the same show Monday through Friday. He's a believer in rotating programming during that half hour but claims to be seeing strong rating cues that the audience "doesn't want checkerboard . . . I may be forced out of it."

While Mr. Van Cantfort may not have to worry about having superstation WTCG imported into Atlanta, he does have concerns about having the station in his market. Since WTCG went beyond Atlanta to national distribution of its signal, he said, the situation in the home market "has dramatically changed." With WTCG competing to buy syndicated programming, he explains, prices have "skyrocketed."

When not at the station, Mr. Van Cantfort is likely to be found on the tennis courts with his wife, Ellen (they have two children and three grandchildren). And then there's some occasional freelance radio work. Last month, Mr. Van Cantfort was back where he started, with high-school play-by-play announcing, helping out his son, owner of WKOG-AM-FM Gordon, Ga.

But if broadcasting is Mr. Van Cantfort's prime contribution to the community, it isn't his only one. A beekeeper by hobby, he's often called to the rescue of those less interested than he in having a hive in their backyard.

## Tax on tax

The rewrite of the Communications Act, promised for early delivery, is reliably reported to contain a tax on commercial broadcasters to support noncommercial broadcasters. "Tax" is not the word to be expected in the legislation, which will more probably speak of fees for spectrum use, as though broadcasters may legitimately be charged for giving life to a physical resource that would otherwise be useless to the public. Tax, however, is the honest thing to call it.

According to authoritative sources, the legislation will leave the exact scale of taxes to be set by the FCC, within ceilings to be denoted by the Congress. The total levies likely to be generated, according to the rewrite staff, will be under \$140 million a year ("Closed Circuit," March 5).

That, assuredly, is a less spectacular figure than the \$267 million a year that the rewrite staff calculated as the probable derivative of taxes, or fees, as the staff called them, in a schedule proposed under the first rewrite bill. It is still confiscatory, coming on top of ordinary income taxes paid to the federal government by every broadcasting company that makes a profit.

The idea of raising funds from the commercial system to support the noncommercial one is inherently flawed. If the noncommercial system is to serve the American public with the abundance of culture, education and information that its advocates foresee, it will be a national resource entitled to support by all of its beneficiaries. In that role it will be a competitor with the commercial system for audience—and probably for advertising revenue, although called by another euphemism, "underwriting." Where is the equity in asking the commercial system to provide the means for its new competitor to become competitive, at the same time enjoying shelters that are denied those who must operate in the commercial marketplace?

There is a case that can be made for the payment by commercial broadcasters of a reasonable license fee to go toward the expense of the necessary governmental control of traffic in the spectrum. Such a fee ought also to give broadcasters a firmer grasp on their licenses than they now have.

But a tax to fatten the noncommercial system? That's no more reasonable than to ask a congressman who seeks re-election to underwrite the campaign of a challenger.

## Good at what it does

The premier program market of the American television year is now going on in Las Vegas, bigger than ever. The annual conference of the National Association of Television Program Executives has become as essential to the merchants of television programs as the annual convention of the National Association of Broadcasters is to the merchants of television and radio hardware. There, however, the similarity between these major trade shows, and their accompanying agendas, ends.

The NATPE is basically a one-purpose organization. It comes to life once a year as a forum for serious discussions of situations and events affecting television programming and for display of programs in current distribution.

The NAB is an around-the-calendar organization, to which an annual convention is but one event. It is primarily a defensive weapon for broadcasters in their constant wars with Washington. It is also the repository and disseminator of information to help radio and television management do its job.

There has at times been talk about converting NATPE into a

more formal organization. That would be a mistake. It would create an apparatus of program management that would be vulnerable to external manipulation. It would create a new bureaucracy where none is needed. If NATPE must have a full-time staff, as its leaders say they are recruiting, let the staff be small and confined in its mission to the job of organizing the annual conference.

NATPE needs no empire building. As the oldest, established, floating conference and trade show, it serves its members and television programming well.

## Facts first

If Henry Geller, head of the National Telecommunications and Information Administration, gets his way, the U.S. delegation will go to next fall's World Administrative Radio Conference in favor of reducing AM channel separations from 10 khz to nine. The purpose is to create places for more radio stations.

Mr. Geller made his aims known to a group of daytime broadcasters, whose organization has been championing the nine-khz cause (BROADCASTING, March 5). He said he hoped to see action at WARC whether or not the FCC has acted on his petition for the shrinkage, now the subject of an official FCC inquiry.

The question here is whether Mr. Geller is acting on competent engineering advice. According to a presentation made by George Bartlett, vice president for engineering of the National Association of Broadcasters, at the NAB board meetings last January, severe technical dislocations are threatened by the reduction in AM separations. Mr. Geller is talking as though the reduction could be made at the wave of a wand, without uncomfortable side effects.

The deadline for comments in the FCC inquiry has been postponed on petition of the Washington law firm of McKenna, Wilkinson & Kittner, which has filed a Freedom of Information Act request for the engineering documentation in Mr. Geller's possession, to which there has been no response. Mr. Geller owes it to the petitioners and to the public to release whatever technological justification he has for the proposal he is so energetically advancing.

