This movie spells disaster.
(For the competition.)

Movies that command attention!

NATPE Hospitality Suite 3108
WEAR YOUR EARS PROUDLY!

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

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

Contact: Stan Moger, John Doscher, Jack Thayer, Gary Lico.
Professional Profiles: Don N. Nelson

Every true professional, regardless of the industry he serves, desires personally, perhaps more than anything else, to be respected by his peers. Don Nelson has earned that respect in the broadcast business. His contributions to radio have spanned twenty-nine of his forty-one years. He is rather unique in this industry in many ways, not the least of which is his history of more than twenty-two years with the same firm. Those who know him well, and those who serve with him, recognize in Don a myriad of strengths that have brought success: His fairness in decision-making, his open communication with employees, his initiative at keeping current with the industry, his positive mental attitude and creative imagination.

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

The Research Group
Perceptual Research for Broadcast Management / San Luis Obispo, California

For those who would like to discuss their research needs, we would be happy to see you, by appointment, at the NAB Convention. Please call our offices for the time and day of your preference.
(805) 541-2838
**The Week in Brief**

**STORM SIGNAL** □ The FTC shows where it’s headed on children’s advertising in a staff report that calls for bans on advertising products aimed at those under the age of 8, a ban on advertising of highly sugared products and counteradvertising for commercials for sugared products that are allowed on the air. **PAGE 27.**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Source: Nielsen 1977 County Coverage Report
Overkill?

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

National Association of Broadcasters at week's end was already formulating plan to coordinate attack against FTC proposal. It's likely $35 million national organizations similar to one that gathered last year to fight proposed legislation to restrict saccharin advertising will be re-formed to lobby not only FTC but also Congress. With NAB firmly at helm, group is likely to include other broadcast associations, advertising associations, and associations of toy, candy and cereal manufacturers.

Training film?

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

His deal

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

Under FCC divestment order, he sold WMAL-AM-FM Washington (to ABC) for $16 million and WLVA (AM) Lynchburg, Va. (to Shenandoah Broadcasting), for $600,000. On his own hook he just sold Washington Star (to Time Inc.) for $20 million cash (plus assumption of $8 million in obligations). Sale proceeds of $36.6 million already give him $1.6 million gain—but to that must be added value of WSET-TV (formerly WL AA-TV) Lynchburg and WCV(TV) Charleston, S.C., both VHF network affiliates, which he retains, and of WILA-TV (renamed with initials, after sale of companion station in what may prove to be act of remarkable prescience). Experts say WSET-TV and WCV are worth at least $18 million. Based on CCC deal which included KOCO-TV, $500,000 CCC preferred shares at $55 million and $7-per-share interest during 20-year redemption period, WILA-TV is worth about $100 million. Bottom line: gain of $120 million in four years.

Longer look

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

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

Staying put

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

House TV man

House Rules Committee having recommended that Speaker delegate authority over prospective House broadcast system to new committee, speculation has begun as to who will head it. No names have been heard for chairmanship, but there is speculation about who will head staff, where real legwork will be done. It centers on Richard Krol, assistant to late Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) for three years, currently staff director of House Select Committee on Energy.

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

News doctor

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

Frank exchange

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

Growing older

Broadcast management—particularly at such large organizations as networks—is keeping watchful eye on H.R. 5383, which goes to congressional conference this week (March 2). That's bill by Representatives Claude Pepper (D-Fla.) and Paul Findley (R-I11.) that would lift mandatory retirement ceilings to age 70 in private industry. Passage, virtually assured, would affect futures of number of key broadcast figures now considered well within range of retirement (ABC's Elton Rule, CBS News's Dick Salant and Walter Cronkite, for example).

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

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

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

Globe Communications □ Company features its Midnight magazine in two seven-week TV flights starting in mid-March and April. Certified Advertising, New York, will schedule spots in eight or nine markets during fringe, day and prime time, aiming for approximately 300 gross rating points per market. Target: women, 35 and over.

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

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

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

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

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

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

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

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

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

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

Red Lobster Inns □ Division of General Mills starts four-week TV buy in mid-April. D’Arcy-MacManus & Masius, Chicago,
Situation comedy is a proven vehicle for family audiences. And "Please Stand By" is like starting prime-time programming at 7:30.

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

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

Visit us at the NATPE, Bonaventure Hotel, Bunker Hill West, Suite 3220.
will schedule spots in 100 markets during fringe and prime time. Target: women and men, 25-54.

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

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

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

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**BAR reports television-network sales of Jan. 29**

<table>
<thead>
<tr>
<th>Day Parts</th>
<th>Total minutes week ended Jan. 29</th>
<th>Total dollars week ended Jan. 29</th>
<th>1978 total minutes</th>
<th>1978 total dollars year to date</th>
<th>1977 total dollars year to date</th>
<th>% change from 1977</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>143</td>
<td>$963,000</td>
<td>544</td>
<td>$3,520,300</td>
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<td>Monday-Friday</td>
<td>10 a.m. - 6 p.m.</td>
<td>1,050</td>
<td>4,070</td>
<td>68,176,400</td>
<td>55,846,000</td>
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<td>Saturday-Sunday</td>
<td>330</td>
<td>8,841,800</td>
<td>1,354</td>
<td>38,151,300</td>
<td>43,657,500</td>
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<td>Monday-Saturday</td>
<td>10 a.m. - 7:30 p.m.</td>
<td>100</td>
<td>403</td>
<td>16,994,700</td>
<td>16,017,000</td>
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<td>Saturday-Sunday</td>
<td>6 p.m. - 7:30 p.m.</td>
<td>16</td>
<td>108</td>
<td>8,997,100</td>
<td>6,290,700</td>
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<td>Monday-Sunday</td>
<td>7:30 p.m. - 11 p.m.</td>
<td>404</td>
<td>1,694</td>
<td>148,459,200</td>
<td>136,109,800</td>
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<td>Monday-Sunday</td>
<td>11 a.m. - Sign-off</td>
<td>210</td>
<td>857</td>
<td>17,274,200</td>
<td>16,283,900</td>
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<td><strong>Total</strong></td>
<td><strong>2,253</strong></td>
<td><strong>$71,499,400</strong></td>
<td><strong>9,030</strong></td>
<td><strong>$301,573,200</strong></td>
<td><strong>$277,264,800</strong></td>
<td><strong>+8.8</strong></td>
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... as of Feb. 5

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<th>Day Parts</th>
<th>Total minutes week ended Feb. 5</th>
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<th>1978 total dollars year to date</th>
<th>1977 total dollars year to date</th>
<th>% change from 1977</th>
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<td>Monday-Friday</td>
<td>134</td>
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<td>5,092</td>
<td>84,301,000</td>
<td>70,405,800</td>
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<td>Saturday-Sunday</td>
<td>325</td>
<td>8,066,100</td>
<td>1,679</td>
<td>46,237,400</td>
<td>50,529,300</td>
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<td>504</td>
<td>21,013,700</td>
<td>19,673,900</td>
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<td>Sunday</td>
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<td>131</td>
<td>10,331,700</td>
<td>7,530,500</td>
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<td>160,042,700</td>
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<td>21,365,000</td>
<td>20,835,500</td>
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<td><strong>11,251</strong></td>
<td><strong>$374,386,800</strong></td>
<td><strong>$340,890,300</strong></td>
<td><strong>+9.8</strong></td>
</tr>
</tbody>
</table>

Source: Broadcast Advertiser's Reports

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

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

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

**Hallmark Cards**
Company sponsors rebroadcast of *Peter Pan* starring Mia Farrow and Danny Kaye, on NBC-TV, Thursday, March 16 (8-10 p.m. NYT), through Foote, Cone & Belding. Special features musical score by Anthony Newley and Leslie Briscusse.

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

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**Radio only**

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

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

**Big Horn**

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

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

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

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**Radio-TV**

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

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

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

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

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

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

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

That’s what Show Biz is.

Bulletin

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

Million dollar trio — Linda Ronstadt, Dolly and Emmylou Harris

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

Television monkey shines

DOLLY OUR #1 LADY "HERE YOU COME AGAIN"

Best seller — the Dolly

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

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

NASHVILLE ON THE ROAD

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

GOSPEL SINGING JUBILEE

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

THE RALPH EMERY SHOW

An hour a day every day as the country's number one disc jockey, Ralph Emery, talks with superstars and features their music. Now in its fourth year Monday through Friday.
A smash hit, MARTY ROBBINS' SPOTLIGHT starts its second season.

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

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

The Tony who was nominated for an Emmy hosts TONY BROWN JOURNAL.
MARTY ROBBINS' SPOTLIGHT

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

THE PORTER WAGONER SHOW

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

POP! GOES THE COUNTRY


TONY BROWN'S JOURNAL

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

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

SEE YOU AT NATPE SUITE 2968-71
Radio for a restaurant: gold for the Rainbow

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

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

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

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

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

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

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

Radio leads us to the middle-income audience we want. The Rainbow Room is an unusual spot. Born in 1934 as the most elegant dancing and dining club in New York, it has had two contradictory public images.

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

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

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

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

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

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

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

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

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

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

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

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

Maybe some day we’ll find the answer. If we do, our love affair is either going to be terminated or we’ll really get married.
SUMMA
“CUME”
LAUDE.

We reach more adults than any other radio network*

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

This week

Feb. 27-March 3—Annual Public Radio Conference, sponsored by the Corporation for Public Broadcasting and National Public Radio. Representative Lionel Van Derhaar-Calti will speak at March 3 luncheon, St. Francis hotel, San Francisco.
Feb. 28—Special meeting of the engineering committee of the Association of Maximum Service Telecasters, AMST headquarters, Washington.
March 1—Deadline for entries for American Bar Association’s Gavel awards. Television, radio, wire services and news syndicates are among the categories that will be judged for efforts during 1977 to increase public understanding of the American system of law and justice. Committee on Gavel Awards, ABA, 77 South Wacker Drive, Chicago 60606.
March 1—Deadline for entries in competition for distinguished service in health reporting, sponsored by the American Chiropractic Association. Cash prizes and medallions of merit will be awarded in radio, television, newspaper and magazine categories. Entry forms: Journalism Awards, ACA, 2200 Grand Avenue, Des Moines 50312.
March 1—Deadline for entries in the 1977 Roy W. Howard Awards competition for public service last year by a commercial radio station and by a commercial television station. Bronze plaque and $2,500 will be given the over-all broadcast winner with $1,000 awards for the first runner-up in radio and the first runner-up in television. Contact: F Ben Hervel, The Scripps-Howard Foundation, 500 Central Avenue, Cincinnati 45202.
March 1—Deadline for entries in 1977 National Broadcast Editorial Association awards competition (regional and national) in radio and TV. Inquiries: Art McDonald, c/o KOMO-TV Seattle 98101.
March 2—Television Bureau of Advertising regional seminar Hyatt Embarcadero, San Francisco.
March 3—Television Bureau of Advertising regional seminar Olympic hotel, Seattle.

Also in March

March 4—Meeting of Region 14 of Radio Television News Directors Association, Georgia State, Atlanta.
March 4—Open meeting of National Public Radio board of directors, hotel St. Francis, San Francisco.
March 4-8—National Association of Television Program Executives conference, Bonaventure hotel, Los Angeles.
March 5-8—Ohio Cable Television Association annual convention, Marriott inn, Columbus, Ohio.
March 5-8—International Blue Ribbon, Broadcast Video Update—1978” Tucson Marriott hotel, Tucson, Ariz.

Major meetings

April 21-27—March International annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.
April 28-29—American Association of Advertising Agencies annual meeting, Cambridge Inn, Phoenix.
April 30-May 3—Annual convention of the National Cable Television Association, New Orleans.
May 9-10—Annual meeting of CBS-TV affiliates. Century Plaza hotel, Los Angeles.
June 7-10—Broadcasters Promotion Association 23rd annual seminar, Radisson St. Paul, St. Paul. 1979 convention will be June 6-10, Nashville.
June 13-17—American Women in Radio and Television’s 27th annual convention, Los Angeles.

Also in March

March 6—FCC’s new date for replies in VHF drop-in inquiry (Docket 20418). FCC, Washington.
March 6-9—California Community Television Association’s fourth annual congressional-FCC conference. Meeting will be held on March 6, 7 and 8 with FCC officials, members of Congress and White House officials. There will be a preconference briefing on March 5 by National Cable Television Association and CCTA staff members. Reception and dinner on March 6 are to honor California and Arizona congressmen and reception and dinner March 7 to honor FCC commissioners and staff. Hyatt Regency Washington.
March 7-8—Third annual conference on CATV reliability, cosponsored by Society of Cable Television Engineers and Broadcast Cable and Consumer Electronics Society of IEEE. Holiday Inn West, St. Louis. Contact: Judith Baic, (202) 659-2131.

March 8—Exhibit 78, sponsored annually by Washington chapter of American Women in Radio and Television. Samples of work of Washington area college women studying broadcasting and related fields will be displayed. Studios of WTTG(TV) Washington.
March 10—Deadline for students to submit entries for annual Radio Television News Directors Association scholarships. Entries should go to chairmen of department heads at schools for forwarding to Radio Television News Directors Foundation. Information: Rob Downey secretary of RTNDF c/o WKAR(M) East Lansing, Mich. 48824.
March 13—Deadline for comments in FCC notice of inquiry and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations. FCC, Washington.
March 13-15—Indianapolis Broadcasters Association spring meeting, Hyatt Regency hotel, Indianapolis.
March 14—New York State Broadcasters Association 24th annual meeting, The Turi Inn, Albany. The NYSSA legislative dinner will be held that evening at Convention Hall, Empire State Plaza, Albany.
March 14-18—Television Bureau of Advertising regional meeting, Hilton, Los Angeles.

Datebook

Broadcasting Feb 27 1978
This is one side of Paramount Television Distribution.

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

PORTFOLIO VIII
NOW APPEARING IN THE BUNKER HILL SOUTH SUITE 3340/3240
Domestic Syndication invites you to visit the world of “Happy Days” the nation’s #1 half-hour comedy ...“Laverne & Shirley,” the most watched situation comedy in television history ...and, “Mannix,” the long-running top rated action drama ...plus other star attractions: “The Brady Bunch,” “The Odd Couple,” “Star Trek” as well as the entire top-flight series of Paramount stars ...and, the world’s greatest title holders ...Paramount Television’s renowned portfolios of fine feature films. And, if you want to see what the world is coming to, International Distribution is here, too, with highly-rated series, mini-series, docudramas, Movies of the Week, and the finest library of feature films available anywhere. You are also invited to look into The Hughes Television Network. If it has anything to do with communications, we have all the right connections, from simultaneous transmissions to first-run major event programming,
“Disco Fever,” starring John Travolta and the Bee Gees… the new
“Premiere Fever,” a glittering series of special “premiere” events introducing this year’s major new releases…
“The Sports Special of the Month,” an outstanding series of 90 minute monthly specials on major sporting events from all over the U.S.A. produced by TWI…and, for the first time, a dramatic one hour prime time special, “Outdoors With Liberty Mutual.”
Kathy and Beth have been dating a guy without telling him they're twins. Now he knows and the joke's over. They both want him but he can't decide which to choose. The amorous one or the homemaker? Clearly a problem for—"The Love Experts."

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

Sometimes naughty, often outrageously funny, always great entertainment—"The Love Experts" is the ideal new late-night vehicle.
seminar. Hyatt O'Hare, Chicago.

March 15—Deadline for entries in Radio Television News Directors competitions, including Edward R. Murrow Awards for courage, enterprise and social awareness in reporting a significant community problem. There also are RTDNA awards for spot reporting, investigative reporting and editorial/communitary entry forms. RTDNA: 1735 21st Street NW, Washington, District of Columbia 20036.

March 15— FCC's new deadline for comments on inquiry examining economic relationship between cable and broadcast service, including cable demand and penetration, audience diversions, audience-revenue relationship and service to public (Docket 21284).

March 15—Meeting of board of directors of the Association of Maximum Service Telecasters, MGM Grand hotel, Las Vegas.

March 18—Career workshop for New England area sponsored by Women in Communications Boston chapter; George Sherman Union building, Boston University, Boston.

March 19—National convention of Intercollegiate Broadcasters in conjunction with the College Broadcasting Society, Hyatt Regency, Washington.

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

March 21—Site meeting for project to microwave college communications as it progresses to University of Kentucky, Lexington.


March 24— FCC's new deadline for comments in inquiry into possible changes in commission's form 395— annual employment report (Docket 21147). Replies are now due May 15, FCC, Washington.

March 27— FCC's deadline for comments on proposal to expand cable television relay service band from 12.7-12.95 ghz to 12.7-13.20 ghz (BROADCAST- ING, Jan. 16). Replies are due April 8, FCC, Wash- ington.

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

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

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

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

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

March 31—April 2—Texas AP Broadcasters con- vention, Galvez hotel, Galveston, Tex.

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

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

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

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

April 7-9—Women in Communications meeting for Great Lakes regional workshop. Hollanden House, Cleveland.

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

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

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

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

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


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

April 10-11—New York State Cable Television Asso- ciation's spring meeting. Quality Inn, Albany.

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

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

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

April 13-14—Broadcast Financial Management As- sociation/IBCA quarterly board of directors meeting. Dunes hotel and country club, Las Vegas.

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

April 14—Regional meeting and sixth annual broadcast journalism seminar, sponsored by William Allen White School of Journalism, University of Kan- sas, and Midwest Region of Broadcast Education Association, Kansas on campus, Lawrence, Kan.

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


April 14-15—Oklahoma AP Broadcasters con- vention, Oklahoma City.

April 14-15—Women in Communications meeting for West region 5. Snowbird Ski and Summer Resort, Snowbird, Utah.

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

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

April 15—Regional workshop of Radio Television News Directors Association and Department of Jour- nalism, Duquesne University, Duquesne University, Pittsburgh.

April 15-18—Canadian Association of Broadcasters annual meeting, Queen Elizabeth hotel, Montreal.

April 19-20—Alabama Cable Television Associ- ation annual "Citizen of the Year" awards meeting. Honored will be Fred Singleton, force behind establish- ment of Hall of Fame Bowl football game in Bir- mingham. Hyatt House, Birmingham, Ala.

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

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


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

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

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

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

April 22—Meeting of Radio Television News Directors Association region 7 in conjunction with AP-UP; Society of Professional Journalists, SDX; Indiana Uni- versity and Purdue University Indianapolis. Campus of Last Man, Indianapolis.


April 23-27—Seventh American Institute of Aeron- autics and Astronautics communications satellite systems conference. San Diego. Information: David Brown, Hughes Aircraft, PO. Box 92919, Los Angeles 90009; (213) 649-3786.

April 24—Tenth annual broadcast Day sponsored by Florida Association of Broadcasters and Uni- versity of Florida College of Journalism and Com- munications. FAB board will hold its spring meeting the preceding day (Sunday). Reitz Union, campus, U. of Florida, Gainesville.

April 24—Women in Communications Indianapolis chapter "Malix Dinner." Souther's, Indianapolis.

April 25—Tennessee Association of Broadcasters annual meeting. Holiday Inn Airport, Nashville.


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

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


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

April 29-May 2—Chamber of Commerce of the United States 65th annual meeting. Washington.

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

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

May

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


May 5-6—Sixth annual Gospel Radio Seminars. Chair- man of steering committee is Jim Black, director of gospel music, SESAC, Altair Houston, Nashville. Infor- mation: Gospel Radio Seminars, PO. Box 22912, Nashville 37202.

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

May 11-13—Louisiana Association of Broadcasters spring convention, Diamond Head Resort, Bay St. Louis, Miss.
May 16—NBC Radio Network regional affiliate meeting. Sheraton Twin Towers, Orlando, Fla.
May 17—NBC Radio Network regional affiliate meeting. Sheraton Safari, Dallas/Fort Worth Airport.
May 17-18—Ohio Association of Broadcasters spring convention. New Marriott East, Cleveland.
May 19-20—Public Radio in Mid America spring meeting. KCUR Kansas City will be host station. Hilton Plaza Inn, Kansas City, Mo.
May 21-24—Tenth annual Southern Educational Communications Association conference. WDCN-TV Nashville will be host station. Opryland hotel, Nashville.
May 22-26—Annual meeting of ABC affiliates. Century Plaza hotel, Los Angeles.
May 28-June 3—Eighth Prix Jeunesse International, an international television competition for children's and youth programs under the auspices of the European Broadcast Union and UNESCO. Building of Bayerischer Rundfunk, Munich, Germany.
May 29-June 1—Canadian Cable Television Association 21st annual convention. Queen Elizabeth hotel, Montreal.

June

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


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


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

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

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


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

June 8-11—Mississippi Broadcasters Association annual convention. MBA board will meet June 10. Sheraton-Biloxi hotel, Biloxi, Miss.

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

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


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

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


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

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

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

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

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

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

July

What was golden

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

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

The good sounds

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

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

Symbiosis

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

Get it wholesale

EDITOR: I have, for the second or third time, recently received a notification from somebody who tells himself the “U.S. Document Distributors” wanting to sell me a set of FCC rules and regulations for the station. The card states that the “regular” subscription price is $281, but that if I buy two sets I can have them for only $250.

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

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

Juxtaposed

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

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

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

Should have been

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

A matter of time

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

The November Nielsens* tell it all. DONAHUE is:

#1 in Women 18-49 in 59% of markets
#1 in Women in 60% of markets
#1 in Ratings in 68% of markets
#1 in Homes in 59% of markets

In market after market, DONAHUE is No. 1 with Women 18-49—outperforming its competition, out-pulling the other talk shows, out-delivering the active audience.

She's the active audience—the kind of woman who gives "Women 18-49" their reputation for making more purchase decisions than any other group. You won't catch her watching TV all day, so you have to reach her with the one show that's as interesting, as involving, as exciting as she is. DONAHUE.

Women 18-49 are sold on DONAHUE. So are advertisers.

Now you get sold on DONAHUE. DONAHUE delivers the women you want.

Call Don Dahlman (513) 352-5955 and get specific ratings in any of our 135 markets.

*Performance figures represent 104 affiliated stations where DONAHUE was measured.

Source: November, 1977 Nielsen audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications available on request.

Meet Phil Donahue at the NATPE, Suite 3004, Bonaventure Hotel.
FTC takes dead aim at kid ads

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

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

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

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

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

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

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

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

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

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

In its legal justification of the proposals, the staff elaborated on its developing "unfairness" doctrine. That concept, the staff said, "arises out of the striking imbalance of sophistication and power between well-financed adult advertisers, on the one hand, and children on the other." Many children, the report said, "are too young to even appreciate what advertising is." And on the unfairness of advertising to older children, "who may be aware of the selling purpose" of a commercial, the staff said, the FTC has the right to regulate if the "advertising has the capacity to induce (children) to take health risks."

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

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

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

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

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

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

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

Allbritton deal twists slowly in the wind

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

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

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

According to FCC sources, the commission vote to grant an extension of time, taken by circulation, received the full support of only four of the commissioners—Chairman Charles Ferris, Tyrone Brown, Joseph Fogarty and Robert E. Lee.

In brief

Board of IMS International, New York, voted down agreement in principle whereby CBS would have acquired IMS for approximately $90 million cash (BROADCASTING, Feb. 20). Majority felt offer too low. CBS officials said were “surprised and disappointed” and that IMS President David Dubow assured them he had board’s support for deal. They said they were considering whether to take further action, with alternatives ranging from “getting off to getting back on full steam.” Not being considered, they said: Raising $20-per-share offer to IMS shareholders.

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

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

UHF television households increased by 2.4 million in 12 months, reaching 67.9 million or 93% of all U.S. TV households, according to Arbitron Television Census for fall 1977. Color TV homes increased by four million to reach 58.3 million, or almost 80%. Arbitron said 49 markets have over 95% UHF penetration, 36 have over 85% color penetration.

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

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

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

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

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change would be used" to support the al-
ing paper. "While this was my intention, I could not predict the financial future of the Star-without sufficient evidence to television stations. "When I assessed the full impact of the FCC's decision approving that exchange, he said, "I determined that I could not rely fully on the consumption of the written document to the television stations. "That afternoon, Mr. Allbritton said Mr. Shepley informed him that Time's executive commit-
tee rewrite committee had accepted the offer. The public announcement of the sale was made by the two companies on Feb. 3. Mr. Allbritton added that on two recent occasions he "pressed" Mr. Eller for a termination of their agreement. "He declined," Mr. Allbritton said.

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

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

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

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

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

Americom Satellite Network, subsidiary of publicly held Digital Communications Inc., has announced a four-transponder deal with Western Union, said to call for "most massive use of satellite distribution by a single channel lessor," ASN, based in Marina Del Rey, Calif., said May 1 start is planned for transmission of movie and sports channel and NEWS 11 Los Angeles, WGN-TV Chicago and WOR-TV New York to cable systems. Said to follow will be data services and 36 stereo channels. ASN claimed to have technology to convert four transponders to eight video channels.

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

BBDC, in report covering television viewing 1972 to 1977 (based on Nielsen data), concludes that while homes-using-televisio levels are declining in daytime, they are increasing in prime time. Report said there are two clear-cut viewing declines—females in daytime and older women in daytime and prime time.

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

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

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

Harvey L. Schein, chairman and chief executive officer, Sony of Ameri-
can, and former CBS/Broadcast Group president, named executive vice president, Warner Communications Inc. He is succeeded by Kazuo Iwama, president of Sony Corp. of Japan. Sony-Japan also announced that U.S. subsidiary would be reorganized into three independent marketing companies: Consumer Products, Sony Industries and Video Products. Ken Tsunoda will head Video Products (ITV's, cameras, moni-
tors, receivers and video tape).
their position—that the Communications Act of 1934 ought not to be tampered with.

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

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

Members of the group feel they corrected that impression last week. “We’re back together and everyone’s friends,” said one. And they will get together again, it was reported, after the subcommittee finishes a draft bill.

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

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

The broadcasters’ reactions to those ideas, even to Mr. Frey’s suggestion, were reportedly muted. Until some specifics are put on paper, there is “real apprehension,” said one broadcaster. “There’s a lot of fear of the unknown.”

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

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

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

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

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

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

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

That theory will be given its first test Wednesday (March 1) when the subcommittee is scheduled to have its first rewrite organizational meeting. Mr. Van Deering said last week he expects discussion at that session will be general and will at best produce a timetable for the year. There is “no way,” he said, that the panel will get down to specific language for a bill then.
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‘Big balloon’ of business on horizon, says Jankowski

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

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

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

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

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

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

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

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

An analyst wanted to know whether Fred Silverman’s upward move from ABC to president of NBC will cause program costs to rise further. Mr. Jankowski said that, considering how much NBC has been spending on its “event” programming, “I doubt that even Freddie’s going there will send costs any higher.” Actually, he said, having three strong network competitors is better than “having one that drags us all down.”

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

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

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

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

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

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

In the Grant episode, he said, “Lou’s editor is confronted with the choice of accepting his son as a member of the Hari Krishna movement or taking direct action to have him deprogrammed.” The campaign against it, Mr. Rosenfield said, was launched “before the broadcast, before any of these people had seen it,” by “parents of Krishnas, through an organization called the Individual Freedom Foundation of Educational Trust,” consisting of 6,000 members with more than 40 chapters.

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

Among shows being developed on the East Coast, he said, are Cool Breeze, a 30-minute comedy whose main characters are employees of a gypsy cab company in the Bedford-Stuyvesant section of Brooklyn; People, based on the magazine of that name, mixing social commentary, gossip and reports on celebrities in two- and three-minute segments; a 10-beatened 30-minute comedy about a husband-and-wife team of comedy writers on a talk show about something like [NBC’s] Saturday Night Live”; The Contender, a one-hour pilot about the life of a professional boxer; Flatbush Fugue, an hour pilot about a bunch of young happy-go-lucky Brooklynites; Tom and Joann a one-hour pilot about a pair of divorcees, and Smashville, about the people running a recording studio.

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

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

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

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

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

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

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Visit us at the NATPE. Bonaventure Hotel, Bunker Hill West, Suite 3220.
Biggest ever NATPE poised for record run in Los Angeles

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

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

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

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

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

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

Least changed among the three owned groups is ABC. The ABC stations renewed two weekly half-hours of Hollywood Squares (produced by Heatter-Quigley, syndicated by Rhodes Productions) and half hours of The Gong Show (Chuck Barris/Len Firestone), and Match Game P.M. (Goodson-Todman/Jim Victory Television). ABC also has taken The $100,000 Name That Tune (Ralph Edwards/Sandy Frank) for WABC-TV New York, KABC-TV Los Angeles, KGG-TV San Francisco and WXYZ-TV Detroit. Remaining prime-time access half hours will offer local public affairs and children's programming including Little Vic (Danny Wilson/Viacom), another series Mr. Wilson is developing and Encyclopedia Britannica (Alan Sloan/20th Century-Fox).

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

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

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

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

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

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

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

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

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

Broadcasting Febr 27 1978
Why you should continue using Plumbicon® TV tubes in ENG systems

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

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

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

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

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

**Sensitivity**

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

**Resolution**

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

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

**Lag**

The Plumbicon tube has lag characteristics that are so favorable that it can be used entirely without bias light. If your camera provides bias light, it simply improves the Plumbicon's lag characteristics. The Saticon must use bias light or its pictures will be seriously degraded in the middle of a news event, should a bias light lamp burn out......!
Temperature Stability
Since the Plumbicon’s photoconductive layer is processed at temperatures in excess of 175°F, your Plumbicon tube can tolerate temperature excursions that may take the photoconductor to 160°F. The Plumbicon tube tolerates 160°F ambient without damage of any kind. The Saticon, however, will experience partial or complete layer destruction at these temperature levels after a few hours. It is totally conceivable that your ENG camera will experience temperatures which will cause the Saticon tube in your camera to approach a critical life condition.

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

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

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

Storage The Plumbicon can, of course, be stored for many months without deterioration. But why store TV camera tubes? Storage means money. Amperex service to the broadcast industry is justly famous. Delivery of replacement tubes anywhere in the USA within 24 hours is routine. In extreme emergency situations, we have shipped tubes clear across the country in as little as eight hours.

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

When you specify Plumbicon tubes in your ENG cameras, we deliver a lot of experience.

For more information, contact: Amperex Electronic Corporation, Slatersville Division, Slatersville, Rhode Island 02876. Telephone: 401-752-3800.

Amperex®
TOMORROW’S THINKING IN TODAY’S PRODUCTS
A NORTH AMERICAN PHILIPS COMPANY
NATPE's six-day week in Los Angeles

Friday, March 3

Board of directors meeting. 9 a.m.-4 p.m.
Registration. 10 a.m.-9 p.m.
Board of directors dinner. 7 p.m.

Saturday, March 4

Registration. 9 a.m.-6 p.m.
Continental breakfast. 9-10 a.m. For first-time NATPE attendees, their spouses and guests. Outline of NATPE past by Lew Klein, Gateway Communication; NATPE present by Jim Major, NATPE president, and NATPE future by A.R. Van Cantfort, NATPE first vice president.
Hospitality suites open. 10 a.m.-6 p.m.
NATPE cocktail reception. 6 p.m.
Iris Awards banquet. 8 p.m. Annual citations for program excellence and the Award of the Year Dick Clark, master of ceremonies.

Sunday, March 5

Registration. 9 a.m.-8 p.m.
Hospitality suites open. 10 a.m.-7 p.m.

Monday, March 6

Registration 8 a.m.-7 p.m.
Simultaneous workshops. 11:15 a.m. "Programming: Buy It or Produce It?"
Founders luncheon. 1 p.m. Host: Jim Major, NATPE president. Address: Garry Marshall, Henderson Productions, producer of Happy Days and Laverne and Shirley.
Affiliate and independent meetings. 2:45 p.m. Moderators: Mal Potter, wtet-tv Pittsburgh, for ABC, Bill Logan, wmt-tv Cedar Rapids, Iowa;for CBS; Dick Ballinger, wnew-tv New York for independents; Tom Reiff, kmcm-tv Houston, for NBC, and Chuck Allen, kcet Los Angeles, for the Public Broadcasting Service.
Hospitality suites open. 4-7 p.m.

Tuesday, March 7

Registration. 8 a.m.-7 p.m.
General session. 9:30 a.m. "Hollywood Fights Back—Revisited." Moderator: Bill Stoul, kwxt Los Angeles. Panelists: David Gerber, David Gerber Productions; Lee Rich, Lorimar Productions; Grant Tinker, MTM; Paul Junger Witt, Witt/Thomas/Harris Productions; David Wolder, Warner Bros. Interviewers: Dan Lewis, United Features Syndicate; Steven Scheuer, TV Key; Ciji Ware, kcet Los Angeles.
Concurrent seminars. 11:15 a.m.
Hospitality suites open. 3-7 p.m.

Wednesday, March 8

Registration. 9:30 a.m.
Concurrent seminars. 9 a.m.
Workshop A. "Everybody Loves a Winner—the Business of Awards." Moderator: Bob Guy, kmg-tv Seattle. Panelists: Worth McDougald, George Foster Peabody Awards, University of Georgia; Barry Solomon, NBC; Hank Rieger, Academy of Television Arts and Sciences; Elizabeth Young, Ohio State Awards, Ohio State University.
General session. 10:15 a.m. Designed to make working relationships among buyers and sellers more productive. Moderator: John Goldhammer, kmbc-tv Los Angeles.
Business session and elections. 12:15-1 p.m.
One good laugh deserves another!

You get the most out of one Viacom sitcom when you surround it with more Viacom sitcoms. That's no theory. That's a fact demonstrated time and time again.

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

And take advantage of each half-hour break to build a bigger, better audience going into prime time.

The Bob Newhart Show
The Mary Tyler Moore Show
My Three Sons
Family Affair
The Beverly Hillbillies
The Andy Griffith Show
Hogan's Heroes
Gomer Pyle
Petticoat Junction
I Love Lucy
The Dick Van Dyke Show
The Honeymooners
The Phil Silvers Show
"The Cross-Wits" beats competing prime-access programs better than 75% of the time!
Among “The Cross-Wits” 88-station lineup, 42 stations play this Ralph Edwards-produced, first-run strip in prime-access periods.

In direct competition against 21 of the toughest access series.

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

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

% WINS FOR “THE CROSS-WITS”

<table>
<thead>
<tr>
<th>DMA Rating</th>
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<td>DMA Share</td>
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<td>Women 18-49</td>
<td>76%</td>
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Now that you know the score, shouldn’t you get in on the game?

Especially since this game, as a strip, works wonders 5 times a week.

The Cross-Wits

with host Jack Clark

Source: NSI, Nov. 1977. Estimated audiences are subject to limitations of the rating service.
but Chicago where WBBM-TV's local news runs in prime-time access: 'The Cheap Show' (Robert Wood-Christ Bearder/20th Century Fox) and 'World War II: A GI Diary' at WGN-TV, KNXT and WCAU-TV Philadelphia, and The $1.98 Beauty Contest so far at WCAU-TV. Understood still to be in the running are new shows, All in the Castle (D'Angelo-Bullock-Allen/JWT Syndication) and Venture Bay (National Telefilm Associates).

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

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

Other barter shows understood to have had options held by the network O&O's are Showdown of the Dream Teams (Syndication Services); Going Home (Marathon Productions); Honest Al's AOK Used Car & Trailer Rental Tigers (DFS Program Syndication); Beach Girls (Lexington); Serenity '82 (Lexington) and On Trail (Syndication Services).

But Joel Chaseman, president of the Post-Newsweek Stations, expects the "private discussions" to make the news at this year's NATPE conference. More so than ever, he anticipates co-production deals to be worked out with the result that stations could become less "dependent on traditional sources of programing." P-N is eager to get involved, he said, particularly in the "next generation of long-form shows." Mr. Chaseman added that he has been talking with producers and station groups and that "we'd like to be a catalyst."

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

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

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

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

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

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

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

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

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

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

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

For a long time, continuous, large increases in hospital costs have been looked at as inevitable.

But, a few years ago, Connecticut established a state commission to try to control these costs. It has succeeded so well, as you can see from the graph, that hospital costs in Connecticut are increasing at a much lower rate than the national average.

And as costs are brought under control, the insurance premiums that pay most of these costs can reflect the improvement. We have adjusted our rates in Connecticut in response to the improved costs records of Connecticut hospitals.

Insurance rates are, in a sense, a mirror of society. Its economics; its technology; even its morality.

And when society takes effective action to solve problems, it shows up in our rates.


THE TRAVELERS
Raising our voice, not just our rates.
LIGHT UP YOUR LIFE...AND YOUR PROGRAMMING FROM THE SANDY TRUE TO OUR MOTTO, ONCE AGAIN: “WE DELIVER!” FINE ...AND FOR PRIME-TIME, TOO. ALL THIS, AND

NAME THAT TUNE

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

$1.98 BEAUTY CONTEST

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

BATTLE OF THE PLANETS

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

BUY’EM! TRY’EM!! THEY’LL WORK

OF COURSE... FROM

Sandy Frank Film Syndication Inc.

Come see us at NATPE,
VIEWERS’ EYES...WITH GREAT FRANK GROUP OF COMPANIES!

PROGRAMMING, FOR PRIME-ACCESS...FOR EARLY FRINGE
MORE IN THESE FIVE GREAT OFFERINGS:

LIARS CLUB

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

LEE MENDELSON’S STAR SPECIALS

From the hit-maker, an even dozen off-network, made-in-America specials, each with its own star host. From music to comedy to adventure to science. All-family entertainment with the hallmark of quality!

LIKE GANGBUSTERS FOR YOU!!!

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(212) 628-2770
TWX 710-581-5205

Bonaventure Hotel, Suite 3058
produced by Golden West Broadcasters, for example, is available for stripping at any time.

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

NATPE’s program marketplace: Let the buyers be there

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

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

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

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


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

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

Alcare Communications 2738
Box 361, Wayne, Pa. 19087

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

Allied Artists TV 2965
15 Columbus Circle, New York 10023

Feature film packages: Golden Seventies—Group VII (48), Golden Sixties—Group VI (30), Cavalcade of 60’s—Group VI (22), Cavalcade of 60’s—Group IV (15), Cavalcade of 60’s—Group III (20), Cavalcade of 60’s—Group II (28), Cavalcade of 60’s—Group I (34), Cavalcade of 50’s (17), Dial AA for Action (29), Science Fiction (48), Charlie Chan (11), Bomba (13), Special *42 (42), Camp and Classic (50), Westerns (135); series: Topper (78), The Unknown (39), The Evil Touch (26); special: The American Newsreel of Time. Personnel: Andrew P. Jaeger, Joseph Zieski, Leo M. Brody, Radene Levy, Virginia Garrison.

Allworld Telefilm Sales 2704-5
1350 Avenue of the Americas, New York 10019

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

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

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

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

Personnel: Norm Hecht, Pierre Megroz, Ronald Laufer, William Shafter, James Mocarski and Brian Byrne.

Arcadia Entertainment 2445

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

Spider-Man (52), Marvel Superheroes (65), Strange Paradise (135). Personnel: Claude Hill, Bob Marcella.

Alwood Richards 2318-9
99 Park Avenue, New York 10016


Avco Embassy Pictures 1778
3460 Wilshire Boulevard, Los Angeles 90010

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


Bandera Enterprises 1939
Box 1107 Studio City, Calif. 91604

999 North Doheny Drive, Los Angeles 90069
Nature’s Window (130), Wild, Beautiful and Endangered (26), City Lights, Premier Performances (26), The New Dick Van Dyke Show (72), The Swiss Family Robinson (26), Cleo Lane Special, Dick Van Dyke Specials (3). Personnel: Barry Bergmsan.

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

Broadcasting Feb 27 1978


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

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

Dave Bell & Associates 1745
3211 Cahuenga Boulevard West, Hollywood 90028

Blair Advertising TBA

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

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

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


Bristol-Myers 2617-9
345 Park Avenue, New York 10002

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

Burson-Marsteller 1705
866 Third Avenue, New York 10016

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

Canadian Television Network 2905
42 Charles Street East, Toronto M4Y I75

Capital Cities Television Production 2749

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

Starcose (daily)*, 21 Days of America (21)*, The Quality of Life (130), 24 Days of Christmas (24), The Women of Russia (5)*. Personnel:
Viacom! Television's major source for movies.
Viacom Features I

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

Frank Sinatra stars in "Man with the Golden Arm." Kirk Douglas in "Last Train from Gun Hill." Shirley MacLaine in "All in a Night's Work."

Jerry Lewis in "Don't Give Up the Ship."

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

All 20 are immediately available.

Viacom Features II

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

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

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

This is an extraordinarily powerful group of 21 motion pictures. With 2 more of Hal Wallis' best Elvis Presley films.

And other hits that star William Holden, Lee Remick, Richard Burton, Elizabeth Taylor, Donald Sutherland, Richard Chamberlain, Jerry Lewis, Walter Matthau, George C. Scott, Susannah York and more big names.

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

19 are immediately available.

Viacom Features III

These 24 movies are made for big television audiences!

In initial network exposure, "Larry" pulled 44% of a prime-time audience, "The Glass House" 41%

"Born Innocent" 39%, "The Runaways" 44%. And "Queen of the Stardust Ballroom" drew a glistening crowd of 3 golden Emmys.

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

23 are immediately available.
**Viacom Features IV**

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

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

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

16 are immediately available.

**Viacom Movie Greats**

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


The titles evoke memories of movie magic. As do the great names of the stars. Ingrid Bergman, Gregory Peck, Ginger Rogers, Cary Grant, Jennifer Jones, Joseph Cotten, Katharine Hepburn, Charles Boyer.

Now, in one grand collection, Viacom offers 48 film industry classics that were honored with 36 Academy Award nominations and numerous other "best" awards.

39 are available immediately.

---

Source: NTI estimated audience shares for initial network prime-time showings. Audience estimates are subject to qualifications available upon request.
Viacom Features I
The Man with the Golden Arm
Last Train from Gun Hill
Evel Knievel
Roustabout
All in a Night’s Work
The Moon Is Blue
Visit to a Small Planet
Hardcase
Blue Hawaii
Embossy
Lions Are Free
Getting Away from It All
Fun in Acapulco
Don’t Give Up the Ship
The Deadly Hunt
I Monster
Girls! Girls! Girls!
Quest for Love
G.I. Blues
Crawlspace

Viacom Features II
The African Queen
The Autobiography of Miss Jane Pittman
The Blue Knight (Holden)
Divorce His
Divorce Hers
Paradise Hawaiian Style
Hitler the Last Ten Days
Lady Ice
Gargoyles
F. Scott Fitzgerald
and the Last of the Belles
Sad Sack
King Creole
Terri in the Wax Museum
Jane Eyre
Perfect Friday
The Mcmasters
The Stranger
Birds of Prey
Tell Me Where It Hurts
The Woman Hunter
Walking Tall

Viacom Features III
Katherine
Larry
Manhunter
The Glass House
Returning Home
The Runaways
Eric
Girls of Huntington House
Queen of the Stardust Ballroom
The Hanged Man
I Love You, Goodbye
It Couldn’t Happen to a Nicer Guy
Bad Ronald
The Blue Knight (Kennedy)
The Stranger Within
Dead Man on the Run
Don’t Be Afraid of the Dark
The Disappearance of Flight 412
Shootout in a One Dog Town
Born Innocent
The Strangers in 7A
Small Miracle
Strike Force
Voyage of the Yes

Viacom Features IV
Junior Bonner
Take the Money and Run
Charly
Whatever Happened to Aunt Alice?
They Shoot Horses, Don’t They?
Volcano (Krakatoa, East Of Java)
For Love Of Ivy
Lovers and Other Strangers
Custer of the West
Lady Caroline Lamb
Suppose They Gave a War
and Nobody Came
Good Times
Too Late the Hero (Suicide Run)
Kotch
How Do I Love Thee?
The Last Valley
Santee
Death Scream
The High Commissioner
Marco
A Time for Loving
Shalako
The Dion Brothers
Ring of Bright Water
A Minute to Pray, A Second to Die
To Kill a Clown
The Grissom Gang
In This House of Brede
Melody
Winner Take All

Viacom Features V
Sybil I
Sybil II
Savage Bees
The Last Dinosaur
Judge Horton
and the Scottsboro Boys
Shark Kill
Crossfire
Conspiracy of Terror
No Where to Hide
Dying Room Only
Just an Old Sweet Song
Murder or Mercy
The Deadliest Season
The Silence
James Dean
The Disappearance of Aimee
The Life and Assassination
of the Kingfish
A Doll’s House
A Dream for Christmas
The Man Who Could Talk to Kids

Viacom Movie Greats
Spellbound
Rebecca
Saturday Night and Sunday Morning
The Colditz Story
The Long Wait
Duel in the Sun
Notorious
No Road Back
Moonlight Sonata
Pacific Destiny
Fire Over England
Paradise Valley
The Green Cockatoos
Bill of Divorcement
Station West Sahara
Virgin Island
Portait of Jennie
Angela
Little Lord Fauntleroy
The Adventures of Tom Sawyer
Dark Journey
The Farmer’s Daughter
Expreso Bongo
Dinner at the Ritz
The Man Who Finally Died
Fury at Smuggler’s Bay
Sail into Danger
The Spiral Staircase
The Magic Box
Conspiracy in Teheran
Hotel Sahara
Wings of the Morning
Sidewalks of London
(St. Martin’s Lane)
Since You Went Away
Topaze
The Wild Heart
Indiscretion of an American Wife
Under the Red Robe
The Man Who Wouldn’t Talk
The Garden of Allah
Never to Love
Next to No Time
I’ll Be Seeing You
Intermezzo
Made for Each Other
I, the Jury
Ruby Gentry
Hands of Orlac
Sandra Carter, Sherry Grant, Bobbi Fisher.

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

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

**CBS-TV**
51 West 53rd Street, New York 10019

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


**Cinema Shares International**
2889 450 Park Avenue, New York 10022

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

**R.D. Citron Associates**
1958 17831 Southwest 106th Court, Miami 33167

**Cluster Television Productions**
2858 660 Kenilworth Drive, Towner, Md. 21204

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

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

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

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

**College Bowl**
Biltmore 10-324

**College Sports**
2358

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

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

**Compro**
Biltmore 10-201

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

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

**Data Communications**
2745 3000 Directors Row, Memphis 38131

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

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

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

**Faith For Today**
2035-9 Box 1000, Thousand Oaks, Calif. 91360

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

**FilmLife**
2085 141 Moonachie Road, Moonachie, N.J. 07047

**Firestone Program Syndication**
3138 540 Madison Avenue, New York 10022

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

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

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

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

The $100,000 Name That Tune (52), The S1.98 Beauty Contest (52)*, Battle of the Planets (78)*, liar's Club, The Bobby Vinton Show (52), Treasure Hunt (122), The Lee Mendelson Star Specials (12). **Personnel:** Sandy Frank, Irving Klein, Madelyn D. Goldberg, Larry O'Daly, Nancy Schecter, David Paley, Edward Koster.