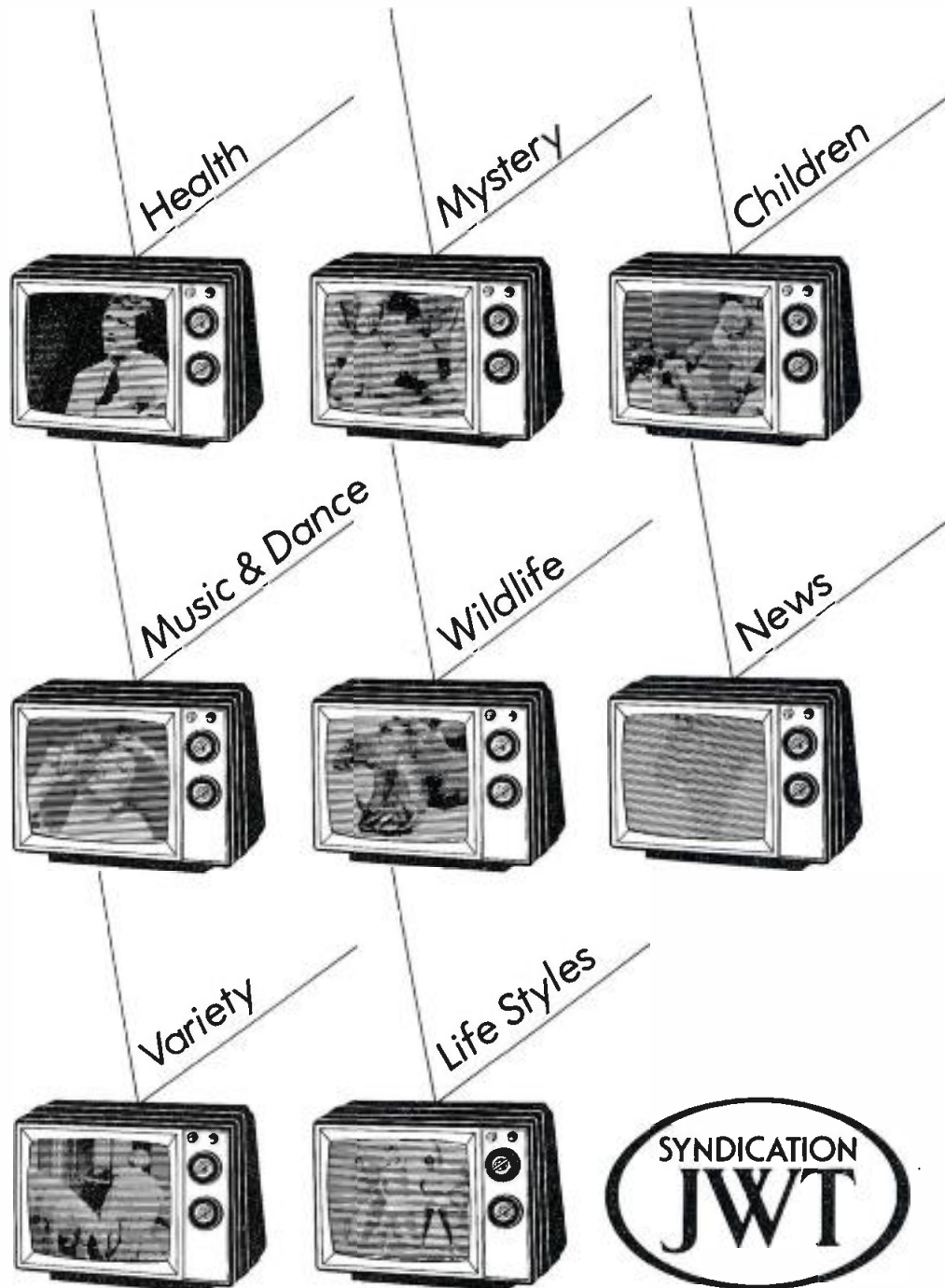
Absent a persuasive showing by Mr. Geller's engineers in answer to the McKenna, Wilkinson & Kittner request, the FCC and the industry should proceed with a careful study of the engineering consequences of a shift to nine khz. The U.S. cannot go to Geneva without realistic projections of results.



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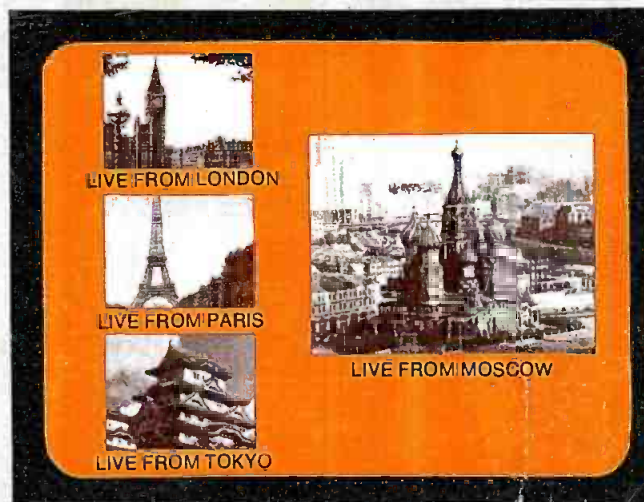
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