**Gerber/Carter Communications**
2865 488 Madison Avenue, New York 10022

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

**Gold Key Entertainment**
3046 855 Cahuenga Boulevard, Hollywood 90038

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

**Samuel Goldwyn Television**
2878-30 1041 North Poinsettia Avenue, Los Angeles 90046

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

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

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

**Gray-Schwartz**
3008

**Group IV Distributors**
2805 128 East 71st Street, New York 2001

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

**Group W Publications**
3280 90 Park Avenue, New York 10016

The Mike Douglas Show (daily), Everyday (daily), Marlo and the Magic Movie Machine,
It was a pleasant Sunday summer morning in 1941.
Youngsters strolled arm in arm... young couples wheeled baby carriages down neighborhood streets... people crowded suburban-bound trains for a day in the country... mothers with little children were shopping in department stores.
Nothing could have been more peaceful.
They did not know—not yet—not until a government broadcast at noon, that their country was at war... victimized by a surprise enemy attack of incredible proportion.
It was June 22, 1941, and the most explosive war in the history of mankind erupted with savage suddenness when 5,000,000 elite Nazi troops crashed into Russia over a frontier 1,800 miles long.
"The Unknown War" had begun.
The greatest battles of World War II, the most colossal encounters of military force, the most devastating human losses which the modern world has seen, occurred on Russian soil in 1941-1945 in a war hardly known to Americans.
Here, was the battle of Moscow... the 900-day siege of Leningrad, in which a city of 3,000,000 suffered unbelievable agonies... the battle of Kursk-Orel, the largest armored conflict in the history of warfare which saw 7,000 tanks in action... the battle of Stalingrad, which broke the back of the German army... the fall of Berlin.
The war between Hitler's Germany and the Soviet Union took more than 30,000,000 lives. Yet today, this awesome agony of death and destruction remains to us in the West — "The Unknown War."
Here is the story... the incredible cavalcade that changed our lives and history.
Film footage from Soviet archives, most of it never before seen, will be supplemented by captured Nazi material and film from both the United States and British archives.
Burt Lancaster stars as host/narrator for this landmark television series of 20 one-hour historical documentaries.
Emmy and Peabody Award-winner, Isaac Kleinerman, and Lenin Award-winner, Roman Karmen, are executive producers for the series.
Pulitzer Prize-winner, Harrison Salisbury, has written original narrative material.
The music, composed for the series by Vitaly Gueviksman and Liut Guidravitchus, is conducted by Vladimir Vassiliev, and performed by the 65-piece State USSR Cinema Orchestra.
A special thank you to Ambassador Averell Harriman for his contributions.
Number 1 in design, performance and features

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A FILMWAYS COMPANY


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

Larry Harmon Pictures 2718
649 North Bronson Avenue, Hollywood 90004

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

Hat Trick Productions 1925
7947 Rareholm Drive, Hollywood 90046

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

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

HR Television 1945
575 Lexington Avenue, New York 10022

Rex Humbard Ministry TBA
Box 100, Akron, Ohio 44331


Intercontinental Communications 2224
Rockefeller Plaza, New York 10020

International Communications Consultants 2265

Interpublic Television 2145

Investors Management Services 1904-5
143 Jackson Avenue, Bridgeport, Conn. 06606
The Melting Pot (130), Down Home USA (52), The Sacred Space (39), America Sings (54), Sky’s the Limit (27), Eat Yourself Healthy (78), Coping (130), Sew What’s New (78). Personnel: Jeffrey P. Smith, Marvin Busker.

ITC Entertainment 3260
115 East 57th Street, New York 10022
Bonkers (24), The Muppet Show (24), Entertainment, Volume One (15), Space: 1999 (48), Six Super Specials (6), Extraordinary 7 (7), The Protectors (52), My Partner the Ghost (26), Department S (26), UFO (26), The Persuaders (24), The Adventurer (26), The Saint (114), The Champions (30), The Baron (26), Man in a Suitcase (26), The Prisoner (17), Secret Agent (45),
We have more than free drinks

We want you to enjoy the time you spend with us. We want you to profit by it, too. And we've made that just as easy as paying us a visit.

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For details, contact Marie Luisi, JWT Syndication (212)-867-1000.

Janus Films 2785

475 Fifth Avenue, New York 10022

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

JED Productions 1858

140 East 56th Street, New York 10022

Kaman Sciences 2474

Box 7463, Colorado Springs 80933

The Katz Agency 2908

One Dag Hammerskjold Plaza, New York 10017


Kebec Films 3088

Biltmore 11-324

M. A. Kempner Inc.

Suite 313, 2465 East Sunrise Boulevard, Fort Lauderdale, Fla. 33304.

Kenrick Advertising 2024-5

7711 Carondelet, St. Louis 63105


Kentucky Derby Festival Network 10-224

Biltmore 10-224

Clo WAVE-TV, Box 32970, Louisville, Ky. 40232

Kenyon & Eckhardt 2218

Biltmore 11-224

200 Park Avenue, New York 10017

This Week in Baseball (26). Personnel: Bette Alofsin.

King World Productions 2218

Box 41, Berkeley Heights, N.J. 07922

Abbott & Costello cartoons (156), The Butcher Show (195), Hopalong Cassidy (54), House Call With Dr. Lendon Smith (150), Good Growing With Allan Swenson (65), Little Rascals (71), Carport (65). Personnel: Robert A. King, Roger G. King, Michael G. King, Howard Henson.

Lexington Broadcast Services 2858-71

800 Third Avenue, New York 10022

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

Lutheran Television 2078

2185 South Hampton Avenue, St. Louis 63139

Magnavox Productions 2725

Marathon Entertainment 2825

10 East 49th Street, New York 10017

Mascom Advertising 2324-5

4201 West Chapman Avenue, Orange, Calif. 92868


Masscasting Production Studio 1958

18 Newbury Street, Boston 02116

TV station promotional materials including computer animation, custom audiotracks, support graphics, custom new programming and promotional packages. Personnel: Naai P. Corteel, Donald W. Hill, Kathy Spert

MCA TV 3108

445 Park Avenue, New York 10022

The Bastard*, Evening in Byzantium*, The Immigrants*, Universal Grand 50 (15)*, Testimony of Two Men, The Bionic Woman, The Novels (4), Alias Smith & Jones (43)*, Woody Woodpecker and Friends (185)*, Rich Man, Poor Man Book I, The Six Million Dollar Man (100+), Emergency! (148), Adam-12 (174), Marcus Welby, M.D. (172), Ironside (198), Rod Sherman’s Night Gallery (97), The Bold Ones (98), The Name of the Game (76), The Taker (65), Boris Karloff Presents Thriller (67), Draggin II (98), The Virginian (225), Run For Your Life (85), Suspenze Theatre (53), The Munsters (70), The Jack Benny Show (104), Leave It to Beaver (234), Don Adams Screen Test (24), McHale’s Navy (138), Universal Star-Spangled 33 (33), Universal World Premiere (35), Universal 40 (40), Universal 49 (49), Universal 50 (50), Universal 52 (52), Universal 53 (53), Universal Color One Hundred (100), Universal 102 (100), Universal 123 (119), Universal 260 (260), 77 Horror Greats (77), Abbott & Costello (29), Comedy Festival I (26), Comedy Festival II (26), Western Roundup (26), Universal 36 Black & White Elite (36). Personnel: Lou Friedland, Don Menchel, DeArrn Barton, Layton Bailey, Andy Lee, Phil Conway, Marc Grayson, Paul Hoffman, Jack Rovertson, Carl Runge, Carl Russell, Hal Cranton, Bob Davis, Bert Her- bert.

Tom McManus/Grunedy 2045

425 East 63rd Street, New York 10021

Mediation 2808

1709 Bloor Street West, Toronto M6P 1 B2

Behind the Scene with Jonathan Winters (52), Friends of Man (45), The Fabulous Time Machine (52), Professor Moffet’s Science Workshop (26), Element of the Unknown: The Sea (special), Invisible Influences (special), Talk of the Devil (special), The Gen- tile Art of Make-Up (13). Personnel: Brian Shaw, Jo-Elton Frostad.

Media Corporation of America 2458

Metromedia Producers Corp. 3131

485 Lexington Avenue, New York 10017

The Merv Griffin Show (260), Cross-Wits (260),
Benji and Waldo are off on a delightful musical adventure. And a large and loyal audience in your market is waiting.

SALES OR PUBLIC SERVICE: EITHER WAY IT'S A WINNER!

This 30-minute animated special features the beautiful voice of Leslie Uggams and the music of Jimmie Haskell. Unprecedented viewer response, and consistently high ratings have made it a favorite with stations everywhere. Since 1974, "Easter Is..." has averaged 77 out of the top 100 TV markets.

Fill your Easter basket with heartwarming entertainment. Plan now to schedule this Family Classic from Lutheran TV.

Audition cassettes and prints are available.

Also available in Spanish for your Hispanic community.

Personnel: Marvin M. Grieve, John C. Ranck.

**Metro Productions**

**Biltmore 7-235**

**MG Films**

2605

141 East 56th Street, New York 10022

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

**MGM Television**

3080

1350 Avenue of the Americas, New York 10019

Medical Center (170), How the West Was Won (6), Tom and Jerry (263), Thirteen Tailor Mades (13), Eight More Tailor Mades (8), Extra Extra Movies (25), Conquest (6), The Rise and Fall of the Third Reich (3), An Evening with Gene Kelly (1), Courtship of Eddie’s Father (73), Please Don’t Eat the Daisies (58), Daktari (89), Then Came Bronson (26), Man From U.N.C.L.E. (128). Personnel: Edward A. Montanus, Harvey R. Reinstein, Virgil B. Wolff, Ben Wickham, Al Newman, Les Friends, Joseph C. Tinnato.

**Mighty Minute Programs**

2865

155 Montgomery Street, San Francisco 94101


**MMT Sales**

2405

747 Third Avenue, New York 10017


**Modern Media Services**

2258

45 Rockefeller Plaza, New York 10022

**MPTV**

Biltmore 11-325

**Multimedia Program Productions**

3004

2501 Bradley Place, Chicago 60618

Donahue (daily), Young People’s Specials (monthly), Hanna-Barbera Holiday Specials (2), Threshold (104), Weekend Gardener (52). Personnel: Phil Donahue, Don Dahman, Dick Thrill, Dick Mincer, Lee Jackoway, Grant Norton, Mal Klein, Al Callahan.

**Muscular Dystrophy**

2918

810 7th Avenue, New York 10019

**National Telefilm Associates**

3044

12636 Bevendale Street, Los Angeles 90066

**NBC-TV**

2778

30 Rockefeller Plaza, New York 10020

**A. C. Nielsen**

2339

1290 Avenue of the Americas, New York 10019


**New Zoo Revue**

2365

**NTN Entertainment**

Biltmore 11-326

211 East 49th Street, New York 10017


**Official Films**

2238

776 Grand Avenue, Ridgefield, N.J. 07657

Of People, Places & Things

Biltmore 11-328

**Ontario/Canada Distributors Group**

Biltmore 10-326

**Jim Owens Productions**

1978

50 Music Square West, Nashville 37203

**Ozma Broadcast Sales**

1725-6

408 South Sixth Street, Philadelphia 19147


** Paramount TV Distribution**

3340

1 Gulf & Western Plaza, New York 10023

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

**Peters Griffin Woodward**

2818

645 Fifth Avenue, New York 10022


**Peter Rodgers Organization**

1864-5

969 Hilgard Avenue, Los Angeles 90024

The Man From Butteywood (11), Star Force (26), Buck Rogers (12), Kennedy’s Island (1),
Johnny Tough (1), Joey (1), A View From Europe (1), The Intercontinental Feature Group (14), Pro Features Group (11), Yordan Feature Package (17), Barry Feature Groups (129), P-M Feature Group (14), The House of Horror (17), Crystal Feature Group (10), The New Three Stooges (158), Space Angel (52), Captain Fathom (195), Clutch Cargo (260). Personnel: Peter S. Rodgers.

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

Premore Inc. 1818
919 Third Avenue, New York 10022

Program Syndication Services 3028
347 Madison Avenue, New York 10017

Honest Al's A-OK Used Car and Trailer Rental 9s *, The 24 Days of Christmas * (24), Unicorn Tales * (8), Peanuts to the Presidency* (special), Quality of Life (130), 21 Days of America * (21), Jerusalem, Jerusalem* (special), Cleo Laine (special), Sumthin' Good (special), Up Country, Down Under (special), Gift of Winter (special), The Twelve Gifts (special), Silent Night (special), The World of Hans Christian Andersen (special), The Three Musketeers (special), Topper (78), Magic at the Roxy (special), You Asked for It (52). Personnel: William Wellbanks, Abe Butensky, Robert L. Rierson, Ronda Kerschner, Alice Desposito.

Pro Sports Entertainment 2118-9
154 East 40th Street, New York 10017

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

PTL Television Network 2305
Charlotte, N.C. 28279

Quinn Martin Productions Biltmore 10-223
9665 Wilshire Boulevard, Suite 810, Beverly Hills, Calif. 90212

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

Alphabet Soup (52), Celebrity Cooks (379), Connection (16), Enjoy Being Beautiful (130), Explorers of the World (6), The How-To House (65), The Marriage Counselor (130), Shape Up with the Stars (130), Superstars of Wrestling (79), Thacker's World (26), What's the Score? (26), The Young Chefs (13). Personnel: Bruce Raymond, Milton Ahruskin.

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

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

Rigler & Deutsch Biltmore 11-220/222

Dan Robinson Broadcasting 2638
127 East 56th Street, New York 10022

The Burt Rosen Co. 2644-5
8489 West Third Street, Los Angeles 90048


SFM Media Service 2648
6 East 43rd Street, New York 10017

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

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

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

Simcom International 1985
1900 Avenue of the Stars, Suite 1000, Los Angeles 90067

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

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

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

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


Sunn Classic Pictures 2505
1654 South Sepulveda Boulevard, Los Angeles 90025


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


Syndicast Services 2505
919 Third Avenue, New York 10022

Syntar Productions 2265

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

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

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

Specials: Energy—a National Issue, Cyro, The Crazy Comedy Concert, The Runaways, Robin Hoodnik, Oliver Twist and the Artful Dodger: Part I and Part II, Banana Splits/Hocus Pocus Park: series; Josie (32), Banana Splits (125), Atom Ant (26), Huck Finn (20), The Adventures of Guliver (17), Secret Squirrel (26), Banana Splits (16 hours or 36 half hours), Top Cat (30), Walt Till Your Father Gets Home (47), Max B. Nimble (39), Captain Inventory Packages*; Fantastic Four (19), Frankenstein Jr. and the Impossibles (18), Space Ghost/Dino Boy (18), Herculoids (18), Shazzan (18), Moby Dick/Mightor (18), Birdman/Galaxio Trio (20). Personnel: Samuel T. Johnston, Melvin Getzler, Michael J. Gould, Stanley Sherman, John Michaeli.

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

Sanford & Son (136)*, Good Times (109-157)*, America 2Night (65)*, All Star Charades*, Forever Fernwood (130), Fernwood 2Night (65), Mary Hartman, Mary Hartman (325), All That Glitters (65). Personnel: Norman Lear,
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TeeVee Records
C-301, 2002 Richard Jones Road, Nashville
37215

Telcom Associates
2538
215 East 51st Street, New York 10022

Telerep
1825
919 Third Avenue, New York 10033

Telesound of San Francisco
2845
Box 1908, San Francisco 94101

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

Teleworld
1758
10 Columbus Circle, New York 10019

Star Maidens (13), Castaway (13), Best of Grouchro (235), Hopalong Cassidy (54), Meltoons (52), Teen 20 Vol. 2 feature films (20). Chiller package (29), Action Adventure Classics (51), BBC Entertainment Specials (6).


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

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

World War II: G.I. Diary (25), Americans (13), Time-Life Volume I (25), Wild, Wild World of Animals (128), Europe, the Mighty Continent (13), Wodehouse Playhouse (13), The Shirley Bassey Show (6), The Harold Lloyd World of Comedy (38), Fawty Towers (6), The Ascent of Man (13), The Fight Against Slavery (6), BBC Outlook (7), Fail of Eagles (13), Window on the World (6), Window on the World II (5), The Onedin Line (42), The Goodies (26), America (13), Monty Python's Flying Circus (38), The Connocktards (7), Dinky Doodle (11), Billy smart's Circus (4), Elizabeth R (6), One Man's China (7), The First Churchills (12), Civilisation (14), Nana (5), The Search for the Nile (6), Family Classics I (10), Family Classics II (13), China Times Two (2), War and Peace (19), The Six Wives of Henry VIII (6), Life Around Us (28), Great Zoos and Great Parks (14), Vision On (22), Dr. Who (72).


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

Trident Anglia
2979
420 Lexington Avenue, New York 10017

Flambards (13), In Praise of Love (1), The Lover (1), Raffles (13), Whicker's World (5), Four Faces of Communism (4), Alternative Three (1).


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

TV Cinema Sales
2265

TV National Releasing
2638
37 West 57th Street, New York 10001

Princess Knight, Princess Knight (52), Laff-Movies (52), Hopalong Cassidy Features (23), Features International (30), Shirley Temple Comedy Theatre (7), Kiddie Camera (150), History Machine (50), Toffsy Cartoons (26), Felix the Cat (44), Your Daily Horoscope (365), Victor & Horace (26), Les Onix (26).


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

NASL Soccer (9), Victor Awards (1), The Edge (14), Portraits of Power (13), Torch of Champions (3), You Call It (52).

Personnel: George H. Gallup, Bill Madden.

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

Arnie (58), Aardvorn Wildlife Theatre (78), Batman (120), Blue Light, (17), Breakaway (51), Broken Arrow (72), The Cheap Show (24), Circuit (52), Dobie Gillis (147), Doctor Dolittle (17), Fantastic Voyage (17), The Felony Squad (73), The Ghost and Mrs. Muir (50), The Green Hornet (26), The Hardy Boys (17), The Incridible World of Adventure (31), Journey to the Center of the Earth (17), Julia (66), The Legend of Jesse James (34), The Loner (26), The Man Who Never Was (18), M*A*S*H (175), Masquerade Party (30), My Friend Flicka (59), Nancy and the Professor (54), Nuntopo Uno (131), Orson Welles Great Mysteries (26), Peyton Place (514), Room 222 (113), Salty (20), The Shari Show (24), That's Hollywood (26), Valentine's Day (34), Adventures in Paradise (91), Bracken's World (41), Bus Stop (25), Daniel Boone (165), Dinah (52), Five Fingers (16), Follow the Sun (30), The Fortunes of Nigel (5), Hong Kong (28), Jack the Ripper (6), Journey to the Unknown (17), Judd for the Defense (51), Land of the Giants (51), The Long Hot Summer (26), Lost in Space (83), The Monroes (26), National Enquirer (26), The Olympiad (10), The Pathfinder (5), Seven Little Wailots (5), The Starlost (16), The Time Tunnel (30), Twelve O'Clock High (78), Voyage to the Bottom of the Sea (110), Shirley Temple Theatre (20), Fox One (50), Fox Two (50), Mark of the Golden Globe (111), Golden Century (50), Century 5 (36), Century 6 (32), Century 7 (25), Century 8 (25), Century 9 (30), The Great American Music Celebration (1), The Truth About Houdini (1), The War to End All Wars (1).


Mark Evans, Joe Silver, Ted Butcher.

United Artists Television
3151
729 Seventh Avenue, New York 10019

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

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

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

Personnel: Henry G. Saperstein, Lee Cannon, Millard Segal.

ViaCom
3220
1211 Avenue of the Americas, New York 10036

All-Star Anything Goes (24), Caught (1), The Soupy Sales Show (daily), The Love Experts (weekly), Please Stand By!(weekly), Cos-Christmas (1), Family Feud (39), Little Dick (6), Please Stand By (24), The $12,000 Question (51), The Price is Right (195), The $25,000 Pyramid (120), Wildlife in Crisis (28), Cannon (future release), The Bob Newhart Show (future release), The Mary Tyler Moore Show (169), The Rookies (90), Hawaii Five-O (future release), The Honeymooners (39), Family Affair (195), I Love Lucy (179), Beverly Hillbillies (216), Gunsmoke (226), Perry Mason (245), My Three Sons (160), Hogan's Heroes (168), The Andy Griffith Show (249), Gomer Pyle (150), The Dick Van Dyke Show (158), Wild Wild West (104), The Twilight Zone (134), Viacom Features I (20), Viacom Features II (21), Viacom Features III (24), Viacom Features IV (30), Viacom Features V (20), Viacom Movie Greats (48), What's My Line, Most Important Person (66), Dolphin computer animation, Viacom licensing and merchandising.

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THE FRONT PAGE
Daily half hour topical quiz game show hosted by Corbett Monica.

THE MUSIC WORLD
Weekly half hour musical variety news show of the record world, featuring Clay Cole.

PIPPPI LONGSTOCKING
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ONE HOUR COLOR SPECIALS
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Arthur Kane, Jean Goldberg, William Stynes, Donald Toye, Michael Lambert, Susan Swimer, Eric Veale, James J. Ferris

Jim Victory Television 3022-5
45 East 46th Street, New York 10017

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

Vidtronics 3048
855 North Cahuenga Boulevard, Hollywood 90038


Vipro 2158
645 North Michigan Avenue, Chicago 60611

Paul Harvey Comments (daily), The Fisherman (34), The Designery (113), Kup's Show (weekly), Winner's Circle (26), Computer Roulette (104)*, Let's Go To The Races (78). Personnel: Donald J. Frehe, Howard Christensen, Thomas M. Edinger.

Vitt Media International 2245
437 Madison Avenue, New York 10017

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

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

Select First Runs (20), Golden Showmanship Group (9), Parade Pictures (4), Impact Group (120), English Classics (63), Westerns (60), Vintage Flicks (24), Documentaries (3), Custer's Last Stand (15), The Black Coin (15), The Clutching Hand (15), Voyages of a Queen (130), The Traveler/Northwest Traveler (184), Ski West (39), Craig Kennedy, Criminalist (26), Thrill of Your Life (13), Canine Comments (13), Fantasies (daily), Where in the World, Winner Elimination, The Chuckle Heads (150), Alice (10), Krazy Kid Kartunes (4), Nursery Rhymes (6). Personnel: Adrian Weiss, Steven A. Weiss, Mary Virginia Head.

Lawrence Welk 1805

Western International Syndication 1918

7832 West Sunset Boulevard, Hollywood 90069

Robert Wold 2058
11661 San Vicente Boulevard, Los Angeles 90049


World Championship Tennis 2418

Worldvision Enterprises 3124
660 Madison Avenue, New York 10021

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

Yongestreet Program Services 2948-51
357 North Canon Drive, Beverly Hills, Calif. 90310


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

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


Moss unit hits FCC for lax enforcement of stock conflicts

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

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

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

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

The FCC's enforcement of the conflict of interest laws "is a sham," the subcommittee concluded. The biggest problem, it said, is that FCC employees with potential conflicts have gotten around the laws by transferring their holdings to other family members—apparently with the commission's blessing. The report says that of 12 FCC employees advised to divest themselves of prohibited interests since 1975, all 12 transferred them to other members.
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of their immediate households. In at least some cases, FCC officials acknowledged during the May hearing, the employees were advised of the opportunity to take that course.

Richard E. Wiley, then chairman of the commission, defended the FCC's interpretation of the conflict laws, which drew a heated reaction from Representative Moss on the question of the transfers: "The law could not contemplate it," he said. "The law was not written to reach that result. If you are subject to a law which states you shall not have any interest, as 4(b) of the Communications Act does, and you enumerate the various forms of interest which are proscribed, and go ahead to permit the mere transfer to a child or to a wife, then I do not think you are being at all responsive to the law. I do not think there is any way anyone can go to the legislative history and find that as the intended result Congress sought to achieve."

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

**NAB and CAB prep for their joint meeting in Toronto**

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

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

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

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

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

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

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

For NAB, besides Mr. Thurston, were Vincent Wasilewski, president; Thomas Bolger, TV board vice chairman; John Summers, executive vice president and general manager; George Bartlett, vice president for engineering, and Harold Niven, vice president for planning and development.
DOLLY PARTON'S DECEMBER 18th CONCERT DREW A RECORD AUDIENCE: 4 MILLION PEOPLE.

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

"Country Concert" is an exclusive syndicated one-hour weekly radio special that captures the live performance of a country music superstar. The shows are recorded live, on location, with 16 and 24-track remote facilities, and produced in stereo, especially for radio. From top country music showcase theaters across the nation, "Country Concert" features the performances of such country greats as Johnny Paycheck, Tom T. Hall, Kenny Rogers, Tammy Wynette, Jerry Reed, Mickey Gilley, Larry Gatlin, Jim Ed Brown & Helen Cornelius, and many more.

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

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

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Minority employment level stabilizes at 14%

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

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

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

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

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

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

Changing Hands

Announced

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

- **WLRW(FM)** Champaign, Ill.: Sold by Airways Inc. to LRW Inc. for $1.1 million. Seller is principally owned by Richard G. Glover, Robert Eisner Jr. and Raymond Livasy, all of whom are directors and stockholders of WDRU(AM) Durham, N.C.

- **KICAL(AM)** Providence, R.I.: Sold by Crohan Communications to Dunn Broadcasting for $914,500, plus $25,000 covenant not to compete. Seller is owned by Robert J. Crohan, who has no other broadcast interests. Buyer is owned by John M. Dunn, former vice president and general manager of WROZ(AM) Evansville, Ind. WICE is on 94.5 mhz with 43 kw and antenna 400 feet above average terrain.

- **WEPM(AM)-WESM(AM)** Martinsburg, W. Va.: Sold by C. Leslie Golliday to Charles C. Thornton Sr. for $800,000, plus $75,000 covenant not to compete. Seller has no other broadcast interests. Mr. Thornton and his family own WTRI(AM) Brunswick, Md. WEPM is on 1340 kHz with 1 kw day and 250 w night. WESM is on 97.5 mhz with 9 kw and antenna 1010 feet above average terrain. Broker: Larson/Walker & Co.

- **KIXY-AM-FM** San Angelo, Tex.: Sold by Solar Broadcasting Inc. to CDI/Abaris Communications Association for $757,000. Seller is owned by Walter A. Foster, owner of KVRN(AM) Sonora, Tex. Buyer is owned by John P. Higgins, Don J. Wishkes and Gerald P. Mikitka. Mr. Higgins is president of Abaris Inc., Illinois real estate development company, and Messrs. Wishkes and Mikitka are president and senior vice president, respectively, of Capital Directions Inc., Illinois brokerage firm. None has other broadcast interests. KIXY is 1 kw daytimer on 1260 kHz. KIXY-FM is on 94.7 mhz with 39 kw and antenna 140 feet above average terrain. Broker: Dan Hayslett & Associates.

- **KHLI(FM)** Paragould, Ark.: Progressive Broadcasters of Arkansas, licensee, sold by G.I. Higgins to George Collier for $500,000, plus 1,200 shares of capital stock of Security Bank, Paragould. Seller is retiring from broadcasting. Buyer is local physician and businessman. Neither has other broadcast interests. KHLI is on 104.9 mhz with 3 kw and antenna 255 feet above average terrain.

- **KRAL(AM)** Rawlins, Wyo.: Korral Radio Inc., licensee, sold by Ralph W. Sterling and family to Ihl Broadcasting Co. for $500,000. Sterling family has no other broadcast interests. Buyer is owned by Ronald L. Ihl, Phoenix, Ore., advertising agency owner and former general manager of KBOY-AM-FM Medford, Ore. KRAL is on 1240 kHz with 1 kw day and 250 w night.

- **KAOL-AM-FM** Carrollton, Mo.: Sold by Ray County Radio Co. to Quality Broad-
casting Co. for $250,000. Seller is principally owned by J.C. Adler (56.5%), who owns Richmond, Mo., insurance and real estate business and has no other broadcast interests. Buyer is owned equally by Bryan K. Hawkins and Frank B. Carvell, general manager and operations manager, respectively, of WDXR(AM) Puducah, Ky. KAOL is 500 w daytimer on 1430 khz. KAOL-FM is on 101.1 mhz with 110 kw and antenna 275 feet above average terrain. Broker: Ralph E. Meador.

- **WEVE(AM)-WVLAFM** Eveleth, Minn.: Mesabi Communications Systems, licensee, sold by Carl Bloomquist to Iron Range Broadcasting for $215,000. Seller is retiring and has no other broadcast interests. Buyer is owned by Lewis M. Latto, owner of WAXX-AM-FM Duluth, Minn. WEVE is on 1340 khz with 1 kw day and 250 w night. WVLAFM (not on air) has construction permit for 100.1 mhz with 2.25 kw and antenna 325 feet above average terrain. Broker: Chapman Associates.

- **KNFB(AM) Nowata, Okla.** Sold by Jack Powell to Dwight Carver for $87,500. Seller has no other broadcast interests. Buyer is chief engineer of WFRM(AM)-WKKD-FM Aurora, Ill., with no other broadcast interests. KNFB is on 94.3 mhz with 3 kw and antenna 110 feet feet above average terrain. Broker: Chapman Associates.

- Other station sales announced last week included: WKEE(AM) Welch, W. Va. (see page 87).

**Approved**
- Station sales approved last week by the FCC included: KCUB(AM) Tucson, Ariz.; WLVAM-FM Grand Rapids, Mich.; WCHU(AM) Soddy Daisy, Tenn.; KVJW(AM) Logan, Utah, and KDYI(AM) Toole, Utah (see page 87).

**Mickelson calls it a day at RFE/RL**

Sig Mickelson announced last week his three-year "mission has been accomplished" and he will leave the presidency of Radio Free Europe/Radio Liberty with the expiration of his contract June 30. In a letter to RFE/RL Chairman John S. Hayes, Mr. Mickelson said he was confident he was leaving "an organization which, except for a few minor details, has successfully undergone a massive and complicated reorganization."

"I am likewise confident," Mr. Mickelson wrote, "that it is now struc-

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**February 8, 1978**

**Booth American Company**

has sold the assets of radio station

**WJVA**

South Bend, Indiana

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

**THE TED HEPBURN COMPANY**

Cincinnati, Ohio
tured to operate efficiently and economically into the foreseeable future." Mr. Mickelson called his tenure at the organization an "exciting and exhausting three years."

In his reply, Mr. Hayes wrote that he accepted Mr. Mickelson's decision "with personal regret." He called Mr. Mickelson's accomplishments at RFE/RL "most impressive" and appended his letter with a personal note saying "thank you, well done and good luck."

**It's all over at last on WEFM(FM)**

Station sale-format change makes it by the commission

The FCC has settled the drawn-out music-format case involving WEFM(FM) Chicago. The commission adopted unanimously an administrative law judge's decision approving the $1 million assignment of the station from Zenith Radio Corp. to GCC Communications.

The case had been long fought by the Citizens Committee to Save WEFM, which tried to preserve the station's classical format. Under the terms of an agreement reached by the citizen group and the companies, the station switched from classical to rock. The station began its new format on Feb. 16, two days after the commission approved the agreement. The companies did make some concessions to the listeners' organization, however.

GCC agreed to subsidize with cash and records the broadcasting of classical music on other Chicago stations and also agreed to reimburse the citizen group's legal expenses.

But one provision of the agreement had to be revised. The parties had agreed on a six-hour delay between the termination of the classical format and the introduction of the contemporary music. The commission, however, balked on that point and said such an arrangement improperly curtailed a licensee's programing discretion. The citizen group withdrew its request for the six-hour broadcast hiatus, and the commission approved the sale.

**Eger issues call for world meeting on electronic flow of data**

Former OTP head wants to work toward international policy of free exchange of ideas

John Eger, former acting director of the Office of Telecommunications Policy, has called for an international meeting to begin developing an agenda for a "world law of communications conference." Mr. Eger says such a conference is necessary to shape an "alliance" that would assure "the necessary exchange of information" among the nations of the world.

Mr. Eger, who issued the call in Brussels, in the closing address at an international conference on transnational data regulation, expressed concern about the possible development of barriers to the electronic transmission of data across national borders. Governments, he said, fear the loss of national sovereignty through the loss of control over domestic information transmitted abroad for data processing.

He said 19 European nations have so-called "data protection" laws on the books or in preparation and that other nations have similar laws in force or under consideration—laws designed, for instance, to protect sovereignty or to censor or control information entering or leaving their borders. But for whatever purpose they are enacted, Mr. Eger said, such laws "block the free flow of information throughout the world." And their result, he said, could be the strangulation of economies increasingly dependent on the electronic communication of data.

The international community's ultimate aim, he said, should be the establishment of "a global information foundation in which the ultimate beneficiary—the user, individual or corporate—has a clear and global benefit. No existing ad hoc, nation-by-nation approach to information policy, he said, is "not only obsolete, but dangerous."

Furthermore, he said, existing international forums are not equipped to deal with the problems created by transnational data regulation. "Our concerns," he said, "transcend those for which most of those forums were chartered."

The World Conference on the Law of Communications he would like to see convened, he conceded, is a long way off. But, he said, planning for one should begin now. He said he would be prepared to meet in London on June 15 with anyone interested in fashioning a new global communications policy agenda.

**'Macho management' criticized by Magid executive**

In Lubbock speech, Sabreen says running a station on gut feelings isn't enough; he also hits know-it-all journalists

Likening a low-rated station that does no qualitative audience research to a deaf and blind man in a locked room, Richard Sabreen, TV group director at Frank N. Magid Associates, told participants in Mass Communications Week at Texas Tech University, Lubbock, that "without research, a television station has no objective ears or eyes out in the community."

Ratings books only tell a broadcaster how many people watched a given program and what sex and age they were, whereas qualitative research "tells you why people watch or don't watch, and it lets you know what you have to do to attract or maintain an audience," said Mr. Sabreen. Some broadcasters, he said, reject research because they think they know what the people in their towns are thinking because they live and work with them. "Management by macho," he called it. "As bright as your friends might be, there is no assurance that they are representative of the community as a whole."

Mr. Sabreen also assailed members of the journalistic community who have taken the attitude that "if you give the public what it wants ... the public will not be getting what it needs to properly make decisions in a democratic society. . . . Many journalists feel that only they know what the public needs are, and that somehow, the public has no say in the matter."

These journalists, he said, "pursue the art of journalism as orthodox religious fanatics, elitists who have defined their
own sense of accountability and responsibility to themselves alone. They have put themselves above their communities, their audience and their peers, dispelling the news to a public whom they regard as mere sheep."

Just as injurious to the station, he said, are television news consultants who advise without benefit of market research. These people, he said, "are merely fast-buck carpetbaggers selling "flash and trash.'" If a newcast is to be changed, he said, "it must be modified in an appropriate and effective way, and this can only be done with accurate data, by going out and scientifically talking to the folks."

Media Briefs

Wiley's encore. "In the Box," 10-minute debate scheduled April 10 at National Association of Broadcasters convention in Las Vegas, will pit former FCC Chairman Richard E. Wiley against Rev. Everett C. Parker, director of Office of Communications, United Church of Christ, on question of whether there should be more federal regulation of broadcasting. Dr. Parker will argue for increased regulation; Mr. Wiley, now with Washington office of law firm, Kirkland & Rowe, will argue against.

No bucks. U.S. Supreme Court refused to review lower court ruling that Federal Power Commission (now Federal Energy Regulatory Commission) has no authority to pay expenses to civic groups participating in its proceedings. Court voted 7-2 (Justices William Brennan and Potter Stewart dissenting) not to review 1977 decision of U.S. Court of Appeals in New York barring compensation. Lower court ruled that Congress was only arm of government that could authorize payment.

Minow voted in. Board of Public Broadcasting Service has elected Newton N. Minow, former FCC chairman, as its chairman. Mr. Minow, recommended for new position by PBS search committee (Broadcasting, Jan. 23), will take over new position at network's annual meeting in Dallas. Other announcements by board included promotion of Neil B. Mahar, vice president for administration, to senior vice president for development and administration and of Haskell N. Arnold, controller, to treasurer.

Another Storer high. Storer Broadcasting has increased its dividends from 25 cents per quarter to 32.5 cents per quarter following record 1977 fourth quarter earnings. Net income for last three months of 1977 was $6,762,000 ($1.23 per share) on revenues of $35,941,000 compared with earnings of $5,551,000 ($1.01 per share) on revenues of $33,021,000 in fourth quarter of preceding year. Earnings for year were $14,275,000 ($2.65 per share) on revenues of $122,023,000 compared to 1976 net income of $22,588,000 ($3.80 per share) on revenues of $112,801,000.

Co-op effort to fine tune data on ethnic audience looms

NAB's Dimling is receptive to proposal of Nielsen's Lyons to correct inadequacies before federal intervention

A cooperative effort to find ways to increase broadcast audience survey cooperation rates—and in particular to get a better representation of ethnic groups in the samples—may be undertaken soon, with the National Association of Broadcasters taking the leadership.

Such a study was proposed by James D. Lyons, president of the A.C. Nielsen Co.'s media research services group, in a letter to John A. Dimling, NAB research director. Mr. Dimling said last week he thought NAB would be inclined to participate and that he had also asked Arbitron Television whether it, too, would take part.

Ethnic group representation in survey samples has been a frequent cause of complaint. Often different rating services use different estimates of the size of the "universe" of, say, blacks or Spanish-speaking persons within a market and this has been blamed for the often wide differences between the findings of the services. Getting sample members to cooperate is another, but related, problem. Such considerations were reported to have prompted Mr. Lyons' letter, sent Jan. 31 and released last week. Another consideration was believed to be congressional interest in ratings problems and Mr. Lyons' apparent belief that broadcasters and the rating services should resolve the problem rather than risk having the gov.-
ernment attempt to solve the problem for them.

"The NAB is ideally suited for the role of 'stemwinder' in this project," Mr. Lyons wrote. "As you know, another cooperative effort involving Arbitron and Nielsen and directed by the NAB is now under way regarding CATV editing procedures employed by the TV ratings services. And recently the NAB sought the minority-audience reporting procedures used by Arbitron and Nielsen. Thus the NAB has the right experience and is involved.

"We are prepared to cooperate fully in this venture, including reasonable funding, and urge that you give favorable consideration to our proposal. I am certain the broadcasting and advertising industries will be well served by the NAB agreeing to organize and head up this project."

The problem, Mr. Lyons said, "is too important to remain a competitive football among the rating services."

Mr. Diming said he had not yet received a response from Arbitron but that he felt NAB would cooperate in such a study even if Arbitron elected not to participate.

"We are interested in all methodological problems related to measurement of broadcast audiences," he asserted.

 Arbitron officials told Broadcasting later in the week that they were studying the proposal but had not reached a decision.

They also said that Arbitron already goes to a great deal of expense, to which Nielsen does not, in an effort to improve Arbitron results among ethnic groups. These include telephone retrieval in high-density black areas, said to be at least twice as costly as standard diary methods, and personal placement and retrieval in high-density Spanish-speaking areas, which they say is four to six times as expensive as normal methods.

Penney's thoughts. John Lucas, advertising manager of the J.C. Penney Co., New York, told a regional meeting of the Television Bureau of Advertising that the company will be using a different approach in its TV commercials this spring, in the past Penney supplied finished commercials to its stores or had them produced locally. Starting this spring, Penney is adopting what Mr. Lucas called a "doughnut" approach with a uniform opening and closing but with the "hole" consisting of a series of slides emphasizing different copy points, which are to be used at the discretion of the individual stores.

Field wants its money from Mego and Bates agency

Broadcast group files $600,000 suit over canceling contract
It says was noncancelable

In an action believed to be unprecedented, Field Communications, Chicago, has filed suit against Mego International Inc., New York, and Ted Bates & Co., New York, charging they violated the cancellation clause of a contract with three Field television stations.

Field sued in the circuit court of Cook county in Illinois for $600,000 in damages,contending that Ted Bates had canceled the contract covering Mego toy commercials although the pact, Field said, was "a firm, noncancelable contract."

The stations involved are WFLD-TV Chicago, WXBD-TV Detroit and WVLV-TV Cambridge, Mass. (Boston).

According to attorney Stephen Durchslag of Sidney & Austin, Chicago, Field had a noncancelable clause for the fourth quarter of 1977 in a contract running from February though December of that year. In October, Field said, Bates canceled the pact.

Approximately $400,000 of the $600,000 sought by Field covers time canceled on the Field stations, Mr. Durchslag said, and the remainder is for costs and damages.

Bates and Mego have moved to dismiss the complaint, saying the court had no jurisdiction in the matter. A hearing has been set for mid-March on the jurisdiction issue. An official of Bates declined to discuss the matter since it is in litigation.

It would not be determined whether, in the past, a station ever has sued an agency and an advertiser over the cancellation clause in a contract. One observer noted that media are reluctant to move against agencies, particularly large ones that control huge expenditures of various clients in television and radio.

Bates billed more than $215 million in broadcast last year, with almost $200 million in TV and more than $53 million in spot TV.

"It is our view that firm, noncancelable contracts in the purchase of time must be enforced," asserted L. Donald Robinson, president of Field Spot Sales, which represents the TV stations. "The action has significant ramifications for all broadcasters who need enforcement of the cancellation provisions in their contracts with advertisers."

Separate but equal status for radio and television in rating council revamp

The Broadcast Rating Council is realigning its committee structure for the first time since the council was established in its current form in 1964. Its two committees, on standards and on audit review, are being replaced by a radio committee and a television committee, which will deal with both standards and audits for their respective media.

Some radio broadcasters had complained that television seemed to be getting too much attention—or that radio was getting too little—under the old set-up. Without conceding any validity in that complaint, Mal Beville, BRC executive director, said the new arrangement "would provide for somewhat broader participation in BRC affairs by interested radio and television stations and would parallel more closely the disparate nature of audience measurement for the two broadcasting media."

Mr. Beville noted that TV and radio ratings are performed by different services using different techniques. The new arrangement, he said, "provides industry assurance that attention will continue to be focused equally on the needs of each medium under uniform policies developed by the board."

Peter Kizer of WJW-TV Detroit, chairman of the BRC board, said appointments to the new committees will be made by the end of March.

The early bird. Alan I. Greene (l), attorney from Pound Ridge, New York, one of the first attorneys to advertise on radio, said the Supreme Court ruling allowing it, promotes his services every weekday on WFSAN-Y White Plains, N.Y. Pictured here preparing to go on air with WFSAN-Y General Manager Al Grosby (l) and Account Executive Sandy Schrieber, he sponsors one newscast each morning at 6:30 or 9, using 10 seconds to open the newscast, 60 seconds for the ad and another 10 seconds at the close of the newscast. He spends $33 for each 80 seconds of air time. Mr. Greene's 60-second spot reads as follows:

"Seventeen years of experience in the practice of law makes Alan I. Greene, attorney at law, knowledgeable in many facets of today's important and sometimes complicated legal need. Alan I. Greene provides professional legal counseling for divorce cases, estates, residential leases, mortgages, powers of attorney, bills of sale, accident and malpractice cases and other business and personal needs. Alan I. Greene associates his office at 32 E. Main St., Pound Ridge. For a simple real estate closing, the price charged is $325; for a simple will, $100: an uncontested divorce $465; bankruptcy $400. Incorporations are handled at $300 and adoptions at $350, accidents and malpractice cases at one-third recovery. Alan I. Greene provides his service to Westchester and Putnam counties and surrounding areas. Call Alan I. Greene today at 746-4617. Offices are located at Scotts Corners in the Pound Ridge Travel Service building in Pound Ridge. The number again is 746-4617. Remember, It's 17 years of experience working for you."
WPE - 97

Philadelphia's only MDS Station
has Air Time available in the Nation's
4th largest market for:

Broadcast of PAY TV PROGRAMS.
Broadcast of all categories of
  Alpha-Numeric material
  and Graphic Information.

PRINCIPALS ONLY

Phone ... 215-879-0900 ... ask for Leon or Bill Gross or write:

MICRO TV Inc.
River Park House
3600 Conshohocken Avenue
Philadelphia, PA 19131
<table>
<thead>
<tr>
<th>Last week</th>
<th>This week</th>
<th>Title □ Artist</th>
<th>Label</th>
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<tr>
<td>1</td>
<td>1</td>
<td>Staying Alive □ Bee Gees</td>
<td>RSO</td>
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<td>2</td>
<td>2</td>
<td>Love Is Thicker Than Water □ Andy Gibb</td>
<td>RSO</td>
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<td>3</td>
<td>3</td>
<td>Emotion □ Samantha Sang</td>
<td>Private Stock</td>
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<td>4</td>
<td>4</td>
<td>Just the Way You Are □ Billy Joel</td>
<td>Columbia</td>
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<td>5</td>
<td>5</td>
<td>Sometimes When We Touch □ Dan Hill</td>
<td>20th Century</td>
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<td>6</td>
<td>6</td>
<td>Night Fever □ Bee Gees</td>
<td>RSO</td>
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<td>7</td>
<td>7</td>
<td>Baby Come Back □ Player</td>
<td>RSO</td>
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<td>8</td>
<td>8</td>
<td>Dance Dance Dance □ Chic</td>
<td>Atlantic</td>
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<td>9</td>
<td>9</td>
<td>You're In My Heart □ Rod Stewart</td>
<td>Warner Bros.</td>
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<td>10</td>
<td>10</td>
<td>We Are the Champions □ Queen</td>
<td>Elektra</td>
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<td>11</td>
<td>11</td>
<td>How Deep Is Your Love □ Bee Gees</td>
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<td>12</td>
<td>12</td>
<td>Short People □ Randy Newman</td>
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<td>21-13</td>
<td>21</td>
<td>Lay Down Sally □ Eric Clapton</td>
<td>RSO</td>
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<td>14</td>
<td>14</td>
<td>Theme from &quot;Close Encounters&quot; □ John Williams</td>
<td>Arista</td>
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<td>15</td>
<td>15</td>
<td>Don't Let Me Be Misunderstood □ L. Gomez</td>
<td>Casablanca</td>
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<td>16</td>
<td>16</td>
<td>Can't Smile Without You □ Berry Manilow</td>
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<td>17</td>
<td>17</td>
<td>Theme from &quot;Close Encounters&quot; □ Meco</td>
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<td>The Way You Do the Things You Do □ R. Coolidge</td>
<td>A&amp;M</td>
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<td>What's Your Name □ Lynrd Skynyrd</td>
<td>MCA</td>
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<td>20</td>
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<td>Come Sail Away □ Styx</td>
<td>A&amp;M</td>
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<td>Peg □ Steely Dan</td>
<td>ABC</td>
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<td>Dust in the Wind □ Kansas</td>
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<td>23</td>
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<td>Poor Poor Pitiful Me □ Linda Ronstadt</td>
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<td>24</td>
<td>24</td>
<td>Wonderful World □ Art Garfunkel</td>
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<td>31-25</td>
<td>25</td>
<td>Falling in LeBlanc &amp; Carr</td>
<td>Big Tree/Atlantic</td>
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<td>26</td>
<td>26</td>
<td>I Go Crazy □ Paul Davis</td>
<td>Bang</td>
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<td>27</td>
<td>27</td>
<td>Ebony Eyes □ Bob Welch</td>
<td>Capitol</td>
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<tr>
<td>28</td>
<td>28</td>
<td>Name of the Game □ Abba</td>
<td>Atlantic</td>
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<td>34-29</td>
<td>29</td>
<td>Our Love □ Natalie Cole</td>
<td>Capitol</td>
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<td>30</td>
<td>30</td>
<td>Sweet Talkin' □ Electric Light Orchestra</td>
<td>UA/Jet</td>
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<td>31</td>
<td>31</td>
<td>Always and Forever □ Heatwave</td>
<td>Epic</td>
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<td>36</td>
<td>32</td>
<td>Thunder Island □ Jay Ferguson</td>
<td>Asylum</td>
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<td>37</td>
<td>33</td>
<td>Happy Anniversary □ Little River Band</td>
<td>Capitol</td>
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<td>29</td>
<td>34</td>
<td>Hot Legs □ Rod Stewart</td>
<td>Warner Bros.</td>
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<td>43-35</td>
<td>35</td>
<td>We'll Never Have to Say Goodbye □ E. Dan &amp; Coley</td>
<td>Atlantic</td>
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<td>27</td>
<td>36</td>
<td>Turn to Stone □ Electric Light Orchestra</td>
<td>UA/Jet</td>
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<td>37</td>
<td>37</td>
<td>Jack and Jill □ Raydio</td>
<td>Arista</td>
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<td>Native New Yorker □ Odyssey</td>
<td>RCA</td>
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<td>39</td>
<td>39</td>
<td>Here You Come Again □ Dolly Parton</td>
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<td>40</td>
<td>Goodbye Girl □ David Gates</td>
<td>Elektra</td>
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<td>41</td>
<td>If I Can't Have You □ Yvonne Elliman</td>
<td>RSO</td>
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<td>42</td>
<td>42</td>
<td>Running on Empty □ Jackson Browne</td>
<td>Elektra/Asylum</td>
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<td>43</td>
<td>43</td>
<td>Desire □ Neil Diamond</td>
<td>Columbia</td>
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<td>44</td>
<td>44</td>
<td>Theme from &quot;Which Way Is Up&quot; □ Stargard</td>
<td>MCA</td>
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<td>45</td>
<td>45</td>
<td>Thank You for Being a Friend □ Andrew Gold</td>
<td>Elektra/Asylum</td>
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<td>46</td>
<td>46</td>
<td>Thank You for Being a Friend □ A. Gold</td>
<td>Elektra/Asylum</td>
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<td>47</td>
<td>47</td>
<td>Lady Love □ Lou Rawls</td>
<td>Philadelphia Int'l</td>
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<td>48</td>
<td>48</td>
<td>Slip Sliding Away □ Paul Simon</td>
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<td>49</td>
<td>49</td>
<td>Hey Deanie □ Shaun Cassidy</td>
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<td>50</td>
<td>50</td>
<td>Fun □ Con Funk Shun</td>
<td>Mercury</td>
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</tbody>
</table>

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played. A □ indicates an upward movement of five or more chart positions between this week and last.

The Broadcasting
Playlist Feb 27

"Fever" fever, "it's the biggest thing since the Beatles. But it won't last as long." That's a capsule description of the Saturday Night Fever (RSO) album offered by Andy Suzuki of WBFS in Baltimore. It's selling at the rate of 100,000 per day, according to Andrew Francis of RSO in New York. And there are six singles out so far—two reached number one on "Playlist!" (How Deep Is Your Love and Staying Alive)—with at least one other that could be released on a 45. More Than a Woman appears on the album twice: once by Tavares and once by the Bee Gees. The Tavares version is already a single on Capitol yet the Bee Gees version showed up just below "Playlists" top 50 today. It was added by WAKU in Cincinnati, WPGC in Washington and WANS in Charlotte, N.C., among others. But despite the success story, Mr. Suzuki predicts a problem: "oversaturation. They ought to cool off for a while. It's great music and I love it but people could tire of it. It's getting ridiculous. Everything we add is from the album." The report is the same from East to West. In Houston, Clay Gish of KBME claims the record stores there are selling a Saturday Night Fever album to "every other person. That album is so hot. It's the biggest album ever." Good bet. Earth, Wind and Fire are back with a follow-up to Serpentine Fire. This one, Fantasy, is on at KBAB San Diego, KFRC San Francisco and KJAM Seattle. Vocals and horns combine to form a rhythm and blues tune that Clay Gish of KBAB predicts "will go top 10. That's a great record."
Program planning goes on at NBC while Silverman waits to move in

Despite 'King' failure, Klein sticks by 'events'; many series in development

NBC-TV program chief Paul Klein may or may not be functioning with a sword over his head. He hopes he isn't, and in any event he isn't sitting waiting for the sword to fall.

The potential sword wielder, of course, is Fred Silverman, former ABC programming whiz who takes over as president of NBC on June 9. Despite the disparaging remarks Mr. Klein used to make about the ABC style of television, he is taking pains to convey his belief that he can work with Mr. Silverman to both their advantages. "I think he wants to make a success," Mr. Klein said of his new boss, "and if he thinks I fit in, that will be what counts. He's a professional."

Mr. Klein also is a professional, and while Mr. Silverman vacations in Hawaii, the schedule he will inherit at NBC is being developed at full speed under the network's present chain of command. "That's our pitch now," Mr. Klein said. "We're not sitting still."

Asked last week to review prime-time prospects, Mr. Klein listed seven hours worth of series to be given short-run tryouts this spring, seven and a half hours already in the works for next fall, 12 pilots ordered for potential half-hour series and 11 pilots ordered for potential hour series. Also on tap, he said, are 77 hours of miniseries and at least 40 made-for TV movies in production to fill all those "events" hours—eight a week—in the NBC schedule.

Mr. Klein acknowledged that the miniseries, King, represented "a tremendous setback" for his program strategy. But he reaffirmed his commitment to the concept, and said that, considering NBC's other prime-time needs of about nine hours of new programming for next fall, the "events" structure would remain intact as far as he is concerned.

Following is Mr. Klein's list of what's in store:

For the spring: Quark, a science-fiction comedy that was to have made its debut last Friday (Feb. 24) in a special two-hour episode, will continue for seven weeks in the 8-8:30 p.m. NYT period. The Chuck Barris Rah Rah Show will premiere Feb. 28 with a four-week run in the Tuesday, 8-9 p.m., period. The Hanna-Barbera Hour (this title, like many others, is subject to change) will premiere on the first Thursday in April with an animated baseball special, and will run for five weeks in a new variety format climaxing
with a two-hour special movie.

The new shows—Roller Girls, about Roller Derby queens, and Sweethearts, a Norman Lear comedy about a young couple—will probably go into the 8-9 p.m. Monday slot now occupied by Little House on the Prairie in April. Little House will return in the 9-10 p.m. slot.

Another new show, Richie Brockleman, Private Eye, will take the place of Class of ’65 (Thursday, 10-10:30 p.m.) beginning April 13. When Brockleman finishes its five episode run, and after a special episode of Class of ’65, another new series will run for four weeks, Operation Runaway, starring Robert Reed as a counselor who works with vanishing teen-agers.

In late May, six topical specials by David Frost are planned for the Wednesday, 9-10 p.m. period, with a series to follow next season if they are successful.

In development for next fall: These projects include a later-evening half-hour comedy from Norman Lear called Young Marriages, a one-hour series from Dick Clark for an 8-9 p.m. slot; Sea Gypsy, a one-hour show about city folk stranded in the wilderness; Life on the Line, a one-hour documentary about life and death in hospitals; a prime-time news magazine, Starfire, an hour drama about early American Indians, and Mark Twain’s America, a one-hour frontier show.

Pilots on order: Hour shows include WEB, about life at a TV network; Peter Lundy and the Medicine Hat Stallion, a youth-oriented western; Bob Johnson and his Fantastic Speed Circus, an early-evening show about trick horse riding and citizen band radios; Top Secret, a Bill Cosby show about espionage; Joshua Tree, starring Vince Edwards on an Air Force base; Spanner’s Reef, a Peter (“Jaws”) Benchley creation combining underwater adventure with a family format; Lacy and the Mississippi Queen, a western about a “tough” girl and a “soft” girl who are half-sisters; Sword of Justice, easy-listening, every week about a Zorro type; Mandrake the Magician, an early-evening show set in contemporary Las Vegas; Abel Shannon, a whodunit about a nonconformist lawyer, and Harris & Co., about a black family that moves to California.

Half-hour pilots include California Girls, about two female lifeguards in Malibu (described as an On Our Own on the beach); Waverly Wonders, about a struggling high-school basketball team and its coach, played by Joe Namath; Three Wives of David Wheeler, about a photographer who works with two of his former wives; Country Cousins, about two aspiring country and western stars in Nashville, Legs, a Garry Marshall production about Las Vegas showgirls; Coast-to-Coast, a Love Boat-style show from Bud Yorkin’s TOY Productions about life on a major airline; Wednesday, a Norman Lear comedy about a radio talk-show host and his children; Starting Over, a mother and daughter show in which the mother returns to college; The Paul Williams Show, about the host of a children’s TV show; Turnabout, based on the 1940’s John Hubbard-Carole Landis movie about a husband and wife trading roles and bodies; Hizzoner, about a Mayor Daley-type politician, and Clapper’s, about two girls working in a Philadelphia department store of that name.

Miniseries: Among projects Mr. Klein expects to air during the 1978-79 season are Centennial (25 hours), Studs Lonigan (six hours); Taylor Caldwell’s The Glory and the Lightening (six hours); Woman in White (four hours); A Woman Called Moses (four hours); The Night the Bridge Collapsed (four hours); 79 Park Avenue, Boot Hill (45 hours); Little Women (four hours); From Here to Eternity (six hours); Beggarman, Thief (six hours) and A Man Called Intrepid (six hours).

Sweep standings remain the same

It’s ABC in first, followed by CBS, then NBC; ‘Newsweek’ cover boosts ‘Three’s Company’ decision over Spinks-Ali

The prime-time ratings pattern held steady through the third week of the February sweeps period, Feb. 13-19: ABC-TV still dominated, pulling a 22.2 average; CBS-TV still lodged a solid second place with a 19.9 average, and NBC-TV remained a distant third with a 17.5.

As another guidepost, ABC had 11 of the top 20 shows, CBS had seven and NBC had two. The week saw a new number-one show, ABC’s Three’s Company, which scored a whopping 36.1 rating and a 53 share, beating the Muhammad Ali-Leon Spinks fight on CBS by 1.7 rating points. If ‘Newsweek’ magazine’s cover photo of Three’s Company star Suzanne Somers helped the show’s performance (BROADCASTING, Feb. 15), it will also provide further boost from her appearance this week on the cover of Us magazine. (She again is scantily clothed and the article also is about sex on TV.)

Other notable performances for the week included:

- The premiere of NBC’s second season series, Project UFO (Sunday, 8-9 p.m. NYT), scored well with a 36 share, beating CBS’s Rhoda and On Our Own. The first episode of the mini-series, Awakening Land, which followed UFO, had a 28 share. (Early ratings for the following week, however, showed Land’s second episode fared better the next night, Monday [Feb. 20], with a 35 share.)

- ABC’s How the West Was Won, in its second-three hour special episode, again did well with another 36 share.

- ABC’s Love Boat and Fantasy Island block at 9-11 p.m. Saturday weakened considerably—pulling 34 shares after having 40’s of better since Fantasy Island premiered four weeks earlier. The reason: NBC’s movie that night, the heavily promoted “Ghost of Flight 401,” which pulled a 39 share.

No let-up in ratings war, program chiefs are predicting

At IRTS session, they foresee a continued battle; CBS will have more mini-series, NBC will cut back on specials, ABC won’t fool with a winner except to add special episodes

Program executives from the three commercial networks said last week that next season’s prime-time ratings battles will be no less competitive than this year’s.

Their comments were made during a panel discussion sponsored by the International Radio and Television Society in New York. Participating were Bud Grant and Paul Klein, head programmers at CBS-TV and NBC-TV, respectively, and Edwin Vane, national program director for ABC-TV.

Mr. Grant said that he expects CBS to depend less on one-shot specials next season and more on mini-series, a form that CBS has so far used sparingly relative to the other networks. Mr. Klein said NBC will also be cutting back on one-shot specials, while continuing its emphasis on mini-series. ABC’s Mr. Vane said his network would probably maintain the specials pace it has struck this year of about 100 hours during the course of the season. But ABC will expand its use of another programming wrinkle, Mr. Vane said—the special episode of a regular series. These include two-part episodes, extra-length episodes and one-shot special episodes used at times other than the series’ regular time slot, such as the recent Love Boat Valentine special.

Mr. Vane also confirmed that ABC is looking over a third Network of its 1978-79 fall schedule, while Messrs. Grant and Klein are thinking of late April to early May unveilings (“Closed Circuit,” Feb. 13). Mr. Klein added that he felt no particular pressure to set forth his full schedule by a given date, since its elements would likely be changed anyway.

“I think ‘getting out’ is passe,” he said. “The buys are made close to the time the show comes on—it’s not necessary any more. It used to be Washington’s Birthday in the good old days, and ABC would come out in April.”

This year, with a later affiliates convention than the other networks, Mr. Klein expects NBC to be the last to announce.

PBS, NPR in BMI pact

In what is said to be the first such agreement under the new copyright law, the Public Broadcasting Service and National Public Radio have signed with Broadcast Music Inc. for use of BMI music by PBS and NPR stations. PBS and NPR will pay
Breaking in. For Frank Lambert, a successful oil company executive from Los Angeles, the way out of the rat race is a television station in the small town of DeQueen, N.M. He moves his wife and three children there and hires a young woman whose broadcast journalism degree couldn't get her a job with the network, and a Mexican-American high school drop-out who's an electronics whiz. There are problems, however: Mayor Camp wants airtime each week, and without a lot of available cash in DeQueen, commercial time often is bargained for chickens and food. And what about converting to "happy" news? Most of the action takes place in Sam Pitt's drugstore and soda fountain.

So runs the plot of Please Stand By, a weekly half-hour series being produced by Bob Benner Associates (William Bicky and Michael Warren) and distributed for cash by Viacom Enterprises. According to Jamie Kelner, Viacom vice president, first-run development and sales, the program, geared toward prime time access or prime time for a fall start, will give the viewer what he or she would expect from a small rural station, without rip-offs. And the plot's to revolve more around the family than the station.

what BMI sources called a token fee of $250,000 for the first year, then will negotiate annually for an adjustment based on the extent to which they use BMI music. The contract is for five years from Jan. 1, 1978, the copyright law's effective date. PBS and NPR are also negotiating with the American Society of Composers, Authors and Publishers for use of ASCAP music.

Program Briefs

People speak. "People's Choice Awards," selected by national poll, were awarded on CBS-TV special Feb. 20. TV winners were NBC-TV's Little House on the Prairie as favorite drama; CBS's M*A*S*H as favorite comedy; CBS's Carol Burnett Show as favorite variety show; Mary Tyler Moore as favorite female performer; James Garner as favorite male performer; ABC-TV's Eight is Enough as favorite new program and favorite new drama; ABC's Love Boat and Three's Company tied as favorite new comedy; Dan Haggerty as favorite male performer in new program (NBC's Grizzly Adams), and Suzanne Somers as favorite female performer in new program (ABC's Three's Company).

'Shameful' lost. CBS-TV has cancelled prime-time version of Celebrity Challenge of the Sexes and will replace it with new Jack Webb series about police dog. New show, Sam, will premiere March 14 in 8-8:30 p.m. Tuesday slot, where it faces ABC-TV's Happy Days. Celebrity Challenge premiered Jan. 31 and did gain ground through its three-week run, pulling shares of 17, 19 and 20.

ABC O & O's sign Jacobs. Herb Jacobs, president of TelCom Associates, program and marketing consultancy firm, has been named program consultant to ABC Owned Television Stations Division. He will be involved in range of activities for division, including program development for prime access period. Mr. Jacobs operates from Palm Springs, Calif. TelCom also has office in New York and shortly will open another in Los Angeles at 1901 Avenue of the Stars in Century City.

Teaming up. Trans World International and Hughes Television Network have joined forces for new series of 90-minute live specials for syndication called Sports Special of the Month. Series, covering sports ranging from boxing to bowling, is set to begin in late October.

Movie salutes. Following lead from its Disco Fever, hour special that Hughes Television Network presented to coincide with premiere of parent Paramount's Saturday Night Fever theatrical release, Hughes is working on up to six more hour specials under umbrella of Premier Fever. Next will celebrate American Hot Wax and is scheduled for March.

Into TV. Radio syndicator DIR Broadcasting (King Biscuit Flower Hour) will have first television project, Ringo, on NBC-TV April 26 (9-10 p.m. NYT). Former Beatle Ringo Starr will perform in "updated and slightly askew" version of Mark Twain's "The Prince and the Pauper," with another ex-Beatle, George Harrison, as guest.

*Return. Old time radio show, Quiz Kids, is being revived by Columbia Pictures Television. Produced by Bennett/Katelman Productions in association with CPT, Quiz Kids will cross over to television for fall. Series, geared toward prime-time access, is available on cash basis. Serving as host will be Jim McKrell.

Country girl. Half-hour weekly music variety series Donna Fargo Show is available for cash through Metromedia Producers Corp. Aimed for prime-access play beginning in fall, series features country music stars and is said to be first syndicated show being produced from Osmond Studios in Utah.

New quarters. ITC Entertainment Inc.'s new address in New York: The Galleria, 115 East 57th Street 10022; telephone: (212) 371-6660.

Two time winners. American International Television is distributing Comeback, 26 half-hours telling true stories about people who reached success, lost it, and recaptured it. Currently being produced by Maramy Productions, series is available for September. Also being offered by AITV is its own production of Water World, 26 half-hours originally aired in syndication in 1976. Series, covering worldwide water sports, again is available for early summer start, on barter basis.

Pooling resources. ABC Sports offered purses of $1,500 to bring famous pool players Willie Mosconi and Minnesota Fats together in head-to-head match for Wide World of Sports to be broadcast yesterday (Feb. 26). Match was first between them in 30 years, according to ABC.

When a 30 second spot on the ABC Network goes from $16,100 to $43,200 in just 10 years, that's...

THE THRILL OF VICTORY

Inside ABC Sports

by BERT RANDOLPH SUGAR

with a foreword by Frank Gifford

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Broadcasting Feb 27 1978
**FCC and Comsat work out their differences**

**Settlement of rate case pending final approval, but it calls for refund of nearly $100 million, reduction in charges by almost 50%**

The FCC and the Communications Satellite Corp. reached a tentative agreement last week in the protracted Comsat rate case. The settlement, worked out by representatives of the commission's Common Carrier Bureau and general counsel's office and the Comsat management generally covers the issues remanded to the commission by the U.S. Court of Appeals in Washington last fall (BROADCASTING, Oct. 17, 1977). Details of the settlement included:

- Comsat will reduce its charges for services through the Intelsat system on overtime work required as a result of modifications. Henceforth, Comsat will be allowed to include its payments for Intelsat's construction program in its rate base. Furthermore, 75% of Comsat's investments in its laboratories will also be calculated in its rate base.
- Following formal FCC approval of the settlement (which is also subject to the approval of the Comsat board), the company will file reduced international satellite tariffs with the commission. Initially, these tariffs will be at a 12.2% rate of return on equity, rising to 13.2% once Comsat's debt has reached 45% of its rate base. The new tariffs will be retroactive to Jan. 1.
- A Comsat spokesman said the company had neither filed nor implemented" the new rate structure. Nor could Comsat indicate what, if any, effect the terms of the settlement could have on broadcast rates— which are determined by common carriers and not by the satellite company.

**Ben Bauer does it again**

**CBS's acoustical whiz brings forth a quadraphonic mike, said to be first successful version of its generation**

A quadraphonic microphone system that can pick up sounds live from a 360-degree parameter has been patented by Benjamin Bauer, general manager of the CBS Technology Center in Stamford, Conn. The system consists of a shoe-box size enclosure of sound sensors and a special encoder which, when used in conjunction with a common four-channel microphone, balances the sound values from distant and nearby sources. The microphone's output signal can then be broadcast for listening on two-channel and monaural as well as quadraphonic receivers.

The most immediate value of the system is in broadcasting or recording live symphony or other musical concerts. Several orchestras are now experimenting with it, including the Boston and BBC Symphonies, the New York Philharmonic and the Metropolitan Opera. The Detroit Symphony is broadcasting concerts in quadraphonic stereo and recording them that way for later syndication, according to CBS. The specially equipped microphone is hung directly in front of the conductor, and registers not only the sounds of the instruments, but also the reverberations within the hall in which the concert takes place. Voices would be picked up as they moved around the microphone.

CBS calls Mr. Bauer's invention "the first successful quadraphonic microphone," and predicts that it may "radically alter the entire field of recording and broadcasting." Mr. Bauer, who also invented the directional microphone and who has 15 other patents related to quadraphonic sound, named his system the Ghent microphone after the city in Belgium where he first designed it. A spokesman for the technology center said that negotiations for a licensing agreement are now in progress with a well-known manufacturer of microphone equipment.

**Magnavox software**

**It acquires 50 Fox films and Notre Dame football highlights for sale in video cassettes**

Magnavox announced last week that it will make available a catalogue of 50 feature films on pre-recorded video cassettes as a companion feature to the company's consumer video tape recorder.

The films, to be on the market by April, are from 20th Century Fox and include some big-name titles such as "Patton," "Hello, Dolly," "M*A*S*H" and "The King and I." Magnavox has leased distribution rights to the package from Magnetic Video Corp. of Farmington Hills, Mich., which itself leased rights to 100 films from Fox last year (BROADCASTING, Oct. 24, 1977). Magnavox has not disclosed what its selling price will be, but Magnetic Video was marketing the movies for $50 each.

Magnavox sells a VHS-format recorder manufactured by Matsushita Electric of Japan. The films distributed by Magnavox would also be playable on machines sold here by other Matsushita licensees— RCA, Sylvania, Curtis Mathis, Panasonic, JVC and Sharp. The VHS format has two-hour and four-hour playing modes.

Magnavox also announced it will make available a collection of football highlights featuring the University of Notre Dame's 1977 championship season. The highlights, narrated by sportscaster Lindsey Nelson, were obtained from the C.D. Chesley Co., which produces and syndicates the package during the season. It includes the victory in the Cotton Bowl.

**Halfway there on a digital VTR**

**British engineer demonstrates his work thus far at SMPTE regional; Ampex man injects note of caution**

John Baldwin, head of the video and color section of Britain's Independent Broadcasting Authority, demonstrated his work on a digital video tape recorder at the winter television conference of the Society of Motion Picture and Television Engineers in Atlanta.

Mr. Baldwin has so far been able to produce only a half-sized picture, working with an adapted Bosch-Fernseh BCN one-inch recorder (segmented, or Type B, format). But he expressed confidence that the basic concept will soon be developed into a full picture and that the system would compare favorably in cost of operation with present-day one-inch machines.

Digital's quality, of course, is hoped to be superior to that of one-inch.

However, a cautionary note on digital recording was raised in another paper presented at the conference. Joachim Diermann, chief engineer of audio-video systems for Ampex Corp., called for engineers at work on digital systems to consider "the whole spectrum of questions" involved in the different approaches to the problem. These questions include, he said, compatibility (including the ability to integrate with analog equipment now being used in TV studios and with digital audio systems in developments); cost, efficiency and editing systems. Mr. Diermann said he does not believe digital recording will become the industry standard as quickly as Mr. Baldwin thinks it will. Mr. Diermann expects digitalized recording to be an evolutionary, rather than revolutionary, process.

**The VCR invasion**

The number of home video cassette recorders imported in 1977 rose by 258.5% over a year earlier, an increase that led all broadcasting consumer items. In figures compiled by the Electronics Industries Association for the fourth quarter of 1977 and the entire year, imported VCR's increased from 69,869 in 1976 to 250,450 in 1977. The rise was more spectacular for the fourth quarter, with the figure jumping 472.9% from 23,572 units in 1976 to 135,039 in 1977.

No other piece of equipment came anywhere close to the VCR's figures. Color TV set imports were down 18.4% for the year, and black and white ones up 13.4%, home radios were up 6.7% while car radios dropped 9.2%.
Holiday Inn major owner in new satellite project

Entertainment programming and business services planned for hotels and cable systems

Details are still being worked out, but Holiday Inn Inc. expects to be in the satellite networking business by Aug. 1, offering feature films to hotels and motels, and feature films and independent KTVU(TV) Oakland, Calif. (San Francisco) to cable systems ("Closed Circuit," Feb. 13).

Announced last week was the formation of Satellite Communication Systems Inc., a Memphis-based joint venture between Holiday Inns (81%) and Southern Satellite Systems Inc. (19%). Southern Satellite Systems, using RCA Satcom satellite time, currently supplies 178 cable systems and 1,202,000 cable homes with the signal of independent WTCG(TV) Atlanta. An RCA bird also would be the carrier for the films and KTVU. According to Ed Taylor, principal owner of SSS, KTVU service would provide the common ground between Holiday Inns and cable operators. He later explained that "it's a natural to use the cable operator" to wire hotels and motels for the film service.

Mr. Taylor said that the hook-ups might vary from an earth station at a resort to a microwave across a city to directly interconnect with a cable system. He was hesitant to estimate the costs of the project, but said that equipment manufacturers might see it in the $10-million range

Mr. Taylor said that SCS is talking to film houses and that marketing for the in-room service has not started. He said the satellite service definitely will go to Holiday Inns (there are some 1,700) as well as to other hotels and motels.

As for KTVU, a SCS spokesman said the distant signal is expected to be offered initially to 300,000 homes and that cable systems hooked to 156,000 homes already have made firm commitments.

From the way Mr. Taylor talks, however, the project's potential isn't limited to entertainment. "Once you connect the hotel/motel industry," he said, "you have a tremendous ... showroom" for video business. For example, he explained, company board meetings could be held nationwide, with stockholders invited to view them in hotel rooms.

Do-it-yourself censor. It looks like a pocket calculator, but the Video Proctor, when hooked up to a standard TV channel selector, controls which shows can be seen on the set. With the Video Proctor, claims the designer, a parent, with the help of a weekly TV schedule, punches the keyboard, entering the day of the week, time, channel number and duration for each program the parent feels is acceptable for family viewing. It remembers all entries made and when the set is switched to a channel at a time when that channel was not entered, the screen remains blank and the audio silent, blocking out all other VHF and UHF channels and cable. TV games, cassettes and pay TV. The device has a lock. The Video Proctor, which will sell for between $50 and $60, computes for one week and can recycle that computation weekly. Alterations can be made at any time by the parent, who has the key. A product of Ray Dobson Creative Services, New York, it will be test marketed by September, then on the open market within a year, according to Mr. Dobson, who is negotiating the licensing of the Video Proctor with mailorder retailers.

Faster editing. Edit Time Code recovery system that is claimed to simplify and accelerate video tape editing has been announced by J.S. (Jack) Wiener, 4440 North Kedzie Avenue, Chicago 60625. Developer asserts system permits editor to increase output up to eight times.

NABET versus NBN. National Association of Broadcast Employees and Technicians has filed unfair labor practices charges with National Labor Relations Board against National Black Network, which NABET struck last Oct. 14. NABET claims NBN has refused to negotiate in good faith before and since strike began. NBN denies charges.

In flight. RCA Astron-Electronics has been awarded National Aeronautics and Space Administration contract of about $10.5 million to provide up to 50 on-board television cameras for space shuttle flights.

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NABET versus NBN. National Association of Broadcast Employees and Technicians has filed unfair labor practices charges with National Labor Relations Board against National Black Network, which NABET struck last Oct. 14. NABET claims NBN has refused to negotiate in good faith before and since strike began. NBN denies charges.

In flight. RCA Astron-Electronics has been awarded National Aeronautics and Space Administration contract of about $10.5 million to provide up to 50 on-board television cameras for space shuttle flights.

Do-it-yourself censor. It looks like a pocket calculator, but the Video Proctor, when hooked up to a standard TV channel selector, controls which shows can be seen on the set. With the Video Proctor, claims the designer, a parent, with the help of a weekly TV schedule, punches the keyboard, entering the day of the week, time, channel number and duration for each program the parent feels is acceptable for family viewing. It remembers all entries made and when the set is switched to a channel at a time when that channel was not entered, the screen remains blank and the audio silent, blocking out all other VHF and UHF channels and cable. TV games, cassettes and pay TV. The device has a lock. The Video Proctor, which will sell for between $50 and $60, computes for one week and can recycle that computation weekly. Alterations can be made at any time by the parent, who has the key. A product of Ray Dobson Creative Services, New York, it will be test marketed by September, then on the open market within a year, according to Mr. Dobson, who is negotiating the licensing of the Video Proctor with mailorder retailers.

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Hagerstown, Md., cable system. It also publishes South Bend Tribune and various other newspapers. Brokers: Sherman-Brown & Associates and Richard A. Shaheen.

Long-term financing. Televents Inc., multiple cable system operator based in Walnut, Creek, Calif., has placed $6 million of its senior notes with John Hancock Life Insurance Co., Boston. Proceeds from 15-year financing have been used to prepay company's short-term bank debt. Company has also announced commitment from Bank of New York for revolving line of credit for $2 million to be used for internal system expansion and general working capital."

Qube adde Disney, Warner Cable Corp. and Walt Disney Productions have made deal said to call for Disney features on pay cable for first time beginning this April on Warner's Qube system in Columbus, Ohio. Decision, according to Disney, was based on audience research that showed potential of Qube's pay-per-viewing system. Titles of features involved in arrangement between Disney and Warner Cable have not yet been announced.

No redefinition. The FCC has denied a petition by the National Cable Television Association requesting that the commission reconsider the definition of a cable system it adopted last year (Broadcasting, March 14, 1977). NCTA wanted the commission to adopt a head-end standard for signal carriage as opposed to the community-by-community standard now in use, which NCTA said is ambiguous. The commission rejected the proposal, said it, because it would "allow otherwise inconsistent signals to be carried not just to a small number of additional nearby subscribers but from existing systems in small suburban municipalities into adjoining major metropolitan areas;" and would constitute "a major revision of the signal carriage rules of a type that should only be considered after the conclusion of the pending economic inquiry." "Their decision is clearly contrary to the law," said John H. Hand, NCTA's director of legislative affairs. NCTA is considering an appeal of the FCC's decision.

Censorship suit against CPB, PBS will go to trial

They lose Supreme Court effort to keep case from proceeding; in it, they're charged with bowing to pressure from Nixon White House and curtailing controversial programs

The Supreme Court last week let stand a ruling by the U.S. Court of Appeals in Washington that there should be a trial to consider charges that the Corporation for Public Broadcasting and the Public Broadcasting Service knuckled under to pressure from the Nixon White House and tried to stifle controversial programming on public television.

The case began in 1973 with a suit by the American Civil Liberties Union and the Network Project against CPB, PBS and two then-aides in the White House. The suit charged that they tried to censor controversial public broadcasting programs. It alleged that the aides, former Office of Telecommunications Policy Director Clay T. Whitehead and Nixon speechwriter Patrick Buchanan, tried to get CPB and PBS to remove all controversial programming from the air, and that CPB and PBS in turn eliminated federal funds for controversial programs and required descriptions of program content as a condition of funding.

Examples of programs so affected, named in the suit, included The Politics and Humor of Woody Allen and a segment of The Great American Dream Machine that dealt with the FBI. Damages were sought for the producers of those programs, and in addition an injunction was asked against continuing assaults on the First Amendment rights of public broadcasting stations.

The case against the two White House aides has been dropped as moot since their departure from the scene. But damages are still being pressed for the producers, and although they arise from allegations that are nearly five years old, "the Supreme Court obviously doesn't think that it is past history," said Oscar Chase, a law professor at Brooklyn Law School who has overseen the case for the ACLU. "He said last week that, in addition, the injunction sought against continuing questionable practices might serve to introduce fresh charges against CPB and PBS. He said the two should not be involved in any way in the program decisions of public stations, but that they are inherently violative of the First Amendment in that it gives them too much control."

Mr. Chase said if the plaintiffs win either on damages or on the injunction, the case could set important precedent. "We may obtain a judicial decision as to the First Amendment parameters that govern [CPB and PBS]. And that's important, because there's never been any."

The Supreme Court's action last week sends the case back to district court, which had ruled the first time around that it did not have proper jurisdiction. The appeals court reversed that and now ordered a trial, a decision subsequently appealed to the Supreme Court by the two public broadcasting entities.

The defendants will argue first that private citizens (in this case the producers) do not have a right of action against CPB and PBS, said Tom Gherardi, CPB general counsel, and second that CPB and PBS cannot be in violation of the First Amendment because they are private entities, not government.

Journalism Briefs

Why? Success of radio's maiden run in Senate (Broadcasting, Feb. 13, 20) prompted one voice on other side of Capitol Hill to question what's holding radio up in House. Unlike Senate, House has approved permanent broadcast coverage of its proceedings, but system won't be put into operation this year because of complexity of preparations for TV. But "what about radio coverage?" Representative Trent Lott (R-Tenn.) wrote in Congressional Record. "When the Senate got ready for their Panama Canal debates, they simply put them on radio ... Why do we have to wait for the television system?"

Lance a lot. News commentaries of former Director of Office of Management and Budget Bert Lance appear regularly on Combined Communications Corp.'s WXIA-TV Atlanta will be syndicated nationally. Distribution will be handled by Colbert TV Sales of Los Angeles. Mr. Lance and Dick Colbert of Colbert TV will hold reception and screening of 90-second spots at upcoming convention of National Association of Television Program Executives at Bonaventure hotel in Los Angeles March 5 and 6.
Media

Sheldon M. Wool, VP administration, and chief financial officer, CBS/Records Group, New York, joins ABC Inc., New York, as VP, corporate development, to direct "company's plans for diversification and implement acquisition policy for all divisions." He will report to Michael P. Mallardi, VP and chief financial officer, and also assist him in special projects and the "formulation of strategic plans for the future direction of the corporation," according to President Elton H. Rule.

John C. Jamison, partner in Goldman, Sachs & Co., banking concern, New York, elected to board of directors, Cowles Communications, Daytona Beach, Fla., succeeding John L. Weinberg, senior partner in Goldman, Sachs, who has resigned.

Tom Kroh, general sales manager, WCAO-AM-WXYF-FM Baltimore, named VP-general manager, WMPX-AM-WHKF-FM Memphis. All are Plough Broadcasting stations.

Jerry L. Gabert, financial VP, Corinthian Broadcasting Corp., New York, named VP, finance and administration of company.

Steve Feder, general sales manager, WFMF-FM Chicago, appointed president-general manager, KANK-FM Great Falls, Mont.

Waldia Roseman, director of public affairs, Office of Telecommunications Policy, left that post on Feb. 24 to take over new position at National Public Radio as director of governmental affairs in Washington.

Joseph R. Shields, general manager-marketing, and Jack L. Rea, general manager-resources, KXON-TV Mitchell, S.D., elected VP's.

Al Tankasley, sales manager, Kingslip Communications, Austin, Tex., appointed VP general manager of Kingslip's KHFJ-FM-XTY-FM there.

Joseph E. Parish, general sales manager, WLS-AM Chicago, named general manager, KHOW-AM-KKKX-FM Denver.

Pat Rodgers, from WLV-AM Cincinnati, appointed station manager, WXYE-FM Bristol, Tenn.

Scott Young, air personality and program director, KOOO-AM-FM Omaha, appointed operations manager.

Jason L. Levine, president of his own advertising, public relations and promotion firm, Jason Levine Associates, Los Angeles, joins ABC public relations's West Coast staff as manager, business information.

Jeff Schoinki, promotion and public affairs director, WAXI-AM-FM-TV Bangor, Me., joins WTAL-TV Altoona, Pa., as promotion manager.

Rick MacNamara, staff announcer, WSKY-AM-FM Pekin, Ill., named operations manager, WHEZ-FM Huntington, W.Va.

Shelley Harper, program assistant, WHEZ-AM Cleveland, appointed promotion director.

Kathleen S. Maynard, executive program producer, WPXV-TV New York, assumes additional duties as manager, community relations.

Phyllis Davis, traffic manager, WTERTV New Bedford, Mass., promoted to public service director.

Pat Friedell, art director, KOAA-TV Pueblo, Colo., named promotions director/executive art director.

Al Step, publicity manager, WNBC-TV New York, retires after 23 years of service. He plans to remain active as freelance publicity writer and consultant.


Broadcast Advertising

Frank Boyle, president and chief executive officer of Eastman Radio Inc., New York, named board chairman and will be involved primarily with client contact and corporate policy. William K. Burton, executive VP based in Detroit, named president and will relocate to New York and function as chief operating officer.

Charlie Colombo, senior VP/Eastern region, has been named executive VP and will be responsible for national sales management.

Ben Colorossi, president-creative director, Cremer Lois/FSR, New York, named chairman-creative director, Griswold-Eshleman there, subsidiary of Cleveland-based Griswold Eshleman Co. Agency is now Colorossi, Griswold-Eshleman.


Oliver Kiss, senior VP-management supervisor, McDonald & Little, Atlanta, named executive VP-director of account service.

Howard Davis, account supervisor, and Don DeDittus, management supervisor, Tracy- Locke, Dallas, elected VP's.

Sydney Shacknove, from Bostford Keichum, San Francisco, joins J. Walter Thompson there as media planner. Steve Durham, marketing assistant from Betty Crocker division of General Mills, joins JWT in San Francisco as account representative.


Janine Linden, public relations director, Compton Advertising, New York, elected VP.


William D. Leslie, owner of Atlanta production firm, joins H-R Television sales staff there.

Frank Schulz, account executive, KOMO-TV Seattle, joins H-R Television there.

Frank Kelly, account executive, ABC Spot Sales, New York, joins RKO Radio Sales there.
as sales representative.

Edouard Israel, art director, Needham, Harper & Steers, New York, and Christopher Petrone, art director, Holland & Callaway there, join Kenyon & Eckhardt there in same capacities.

Susan E. Gerber, media planner-supervisor, McCann-Erickson, Chicago, joins Tatham-Laird & Kudner there as media planner.

Alan Goodman, general manager, KXXX-FM Denver, appointed director of sales for licensee, Doubleday Broadcasting.

Stuart I. Mackie, Midwest sales manager, Evans Broadcasting Corp., rep firm, Chicago, named national sales manager, WSN-TV Milwaukee.

Rick Henry, WSN-TV account executive, promoted to local sales manager.

George Carlino, sales manager, Storer Television Sales, Detroit, named national sales manager of co-owned WSPD-TV Toledo, Ohio.

Valerie G. Tuttle, Midwest division manager, ABC Radio Spot Sales, named national sales manager of ABC's WXYZ Detroit.

Stuart D. Goldberg, WXZY retail sales director, named director of advertising and promotion.

Gregory M. Raab, director of advertising and promotion, joins WXZY as assistant director of advertising and promotion.

John Hendricks, with Starfire Group, programming and consulting firm, joins WXZY as research director.

Robert B. Karr, regional sales manager, WLUFPF Chicago, appointed general sales manager.


Edwin Doyle, VP-general manager, WPTR-AI Miami, From Royal, Va., appointed general sales manager, WXYZ-WKYM Cleveland, Tenn.

Grace-Ellen McCarr, merchandising promotion coordinator, WORAM New York, promoted to assistant merchandising director.

Rose TenEyck, from ABC Spot Sales, San Francisco, joins ABC-owned KGOAM there as account executive.

Gil Hoban, account executive, WORFM Detroit, joins WKYM Cleveland in same capacity.

Thomas N. Lewis, account supervisor, Vanguard Advertising, Minneapolis, joins KSTP-AM-FM-TV St. Paul-Minneapolis as manager of advertising, responsible for coordinating and implementing advertising campaigns for stations.

**Programing**

Robert B. Morin, VP of syndicated sales for MGM Television, New York, named executive VP of Lorimar Syndication, newly formed division of Lorimar Productions Inc., New York, which will distribute all Lorimar television and motion-picture product and programming from other companies. Mr. Morin will make his headquarters in both New York and Burbank, Calif.

Brian McGrath, treasurer, Viacom International, New York, named VP-administration.

Howard Hayes, freelance writer and editor, most recently involved in research and development of seven-hour television series on global environment for Public Broadcasting Service, named senior editorial producer for ABC-TV's upcoming weekly newsmagazine.

Gary Gannaway, executive VP, Gannaway Productions, Atlanta, named Southwestern division sales manager, Metromedia Producers Corp., Dallas.

Erwin H. Ezizes, former board chairman and chief executive officer of United Artists Television, New York, has been retained as consultant to ABC Pictures International Inc., New York, responsible primarily for television sales.

**Broadcast Journalism**

Ed McIntyre, reporter-weekend anchor, WRLA-TV Raleigh, N.C., joins WWAY-TV Wilmington, N.C., as reporter-anchor. Stella Shelton, reporter, WATE-TV Knoxville, Tenn., joins WWAY-TV in same capacity.


Herb Dudnick, producer of NBC Nightly News in New York, and William Chesleigh, Nightly News associate producer in New York, named executive producer and producer, respectively, of weekend editions of Nightly News. News editor David Schmerier and writers Kenneth Bell and Sandy Goodman also assigned to weekend editions.

Vickie Jones, co-producer, WLB-TV Boston, joins news department of WNEC-TV there as editor-producer.

Stephen Doyle, special projects manager, KMSR-TV Minneapolis-St. Paul, assumes additional duties as weekend anchor.

Bob Kirby, news director, KJKM-AM-KROK-FM Shreveport, La., joins WPAB-AM Fort Worth as reporter-anchor.

Dan Patrick, sports director, WNEP-TV Scranton, Pa., joins WSCD-AM Washington in same capacity.

Dave Bithel, news director, WCRM-AM Huntington, Pa., joins WKMIC-AM Roaring Spring, Pa., as news desk editor.

B.D. Friedman, senior director, WDBT-TV Dayton, Ohio, joins news department as producer-editor. Kevin Walsh, floor director, appointed film lab technician-photographer. Tom Haubold, film editor, named news photographer.

**Equipment & Engineering**

Grant M. Smith, assistant manager, of engineering, Ampex Corp.'s audio-visual systems division, Redwood City, Calif., joins

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**Twenty-four taken to task.** Members of the Corporation for Public Broadcasting task force on public participation in public broadcasting have been selected. The job of the task force will be to recommend to the CPB board areas of appropriate public participation and specific techniques for that participation.

With 12 members representing the general public and 12 from the public broadcasting community, the task force includes: Calvin B. Bastian, general manager, WTVX-TV Charlotte Amalie, St. Thomas, V.I.; Nolan A. Bowie, director, Citizens Communications Center, Washington; Pat A. Conner, director, National Association of Educational Broadcasters Instructional Council, Columbia, S.C.; Augustine Dempsey, director of promotion and community relations, WOUB-AM-FM-TV Athens, Ohio; Fae F. Ensalin, director of community activities, WUSA-FM-TV University of Florida, Tampa; Dr. William Fore, assistant general secretary for communications, National Council of Churches of Christ, New York; David M. Guerra, chairman, department of radio, TV and film, University of Arkansas, Little Rock; Doris Hall, associate provost, Anioch College, Baltimore; Charlotte Hill, chairman, National Friends of Public Broadcasting, Las Vegas; Donald Marbury, producer, WOED-FM-TV Metro Pittsburgh Public Broadcasting; Betty B. Marcus, national vice chairman, American Council on the Arts, Dallas; Jose Mireles, director of minority programming, KPRK-AM San Diego; Clarence Mitchell, director, Washington bureau, National Association for the Advancement of Colored People; Mack M. Mooney, executive vice president, general manager, Hamptn Roads Educational Telecommunications Association, WWHO-FM and WWHO Norfolk, Va.; Billy B. Osley, vice president general manager, KETC-TV Los Angeles; Ada R. Pena, regional coordinator for women's affairs, League of United Latin American Citizens, Bethesda, Md.; Edward J. Pfister, president and general manager, Public Communication Foundation for North Texas, KERA-TV Dallas; Agnes Scott, director of development, WVTU-TV Detroit; Wallace Smith, general manager, KUSC-FM Los Angeles; Ellen S. Straus, director of special projects, WNCAAM New York; John D. Sullivan, director of instruction and professional development, National Education Association, Washington; Sally Wells, vice president for development, WETA-TV Washington; George P. Wilson Jr., director of telecommunication arts, Iowa State University, Ames, and Albert Z. Zack, director of communications, AFCILO, Washington.
Sony Technology Center, Palo Alto, Calif., as assistant VP-general manager. Barrett E. Guisinger, from International Video Corp., Sunnyvale, Calif., joins STC as director of technology.


David Burns, from Electronic Labs of Louisville, Ky., joins Allied Broadcast Equipment, Richmond, Ind., as sales engineer.

**Allied Fields**

Tom Villante, VP and sports director of BBDO, New York, named executive director of marketing and broadcasting, office of commissioner of major league baseball, New York. In broadcasting area he succeeds Dave Melster, who has resigned as director of broadcasting but agreed to stay on during transition.


Bill Moyers, CBS News correspondent, anchorman and chief reporter for CBS Reports, named to receive Peabody Award and first Journo-

*For the Record*

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Feb. 10 through Feb. 16.

Abbreviations: ALJ—Administrative Law Judge, alt.—alternate, ann.—announced, ant.—antenna, aux.—auxiliary, CH—critical hours, CP—construction permit, D-day—direct antenna connection, Doc.-Docket—effective radiated power, freq.—frequency, HAAT—height of antenna above average terrain, kHz—kilohertz, kw—kilowatts, MEDIA—maximum expected average rating, mod.—modulation, N-night—PSA—presurent service territory, SL—studio location, S.H.—specified hours, TL—transmitter location, trans.—transmitter, TPO—transmitter power output.

**New station**

**Action**

- **Owensboro, Ky.**—Broadcast Bureau granted Kentucky State Board of Education ch. 19 (500-506 mhz); ERP 648 kw vis., 648 kw aur., HAAT 974 ft; ant. height above ground 903 ft, PO address, c/o U. of Kentucky, 600 Cooper Dr., Lexington, Ky. 40502. Estimated construction cost $490,000; first-year operating cost $35,000. Action Feb. 9.

**Ownership changes**

**Actions**

- **KCUB(AM) Tucson, Ariz.** (AM: 1290 kHz, kw—U) — Seeks transfer of control of Rex Broadcasting Corp from Tom Chandler et al (40.15% before; 24.88% after) to Jim Sloan (49.85% before; 62.62% after). Consideration: $59,955. Transfer of resolution is holding some of real Rex Nicholson (20.07% before; none after). Company is purchasing that interest, reserving substantial portion in treasury and distributing remainder to other stockholders. Holdings in licensee after transfer are: Thomas and Robert L. Chandler, brothers, (12.44% each) and Mr. Sloan, 62.62%. They have no other broadcast interests. Action Feb. 9.

- **WLAV-AM-FM Grand Rapids, Mich.** (AM: 1340 kHz, kw-D, 250 W-N, FM: 96.9 mhz, 28 kw)—Broadcast Bureau granted transfer of control of Wargard Broadcasting Corp from John J. Shepard and Patricia Duffy (43.75% before; none after) to John J. Shepard (77.78% before; 93.33% after; 91.78% plus $84,000 in liabilities). Principals: Mrs. Duffy is acting as executrix of estate of her late husband, Daniel J. Duffy. She has no other broadcast in-

**Facilities changes**

**TV action**

- **WATU-TV Augusta, Ga.—Broadcast Bureau granted transfer of CP to change ERP to vis. 263 kw, max. ERP 288 kw and ant. height, 1,600 ft.

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**Deaths**

Kenneth Joseph. 55, executive VP in charge of worldwide syndication, Metromedia Producers Corp., New York, until 1976, died at his home in Stumpfield, Conn., on Feb. 18. Cause of death was not revealed pending completion of autopsy. After leaving MPC, Mr. Joseph worked briefly as sales executive for Warner Bros. Television and in his own syndication firm for several months. Earlier he had worked for ABC Television Programs, Four Star Entertainment and Independent Television Corp. (now ITC Entertainment). Survivors include his wife, Rhoda.

James E. Hagen, 66, retired (in 1972) promo-

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Summary of broadcasting

FCC tabulations as of Jan. 31, 1978

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<th>Commercial AM</th>
<th>Licensed</th>
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<th>CPM* on air</th>
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*Special temporary authorization **Includes off-air licenses


AM actions
- WRBX - Chapel Hill, N.C.—Broadcast Bureau granted CP to increase power to 10 kw and change type trans., conditions (BP-20,308). Action Feb. 8.

FM applications
- WSOJ-FM - Jessup, Ga.—Seeks CP to make changes in transmission line, change ant. and TPO. Ann. Feb. 13.
- KDXT - Missoula, Mont.—Seeks CP to install new ant., make changes in ant. system, change ERP: 50 kw (h&v) and HAAT: 2576 ft. (h&v). Ann. Feb. 15.
- WEZR - Manassas, Va.—Seeks CP to install new trans., new ant., make changes in ant. system, change TPO, ERP: 33.5 kw (h&v) and HAAT: 590 ft. (h&v). Ann. Feb. 13.

FM actions
- KHSJ-FM - Hemet, Calif.—Broadcast Bureau granted CP to change ERP: 3 kw (h&v), ant. height: minus 245 ft. (h&v), change type trans., type ant. and make changes in ant. system, conditions (BPH-10635). Action Feb. 8.
- KIXS-FM - Killearn, Tex.—Broadcast Bureau granted CP to change TL, install new antennas, new ant., make changes in ant. system, change TPO, ERP: 100 kw (h&v) and ant. height: 520 ft. (h&v). condition (BPH-10144). Action Feb. 8.

In contest

Petition to deny

Procedural rulings
- Cicero, Ill.—Radio Cicero, et al. AM proceeding: (Docs. 21247-51, 21253) — ALJ Daniel M. Head set certain procedural dates and scheduled evidentiary hearing for April 3. Action Feb. 3.
- Patterson, N.Y.—Patterson Broadcasting Co., Inc. FM proceeding: (Docs. 21273) — ALJ Walter C. Miller granted to limited extent motion by Paterson and extended to March 3 time for filing proposed findings of fact and conclusion of law and to March 14 time for filing replies. Action Feb. 15.

FCC decisions
- Wichita, Kan.—Commission granted Kansas State Network to comply with rules restricting common ownership of television and cable systems. KSN is operator of cable systems at McPherson and Lyons, licensed to Broadcasting Co. KYWJ-TV Wichita, KCKT-TV Great Bend, KGDL(TV) Garden City, all Kansas, and KOMC(TV) McCook, Neb. Action Feb. 8.

Fines
- KHVV(AM) - Honolulu—Broadcast Bureau notified licensee of apparent liability for $350 for repeated failure to calibrate transmission line power meters at six-month intervals. Action Feb. 13.
- KMMV(TV) - Weilauku, Hawaii—Broadcast Bureau notified licensee of apparent liability for $500 for repeated failure to make entries in log of operating constants at final stage and beginning of operation. Action Feb. 13.
- KCOB(AM)-KLVR(FM) - Newton, Iowa—Broadcast Bureau notified licensee of apparent liability for $500 for failure to have operator holding first class license inspect transmssion system. Action Feb. 8.
- KBIL(AM)-Liber, Mo.—Broadcast Bureau notified licensee of apparent liability for $750 for operating with full daytime authorized power during hours authorized for reduced presunrise power. Action Feb. 13.
- KOTS(AM) - Denning, N.M.—Broadcast Bureau notified licensee of apparent liability for $1,000 for operating with nighttime power during daytime hours. Action Feb. 13.
- WJLY(FM) - Chesapeake, Va.—Broadcast Bureau ordered licensee to forfeit $250 for having unlawful operators in charge of transmitting system. Action Feb. 8.

Allocations
- Boca Chica Key, Fla.—Broadcast Bureau proposed assigning ch. 22A as community's first FM in response to proposal by Wayne R. Seifert. Comments due April 7, replies April 20. Action Feb. 6.
- Gainesville, Fla.—Review Board granted application of University City Broadcasting for new FM on ch. 265. Action Feb. 2.
- Lihue, Hawaii—Broadcast Bureau assigned UHF TV ch. 67 and reserved it for noncommercial use in response to proposal by Hawaii Public Broadcasting

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(214) 321-9140

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Consulting Engineers
AM-FM TV-Microwave Systems
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Gainesville, Florida 32601
(904) 376-3157 x (904) 373-5225

Radio Engineering Co.
PO Box 19812
Peoria, Illinois 61604
(309) 673-7511
Member AFCCE

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To Broadcasting's 157,000 readers, browse this issue of Broadcasting for the Professional or Service Card index. It will be seen by the decision-makers in every station owner and manager, chief engineer and technical staff. Advertising publications of radio and TV buyers of broadcast services - "a perfect match" for buyers and sellers.

LAUREN A. COLBY
Attorney-at-law
125 Court Street
Frederick, Md. 21701
Tel: (301) 443-1866
Specializing in matters involving the
Federal Communications Commission

Contact:
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D.C. 20036
for availability.
Phone: (202) 638-1022
Rulemaking

Petitions


Washington—Office of Telecommunications Policy and Department of Commerce request to establish policies to promote broadcast ownership by minorities, especially in areas where minorities constitute significant percentage of population and have little or no previous ownership. Ann. Feb. 13.

Action

Chief, Broadcast Bureau, on request of Magnavox Consumer Electronics and Hazeltine Corp., extended from Feb. 6 to March 8 time for filing reply on AM stereophonic broadcasting (Doc. 21131). Action Feb. 1.

Cable

Applications

For following operators of cable TV systems requested certificates of compliance, FCC announced Feb. 10 (stations listed are TV signals proposed for carriage):

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<tr>
<td>WDBZ</td>
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<td>KSCP</td>
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<td>WVIR</td>
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Grants

For cable systems, see above Table of Applications. Also, for cable systems, see Table of Applications.

Certification actions

CATV Bureau granted following operators of cable systems certificates of compliance:

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Colorado, for North Myrtle Beach, Atlantic Beach, Horry, all South Carolina (CAC-12434-63); WTCG Atlanta, to delete WRET-TV Charlotte, N.C. (CAC-12445-7); Witti Broadcasting, for New Hampshire, for Bedford, Goffstown, Hooksett, all New Hampshire (CAC-12437-9); CKSH-TV Sherbrooke, Que. (CAC-12447); Telecast Associates, for Jeannette, L.A. (CAC-12442); KWR Systems, for Cassidy, N.Y. (CAC-12443); certificate of compliance.

New Jersey, for Fair Lawn, N.J. (CAC-12445); certificate of compliance.

New Jersey, for New Baltimore, N.Y. (CAC-12447); interim authorization.

Cable Bureau, for Columbia, S.C. (CAC-12448); for cable systems.

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ASSISTANT MANAGER sought for contemporary music station. Requires proven ability to manage all aspects of station operations. Must have minimum 5 years experience in management including air talent, sales, and production. We are a progressive operation, seeking experienced individuals. Send resume to: Box 75, WPIM, 8162, Salem, VA 24153.

WUSO/WSOS - Columbus, Ohio. Top 10 market FM. We are looking for an Immediately hire a very experienced General Manager to oversee our operations. Must have a proven track record of success and be able to manage a large staff. Send resume to: Box 23, WUSO, Columbus, OH 43219.

We believe in people. Somewhere out there is a great radio person waiting for our kind of opportunity. Ground floor to management and a lifetime of happy clients. We want a person who wants to join a team of hard workers and make it happen. If you are interested in taking your career to the next level, please apply. Send resume to: Box 12, WRSU, 123 Street, Anytown, USA 30000.
HELP WANTED TECHNICAL CONTINUED

Chief Engineer

black station manager looking for new challenge, top 100 markets—heavy sales and programming. Box B-125.

Sales, programming oriented General Manager, excellent credentials, GM present station last 5 years. Must have at least 10,000 net subscribers, 30,000 net advertising revenue last 5 years operation of small market AM station. On Board of State Broadcasters, preferred seat and ownership opportunity Employed present station 8 years. Stable family man, Radio Only. Box C-8.

Station Manager

very successful looking for final place to settle. Proper tools, good pay a must. Top management skills, ability to train, motivate, hire. Ability, hard work cannot be beaten. I'm a man with heavy background in sales, programming, music, believer does in promotions. Community minded. Know difference between paper and real money. Box C-63.

Like Henry Black, I have 18 years why hiring me as your General Manager will make YOU money! Prefer Middle Atlantic or Southeast small market where versatility and experience count. Box C-72.

Experienced Manager/Sales Manager, Prefer SW or Rockies. Small or medium market. Top sales manager, programming, and salaries. New market radio, do you have the cash to increase my salary. If you need my help call 315-267-5090, or write Box 188, Denver, CO 15717.

Highly motivated sales Rep. Has achieved highest earnings in Southeastern capital city and seeks move into Management ie: Manager. Sales Manager. Box C-122.

I can make Money for any radio station. Any format, no matter how bleak the present situation. 43 year old Christian family man experienced in all phases of broadcasting. Small salary and percentage are not included in the category of my secret—"Reduce expenses and increase revenue... hard work... great ideas... and effective sales effort." If you need help call 315-267-5090, or write Box 188, Denver, CO 15717.

General Mgr. selling minority interest in stations; seeking new challenge and opportunity. Excellent record during years of management experience in very competitive Southern markets. Box B-62.


SITUATIONS WANTED SALES

Two pros in one. Outstanding Sportscaster Account Executive. 6 years experience, seeks college Play By Play and sales position at professional sports orientation station. Box C-87.

SITUATIONS WANTED ANNOUNCERS

Broadcast School Grad; 3rd Endorse, looking for first job. Phone weekdays 716-834-4457.


Top 50 mkt, personality with program and music experience. Top 40, MOR, or AOR. West Coast or Northeast. Box C-36.

Personality entertainer sells medium market Adult Contemporary—MOR—Modern Country, any shift. 814-948-4822 between 6 am-3 pm.

-wedded with one and a half years exp. Good deep voice. Would prefer medium size market. Call Rod 501. 966-7843.

Mornings: Top 100 only Call toll free 800-824-5136 (California 800-852-7631). extension "Jacks M2166". Leave message for return call.

Sports. College grid working part-time in large market radio and/or medium market radio sports station for full-time start. 3rd license. Experienced in all facets of Radio and play-by-play. Box C-69.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production. New studios for creative person. No air shift. Excellent pay Tape and resume to WOXO/WXIV, Norwalk, NE 68026.

Operations director for automated contemporary/AM/FM in beautiful upper Midwest mid-market. App. must have personnel and transmitter maintenance experience. Start: $15,000. EOE. Box B-166.

Assistant Chief Engineer

ABC & O. Extensive experience required. Equal Opportunity Employer. Reply to Chief Engineer, XYXKNW AM, 1201 Fannin Bank Building, Houston, TX 77030.

Chief Engineer

Medium market daytime directional AM, 30,000 watt FM. Directional antenna system and remote microwave experience required. Equal opportunity employer. Send resume and salary requirements to: General Manager, WRTW-AM/WKNO, PO. Box 1057, Newark, OH 43055.

Chief Engineer

for leading facilities in beautiful upper Midwest market. Approximate May 1 start date. 5kw directional AM and class A FM. Must be thoroughly experienced in DAS, automation, remote control, STL, props, maintenance, and FCC rules & regulations. Extensive new equipment just ordered by aggressive, young ownership committed to quality engineering. Rubber band, baling wire, and alligator clip specialists need not apply. No air work. Excellent compensation/benefit package. EOE. Rush complete resume with references and letter of application with salary requirements to: Box C-52.

HELP WANTED NEWS

Large Midwest radio chain is looking for an experienced news director to lead a growing news department. Send tape and resume to Jack Hansen Leighton Enterprises, Inc., 1458, St. Cloud, MN 56301.

Reporter/News Announcer

for solid three-person newswrite and location. BA and local experience. Send tape, resume, and news copy to Curt Milller, WTRC, Box 659 Ekhart, IN 46515. EOE.

News director needed with good sense and objectivity. Someone with ability to find news sources and report accurately. Community of 40,000 in Central Midwest. Member of highly-respected chain. EOE. Box B-188.

Wanted:

Newsperson, if you have experience in Radio News and broadcast Journalism degree, seeking entry level position for a Suburban Radio Station in Western MA, send tape and resume to Mike Dion, WDEW, 249 Union Street, Westfield MA 01085.

Newscaster-reporter

with commercial broadcast experience, for dynamic, ultra-winning East Coast suburban station. Fix No. 1 product is local news, and we're looking for someone who likes to get out where it's happening. Good pay and advancement for the right person. Box C-61.


Strong news personality for AM/FM to join top rated news team. Send all first reply including tape and resume. EEO employer. Send to Fred A. Wakra, PO. Box 1590, Akron, OH 44309.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer

needed for Ohio medium market. Must have training and transmitter maintenance experience. Start: $15,000. EOE. Box B-166.

Assistant Chief Engineer

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Immediate opening for Assistant Chief Engineer. Will assist in planning and construction of new station facilities of first rate 5kw AM facility. Salary commensurate with experience. Contact Peter Burk, Chief Engineers, WKWB, 1430 Main St, Buffalo, NY. 716-884-5101. An equal opportunity employer.

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TELEVISION

HELP WANTED MANAGEMENT

Local Account Executive

Number: One VHF network affiliate in Southeast seeking an aggressive, experienced individual with solid sales background. An equal opportunity employer. Male and female applicants from 21-45. Submit resume and income requirements in confidence to Box C-18.

Los Angeles based post production company needs manager with complete knowledge of videotape formats, facilities, and techniques plus extensive managerial experience. Resume with salary requirements to Box C-44.

Program Director

Needed immediately for public Broadcasting Station. Must have PBS experience, preferably five years, degree preferred. Salary negotiable. Resumes to: KCOS, PO. Box 146, El Paso TX 79942.

Radio and TV Group


HELP WANTED TECHNICAL

Maintenance Engineer and qualified maintenance license is needed. Opportunity to gain experience during holidays, summer months and weekends. Must be familiar with microwave equipment, supervisory technical operation and FCC regulations. Salary $12,000 to $18,400. Resume to Box C-30.

Broadcast Engineer

To work in all color UHF public television station. Must have first class license and television experience. Salary $20,000 to $25,000. Contact: Director of Engineering, WPTD, 3440 Office Park Drive, Dayton, OH 45439. EOE.

WANTED NEWS

Wanted: News Director, VHF station in Major Market. Must be bilingual, English and Spanish. An Equal Opportunity Employer. Send resumes and references to Box B-112.

Broadcast Engineer

To work in all color UHF public television station. Must have first class license and television experience. Salary $20,000 to $25,000. Contact: Director of Engineering, WPTD, 3440 Office Park Drive, Dayton, OH 45439. EOE.

From the Southeast: Full time position. Must be a professional with at least 2 years of experience in the news field. Must be able to work nights and weekends. Salary $25,000 to $30,000. Please send resume to Box C-129.

Radio & TV Group

Wishes to fill position of senior engineer. Must be able to handle multiple assignments at one time. Must be familiar with video tape equipment and be able to set up remote broadcasts. Must be able to work nights and weekends. Salary $25,000 to $30,000. Send resume to Personnel Department, Radio & TV Group, Inc., Virginia Beach, VA 23463. Equal Opportunity Employer.

Instructor wanted

Wanted: Instructor to teach an evening course in television production at Columbia College in Hollywood. Qualified candidate will have a background in television production and experience teaching television production classes. Experience with Macromedia Director is an advantage. Send resume to: Dean, Broadcast Department, Columbia College, 925 North La Brea Avenue, Hollywood, CA 90038.

Experienced video/audio technician

To supervise technical operation of large multi-studio production facility in Southeast. Must be experienced in set up and operation of all cameras, film chains, VTR, multi-track audio equipment. Supervisory ability important. Must have 3 or more years experience. Willing to relocate.

Send resume to: Robert, 11002 W. Tallasahasee, FL 32302. Equal Opportunity/ Affirmative Action employer. No junkshop proprietors, please.

Wide open position

For experienced Color Motion and/ or Still Film Lab technician. Salary requirements and complete resume to Box C-30.

Beautiful Tallahassee, Florida—Home of WEGA- TV, one of America's finest ABC affiliates needs a Chief Engineer. You're a positive aggressive person with a genuine can-do attitude towards heavy production, remote broadcasts with a mobile unit, scheduled preventative maintenance and you're the kind of person who spends more time digging into equipment himself along with his staff than directing others from a desk, read on You are intimately familiar with hi-band TR-600s, Sony 2850s and 1600s, color cameras, transmitters, microwave equipment, you are absolutely intolerant of any signal imperfections within your control, and you really love your job as well. Send resume to: Tom Scania. General Manager, WEGA- TV, 4501 South W. Tallahassee, FL 32302. Equal Opportunity Affirmative Action employer. No junkshop proprietors, please.

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Wide open position

For experienced Color Motion and/ or Still Film Lab technician. Salary requirements and complete resume to Box C-30.
HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Syracuse University faculty vacancy Fall 1978. Instructor or Assistant Professor to teach courses in broadcast writing, programs, commercials, newsgathering, basic course in television production, others depending upon interests and qualifications. MA required, PhD desirable. Minimum of 2 years of college teaching and/or professional broadcasting experience required. Salary: $14,000-$16,000. Write: Chairperson, TV & Radio Committee, S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY 13210. An Affirmative Action/Equal Opportunity Employer.

For Pros Only. Full service broadcast video production/post production company is seeking experienced, quality oriented, energetic entry-level professional. Must be able to design, develop and coordinate live studio productions, news segments, and flows. Must have strong background in video production and post production. Must be fast learner. Excellent references. Please contact Ralph Wood, 27914 Pontevedra Drive, San Pedro, CA 90732. 213-831-4719. Tape available.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS


Young energetic director/equipment operator. Experience directing studio and field camera and switching. Resume and tape available: Dana Levin, 1740A Regency Way, Chula Vista, CA 714-420-6624.


Award winning graphic artist in top 20 market looking for a new challenge. Strong in design, color, especially newscast graphics and courtroom drawings. Prefer station primarily looking for the right people and place. Box C-83.

Award winning Executive Producer of Independent daily Los Angeles half hour, ten years producing-writing and directing experience Los Angeles and San Francisco. Seeks greater challenge and for reunion interview at March NATPE in LA. Call: P. Leone 213-396-9311. Write: 11-24th Ave., Venice, CA 90291.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 hurdle Street, Laredo, TX 78040. Maxwell Rones 512-723-3331.


Paul Schafer Wants to buy clean 1KW AM Transmitters and Schafer 800T Automation Systems. Phone 714-454-1154 or write Schafer International, 5801 Soledad Min Rd., La Jolla, CA 92037.

SKW Transmitters, two Tower Phasor and Tuning Boxes, Antenna and Collimating and Two 170 Towers. Contact: Jimmy Joynt, KYKK AM/FM, Box 2307, Port Arthur, TX 77640, 417-727-0711.

I need an SCA Monitor that will work with our Collins 900 C-2. Call collect, Stan Hagan area 318-281-1383, KVOB, Bastrop, La.


FOR SALE EQUIPMENT


Transmitter Plant (Channel 12). RCA TT504HA Transmitter, RCA TF-12AH Antenna. 7500 foot guyed tower. Heavy-duty 7 foot base. Much auxiliary equipment, including RF load, monitors, spare parts, etc. This plant was purchased "as is" and is "out of service". Contact: Contact Dick Payne, 205-281-2980.

3M Datavislon D-3000 Character Generator. Smooth edged characters, rolls, crawl, flash, 2 fonts, new 3 volt battery priced. Contact Robert Banks, C.C. KBAK-TV, PO Box 2929, Bakersfield, CA 93303, 305-277-3555.

Automation: Gates SC-48 System complete with 4) Sculpts, (3) Random Cartouche, racks and more. IBM 400 Controller with Cartouche. For more information call or write Eastern Broadcast Supply. 42 Main St., Leominster MA 01453, 508-597-5441.

8 1/8" RCA Transmission line, MI-577, R2D-1-A. Suitable for UHF or VHF Never been used, in original cartons. 40% off. 209-529-2024.

28 Foot Custom Mobile Teleproduction Van: 2 col- oc broadcast std. cameras, 10x lenses: mics, tunable RIR and cart tabs. 11-in mixer: video and v-scope s; SEG/chroma key; 1-page character generator; 34" decks, editor, TCB: all accessories included. Write Box B-176.

1 Spotmaster Record/Play, 2GRK Cartridge Play- back; 4 ORK stereo microphones, 1 ORK Preamp, 1 SPOT ORK stereo control board. Used less than one year. Value $4,200. Best offer. 315-823-0281 after 5:00 PM.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. 510, Catalog free! Edmund Orrin, 4117-B Grove Place, Madera, Cal. 93637.

"Free" D.J. Catalog! Comedy Wild Tracks, Production, FCC Tests, more! Command Box 26348-B, San Francisco 94126.

Free sample of radio's most popular humor service! OLINERS, 365-C West Bullard, Fresno, Calif. 93704.

Handmade of Deejays renewed again! Guaranteed lunatic Freebie. Contemporary Comedy. 5804-B Twining, Dallas, TX 75227.

MISCELLANEOUS

Have a client who needs a jingle? Call us, Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmaur PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade, better! For fantastic deals on TV, Radio, Studios, TV and Radio Features, Inc. 166 E Superior St., Chicago, IL 60611, call collect 312-944-3700.

Editorial Capsule Opinion research weekly. Trial subscription—$3.78 Broadcast Service Assoc., 663 Fifth Ave., New York, 10022.

TV/Radio Program Ratings: Details, samples—$5.00, Large SAXE: 4866 Newton Road, Harvard, NY 14075.

Custom Station ID packages, jingles, sound logos. Reasonable rates. For information write: Nutmeg Music, 4E Beach St., Beloit, CT 06801.

INSTRUCTION

Cassette recorded first telephone training at home plus one week personal instruction in Boston, Atlanta, Seattle, Dallas, Detroit, Chicago, etc. Our twelve-week year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

1st class FCC, 6 wks., $450 or money back guarantee. VA approved. NAFI Ind. Communications, 11488 Oxnard St. N. Hollywood Calif 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9420.

Free booklets on job assistance, 1st Class FCC, 6 week course. Contact Dick Sargent, A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.


Radio License Institute offers extensive preparatory training for the FCC first class license. Over 90% of our students pass their exam the first time. Both six-week daytime and eight-week nighttime classes available. For more information call or write: Radio License Institute, 216 E. Montague St., Charleson, SC 29406, 803-744-7189.
Help Wanted Announcers

MAJOR MARKET TALKER
Midwest major market talk station now accepting resumes from creative, fun loving talk show hosts. Also looking for a dynamic and opinionated sports talk show personality. This is the opportunity you've been working towards! Send resume to Box B-174.

Help Wanted Technical

CHIEF ENGINEER

BROADCAST ENGINEER
Group broadcaster has need of a Broadcast Engineer for AM station in Northern New England area. Should have first phone and be knowledgeable in A.M. and Audio. Stereoscopic knowledge useful. Experience with A.M. and Audio as Chief Engineer required for five years—or equal responsibilities for five years accepted. EOE—M/F. Reply, with resume, to: Technical Director, Hall Communications Corp., PO. Box H-3201, New Bedford, Mass. 02741.

Help Wanted News

NEWS DIRECTOR
WKWB Radio, Buffalo, New York, is seeking the most creative, energetic professional we can find. Must be strong at administrative and motivational skills. A demanding yet rewarding position with a Capital City Station. Applicant must have at least five years Broadcast Journalism experience with Management experience desired. No phone calls, please. Forward resumes and qualifications to: Sandy Bleach, WKWB Radio, 1430 Main Street, Buffalo, New York 14209. An Equal Opportunity Employer.

Situations Wanted Announcers

NEED MORNING PERSONALITY
50,000 watt station in San Jose California is looking for a good morning communicator. KLOK serves 10 counties in the San Francisco Bay area, is an Adult Contemporary format, and an Equal Opportunity Employer. Male or Female, send tapes and resumes immediately to: Bill Weaver, KLOK Radio, PO. Box 21248, San Jose, California 95151, 408-274-1170.

NATIONALLY KNOWN AOR INNOVATOR
Seeks challenging secondary market management or major market programming position with AOR or adult contemporary station. I'm presently general manager of a highly respected AOR feature syndication which I created. I have extensive and impressive credits—areas of station management, programming, promotion, marketing and news. If you have high standards, maybe we should be talking. Box C-48.

Situations Wanted Announcers

TELEPHONE TALK PERSONALITY
Gm. interest—Sports. Available soon in all markets. Box C-78

TELEVISION
Help Wanted Management

Audience Promotion Manager
Promotion Manager for Creative Services Department of Top 10 Market, group owned, VHF, network affiliated TV Station. We need a pro who knows advertising, production and media placement.

Send resume to Box C-90. An Equal Opportunity Employer.

Help Wanted Sales

Television Sales Executive for growing TVB
Contact local and national advertisers to create or increase television budgets and help train members stations in the development of local business with TVB sales materials. Background in New York. Must have television broadcast sales experience preferably including local station sales or TV rep background. Send letter and resume to: Bob Ledko, Television Bureau of Advertising, 1395 Avenue of the Americas, New York, New York 10019.

Help Wanted Technical

Experienced Transmitter Supervisor
Help Wanted Technical Continued

CAREERS IN TELEVISION ENGINEERING

RKO General, Boston Division has immediate openings for the following positions:

ENGINEERING SUPERVISOR

For the candidate who can supervise technicians assigned to television production and maintenance. A solid technical background, FCC FIRST CLASS LICENSE and a minimum of 5 years of television broadcast experience is also required. Previous supervisory experience a real plus.

TECHNICIAN

Experience in studio broadcasting and an FCC FIRST CLASS LICENSE are required. A background in electronics is also desirable.

RKO General offers a liberal compensation package.

For prompt consideration, forward your resume including salary requirements to:

Personnel Department
RKO General Building, Government Center
Boston, MA 02114

An Equal Opportunity Employer M/F/V/H/Arts

Help Wanted Programing, Production, Others

An Important TV Promotion Manager spot is opening up:
Big, dynamic market.
Major group station.

This is an important career opportunity for the advertising and promotion professional who’s ready to move into the spotlight.

The market is Houston. The station is Corinthian-owned KHOU-TV, a CBS affiliate.

If you’re the successful candidate for this key spot, you’ll plan and build hard-hitting campaigns in all media.

You’ll have a full complement of resources, including the services of an ad agency.

You’ll have the opportunity to flex your creative muscles and stretch your mind.

If this sounds like the kind of move you’re ready to make, send me your resume now. I’ll contact you for samples of your work later.

Sheryl Gold
VP, Advertising & Public Relations
Corinthian Broadcasting Corporation
280 Park Avenue
New York, N.Y. 10017

An Equal Opportunity Employer

Help Wanted News

TOP TEN MARKET

is looking for an experienced weekend co-anchor/reporter. Send resume and script samples to Box B-189. Equal opportunity employer.

SAN FRANCISCO TV ANCHOR

“Everyone’s favorite city” is also an exciting TV news market. If you’re really a pro and ready for a new challenge, send a resume and resume to PO. Box 920, San Francisco, CA 94101.
An equal opportunity employer.

WEATHERPERSON

No. 1-rated CBS VHF has an immediate opening for a weather anchor. Station has a heavy commitment to live ENG and a total commitment to being No. 1 in News, Weather and Sports. Salary dependent upon individual’s previous experience and background. Send resumes and videocassettes immediately to:

Mr. Mark Piers
News Director
WCSF-TV
485 East Bay Street
Charleston, SC 29402
Equal Opportunity Employer; M/F

MMT SALES, INC.

DIRECTOR OF RESEARCH/PROGRAMMING

Exciting opportunity immediately available.
All replies in strict confidence.

CONTACT:
Neil Kennedy
MMT SALES, INC.
747 Third Avenue
New York, New York 10017
212-758-3838
Situations Wanted Management

NATIONAL SALES MANAGER
Local/Regional Sales Manager in Top 25 market looking for local role. Experience at indie & Affiliate. Great references. If you’re in the market, let’s communicate. Box C-71.

TV PROGRAM EXECUTIVE
Experienced in all areas of network, syndicated, and local programming and program acquisition. Production background. Knowledgeable in FCC and pay television. 18 years in ten with best industry-wide experience. For further information or appointment at NATPE, call: (415) 349-0867

Situations Wanted News

REPORTER/ANCHOR
Young, but degree and extensively experienced. Current work drew 45 share in November. Ready to move to mid-market.

TV NEWS PRODUCER
Now at NY O&O. Doesn’t need to prove herself in Big Apple. Already has. Wants the new challenge a top 10 market could provide. Only if you want the best write Box C-54.

Public Notice

INVITATION TO SUBMIT PROPOSAL FOR THE CONSTRUCTION & OPERATION OF A CABLE TELEVISION SYSTEM VILLAGE OF SUFFERN STATE OF NEW YORK
The VILLAGE OF SUFFERN, in Rockland County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until 12 Noon on May 19, 1978 and all applications received will be available for public inspection during business hours of 8:00 A.M. to 4:00 P.M. at the Village of Suffern, Municipal Building, 44 Washington Avenue, Suffern, New York.
Virginia Menschner
Village Clerk
Village of Suffern
44 Washington Avenue
Suffern, New York 10901

Radio Programing

LUM and ABNER
5 - 15 MINUTE PROGRAMS WEEKLY
Program Distributors
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

Wanted To Buy Stations

BLACK ENTREPRENEUR
Experienced Black All-personality needs small to medium market FM and AM. Format C&W/MOR.
Write
PO Box 49913
Los Angeles, Ca. 90040
213-478-7952

Okla., Ark., Tex., Mo.
1 or 2 station Market Daytimer. Terms. Replies in strictest confidence. Box C-56.

For Sale Stations

EXCELLENT BUY
Full Timer... Major Market A.M. in S.E. Owner with other interest. Well equipped with real estate. Clean $775,000—priced to sell quickly Box C-77. Broadcasting.

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Contact: Washington
William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
202-223-1553

W. John Grandy
Broadcasting Broker
773 Foothill Boulevard
San Luis Obispo, California 93401
805-541-1900

CABLE FILMS
COUNTRY CLUB STATION BOX 7171 KANSAS CITY, MO. 64113

CABLE FILMS is a non-exclusive film distributor, serving both cable systems and TV stations, everywhere. 300.000 paid subscribers the first year. Pay-Cable and L/O. Select from 130 Cable Classics. TV stations and CATV systems can program our cassettes or 16mm prints.

Herbert Miller, V.P.
913-362-2804

Broadcasting Feb 27 1978
H.B. La Rue, Media Broker
Radio TV CATV APPARATUS

WEST COAST: 1500-2500 BUILDING, SAN FRANCISCO, CALIFORNIA 94110
(415) 774-9200
EAST COAST: 110 EAST 53RD ST., N.Y., N.Y. 10022
(212) 838-9177

MEDIA BROKERS APPRAISERS
RICHARD A. SHAHEEN INC
65 NORTH MICHIGAN - CHICAGO 60611
312-467-0040

For Sale Stations Continued

TENAS

5 KW AM daytimer & Class B FM Economy combination of energy and farming—lots of equipment, including $30,000 of automation. Need sales oriented owner. Price: less than 2 times gross, $300,000. Rentals to Qualified buyers.

George Moore & Associates
6118 No. Central Expressway Suite 712
Dallas, TX 75206 (214) 361-8970

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: $1.00).

When placing an ad, indicate the EXACT category desired: Television or Radio. Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwarded, 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: $60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

BOOKS

305. BROADCAST MANAGEMENT by Ward L. Quaal and James A. Brown. Whether you aspire to a career in broadcasting, are a student of broadcasting or already are employed in broadcasting, this second edition—revised and enlarged—is "must" reading. 464 pages, charts & index. $18.50.


328. WRITING FOR TELEVISION AND RADIO, Revised and Enlarged 2nd Edition by Robert L. Hilliard. Shows how today's successful writers prepare and produce top TV and radio programs of every type, includes new chapters and fresh script samples and excerpts. 461 pages, index. $16.50.
## Stock Index

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exch.</th>
<th>Open</th>
<th>High</th>
<th>Low</th>
<th>Last</th>
<th>Net change</th>
<th>% change</th>
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### Broadcasting

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<th>Net change</th>
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### Cablecasting

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## Total market capitalization

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<th>Net change</th>
<th>% change</th>
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### Broadcasting with other major interests

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### Total

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<th>Low</th>
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<th>Net change</th>
<th>% change</th>
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**Note:** The table contains stock information and financial data for various companies, including broadcasting and cablecasting entities. The data includes opening and closing prices, net changes, percentage changes, and market capitalization figures. The table is structured to provide a clear and readable overview of the financial performance of these companies. The data is intended to be used for informational purposes only and should not be considered financial advice.
### Service

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<tr>
<td>BBDO Inc.</td>
<td>BBDO</td>
<td>Broadcast</td>
<td>NYSE</td>
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<th>Market Value</th>
<th>Capitalization</th>
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<tr>
<td>AEL Industries</td>
<td>AELBA</td>
<td>Applied Electronics</td>
<td>Cheaper</td>
<td>$57,149</td>
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### Programming

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<th>Name</th>
<th>Industry</th>
<th>Market Value</th>
<th>Capitalization</th>
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<tr>
<td>COLUMBIA PICTURES</td>
<td>CPS</td>
<td>Columbia Pictures</td>
<td>Broadcast</td>
<td>$1,787,930</td>
<td>47,499,831</td>
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### Standard & Poor's Industrial Average

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<th>Stock</th>
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<th>Index</th>
<th>Average</th>
<th>Standard &amp; Poor's Industrial Average</th>
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<tr>
<td>98.4</td>
<td>7.8</td>
<td>A</td>
<td>98.4</td>
<td>7.8</td>
<td>Over-the-counter bid prices supplied by Hombrow &amp; Weeks, Merrill-Noyes Inc., Washington. Yearly high-lows are drawn from trading data reported by Broadcasting. Actual figures may vary slightly.</td>
</tr>
</tbody>
</table>
Profile

PBS's Chloe Aaron: eager to go head to head against the other three

Chloe Wellingham Aaron does not see public television as a supplement to the commercial variety. The senior vice president for programing at the Public Broadcasting Service speaks instead of “alternative” programming. And she refers, not quite as often, to a developing “competition” between PBS and the three commercial TV networks.

Adequate program funding for public television, she adds, would “make the competition a little more fair.” It is in pursuit of some of the funding and more of the audience that Ms. Aaron and PBS are dedicating their energies in the next few weeks: toward the Festival ’78 that will be to the world of public television as “sweep weeks” are to ABC, CBS and NBC. It’s the time when public TV does its own “stunting,” and hopes in return to attract, this year, an estimated $10 million in local audience pledges. Her hopes are riding on these vehicles in particular: Big Band Bash (a three-hour tribute to the big bands of the Swing Era), a three-part Dracula series, the Living Sands of Namib (a National Geographic Society special) and Live from the Grand Ole Opry.

These are but several of the many program ventures Ms. Aaron has in mind for PBS. Others are set down in a lengthy “PBS National Programing Service Planning Book” that has in it more than $93 million worth of programs she would like to see on the system. (PBS has a $66 million national programing budget.) Among those ideas is one Ms. Aaron is “particularly excited” by—the Minority Cultural Project, conceived by the singer, Harry Belafonte, as a black talent production center designed to train writers, directors and actors for a varied series of productions, ranging from drama and music to documentaries. Ms. Aaron calls that proposal a “major prime time cultural series of the kind that we need more of.”

The press announcement heralding the July 1976 appointment of Chloe Aaron to her PBS post said she was “believed to be the highest ranking woman executive at the network level in the history of television.” That got to her. “Compared to what?” she asks. It was a “dubious honor,” assuming its significance more because women are so underrepresented in the power circles of network television, she says, than because of her own distinction.

In her first year and a half at PBS, Ms. Aaron says she has established the hiring of more women and minority group members as a “professional goal” for herself. Public television, she says, is “very sensitive” to equal employment opportunity issues, and “we really cheat ourselves,” if the country’s rich diversity of cultures and points of view are not exploited by television.

It would, of course, be easy for Ms. Aaron to use her role at PBS as a kind of spokesperson for the women’s movement, but she generally shies away from lengthy discussions on the subject of women in broadcasting and prefers to speak of her accomplishments and dreams—and of the planning book.

Ms. Aaron went to the public network after six years as director of the public media program at the National Endowment for the Arts. In that role, she had over-all responsibility for the endowment’s activities relating to the funding of film, television and radio—including overseeing such major public television projects as the Dance in America, Visions and Live from Lincoln Center.

Ms. Aaron’s training and initial career goals pointed to a position as a “drama critic for a daily newspaper.” After receiving her BA in 1960 and a year as a researcher at the Huntington Library in California, she went to Washington to do her graduate work in an American cultural program offered by George Washington University.

But, she says, Washington in those days of Camelot turned out to be “a very grim place” for a student of drama and cinema. At the time there was only one movie theater in the capital that regularly presented film classics and the city’s famed Kennedy Center for the Performing Arts was not yet even a gleam in anyone’s eye.

“If it’s truly “much more delightful now,” as Ms. Aaron believes, she can take some of the credit. The National Endowment, for example, never dealt very much with film and television before she joined it. During her tenure there, Washington became an attractive place to creative people in those fields who, certainly, have contributed to the cultural boom the city has experienced during the seventies.

And although she is in nearly constant contact with the creative community in Washington and elsewhere, Ms. Aaron considers it a distinct “advantage” that she has, thus far, kept out of the production process. Her talents, she says, “as a critic, an analyst and a commentator,” complement those of the producers and directors with whom she is continually dealing.

Nor does she necessarily believe that creative people are especially adept at handling the “tremendous frustrations” and the tiny heartaches that the head of programing for a financially strapped network must endure. “People who come from a background of doing,” she says, “are very frustrated as administrators.” And vice versa. “Life is a lot easier if you don’t have people who are kind of schizophrenic—back and forth between administrating and creating.”

In her wildest dreams, then, Ms. Aaron likes to envision a public television system with “as much money to spend on programing as just one of the commercial networks”—a figure she estimates to be about $500 million a year. Should that chronic money problem be solved, she would turn first to daytime television and present a “blockbuster” schedule that would counter what she calls the “appalling” fare of the other networks.

“The fact that the daytime ratings are going down for the commercial networks is all you need to know. That’s just a red flag that the people want better programing or else they’re not going to watch,” she says.

Good advice

Sex on television is suddenly Topic A for magazine and newspaper feature writers. The phenomenon is being simultaneously exploited and deplored in the seamiest tradition of popular journalism. Television program executives, however, will be well advised to avoid becoming parties to the exploitation.

The temptation may be there. After a Newsweek cover featured Suzanne Somers, of ABC-TV's Three's Company, in suggestive lingerie, ratings rose 8.4 points above averages that were already high. A shock like that starts seismographs oscillating in every casting office.

It may also be reported now on the strength of preliminary returns that the issue with the Somers cover scored Newsweek's biggest newstand sale of the year to that date, a development that will not escape the attention of other editors. Last week's issue of Us, the New York Times Co.'s competitor to Time Inc.'s People, carried as its top cover line: "Sex on TV: How far will they go?"
The cover picture was of Suzanne Somers in a bathing suit.

Gene Jankowski, in his first speech as president of the CBS/Broadcast Group, urged his Hollywood audience to exert restraint (Broadcasting, Feb. 20). His timing couldn't have been better.

One-sided

The failure of the Alfred I. duPont-Columbia awards authorities to recognize radio in their presentations for 1976-77 (Broadcasting, Feb. 20) needs a better explanation than any we've seen yet. Whatever the reasons, radio received short shrift.

Elie Abel, dean of the Columbia Graduate School of Journalism, suggested that the awards program is suffering a financial pinch. This is understandable, inflation being what it is and has been. But didn't the awards administrators anticipate the bind? Couldn't they have made a more equitable allocation of the available resources between radio and TV?

Although awards honor outstanding performance, they also encourage it. Radio journalists obviously get no encouragement from this year's duPont-Columbia awards. And what of the future? Will the program's administrators restore its sense of balance or will they reduce it to a single branch of broadcasting, leaving radio to look elsewhere for the recognition it deserves?

Fair or foul?

The final disposition of the fairness-doctrine inquiry that the FCC has initiated (Broadcasting, Feb. 20) may provide a significant clue to the philosophical tilt of the commission under the chairmanship of Charles D. Ferris. The scant signs available now hint of deep divisions within the agency.

The unanimous approval of the inquiry by the six commissioners who were present to vote on it commits nobody to a final vote after comments are received and digested. Indeed two members, James Quello and Abbott Washburn, expressed grave reservations. Joseph Fogarty, however, as much as endorsed one of the two proposals on which comment is being solicited. Chairman Ferris said he would welcome comments on both.

As has been noted here before, Mr. Ferris will approach his ultimate vote in this proceeding under special scrutiny. The chairman finds himself in official company of the author of one of the new fairness proposals and a lawyer for advocates of the other.

The author in the piece is Henry Geller, President Carter's choice to direct the soon-to-be-formed National Telecommunications and Information Agency. Mr. Geller wants to end case-by-case review of fairness complaints and substitute an annual review of "the 10 controversial issues of public importance, local and national, which [the licensee] chose for coverage during the prior year."

The lawyer for advocates of the other proposal—that broadcasters donate an hour a week for public access over which they would exert no editorial control and in addition air responses to "editorial advertising"—is Frank Lloyd, who represented the Committee for Open Media.

Mr. Geller, a former FCC general counsel who has been called the guru of broadcast law for government and public interest lawyers, has been coaching Mr. Ferris. Mr. Lloyd, upon recommendation by Mr. Geller, became Mr. Ferris's principal aide.

With help like that at his side, Mr. Ferris will want to examine carefully the thoughts of others if he wishes to present an image of independence. There is plenty to be said on the other side. The Geller plan can lead only to the institutionalization of governmental review of subjects that go on the air. The COM's access plan would start the conversion of broadcasting from journalistic force to common carrier.

Lining up against the zealots

The legal ethics committee of the District of Columbia Bar finds itself isolated in its attempts to impose unreasonable restraints on the movement of lawyers between government service and private practice. The comments of the Federal Communications Bar Association typified the wave of opposition that has rolled over the proposed rule change (Broadcasting, Feb. 20).

Nobody is objecting to the prohibition of obvious conflicts of interest, a lawyer leaving government, for instance, to serve a private client with a case the lawyer worked on at the agency. But such conflicts are already prevented by existing rules. The ethics committee's proposal to disqualify whole law firms from representation in cases in which individual members of the firms have been involved while still in government would all but lock the door permanently between government and private practice.

With the door locked, no young lawyer could enter government without committing a whole career to it. Those with other ambitions would be denied the training government can provide. The proficiency of law practice inside government and out would inevitably suffer.
World's greatest rain.

If the bluest skies you'll ever see are in Seattle, how come raindrops keep falling on our head? A fair question. For Seattle's weather is definitely paradoxical.

It does rain a lot in Seattle—but not as much as it does in New York. (Score: 41.51 annual inches for the Big Apple, 38.79 for the Big Sponge.)

The thing is, Seattle's rain falleth gently from the heavens—more drizzle than deluge. Because our rainfall is mostly soft and light, people golf in it, go for walks in it, stoically ignore it and generally smile on through. (Britishers and Scandinavians dote on Seattle's climate.) Furthermore, very, very little of our precipitation hits the streets in the form of snow.

Hard-core Seattleites frequently observe that it's the rain which makes everything so green and beautiful. True. And while it makes our lawns bright emerald, it makes our complexion dewy and our dispositions ruddy with a jointly-shared grudge against the wetness. For although we stoutly defend our climate, we regard the right to complain about the weather as a sacred privilege of citizenship. For example, we can have a gorgeous stretch of crisp, clear, sunny weather. But two drizzly days later, strong men will moan, "Will this rain never end?"

Ah well, except for the predictably dark and soggy months of December and January, during the remainder of the year, Seattle averages more daylight hours of sunshine than rain or overcast. And we enjoy fabulously beautiful clouds, superb sunrises and sunsets of sheer poetry the year round.

The Seattle climate. Long may it rain.

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